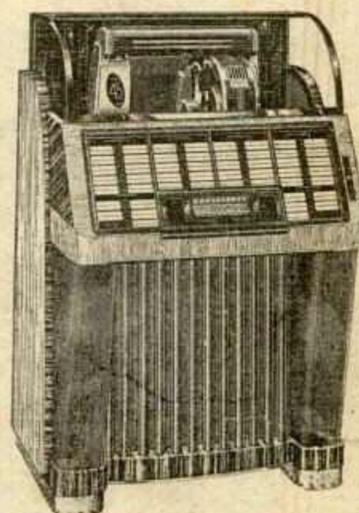


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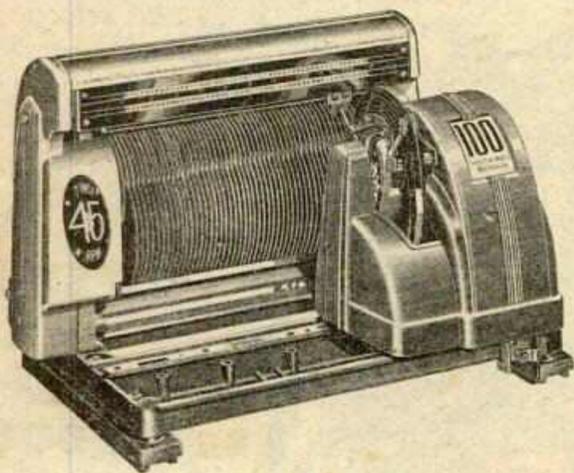


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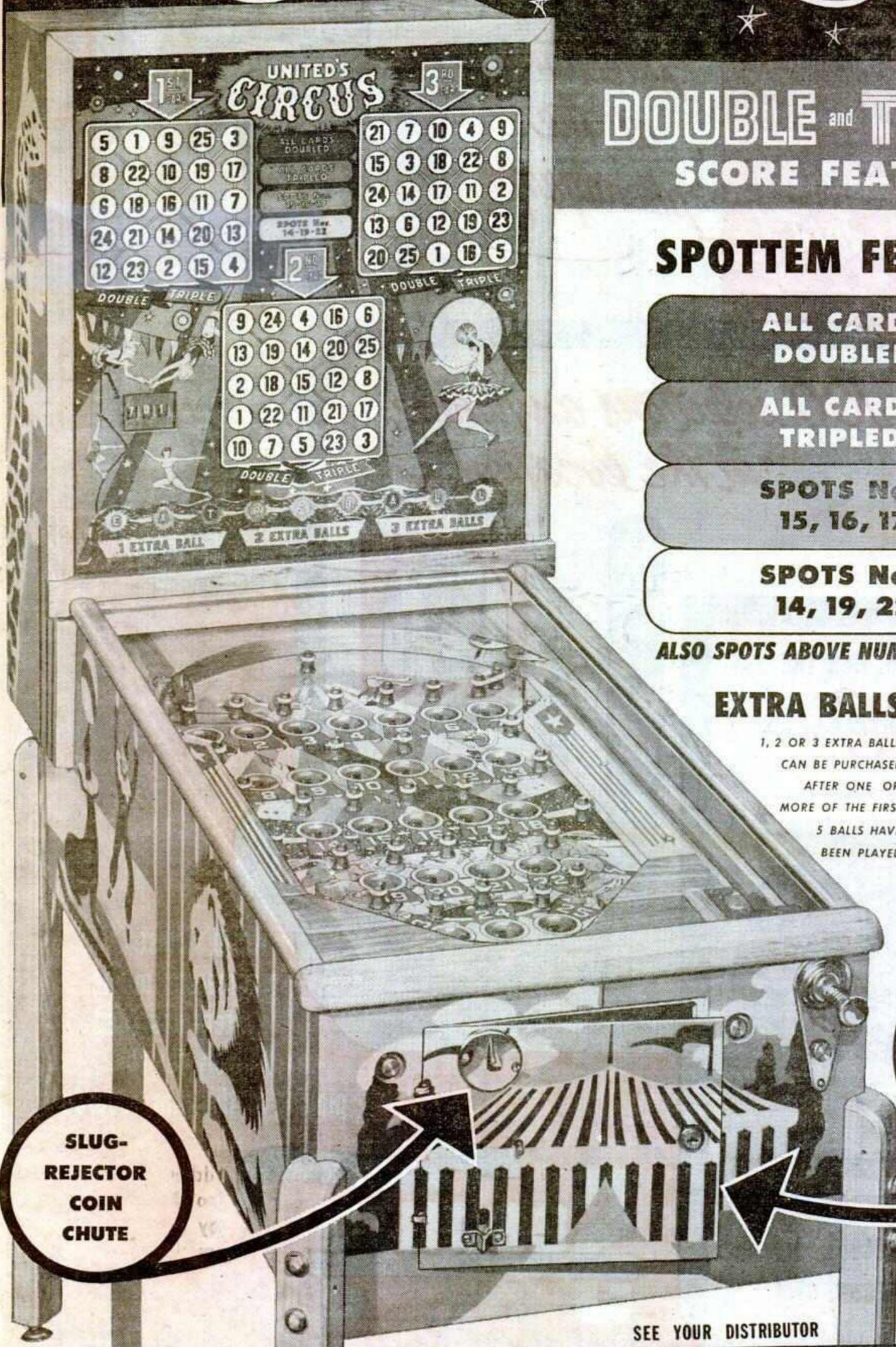
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# The Billboard

OCTOBER 11, 1952



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE 25 CENTS

## Tough Ike-Adlai Problem How To Spend \$7,000,000

### Dollars Spiral To New High For Airwaves

\$7 Mil Just Passing  
Figures as Industry  
Grows in Influence

WASHINGTON, Oct. 4.—The TV-radio broadcast industry should harvest upwards of \$7 millions from political spending this campaign year. The purse could go much higher than that as the result of the heightened pace of fund-raising drives set in motion by the national committees and others. The campaigns for war chests of unparalleled dimensions apparently have gathered unusual force because of inflationary costs to wage present-day political war.

(Continued on page 4)

### DEMOS' NETWORK SCHEDULE

#### List When & Where Details On 43 Shows Thru Nov. 3

WASHINGTON, Oct. 4.—In the first detailed listing for the balance of the Presidential campaign, the Democratic National Committee this week scheduled 47 network shows. Running from October 5 thru November 3, the lineup comprises 29 radio broadcasts, 10 telecasts and 4 simulcasts. Nearly 60 per cent—or 27—are scheduled for 10:30 to 11 p.m. Nine network shows will run on election eve alone.

In revealing the listing, the Democratic National Committee urged State and local Democratic committees to purchase time for

spot announcements on local stations before and after the national shows. The Republican National Committee is withholding its detailed web plans beyond the next few days.

The American Broadcasting Company leads the Democratic listing with 21 shows, including 19 radio broadcasts, 1 TV show and 1 simulcast. The Columbia Broadcasting System is second with 13, of which 9 are on radio, 2 on TV and 2 simulcasts. Other listings include Du Mont with 9 telecasts; National Broadcasting Company.

(Continued on page 4)

## AM-TV Techniques Puzzle Politicians

Parties Buckle Down to Complexities  
Of Station Clearance, Time, Tapes, Etc.

By SAM CHASE

NEW YORK, Oct. 4.—Both the Democrats and Republicans, banking heavily on the impact of radio and TV for victory in November, have had to scrap earlier simple approaches to broadcasting and adapt themselves to complex industry techniques in order to obtain maximum results. The result is that the politicians have found themselves involved with and making use of such terms and methods as station clearance,

saturation campaign, pre-empting time, co-op shows, cut-in transcriptions, radio repeat of video sound tracks and use of marquee name values.

One of the major shocks came when the politicians learned they could not simply order whatever time they wanted, especially on TV, and have it available. They ran head-on into the exact situation confronting sponsors of more mundane products: station clearance, particularly in single station markets. The Democrats, particularly, are known to have had a most difficult time getting national exposure for Gov. Adlai Stevenson because of this. The Republicans, too, found that when it was necessary to clear nation-

(Continued on page 4)

## Britain's Business Booms, But Unrest Plagues Actors

LONDON, Oct. 4.—All of British showbiz, including vaude, legit and cafes, is booming, with legit in particular having its best season in history, according to Murray Lane, American comic, now touring Great Britain, prior to an extended stay on the Continent.

But if grosses are great, there's considerable unrest in performer ranks, with television as the baby that has all talent unions fighting mad. Chief British talent unions consist of the Variety Artistes Federation, which covers the entire variety field, and the British Actors Equity Association, which covers legit, ice shows, pictures, radio and television, including all chorus lines.

At the mid-June Actors International Congress held here, with

reps from most of the European countries, a move was started to demand increased payment for TV shows originating outside the studios with instructions given Equity members to refuse to do telecasts outside the studios unless they get \$21 for chorus or \$45 for principals in addition to their theater salaries.

#### Based on Telecasting

The latest ruling was based on a practice of telecasting legit and musical comedy shows direct from the theaters, via British Broadcasting Company wires. Deals are made direct with show managers by BBC. The former, in turn, puts pressure on actors that the telecast will be good publicity.

Besides, under a clause contained in many contracts, actors agree to take part in any broadcast or telecast in which he is appearing and to give such services free of charge.

BBC and Actors Equity, together with the managers association, are now dickering for new deals. In the meantime, Equity, VAF and the Musicians Union have instructed its members not to

sign contracts which obligate them to work in TV shows in theaters operating on an admission policy. If any attempt is made to do such a show, members are instructed to refuse to go on.

#### TV Work

TV work is only limited here. The average TV performer gets one week's salary for three weeks work involved in rehearsing and performing on TV.

But if work on TV doesn't pay and is scarce, there's plenty in the legit field, even if dough is way under American standards. Chorus kids get about \$21 a week; principals get \$30 a week and up. Rehearsal pay is pretty bad.

All performers getting \$42 a

(Continued on page 18)

## Cinerama Eyes Full Musical

NEW YORK, Oct. 4.—Several deals were reported in the works this week involving use of the new Cinerama process (see highlight review this issue) for filming a full-length musical production. Contracts are expected to be pacted momentarily on one of the deals, possibly involving a legit musical, an opera or a ballet company.

At present, the only installation is at the Broadway Theater here. But the Lowell Thomas - Fred Waller outfit is known to have

(Continued on page 11)

## New Giant Juke Box Is Unveiled

CHICAGO, Oct. 4.—Capping the trend toward more and more selections, Rock-Ola Manufacturing Corporation today introduced a 120-selection juke box, available with either 45 or 78 r.p.m. mechanisms.

Tradenamed "Fireball," the new box was exhibited at a preview cocktail and dinner party for some 200 Rock-Ola distributors and regional representatives. The luncheon was held at the Sheraton Hotel. National operator showings of the new model will be held at distributors' headquarters Sunday, October 12 (See

(Continued on page 14)

### SOUP'S ON (OR OFF)

## NBC Warms Up While Lever Burns at Godfrey

NEW YORK, Oct. 4.—Arthur Godfrey is reported to have put a fire under Lipton's Soup, and executives of the parent Lever Brothers company are said to be simmering as a result. The National Broadcasting Company, anticipat-

ing that things may boil over, is believed to be pitching for the entire multi-million dollar Lever radio-TV business now on the Columbia Broadcasting System, where Godfrey holds forth.

Godfrey is said to feel that both the product and the manner in which he is expected to pitch it are not really suitable to his delivery. But Lipton division is keen to continue using Godfrey's undeniable talents to promote the soup. NBC is hungrily awaiting all or any part of the extremely lush Lever billings which it can pry away from CBS. The major soup pitch is on the simulcast "Talent Scouts," 8:30-9 Mondays. Lever sponsors an additional four hours of radio and three hours of TV on CBS weekly. NBC is known to be waving its new contiguous radio rate discount at Lever in a move to stir up the situation.

## 45,000 INTO 300 SEATS IS TV CITY JOB

HOLLYWOOD, Oct. 4.—Forty-five thousand ticket requests for seats to the first show to emanate from TV City here, "My Friend Irma," this week poured into the Columbia Broadcasting System. Only 300 people could be satisfied. The deluge of requests can be attributed to the display of the scale model of the new CBS-TV plant at the Farmer's market which created great interest among local televisioners. CBS-TV ran pictures of TV City at the beginning of the "Irma" telecast Friday (3) in the 8:30-9 p.m. slot.

## Enthusiasm Greeted Hartford Disk Fete

By BOB ROLONIZ

HARTFORD, Conn., Oct. 4.—The week-long Hartford Record Festival sponsored by the Record Industry Association of America and featuring disk names in a series of concerts in the pop, classical, folk and kiddie fields, which wound up here today (4), was a most successful experiment, according to the majority of local record dealers and distributors as well as representatives of diskery members of the RIAA. The fact that records were publicized on an industry-wide level rather than by individual companies, and the enthusiasm generated by the various concerts and festival publicity (see adjacent reviews), impressed local dealers strongly.

It is, of course, too early to tell in terms of sales what the festival will mean to the record business in this area, but more people have been exposed to record news, record names and record artists' concerts than ever before in a

town of this size. What is also important is the knowledge that the record companies can work together for their common good.

The entire venture was in the nature of an experiment. The object of the festival was to de-

(Continued on page 14)

### WANNA BUY A BARGAIN BOAT?

For less than the price of a new car you can buy a 36-foot excursion boat (capacity 35, motor nearly new). It's just one of the big bargain money-makers listed in this week's Billboard classified pages. But that's just a sample. There are scores and scores of good deals in more than a dozen categories in 3 big classified sections this week and every week!

Take your pick—or if you have something to sell—try a Billboard "classified" for as little as \$3 per insertion!

What Do You Want to Buy or Sell?

See pages 13, 51, 70.

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# Billboard Backstage

By JOE CSIDA

In this issue, please, friend reader, whenever you come upon a story with a Chicago dateline, or a Chicago firm's ad, pause and join in a silent second's tribute to a reasonably sensational bunch of guys and girls. At the dismal hour of seven a.m. Wednesday (1), as you may have read in the papers, Local 66 of the AFL Elevator Operators and Starters Union went out on strike there. Our Chicago office is on the 30th floor of 188 West Randolph Street.

It obviously was not necessary for said building to fall upon Maynard Reuter, our Western division manager and head of the Chi office to realize that he had a problem. Some years back the beautiful Ohio displayed her intermittent capriciousness, and settled (among other Cincinnati establishments) in our printing plant. Our Cincinnati contingent thumbed its collective nose at the nasty river, packed a hasty bag, transferred operations to a plant in Chicago, and the paper hit the stands right on time. A while back we had a misunderstanding with a large group of our own people here in New York, and were struck for three weeks, and in each of those three weeks, produced and issued right on due date, a bigger, better paper than the week previous.

Reuter, a Billboarder since he learned to blow his own nose, naturally refused to be frustrated by the lack of transportation from

the ground to the 30th floor. He called the Bismark Hotel with the intention of renting a set of suites as an operational base for the strike's duration. The Bismark was sorry, but a single room was the best available. By this time most of the crew had arrived and the dilemma was put before the body.

Outdoor editor Herb Dotten came up with the idea that our good friends, the Barnes-Carruthers booking agency, whose offices are on the 2nd floor of 159 North Clark Street, might be willing to house us in the emergency.

B-C headman Sam Levy was in Birmingham impresarioing the Barnes number one unit at the Alabama State Fair, so Herb hey-rubed Sam there via phone. "Sure," said Sam, "move in." Herb hied over to North Clark with most of the crew to get organized. The coin machine editorial staff moved into Earl Newberry's office (Earl was on tour with his Joey Chitwood Death Dodgers); outdoor editorial set up in Fred Kressman's office (Fred was in Waterloo with a Barnes unit playing the Dairy Cattle Congress); the ad guys took over Randolph Avery's office; the layout and art staff occupied B-C storeroom; the Vend staffers called Bernice Herwitz' office home, and Mayn and Norm Weiser, indoor editorial, lived in the luxury of Mike Barnes' office.

The B-C staff, sparked by office manager Vera Peters, with switchboard custodian Mignon Chappell as the nerve center, put up with the sudden transformation of a reasonably quiet, well-ordered show operation into the dizzy, noisy chaos of newspapering like the real buddies they are.

But all the Chi gang had at that point was headquarters. Now Mayn, along with coin machine editor Dick Schreiber, Dick's secretary, Maria Grygier, CM staffer Fred Amann, Vend ad manager Hilmer Stark, Hilmer's secretary Madge Cunningham, Mayn's secretary Jim Wickman and ad staffer Jack Latta, all hiked up to the 30th floor to gather and carry down all the equipment, records, papers, etc. necessary to continuing operations. Jim Wickman, fresh out of the Marines, and Jack Latta, right off the aircraft Boxer, being in the best physical condition, did most of the lugging. On the way up our safari passed a fellow on the 13th floor being carried down on a stretcher. Poor guy was trying to make it to his own office on the 15th floor of the building.

Our guys and girls did make it, and turned in their usual share, plus a little extra, both editorially and in advertising. We think we're lucky to work with people like them, and pals like the B-C crowd. And we think you'll agree they rate that little tribute I asked for up front.

# Cafe Business Booming From Coast to Coast

NEW YORK, Oct. 4.—The cafe business, which started off with a bang right after Labor Day, had a sudden drop the following week, but came back stronger than ever right after the Jewish holidays.

The New York cafe picture is the brightest its been in years, tho the business is limited to the key spots. Chicago business is similar to New York. Hotel rooms, jammed with conventioners, keep the public rooms well filled, and the key Chi club, the Chez Paree, is doing much better currently than it did the same time last year. The New York-Chicago pattern is followed closely in Philadelphia. The established rooms are doing big; the Johnny-come-latelys are just struggling.

In the Far West, Hollywood clubs have also picked up, with the perennial battle for attractions still going on between Ciro's Herman Hover and Mocambo's Charles Morrison. Strangly enough, the West Coast club's biggest competition is Las Vegas. Tourist trade makes a quick stop-over in Hollywood, then heads for Vegas. On the way back it may make another stop in Holly-  
*(Continued on page 18)*

# London Dispatch

By LEIGH VANCE

LONDON, October 4.—At last it looks as tho Britain has a musical comedy star who can compete with that row of Americans who've been shaking the town here since the war. Her name is Jean Carson—red-headed star of "Love From Judy," the modern version of that old favorite "Daddy Long Legs," which opened under the Litter banner at the Saville Theater this week.

The show got mixed reviews, but from all sides praise showered on Jean, who, at 24, has been working her way up to this triumph for five years. She has all the onstage ease of Mary Martin, with a little of that lady's roguish glitter—but Jean is no copycat.

Her goo-goo-eyed charm is something all her own. Her voice is good and clear and she's pretty enough to keep the men interested, without being so beautiful that it sets the women agin her. In fact—she's a find.

Hugh Martin's music 'has a pleasant lilt; his lyrics are slick and amusing, but there is nothing in the show to send an audience away humming an instant hit. But despite that — when they've pruned 30 minutes out of the second act — "Love From Judy is here to stay."

Here is more on George Bellak's "The Troublemakers," now settling down for a long run at the Strand Theater.

## FLOODED WITH U. S. OFFERS . . .

Leslie Linder, Peter Glenn and Hal Cooper, who brought the piece to London with a capital of \$11,000, have already been flooded with offers for backing from the States. They are turning them all down on the London production, asking the backers to hold over their offers for the New York one scheduled for January.

The show got rave notices and will probably run a year. But here it illustrates the prime problem facing the London Theater today. Before a word is spoken or a cent taken, the management  
*(Continued on page 55)*

# Lift Strike Cripples Chi

CHICAGO, Oct. 4.—The elevator operators' strike which broke here Wednesday (1), crippling service in many Loop skyscrapers, found the business side of showbiz affected, but still buying and selling talent without let-up. Despite some inconveniences, which ranged from major to trivial, most offices were able to function thru the remainder of the week.

Hub of the booking activity, 203 North Wabash, was one of the buildings hit by the strike, but building personnel stepped in to take turns operating one lift, with stops set at a series of floors from which the bookers and acts could walk to their actual destination.

Music Corporation of America employees hiked up stairs to reach their offices, while General Artists Corporation personnel also walked up seven flights of stairs to carry on their business. The William Morris office, with headquarters on the fourth floor of the Palmolive Building, found its attendance 100 per cent.

Practically every building housing the amusement industry was affected by the strike, but as the week ended, most offices were operating, if not at full strength, then with skeleton crews.

## BROADWAY SHOWLOG

Performances Thru October 4, 1952

### DRAMAS

Dancers of Ball . . . . .	9-17, '52	23
(Fulton)		
Mr. Pickwick . . . . .	9-17, '52	22
(Plymouth)		
Mrs. McThing . . . . .	9- 8, '52	204
(Morosco)		
Point of Return . . . . .	12-13, '51	301
(Alvin)		
The Four-Poster . . . . .	10-25, '51	399
(Barrymore)		
The Male Animal . . . . .	4-30, '52	180
(Music Box)		
The Moon Is Blue . . . . .	3- 8, '51	653
(Henry Miller)		

### MUSICALS

An Evening With Beatrice Lillie . . . . .	10- 2, '52	4
(Booth)		
Guys and Dolls . . . . .	12-15, '50	828
(46th Street)		
New Faces of 1952 . . . . .	15- 6, '52	163
(Royale)		
Pal Joey . . . . .	1- 3, '51	316
(Broadhurst)		
South Pacific . . . . .	4- 7, '49	1,436
(Majestic)		
Top Banana . . . . .	11- 1, '51	357
(Winter Garden)		
The King and I . . . . .	3-19, '51	635
(St. James)		
Wish You Were Here . . . . .	8-25, '52	117
(Imperial)		

### COMING UP

The Sacred Flame . . . . .	10- 7, '52
(President)	
In Any Language . . . . .	10- 8, '52
(Cort)	
Buttrio Square . . . . .	10- 9, '52
(Century)	

# Legit Line-Up

Fifty members of the cast of "Buttrio Square" have pulled the musical out of a financial quandary by forming a syndicate to add capital to the show to the tune of \$200 each. . . . The League of New York Theaters has had 21 bills clarified which will revise building codes and open up theater construction in New York. The remaining three bills will be taken care of next week. . . . The stagehands and the teamsters refused this week to unload vans moving the American Academy of Dramatic Arts in to the American National Theater and Academy Playhouse. Finally union trucks were used to do the hauling of the school. The grips, however, want a union electrician to run lights, even tho the school charges no admission for its performances. . . . Yul Brynner leaves "King and I" for a short trip to Hollywood to discuss a picture deal. Leonard Graves will take over the role until he gets back. . . . The musical "Off Limits" will be known hereafter as "Take It Easy."

Saint Subber is talking with Sam and Bella Spewack to redraft the French hit, "Angels Cooking." . . . Paul Gregory has set up one-night stands at the Brooklyn Academy of Music for his upcoming "John Brown's

Body," with Tyrone Power, Raymond Massey and Judith Anderson, and "Private Music Hall," with Elsa Lanchester.

## LESSER'S "ROUGE" FOR 3 CITIES . . .

Arthur Lesser has been arranging triple productions of "Moulin Rouge" for New York in December and London and Paris in January. Richard Basehart and Nan Martin have been approached for the New York version; Jean Simmons, London, and Colette Marchand and Pierre Fresnay, Paris; Lesser is also, via producer Paul Derval, bringing "The Folies Bergere" here this spring. . . . The New York City Opera Company gave the U. S. preem Thursday (2) of Bela Bartok's one-acter, "Bluebeard's Castle," with Ann Ayars and James Pease, on a double bill with the company's new "L'Heure Espagnole," by Ravel, which debuted Gail Manners. Broadway's "The Consul" will bow with the Company Wednesday (8). The City Center board has appointed Lincoln Kirstein managing director, a new post. He has been general director of the ballet there and was recently appointed to the board.

The executive committee of the American Shakespeare Festival Foundation is studying plans for a Shakespeare Reading Company

to operate its star-studded performances like the Drama Quartet. . . . The New England Theater Conference opens today in Boston. Reps from high schools, colleges and community, children's and professional theater groups will be on hand. . . . Columbia (U.) Theater Associates will offer this season "To Charlie, With Love," by Peggy Phillips, theater publicist. The group's season starts October 22 with "Clarence."

## LEVIN TO TEST "TEMPTATION" . . .

Herman Levin will give a two-week, pre-Broadway tryout of "Temptation of Maggie Haggarty" at the Brattle Theater, Cambridge, Mass., November 11. The cast includes Phyllis Love, Evelyn Varden, Ray Walston, Salem Ludwig and Don Mahner. . . . St. John Terrell's Music Circus, Lambertville, N. J., drew 160,000 patrons for its season from June 7 to October 11. Next year's season is in preparation, with a new English version of "Marriage of Figaro" and two new musicals, "Pennsylvania Duchess" and "Vienna Nights," included. . . . Herbert Kramer's comedy with music, "Dinner for Three," will open in London, Ont., October 13 and then tour 14 Canadian cities. Kramer will direct and Joseph Heidt produce.

# Picture Business

By LEE ZHIT

HOLLYWOOD, Oct. 4.—According to a few quickly scribbled notes on the back of a gas bill, this was a routine week in Hollywood.

Marion Davies tossed a little dinner party honoring wailing warbler Johnnie Ray and his wife, the former Marilyn Morrison. It attracted a mere 700 guests and cost the hostess around \$25,000. It was a black tie affair. Even the working press weren't immune from the dress order. Judging by what happened later in the evening, bathing suits would have been a more suitable garb.

The House Un-American Activities Committee returned for a second big week. This time the spotlight turned from the film folk long enough to show that Communism had infiltrated radio, TV and the local medical and legal professions. But the pic people still came in for their share. A flurry was caused by a story in The Los Angeles Times quoting Congressman Donald Jackson that

300 top film figures were Communies. Jackson was supposed to have said this in a speech before the Amvets. Spokesmen for the movie makers protested loudly. They claimed that such irresponsible statements were hurting the motion picture industry. They reminded Jackson that the committee has failed to show any direct distortion of movie content as a result of Red infiltration.

The good congressman claimed The Times had misquoted him, but the paper held the story was accurately reported. This reporter met Don Jackson a few years ago prior to the start of the congressional probes by the present committee. During a rather lengthy discussion concerning the infiltration of Communism into the picture colony, I left quite impressed with the congressman's fairness. He didn't appear the type of politician who was eager to hit the sensational headlines or let fact stand in the way of a favorable press play.

Instead, he seemed quite reasonable in his approach to the problem. He told me then that there were only a handful of so-called hard core Communies, lads who would do anything in following the Kremlin's bidding. The rest of them were suckers attracted by the "give the underdog a break" line but soon scurried the rat nest when they were brought to their senses.

Jackson told us then that he personally can't think of instances where pictures became propaganda tools in the hands of Reds. He said that too many people were involved in the production of a film to permit that. In other words, a system of checks and balances were automatically safeguarding the American screen, thanks to the fact that a film's production goes thru too many hands. He told me that the last thing he ever wants to happen to him or the committee is to be accused of McCarthyism.

# Paris Peek

By ANNE MICHAELS

PARIS, Oct. 4.—It seems official, from all the goings on about town. Paris' season has started. The openings, the galas, the parties have all begun, and Paris even has back in its fold the queen of two seasons ago, Rita Hayworth. The Kahn-Hayworth doings have stayed on the front pages of nearly every paper for the past week. When this dies down, Paris papers have a new hero coming in, Charlie Chaplin, whose arrival should prove to be the biggest event since the liberation. Everyone seems to be vying for the chance to fete the comedian, and already France has made him a national hero. Loosely, six new plays have opened this week and two musicals. About the same amount is due next week, this promises to be one of the best and most star-studded of seasons in Paris' last few years.

## INNOVATIONS IN THE THEATERS . . .

The theater Noctambules has decided it's time for modernization and has been busy building underground passages to allow its artists to make entrances from both sides of the stage (a surprising amount of Paris theaters stick to the old buildings where one crawls thru the scenery to get on stage), enlarging the platform and putting in new lighting equipment. When the theater is finished, Andre Reybez and his wife, Catherine Toth, will open with Swiss Duerenmatt's play about the fight between an Baptist and German Protestant in 1530 Berlin, "God Has Deceived Their Munster," directed by Miss Toth. . . . When "Zoe," a play on the atomic age opens, theater housing it will be equipped with facilities to accommodate 18 English-speaking  
*(Continued on page 55)*

# Washington Once-Over

By BEN ATLAS

WASHINGTON, Oct. 4.—House Subcommittee investigating TV-radio morals will come up with a split decision late this year. The Subcommittee will recommend reforms in programing but will acknowledge strides already made by the TV-radio industry. Expression of confidence in the National Association of Radio & Television Broadcasters is to be incorporated in the report as a result of favorable impression made by Ralph Hardy in testifying for NARTB. At least one Subcommittee member, Rep. Arthur Klein (D., N. Y.), is expected to submit a separate report counseling strongly against government intervention in programing either by legislation or by "unnecessary Congressional probes."

**DEMS 'WEB LINE-UP SURPRISES POLITICOS . . .**  
The Democratic National Committee in unfolding its line-up of network shows for the rest of the campaign surprised politicians here who have watched both major parties play their cards close to their chests so far. The Republican National Committee has indicated that it is still unready to announce such a detailed listing. Bob Humphreys, chief of GOP's public relations, is avowedly unimpressed by the Democratic schedule and, in fact, says that a lot of it is a "waste of money." Humphreys points to the number of 10:30 to 11 shows scheduled by the Democrats, comprising more than 60 per cent of the entire line-up. According to Humphrey, that means competing with some of the highest-rated entertainment shows on the air.

**AMUSEMENT BUSINESS IN TAX TAILSPIN . . .**  
The amusement business, as reflected in federal excise returns, took a tailspin in the fiscal year which ended last June 30, according to Internal Revenue Bureau's final official figures this week. Phonograph disk tax yield of \$6,880,340 last fiscal year ran \$126,736 behind the previous fiscal year. A decline of nearly \$10 million was registered in the \$118,244,074 yield from tax on radio sets, TV sets, phonographs and components. Revenue from the musical instrument tax brought \$9,412,292 to Uncle Sam, \$1,343,947 behind the previous fiscal year. Tax on theater concert admissions yielded \$330,782,072, a drop of \$15,709,643. Tax on cabaret-roof garden admissions yielded \$45,488,898, a \$2,842,584 drop. Tax yield from coin-operated devices totaled \$18,823,167, a setback of nearly \$2 million. Sole gains were in alcohol and tobacco tax yields. Alcohol tax revenue soared ahead by over \$2,300,000, while tobacco taxes gained nearly \$200,000,000.

**ESTHER VAN W. TUFTY SIGNS UP WITH NBC . . .**  
Esther Van Wagoner Tufty, Washington correspondent for several Michigan papers, who

turned in a good performance in the July national political conventions in Chicago, signed up with the National Broadcasting Company this week for a long TV contract. She is appearing on a daily "Campaign Call" show and is a regular on a two-days-a-week political show. . . . Attractiveness of District of Columbia's lone UHF television channel apparently is still on the increase. A fourth applicant is ready to enter the race for the commercial UHF channel, despite the fact that Federal Communications Commission probably won't get around to staging hearings on it for another three years. The DC area has already neared the saturation point in number of homes tuning in the Capital's four VHF stations which have been operating full blast for some years.

# Rome Round-Up

By SYD STOCEL

ROME, Oct. 4.—It is now definite that Vittorio Gassmann will be back on the Italian stage this fall, which will surprise a lot of the wise guys along Via Veneto, who were positive that Gassmann would go "Hollywood" after signing his new MGM contract. Gassmann, who is considered by most critics to be one of the best—if not the best—actors on the Italian stage today, is joining Luigi Squarzina to establish the Theater of Italian Art at the Valle, here. Gassmann will play male leads with the troupe in addition to working as co-director with Squarzina. The latter, recently back from a U. S. visit, staged Sidney Kingsley's "Detective Story" last season, one of the top local import hits of recent years. In addition to Gassmann the cast of this new troupe will include Anna Proclemer, Belisario Randone and Elena Zareschi.

**WELLES TO FILM "J. CAESAR" . . .**  
Orson Welles has finally scraped up backing for his oft-mentioned "Julius Caesar" film, which will be made in Italy. Welles will direct the celluloid version of the Shakespeare tragedy and in addition will play the Mark Antony role. Trevor Howard is skedded to be Brutus and Alida Valli his wife. It is still unknown who will play Caesar. . . . Hollywood's Barry Mahon had a talk recently with Prince Farouk at Capri, and now the grapevine says the ex-King is going to angel several flicks to be shot in Italy. . . . Director Robert Siodmak is expected back in Rome soon from Yugoslavia to plan a picture or two in Italy.

Rome's legit season officially opened recently with Armando Curcio's "Neopolitan Tarantella," which critics described as "an exciting spectacle of music, color and noise." . . . In Milan, the season got under way with "October Sun," a play by Sabatino Lopez, which was staged at the Odeon by the Aida Borelli-Marcello Giorda troupe. . . . This year a dozen or so troupes will extend their tours beyond the normal Milan-Rome-Naples route to perform in smaller cities like Turin, Genoa, Novara, Venice, Trieste, Bologna and Florence. . . . In Sicily, the Regional Government is planning a new permanent theater for Palermo, and other cities are expected to follow suit in the near future.

**ITALY BARRYMORES FOR SHOW . . .**  
The Barrymores of Italy, Eduardo, Peppino and Titina De Filippo, will be reunited again on the stage for the first time in a dozen years this fall when they will put on a special show for charity in Naples. The name of (Continued on page 55)

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# LEGITIMATE

## Bloomin' Season Finally Gets Start As Lillie Blossoms Out on Big Stem

By BOB FRANCIS

The hesitant Stem season at last has got under way with a bang. The explosion on 45th Street is called "An Evening With Beatrice Lillie," and this reporter can think of no happier way to spend an evening in a theater. Since Miss Lillie has amassed countless fans over the years who feel the same way, there is next to no doubt that she can continue this potpourri of her sketches and songs long after the announced limited run of five weeks at the Booth expires, should she be so minded.

The only flaw in a pew-sitter's pleasure is that sketch-wise the lady cannot possibly do enough. The star's rep embraces so many hilarious memories, that everybody is going to insist some particular gem is left out. The time exigencies of the program limit her to three, and two of them—the cafe society pest invading a star's dressing room on opening night and the maid who gives her own references—from this pew are of her best. The third, in which she is a British schoolboy getting the facts of life from his pater, is something less than par-

and made a reporter long for the "dozen, double-damask dinner napkins" bit. However, the first act also includes that wonderful torch travesty, "Wind 'Round My Heart," which is almost a sketch in itself.

But the evening is not all the star's. Reginald Gardiner, absent from these haunts for 15 years, is back with her. His enchanting personalizing of talking wallpapers, furious trains and stately lighthouses is still off the top comic shelf, and he has added some new belly-laugh items in the interim. He has a slick routine of simulating a jazz-chanting trio with assist from a prepared record, an excellent bit featuring a gent who loves to take ether and a smash pre-intermission finish as the maestro of a symphony orchestra.

The second stanza is practically solo Lillie in a cavalcade of her song hits sufficient to please everybody. An entire act given over to vocalizing might seem a long stretch, but there is such a supply to draw on for continuous change of pace and each is highlighted with such inimitable

clowning, that the customers are hungry for another before the preceding number is finished. The wonder is that she can keep it up. When better chanteuses are made, Bea Lillie will make 'em.

Able assists are added to what may be termed an intimate revue by Xenia Bank, Florence Bray and John Philip. Eadie and Rack contribute excellently from the pit via two grand pianos, and the latter doubles brilliantly as the star's accompanist on stage. Rolf Gerard's settings make for a deceptively simple, handsome production.

In sum, Bea Lillie is wonderful and Gardiner is great. It's a great show for anybody who loves their brand of fun. And who doesn't?

### An Evening With Beatrice Lillie

(Opened Thursday, October 2)

### Booth Theater

Intimate revue. Staged by Edward Duryea Dowling. Setting by Rolf Gerard. Stage manager, Milton Stern. Press representatives, Nat and Irvin Dorfman. Presented by Edward Duryea Dowling. Cast: Beatrice Lillie, Reginald Gardiner, Xenia Bank, Florence Grey, John Philip. Pianists: Eadie and Rack.

# CINERAMA

## New Technique Offers Potential For Revolutionizing Show Business

By SAM CHASE

Perhaps Aldous Huxley was more prophetic than satiric when he anticipated "Feelies" as an ultimate development of movies. The Cinerama process, which made its public debut this week at the Broadway theater, may not actually have enabled the audience to feel the texture and substance of what they saw, but they got an unceasing feeling of another sort. The realism of the showing was such that the spectators got actual physical, as well as emotional, reactions to what flashed across the huge, six-times-normal screen.

The relationship between Cinerama and the ordinary film is similar to, but of greater magnitude than that between an eight-inch and a 21-inch TV set; or between any TV set and an up-front seat in a movie house. Its sheer size, sweep and scope alone swallow up the watcher and enable him to lose himself in the proceedings projected before him. It is this element, plus the fact that virtually the full angle of normal vision is filled, as well as the impression given by the concave shape of the screen, that affords a

three-dimensional effect. It is not, however, a three-dimension process in the stereopticon sense.

Cinerama could very well be a major milestone in show business history. It is quite conceivable that the process, coming at a critical juncture in the history of the film industry, could almost of necessity be adopted by the industry as did sound and color before it. Even as those advances were far from perfect when pressed into use, Cinerama too still has minor defects to overcome. But without a single change it already is infinitely more effective than any motion picture production system to date.

The program consisted of some dozen short subjects, the majority shot abroad. Foreign film matter included a jaunt thru the canals of Venice by gondola; the rally of the clans in Edinburgh; shots of Vienna, including songs by the Vienna Boys Choir; portions of a bullfight in Zaragoza, Spain; some Spanish folk singing and dancing; a ballet sequence and the triumphal scene from "Aida" with a cast of over 600, shot at La Scala opera house, Milan. Domestic film

included a ride on a Coney Island Roller Coaster; a flight over Niagara Falls; a sequence shot in a Long Island church featuring a rendition of the "Hallelujah Chorus"; a lengthy visit to the aquashow at Cypress Gardens, Fla.; and a transcontinental air tour of America.

The system itself features three separate pictures joined into one on a concave louvered screen 51 feet wide and 25 feet high, or about twice the height and three times the width of the norm. Three cameras, using wide-angle lenses, shoot the film in unison out of a single unit, and cover a 146-degree angle of vision. Three projectors in the theater flash the reels in such manner as they seem to blend into a single film.

The effect, particularly in action sequences, is phenomenal. Following an introductory explanation by Lowell Thomas on standard-sized screen in black and white, the show launched furiously into action with the Technicolor thrill ride at Coney as spectators gasped and 'ung onto their seats while literally feeling

(Continued on page 26)

# BOOK

## Tallu Bares All—or Almost—in Lurid, Combustible, Five-Lettered Prose

By JUNE BUNDY

By telling "as much of the truth as I dare without winning the frown of the Postmaster General," Tallulah Bankhead has written one of the most explosive autobiographies ever penned by a show business personality. On page two of "Tallulah" (Harpers, \$3.95), she says, "My caprices, born of my fears, frequently find a vent in the romantic pursuits, enthusiasms and experiments at odds with the code affirmed by Elsie Dinsmore." With this artful bit of understatement she plunges into a fascinating tell-all tale of what makes Tallulah fun, complete with 44 photographs.

Miss B. debunks several Bankhead legends (including the one that she ever played footsie with Churchill or the Duke of Windsor); and the "myth that I was an addict"), but still belongs in the fabulous existence category.

In the course of her 326-page essay, Tallulah reveals that she once said "no" to John Barrymore; walked off the stage after the first act of her first big play and forgot to go back; and at one time or another tried and rejected opium, heroin, and marijuana. "Tippling," she says, "is something else again. If, after four snorts, I'm convinced I can do the Indian rope trick, the damage is slight. You'll rarely find rope in a liquor closet."

The book, on the stands this week, is a fascinating paradox of contradictory statements. She characterizes herself as a "single-standard girl, who found no sur-

prises in the Kinsey report." An ardent English beau once told her, "Tallulah, it's the great regret of my life that you're not a boy!" She still hangs up her stocking at Christmas, and was a virgin until 21.

At 16 she invaded New York alone. She was "consumed with a fever to be famous—or even infamous." She lived in luxury on a \$50 a week allowance—\$21 for her room; \$25 for a French maid, with "\$4 left over for food, clothes and entertainment." She was the toast of London during the twenties and once did a series of cartwheels in Piccadilly Square.

In spite of these flaming youth escapades, Tallulah emerges as essentially a lonely figure, with a

(Continued on page 26)

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## Complex AM-TV Techniques Puzzle Politico Planners

• Continued from page 1

ally for Sen. Richard Nixon's recent talk on his finances, they had to pre-empt the time belonging to a regular sponsor, in this case Armstrong Linoleum for "Circle Theater" via National Broadcasting Company. It is believed payment had to be made for the sponsor to compensate cast members.

Similarly, the GOP is said to be taking over the 10 p.m. Wednesday time on October 29 via the Columbia Broadcasting System TV web. This is the time usually a c c o m m o d a t i n g the boxing matches for Pabst. Since boxers get a share of the TV take, as does International Boxing Club, it is reported that the IBC will receive some \$60,000 from the Republicans to compensate for rights money, agency expenses, purses, time charges, etc. Another such deal is reported in the works for the Gillette Friday night fight time at NBC-TV on October 31.

### Co-op Campaign

To get around this situation, both parties have turned more toward use of what amounts to a co-op campaign, in which their transcribed or filmed efforts are aired on a local basis in the best available time under sponsorship of State or local party organizations. These are being prepared just as carefully as a major sponsor plans a spot buy campaign, according to the situation in each market. Instead of sales, however, votes are the criteria.

Perhaps the biggest such use ever is that in the works by the GOP for General Eisenhower, who recently spent two days in New York recording radio transcriptions and making TV film spots. This campaign is slated to cost some \$2,000,000, and embraces virtual saturation coverage of key doubtful voting areas in the final two weeks of the campaign. The GOP national committee has disavowed any association with such a plan, but significantly has not denied that it actually is to be bankrolled on a local or state-wide organizational basis. Both one-minute and five-minute shows are involved.

### Interview Tapes

The radio plan calls for cut-in transcriptions in which questions are asked by local and regional political figures, and answered by Ike. Thus, the General already cut the responses to the queries during his recording session. The questions, recorded separately, use Connecticut personalities for airing in that state, and midwestern people for outings in that region, etc. The TV films are believed to be of a similar nature. Areas to be concentrated on are those Eastern and Midwestern States which barely were carried by President Truman in 1948. The idea for this campaign originated with Rosser Reeves of the Ted Bates agency, working with Mike Levin of Erwin & Wasey and Fred Rudge of Fisher, Rudge & Neblitt.

On a much less ambitious basis with no thought of blanketing air time, the Democrats have come up with a local-sponsorship radio-TV plan of their own. Three 15-minute TV films and at least four animated one-minute films have been produced in Hollywood, with the sound portions to be made available for AM sponsorship by interested Democratic

local or State groups. The 15-minute films encompass documentary, drama and comedy techniques.

### "Stevenson Story"

The documentary, titled "The Stevenson Story," was written by Robert Ardrey, directed by Joe Parker and narrated by Paul Douglas, and was shot in Springfield, Ill.; Bloomington, Ill., and Chicago. The drama, titled "Three Strangers," featuring Patricia Chapman, Taylor Reed and Richard Grant, was written by Philip Dunne, directed by Marc Daniels and supervised by Daniels and

Joe Parker. The comedy, "Sing a Song o' Stevenson" was written by Hal Kanter, directed by Daniel and Billy Wilder and features songs by Mac David, Harry Harris, Ben Oakland, L. Wolf Gilbert and Herbert Baker. All were produced by the Hollywood for Stevenson-Sparkman Committee. The animated cartoons were directed by Don Hillary.

The use of prominent showbiz names in the campaign has been comparatively light thus far, but the Democrats currently have a five-week series airing via the American Broadcasting Company radio web, Wednesdays, 10:15-10:30 p.m. Produced by Morris Novik, pioneer in the use of marquee names in political campaigns, the series opened this week with President Truman, Bette Davis and George Jessel. Next week's show features Sen. Estes Kefauver, Shelley Winters and Robert Ryan. Third has Paul Douglas, Jan Sterling and Secretary of Labor Maurice Tobin. Fourth will use Will Rogers Jr. and veep nominee John Sparkman. The finale will use Gov. Stevenson and Tallulah Bankhead. Nat Rudich directs.

## DEMOS' SKED

### List Details On 43 Shows Thru Nov. 3

• Continued from page 1

1 telecast and 1 simulcast, and Mutual Broadcasting System, 1 broadcast.

The radio line-up is as follows: Oct. 5, ABC, 9:15-9:30 p.m.; Oct. 6, ABC, 2:45-3 p.m.; Oct. 7, CBS, 10:30-11 p.m.; Oct. 8, ABC, 2:45-3 p.m.; Oct. 9, CBS, 10:30-11 p.m.; Oct. 10, ABC, 2:45-3 p.m.; Oct. 12, ABC, 9:15-9:30 p.m.; Oct. 13, ABC, 2:45-3 p.m.; Oct. 14, CBS, 10:30-11 p.m.; Oct. 15, ABC, 2:45-3 p.m.; Oct. 16, CBS, 10:30-11 p.m.; Oct. 17, ABC, 2:45-3 p.m.; Oct. 20, ABC, 2:45-3 p.m.; Oct. 21, ABC, 2:45-3 p.m.; Oct. 21, CBS, 10:30-11 p.m.; Oct. 22, ABC, 2:45-3 p.m.; Oct. 23, ABC, 2:45-3 p.m.; Oct. 23, CBS, 10:30-11 p.m.; Oct. 24, ABC, 2:45-3 p.m.; Oct. 25, CBS, 10:30-11 p.m.; Oct. 27, ABC, 2:45-3 p.m.; Oct. 28, ABC, 2:45-3 p.m.; Oct. 28, CBS, 10:30-11 p.m.; Oct. 29, ABC, 2:45-3 p.m.; Oct. 30, ABC, 2:45-3 p.m.; Oct. 30, CBS, 10:30-11 p.m.; Oct. 31, ABC, 2:45-3 p.m.; Nov. 1, CBS, 10:30-11 p.m.; Nov. 3, ABC, 2:45-3 p.m.; Nov. 3, CBS, 10:30-11 p.m.; Nov. 3, CBS, 10:30-11 p.m.; Nov. 3, NBC, 10:30-11 p.m.

Telecasts scheduled are: Oct. 7, CBS, 10:30-11 p.m.; Oct. 9, Du Mont, 10:30-11 p.m.; Oct. 14, Du Mont, 10:30-11 p.m.; Oct. 16, Du Mont, 10:30-11 p.m.; Oct. 21, NBC, 9:30-10 p.m.; Oct. 23, Du Mont, 10:30-11 p.m.; Oct. 25, Du Mont, 10:30-11 p.m.; Oct. 28, Du Mont, 10:30-11 p.m.; Oct. 30, Du Mont, 10:30-11 p.m.; Nov. 1, Du Mont, 10:30-11:30 p.m.; Nov. 3, ABC, 10:30-11 p.m.; Nov. 3, CBS, 10:30-11 p.m.; Nov. 3, Du Mont, 10:30-11 p.m.; Nov. 3, NBC, 10:30-11 p.m.

## Should Ceiling Be Put On AM-TV Political \$\$?

WASHINGTON, Oct. 4. — A ticklish question for Congress and the Federal Communications Commission was raised this week by former FCC Chairman Paul A. Porter. The question is: Should the government intervene if either

of the major parties has enough money to dominate the airwaves at the expense of the other during the campaign's final days? Soon after the national committees of both major parties got into a public fracas over reports that a volunteer citizens' group supporting Dwight Eisenhower's campaign were planning a \$2 million TV-radio blitz during the final two weeks of the current campaign, Porter warned that broadcasters would be inviting "legislative reprisal" if they fell in line with such a move. FCC-ers say their agency not only lacks authority to do anything about this under the present law but would frown on any move to introduce political TV and radio time ceilings which the commission would have to police.

If anything, Congress in its next session is likely to raise the political spending ceilings partly as an accommodation to TV-radio, both of which have expanded on a spectacular scale since the Hatch Act became effective.

## Politicos Passing \$7 Mil In Spending for AM-TV

• Continued from page 1

fare and also because of the attractiveness of radio and TV in bringing candidates and issues to the public.

Just how high the outlays for the 1952 political battles will go and exactly how much of it will be channeled to the TV-radio networks and independent stations is sheer conjecture, but politicos here are guessing that it will smash all previous ceilings on the sheer basis of the growth of TV and radio alone since the last Presidential election. With 109 TV stations of the 184 linked coast to coast by cable, and with the number of AM and FM stations at an all-time high, spending in this medium has become a major part of every political group's operations.

GOP National Chairman Arthur Summerfield this week acknowledged the intensiveness of his party's drive for a war chest, pointing out also that the national committee is co-ordinating its efforts with such groups as the Citizens for Eisenhower Organization, Summerfield and Robert Humphreys, public relations chief of the national committee, said, however, that the national committee has no financial relationship with the "citizens" committee which this week denied reports that it has completed preparations for a \$2 million TV-radio saturation drive in strategic locations during the final weeks of the campaign.

The propaganda war by the major parties and their adherent groups was never more spirited, however, indicative of the extent to which webs and local stations will be utilized. State Democratic Chairman T. Nelson Parker of Virginia, for instance, openly declared this week that a major problem at the present moment was more financial aid for TV-radio broadcasts. The emphasis on this phase of the political warfare is figured certain to get better than usual results.

Political spending by each of the national party committees is limited to \$3 million under the Hatch Act of 1939 as expanded in 1940. The law also put a \$5,000 ceiling on political contributions by any individual or organization. In addition, all except 11 States place some kind of limitation on spending. However, there is no limit upon the number of organizations or committees that may have the privilege of sending up to \$3 million under the federal law, and there is no limit to the number of local campaign organizations which may raise funds. According to fund reports filed in the 1944 campaign, political spending totaled \$20,637,177. This included nearly \$5 million spent by the Republican and Democratic national committees together, over \$11 millions spent by state committees and finance committees, and nearly \$4½ million spent by independent groups.

The 1948 campaign produced even bigger spending, and the pace of the current year indicates that 1948 will be greatly surpassed. The GOP and Democratic national committees are expected to raise and spend up to their ceiling by the time the election is over. The GOP National Committee has already announced that it plans to spend between \$1,300,000 and \$2 million for TV-radio, with some of this money coming from State and local political committee funds, and the Democratic National Committee has indicated that its chest for the same purpose will be about equal.

Such organizations as the Amer-

ican Federation of Labor, the Congress of Industrial Organizations and the International Ladies Garment Workers' Union have been less vocal about their plans than in previous national election campaigns, but all are known to be highly active. ILGWU's high respect for TV-radio has been borne out in its current program series for the Stevenson-Sparkman ticket. The Democratic National Committee itself has broken precedent by detailing at this phase of the campaign its schedule of 47 network shows for the remainder of the campaign (see separate story for details). The GOP is withholding its final complete schedule but it has not been running far behind in the number of shows staged thus far, and it regards as its biggest pay-off from TV the celebrated Richard Nixon simulcast message on his California fund.

It is estimated that total spending in the current campaign year will run beyond \$30 million. It is guessed conservatively, on the basis of spending so far, that about a fourth of this and maybe more will go to TV and radio. This includes outlays already made for the primaries and for electioneering by various Presidential aspirants in advance of the national political conventions.

## Giveaway Suit May Be Settled By Year's End

NEW YORK, Oct. 4 — The giveaway suit, which was making gastric ulcers in the radio business just three years ago, may yet get a decision before the end of this year. The amended papers have been completed, and attorneys for the three network-plaintiffs, the American Broadcasting Company, the Columbia Broadcasting System and the National Broadcasting Company, and for the Federal Communications Commission last week made cross motions in Federal Court here asking for summary judgment. This was a routine move that only awaited completion of the amended papers.

Now the legalists have to agree on the date to go before the special three-judge court prescribed in the Communications Act. This court will decide only the issues. No facts will be argued.

Main questions to be decided are whether giveaway programs are lotteries, and does the FCC have the authority to ban them?

### Losers May Appeal

A feature of the special statutory court is that the loser may appeal directly to the U. S. Supreme Court, which he will almost certainly do. That will probably delay the final outcome another year or so.

Probably the principal reason the proceedings have lain dormant these three years is the multiple pre-occupations of the FCC legal staff during this time. Meanwhile, a temporary injunction has kept the FCC ban against giveaways in-operative.

## Cecil & Presbrey May Absorb J. D. Tarcher

NEW YORK, Oct. 4.—The Cecil & Presbrey agency this week reportedly was nearing a deal to absorb J. D. Tarcher & Company. The arrangement would see Jack D. Tarcher, president of the absorbed agency, entering Cecil & Presbrey in some top level capacity. Most of the personnel at Tarcher would be included in the switch.

It is believed that Tarcher

would bring with it most of its key accounts. They include Benrus Watch, the drug division of McKesson & Robbins and Seaman Brothers. Cecil & Presbrey has been concentrating on drug advertising, and McKesson & Robbins would fit into its overall plans. Recently, the same sort of a deal saw Owens & Chappell absorbed by Kenyon & Eckhardt.

## Lever Swaps Agencies For Rinso and Spry

NEW YORK, Oct. 4. — Lever Brothers this week selected Foote, Cone & Belding to service its Rinso division, and Hewitt, Ogilvy, Benson & Mather for its Spry division. Ruthrauff & Ryan was the former agency for both products, a shift in billings which will mean a loss to it of more than \$6,000,000.

The advertiser will move "Big Town," its 15-minute segment of the Arthur Godfrey daytime

show, and "Aunt Jenny," the soap opera, over to its new agencies. All the shows use Columbia Broadcasting System's network facilities, the first being on TV, the second property a simulcast, and the third radio only.

The switch is said to have been brought about because of difficulties between Lever Brothers and a key executive at Ruthrauff & Ryan.

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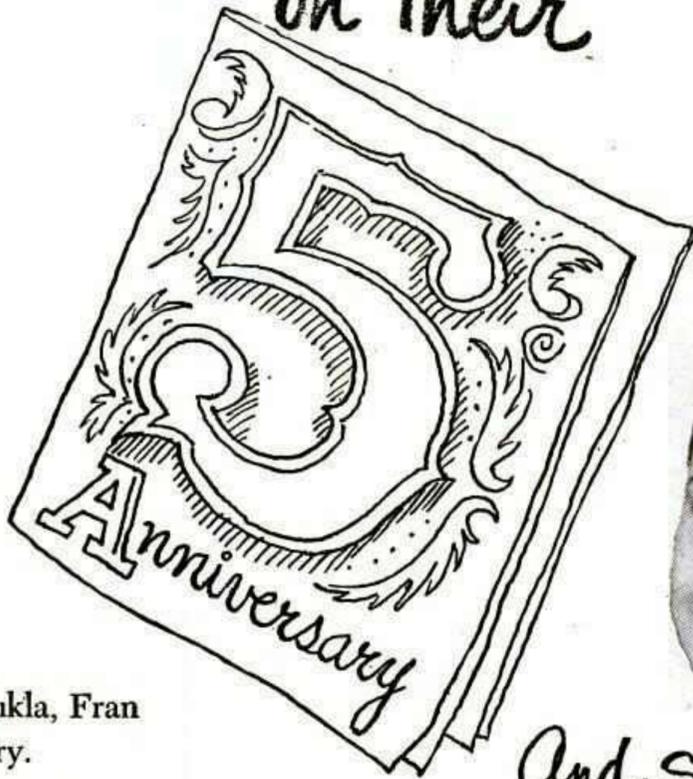
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Kukla



...Fran



and Ollie  
on their



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to Burr Tillstrom

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# Network Radio Sales Surge Best Since Advent of Video

NEW YORK, Oct. 4.—All indications this week pointed to a surge in network radio sales such as the industry has not experienced since TV became a nationwide medium. As the significance of the readjusted rate structures adopted by the webs has sunk in, advertiser and agency interest in radio has intensified to the point where web salesmen are involved in almost constant presentation and sales activity.

The new contiguous rate discount plan adopted by the American Broadcasting Company paid immediate dividends, with two significant sales this week. Old Gold bought the 15-minute Sunday night slots following Walter Winchell and Drew Pearson for news shows, and also this week bought into the Tandem plan of the National Broadcasting Company.

ABC also wrapped up a deal with Toni, which will sponsor 15 minutes on Tuesdays and Thursdays of the morning "Breakfast Club" show, 15 minutes on the same days of "Break the Bank," and the 8-8:30 p.m., Friday time for a mystery series not yet selected.

## CBS Deals

Also set this week were two short-term deals for the Columbia Broadcasting System's version of Tandem, embracing Chesterfields and Smith Brothers. CBS-Columbia arranged to buy Doris Day in a 25-minute stanza via the same web. NBC sold the Tuesday and Thursday segs of the "Lorenzo Jones" soap opera to Hazel Bishop, which previously bankrolled only the other three outings.

All this activity reflects only a small portion of the negotiating now going on for deals in the process of being firmed up. Already closed previously on the basis of the new rate plan was the \$2,000,000 Bob Hope deal for the Jell-O division of General Foods, involving a 15-minute morning strip, as well as a weekly 30-minute evening show.

Norman Frank, assistant program director at CBS, attributes the surge of activity to a realization by bankrollers that with the rate changes, nighttime radio now costs only slightly more than daytime radio. Since sponsors are pleased with ratings of 5 or 6 daytime, they no longer need or ex-

pect fantastic night-time ratings. This has changed their entire outlook on the relative worth of AM advertising for the better.

## Best Buy

Similarly, Gerry Martin, account exec for Old Gold at Lennen & Mitchell, said that "radio now is the best buy among media, and the smarter agencies will move into the radio buying picture." He also said that the webs have done a good job of trimming the water out of AM packages so that they now cost reasonable sums.

Other network business in recent days also is regarded as concrete evidence of the trend. The

## FCC Pressure For AT&T TV Theater Costs

WASHINGTON, Oct. 4.—The Federal Communications Commission this week in announcing its agenda for the upcoming October 20 hearing on theater TV virtually bulwarked the demands by movie theater interests to extract information from American Telephone & Telegraph Company on cost data.

The Motion Picture Association of America and National Theater Exhibitors Theater Television Committee for months have been trying to get the cost information from AT&T, and finally at a conference with AT&T this week succeeded in getting a promise that the information would be forthcoming by next January. While MPAA and NTEETC officials were pondering this promise, which they regard as anything but satisfactory, the FCC announced its hearings agenda in which it stated that it expected the MPAA and NTEETC to produce AT&T price quotations.

This is viewed as making considerably easier the next strategic step by the movie theater groups in coping with AT&T. It is expected that MPAA and NTEETC will notify AT&T that the FCC's agenda calls upon the theater movie groups to produce the data which AT&T has been so long delaying in getting to them and that, consequently, the information must be produced in time for the October 20 start of the oft-deferred theater TV hearing.

The agenda as announced by FCC this week calls for the movie theater group to produce engineering and other technical testimony on: technical requirements and standards for theater TV (including such items as video bandwidth audio signal); sample theater TV microwave distribution systems; theater TV projection equipment, and matters relating to the accounting phase of theater TV. The latter includes costs of theater TV transmission, cost studies, AT&T price quotations and comparison of radio spectrum utilization.

## 1st NBC Head Dies in N. Y.

NEW YORK, Oct. 4.—Merlin Hall (Deke) Aylesworth, first president of the National Broadcasting Company, died at St. Luke's Hospital here Tuesday (30). He was 66 years old and had been ill for some time.

Aylesworth's first experience had been in law and public utilities managements. When he assumed the presidency of NBC at its founding in 1926, he didn't even own a radio. While still with NBC, he served as chairman of the board of Radio City Music Hall.

Following his departure from the network in 1936, he became board chairman of the Radio-Keith-Orpheum Corporation, which had then only recently been re-organized under his direction. He subsequently joined the Scripps-Howard organization as publisher of The New York World-Telegram.

sale of the Philharmonic's Sunday concerts by CBS to Willys-Overland is in the neighborhood of a million dollar time-talent deal.

Camel cigarettes, having aired "Walk a Mile" during the summer on NBC, is now giving it a regular season run. Regents has dropped TV in favor of a Sunday afternoon CBS radio slot for "America Calling." Luckies have bought Horace Heidt's radio show and now are shopping the webs for a suitable slot.

Broadcasters will reap more than \$7,000,000 from the political campaign this year, with radio getting a good share (see other story this issue).

## MBS Upswing

The Mutual Broadcasting System also shows a marked upswing, with the gross running 15 per cent over last year, and every month showing an increase over 1951 except July, which was on a par. MBS, too, is now considering a rate readjustment, with the subject discussed at the Monday (29) board meeting. The web's rates, at \$16,000 per hour, are still considerably under those of the other three webs. NBC this week wound up with 100 per cent station acceptance of its plan; ABC's affiliates already are 90 per cent in favor of that web's adjustments, with advertiser notification due to go out next week.

Other signposts of the radio upswing are available on the local and spot level as well. WNBC, New York, chalked up an all-time high for October sales, with the figure running 5½ per cent higher than in any month of the station's history, and not even including any political business.

Among the indies, WNEW, New York, racked up a sales figure of \$1,429,800 for the first six months of this year, according to the current issue of Fortune. This is the highest amount for any comparable period in the outlet's career, and at the rate second-half billings are running, it is almost certain that 1952 will eclipse its record year of 1950, when sales totalled \$2,870,600, with a gross profit of \$839,600 and a net of \$358,400.

## Spot Sales

National spot sales, too, are hitting new highs. The spot sales department of the National Broadcasting Company, in the first nine working days of September alone, averaged \$213,000 daily in combined AM-TV gross sales billings to reach the phenomenal figure of \$1,918,538 for the nine-day period. In a previous nine-day period in August, the department rolled up \$1,201,800 worth of business. This is strictly national spot, and does not include local station sales. In radio alone, national spot plus local business is 3 per cent ahead of a successful 1951 during the first eight months of this year.

It is for all these reasons that W. B. Ryan, president of Broadcast Advertising Bureau, said yesterday (3) that "radio advertising is in a stronger position now and has a brighter future than at any time in the past two years."

Summarizing the results of BAB's 42 clinics, Ryan said that "this new confidence in radio's future is based on a combination of increasing billings and intuition."

## 69G Claimed By Creditors Of Teleways

HOLLYWOOD, Oct. 4.—Bankruptcy action is currently being heard in Federal District Court here revolving around Teleways Radio Productions, producer of transcribed radio shows, with a number of show business personalities and agencies as creditors. In the court schedule, indebtedness of the firm, which was headed here by Charles A. Kennedy, is listed at \$69,000. Teleways produced "The Frank Parker Show," "Moon Dreams," "Foy Willing and the Riders of the Purple Sage," and "Danger Dr. Danfield." Listed as creditors are Allied Record Manufacturing, Los Angeles, \$4,766; Foy Willing, \$2,647; Universal Records, a cutting studio here, \$10,972; Music Publishers' Holding

## EDITORIAL

# Arthur and Onion Soup

We don't pretend to know, nor do we particularly care about Arthur Godfrey's relationships with his various sponsors. But we are forced to remark that his attitude toward them seems to be based upon a very flexible set of standards. On Page One of this issue there is a story about a squabble Arthur is having with Lipton's. It seems he doesn't approve of something about the way they're asking him to plug onion soup. A couple of weeks ago he did one of his typical ridicule routines in reading what the copywriters had given him about the soup.

Yet in connection with Chesterfield's new "Nose, Throat and Accessory Organs Not Adversely Affected By Smoking Chesterfields—First Such Report Ever Published About Any Cigarette" campaign, Arthur not only read the agency-written message with his masterful believe-me folks sincerity, but gilded the story, with this: One of the things—perhaps you've noticed it—about their (Chesterfield's) advertising ... you never saw any, what we call, negative advertising of any kind. Never did they make any unsubstantiated claims. Every claim they ever made, everything they ever said about the cigarette they had—they're able to prove it. And I knew they were that kind of people. They stand behind and tell nothin' but the truth about what they have to sell."

This pitch Arthur made on his WCBS-TV show Wednesday, September 17, 1952. It was less than a year ago, in October, 1951, that the National Better Business Bureau had the following to say about Chesterfield's "No Unpleasant After-Taste" copy: "If 'science' has discovered that Chesterfields leave no unpleasant after-taste, as current copy claims, the National Better Business Bureau cannot say the same about some recent Chesterfield advertising. Reference is specifically made to extensively used radio and television commercials concerning a telegram from the Newington Foundation which purported to prove that among the five principal brands only Chesterfield advertising tells you the truth. Ironically the very telegram in which this self-exalted position was proclaimed was itself misleading—and was used deceptively by Chesterfield announcers and entertainers."

The NBBB's findings, after a thoro investigation of the situation, were these:

"Contrary to statements made in the quoted Chesterfield commercials:

"—W. Keith Simpson is neither 'director' nor otherwise affiliated with the College of Liberal Arts of the University of New Hampshire.

"—the panel did not study all advertising done by the five leading brands.

"—the faculty of the University of New Hampshire did not make the survey.

"—the panel of five did not send Liggett & Myers a telegram.

"—neither the panel of five nor the faculty nor the telegram said that 'of all those brands Chesterfield is the only one which has never made any false or misleading statements.'"

So what's with the onion soup, Arthur?

## '51 Local Radio Business Up 5.6%; Nets Off 10%

WASHINGTON, Oct. 4.—The Federal Communications Commission in its final report this week on AM-FM broadcast revenue said that time sales to local advertisers rose 5.6 per cent last year over the previous year. National spot time sales increased less than 1 per cent, while nationwide network time sales fell by about 10 per cent. For the first time, national spot sales exceeded nationwide network time sales. Revenues from talent and program material sales (most of which are made by networks) increased by 6 per cent.

More than four out of every five dollars spent by national and regional advertisers for radio time was spent on stations located in the nation's 168 metropolitan areas, the final report showed. These stations, numbering about 900, received approximately 84 per cent of the payments to stations for network time sales and approximately 85 per cent of the revenues from national spot business. Such stations also accounted for about 60 per cent of all time sales to local advertisers. The non-metropolitan area stations, numbering over 1,300 and located in approximately 1,000 communities under 50,000 population received 77 per cent of their time sales revenue from local advertisers, the report stated.

The report confirmed preliminary findings which had been released earlier this year showing total AM-FM revenues of seven networks and 2,241 radio stations at a record high of \$450.4 million last year, an increase of 1.3 per cent over 1950. It confirmed earlier figures showing a decline in radio income before federal tax to \$57.5 million or 15.7 per cent below 1950. The report also confirmed that 1951 marked the first

Company, \$750; American Federation of Radio Artists here, \$7,365, and Russell M. Seeds, Chicago ad agency, \$1,659.

In additional pleas by creditors filed with the referee in bankruptcy, singer Frank Parker and Mary Tabakin are asking an accounting of 40 per cent of gross receipts of his show, while announcer Marvin Miller is asking an accounting of the revenue from "Moon Dreams" and 10 per cent of the accumulated revenue.

year in which the proportion of AM losers was greater in TV markets than in non-TV markets. The average prewar AM station received almost \$300,000 in total revenues from which it earned a profit of \$50,000 before federal tax, but the average postwar AM station (eliminating those in operation less than two years) received almost \$100,000 in revenues from which it earned a profit of about \$7,000.

One half of all radio stations had total revenues of less than \$100,000 last year. Average earnings of stations in this revenue group ranged from slightly above \$5,000 for network affiliates to \$3,000 for non-network stations. Forty-four per cent of the total stations obtained revenues between \$100,000 and \$500,000. In this group, network affiliates averaged \$28,000 in earnings and non-network stations slightly over \$17,000. Six per cent, or 116 of the more than 2,000 stations, reported total revenues in excess of \$500,000. Average earnings of these stations were \$216,000 for network affiliates and \$159,000 for non-network stations. All earnings figures are before federal income tax.

## Architects Are Hired to Plan East 'TV City'

NEW YORK, Oct. 4.—William L. Pereira and Charles Luckman, architects on the Columbia Broadcasting System's West Coast "TV City," this week were hired to blueprint the same sort of a TV plant for its so far untitled Eastern video studio set-up. CBS-TV will use the giant Sheffield Farms building it recently acquired on Tenth Avenue and 57th Street as the site.

The cost of "TV City" is estimated at \$12,000,000. CBS-TV intends to put about \$10,000,000 into its new Eastern operation, which, when finished, will contain the entire video production facilities of the network.

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## Anti-Red RWG Members Ask Slate Support

NEW YORK, Oct. 4.—A group of Radio Writers Guild members, claiming to be the "anti-Communist wing" of the organization, this week sent out a bulletin to the membership asking their support for the forthcoming RWG elections in November.

Members signing the material are Tex Edmondson, Knowles Entriken, Harry Gersh, Lawrence Hammond, Howard Hotchner, Ruth Adams Knight, Tom Langan, Paul R. Milton, James Shean and Nora Stirling. A slate will evidently be selected in the near future.

## NIXON KICKS OFF ZIV SHOW

WASHINGTON, Oct. 4.—Coincidence of the week:

WTOP unveiled a new Frederic Ziv program, "Freedom, U. S. A.," four days after Sen. Richard Nixon, GOP vice-presidential candidate, delivered a TV-radio message to the nation to explain his California fund.

The Ziv program, transcribed last year and scheduled by WTOP considerably in advance of the California fund episode, has as its hero a U. S. senator who, badgered by his opponents on a flood control issue, climaxes his fight by taking to the air in a nationwide broadcast.



*Celebrating  
Our 5th  
Birthday  
on TV*

**BURR  
TILLSTROM'S**

**KUKLA, FRAN and OLLIE**

**with FRAN ALLISON**

*Also . . .*

**CELEBRATING**

**5 YEARS**

**WITH**

**RCA-VICTOR**



*Musical Director*  
**JACK FASCINATO**

*Producer*  
**BEULAH ZACHARY**

*Director*  
**LEWIS GOMAVITZ**

*Costume Designer*  
**JOSEPH LOCKWOOD**

# FCC's Broadcast Bureau Opposes ABC, UPT Merger

WASHINGTON, Oct. 4.—As the Federal Communications Commission's Broadcast Bureau yesterday (3) urged hearing examiner Leo Resnick to deny applications for merger of American Broadcasting Company and United Paramount Theaters, Inc., Resnick embarked on what may be at least a month-long job of preparing his findings. The Broadcast Bureau, headed by Curtis B. Plummer and with Frederick W. Ford as chief of its hearing division, opposes the merger as a "monopolistic" threat, contrary to "public interest, convenience and necessity." "It cannot be doubted," stated the Broadcast Bureau in its proposed findings in the case this week, "that public policy as expressed in the anti-trust statutes is to prevent the growth of monopoly in its incipiency." "This policy," the bureau continued, "in effect becomes a guide for the commission in exercising its function to determine whether this proposed assignment and transfer of control will serve the public interest, convenience and necessity. The risks are so great in these proposed transfers that it is urged that the transfers be denied."

Concerning competition between theater TV activities and the proposed networks, the bureau said: "Considering the fact that the merged company would have over 400 theaters as a start in such network activity, other networks would be forced to seek mergers with chains of theaters. This would sow the seeds in the same fertile ground from which sprung the monopoly in the Paramount case—viz., a concentration of production, distribution and exhibition phases of network theater television programs in the hands of a few large companies."

The Broadcast Bureau declared that "unquestionably the merger will strengthen the American Broadcasting Company network and provide greater competition to the other networks," but the bureau added: "That is not the question here." "What must be resolved," stated the Broadcast Bureau, "is whether any amount of improvement in present network competitive relationships is sufficient grounds for taking action which may have the effect of laying the foundation of a new economic pattern in the entertainment field in this country, which may well lead to the growth of monopolistic practices in the television industry."

## Detroit Union Seeks Boost

DETROIT, Oct. 4.—Stagehands Local 38, International Alliance of Theatrical Stage Employes (IATSE) is currently dickering with all local television studios and the Jam Handy Organization, commercial film producers, as well as all local theaters employing stagehands, for a renewal of contracts.

The union is asking for an increase in line with the Wage Stabilization Board policy, according to E. Clyde Adler, business agent. The increase is said to be a basic 10 per cent raise, plus a cost-of-living boost estimated at 5.3 per cent.

Negotiations for renewal of old agreements, which expire at various dates, are proceeding smoothly, and no difficulties are anticipated.

The bureau stated that in view of the "anti-trust history of the motion picture industry," this possibility "is not remote." "During the course of this proceeding," stated the bureau, "evidence was introduced from which conclusions could have been drawn as to the probability of whether the pat-

## 2-Station Net Effected by New Sales Plan

NEW YORK, Oct. 4.—The new combined sales plan of WOR-TV here and WFIL, Philadelphia, (The Billboard, October 4) is in effect a "two-station network" operation. Shows will be aired over both stations, via the radio-relay cable, with advertisers paying only time and talent costs. WOR-TV and WFIL will foot cable costs.

The new "two-for-one" plan is a Ted Streibert project, which scotches last month's rumor that the former WOR prexy had resigned. Cable programs will originate from both stations, with sales staffers at both outlets peddling the shows, rather than handling them thru a central sales department.

## 5 TV Bidders Get FCC CP's; Total Hits 68

WASHINGTON, Oct. 4.—Five more TV grants by the Federal Communications Commission this week brought the total of post-freeze TV construction permits to 68, with all indications that the number will approach 90 by the year's end. With some 60 per cent of all pending grants tied up in hearing (The Billboard, September 27), the FCC is showing no let-up in its pace to clear the decks of uncontested applications as rapidly as possible. Nine of the grants issued since the freeze are for educational TV.

All but one of the new CP's were for UHF stations. The latest grants went to Atlantic Video Corporation, Asbury Park, N. J., UHF Channel 58; Lake Huron Broadcasting Corporation, Saginaw, Mich., UHF Channel 57; Louis G. Baltimore, Wilkes-Barre, Pa., UHF Channel 28; Wyoming Valley Broadcasting Company, Wilkes-Barre, Pa., UHF Channel 34; Corn Husker Radio & Television Corporation, Lincoln, Neb., VHF Channel 12.

At the same time the FCC tossed 14 more applications into hearing. Most of them are in the mutually exclusive file where processing is virtually at a standstill. Advised that their applications require hearings were Salisbury Broadcasting Corporation, New England Broadcasting Company, and Wilson Enterprises, Inc., Worcester, Mass., all seeking Channel 14 in Worcester; Trent Broadcasting Corporation, Trenton, N. J., and Morrisville Broadcasting Company, Morrisville, Pa., both seeking Channel 41 in their respective cities; Penn News Pub-

lishing Company, Chanticleer Broadcasting Company, New Brunswick, N. J., both seeking Channel 47; Tri-City Television Corporation, Booth Radio & Television Station, Inc., Saginaw, Mich., both seeking Channel 51; Grandview, Inc., Manchester, N. H., seeking Channel 48 in Manchester, advised that its application required a hearing on the question of financial qualifications; Oliver Broadcasting Corporation, Congress Square Hotel Company, seeking Channel 6 in Portland, Me.; Guy Gannett Broadcasting Services, Community Broadcasting Service, both seeking Channel 13 in Portland, Me.; Tampa Television Company, Tampa, seeking Channel 13 there, tossed into a hearing with applications of Tampa Times Company and Orange Television Broadcasting Company for the same facilities in Tampa.

tern of monopoly which grew in the motion picture industry would likewise grow in the television industry if the "merger" applications are granted. In view, however, of the limitation of three years on the consideration of anti-trust activities if such activity has not continued, no findings as to such probability can be proposed. "The merger proposed in these applications," stated the bureau, "is but the first step in the eventual complete unification of the motion picture industry in all its phases—production, distribution and exhibition—with the television and radio industry. If the 'merger' applications are approved, it can be anticipated that other organizations will feel compelled to enter the television field to achieve equal competitive status. Even a cursory review of these probable, if not certain, developments leads to the inescapable conclusion that the film business and the television business are so interrelated competitively as to preclude consideration of one apart from the other. Once the first step is taken by approving the merger applications, the commission must expect that a complete amalgamation of the two fields will quickly follow."

The bureau's filing took place on the deadline yesterday (3). Also filed at that time were proposed findings by Allen B. Du Mont Laboratories, Inc., opposing the proposed merger on the ground that it would "obtain a relationship with sponsors and film suppliers that deprives its rivals of a fair opportunity to compete."

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## Commercials, Programs Draw TV Code Bd. Fire

WASHINGTON, Oct. 4.—In a move sure to win praise from the House subcommittee investigating TV-radio morals, the National Television Code Board of Review advised the industry to avoid excesses of commercialism and to seek program improvements, especially in mystery shows which reach child audiences. The five-member board, headed by John E. Fetzer, president-owner of WKZO-TV, Kalamazoo, Mich., adopted six resolutions urging the tightening up in program morals. The recommendations extended to low necklines. The board noted "marked improvement" in "costuming of female performers" but suggested further improvement.

Copies of the resolutions went out this week to all of the 94 TV stations subscribing to the code. This marked the board's first formal action since formation. The board described its recommendations as based on criticisms received in the last six months "from the general public, special organizations, religious groups and certain governmental quarters."

Fetzer said that the suggestions to control commercialism refer particularly to the "so called pitchman type" of advertising. "The board," said Fetzer, "feels that the pitchman belongs on the midway, not on television." He said that the board "recognizes that there

# Abe Burrows Linked With Reds in Probe

HOLLYWOOD, Oct. 4.—Comedian Abe Burrows was among 41 persons linked with the Communist party during the House Un-American Activities Committee probe into the spread of Redism in the broadcast industries. Radio Director Owen Vinson and actor Paul Marion admitted they were members of the party and named persons with whom they were associated in party activities. Vinson said he joined the party in Chicago in 1943. He megged such air shows as "The Brewster Boy," "Road of Life" and "Woman in White." On the Coast he was producer-director of "Let George Do It." He said he left the party in 1948. While on the Coast he said he served as Hollywood cell treasurer from 12 to 18 months.

In this capacity he said he met Burrows. Comic was no easy man from which to collect dues, Vinson said. Vinson was asked whether Burrows ever refused to pay dues on the grounds he wasn't a party member. Vinson said no, the only problem that would arise was when Burrows didn't have enough money with him to pay the dues.

Dues for the Hollywood unit were figured on a basis of \$2 per month for those earning \$50 per

week. Anyone earning more than a weekly \$50 were clipped for a per cent of their gross take.

Actual testimony never identified Burrows as the radio-TV entertainer. However, committee investigator William Wheeler and the comic's own attorney, Martin Gang, said the Burrows reference was the comic. Vinson said Burrows was an infrequent visitor at meetings. When he did attend, Vinson said, the comic was more interested in playing the extrovert than taking an active part in subjects at hand.

Vinson named other persons who paid him dues or whom he had seen at cell meetings. These included Billy Wolff, writer and former chairman-organizer of the Hollywood unit; Harmon (Hy) Alexander, writer and also a former chairman; Sam Moore; Ruben Ship, actor; Stanley Waxman, actor; Dave Ellis, actor and writer; Miss Lee Barrie, singer; Lynn Whitney, actress; Charles Glenn, then a radio writer and now covering the hearing as a People's World Reporter, and his wife, Elaine Gonda.

Georgia Backus, actress; Gene Stone, writer; Jack Robinson, writer; Mary Robinson, his wife; Annette Harper, actress; Mitchell Lindemann, director; Ed Max, actor; Nina Klowder, actress; Herman Waldman, also known as David Wolf, actor, and Naomi Robeson. He was certain of the proper spelling of the latter name.

In Chicago 12 years ago, Vinson said, he knew as party members actor-writer Louis Schonfield and his wife, and Louis Terkel, radio-TV actor-disk jockey. He said he now understands that Louis Schonfield and Terkel are no longer in the party.

## VOTE DRIVE

### Northern Ohio Registration In New Peak

WASHINGTON, Oct. 4.—National Association of Radio and Television Broadcasters reported further progress in its register-and-vote drive which promises the heaviest national election vote in history (The Billboard, September 27).

A barrage of radio and television announcements has boomed registration in Cleveland to an all-time high of 775,000, representing 87 per cent of the electorate, it was announced. The Cleveland registration total is nearly 90,000 higher than the previous record. The radio-TV promotion blanket—involving \$100,000 worth of time and more than 2,000 announcements and programs—also had impact in Northeastern Ohio areas surrounding Cleveland. Summit County, which includes the city of Akron, has experienced a 50,000 increase in registration since May. Stark County, in which the city of Canton is located, has increased from 117,000 in November last year to 145,135.

## Danny Thomas To Spell Cantor On Comedy Hr.

HOLLYWOOD, Oct. 4.—Danny Thomas this week was tentatively set to pinch-hit for ailing Eddie Cantor on the October 26 "Colgate Comedy Hour." Cantor is expected to return to the show in mid-November. Cantor, who is resting comfortably after a heart attack, will remain bedded for the next two to three weeks. His half-hour weekly deejay show of old and new recordings has been taped ahead for the next four weeks. If medics approve, Cantor will continue taping his deejay show from his home.

Return of Danny Thomas to National Broadcasting Company indicates the comic and the net have kissed and made up. Thomas stalked out of the "All-Star Revue" line-up for this season, charging show was all mixed up with no one knowing what's going on. Thomas at that time declared that he would not do TV for a while.

Cantor collapsed this week following his TV show last week. Comic had long pleaded in favor of TV film, contending the rigors of live are too taxing on a performer. It can be expected that Cantor will renew his pitch for filming his shows.

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

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Yes  Please send me The Billboard for one year at \$10. Foreign rates upon request.

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NEWS CAPSULES—COAST TO COAST

'Get Out the Vote' Campaign Gathers Momentum in Radio, Video Industry

WASHINGTON, Oct. 4. — The "get out the vote" campaign in the radio-TV industry continues apace. WINS, New York, is carrying a series of spots voiced by candidates. WGAR, Cleveland, has reported that its saturation campaign has resulted in about a 30 per cent increase in Northeastern Ohio registration. WWRL, New York, is running five-minute pleas during foreign-language programs. Dale McIntyre, public service head of WJR, Detroit, is airing a special "Voter's Question Box" three times a week. That station's manager, John Patt, is chairman of the National Association of Radio and Television Broadcasters' "Register and Vote" committee. Lowell Thomas has recorded a special show called "What Every Voter Should Know," which is being offered without cost to all Columbia Broadcasting System affiliates. WNEW, New York, is offering free and equal time to all candidates. It's the only New York commercial station that does not sell time for political broadcasts. WBAL-TV, Baltimore, will soon start a "Get Out the Vote" show featuring officers of the local women's club federation. And KSDN, Aberdeen, S. D., is soliciting the names of servicemen over the air, and has the local American Legion chapter send them ballots.

PHILLY RADIO ROW THINS OUT...

PHILADELPHIA—Further decentralization of this town's radio row is in the offing, with indie WIBG the latest to announce its intentions to move way outside the high-rent district. Paul Haron, president of the station, said that plans call for setting up studios back in the suburbs at Whitmarsh, Pa. WFIL moved away from the center of the city this week to new quarters at its WFIL-TV studios in West Philadelphia. The heart of the city, with WIBG removed, will find only NBC-linked KYW and indie WHAT remaining. The KYW building houses Philco's WPTZ television studios, and it's no secret the TV station is looking for new quarters.

STEVENS QUILTS "SUSPENSE"...

NEW YORK — Producer-director Bob Stevens has left "Suspense," the Auto-Lite sponsored thriller on CBS-TV. He will be replaced by Martin Manulis as producer, and Bob Mulligan as director. Stevens will return to the CBS-TV directing staff, and also has plans for a Broadway project.

NEWSPAPERS PLUG "FREEDOM USA"...

NEW YORK—The two newspapers sponsoring Ziv's "Freedom USA" radio series are putting hefty promotion drives behind the show on their own pages. The Raleigh Times is carrying an 18-day series of ads, climaxing with a full pager. The Memphis Press-Scimitar, in addition to ads, is carrying page-one stories with art.

From jingles to jumbos! Precision Film Labs' know-how and facilities make them a good bet to handle TV film processing quickly and efficiently, regardless of the size or type of job. You'll find this and many other excellent TV film products, supplies and services offered in the TV Film Market Place on another page of this section.

CROSLY EXPANDS ITS FARM PROGRAMING

CINCINNATI—Crosley Broadcasting Corporation expands its farm programing with the start of its first TV farm show Sunday (5). Slated for a weekly 12:30 p.m., EST, spot, the 15-minute program will emphasize the relationship of rural and urban dwellers and their interdependence.

The telecast, which will originate at WLW-C, Columbus, and be fed to WLW-T, Cincinnati, and WLW-D, Dayton, O., will be presented in cooperation with the Extension Service of Ohio State University, the Ohio State Department of Agriculture and the Ohio Farm Bureau. The program will be handled by Sam Steiger, assistant editor with the Agricultural Extension Service of Ohio State University.

MOLLY PICON SEG BEING PEDDLED...

NEW YORK—Featuring Molly Picon, a new hour variety show slanted at the Jewish-American televiewing public, is now making the rounds of agencies. The program will be in English, but will emphasize the Yiddish approach to entertainment and feature Jewish-American talent. Quarter-hour segments are being sold. Chuck Lewin will direct. The David Polan agency is the packager.

UHF STATIONS JOIN CBS...

NEW YORK—KPTV, Portland, Ore., the first commercial UHF station in the country, has joined the CBS Television Network as an interconnected affiliate. Another UHF station, WNOK-TV, Columbia, S. C., has signed to affiliate with CBS beginning the first of next year.

WALTER PHILLIPS JOINS WLW RADIO STAFF

CINCINNATI—Walter Phillips, who left his WCPO disk jockey post in a hassle several weeks ago, this week joined the WLW radio staff here. William P. Robinson, WLW program director, says that Phillips will handle a portion of the station's all-night chatter-platter show and will be featured in several shows later on.

LIONEL BUYS HOLIDAY PROMOTION FROM CBS...

NEW YORK—The Lionel Train Company this week purchased Sunday 12:15-12:30 p.m., from the Columbia Broadcasting System's TV network for a 13-week special holiday promotion. The show, which features ventriloquist Skeets Minton, will begin October 19. Lewis Associates are the packagers.

YEAGER AND HERMAN IN WLW POST SHIFTS

CINCINNATI—Robert Yeager, WLW producer, has been appointed assistant program director of the station, replacing Chet Herman, who now heads the WLW talent control operation. Larry Kurtze continues as creative-production director and will also supervise production.

THE RESTLESS PEOPLE AND THE REVOLVING DOOR...

Norman S. Brett is the new sales promotion manager for the Du Mont Television Network. Donald A. Davis has been elected a vice-president of the Jaffe Agency. Davis was in charge of the agency's Hollywood TV de-

partment before heading its New York office. J. Robert Myers has been appointed director of productions controls at NBC, and will report to production director Leonard Hole. Paul W. Mensing has joined the Chicago radio spot sales staff of NBC. Charles F. Abbott Jr. is the newest account exec in the sales department of WJZ-TV, New York. William E. Robinson has been engaged by Grey Advertising Agency as head of radio-TV copy. He formerly held the same post with Kenyon & Eckhardt. Sportscaster Bob Smith, who has worked with Bill Stern for many years, has gone to Du Mont and will conduct their "Sports Varieties" daily show. C. Richard Evans, manager of KSL and KSL-TV in Salt Lake City, has accepted the post of veepee and general manager of the Hawaiian Broadcasting System, operator of KGMB in Honolulu, KHBC and the applicant for KGMB-TV. Tom Slater, Ruthrauff & Ryan veepee, will soon replace his brother, Bill, as emcee of "Luncheon at Sardi's" on WOR, New York. Robert S. Hix, former sales manager of KFH, Wichita, Kan., has been made exec veepee of the Missouri Valley Broadcasting Corporation and general manager of KRON-TV, San Francisco, to go with the Denver Television Company, applicant for Channel 7 in Denver, as general manager of their upcoming station. Edgar Kahn has been engaged by the Kudner Agency as director of "Martin Kane," alternating with Frank Burns. Thomas Coleman and Barrett Welch have been elected vice-presidents of Sullivan, Stauffer, Colwell & Bayles. A. O. Buckingham is new head of Young & Rubicam's London office. Charles Singer and Newland Smith, of WOR and WOR-TV, will head Mutual's new engineering divisions. Claude Barrere has been appointed member-service director of the Broadcast Advertising Bureau. WOR, N. Y.'s Martha Deane has been awarded the New Jersey State Fair's Blue Ribbon Award for top radio performance.

TV From Theaters Not Taxable in NJ

TRENTON, N. J., Oct. 4.—State Attorney General Theodore Parsons handed down a ruling this week which said that New Jersey could not impose a tax on TV shows programed in theaters. He was asked for an opinion by State Athletic Commissioner Abe Green, who sought to impose a 10 per cent tax on TV boxing and wrestling exhibitions.

The ballet is definitely growing in popular appeal. A full series of 26 individual 15 minute shows, packaged under the title of "Ballet de France" is one of the new, interesting TV film availabilities offered this week in the TV Film Market Place shown elsewhere in this section.

EX-MORTUARY IS TV DEPT. HOME

DETROIT, Oct. 4.—A defunct funeral home has been leased by the University of Michigan at Ann Arbor to house its growing television department, under the direction of Garnet Garrison. Located right on the campus, the ex-mortuary is to be remodeled to include a 42 by 46 foot studio, with 21 foot ceilings, film projection and editing rooms, a scene shop, control rooms, dressing, observation and rehearsal rooms, and offices. The department now has a \$75,000 inventory of television equipment, currently housed in near-by Angell Hall in crowded quarters.

Personnel of the University's television office has been enlarged by the addition of two associate professors of speech — Edward Stasheff, formerly with both the Columbia Broadcasting System and the American Company, and Edgar Willis, formerly director of radio education at San Jose (Calif.) Teachers College.

THE BILLBOARD Radio-TV Show Charts

Records See The Billboard Music Popularity Charts (Music Section).

Top 25 TV Shows

NATIONALLY September 7-13

... 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 recovery factor. Completely new samples are used for each set of ratings. The rating for a particular show is based only on the sample in those areas where that show can be seen. When viewing for five minutes or more is reported, credit for the quarter hour is given. Half-hour and hour ratings are averages of the quarter hours. Also shown below are the percentages of men, women and children under 16 in the audience and the average number of viewers per set. All time given is New York time.

Table with 10 columns: Program, ARB Rating, Homes (000's), Cities, % Men, % Women, % Kids, Viewers Per Set. Lists 25 TV shows including Godfrey's Talent Scouts, Dragnet, Godfrey's Friends, Your Show of Shows, What's My Line, Groucho Marx, Toast of the Town, My Little Margie, Racket Squad, Treasury Men in Action, Big Town, Mama, TV Playhouse, Big Story, Pabst Blue Ribbon Bouts, Your Hit Parade, All Star Revue, Robert Montgomery, Suspense, Midwestern Hayride, Strike It Rich, Kraft TV Theater, Cavalcade of Sports, Lux Video Theater, and Original Amateur Hour.

Vote Chasers' Ratings

(September 7 thru 13)

... According to American Research Bureau

Following is a list of television programs on which political personalities appeared early last month. They are listed in order of their ARB ratings. The Billboard will publish this feature monthly until Election Day. Publication of this list is not intended to imply that a candidate's vote-getting strength is directly proportional to his TV popularity. But this list should indicate the importance of television in the current political campaign.

Table with 8 columns: Program, Network, Day, Time, Cities, Homes (000's), ARB RTG. Lists 8 political programs including Keep Posted, Gov. Adlai Stevenson, Pick the Winner, American Forum, Youth Wants to Know, Chronoscope, and another Chronoscope.

Profitable TV Audience exclusive with WGAL-TV LANCASTER, PENNA. Only TV station in — only TV station seen — in this large, rich Pennsylvania market area. Clair R. McCollough, Pres. Represented by ROBERT MEEKER ASSOCIATES Chicago San Francisco New York Los Angeles

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

Hamstrung by Hammy Films! You needn't be! Every week The Billboard's TV Film Market Place offers an outstanding selection of the finest TV film products of leading producers, distributors and suppliers—series, feature and commercial—and with subject matter to win and hold any type of audience. This week and every week, make it a special point to check and order from The Billboard Weekly TV FILM MARKET PLACE

# 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 MILWAUKEE

(346,000 TV Sets; Panel Size 200)

... According to Videodex Reports

WTMJ The Journal Co. ABC, CBS, Du Mont, NBC

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 those markets taken the first seven days of each month, contains the rating for every 15-minute segment of every program from sign-on to sign-off. The rating for any show longer than 15 minutes is obtained by averaging the 15-minute ratings. The top 10 shows each day in any of the 20 markets are determined by comparing the average ratings.

MILWAUKEE was two hours off New York time during the summer, due to the time-zone difference plus its non-shift to daylight saving time. So, aside from the normal summer viewing decline, several of the New York originations were hit by coming into Milwaukee at rather unfavorable hours. "Philo TV Playhouse," for instance, showed in Milwaukee at 7 p.m. and got only 34.7 of Milwaukee's televiewers. The show had 54.7 in there last December and 50.0 in April. "Robert Montgomery," however, was still late enough to get a 54.3, the top rating there in August and only a few points off his rating of last spring. Second highest show was "Original Amateur Hour." National Broadcasting Company had most shows on this chart, tho almost as many were non-network of one sort or another.

April, '52	Pos.	Rtg.	SIGN-ON TO SIGN-OFF	Avg. Rtg.
			<b>SUNDAY</b>	
	1	37.7	1. PATE ROYAL PLAYHOUSE (film) Non-Net. 9:00-9:30	37.7
	3	34.7	2. TV PLAYHOUSE NBC 7:00-8:00	34.7
	4	33.5	3. HALLMARK SUMMER THEATER NBC 8:00-8:30	33.5
	4	31.6	4. TELENEWS WEEKLY (film) Non-Net. 8:30-9:00	31.6
		28.2	5. THE BIG PAYOFF NBC 6:00-7:00	28.2
		26.0	6. TELESPORTS DIGEST (film) Non-Net. 9:30-10:00	26.0
		22.2	7. WESTINGHOUSE SUMMER THEATER (kine) CBS 10:00-11:00	22.2
		15.7	8. THE NAME'S THE SAME (kine) ABC 4:00-4:30	15.7
	8	14.6	9. YOU ASKED FOR IT (kine) ABC 1:00-1:30	14.6
		14.6	9. SUPER CIRCUS ABC 3:30-4:00	14.6
		14.6	9. MEET THE PRESS NBC 5:30-6:00	14.6
			<b>MONDAY</b>	
	2	54.3	1. ROBERT MONTGOMERY NBC 7:30-8:30	54.3
		47.2	2. MY LITTLE MARGIE CBS 7:00-7:30	47.2
	5	44.3	3. WHO SAID THAT? NBC 8:30-9:00	44.3
	4	37.5	4. VOICE OF FIRESTONE NBC 6:30-7:00	37.5
		34.0	5. DANGEROUS ASSIGNMENT (film) Non-Net. 9:30-10:00	34.0
		31.1	6. MUSICAL MINIATURES Non-Net. 9:00-9:15	31.1
		30.2	7. EDDY ARNOLD Non-Net. 9:15-9:30	30.2
		29.2	8. MASQUERADE PARTY NBC 6:00-6:30	29.2
	6	24.0	9. CAMEL NEWS CARAVAN NBC 5:45-6:00	24.0
	8	20.8	10. THOSE TWO NBC 5:30-5:45	20.8
			<b>TUESDAY</b>	
	2	51.3	1. ORIGINAL AMATEUR HOUR NBC 8:00-8:45	51.3
	3	47.2	2. CIRCLE THEATER NBC 7:30-8:00	47.2
		40.1	3. BOSS LADY NBC 7:00-7:30	40.1
		38.2	4. DANGEROUS ASSIGNMENT (film) Non-Net. 9:30-10:00	38.2
		35.8	5. MUSICAL MINIATURES Non-Net. 9:00-9:15	35.8
	5	32.1	6. INVITATION PLAYHOUSE (film) Non-Net. 8:45-9:00	32.1
		29.2	7. YESTERDAY'S NEWSREEL Non-Net. 9:15-9:30	29.2
		22.4	8. KEEP POSTED Du M. 6:30-7:00	22.4
		16.5	9. QUICK ON THE DRAW Du M. 10:00-10:30	16.5
		14.6	10. FOREMAN TOM Non-Net. 4:00-4:30	14.6
			<b>WEDNESDAY</b>	
	1	47.0	1. KRAFT TV THEATER NBC 7:00-8:00	47.0
	3	39.6	2. PABST BLUE RIBBON BOUTS CBS 8:00-9:00	39.6
		26.4	3. GODFREY & FRIENDS CBS 6:00-7:00	26.4
		24.5	4. MILWAUKEE NEWSREEL Non-Net. 8:45-9:00	24.5
		24.5	5. EDDY ARNOLD Non-Net. 9:15-9:30	24.5
		22.6	6. A DATE WITH JUDY (kine) ABC 9:30-10:00	22.6
		18.8	7. MUSICAL MINIATURES Non-Net. 9:00-9:15	18.8
	4	18.8	8. FOREMAN TOM Non-Net. 4:00-4:30	18.8
	8	18.3	9. HOWDY DOODY NBC 3:30-4:00	18.3
		17.5	10. FAMILY FUN Non-Net. 10:00-10:30	17.5
			<b>THURSDAY</b>	
	2	43.9	1. MARTIN KANE NBC 8:00-8:30	43.9
		43.4	2. MR. PEEPERS NBC 7:30-8:00	43.4
		39.1	3. THE BEST OF GROUCHO NBC 6:00-6:30	39.1
	4	37.5	4. BLATZ TRIANGLE THEATER Non-Net. 6:30-7:00	37.5
		36.8	5. CURTAIN CALL (kine) NBC 7:00-7:30	36.8
	6	34.7	6. WRESTLING Non-Net. 9:30-10:00	34.7
		34.5	7. ASK ME ANOTHER NBC 8:30-9:00	34.5
		31.1	8. MUSICAL MINIATURES Non-Net. 9:00-9:15	31.1
		30.2	9. SPORTSCHOLAR (film) Non-Net. 9:15-9:30	30.2
	9	16.7	10. HOWDY DOODY NBC 3:30-4:00	16.7
			<b>FRIDAY</b>	
		44.5	1. ALL STAR FOOTBALL GAME Du M. 7:30-10:30	44.5
	3	42.0	2. PLAYHOUSE OF STARS CBS 7:00-7:30	42.0
	2	39.1	3. WHAT'S MY LINE! (kine) CBS 6:30-7:00	39.1
		21.9	4. ARTHUR MURRAY SHOW CBS 6:00-6:30	21.9
	8	19.8	5. FOREMAN TOM Non-Net. 4:00-4:30	19.8
		17.7	6. HOWDY DOODY NBC 3:30-4:00	17.7
	10	11.5	7. THOSE TWO NBC 5:30-5:45	11.5
	6	11.5	8. CAMEL NEWS CARAVAN NBC 5:45-6:00	11.5
		10.9	9. LIGHTS OUT (kine) NBC 11:00-11:30	10.9
		9.4	10. THE WOMAN'S WORLD Non-Net. 3:00-3:30	9.4
		9.4	10. UNCLE NORM'S BACKYARD Non-Net. 4:30-4:45	9.4
	7	9.4	10. BLATZ TRIANGLE THEATER Non-Net. 10:30-11:00	9.4
			<b>SATURDAY</b>	
	3	46.6	1. SATURDAY NIGHT THEATER Non-Net. 8:30-10:00	46.6
		42.0	2. BURNS AND ALLEN (kine) CBS 8:00-8:30	42.0
		30.2	3. SATURDAY NIGHT DANCE PARTY NBC 7:30-8:00	30.2
		29.2	4. NEWS AND WEATHER Non-Net. 10:00-10:15	29.2
		28.3	5. CAMPBELL PLAYHOUSE NBC 7:00-7:30	28.3
	10	27.9	6. BREAK THE BANK (kine) CBS 10:15-10:45	27.9
		27.1	7. THE LONE RANGER (film) ABC 4:00-4:30	27.1
		24.8	8. ALL STAR SUMMER REVUE NBC 6:00-7:00	24.8
		23.6	9. RACKET SQUAD (film) CBS 10:45-11:15	23.6
		21.9	10. MOVIES FOR KIDS Non-Net. 9:30-10:00 A.M.	21.9

\* NBC estimates for August, 1952.

## Share of Total Audience Radio vs. TV in SAN FRANCISCO

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

	TELEVISION % of Total Aud.	RADIO % of Total Aud.	TOTAL AUD Sets in Use Radio & TV
<b>7 P.M. to Midnight</b>			
SUNDAY	42.5	57.5	32.0
MONDAY	40.5	59.5	33.2
TUESDAY	38.6	61.4	34.5
WEDNESDAY	39.4	60.6	34.3
THURSDAY	40.6	59.4	34.4
FRIDAY	39.6	60.4	37.2
SATURDAY	43.4	56.6	34.8
<b>6 A.M. to 6 P.M.</b>			
MON-FRI.	13.0	87.0	24.8
<b>6 A.M. to Midnight</b>			
ENTIRE WEEK	25.8	74.2	27.8

## NEXT WEEK Top 10 TV Shows Each Day in DAYTON, O.

... According to Videodex

## Top 5 Radio Shows Each Day in SEATTLE

... According to Pulse

## Share of Total Audience Radio Vs. TV in SEATTLE

... According to Pulse

## FOR FULL INFORMATION

about all radio and television shows... ratings, audience compositions and the many other factors which determine the success or failure of a program, subscribe to part of or 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.

## FCC Appoints 2 Examiners

WASHINGTON, Oct. 4.—Two more hearing examiners were appointed this week by Federal Communications Commission to help absorb some of the mounting load of TV hearings. Appointed were Thomas H. Donahue and Annie N. Huntington, both of the FCC staff.

Congress authorized the commission to add seven examiners; four have now been appointed. The commission also this week announced appointment of Arthur Scheiner as chief of the Rules and Standards division of the Broadcast Bureau. Scheiner has been assistant chief.

## Top 5 Radio Shows Each Day of the Week in SAN FRANCISCO

(747,160 Radio Families\*)

... According to Pulse Reports

KCBS	50,000 watts	CBS	KNBC	50,000 watts	NBC
KEAR, San Mateo	1,000 watts	Ind.	KROW, Oakland	1,000 watts	Ind.
KFRC	5,000 watts	MBS, Don Lee	KSAN	250 watts	Ind.
KGO	50,000 watts	ABC	KSFJ	5,000 day; 1,000 night	Ind.
KJBS	1,000 watts	Ind.	KVSM, San Mateo	250 watts	Ind.
KLX, Oakland	1,000 watts	Ind.	KYA	5,000 day; 1,000 night	Ind.

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.

THE highest rating any show got in San Francisco during the summer was a mere 7.0. Four shows reached that, "The Whistler," "Playhouse on Broadway," "Railroad Hour" and "Stop the Music." Several multi-weekly news shows register on the chart, including "Mutual Newsreel," NBC's "News of the World" and the "Richfield Reporter." Also "Burgie Music Box," on KNBC, is a multi scorer. National Broadcasting Company has the most network shows on the chart, while Columbia Broadcasting System had the lead before p.m.

Mar.-April, '52	Pos.	Rtg.	6 P.M. TO MIDNIGHT	Highest Gr. Hr. Rating
			<b>SUNDAY</b>	
	2	9.0	1. THE WHISTLER CBS (Pac.) 7:30-8:00	7.0
		7.0	1. PLAYHOUSE ON BROADWAY CBS 8:30-9:00	7.0
		6.8	3. OUR MISS BROOKS H. HORNBLOWER CBS 8:00-8:30	6.8
		6.0	4. THE STANDARD HOUR Non-Net. 8:30-9:30	6.0
		5.5	5. BOLD VENTURE INNER SANCTUM CBS 6:30-7:00	5.5
		5.5	5. TWENTY QUESTIONS NBC 8:00-8:30	5.5
		5.5	5. DANCE ORCH. FRANK FONTAINE CBS 9:00-9:30	5.5
		5.5	5. RICHFIELD REPORTER Non-Net. 10:00-10:15	5.5
			<b>MONDAY</b>	
	2	7.5	1. RAILROAD HOUR NBC 8:30-9:00	7.0
		6.8	2. NEWS OF THE WORLD NBC 8:15-8:30	6.8
		6.5	3. ONE MAN'S FAMILY NBC 8:00-8:15	6.5
	5	7.0	4. THE TELEPHONE HOUR NBC 9:00-9:30	6.3
		6.0	5. BURGIE MUSIC BOX Non-Net. 9:30-10:00	6.0
			<b>TUESDAY</b>	
	3	7.5	1. PEOPLE ARE FUNNY CBS 7:00-7:30	6.0
		5.5	2. MUTUAL NEWSREEL MBS 6:15-6:30	5.5
	4	7.0	3. GABRIEL HEATTER MBS 6:00-6:15	5.3
		5.0	4. HOLLYWOOD MUSIC HALL Non-Net. 7:30-8:00	5.0
		5.0	4. NEWS OF THE WORLD NBC 8:15-8:30	5.0
		5.0	4. BURGIE MUSIC BOX Non-Net. 9:30-10:00	5.0
			<b>WEDNESDAY</b>	
		6.5	1. BEST OF GROUCHO MARX NBC 9:00-9:30	6.5
		6.0	2. THE BIG STORY MUSIC BOX 9:30-10:00	6.0
	2	8.0	2. GREAT GILDERSLEEVE NBC 8:30-9:00	6.0
		5.8	4. ONE MAN'S FAMILY NBC 8:00-8:15	5.8
		5.5	5. NEWS OF THE WORLD NBC 8:15-8:30	5.5
			<b>THURSDAY</b>	
	1	8.5	1. DRAGNET NBC 9:00-9:30	6.0
		5.5	2. NEWS OF THE WORLD NBC 8:15-8:30	5.5
		5.3	3. ONE MAN'S FAMILY NBC 8:00-8:15	5.3
	4	7.0	3. MUTUAL NEWSREEL MBS 6:15-6:30	5.3
	2	7.8	5. GABRIEL HEATTER MBS 6:00-6:15	5.0
		5.0	5. FATHER-BEST LIFE IN YOUR HANDS NBC 8:30-9:00	5.0
		5.0	5. RICHFIELD REPORTER Non-Net. 10:00-10:15	5.0
			<b>FRIDAY</b>	
	5	5.8	1. GABRIEL HEATTER MBS 6:00-6:15	6.0
		6.0	1. ONE MAN'S FAMILY NBC 8:00-8:15	6.0
	2	6.0	3. NEWS OF THE WORLD NBC 8:15-8:30	5.8
		5.5	4. CEREBRAL PALSY, MISC. Non-Net. 9:00-10:00	5.5
	2	6.0	5. MUTUAL NEWSREEL MBS 6:15-6:30	5.3
			<b>SATURDAY</b>	
	2	6.5	1. JANGBUSTERS CBS 9:00-9:30	5.5
		5.5	1. CEREBRAL PALSY, LONE RANGER 8:00-8:30	5.5
	4	5.5	3. GENE AUTRY SHOW CBS 8:30-9:00	5.3
		5.3	3. BURGIE MUSIC BOX Non-Net. 9:30-10:00	5.3
	1	6.8	5. AMATEUR HOUR Non-Net. 8:00-9:00	5.0
			<b>6 A.M. TO 6 P.M.</b>	
			<b>MONDAY-FRIDAY</b>	
	1	7.5	1. ARTHUR GODFREY CBS 2:30-4:00	6.3
	2	6.3	2. HELEN TRENT CBS 9:30-9:45	5.8
	4	6.0	3. MA PERKINS CBS 10:15-10:30	5.7
	3	6.2	3. OUR GAL SUNDAY CBS 9:45-10:00	5.7
		5.6	5. WELCOME, TRAVELERS NBC 3:00-3:30	5.6
			<b>SATURDAY</b>	
	1	6.3	1. GRAND CENTRAL STATION CBS 10:00-10:30	6.3
	2	5.0	2. CITY HOSPITAL CBS 10:30-11:00	5.8
	2	5.0	3. STARS OVER HOLLYWOOD CBS 9:30-10:00	5.5
	5	4.0	4. MUSIC WITH THE GIRLS CBS 11:00-11:30	5.0
		5.0	4. CEREBRAL PALSY, MISC. Non-Net. 5 A.M.-6 P.M.	5.0
			<b>SUNDAY</b>	
		7.0	1. STOP THE MUSIC ABC 5:00-6:00	7.0
		5.5	2. BEST PLAYS NBC 5:30-6:00	5.5
		5.5	2. DORIS DAY SHOW CBS 4:30-5:00	5.5
		5.3	4. CBS NEWSROOM CBS 5:30-6:00	5.3
		5.0	5. FRANK FONTAINE AMERICA CALLING CBS 5:00-5:30	5.0
		5.0	5. BASEBALL Non-Net. 1:45-6:00	5.0

# AFM Ends 5% Levy On Jingles, Okays Flat Fee

NEW YORK, Oct. 4.—The American Federation of Musicians has changed its policy with regard to television film jingles and spot announcements. There will no longer be a royalty levy of 5 per cent of station time cost in connection with the production of jingles and spots. Instead, a new policy has been outlined providing for a fixed fee.

Here are the details: producers of such jingles and spots, if they wish to use musicians, will sign an agreement with the Music Performance Trust Fund. This agreement will provide for a payment of \$100 per announcement per year. There will be no limit placed upon usage of the jingle or spot with regard to number of stations or number of times it is

# Crosby Firm Returning to Hal Roach Lot

HOLLYWOOD, Oct. 4.—Bing Crosby Enterprises will abandon the RKO-Pathé lot to return its headquarters to the Hal Roach lot. BCE was originally located on the Roach lot during early production of the "Fireside Theater" series. Firm moved to the Pathe lot after its dissolution with the Procter & Gamble production unit.

Move will be made the middle of next week. It's being rushed so that BCE can resume production of its "Rebound" series for Packard. Four more half-hour "Rebound" episodes have to be completed to round out the current series. Final films will be produced and directed by Harve Foster, with Basil Grillo serving as executive producer.

In switching to the Roach lot BCE will reshuffle location of its various departments. Its production and accounting departments will be returned to the Roach studios. BCE's story department, headed by Bud Kay, and Grillo's executive offices are moving to the Crosby Building on Sunset Strip. This indicates Grillo will be taking more of a supervisory and less of a personally active part in the firm's TV film activities. Grillo will commute to the Culver City lot from the Sunset Strip office and oversee BCE's operations.

# 'Lincoln' Set For 'Omnibus'

NEW YORK, Oct. 4.—Richard de Rochemont's Vavin, Inc., is producing five films of 25 to 40 minutes under the title "Mr. Lincoln," for presentation on the Ford Foundation's "Omnibus" via Columbia Broadcasting System. The films which are to a great extent being shot on location in Kentucky and Illinois, are based on scripts by James Agee and are being megged by Norman Lloyd.

Royal Dano plays the Great Emancipator, and has a supporting cast that includes Doris Rich, Joanna Roos, Marian Seldes and Richard Purdy.

# Filmcraft Gets New Equipm't

HOLLYWOOD, Oct. 4.—Installation of special equipment was completed this week at Filmcraft Productions' newly acquired Vine Street theater. Equipment includes multiple projectors with interlocking motors, direct lines to all leading sound firms and recording and screening machines. Facilities will make it possible to record audience laughter and applause during filming. Firm will also make its facilities available to other producers interested in audience reaction tracks. With installation of this equipment, firm is nearing completion of its reconstruction work on the former picture theater, the Filmarte. Stage has been completed and control booths have been installed.

telecast on each station during the year.

The new policy, outlined to the locals by James C. Petrillo, AFM chief, also specifies a new scale for musicians employed in this work. The scale, which is based on the present transcription scale, provides for pay of \$27 per man for a one-hour session, leader or single musician getting double. A

(Continued on page 20)

# Guild Films To Distribute 'Call the Play'

HOLLYWOOD, Oct. 4.—Guild Films will distribute "Call the Play," a quarter-hour sports show combining film and live. Film series will use a local emcee who will conduct a telephone quiz. Contestants will be phoned to "Call the Play." If the contestant calls it correctly, he receives a prize. If reply is incorrect, he would receive a less expensive gift for his trouble. Series is produced in New York by Leonard Key.

First 13 episodes already filmed treat baseball exclusively, with footage devoted entirely to the Dodgers' games. Next 13 is going into production within a week. Plans for 104 reels. Forthcoming segs will be devoted to football and basketball.

Contestant in calling the play has to decide between right and wrong from the position of team manager. Both the play and the correct answer are on the film. Using live emcee is designed to combine the merits of a filmed show with the appeal of a local quiz show.

Guild Prexy Reub Kaufman intends to syndicate the series directly to stations. Stations in buying the series would get completed scripts for use by the local emcee. Prizes will also be handled and shipped directly thru Guild in New York.

# THEATRICAL ON TV

## MPTV Sales Section Undergoes Revamp

NEW YORK, Oct. 4.—The sales section of Motion Pictures for Television, Inc., has undergone a revamping that will put the firm in a better position to service the upcoming video stations. The change has Sy Weintraub elevated to the rank of Vice-President in Charge of Distribution and Sales. This will free Weintraub of administrative details to allow him to concentrate on overall planning on sales and operations.

Replacing Weintraub as sales manager is Erwin Ezzes, formerly Eastern territory account exec. He will report to Weintraub. The MPTV sales staff will have a special department devoted to new video markets exclusively.

MPTV execs are also mulling the opening of two more branch offices, probably in Cincinnati and Detroit. In addition to their New York and Los Angeles offices, MPTV now has branches in Chicago, Boston and Dallas. The new station department will have Paul Diamond, working with TV applicants east of the Mississippi, and Arthur Kalman, servicing the upcoming stations in the West. The plan is to have both Diamond and Kalman get with each station's management on its feature-film prospects as soon as the organization files its application with the Federal Communications Commission. Diamond has been selling East Coast stations, and Kalman has been covering the Midwest.

MPTV is bringing Richard Feiner here from its Los Angeles office to seal the East Coast markets. And Dave Wolper, head of MPTV's Los Angeles office, has been given the title Vice-President in Charge of Sales on the West Coast.

Lew Kerner, who continues to

# Bristol-Myers Hunts TV-Film

NEW YORK, Oct. 4.—Bristol-Myers this week was looking for a film series to spot in markets where "Break the Bank" isn't carried live. A deal is in the works for firm to pick up the new "March of Time" film show, but contracts hinge on whether "MOT" can clear the desired number of stations and time slots.

The "MOT" series, which bowed over WJZ-TV here Wednesday (1), is sponsored by Miller's Hi-Life Beer in 43 markets this fall.

# UNIONS AND TV FILMS—5

## AFM Plans Firm TV Canned Music Stance

By PAUL ACKERMAN  
Music Editor, The Billboard

The American Federation of Musicians has lately begun a re-examination of its position in the television field. As a result of this "new look" at television, the Federation has resolved to take a stronger position with regard to the use of canned music. TV film—the methods with which it is produced, and the manner in which it is used—has cut so deeply into the employment of live music that a tougher attitude is now called for, the Federation believes.

What is the Federation's view with regard to TV film?

Ideally, the view would be this: That producers of such film employ AFM musicians to produce such film; that producers refrain from the use of tapes and recordings to produce such film; that producers refrain from the use of cheap foreign labor in the making of such film; that a royalty be paid to the trust fund for the use of such film; and finally, the AFM would hope that networks, stations, sponsors and advertisers would never use TV film to the extent where it would drastically reduce the use of live music on TV.

# NEW PACKAGING TWIST

## Terrell Jacobs Offers Sponsors Circus Unit

NEW YORK, Oct. 4.—Terrell Jacobs Television Productions this week came up with a new twist in TV packaging when it offered its wild animal circus unit to sponsors, along with its TV film property. Should an advertiser purchase the filmed program, he would be given the 12 live elephants, 15 lions and assorted tigers that are part of the Jacobs tanbark menage.

They will troupe to various cities to plug the TV show, work out dealer tie-ins and other merchandising stunts to push the client's products. The wild animal unit will be named after the sponsor, and will become his property for the length of the contract. Film for the series has already been shot by Jacobs on circus lots in cities thruout the East. The film, of course, will be able to use the Jacobs circus as a permanent prop. The tent becomes a TV theater, with the 1,600 seats owned by the circus used for the studio audience.

The pilot film of the first show is introduced by Jacobs training animals, then uses a plot. The last portion of the half hour is devoted to instruction by Jacobs in training domestic pets. A complete merchandising program is already set for the show. Charter-Oak Tele-Pictures handled the filming. Bob Ensworth produced and directed.

The term "drastically" is an indefinite one. But the executives of the musicians union believe that is a fair description of the trend of affairs. The use of live musicians on TV is continually decreasing as more and more recorded music is being used. It is the contention of the AFM that the letter and the spirit of contracts between the union and telecasters and film producers is being evaded. The union, for instance, takes a dim view of the practice of some advertising agencies which produce TV film jingles with voices—using no musicians. It takes a dim view of other practices which it believes evade the spirit of the AFM agreement—practices such as the use of foreign tapes and talent. It takes a dim view of the practice of the TV networks, which, it claims, are constantly supplanting live music by recorded music.

The Federation would like to stop all these practices so as to keep up the quota of employment. The question is, what can be done?

This is now the chief deliberative point within the AFM. Currently, negotiations are being made to remove the 5 per cent royalty levy from TV film jingles. A substitute plan, it is believed, would call for a second fee for the re-use of the jingle. Removal of the levy, it is hoped, will result in the use of more musicians for this kind of work.

On a larger, more over-all level, however, it is not clear what James C. Petrillo, AFM chief, can do at this point. Reasons for this are two: The Taft-Hartley Act and the current AFM-network pacts covering the use of musicians on TV and AM radio. The Taft-Hartley Act forbids the practice of feather-bedding—that is, employers and producers may not be coerced into employing more men than they need. The present network pact, some of the provisions of which are traceable to the Taft-Hartley law, imposes virtually no restriction on networks' use of canned music.

Thus far, Petrillo has refused to divulge his plans, other than to state that he is taking a "new look" at the situation.

In the past few years, Petrillo has stated that these were bad times for unions; that unions could do little in the face of adverse legislation. It would appear that the AFM feels its position in TV is now so desperate that it must make an effort to curb the use of canned and film music—and increase the use of live music—despite the fact that "these are bad times."

Speaking to The Billboard, Petrillo recently stated:

"We're not going to hold a long note and watch television go the way of radio. . . . My first duty is to the jobless musicians of the United States and Canada. But there is a second duty too; that is to the public which, thru its complacency, is being dosed with an increasing fare of canned goods."

In answer to a query as to what steps the Federation would take to enforce its demand for stepped-up live music, Petrillo declined to show his hand. "If it has to be done the hard way, we'll act first and let the talking come later," he said.

"Where music and musicians are concerned," he added, "I can't find anything in television, either now or in the future, to

cheer about. We members of the AFM needed no crystal ball to predict such a trend. We saw it as inevitable eight years ago when television was an infant. As a labor union we tried by the only means at our disposal to save the musicians' jobs, television's soul and the public. For eight long years we resisted the use of union-made recordings and transcriptions on television.

We faced the same old charge of fighting progress that was leveled at our union when we battled the unbridled use of recordings and the re-use of musicians' time and talents over and over again for profit.

"TV's case compares to radio when it was a new medium. History repeats. . . . The machine is getting the play. . . . Our musicians have fought a holding action."

For the musician to survive, Petrillo believes, public support is necessary. This would mean a Federal Department of the Arts, in Petrillo's view. In the meantime, however, the AFM is trying desperately to arrive at a set of tactics and strategies so as to regulate more closely the manufacture and use of TV film.

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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.

Table with columns: Series Name, Length in Minutes, No. Releases Available, ARB Ratings

ADVENTURE section listing series like 'Big Game' and 'Hunt' with ratings.

Dangerous section listing series like 'Assignment' and 'Baltimore' with ratings.

CHICAGO section listing series like 'WENR' and 'WBAL' with ratings.

COLUMBUS section listing series like 'WBNS' and 'WTVN' with ratings.

DETROIT section listing series like 'WWJ' and 'WJBK' with ratings.

PHILADELPHIA section listing series like 'WCAU' and 'WPTZ' with ratings.

Foreign section listing series like 'Intrigue' with ratings.

BOSTON section listing series like 'WNAC' and 'WBZ' with ratings.

CINCINNATI section listing series like 'WKRC' and 'WLWT' with ratings.

NEW YORK section listing series like 'WNBT' and 'WJZ' with ratings.

PHILADELPHIA section listing series like 'WCAU' and 'WPTZ' with ratings.

WASHINGTON section listing series like 'WNBW' and 'WXYZ' with ratings.

WASHINGTON section listing series like 'WMAL' and 'WTOP' with ratings.

Table with columns: Series Name, Length in Minutes, No. Releases Available, ARB Ratings

Table listing 'COLUMBUS (3 stations)' series like 'WBNS' and 'WTVN'.

Table listing 'DAYTON (2 stations)' series like 'WHIO' and 'WJW'.

Table listing 'DETROIT (3 stations)' series like 'WJBK' and 'WWJ'.

Table listing 'LOS ANGELES (7 stations)' series like 'KECA' and 'KTLA'.

Table listing 'NEW YORK (7 stations)' series like 'WNBT' and 'WJZ'.

Table listing 'SAN FRANCISCO (3 stations)' series like 'KRON' and 'KPX'.

Table listing 'PHILADELPHIA (3 stations)' series like 'WCAU' and 'WPTZ'.

Table listing 'COLUMBUS (3 stations)' series like 'WBNS' and 'WTVN'.

Table listing 'DETROIT (3 stations)' series like 'WWJ' and 'WJBK'.

Table listing 'PHILADELPHIA (3 stations)' series like 'WCAU' and 'WPTZ'.

Table listing 'WASHINGTON (4 stations)' series like 'WNBW' and 'WXYZ'.

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.

THEATRICAL

Table listing theatrical films like 'A Gentleman After Dark', 'Assigned to Danger', 'Broken Dreams', etc.

OTHER

Table listing other films like 'American Cowboy', 'Farmers of Japan', 'Government is Your Business', etc.

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.

COMEDY

Table listing 'The Chimps' with ratings.

COMMENTARY

Table listing 'Hollywood Reel' with ratings.

SPORTS

Table listing 'Double Play With Durocher and Day' with ratings.

Table with columns: Series Name, Length in Minutes, No. Releases Available, ARB Ratings

Table listing series like 'Opposition Shows 7:15-7:30', 'KNXT - Danger', etc.

Table listing 'Ringside With the Rasslers' with ratings.

Table listing 'Roller Derby' with ratings.

Table with columns: Series Name, Length in Minutes, No. Releases Available, ARB Ratings

Table listing series like 'ARB Rating of Prec. Show: Gruen Playhouse', etc.

Table listing 'Wrestling From Hollywood' with ratings.

**Palace Theater,  
New York**  
(Friday, October 3)

Capacity, 1650. Price range, 55 cents to \$1.80. Four shows daily. RKO chain booker, Dan Friendly. Producer, Dave Bines. Show played by Jo Lombardi's ork.

The current bill looked stronger on paper than it actually came off. Perhaps the fault lies in production. The youthful tapping Mullers, Harrison and Patricia, are potential sharp openers, but their routines run long enough to get repetitious. In fifth slot, singer Frank Richardson, goes vocally nostalgic for four protracted numbers, and thereby gives somewhat more than enough.

On the other hand, that Palace hardy perennial, Tommy Hanlon Jr., gets his time span cut to the bone, with little or no time to wait for the laughs which his solid nonsense with partner Murphy usually draws. Also, young Hanlon has plenty of material, and it might be a smart move to encourage him to toss some of it into what must be now a familiar stint to Palace audiences. Anyway, he manages to give the show a lift in that vital third slot.

**Ross and La Pierre**

However, Frank Ross and Anita La Pierre add up to a staunch next-to-closing. Ross has a larynx that can simulate anything from a hot trumpet to a Hawaiian guitar, along with a fine comedy projection. La Pierre makes a handsome, statuesque foil, with a Gallic accent, and joins him effectively in a sock wind-up of "St. Louis Blues" to his vocal trumpet obligato. It's a fine act and registers big with the customers.

Sharkey, the seal, of course, can't miss. It is one of the best novelty animal acts in the business. Mark Huling puts Sharkey thru his paces admirably, altho the latter is so smart it often seems that he is running his own show.

Likewise, solid crowd pleasers are the novelty dance routines of Dolinoff and the Raya Sisters. The black back-drop terp illusion stands up for a substantial hand any time. They make a clever quartet. Senor Cortez is something of a virtuoso on the banjo-mandolin. Has a good rep for pace-change, and sells himself ingeniously. He is good programming for the bill's No. 2 spot. A fast wind-up is furnished by the Tokayer Troupe, acro sextet, in sound teeter-board routines.

The pic is "Hurricane Smith."  
Bob Francis.

**Lorry, Copenhagen**

(Thursday, September 18)

Capacity, 800. Price policy, no cover, no minimum. One show nightly, matinee Sundays. Manager, Martin Ostergaard. Publicity, Edel Winkel - Petersen. Booking, non-exclusive.

Annelise Klinge, red-headed ballerina, opened with a neat bit of toe-dancing and returned later for another brief session. She has talent, a nifty pair of gams and a fine personality, fully deserving the good hands. The Smith Brothers, a duo of eccentrics whose gags and antics sport whiskers, work hard and get a fair hand but offer little original or amusing.

The Three Balaguers work in two spots, appearing first as the juggling Lopez Trio and later in a medley of tumbling and acro feats. They go in heavily for rough comedy in both acts but would do better to stick to straight juggling. The man and two fems work well with hoops, balls and clubs. Line Hubert, doubling from the National-Scala, brought a good change of pace with her lilting French ditties and her accordion accompaniments. Her expert use of the mike for sound and comedy effects is more amusing than the heavy-handed antics of preceding acts. Regler and Lisett did a novelty balancing number, with the male partner's doing the work and the fem's giving assists. Regler is a good equilibrist, his best feats being the mounting and descending of stairs on his hands and difficult hand jumps.

Poul Christiansen's ork cuts the show and plays for dancing. The show opened to a sparsely filled room but the house filled up fairly well after the performance got under way. Ted Wolfram.

**Night Club-Vaude Reviews**

**Paramount, New York**

(Wednesday, October 1)

Capacity, 3,654. Price range, 80 cents-\$1.80. Four shows daily. Chain booker, Harry Levine. Show played by Louis Prima ork.

Bob Hope's one-day personal appearance plug Wednesday (1) for his own pic put the new bill somewhat in the shade. Even a World Series opener failed to keep house from being mobbed with Hope personally on tap, and his familiar brand of wisecracks had the customers in stitches, as usual. However, the over-all fare appeared to be sufficiently solid for a substantial draw on its own.

Its chief fault is a lack of salt in the comedy department, altho Louis Prima gets in an amusing bit with clowning up songstress Keely Smith's interpretation of "Beguine." Prima cuts and emcees the show admirably, and the ork (10 brass, plus single percussion, bass viol and piano) is on a collective beam for a top back-stop job from jump to ballad. The maestro comes thru with a pair of amusing novelty vocals, "Angelina" and a parody of "Figaro." But with the exception of a comparatively short turn from the Los Gatos, that acro trio which goes at intricate hand-balancing in jitterbug tempo and incidentally, again registers a solid sock with the pew-buyers, the pattern runs strictly to chant and its accompaniments.

**De Marcos**

Sharing bill honors with Prima are the five De Marco Sisters. The gals have grown up materially in talent and projection, since this reporter first caught them some seasons back, and sell a great brand of harmony. They are equally at home in rhythm, ballad or blues tempos and inject an originality of their own into the delivery of any of them. Added to that, they work together for smooth visual effect, as if they practice their song routines collectively in front of a mirror. Without doubt they have arrived in the top bracket in their field and rate everything they get for a big reception.

Also registering smartly on the vocal side is Keely Smith, featured with Prima's ork. The lass has a pleasant delivery, handles herself well at the mike, and is quite a looker. She does well "You Belong to Me" and better with "I Went to Your Wedding." In the hoked-up "Beguine" bit a certain statuesque dignity only serves to add mild fun. If she is as new with his aggregation as Prima intimates, she can easily develop into a substantial asset.

For pop music fans the bill about covers the field, but a reporter could wish for a few real belly laughs.  
Bob Francis.

**Empire Room, Waldorf-Astoria, New York**

(Wednesday, October 1)

Capacity, 440. Price policy, \$1-\$2 cover. Shows at 9:30 and 12:15. Owners, Hilton Hotel Chain. Exclusive booker, Merriell Abbott. Publicity, Paul Stewart. Estimated talent budget, \$4,000.

The re-opening of the downstairs room, following the shuttering of the Starlight Roof, brought out a mob that shortly jammed the room. Whether the big business was due to Les Compagnons de la Chansons is a moot point. The fact is that the all-male singing group was the chief attraction; that, plus the preem of a new band, Alex Alstone, the French songwriter, with his new 11-piece outfit.

The Compagnons have gained in assurance and showmanship since last caught here. They still wear those blue slacks and open-collar white shirts, charging out on the floor like the Dodgers taking the field. In the song-selling department they've gained additional stature via more English intros and more English choruses of their French folk songs. The nine lads of mixed voices in practically all a cappella, working in front of a series of folding screens, have added new sight bits and pieces of business which make them a visual as well as an audible attraction. Besides their mood chanting of such songs as "Dreams Never Grow Old,"  
(Continued on page 53)

**Copacabana, New York**

(Thursday, October 2)

Capacity, 610. Price policy, \$3.50-\$5 minimum. Shows at 8:30, 12:30 and 2:15. Operator, Jules Podell. Booking, non-exclusive. Publicity, George Frazier. Estimated talent budget, \$8,500.

The presence of a large contingent of Tony Bennett fans, plus the usual Joe E. Lewis heavy draw, added to the out-of-town mob in for the World Series, jammed the room so that every table was taken for the 12 o'clock show and comfortably filled for the 2:15 show. Assuming that the Bennett fans weren't big spenders the Copa minimums weren't anything to sneeze at.

In the set show department, Bennett in his first big time New York cafe date made an excellent impression. Tho visibly nervous at the start, he picked up confidence as he warmed up, coming off a genuine hit. The lad started off with a bright "Taking a Chance on Love," then went into a series of mood numbers, some of which he recorded for Columbia. Some of the pacing in the latter group seemed a little slow for a Copa audience, but the end result was a solid singing job by a lad who gained in assurance and ease as he went along.

The new dance team of Consolo and Melba showed one new gim-  
(Continued on page 53)

**Chicago, Chicago**

(Friday, October 3)

Capacity, 4,200. Price policy, 45 to 93 cents daily. House booker, Harry Levine. Show played by Bill Snyder and house band.

Peter Lind Hayes and Mary Healy, making their first appearance here in two years, found a most receptive audience to their solid act. The husband-wife team also discovered that their TV appearances had made them a familiar name to most Chicagoans as evidenced by the strong response to the bits which they presented here and which they have also done on video.

Miss Healy, appearing in an excellent wardrobe, not only can sing with the best of the fem vocalists, but is a perfect foil for the humor of her talented husband. Team's take-offs on Jeanette MacDonald and Nelson Eddy, as well as on Russell Nye and Ethel Merman, were excellent. In fact, their entire turn was just about as good as anything that's played the house this year.

Bill Snyder, who again fronts the house band for the entire bill, is in the show again with his fine work on the 88. Snyder goes thru a number of good sellers, including "Slaughter On 10th Avenue" and "Chopping Up Chopin" to heavy hands. Snyder also does a competent job as emcee.

Hal Sands' Manhattan Rockets are a holdover from the last show, doing two numbers and showing improvement over their initial effort.

Opener is Chuck Brown, who prefaces some good bar work with some mediocre comic-eccentric dance routines. Lad has a small looker with him, but doesn't use her to the best advantage.  
Pic, "Monkey Business."  
Norman Weiser.

**Theater ABC, Paris**

(Friday, September 19)

Price policy, 75 cents-\$2.00. Eleven shows weekly. Producer, Mitty Goldin and Leon Ledoux. Show played by Rene Mercier ork.

This show is slanted to English-speaking audiences. Not only are the programs printed in both languages, French and English, but the acts throw in English translations at every turn, tho star of the show Marcel Marceau's mime troupe, just don't speak at all.

The Marceau spot, which takes up the entire second half of the bill, is a complete departure from the usual formula here, where audiences are used to short 15-minute acts. Marceau presents the traditional Pierrot pantomime, moving the action to Montmartre, and in the title role is excellent as the sad-faced hero, who gets in all sorts of messes. Marceau is indeed unique in his art and has presented a spectacle  
(Continued on page 53)

**Raleigh Room, Hotel Warwick, New York**

(Thursday, October 2)

Capacity, 150. Price policy, \$1-\$1.50 cover. Owners, Kirkeby Hotel Chain. Manager and talent buyer, Erwin Schlicht. Estimated talent budget, \$1,250.

What is probably the only West Side room operating on an East Side policy opened for the season with the Three Suns and long before the end of the night it was apparent that the room was too small to accommodate the jam. A combination of hotel guests plus the business attracted by the Three Suns kept the waiters hopping and the management smiling.

The Three Suns (Morty and Al Nevins and Artie Dunn) banged out dance sets and did their own spots. The dance sets were lost; the floor was too jammed to permit much dancing. The spots, however, were typical of the Three Suns' special material; re-prises of their Victor recorded stuff, broad comedy bits and current pops. It made for a good library of listenable material that brought solid audience reaction. Having been in the business all these years the boys have acquired a large following. This was easily apparent from the way the three guys mixed. The end result was a big night and an equally big box office.

Lee Carroll, brunette girl singer and pianist, did the in-between sessions in skillful fashion using standards and pops to good reactions.  
Bill Smith.

**Monte Carlo, Pittsburgh**

(Tuesday, September 30)

Capacity, 200. Policy, no cover, no minimum. Owner-operator, Allan F. Clark. Exclusive booking, George Claire. Estimated budget this show, \$600. Estimated budget previous show, \$600.

There is something exciting happening this week at this plush Pitt nitery, and one or both of two young singers on the bill are likely to be tapped for stardom within the very near future. Perched on a piano, beautiful Jan Welles dresses up a 20-minute songalogue with all the fervor and dramatic approach now being used by the top wax artists. Using a hand mike with a rhinestone cord, Miss Welles sparkled thru her turn and left the small audience limp when she went off with a drama packed version of "I'll Be Seeing You."

Ralph Curtis, using his well-trained big voice, recaptured the audience from his first note and had the room rocking thru his six-song set. In both the higher and lower register, Curtis' pipes responded nobly to bring the most out of each song. A handsome youngster with a great voice, Curtis is a wonderful bet for a major waxery to latch onto.

Bobby Cardillo's ork (4) did its usual good job in cutting the show and played well for dancing.  
Len Litman.

**Caught Again**

LATIN QUARTER, NEW YORK: It's always a source of amazement at what material the public will go for; obviously the older and cornier it is the better reception it will get. This was proved by the reaction of the jammed room to Jack Durant's act. Durant came on for his standard falling-on-his back bit, and then went into a series of wife gags which consisted of a collection of all "my wife" snappers that have ever been hatched, and he got screams! And what screams! In between his chatter, Durant did a couple of his acro butterflies, the sort of act that's been standard theater fare with him for years. Apparently it was all new to the LQ tourist trade. It applauded like crazy. When Durant wound it up with his Sidney Greenstreet-Peter Lorre broad comedy take-off, there was no doubt that he was a smash.

Durant proved one thing here—why spend for new material when the old familiar Joe Millers still kill them.  
Bill Smith.

**Chase Club, St. Louis**

(Tuesday, September 23)

Capacity, 650. Price policy, \$1.50-\$2.50. Shows at 9:15 and 11:45. Booking, non-exclusive. Manager, Harold Koplar. Publicity, Jeanne Dunaway. Musical director, Bobby Swain. Estimated budget this show, \$7,000.

This is the opening bill of the fall season, and it stacks up as a neat package of entertainment for bossman Harold Koplar.

Headliner of the show is petite Mindy Carson, fresh from a flock of Columbia hit waxings and several top-flight TV appearances. The gal has improved her stage presence greatly since her last engagement here, and visually she's a much greater act. She opens with "Once in a Lifetime," then does "You Belong to Me" and several other pops. Her best work comes on a comedy impression of Bert William, in which she shows plenty on the ball as a comedienne. Her "Boutonniere" with a carnation giveaway bit is a sure-fire click number anywhere.

**Dance Team**

Mario and Floria still remain one of the better dance teams on the night club circuit. On the show caught they displayed plenty of grace and versatility, offering a routine ranging from the Charleston and Turkey Trot to the "Merry Widow" waltz, for a big mitt.

The Johnny Long ork backed the show and played superb dance music. Long emceed the proceedings, the ork contributing a college medley to the show. The maestro himself is exceptionally popular with a young crowd and makes for an affable fronter.  
Abie L. Morris.

**Mocambo, Hollywood**

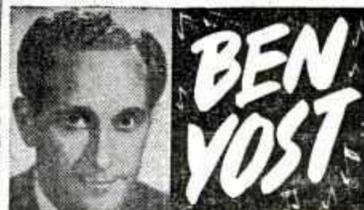
(Wednesday, October 1)

Capacity, 220. Prices, \$2 cover charge. Shows at 10:30 and 12. Owner-operator, Charlie Morrison. Publicity, Charlotte Rogers. Booking policy, non-exclusive. Estimated budget this show, \$3,750. Estimated budget previous show, \$4,250.

After catching Jackie Miles on annual visits to the Chez Paree, Chicago, for seven years, this reporter finally caught the diminutive comic in a Lad show. Perhaps it was the fact that Miles hadn't worked out here in five years. It seem that he was upset by lack of patronage on this, his second night.

He started slowly, working so softly his first four minutes didn't register. He explained it away with a remark that because of the sparse crowd, he didn't want a lot of noise, but by then he'd lost them and it took five more minutes to regain attention. Opening was unfortunate, for Miles had some excellent California lines. Thruout the show, Miles worked away from the mike, with the soft-voice performance failing to register. In addition, he didn't do enough of his wonderful dialect, cutting it out completely on his golfing story. His best laughs came on his standard track fan's prayer to the Almighty. He closed with his standard "Honeysuckle Rose," which he said he hadn't done for five years but was unearthing because of a request. Rigor mortis set in a half-decade ago on this blue bit and it should remain in the formaldehyde.

Chuy Reyes has replaced Eddy Oliver's ork. The Capitol recording pianist has a versatile crew that not only makes with the synopated South American stuff, but does fine small band work on any type number.  
Johnny Sippel.



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## British Showbiz Booms, Legit Best Ever; Performer Unrest

• Continued from page 1

week or less, get about \$13 rehearsal pay. Actors getting between \$43 and up to and including \$90 a week, get the same rehearsal pay as the smaller performers, but they have to pay it back to the producers out of their

first week's regular salary when the show opens.

### Vaude Booming

In the vaude field covered by VAF, things are really booming, even tho the money, as in the Equity field, is nowhere near the American level. The Palladium and most other variety houses in England are sold out for all performances. There's also a lot of activity in the Moss Empire theaters, Stoll and the smaller indie circuits. All the theaters are getting ready now for the big pantomime season which starts the end of October.

Unlike the American Guild of Variety Artists, VAF has no minimums. Acts get from \$40 to \$75 a week, but they can get 40 weeks. There are about 4,500 acts working in vaude here. VAF

isn't happy about the number of American performers who come here. They prefer the work be given their own members. VAF dues are about \$7 a year, with initiations about \$3. American performers get a 26-week permit for about \$12.

The big hike in general biz here is due, according to showbiz authorities, to the inability of Britishers to get more than \$75 with which to go abroad. So instead, they come to London to see the shows and take in the sights.

### OWNERS' EFFORT

## Philly Club Ops Tackle Teen Raids Problem

PHILADELPHIA, Oct. 4.—The Cafe Owners' Association, representing the majority of nitery owners, has decided to tackle one of the most irritating problems of its operations—that of handling the minors' situation. The association is planning an advertising campaign to clear up the hassle over minors getting into bars. It also has named a committee of Lee Guber, Rendezvous, and Buddy Ottenburg, Knotty Bar, to study the situation, particularly with an eye toward cutting down the embarrassment of youngish looking patrons who are stopped at the door.

The presence of minors at the bars has hit a number of spots around town especially hard. Flash raids by police, generally on a Saturday night with the result that the rooms are emptied of all guests without first paying their checks, create a big financial loss. A number of smaller rooms were forced to close down because of minors.

The association also aims to work on the labor and legislative fronts. The group is negotiating with all the service unions—waiters, waitresses, bartenders, porters and kitchen help—to try to have all labor contracts operative on the same date. Eddie Mitchell, of Mitchell's, will head the legislative committee in an effort to work toward an extension of the Saturday night closing from the midnight curfew to the week-day closing of 2 a.m.

## World Series Hits Stem B.O.

NEW YORK, Oct. 4.—A couple of new bills helped keep over-all Stem combo grosses up, tho the competition of the World Series cut into matinee takes.

Radio City Music Hall (5,954 seats; last month's average \$142,000) did \$142,000 for its opener with "Because You're Mine," Will Mahoney and set stage show.

Roxy (5,886 seats; last month's average \$76,000) collected \$88,000 for its kick-off week with "Somebody Loves Me," plus Mary Small and Al Bernie on-stage.

Paramount (3,664 seats; last month's average \$74,000) exited with \$55,000 for its second and final week with "Big Jim McLain," Mills Brothers, Jean Carroll and Tommy Reynolds ork. New bill has "Son of Paleface," plus Louis Prima ork and DeMarco Sisters.

Palace (1,650 seats; last month's average \$23,000) drew \$22,000 for last week with eight act policy plus "Night Without Sleep," against \$21,000 for the previous week.

Holland. Delegates from the Danish Artist Federation will be G. Rose-Erichsen and Willie Manley.

## CAFE BIZ BOOMS IN NY, CHI, PHIL.

### Hollywood, Vegas Clubs Pick Up; Top Gotham Spots Turn Them Away

• Continued from page 2

wood, but most of its dough has been spent.

### Vegas Strong

Vegas is having a tremendous season. The opening of two new spots, the Sahara and the Sands, has created additional publicity from which all the rooms are benefiting. Naturally, the talent budgets in that town are tough to match by Hollywood, or for that matter any other spots in the country.

Dallas is at the start of its football season, which is always a big shot in the arm for the hotels and the night clubs. The pigskin season, plus the 16-day State Fair of Texas which opened Saturday (4), indicates a rush of box office blood that local ops are gleefully expecting.

Cincinnati also finds business considerably better than the post-Labor Day season a year ago. In this city, it isn't so much that business is better, than the fact that competition has driven many clubs to the wall. So what remains is channeled to the remaining rooms.

### N. Y. Booming

New York, with its huge floating population, got an added fillip from the World Series, with practically every big spot doing a turnaway business. The Latin Quarter, for example, refused admittance to potential customers all last week at the peak hour, midnight, because there was no more room.

## OPS Lifts Ceiling On Territorial Spots

WASHINGTON, Oct. 4.—Office of Price Stabilization this week raised its ceiling price regulation on service charges for niteries and eateries in Alaska, Hawaii, Guam, Puerto Rico and the Virgin Islands.

The ceiling price regulation is amended by the new order to provide that "if a restaurant operator offered entertainment during the calendar year 1951, but did not make a charge for it and now wishes to replace the entertainment with another type of entertainment which costs more and by reason of the change to institute an entertainment charge, he may apply to the territorial director of the OPS to institute such charge."

The new order also authorizes ceiling price rises to accommodate replacement acts which cost more.

## Strippers Are Fined

CORPUS CHRISTI, Tex., Oct. 4.—Fines of \$25 each were assessed two strip-tease dancers in Corporation Court here last week. Paying the fines were Maxine Kidd, also known as Scottie Joyce of Knob Lick, Ky., and Wanda Lee Arwood, also known as Evelyn Ann Spader, of Dallas. The girls were working at the Club Frontier.

## Extra Added

### New York

Don Cherry's signed with GAC. . . . Garry Morton has bought Red Buttons old apartment. Button has moved to swank Sutton Place. . . . Nancy Evans, who subbed for Mary Small at the Roxy when the latter became ill, and also subbed for Bernice Parks at the Versailles a couple of months ago for the same reason, has won herself dates at both places for the next summer.

Sophie Tucker opens at the Latin Quarter October 13. . . . The Warwick Hotel reopened for the fall with the Three Suns. . . . The Ames Brothers signed to a series of contracts for the Riviera that run for 10 years. . . . Kitty Kallen and the Mayo Brothers, waiting for the American Airline plane at La Guardia to take them

The Warwick, which just reopened for the season, had long lines. The Waldorf, which also just started its fall season, turned away more than 100 on its opening night, Wednesday (1). The same was true of most of the hotel rooms with the exception of the Pierre.

The Pierre, with Morton Downey as the only attraction, opened big, but faded rapidly. The decline was so bad that Downey's original four-week deal was cut in half.

### Other Spots

The Copa, the Versailles, the Blue Angel, Ruban Bleu and a few of the side street West Side rooms, particularly Leon and Eddie's, also are getting a big block of the World Series trade.

The spots within a few hundred miles of New York, with the exception of Philadelphia, are, however, doing only fair. Boston, for example, does a good weekend business. The rest of the week is nothing to boast about.

Buffalo, Cleveland, Pittsburgh and other cities of similar size have also gotten some added lifts. However, it is New York, Chicago, Dallas and Las Vegas which are doing the biggest cafe business.

## SNAKE DANCE

## Sablon Date Disrupted by Teen-Agers

LAS VEGAS, Nev., Oct. 4.—Enthusiasm over an upcoming football game almost disrupted the Jean Sablon opening at Hotel Thunderbird two weeks ago as a snake dance descended upon the harried attendants at the hotel.

Approximately 50 teen-agers, following a high school rally, serpentine their way thru town stopping traffic, entered a local radio station airing their school yells and then entered the hotel.

The management tried to quell the disturbance and refused them admission to the backstage area; so the kids burst into the room chanting and snatching drinks from tables and the bar. Sablon, who was opening that night and had made his entrance a few moments earlier, was stunned by the intrusion.

Chairs and tables were overturned, and the adolescents climbed on the furniture. A call was put in for the police and the kids scrambled.

The management accepted the invasion philosophically, and no action against the culprits was planned.

## Many Posers Face AGVA Board Session

### Treasury in Best Shape Ever With \$125,000 in Till

NEW YORK, Oct. 4.—The tri-annual meeting of the national board of the American Guild of Variety Artists which starts here Monday (6) will learn that the union, under Jack Irving's administration, has \$125,000 in its operating fund, free of encumbrances, that makes it the biggest amount AGVA has had in its history. But if the treasury is in good shape, AGVA has problems that will find the board of 45 members from all over the country sitting up all night trying to solve them.

The immediate and most pressing issue will be its relationship with agents' associations. Irving has already received a wire from officers of the Artists Representatives Association asking them to appear before the board, as individuals rather than ARA reps, to argue their case. The chances are the agents will come before the board either Wednesday or during Thursday night's session.

### Anti-DJ Rule

An amendment to the anti-disk jockey rule will be proposed by board member Irving Grossman, who will move an easing of the ban which now forbids the appearance of AGVA members on DJ shows originating from restaurants or night clubs without adequate compensation.

The method of voting will also be a subject of discussion. An amendment to Article 8 of the constitution will be proposed, asking that each of the 21 branches have representation on the board. It is also likely that a move will be made to amend the constitution to permit voting on a branch rather than on a national basis. Actually, the board has no power to amend the constitution. It can recommend changes to the convention which is the only body that can act on it.

The case of Irving will also come in for a review. When Irving took over the administration of AGVA, it was with the understanding that he'd continue running the Chicago office, which he also heads, until such time as the dual jobs became too difficult. Since taking office he found that he has to spend so much time in New York that he has become almost separated from his family still living in Chicago. He will, therefore, ask to give up the Chicago job, move his family to New York and concentrate on the national task.

### Chicago Scramble

That there'll be a scramble for the Chicago job is almost a foregone conclusion. At least two Chicago board members are bucking for the job. It is quite possible that this scramble for jobs by board members may bring about a motion, previously introduced but not acted upon, that no board member be eligible for a paid job in AGVA for at least two years after he's quit his office.

Georgie Price, outgoing president, will be awarded a gift by the board. Bob Hope, who was expected to attend the opening session, will not be present. He was called back for a picture and a television commitment.

## 'Biggest Show' Pulls Top Coin In One-Nighters

NEW YORK, Oct. 4.—The fall edition of the "Biggest Show of '52," featuring Nat Cole, the Stan Kenton ork, Sarah Vaughan and four acts, is racking up very healthy grosses on its current one-nighter tour. The show is running 20 per cent better than the spring edition, which starred Frankie Laine, Patti Page and the Billy May ork. The show is booked by the Gale agency.

The Cole-Kenton-Vaughan package teed off September 19 in Syracuse, N. Y., at the Onondaga Memorial Auditorium and hit nearly \$17,000 at an evening performance. Other grosses of the show to date include \$20,000 at the Forum in Montreal, where the show played two performances; \$9,000 at the Memorial Auditorium in Guelph, Canada; \$13,000 in Toronto, and \$16,500 at the Memorial Hall in Columbus, O. This last date ran 20 to 25 per cent above last spring's appearance in Columbus. At Fort Hesterly, Tampa, Fla., the unit drew \$18,000, and in Miami the gross was \$17,000. In Atlanta, where the auditorium was completely sold out for the show the figure totaled \$16,500.

The "Biggest Show" will be on the arena-auditorium trail until the middle of November, making an eight-week trek in all. The show heads this week for the East, and will play Buffalo; Richmond, Va.; Baltimore; Newark, N. J., and Hartford, Conn., before it hits Carnegie Hall here on October 11.

## Hope Given Gavel By AGVA Group

NEW YORK, Oct. 4.—Bob Hope, newly elected president of the American Guild of Variety Artists, was presented with a gavel on the stage of the Paramount Theater Wednesday (1) at the last performance.

The presentation was made by an AGVA committee consisting of Jackie Bright, Red Buttons, Manny Tyler and Murray White.

Hope, in accepting the gavel, "so I can keep order the year 'round," said he would try his best to see that he is a good president, and would help in solving the many problems of AGVA.

## International Meet

COPENHAGEN, Oct. 4.—The International Federation of Variety Artists will hold a two-day convention at the Grand Hotel American in Amsterdam, Holland, October 28-29. At present six European countries, Austria, Denmark, England, Germany, Holland and Norway, are actively participating in the IFVA group and several more are expected to join up. President is Willi Feldman, of Germany, and the general secretary is Rodi Roeters, of

**TUESDAY**

## 'Artists Night' Big Success In All Ways

By IS HOROWITZ

HARTFORD, Conn., Oct. 4.—What was plugged first as a "classical" concert and then by the more general, albeit accurate, tag of "Artist's Night," kicked off the Hartford Festival of the Record Industry Association of America Tuesday (30). It was a resounding success by any standard and vastly entertained a near-capacity crowd of some 3,000 enthusiastic auditors at this city's Bushnell Auditorium.

Classic or not, the program, featuring Columbia's Andre Kostelanetz, RCA Victor's Whittemore and Lowe, Decca's Leroy Anderson and Capitol's Jane Froman, was an ear-pleaser that pulled them in in droves and sent them home happy and, presumably, quite a bit more record-conscious.

Public relations-wise, the event can be judged a huge success. Money taken in over expenses (ticket prices were scaled at \$1 to \$3.50) was earmarked for a split between the Hartford Symphony and the Connecticut Opera Association, cultural groups eagerly supported by music lovers here. And the very fact that commercial pitches were almost nonexistent might in the long run redound to the benefit of record dealers in the area.

This point was referred to by William H. Mortensen, managing director of Bushnell, in an informal on-stage talk. In greeting record industry reps to Hartford, he told of his surprise that no commercial gimmicks were attached to the proposal of a record festival when the plan was first broached to him. This registered favorably with the house.

Mortensen gave his talk after co-conductors of the ork, George Heck and Moshe Paranov led the capable group in two numbers. Use of the home talent, both ork and conductors, was also an appreciated gesture.

It remained for Lloyd Dunn, vice-president of Capitol Records, to inject the only business pitch in an evening otherwise given over entirely to music. In a brief and often humorous address, he explained the purpose of the festival and mildly expressed the hope that Hartfordians would occur.  
*(Continued on page 50)*

**BAMBOOZLE**

## Columbia Disk Tells Whole Tale

NEW YORK, Oct. 4.—News of the latest example of a release-date jump got wide circulation this week via a special disk by Columbia's Mitch Miller. The promotional 7-incher sent out to deejays had the diskery's a.&r. chief telling the platter twirlers:

"We were given an exclusive by the publisher, but I guess he bamboozled us."

His reference was to an etching by the Paulette Sisters of "You'll Never Get Away." The novelty ditty was cut by Columbia last June. Meanwhile, several versions of the novelty ditty have been released, with Coral's effort by Don Cornell and Teresa Brewer already racking up an impressive sales record.

The promotional platter also carries a thank-you message to deejays from Columbia's prexy Jim Conkling.

## Coral Signs Guyon Ork In New Bands Accent

NEW YORK, Oct. 4.—High-lighting its stepped-up stress on band diskings, Coral Records has signed the King Guyon ork to a term pact. The new band joins those on the Coral roster fronted by Herbie Fields, Les Brown and Lawrence Welk.

**WEDNESDAY**

## Folk Music Well Received But Poor BO

By NEV GEHMAN

HARTFORD, Oct. 4.—Tho the folk music segment of the Greater Hartford Record Festival cannot be adjudged a box office success, those who did turn out for it loved every minute. The Hartford area, with its heavy Polish population, is strong for polka music, and the Walt Jaworski ork filled this need adequately. Hill-billy music, tho, apparently is out of the ken of the normal Eastern nutmegger. But under the lead of Pee Wee King, Redd Stewart and the other members of the King band, the audience had its eyes opened to oatunes in a big way. More important, it liked what it heard.

No better ambassador of country music could have been selected.

The King ork is a visual organization, colorfully dressed in tailored Western garb.

The show that the band presented included comedy skits and other humorous interludes that effectively set off the musical portions of the program. The audience appeared a little unused to the simplicity and earthiness of country humor at first, but soon warmed to it. There was no hesitation, however, about its immediate acceptance of the music. From the opening strains of the country jammer, "Steel Guitar Rag," the King band was in. Practically all the top country tunes of the day were socked across with the identifiable King trademark of close harmony fiddles and the omnipresent steel guitar.

Part of the visual success of the King ork is the constantly changing character of the band. There's constant movement, with just about every member of the 10 man group doubling in brass, either as a comic or singer. Vocalizing were Shorty Boyd, Neal Burris, Gene Stewart, Pee Wee himself and the featured warbler, Redd Stewart. In addition, the Golden West Quartet also held forth for two numbers.

The real impact of the show, tho, was the amazement on the part of the customers that so many of the pop hit tunes of current and recent vintage were country in origin. There was a seeming endless stream, including "Jambalaya," "Slow Poke," "Bonaparte's Retreat," "Mighty Pretty Waltz," "You Belong to Me" and "Tennessee Waltz." King and Redd Stewart had a hand in writing a number of these.

Rounding out the hillbilly side  
*(Continued on page 51)*

**FRIDAY**

## Pop Concert Gives Solid Music Bill

By BOB ROLONTZ

HARTFORD, Conn., Oct. 4.—The Hartford Record Festival pop concert sponsored by the Record Industry Association here Friday (3) played to a capacity house (3,300). The crowd, with a predominance of bobby-soxers, received plenty of solid entertainment. There is little doubt, judging from the reaction, that a flock of pop disk artists did themselves plenty of good here.

True, the organization failed to come thru with a currently hot disk name (Les Paul and Mary Ford, scheduled to appear, had to cancel at the last moment due to the chirp's illness from a vaccination shot). Also, there was no act to tear the roof off the joint (altho the Benny Goodman quintet in the final spot came close). Several of the acts, not too well-known here, projected strongly, however, and built up to a warm hand. These included Cindy Lord (MGM), Stan Freeman (Columbia) and especially Tony Bavaar (RCA Victor). Effervescent Eileen Barton fractured 'em with an accurate and funny Johnnie Ray take-off and her free-wheeling version of "Bake a Cake."

Fran Warren (MGM), Toni Arden and brother Jan (Columbia), and Bill Hayes (MGM) each came thru with an assortment of disk renditions and personal specialties. Bill Kenny and the Ink Spots (Decca), with a longer spot than many other acts, flashed samples of a new style featuring a diminutive warbler in the Nat Cole pattern. Kenny is still one of the outstanding crowd pleasers.

Gimmick employed with great success was to have each turn introduced by a different deejay from the Hartford area. This did much to establish a friendly tone that pervaded the entire proceedings. Columbia's Mitch Miller made a pleasing pitch for platters as an entertainment medium. The colorful "wizard" makes a warm ambassador. Les Paul expressed his regrets for not appearing, via a taped telephone call.

Show was well-staged, well-paced and provided a surprising amount of variety. Possibly the artists could have programmed more current disk sides, tho it is understood in a number of instances proper arrangements were not available.

Sam Kaplan and his crew from Local 400 here provided effective backgrounds considering limited rehearsal time. Show was well produced by Warren S. Freeman. Talent donated its services for the RIAA concert.

# Enthusiasm Greeted Hartford Disk Fete

Town Turns Out in Full; Shows Art Heavy Draw; RIAA to Study Results

• Continued from page 1

termine whether record publicity, concerts, et al., would help widen the present record market.

**Great Draws**

Of the shows staged by the RIAA, the pop night drew a capacity audience to the 3,300-seat Bushnell Auditorium, and the classical night was nearly capacity. The folk concert, however, was not well attended.

It is understood that the total cost of the festival to the RIAA amounts to about \$5,000. This deficit includes the sums promised to local charities here by the Association.

**Full Co-Op**

The affair was handled by the RIAA with the co-operation of most of the 45 diskeries affiliated with the organization. Newspapers and disk jockeys, called upon to help publicize the affair, responded well. Distributors were asked to contribute all possible aid, and all dealers in Hartford and environs were informed about the shows. Some dealers sold ducats for the various concert nights. Placard signs and artists' pictures were placed in windows of dealers' music shops and wherever else possible. Concert nights were publicized via newspaper stories, deejay plugs, etc. There is little doubt that the town was well saturated with publicity about the festival. Record companies, especially the major labels, co-operated in furnishing name talent.

**Credits**

On the credit side of the ledger was the remarkable smoothness with which the three shows were produced. Joe Martin, recently appointed RIAA promotion manager, worked assiduously on welding together the component parts of the promotion, Jim Smith handled contact work, and Warren Freeman staged the shows. Dick Linke, of Capitol Records, was assigned to the RIAA for this promotion, and Ben Deutschman, of Greystone Corporation, kidiskery, was also assigned to this promotion. The latter gave 19 lectures at 10 different schools in the area on the use of records in elementary education.

On the debit side were some weaknesses that could be overcome should the RIAA run additional promotions. A longer period of advance promotion would be desirable, observers believe.

**Dealer Comment**

Comments from several dealers indicated that the festival had helped right away as far as sales were concerned. One store noted that people had walked in the

store with programs and ordered many of the tunes that had been played the night before. The diskeries were not inactive in pushing the records of their stars that had appeared at the concerts, with albums by Andre Kostelanetz, Jane Froman and Leroy Anderson getting the biggest play.

One dealer stated that the concerts "did not make a damn bit of difference," but he had a window display featuring Kostelanetz albums. Some dealers spent money to set up special displays featuring albums of artists appearing in the show.

Whether this type of promotion will be a continuing process will depend on the promotion committee of the RIAA. The committee is scheduled to meet shortly to assess the results of the festival and lay future plans.

## NBOA Elects

## Doc Chinn for 'Nother Year

Org Adds 53 New Members, Names 2 More to Board

CHICAGO, Oct. 4.—National Association of Ballroom Operators, reporting the addition of 53 new members during the past year, added two more directors to its board, bringing the total number of members to 12, and re-elected R. E. (Doc) Chinn, Crystal Ballroom, Fargo, N. D., as president for another year.

Operators left in abeyance the site of their 1953 meeting, with the strong possibility that it will move to another city next year.

Other officers named by the convention, in addition to Chinn, were Alice McMahon, Indiana Roof, Indianapolis, vice-president; Kenneth Moore, Aragon, Chicago, treasurer, and Vic Sloan, Pla-More Ballroom, Lincoln, Neb., executive secretary. These were all re-elections, with terms of office set at one year.

**New Directors**

New board members are Jack Stoll, Westview Park, Pittsburgh, and E. R. Enegren Jr., New Bedford, Mass. Also elected to the board were Joe Malec, Peony Park, Omaha, to succeed Robert Christ, now out of the ballroom business, and Frank Dlouhy, who takes over from Larry Geer, Fort Dodge, Ia. Geer, who has sold his ballroom was voted a lifetime membership in NBOA in recognition of his long service to the organization. In addition to being one of the founders of NBOA, he has also served as its president and a board member during most of its history.

Still in service as board members are Jerry Jones, Salt Lake City; Tom Archer, Des Moines; Cooney Esler, Appleton, Wis.; Kirk Hayes, Oakland, Calif., returned for another three-year term; Milt Magel, Cincinnati; Lloyd Meyers, Cleveland; Vince Schulting, Dubuque, Ia., and Rudy Verderbar, Wilson Springs Ill.

## THIS BEAVER, WHO IS HE?

HARTFORD, Conn., Oct. 4.—Just before the intermission during the pop night of the Record Festival, Mitch Miller, Columbia's a.&r. director, made a short speech about records. As the audience left their seats for the intermission, a teen-ager was overheard saying, "I know all the record stars, but who is this schmo Mitch Miller—with a beard yet?"

# NBOA Aware of Need for Promotion Push, New Bands

All-Industry Dance Program Outlined —ASCAP Settlement Still Pending

CHICAGO, Oct. 4.—National Association of Ballroom Operators, holding its most successful convention since its founding here this week, found its membership intensely aware of the tremendous need for the development of new dancers nationally, and, on the territory level, the development of new bands which could play the type of music required to attract new customers.

Meeting at the LaSalle Hotel Tuesday and Wednesday (30-1), operators from 30 States voted R. E. (Doc) Chinn into the presidency for another year, added to its board of directors in line with its growth as a national org (see separate story), and substituted the hyper-tension of previous meetings with a calm, but serious, appraisal of their business in their open and closed sessions.

Too, the operators heard the all-industry dance promotion program outlined by their treasurer,

Ken Moore, of the Aragon Ballroom, Chicago, with additional information on the subject relayed thru Howard Sinnott, General Artists Corporation, New York, and Bernie Woods, manager of Ralph Flanagan. It was this session which drew the heaviest turnout of the meet, and which themed the entire convention.

**ASCAP Session**

One item of business, one of the most important on the pre-convention schedule, failed to reach finalization as the convention ended. That was the matter of effecting an agreement between the American Society of Composers, Authors & Publishers and the ballroom ops.

Tom Archer, head of the licensing (music) committee and Tom Roberts, NBOA's legal counsel who has been active in these negotiations, met thru the early part of the week with Jules Collins, ASCAP sales manager, and I.

Cohen, the Society's legal rep, but no final arrangements were made prior to the convention's adjustment. However, it was indicated that such a settlement was in the offing, and operators would be advised by NBOA as soon as possible.

It was understood that some conversation had been held with Broadcast Music, Inc., but the negotiations had not advanced to the same stage as those with ASCAP.

**Chinn Reports**

Doc Chinn, Fargo, N. D., making his president's report to the convention, cited some of the major successes of the NBOA in recent years, including the abolishment of the cabaret tax, but warned operators that they were "not out of danger." Chinn said the operators must abandon their complacency, that the ballroom grosses had been falling steadily  
*(Continued on page 51)*

# Leibell Rule Favors Capitol In Telefunken Matrix Case

## Federal Decision Against Mercury Analyzes Foreign Disk Rights

NEW YORK, Oct. 4.—In a case of much domestic and international significance, decided late last week in U. S. District Court, Southern District of New York, Judge Vincent Leibell ruled that Capitol Records alone is entitled to manufacture and distribute in the United States records made from Telefunken matrices.

The decision, based on evidence with regard to 34 Telefunken matrices, was rendered in the case of Capitol Records, Inc., versus the Mercury Record Corporation, and specifies that only Capitol is entitled to the use of the name Telefunken.

It is also ruled that the defendant, Mercury, "be enjoined from using said 34 matrices, derivatives and duplicates in the manufacture of phonograph records or otherwise, and from the sale or distribution in any manner or phonograph records produced therefrom." The decision calls for Mercury to pay the plaintiff damages sustained by reason of Mercury's manufacture and distribution and sale of Telefunken records involved in the action. A "special master" is to be appointed to ascertain the amount of plaintiff's damages and defendant's profits. Attorney for the

plaintiff was Arthur E. Garmaize. Paul J. Kern was attorney for the defendant.

### Intangible Properties

The case examines several important points of law. Perhaps the most important, from the standpoint of the Capitol-Mercury controversy, is the dictum that a government, during peace or war, may NOT "by law, edict, decree or fiat, affect title beyond its territorial borders to intangible properties of which the situs (location) is outside its territorial borders." The intangible properties in question here were a number of interpretive performances on the matrices of a label, with headquarters in Berlin.

The Capitol complaint, charging unfair competition on the part of Mercury, drew from the latter an answer containing denials, defenses and a counterclaim for an injunction, impounding of the plaintiff's matrices and accounting of profits, etc. Each company, Capitol and Mercury, claimed the right to manufacture and sell in the United States certain disks produced from matrices of recordings made by foreign artists for Telefunken.

### Background

Leibell analyzed the background of the controversy by pointing out that after the German Nazis gained control of Czechoslovakia, Telefunken made an agreement with Ultraphon whereby the latter was authorized to manufacture phono records from certain Telefunken matrices and sell these disks within the borders of Czechoslovakia.

With the collapse of the Nazis at the end of World War II, the Czechoslovakian government seized the property of Germans.

The matrices in possession of Ultraphon were taken over via confiscatory decrees, and were later transferred to a Czechoslovakian instrumentality known as Gramophone. On November 6, 1947, Gramophone made agreements with Mercury and Keynote whereby certain originally made Telefunken matrices could be used in the United States for the manufacture and sale of disks.

Capitol, on October 1, 1948, entered into an agreement with Telefunken, and thereby acquired the right to import certain matrices and sell disks made therefrom in the United States and Western hemisphere.

The Cap-Telefunken entente was executed with the approval of the Joint Export - Import Agency, Berlin Branch, United States Sector, where Telefunken is located. (This agency was a division of the American Military government.)

### Gramophone Suit

Judge Leibell decided in favor of Capitol, despite the fact that a civil suit against Mercury, brought by Gramophone, is still pending. In this suit Gramophone claims Mercury broke its contract, and asked damages, an accounting, an injunction and other relief.

Judge Leibell, in his decision, rules, "Gramophone's failure to submit itself to the jurisdiction of this court in the suit brought by Capitol should not be permitted to tie the hands of the Court so that the plaintiff, Capitol, may not be accorded legal and equitable relief against Mercury for the latter's unfair competition.

"If Mercury is committing a tort by competing unfairly with Capitol, Gramophone has made (Continued on page 51)

## Merc. Weighs Telefunken Appeal Suit

NEW YORK, Oct. 4.—A decision by Mercury Records to appeal the ruling by Judge Leibell favoring Capitol Records in the disputed use of the Telefunken name and masters (see separate story), will probably not be made for a few weeks. Attorney Paul J. Kerns, who handled the case for Mercury here, has forwarded the opinion of the federal jurist to Mayer Goldberg, the diskery's counsel, in Chicago. It will be up to Goldberg, and Mercury execs to make the decision to appeal or not.

Next step is for Capitol attorney Arthur E. Garmaize to draw up a decree for Judge Leibell's signature. This decree will stipulate the concrete damages and action Capitol expects. Mercury will probably not take action to appeal until it views the Capitol demands.

Meanwhile, Mercury in the last year has taken the stress of its disk imports and has oriented its classical division to domestic etchings. On the theory that the sales potential is highest when artists and orchestras known to the American public are offered on wax, the diskery has embarked upon an ambitious pacting campaign. It has already signed four major symphonic groups, the Chicago, Minneapolis, Detroit and Rochester orks. About 80 per cent of its longhair output is now cut domestically.

## 23d Season At Roosevelt

NEW YORK, Oct. 4.—The Guy Lombardo ork opened its 23d consecutive season at the Hotel Roosevelt on Monday (29). A capacity crowd was on hand in the Grill Room. The Lombardo band, which first opened at the hotel on October 5, 1929, is set for a five-month engagement.

Prior to the Roosevelt opening, the Lombardo crew closed its latest road tour with a record-smashing six-day stay (September 21-26) at the 61-year-old Corn Palace in Mitchell, S. D. During this stay, the band played to 48,433 persons, grossing over \$78,000. Every performance was played to a capacity crowd. The attendance mark topped the former record, held by Lawrence Welk, by more than 4,000 while the gross bettered Tommy Dorsey's previous high by almost \$3,000. While in Mitchell, the ork also played for four dances and originated its weekly network radio show.

## AFM Puts Jingles On Flat Fee Basis

• Continued from page 11

clause specifies that in a one-hour session there may be no more than three spot announcements of one minute or less for a single sponsor.

The AFM, in explaining the change in policy, stated that the 5 per cent of station time levy was never meant to apply to short announcements.

Local 802, New York, pioneered in bringing the matter to the attention of the AFM. The local had found that advertising agencies, in making the jingles, were using voices and sound effects rather than musicians. All this to avoid paying the 5 per cent levy.

A special 802 delegation including Joe Lindwurm, Jerry Alexander and Max Arons, plus the regular delegates (President Sam Suber, Jack Stein and James Palladino), and 802 exec secretary Charles Iucci (also a member of the AFM board) all conferred with AFM brass at the June convention in Santa Barbara relative to working out a new deal on TV film jingles. The new deal is expected to be more equitable for

producers and provide more work for musicians. It is also expected to mean more money for the trust fund.

Question being asked in the trade is whether this change in policy foreshadows a future change with regard to the 5 per cent levy as applied to regular TV film. As of now, the AFM is specific in stating that the 5 per cent levy on regular TV film remains in effect.

## Victor Royalty Returns Drop

NEW YORK, Oct. 4.—RCA Victor's third quarter, ended August 30, dropped to 34 per cent below the same quarter of last year, according to estimates based on royalty returns to publishers.

The Victor third quarter was estimated at 9 per cent below the second quarter of this year.

## Suit Involves Taxco Waxery

HOLLYWOOD, Oct. 4.—Albert Castillo, former op of Taxco Records, local Spanish language diskery, was trying to regain possession of the diskery this week in Superior Court here.

Castillo charges that he entered into an agreement with Carlos Molinas, band leader and booking office chief here, March 21, in which he agreed to turn over his waxery to Molinas and Don Armando. He alleges that Molinas and Armando failed to meet cash provisions of the deal and seeks the return of the business, which he estimates is worth \$10,000. He said he turned over various artist pacts, 17,300 phonograph records, 50,000 labels, 1,000 matrixes, 300 masters and 300 mothers to the duo.

## 802's Over 65 Honored

NEW YORK, Oct. 4.—The executive board of Local 802, American Federation of Musicians, has passed a resolution ruling that all members of 802 who reach the age of 65 be exempt from paying dues. The effective date is January 1, 1953. About 3,000 members are expected to be affected. These members will become honor members and receive scrolls and special membership cards. All union benefits, of course, will continue to accrue to the members of 65 and over.

Local 802's Charles Iucci, in a communication to members, stated that men who believe they are eligible may register with a committee.

# Probe of Recording Studios Set By 802

## To Ferret Out Abuses, Expunge Evasion Of Rules; Bally on Dances, Concerts Next

NEW YORK, Oct. 4.—The executive board of Local 802, American Federation of Musicians, this week voted to initiate an investigation into the activities of recording studios. The purpose is two-fold: Check the activities of studios with a view toward eliminating abuses, and secondly, seek the co-operation of studios in eliminating mechanical music practices aimed at evading AFM regulations. Shortly after the studio probe gets under way, the Local will start another probe of dance and concert promotions.

The thinking of Local 802 is that it is tough enough to maintain employment in the face of legitimate canned music use. But when canned music is used ille-

gitimately, this is adding insult to injury.

Here are some of the practices the Local is gunning for: Singers call in musicians to cut a disk, ostensibly a "rehearsal" or audition record. Musicians get paid off in the dark, or do the date gratis, with the singer selling himself via the disk. 2) Sometimes demo or audition disks wind up as masters, with the musicians not paid. 3) Records are dubbed for use in transcription libraries. 4) Audition disks—so-called—wind up as records in the commercial market.

The probe will get underway very shortly. All findings will be taken to AFM Chief James C. Petrillo with the idea of tightening regulations and securing adequate policing. It's felt that the studios themselves have much to gain by having their business placed on a strictly legitimate basis.

With regard to dance and concert hall promotions, 802 feels these have increased greatly during the postwar years, and some of the music performed at these functions is being taped and sold for various commercial purposes. Musicians are paid for the dance and concert dates, but not for the use that promoters are making of the tapes. All findings in this probe will also be taken to the AFM for study.

## Appoint Weiss To Head Cap's Paris Office

HOLLYWOOD, Oct. 4.—Capitol Records this week became the first American company to set up its own foreign office, when Bobby Weiss, former Cap flack chief and for the past five years chief of his own flackery here, was appointed European rep for the Wallichs waxery. Weiss will report to Sandor Proges, director of the firm's international seg. Headquartered in Paris, Weiss will supervise Continental Europe, England and the Scandinavian countries. Weiss inked an exclusive two-year paper.

Weiss will have a comprehensive post, acting as a.&r. man, supervising distribution and manufacture and promoting Cap-owned songs. He was assistant director of Musicraft in 1946-'47. Weiss was Cap's national flackery boss in 1945-'46. His publicity accounts, which included Campbell Soups' "Club 15" and "Double or Nothing" radio shows, Frank Devol, Robert Merrill, Frank Fontaine, Dick Haymes, Official Films and several movie personalities, have been sold to Folodare, Greer & Bock, another local flackery.

Weiss will huddle with Hal Cook, of New York's Cap staff, in late October before leaving for Europe. Glenn Wallichs, prexy of the diskery, is currently in Europe.

## New Faction Rises in 802

NEW YORK, Oct. 4.—Local 802's forthcoming election took on new intensity last week with the formation of a new party, the "Musicians Group," made up of members in opposition to the "Blue Ticket" party of the present administration. The "Musicians Group" was sparked by Al Knopf and Hy Jaffe, both members of the local's executive board, and Al Brown, Tony Mulieri and Vincent Rossitto. Knopf was in charge of recording and Jaffe headed the arranging department of the local before they left the "Blue Ticket," and Brown, Mulieri and Rossitto were business delegates of the union.

The "Musicians Group" is now engaged in drawing up a platform for the new party and when it is completed expects to put up a slate of candidates to oppose the "Blue Ticket" in the December election. Knopf and Jaffe withdrew from the "Blue Ticket" a few weeks ago, the others shortly thereafter.

## Hefti Draws \$1,250 at New Detroit Ballroom

DETROIT, Oct. 4.—Edgewater Gardens, new year-around park ballroom, showed a steady pickup for the third week in a row on Saturday, with the Neal Hefti orchestra drawing \$1,250. The spot is finding difficulty in getting name orchestras to come in for the one-night policy, Saturdays only, but has set two for the Christmas season—Johnny Long on December 20 and Woody Herman on December 27.

## MPA Plans 'Grass Roots' Accordion Org

NEW YORK, Oct. 4.—Plans to form a "grass roots" association of accordion teachers and performers were set last week by special committee of the Music Publishers' Association and accordion educators. The new organization will seek to standardize notation systems so that published accordion music would be acceptable to all players.

The first step will be to urge the formation of local groups thruout the country. Representatives of the leading groups will then be formed into a committee to survey all published music and forward recommendations to the still unnamed association and MPA. Backers of the plan feel they will be able to further acceptance of the instrument so that more important composers will write specific accordion works. They apparently have concluded that attempts to bring together the two present associations into one unified group can't succeed.

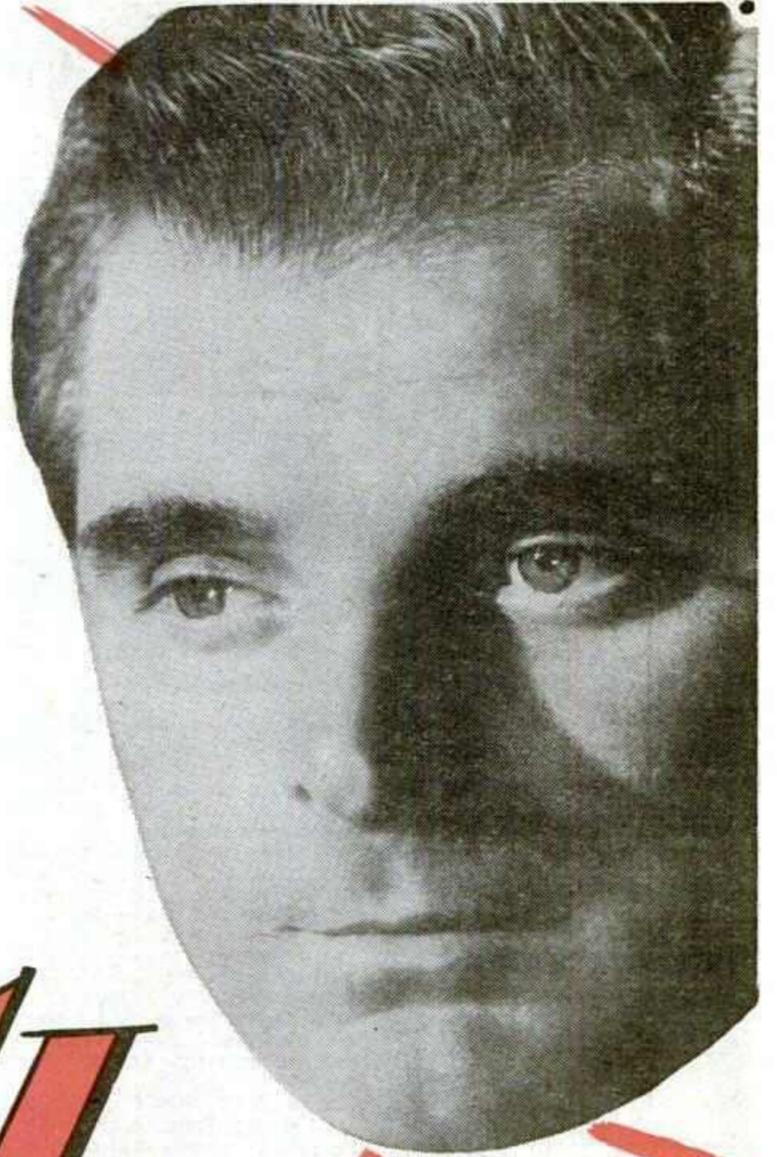
Chairman of the MPA committee is Guy Freeman of Leeds Music. Serving with him on the group are Arthur Hauser of G. Ricordi, Tatian Roach of Music Publishers Holding, Ralph Satz of Chappell and Leonard Greene of Sam Fox.

## RCA Promotes James Toney

NEW YORK, Oct. 4.—James M. Toney has been appointed director of distribution for the Consumer Products Department of RCA Victor. His headquarters will be Camden, N. J. Toney, who has served as director of public relations for RCA Victor for the past two years, will assume his new duties on November 1.

Toney joined the company in 1943 as a field representative of the purchasing department. From there he became successively a sales representative and then general merchandise manager of the RCA Victor Distributing Corporation, before being appointed advertising manager of the home instruments department. From that position he was elevated to his present public relations post. His successor in this position will be announced shortly.

*This star is getting  
brighter and brighter*



# JOHN ARCESI

(Pronounced ARE-SEE-SEE)

*This record is getting  
wilder and wilder*

## "Wild Honey"

and "Moonlight  
Brings Memories"

with LLOYD SHAFFER'S ORCHESTRA

Record No. 2206



RECORD PROMOTION: Bob Stern, West Coast; Jerry Simon, East Coast

PERSONAL MANAGEMENT: Bert Richman, 951 North La Cienega, Beverly Hills, Calif.

MANAGEMENT: General Artists Corporation

# 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.

## Tallulah's Autobiography

Continued from page 3

great capacity for intense love and hate, and a fierce sense of loyalty and personal integrity. A shrewd editing job by Dick Maney keeps the often flamboyant prose within the bounds of

readability, yet never intrudes on the story itself. Over-all the book conveys a delightful impression of raffish dignity, along with glimpses of unexpected tenderness and deep religious convictions.

Modest Tallulah is not, and it would be an unseemly hypocrisy if she pretended to be other than delighted with the lavish praise heaped upon her thru the years. The book lists many a lengthy tribute by critics to her charms and ability as an actress, and she's not above tossing herself a bouquet. "Let's have no beating around the bush. Not every yahoo in a first night seat is my peer."

Altho she's never had an agent for legit or the movies, she deemed it necessary for radio and television—"I can shout as loud as any proxy, but radio was another kettle of fish. A broadcasting company calls upon the leading agencies when seeking to cast their carnivals. Since agents are under oath to die for, and only for, their clients, it was not strange that they suggested only such actresses as were linked to them percentage-wise. The (William) Morris agency indulges in a minimum of hanky-panky, never treats its charges as if they were delinquent children—I've benefited enormously from their counsel."

However, it wasn't always so rosy between Tallulah and radio. She readily admits that she had tremendous qualms about the "Big Show" before it went on the air. NBC's "All This and Tallulah Too" ads "caused me to bristle." "I read a dark significance into the fact that Ethel Merman had six songs in the first half of the show and Russell Nype another. Hadn't NBC bagged Ethel's show 'Call Me Madam'? I was sure I was being sandbagged... NBC bigwigs were ready to jump off a cliff."

Tallulah is a grudge-bearer, and pulls no punches in describing those who at one time or another have offended her. Her feud with Procter & Gamble (over that firm's "Tallulah, the Prell Shampoo" jingle) and subsequent court victory is recited with triumphant venom.

Producer Leland Hayward, she says, has "parasitical tendencies—then as now suffering from delusions of invincibility in a malignant form." Somerset Maugham incurred her lifelong enmity by turning thumbs down on her as Sadie in "Rain"; and Louella Parsons is blamed for the fact that she lost the part of Scarlett in "Gone With the Wind." When it was announced that Tallulah would play the role, Louella printed in her column. "If David Selznick gives her the part he will have to answer to every man, woman and child in America."

Billy Rose who produced the Bankhead legit play "Clash By Night," was a major target for Miss Bankhead's scathing vendetta. Rose, she says, "approached the Odets play as if he was putting on a rodeo."

## This Is Cinerama

Reviewed at the Broadway Theater Wednesday (1). Presented by Lowell Thomas and Merian C. Cooper. Produced by Merian C. Cooper and Robert L. Bendick. European sequences supervised by Michael Todd and Michael Todd Jr. Prolog supervised by Walter Thompson. "America the Beautiful" supervised by Fred Rickey. Musical director, Louis Forbes. Cameraman, Harry Squire. Asst. Cameraman, Jack Priestley. Sound, Richard J. Pietschmann Jr. Film Editor, Bill Henry. Paintings, Mario Larrinaga. Sound effects, Reeves Sound Studios. Music: Cinerama Philharmonic Orchestra, Salt Lake City Tabernacle Choir, Vienna Philharmonic, Vienna Boys Choir, Long Island Choral Society. Talent includes cast of "Aida" at La Scala Opera, Milan.

Continued from page 3

themselves occupants of the car. This spectacular reaction was not induced again with the same potency, but close behind it, during the trans-America film tour, was a thrilling show from the air as the plane flew deep into the narrow gorge between the rocky walls of the Grand Canyon. The plane, approaching a blank wall of stone, was forced to veer over onto its side to squeeze thru, and the audience veered in their seats along with the plane.

The strongest features were the action sequences and those having an element of spectacle about them, such as the shots in the bullring, the truly remarkable films of La Scala opera, and the 1,000 Scottish bagpipers. These were superb. Considerably weaker were shots taken in restricted interiors, such as occasional inserts of Thomas in a normal sized room, used to bridge some of the sequences.

This raises a question as to the effectiveness of Cinerama in shooting an ordinary type of dramatic film. Especially, it calls forth doubt as to its use for intimate scenes, such as love scenes with but two actors. The giant screen, in this case, could be more hindrance than aid, unless the actors were horizontal. For horse operas or war films, however, the process should be without peer. Similarly, it could be used effectively to film almost in toto a legitimate theater production.

A technical defect, which no doubt will be overcome, is the consciousness of the joining of three separate pictures. This is particularly noticeable when a person or object moves from one section to another. The three pictures each tend to have some vertical vibration, and they seem to vibrate not in concert with each other. Also, a person seated toward the side in the house finds a degree of distortion in the portion of the semi-circular screen closest to him.

However, just as other technical problems have been licked by the mechanical geniuses of the film industry, it is certain that Cinerama inventor Fred Waller, former special effects chief at Paramount, will overcome these. It is worth noting that several people associated with radio or TV broadcasting are associated with Cinerama including co-producer Bob Bendick, former news and special events chief at the Columbia Broadcasting System; co-producer Merian C. Cooper, a one-time radio producer; Fred Rickey, also an ex-CBS man; and Lowell Thomas himself, still a CBS standby.

Town Tavern at Delair, N. J., has taken LeRoy Strange, one-legged dancer and singer, under personal management. . . . Midtown's defunct New Look nitery will re-open under new aegis as the Bradford. . . . Ben Hollander, who used to operate the midtown's 820 Club, launched the Olney Bar, a nabe spot. . . . Groomed for the nitery belt by vocal coach Artie Singer, former model Shelly Crane goes to the Lincoln Supper Club, York, Pa., followed by four weeks at the Celebrity Room here.

Bill Layne and Don Hines team launch new week-ends show policy at the Robert E. Patterson Club, private membership spot. . . . Equator Musical Bar added to the downtown scene with Western-styled entertainment on tap with Rusty Keefer and Charlie Stone.

## Sides in Current Release

Week ending October 4

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

PUBLISHER	TUNE	ARTIST AND LABEL
ACUFF-ROSE GROUP	Settin' the Woods on Fire	Porter Wagoner, RCA (F)
—MILENE	I'll Go On Alone	Marty Robbins, Col (F)
—ACUFF-ROSE		
AMERICAN GROUP	Cannon Ball Rag	Merle Travis, Cap (F)
—AMERICAN	Look Out the Window	Rosemary Clooney-Gene Autry, Col (F)
—CHOICE		
ARDMORE GROUP	Hot Rod Mama	Ramblin' Jimmie Dolan, Cap (F)
—BEECHWOOD	Headin' For a Weddin'	Porter Wagoner, RCA (F)
BARTON	I Want a Man to Gimme Some Luck	Inez Jones, RCA (F)
BEACON	I Gotta' Have You	Rosalie Allen, RCA (F)
BELLEMEADE	Take a Chance	Toni Arden, Col (F)
BOURNE	Stay Where You Are	Jane Froman, Cap (F)
BROADCAST	Walkin' By the River	Ella Fitzgerald, Dec (F)
CENTRAL	Nicotine Fits	Ramblin' Jimmie Dolan, Cap (F)
COMET	Don't Break the Sixth Commandment	Marilyn & Wesley Tuttle, Cap (F)
CRESTWOOD	Whatever You Do, Don't	Les Harris, RCA (F)
DREYER GROUP		
—RALEIGH	Proud of You	Inez Jones, RCA (F)
FAMOUS	The Ruby and the Pearl	Jeri Southern, Dec (F)
REDD EVANS GROUP		
—REDD EVANS	I Laughed At Love	Rosalie Allen, RCA (F)
—JEFFERSON	Lovelight	Harry James, Col (F)
	Kiss Me	Lee Marjane, Dec (F)
FAIRWAY GROUP		
—TERI	Fruit Cake	Harry James, Col (F)
FAMOUS GROUP		
—PARAMOUNT	I Know a Dream When I See One	Dean Martin, Cap (F)
FIDERE	Johnie Goggable	Marias Miranda & Miller, Col (F)
FORREST	Back Street Affair	Bob Eberly, Cap (F)
FRANK	The New Ashmolean	Johnny Mercer, Cap (F)
JACK GOLD	My Favorite Song	Ella Fitzgerald, Dec (F)
GOLDEN GROUP		
—CRITERION	When the World Was Young	Lee Marjane, Dec (F)
HILL & RANGE GROUP		
—ALAMO	All American Rainbow	Victor Young, Dec (F)
—BRENNER	You're Breaking My Heart	Marty Robbins, Col (F)
HOLLIS GROUP		
—DARTMOUTH	Zulu Warrior	Marias Miranda & Miller, Col (F)
—FOLKWAYS	Clementine	The Weavers, Dec (F)
	True Love	The Weavers, Dec (F)
LAUREL	Moonlight Mystery	Bill Kenny, Dec (F)
LEAR	Conquest	Corky Robbins-Johnny Bosworth, Col (F)
	Release Me	Corky Robbins-Johnny Bosworth, Col (F)
LEEDS	Second Chance	Dean Martin, Cap (F)
	Forgive & Forget	Jeri Southern, Dec (F)
MAGNOLIA	It's in the Book	Johnny Standley-Horace Heidt, Cap (F)
E. B. MARKS	Glow Worm	Johnny Mercer, Cap (F)
	The Peanut Vendor	Lenny Dee, Dec (F)
MELLIN	Give Me the Right	Roger Coleman, Dec (F)
MESA	Bluebonnet Lane	Colwell Brothers, Col (F)
BOB MILLER	Merry Texas Christmas, You All	Elton Britt, RCA (F)
MONTECLARE	Hound Dog	Vaughn Monroe, RCA (F)
E. H. MORRIS	The Man Don't Live Who Can Die Alone	Vaughn Monroe, RCA (F)
MUSIC PUBLISHING		
HOLDING GROUP		
—ADVANCED	Where There's Smoke There's Fire	Gogi Grant, RCA (F)
	In an 18th Century Drawing Room	Ken Griffin, Col (F)
—HARMS	Begin the Beguine	Lenny Dee, Dec (F)
	When Hearts Are Young	Sauter Finegan, RCA (F)
—WITMARK	Ah, Sweet Mystery of Life	Les Harris, RCA (F)
NATIONAL JUKE BOX	Since My Best Gal Turned Me Down	Frankie Froba, Dec (F)
ODETTTE	Laughing	Jane Froman, Cap (F)
OREE	Mountain Valley Blues	Colwell Brothers, Col (F)
PEER INTERNATIONAL	Our Love Isn't Legal	Marilyn & Wesley Tuttle, Cap (F)
	Footprints in the Snow	Bill Monroe, Dec (F)
	In the Pines	Bill Monroe, Dec (F)
	Christmas Will Be Here	Elton Britt, RCA (F)
	Cecile Waltz	Ken Griffin, Col (F)
RFD		
RICORDI	Look Ahead Neighbor	Victor Young, Dec (F)
ROBBINS GROUP	Everything I Have is Yours	Roger Coleman, Dec (F)
—ROBBINS	I'll See You in My Dreams	Merle Travis, Cap (F)
—FEIST	Hi-Diddle-Dee-Dee	Phil Harris-Bell Sisters, RCA (F)
J. J. ROBBINS	Sweet Forgiveness	Toni Arden, Col (F)
RUSH	Piece A-Puddin'	Phil Harris-Bell Sisters, RCA (F)
ST. NICHOLAS	The Night Before Christmas Song	Rosemary Clooney-Gene Autry, Col (F)
SIMON HOUSE	When I Dream	Bob Eberly, Cap (F)
TENOR	You Are Happiness	Bill Kenny, Dec (F)
VIER	Herman Kept Playin' Away	Frankie Froba, Dec (F)
W & B	Forget Me Not	Gogi Grant, RCA (F)

## Total Number of Sides Released by Each Label

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

January 1, 1952, to Date

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	442	150	—
COLUMBIA	255	165	96
DECCA	510	126	62
MERCURY	236	65	64
MGM	299	103	10
RCA	275	164	123

## Total Sides for Week Released by Each Label

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

Week ending October 4

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	9	6	—
COLUMBIA	10	4	2
DECCA	18	2	—
MERCURY	NO RELEASES THIS WEEK	NO RELEASES THIS WEEK	—
MGM	NO RELEASES THIS WEEK	NO RELEASES THIS WEEK	—
RCA	7	6	4

**FROSTY**  
and  
**SUZY**  
are  
**On Their Way!**

**ROSANNE**  
You'll Never Get Away  
The Agnes Waltz

ABC MUSIC CORP.  
BOURNE, INC.  
799 7th Ave., N. Y. 19, N. Y.

**"HOMINY GRITS"**  
DEAN MARTIN  
CAPITOL

AMERICAN MUSIC, INC.  
1576 B-way N. Y. • 9109 Sunset Blvd Hollywood  
CO 5-7880 CR 1-5254

**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, 188 W. Randolph St., Chicago 1, Ill.

A "HIGHLIGHT" For Every Program  
**ONCE IN A WHILE**  
MILLER MUSIC CORPORATION

MINDY GUY  
**CARSON—MITCHELL**  
A Great Duet  
'Cause I Love Ya  
THAT'S A-WHY  
SANTLY-JOY, INC.  
1619 Broadway New York 19, N. Y.

**PUNKY PUNKIN**  
Recorded by  
**FRAN ALLISON**  
RCA VICTOR  
GEORGE PAXTON INC.  
1619 Broadway New York 19, N. Y.

## Extra Added

Continued from page 18

and Darvas, got her first club date as a singing single.

The Andrews Sisters will tee off the season at the Cocoanut Grove, Los Angeles, October 28. The date was originally for Tony Martin who fell out because of a pic commitment. . . . Jean Sablon will follow into the same spot, December 17, which will carry him beyond New Year's.

## Philadelphia

William Israel, who managed Warners' Earle, stage-screen deluxer, since 1937, left the circuit to join the Varbalow Circuit of theaters in Southern New Jersey. . . . Milt Gray, former agent and band road manager, joined the executive staff of the Latin Casino for the coming season. . . . Clarence Kaliner, co-owner of the shuttered Club Harlem, now in the fur business. . . . Issy Bushkoff, who operates the nearby

# Music as Written

## DECCA WAXES 'FIGHTER' TRACK . . .

Decca Records is prepping the early release of an album taken from the sound track of the movie "The Fighter." Featured artist is guitarist **Vincente Gomez**.

## New York

**Margaret Thiel** has been named head of the Songwriters' Protective Association copyright department, replacing **Regina Kummer**.

Publisher **Maury Massey** is celebrating the birth of a daughter Wednesday (1). . . **Lloyd Leipzig** has been appointed assistant to **Debbie Ishlon**, publicity chief at Columbia Records. . . Publisher **George Paxton** and **Walter Jewels**, of Music Dealers Service, are back from a fishing trip to Cuttyhunk, an island off the Massachusetts coast. Paxton netted three giant striped bass, the largest a 42-pounder. Jewels' largest weighed in at 29 pounds.

Chatter **John Arcesi** has sent out jars of honey to deejays to plug his waxing of "Wild Honey" on Capitol.

SESAC has just sent out the first releases to subscribers of a new transcription series by **Walter Solek** and his polka ork. Lyrics are in both Polish and English.

**Pee Wee King** has just purchased his second plane. One is used to transport the band to dates; the other to ship disks. . . The Ross Roy Ad Agency has been appointed by RCA Victor to handle advertising for the Custom Records division of the firm.

**J. Walter Thompson** continues with the record department advertising account. . . **Irv Katz**, sales manager for Children's Record Guild and Young People's Records, on a cross-country sales junket. . . **Ruby Wright**, songstress who caused a recent stir thru lost and found search by The Billboard, is in town from Cincinnati for recording date with **Dewey Bergman** at King.

Indie LP diskery **Cetra-Soria** is readying for release next month a new 20-page catalog of all operas it has waxed. **Cetra** exec **Irv Iserson** is back on the job after two weeks on jury duty.

**Harry Dale**, who runs a delivery service for local disk distributors, had his truck hijacked early last week. About \$15,000 worth of records were stolen and the truck abandoned by the thieves.

**Don Cornell**, now doing a series of one-nighters, moves into the Golden Hotel, Reno, October 22, for a two-week stay. Follow-up will be two weeks at the El Rancho, in Las Vegas.

**Eddie Heller** has signed the **Cedrone Sisters** to his Rainbow label. The girls are 7, 9 and 11 years old. . . **Bob Wiener**, of Wemar Music, recently married to the former **Claire Herczeg** is back at his desk in the Brill Building after a short honeymoon. . . **Milt Gabler**, head of a.&r. at Coral, has signed **Herb Fields** and **Cathy Carr** to term pacts.

**Gogi Grant**, West Coast thrush, has been added to the Victor label. . . **Charlie Adams** of Ridge-way Music in town. . . **Henri Rene** in from the Coast to join the Victor a.&r. staff. . . **MGM** has kicked off "The Merry Widow" album by delivering the first copies to local deejays via a model dressed in the costume used by **Lana Turner** in the film.

Publisher **George Paxton** leaves Tuesday (7) for a 10-day business trip to the West Coast. . . **Billy May's** ork has been inked into the local Statler Hotel for three weeks, beginning next March 23. . . **Carlos Gastel** planned to Europe to set up a concert tour next spring for **Billy May's** ork along with a concert trek of the British Isles for **Nat (King) Cole**.

**Nellie Lutcher** does her first Okeh disk date next week. . . RCA Victor's **Ed Dodelin** and **Pfc. Eddie Fisher** are off to Miami Beach for a week on the latter's furlough. Fisher leaves for Germany about November 1 and is due for discharge next April. . . **Billy Burton** is in from the West Coast on business. . . **Morty Palitz** will record **Sandy Solo** next week for the new Barry label.

**Chicago**  
**Tiny Hill**, who was spending his annual week's vacation here, took off for Wisconsin Thursday (25) to start another lengthy one-nighter tour which will wind up in Denver late this year. Hill spent some time in the Associated Office with **Fred Williamson**, ABC vice-president. . . **Ella Mae Morse**

does a guest stand at the Aragon here next Friday (3), the first follow-up to the successful **Don Cornell** stand of a few months ago.

**Griff Williams** and his band held over at the Edgewater Beach Hotel for another month starting October 3. . . **Bill Snyder**, Decca 88-er, gets another two weeks at the Chicago Theater before returning to New York later next month.

## Hartford

**Irving Kramer's** orchestra, consisting of **Anthony Barbieri**, piano; **Roy Newell**, vibes, bass; **Eddie Mantano**, drums; and **Kramer**, saxophone, clarinet and flute, has started a new Saturday night dance policy at the Old Colony Restaurant's supper club. . . **Charlie Donnelly's** orchestra, recently completed an extended engagement at Wright's Plainville, and is now providing dance music on Saturday nights at Ryan's Restaurant. . . **Joe Barry** and **Mrs. Mary McCormick** have reopened Ritz Ballroom, Bridgeport, for fall and winter. . . **Wendell Bradway's** unit is providing music at Kelly's Ballroom, Holyoke, Mass. . . **Lou Altman's** orchestra is back at Kid Kaplan's continental Room

**Philadelphia**  
**Doris Cavanaugh**, who used to chirp for **Vaughn Monroe**, is the new vocalist with **Clarence Fuhrman**, who takes over the Wagner Ballroom bandstand. The **Overtones** featuring **Marian Caruso**, who made an initial click with their waxing of "My Favorite Song" for the local Devon label, will get a TV show of their own built around the "favorite song" idea. . . **Lewis A. Tolen** adds to the town's dancier scene in opening the Belmont Ballroom. . . **Lou Chaikin** returns his music to the Stratford Garden at the Bellevue-Stratford Hotel. . . **Tevia Gorodetsky**, the gypsy violinist, takes his ensemble to the Ritz-Carlton Hotel, Atlantic City.

**Jack Verna** is back from Atlantic City's Hialeah to launch his band on its sixth straight year at the CR Club. . . **Art Treat** makes his vocal bow on a new local label, Denny Records, founded by **Joe Diamond**, **Solis Tollin** and songwriter **Berl Rotfield**, who wrote the initial release plug side, "Tell Me More." . . **Keystone Records**, local label, waxed **Joe Connor**, Celebrity Room songster, for "Nobody's Love Is Mine." . . **Harry Nagle**, once with **Larry Clinton** and **Tommy Tucker**, joined the sax section as alto lead for **George Sommer**. . . **Johnny Austin** takes over the stand at the Stardust Cafe. . . **Elliot Lawrence** to play for the annual AZA dance at Town Hall on November 15. . . Philadelphia Orchestra and Local 77, AFM, have just signed a new contract for the coming concert season which ups the weekly pay checks of the symphony \$15 to make it a minimum of \$135 a week.

**Alhambra**, once a vaude theater and more recently a movie house, is now converted into combination roller skating rink and ballroom with **George Sommer** first in for the dancing sessions staged by **Jim Toppi**, who also runs The Met edifice here. . . **Clarence Fuhrman** moves out of Wagner's Ballroom, where **Chuck Gordon** returns to the stand, and moves to the Palladium danceteria. . . **Frankie Stone** ushers in the new dance season at Connolly's Dance Hall, with **Joni James** an extra-added feature. . . **LeRoy Bostic** takes over the stand at the suburban Chestnut Hill Inn, which goes under new management this week. . . **Gotham Records**, headed by **Ivan Ballen** here, has added **Curt Hinson**, Western song seller, to the label. . . **Mario Lanza** due back in town on October 19 to help the Church of St. Mary Magdalen de Pazzi, where he was a choirboy, celebrate its 100th anniversary.

**Hollywood**  
**Dick Bradley**, formerly head of Tower Records, Chicago, has joined Chrysler Auto here to head regional promotion. . . **Les Paul** and **Mary Ford** return to the Coast October 15, remaining for several months to do recordings and TV. . . **John Arcesi**, new Capitol throater, set for his first nitery date at the Thunderbird, Las Vegas, October 30 with the **Ray Anthony** band. . . **Robertia Lee**, Decca thrush and wife of

(Continued on page 55)

# Total Sides and Label Breakdown of Publishers Who Have Had 10 or More Sides Released From January 1, 1952 thru September 27, 1952

PUBLISHER	TOTAL SIDES ALL LABELS	P, POPULAR; F, FOLK; R, RHYTHM & BLUES							
		CAPITOL	COLUMBIA	DECCA	MERCURY	MGM	RCA		
ACUFF-ROSE GROUP									
-Acuff-Rose	134	7p, 16f	7p, 10f, 1r	4p, 7f	2p, 21f	6p, 42f, 1r	1p, 9f		
-Milene	23	2p, 1f	2p	1p, 1f, 1r		6p, 7f	2p		
AMERICAN MUSIC GROUP									
-American	20	7p, 3f	1p	4p, 1f	1f		3f		
-Choice	1		1p						
ARDMORE GROUP									
-Ardmore	17	10p, 2f	1p		1p	1p	1p, 1r		
-Beechwood	22	10p, 11f		1f					
JIM BECK	14		9f						
MARTIN BLOCK	11		1p				1p, 1f		
BOURNE GROUP									
-ABC	8	2p		2p	2p		2p		
-Bourne	58	14p	10p, 3r	12p	6p	5p	8p		
BREGMAN-VOCCO-CONN GROUP									
-Bregman-Vocco-Conn	37	10p	1p, 3r	6p, 1f	4p	6p	6p		
-Supreme	6			6p					
-Triangle	3			1p		2p			
BROADCAST	19	2p	3p	3p, 1f, 1r		3p	4p, 2r		
BULLEIT	14	2p, 3f	7f		2f				
BULL'S EYE	11	2p		2p, 1f, 1r		2p	2p, 1f		
CHAPPELL GROUP									
-Chappell	36	7p	3p	6p, 1f, 2r	4p, 1r	5p	6p, 1r		
-Crawford	5			1p	1p	2p	1p		
-DE SYLVA, BROWN & HEN-									
DERSON	18	4p	3p, 1r	5p	2p, 1r	1p	1p		
-T. B. HARMS	17	3p	1p	2p, 1r	1f	9p			
-MARLO	1				1p				
-MUTUAL	2		1p				1p		
CENTRAL	40	9p, 30f					1p		
CRESTWOOD	19		7r				12r		
DISNEY GROUP									
-Disney	27	8p	1f	7p	1p	3p	5p, 2f		
-Wonderland	1						1p		
DORSEY GROUP									
-Dorsey	6	2p		3p			1p		
-EMBASSY	5	1p		2p	1p		1p		
DRAKE	12			3p, 6r	3r				
DREYER GROUP									
-Dreyer	1						1p		
-RALEIGH	10		4r	3p			3r		
REDD EVANS GROUP									
-Evans	11	1p	1p	5p	1p	1p	2p		
JEFFERSON	7	1p		2p	2p	1p	1p		
FAIRWAY GROUP									
-Fairway	21	1p, 14f			4f		2f		
-MALABAR	21	4p					2f, 15r		
-TERI	2						2r		
FAMOUS GROUP									
-Burvan	12	1p		8p		2p	1p		
-Famous	44	11p	3p, 1f, 2r	7p, 1f	3p, 1r	5p	6p, 3f, 1r		
-Paramount	6	2p	1p	1p	1p	1p			
-Paramount-Roy Rogers	1						1f		
FORREST	25	1p	1f	4p, 18f, 1r					
FORSTER GROUP									
-Adams-Vee-Abbott	2		1p				1f		
-Forster	13	1p	3p	1p	2p	1p	3p, 2f		
FOX GROUP									
-Fox	11	2p		1p		3p	5p		
-Movietone	9			1p	1p, 1r	2p			
FRANK	18	2p	3p	7p	2p, 1f	1p	1p, 1f		
GALE & GAYLES GROUP									
-Gale & Gayles	7	2p	1p	2p	1p		1p		
-Rockaway	5		1r	2p, 1r			1r		
-United	14	2p	3p, 1r	3p, 2r			3p		
GALLICO	13	2p	1p, 1r	3p, 1r			1p, 1f, 1r		
GENERAL GROUP									
-General	11				1p		5p, 1f, 4r		
-Park Ave.	1								
GOLDSEN GROUP									
-Anton	1	1p							
-Atlantic	1			1p					
-Benton	3	3p							
-Criterion	5	4p		1p					
-Goldsen	7	6p, 1f							
-Tex Ritter	2	1p				1p			
-Riverside	2	1f					1f		
-Skyview	1			1r					
HAMBLETON	10	2f	6f	1f					
HILL & RANGE GROUP									
-Aberbach	4				2f		2f		
-Alamo	35	7p, 1f	4p, 1f	4p, 2f	5p	1f, 1r	1p, 2f		
-Brenner	6	3f				1r	2f		
-Hill & Range	120	16p, 3f	8p, 16f	11p, 5f	3p, 1r	5p, 10f	14p, 28f		
-St. Louis	29	1p	1p, 1f, 1r	1p, 1f	1p	1f, 3r	1f, 17r		
-E. Tubbs	6	1f	1f	3f		1f	1f		
-Bob Willis	4					1p, 2f	1f		
-Wolley	1					1f			
HOLLIS GROUP									
-Cromwell	10		3p	2p, 1f		3p	1p		
-Dartmouth	9		7p		1p	1p			
-Essex	4	1p	1p	2p					
-Folkways	5	1p	1p	3p					
-Hollis	18	4p	4p	5p		3p	2p		
-Ludlow	8		2p	4p	1p	1p			
HUB	10	4p	1p	4p			1p		
JOHNSTONE MONTEI GROUP									
-Johnstone Montei	14	4p, 1f	1f	3p, 1f	1p	1p	1p, 1r		
-Vanguard	4	4f							
KASSNER GROUP									
-Goldmark	3	1p		1p			1r		
-Kassner	3	1p	1r			1p			
-Piccadilly	4			1p			1p, 2f		
KELLY-STOOL GROUP									
-Bishop	5	1p		3p		1p			
-Kelly-Stool	6	2p		1p	2p	1p			
LAUREL GROUP									
-Laurel	23	4p	1p, 1r	4p, 1r	4p	1p	5p, 1f, 1r		
-Valando	9	1p		3p	1f	2p	2p		
LEEDS GROUP									
-Duchess	24	2p	1p	8p	1p, 1r	3p	5p, 2r		
-Leeds	65	12p	2p, 2f	15p, 1r	3p, 1f, 1r	11p	13p, 3f, 1r		
-Maurice	5			2p		2p	3p		
-Pickwick	22	1p	2p	8p	3p	4p	4p		
-Wabash	5						5r		
E. B. MARKS GROUP									
-Marks	30	3p	1p	10p	6p</				

# STAY WHERE YOU ARE



**TONY BENNETT**

ON COLUMBIA

## 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.

STAY WHERE YOU ARE..... Tony Bennett..... Columbia 39866

A new romantic ballad is projected with tender feeling by Bennett. It's one of his finest performances in recent months and should build steadily.

FOR TOPS IN RHYTHM  
**CARMEN'S BOOGIE**

recorded by  
The **ANDREWS SISTERS**  
(Decca)  
**GEORGE CATES**  
(Coral)  
**SPADE COOLEY**  
(Decca)

**BROADCAST MUSIC, INC.**

580 FIFTH AVENUE  
NEW YORK 36, N. Y.

JULIE STEARNS, Gen. Prof. Manager

New York  
HAROLD WALD  
GEORGE FURNESS

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Hollywood  
EDDIE JANIS  
BILLY WALTERS

## THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

### HONOR ROLL OF HITS

#### The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Popularity Chart based on reports received October 1, 2, 3.

Last Week | This Week

1. **1. You Belong to Me**

By Pee Wee King, R. Stewart and C. Price—Published by Ridgeway (BMI)

RECORDS AVAILABLE: G. Auld, Coral; H. Foster and Rovers, Republic 7013; J. Garber, Cap 2198; Ken Griffin, Col 39857; T. Hayes, V 20-4943; Joni James, MGM 11295; A. Laurie, Okeh 6915; E. McGriff-Sonny TII, Jubilee 5094; D. Martin, Cap 2165; F. Martin, V 20-4893; G. Martin, Dec 28388; P. Page, Mercury 5899; T. Smith, United 131; J. Stafford-Weston Ork, Col 39811; J. Stanton, Top 340; S. Thompson, Mercury 6407.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Thesaurus; Henry Jerome, Lang-Worth; Earl Sheldon, Associated.

2. **2. I Went to Your Wedding**

By Jesse Mae Robinson—Published by St. Louis (BMI)

RECORDS AVAILABLE: K. Bass, Coral 60847; J. Bond-H. Carter, Col 21007; H. Brooks, Okeh 6910; S. Gibson and Red Caps, V 20-4635; S. Kaye, Col 39856; Little Sylvia, Jubilee 5093; G. Lombardo, Dec 28411; G. Martin, Dec 28388; P. Page, Mercury 5899; J. Selph, Rosemary; H. Snow, V 20-4906; P. Starr, Top 339; J. Wakely, Cap 2221; F. Wright, Savoy 860.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Thesaurus; Earl Sheldon, Associated.

3. **3. 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 20-4830; J. Froman, Cap 2154; Harmonicats, Mercury 5900; G. Lombardo, Dec 28308; F. Warren, MGM 11270.

ELECTRICAL TRANSCRIPTION LIBRARIES: Lenny Herman, Lang-Worth; Earl Sheldon, Associated.

5. **4. Jambalaya**

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

RECORDS AVAILABLE: R. Allen, Dec 28431; Camarata Ork-S. Lanson, Dec 28367; N. Hefti-F. Wayne, Coral 0816; Moon Mulligan, King 1106; J. Selph, Rosemary; J. Stafford, Col 39838; J. Stanton, Top 340; T. Turner, Okeh 6907; T. Tyle, V 20-4947; Hank Williams, MGM 11283.

ELECTRICAL TRANSCRIPTION LIBRARIES: Leon Payne, Lang-Worth; Dave Terry, Associated.

6. **5. Half as Much**

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

RECORDS AVAILABLE: L. Ballard, Grenobel 804; R. Clooney, Col 39710; K. Griffin, Col 39809; G. Lombardo, Dec 28271; M. Martel, Top 334; K. Marwin, Mercury 6366; D. Washington, Mercury 8294; C. Williams, Col 20879; H. Williams, MGM 11202.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Lang-Worth; Leon Payne, Lang-Worth; Earl Sheldon, Associated.

7. **6. Meet Mr. Callaghan**

By Eric Spear—Published by Leeds (ASCAP)

RECORDS AVAILABLE: E. Atkins, V 20-4896; C. Cavallaro, Dec 28373; H. Grove Trio, London 1248; Harmonicats, Mercury 5900; Melachrina Strings, V 20-4691; L. Paul-M. Ford, Cap 2193; V. Spaulding Trio, Top 339; P. Todd, MGM 30640; L. Welk, Coral 60829

ELECTRICAL TRANSCRIPTION LIBRARIES: Earl Sheldon, Associated.

4. **7. Auf Wiederseh'n Sweetheart**

By Parson & Storch—Published by Hill & Range (BMI)

RECORDS AVAILABLE: Ames Brothers, Coral 60773; L. Ballard, Grenobel 803; L. Baxter, Cap 2134; Champ Butler-P. Faith, Col 39776; DeMarco Sisters, MGM 11278; Ken Griffin, Col; E. Howard, Mercury 5871; G. Lombardo, Dec 28271; V. Lynn, London 1227; B. Roman, Top 333; Sharkey & Band, Cap; B. Shepard-H. Winterhalter, V 20-4777; T. Smith, United 131; Stubby and the Buccaneers Rondo 299

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Thesaurus; Julian Gould, Lang-Worth; George Siravo, Associated.

8. **8. High Noon**

By Dimitri Tiomkin—Published by Feist (ASCAP)

RECORDS AVAILABLE: B. Hayes, MGM 11266; B. Keith, King 15194; F. Laine, Col 39770; Tex Ritter, Cap 2120; L. Roza, London 1232.

ELECTRICAL TRANSCRIPTION LIBRARIES: Vincent Lopez, Thesaurus; Glenn Osser, Associated.

9. **9. Somewhere Along the Way**

By Sammy Gallop, Kurt Adams—Published by United (ASCAP)

RECORDS AVAILABLE: G. Ammons, Dec 28222; T. Bennett, Col 39695; Nat (King) Cole, Cap 2069; J. Gary, Dec 28141; I. Jaquet, Mercury 69061; G. Lombardo, Dec 28411; H. Winterhalter, V 20-4691.

ELECTRICAL TRANSCRIPTION LIBRARIES: Gould and Silano, Lang-Worth; Vincent Lopez, Thesaurus; Glenn Osser, Associated.

10. **10. Walkin' My Baby Back Home**

By Ray Turk & Fred Ahlert—Published by De Sylva, Brown & Henderson (ASCAP)

RECORDS AVAILABLE: N. Brooks, Top 337; Nat (King) Cole & B. May, Cap 2130; G. Lombardo, Dec 28277; D. Martin, Apollo 1088; F. Norman's Ork, Top-Ten 78-135; J. Ray, Col 39750; C. Spivak, London 1091; J. Stafford, Cap F-995.

ELECTRICAL TRANSCRIPTION LIBRARIES: Jan Arnold Ork, Standard Radio; Tex Beneke, Thesaurus; Henry Busse, Lang-Worth; Earl Sheldon, Associated.

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# Buyboard

## TOP SELLERS — POPULAR

... Based on Actual Capitol Sales Reports

	Record No.
1. MEET MISTER CALLAGHAN TAKE ME IN YOUR ARMS AND HOLD ME..... L. Paul-M. Ford.....	2193
2. THE RUBY AND THE PEARL FAITH CAN MOVE MOUNTAINS..... N. Cole.....	2230
3. COMES A-LONG A-LOVE THREE LETTERS..... K. Starr.....	2213
4. SOMEWHERE ALONG THE WAY WHAT DOES IT TAKE?..... N. Cole.....	2069
5. BECAUSE YOU'RE MINE I'M NEVER SATISFIED..... N. Cole.....	2212
6. IT'S IN THE BOOK—PART I IT'S IN THE BOOK—PART II..... J. Sfantley.....	2249
7. YOU BELONG TO ME HOMINY GRITS..... D. Martin.....	2165
8. KAY'S LAMENT FOOL, FOOL, FOOL..... K. Starr.....	2151
9. FAT MAN MAMBO ORCHIDS IN THE MOONLIGHT..... B. May.....	2227
10. WALKIN' MY BABY BACK HOME FUNNY..... N. Cole.....	2130
11. QUIET VILLAGE INDIAN SUMMER..... L. Baxter.....	2225
12. ADIOS DARLIN', YOU CAN'T LOVE TWO..... G. MacKenzie.....	2156
13. SLAUGHTER ON TENTH AVENUE—PART I SLAUGHTER ON TENTH AVENUE—PART II..... R. Anthony.....	7-2085
14. NIGHT AND DAY TWEET, TWEET, TWEETHEART..... F. Faye.....	2224
15. WILD HONEY MOONLIGHT BRINGS MEMORIES..... J. Arcesi.....	2206

## BEST SELLING POPULAR ALBUMS

... Based on Actual Capitol Sales Reports

	Alb. No.
1. WITH A SONG IN MY HEART..... Jane Froman.....	309
2. BIG BAND BASH!..... Billy May.....	329
3. A BAND IS BORN..... Billy May.....	349
4. ROMANCE IN THE AIR..... Voices of Walter Schumann.....	347
5. PENTHOUSE SERENADE..... Nat (King) Cole.....	332
6. THE JUST JAZZ ALL STARS..... Louis Bellson.....	348
7. ROUGHHOUSE PIANO..... Joe (Fingers) Carr.....	345
8. VOICE OF THE XTABAY..... Yma Sumac.....	244
9. SPOTLIGHT SONGS..... Four Knights.....	346
10. MUSIC FOR TAP DANCING..... Fred Astaire.....	338
11. BENNY GOODMAN TRIO..... Benny Goodman.....	343
12. VOICE OF THE TRADE WINDS..... Harry Owens.....	333
13. MOODS FOR TWILIGHT..... Francis Scott.....	331

## TOP COUNTRY and HILLBILLY

... Based on Actual Capitol Sales Reports

	Record No.
1. HIGH NOON GO ON! GET OUT!..... T. Ritter.....	2120
2. I'M HOG-TIED OVER YOU FALSE HEARTED GIRL..... T. Ernie-E. M. Morse.....	2215
3. DON'T LET THE STARS GET IN YOUR EYES BIG FAMILY TROUBLE..... S. McDonald.....	2216
4. BLACKBERRY BOOGIE TENNESSEE LOCAL..... T. Ernie.....	2170
5. HOW COLD HEARTED CAN YOU GET IT'S BETTER TO HAVE LOVED A LITTLE..... H. Thompson.....	2169
6. THE WILD SIDE OF LIFE CRYIN' IN THE DEEP BLUE SEA..... H. Thompson.....	1942
7. WAITING IN THE LOBBY OF YOUR HEART DON'T MAKE ME CRY AGAIN..... H. Thompson.....	2063
8. SAVING MY TEARS WHAT CAN I DO WITH MY SORROW..... F. Young.....	2171
9. SATISFIED HIDE ME, ROCK OF AGES..... M. Carson.....	1900
10. KISS, KISS, KISS CRAZY QUILT RAG..... B. Strange.....	2228

## LATEST CAPITOL RELEASES

	Record No.
DON'T LET THE STARS GET IN YOUR EYES MY FAVORITE SONG..... G. MacKenzie.....	2256
HEADIN' FOR HOME RATTLESNAKE RAG..... J. Carr.....	2257
TENNESSEE TANGO THE KIDS WHO PAY..... M. Bee.....	2258
THAT'S ME WITHOUT YOU COOL, COLD, COLDER..... S. James.....	2259
IN ALL THIS WORLD NOW..... A. Martino.....	2260
THE MISSUS WOULDN'T APPROVE I TELL MY TROUBLES TO JOE..... M. Blanc.....	2261
MY GOD IS REAL OUR THANKS TO THEE..... R. Harper.....	2262

## BEST SELLING CAPITOL CHILDREN'S ALBUMS

Based on Actual Capitol Sales Reports

1. BOZO HAS A PARTY..... Cap(78)DBX-3133; (45)CBXF-3133
2. ROBIN HOOD..... Cap(78)DBX-3138; (45)CBXF-3138
3. TWEET, TWEET, TWEETY..... Cap(78)CAS-3118; (45)CASF-3188
4. THE NOISY EATER..... Cap(78)CAS-3120; (45)CASF-3120
5. HOPALONG CAS'DY AND THE TWO-LEGGED WOLF..... Cap(78)CAS-3109; (45)CASF-3109
6. SPARKY'S MAGIC ECHO..... Cap(78)CAS-3134; (45)CASF-3134
7. DAVID AND GOLIATH..... Cap(78)CAS-3123; (45)CASF-3123
8. WOODY WOODPECKER AND THE SCARECROW..... Cap(78)CAS-3140; (45)CASF-3140
9. BUGS BUNNY AND THE GROW- SMALL JUICE..... Cap(78)CAS-3119; (45)CASF-3119
10. I'M A LITTLE TEA POT THE TEDDY BEARS' PICNIC..... Cap(78)CAS-3083; (45)CASF-3083
11. TWEETY PIE..... Cap(78)CAS-3074; (45)CASF-3074
12. NOAH AND THE ARK..... Cap(78)CAS-3130; (45)CASF-3130
13. BOZO'S SONG HONKETY HANK..... Cap(78)CAS-3126; (45)CASF-3126

### LISTEN TO "GLOW WORM"

with Johnny Mercer singing his original version first released in 1949

coupled with "THE NEW ASHMOLEAN"  
(From Warner Bros. "Where's Charley")

Capitol Record No. 2248

## GISELE MacKENZIE

follows up her hit record "ADIOS" with

### "DON'T LET THE STARS GET IN YOUR EYES"

coupled with "MY FAVORITE SONG"

on Capitol Record No. 2256



## Margaret Whiting

Has the inside track on a great tune—

## "OUTSIDE OF HEAVEN"

PLUS the old favorite "ALONE TOGETHER"

on Capitol Record No. 2217

# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

## Records Most Played by Disk Jockeys

Based on reports received October 1, 2 and 3

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

POSITION	Weeks Last to date	This Week	Record	Artist	Label
10	1	1	YOU BELONG TO ME	J. Stafford	Col(78)39811; (45)4-39811—BMI
6	2	2	I WENT TO YOUR WEDDING	P. Page	Mercury(78)5899; (45)5899X45—BMI
12	3	3	WISH YOU WERE HERE	E. Fisher-H. Winterhalter	V(78)20-4830; (45)47-4830—ASCAP
6	4	4	YOU BELONG TO ME	P. Page	Mercury(78)5899; (45)5899X45—BMI
4	7	5	I SHOULD CARE	R. Flanagan	V(78)20-4885; (45)47-4885—ASCAP
3	11	6	GLOW WORM	Mills Brothers	Dec(78)28384; (45)9-28384—BMI
7	5	7	JAMBALAYA	J. Stafford	Col(78)39838; (45)4-39838—BMI
23	8	8	HALF AS MUCH	R. Clooney	Col(78)39710; (45)4-39710—BMI
7	6	9	MEET MR. CALLAGHAN	L. Paul	Cap(78)2193; (45)F-2193—ASCAP
19	10	10	SOMEWHERE ALONG THE WAY	Nat (King) Cole	Cap(78)2069; (45)F-2069—ASCAP
9	4	11	HIGH NOON	F. Laine	Col(78)39770; (45)4-39770—ASCAP
2	22	12	LADY OF SPAIN	E. Fisher-H. Winterhalter	V(78)20-4953; (45)47-4953—ASCAP
8	13	13	TRYING	Hilltoppers	Dot(78)15018; (45)45-15018—ASCAP
3	22	14	MADEMOISELLE	L. Howard	Mercury(78)5898; (45)5898X45—ASCAP
8	29	15	DOODLETOWN FIFERS	Sauter-Finegan	V(78)20-4866; (45)47-4866—ASCAP
5	29	16	YOU BELONG TO ME	D. Martin	Cap(78)2165; (45)F-2165—BMI
3	27	17	BLUES IN THE NIGHT	R. Clooney	Col(78)39813; (45)4-39813—ASCAP
6	20	18	FEET UP	G. Mitchell-M. Miller	Col(78)39822; (45)4-39822—ASCAP
17	9	19	AUF WIEDERSEH'N, SWEET-HEART	V. Lynn	London(78)1227; (45)45-1227—ASCAP
1	—	20	COMES A-LONG A-LOVE	K. Starr	Cap(78)2213; (45)F-2213—ASCAP
1	—	20	MARILYN	R. Anthony	Cap(78)2207; (45)F-2207—ASCAP
16	15	21	AUF WIEDERSEH'N, SWEET-HEART	E. Howard	Mercury(78)5871; (45)5871X45—BMI
2	22	23	YOU'LL NEVER GET AWAY	T. Brewer-D. Cornell	Coral(78)60829; (45)9-60829—ASCAP
1	—	23	I WENT TO YOUR WEDDING	S. Gibson & His Red Caps	V(78)20-4835; (45)47-4835—BMI
1	—	25	OUTSIDE OF HEAVEN	E. Fisher-H. Winterhalter	V(78)20-4953; (45)47-4953—ASCAP
3	—	25	TAKE ME IN YOUR ARMS AND HOLD ME	L. Paul-M. Ford	Cap(78)2193; (45)F-2193—BMI
7	20	27	WALKIN' TO MISSOURI	S. Kaye	Col(78)39769; (45)4-39769—ASCAP
1	—	27	CINCINNATI DING DONG	A. Lund	Coral(78)60834; (45)9-60834—ASCAP
17	12	29	BOTCH-A-ME	R. Clooney	Col(78)39767; (45)4-39767—ASCAP
2	—	30	BIM BAM BABY	F. Sinatra	Col(78)39819; (45)4-39819—ASCAP
1	—	30	BLUES IN ADVANCE	D. Shore	V(78)20-4926; (45)47-4926—BMI

## VOX JOX

By GENE PLOTNIK

### Chatter

Do disk jockeys make comics? George Lewis, impresario of the National Association of Gagwriters, thinks that you jox are potentially the greatest comedians of tomorrow. So Lewis has a gimmick. If you will write to him at 292 Madison Avenue, New York, he will try to hook you up with a local gagwriter on an exchange basis, plugs for gags. The association is now compiling a special gag file for country-western jox. Joe Ryan of WALL, Middletown, N. Y., has a "Reports From America's Deejays" section on his show on which he uses taped comments on records from jox all over the U. S. John Brophy is returning to KALL, Salt Lake City, after a tour of duty with the National Broadcasting Company. He will be in charge of "Brophy in the Terrace Room" 9:30 nightly remote from the ballroom so named. R. D. Hendon, folk recording artist, has joined KREL, Baytown, Tex., to run "R. D.'s Western Jamboree" three hours every afternoon. Dick Smith, continuing his afternoon "Record Shop" on WORC, Worcester, Mass., has taken over as program director of the station. Clark Slocum has joined WORC to handle the late evening "Melody Shop." Sid Collins, sportscaster on WIBC, Indianapolis, has started a record-interview show remote from The Keys nitery. Titled "Collins at the Keys," the show is on Friday and Saturday, 11:30 to midnight. Gene Procter started "Prock's Pops" on WSGN, Birmingham, recently. The afternoon show features today's pops compared with hits of yesteryears. Ed Osborne is the latest addition to the deejay staff of WCBT, Roanoke Rapids, N. C. Bert Graulich has taken over "Burnt Toast and Coffee Time," morning show on WVOG, Coral Gables, Fla.

### YESTERYEARS' TOPS

The nation's top tunes on records as reported in The Billboard

#### OCTOBER 10, 1942

1. Kalamazoo
2. Serenade in Blue
3. My Devotion
4. Amen
5. Take Me
6. I Left My Heart at the Stage Door Canteen
7. Strip Polka
8. White Christmas
9. He Wears a Pair of Silver Wings

#### OCTOBER 11, 1947

1. Near You
2. I Wonder Who's Kissing Her Now
3. I Wish I Didn't Love You So
4. Peg o' My Heart
5. Feudin' and Fightin'
6. When You Were Sweet Sixteen
7. An Apple Blossom Wedding
8. That's My Desire
9. The Lady From 29 Palms
10. Smoke, Smoke, Smoke (That Cigarette)

### Gripes and Gratitude

Joe Thompson of KRIZ, Phoenix, Ariz., says that Camarata's refreshing treatment of Bernie Wayne's "Veradero" makes mighty good listening in the Valley of the Sun. Rex Dale of WCKY, Cincinnati, says Johnny Standley's "It's in the Book" on Magnolia had a terrific reaction three weeks ago. Rex says he told the local Capitol and Mercury distributors to get on it quick, and is glad to see that Capitol has bought the master and that Mercury is bringing it out with Al Bernie. Bob Woodrow of WWSO, Springfield, O., says, "Bouquets to guys like Nat Shapiro and Jim McCarthy who answer letters and come thru with records, info, etc."

## Best Selling Sheet Music

Based on reports received October 1, 2 and 3

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales; (F) indicates tune is a film; (M) indicates tune is in legit musical; (R) indicates tune is available on records.

POSITION	Weeks Last to date	This Week	Tune	Artist
7	1	1	YOU BELONG TO ME (R)	Ridgeway
11	3	2	WISH YOU WERE HERE (R) (F)	Chappell
15	2	3	AUF WIEDERSEH'N, SWEETHEART (R)	Hill & Range
17	4	4	HALF AS MUCH (R)	Acuff-Rose
5	5	5	I WENT TO YOUR WEDDING	St. Louis
4	7	5	JAMBALAYA (R)	Acuff-Rose
14	6	7	SOMEWHERE ALONG THE WAY (R)	United
4	10	8	MEET MR. CALLAGHAN (R)	Leeds
7	9	9	HIGH NOON (R) (F)	Feist
16	8	10	WALKIN' MY BABY BACK HOME (R)	DeSylva, Brown & Henderson
30	11	11	BLUE TANGO (R)	Mills
4	12	12	ZING A LITTLE ZONG (R) (F)	Burvan
2	14	13	BECAUSE YOU'RE MINE (R) (F)	Feist
4	13	14	WALKIN' TO MISSOURI (R)	Hawthorne
11	—	15	BOTCH-A-ME (R)	Hollis

## Songs With Greatest Radio Audiences (ACI)

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

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

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1. Auf Wiederseh'n Sweetheart (R)	Hill & Range—BMI
2. Because Your Mine (R)	Feist—ASCAP
3. Botch-A-Me (R)	Hollis—BMI
4. Delicado (R)	Remick—ASCAP
5. Glow Worm (R)	E. B. Marks—BMI
6. Half as Much (R)	Acuff-Rose—BMI
7. Here Comes That Mood (R)	Life—BMI
8. High Noon (R)	Feist—ASCAP
9. How Close (R)	Life—BMI
10. I Went to Your Wedding (R)	St. Louis—BMI
11. If'n (R)	Disney—ASCAP
12. I'll Forget You (R)	Whitmark—ASCAP
13. Jambalaya (R)	Acuff-Rose—BMI
14. Live Oak Tree (R)	Burvan—ASCAP
15. Meet Mr. Callagan (R)	Leeds—ASCAP
16. My Love and Devotion (R)	Shapiro-Bernstein—ASCAP
17. No Two People (R)	Frank—ASCAP
18. Roses of Yesterday (R)	Berlin—ASCAP
19. Ruby and the Pearl (R)	Famous—ASCAP
20. Somebody Loves Me (R)	Harms—ASCAP
21. Somewhere Along the Way (R)	United—ASCAP
22. Sweetest Words I Know (R)	Life—BMI
23. Sweetheart's Holiday (R)	Mayfair—ASCAP
24. Walking My Baby Back Home (R)	De Sylva, Brown & Henderson—ASCAP
25. Walking to Missouri (R)	Hawthorne—ASCAP
26. Wish You Were Here (R)	Chappell—ASCAP
27. You Belong to Me (R)	Ridgeway—BMI
28. You Intrigue Me (R)	Remick—ASCAP
29. You'll Never Get Away (R)	Bourne—ASCAP
30. Zing a Little Zong (R)	Burvan—ASCAP

### Top 10 in Television

1. Auf Wiederseh'n Sweetheart (R)	Hill & Range—BMI
2. High Noon (R)	Feist—ASCAP
3. Jambalaya (R)	Acuff-Rose—BMI
4. Lover (R)	Famous—ASCAP
5. No Two People (R)	Frank—ASCAP
6. Somebody Loves Me (R)	Harms—ASCAP
7. Thumbalina (R)	Frank—ASCAP
8. Walkin' My Baby Back Home (R)	De Sylva, Brown & Henderson—ASCAP
9. Wish You Were Here (R)	Chappell—ASCAP
10. You Belong to Me (R)	Ridgeway—ASCAP

## England's Top Twenty

POSITION	Weeks Last to date	This Week	Tune	English	American
14	1	1	HOMING WALTZ	Reine	Miller
12	2	2	HIGH NOON	Robbins	Feist
19	3	3	AUF WIEDERSEH'N, SWEET HEART	Maurice	Hill & Range
16	4	4	BLUE TANGO	Mills	Mills
13	5	5	I'M YOURS	Mellin	Algonquin
8	6	6	WALKIN' MY BABY BACK HOME	Victoria	De Sylva, Brown & Henderson
7	8	7	SOMEWHERE ALONG THE WAY	Magna	United
4	13	8	HERE IN MY HEART	Robt. Mellin, Ltd.	Mellin
9	7	9	DAY OF JUBILO	Connelly	Montclare
4	9	10	ROCK OF GIBRALTAR	Connelly	Montclare
7	10	11	MEET MR. CALLAGHAN	Toff	Leeds
4	12	12	SUGAR BUSH	Chappell	G. Schirmer
13	11	13	FROM THE TIME YOU SAY GOODBYE (The Parting Song)	Pickwick	Pickwick
6	17	14	WHEN YOU'RE IN LOVE	Connelly	Alamo
11	14	15	TRUST IN ME	Lawrence Wright	Advanced
4	16	16	FAITH	Hit Songs, Ltd.	J. J. Robbins
3	18	16	ISLE OF INNISFREE	Peter Maurice	Leeds
16	15	18	KISS OF FIRE	Duchess	Duchess
1	—	18	HALF AS MUCH	Robbins, Ltd.	Acuff-Rose
2	19	20	BOTCH-A-ME	Kassner	Hollis

# COLUMBIA COUNTER-POINTS

## New Popular Albums

**ROSEMARY CLOONEY and HARRY JAMES**  
in **HOLLYWOOD'S BEST**  
(Academy Award Songs)

You'll Never Know • In the Cool, Cool of the Evening • On the Atchison, Topeka and the Santa Fe • When You Wish Upon a Star • It Might As Well Be Spring • The Continental • Over the Rainbow • Sweet Lileani.

with **Harry James Orchestra**  
"Lp" CL 6224 • 45 Set B-319

## SOUTH AFRICAN FOLK SONGS

Sarie Marais • Sugarbush • Ma Says, Pa Says • Oh, Brandy, Leave Me Alone • When It Rains • Animal Cries • Train to Kimberly • Pity the Poor Patal.

**JOSEF MARAIS AND MIRANDA**  
"Lp" CL 6226 • 45 Set B-318

## JOSEF MARAIS AND MIRANDA

Around the Corner • Mountain Is Far • Cecilia • Beau Reynolds • Bulu the Zulu • Umbira Melody • Jonathan • Frances, Oh, Frances.

"Lp" CL 6225 • 45 Set B-317



**JOHNNIE GOGGABIE** (Pronounced as if clearing throat)  
**THE ZULU WARRIOR**  
78 rpm 39875 • 45 rpm 4-39875

## New Folk Releases

MARTY ROBBINS

I'LL GO ON ALONE  
YOU'RE BREAKING MY HEART  
(While You're Holding My Hand)  
78 rpm 21022 • 45 rpm 4-21022

THE COLWELL BROTHERS

MOUNTAIN VALLEY BLUES  
BLUEBONNET LANE  
78 rpm 21023 • 45 rpm 4-21023

## New Okeh Release

CORKY ROBBINS and  
JOHNNY BOSWORTH

CONQUEST  
RELEASE ME  
78 rpm 6920 • 45 rpm 4-6920

## New Children's Record

ROSEMARY CLOONEY and  
GENE AUTRY

THE NIGHT BEFORE CHRISTMAS  
SONG

LOOK OUT THE WINDOW  
78 Set MJV-149 • 45 Set MJV 4-149  
also on 78 rpm 39876

## New Sacred Releases

BETTY JOHNSON

MY MOTHER'S BIBLE  
WHERE HE LEADS ME  
78 rpm 21024-s • 45 rpm 4-21024-s

THE CHUCK WAGON GANG

ALL GOD'S CHILDREN GONNA RISE  
AND SHINE  
AFTER AWHILE  
78 rpm 21021-s • 45 rpm 4-21021-s

## New Popular Releases

HARRY JAMES

FRUIT CAKE (with TONI HARPER)  
LOVELIGHT  
78 rpm 39877 • 45 rpm 4-39877

TONI ARDEN with PERCY FAITH

TAKE A CHANCE  
SWEET FORGIVENESS  
78 rpm 39878 • 45 rpm 4-39878

KEN GRIFFIN at the organ

CECILE WALTZ  
IN AN EIGHTEENTH CENTURY  
DRAWING ROOM  
78 rpm 39880 • 45 rpm 4-39880



## The Pitch From Mitch

FOR some time now we've been baffled by the case of Toni Arden. We even considered calling in Mister Callaghan. Here is a girl whom everybody likes. She knocks 'em cold in night clubs and theaters, disc jockeys love her, audiences love her, in short, she works. Toni has a style that you can't buy, the kind you have to be born with. She's had fine songs, fine arrangements and the best recording we could give her, and she gives great performances. She's sold lots of records, but she has yet to have that big smash hit everyone is rooting for.

So Percy Faith and I put our heads together not long ago, and called Toni in for consultation. Her vibrato, a wonderful thing in a personal appearance but maybe a little concert for pop records, was lessened. We decided she should pay more attention to the meaning of the words, and figured that maybe the ringing high notes that sell to an audience don't have the same appeal to record buyers. So we lowered her range a full third. Then we trotted over to the studio and cut some sides, and the results are out this week.

"Take a Chance" is a wonderful double tango from Europe, and Toni's low notes are something to hear. "Sweet Forgiveness" is a pretty, easy ballad that's right in her line. Moreover, Percy has given her some wonderful arrangements that play along with her. And Toni, well, sir, she comes across with her finest singing yet. We are really thrilled.

So here we are with two good songs, brilliantly sung by a girl everyone's rooting for. Try them out—compare them, if you want, with her previous work. Then let us know what you think. We know this time we've hit it.

*Mitch*

## Best Sellers

Based on actual sales reports for week ending October 4

STAFFORD  
JAMBALAYA  
EARLY AUTUMN  
78 rpm 39838 • 45 rpm 4-39838

STAFFORD  
YOU BELONG TO ME  
PRETTY BOY  
78 rpm 39811 • 45 rpm 4-39811

FRANKIE LAINE and  
JO STAFFORD  
PIECE A-PUDDIN'  
SETTIN' THE WOODS  
ON FIRE  
78 rpm 39867 • 45 rpm 4-39867

ROSEMARY CLOONEY  
HALF AS MUCH  
POOR WHIP-POOR-  
WILL  
78 rpm 39710 • 45 rpm 4-39710

FRANKIE LAINE  
HIGH NOON  
ROCK OF GIBRALTAR  
78 rpm 39770 • 45 rpm 4-39770

FRANKIE LAINE  
THE MERMAID  
THE RUBY AND THE  
PEARL  
78 rpm 39862 • 45 rpm 4-39862

ROSEMARY CLOONEY  
BLUES IN THE NIGHT  
WHO KISSED ME LAST  
NIGHT?  
78 rpm 39813 • 45 rpm 4-39813

SAMMY KAYE  
ONE FOR THE  
WONDER  
WALKIN' TO  
MISSOURI  
78 rpm 39769 • 45 rpm 4-39769

ROSEMARY CLOONEY  
BOTCH-A-ME  
ON THE FIRST WARM  
DAY  
78 rpm 39767 • 45 rpm 4-39767

JOHNNIE RAY  
FAITH CAN MOVE  
MOUNTAINS  
LOVE ME  
78 rpm 39837 • 45 rpm 4-39837

TONY BENNETT  
STAY WHERE YOU  
ARE  
ANYWHERE I  
WANDER  
78 rpm 39866 • 45 rpm 4-39866

MARLENE DIETRICH and  
ROSEMARY CLOONEY  
TOO OLD TO CUT  
THE MUSTARD  
GOOD FOR NOTHIN'  
78 rpm 39812 • 45 rpm 4-39812

# COLUMBIA RECORDS

"Columbia", "Masterworks", "Okeh", "Lp" and "45" Trade Marks Reg. U. S. Pat. Off. Mercas Registradas

# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

## Best Selling Pop Singles

... Based on reports received October 1, 2 and 3

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

POSITION	Weeks	Last	This	to date	Week	Week	Record	Label
10	1	1	1	1	1	1	<b>YOU BELONG TO ME</b> .....J. Stafford Pretty Boy Col(78)39811; (45)4-39811—BMI	BMI
7	2	2	2	2	2	2	<b>I WENT TO YOUR WEDDING</b> .....P. Page You Belong to Me Mercury(78)5899; (45)5899X45—BMI	BMI
13	3	3	3	3	3	3	<b>WISH YOU WERE HERE</b> .....E. Fisher-H. Winterhalter Hand of Fate V(78)20-4830; (45)47-4830—ASCAP	ASCAP
7	4	4	4	4	4	4	<b>JAMBALAYA</b> .....J. Stafford Early Autumn Col(78)39838; (45)4-39838—BMI	BMI
7	6	5	5	5	5	5	<b>MEET MR. CALLAGHAN</b> .....L. Paul Take Me in Your Arms Cap(78)2193; (45)F-2193—ASCAP	ASCAP
14	5	6	6	6	6	6	<b>HIGH NOON</b> .....F. Laine Rock of Gibraltar Col(78)39770; (45)4-39770—ASCAP	ASCAP
21	7	6	6	6	6	6	<b>HALF AS MUCH</b> .....R. Clooney Poor Whip-Poor-Will Col(78)39710; (45)4-38710—BMI	BMI
7	9	8	8	8	8	8	<b>TRYING</b> .....Hilltoppers You Made Up My Mind Dot(78)15018; (45)45-15018—ASCAP	ASCAP
6	10	2	2	2	2	2	<b>YOU BELONG TO ME</b> .....P. Page I Went to Your Wedding Mercury(78)5899; (45)5899X45—BMI	BMI
3	11	10	10	10	10	10	<b>GLOW WORM</b> .....Mills Brothers After All Dec(78)28384; (45)9-28384—BMI	BMI
3	14	11	11	11	11	11	<b>LADY OF SPAIN</b> .....E. Fisher-H. Winterhalter Outside of Heaven V(78)20-4953; (45)47-4953—ASCAP	ASCAP
4	15	12	12	12	12	12	<b>HIGH NOON</b> .....Tex Ritter Go On Get Out Cap(78)2120; (45)F-2120—ASCAP	ASCAP
17	8	13	13	13	13	13	<b>AUF WIEDERSEHN, SWEET-HEART</b> .....V. Lynn From the Time We Say Good-bye London(78)1227; (45)45-1227—BMI	BMI
2	19	13	13	13	13	13	<b>IT'S IN THE BOOK, PARTS I &amp; II</b> .....J. Standley .....Cap(78)2249; (45)F-2249—BMI	BMI
19	12	15	15	15	15	15	<b>SOMEWHERE ALONG THE WAY</b> .....Nat (King) Cole What Does It Take Cap(78)2069; (45)F-2069—ASCAP	ASCAP
12	13	16	16	16	16	16	<b>INDIAN LOVE CALL</b> .....Slim Whitman China Doll Imperial(78)8156; (45)45X8156—ASCAP	ASCAP
2	20	17	17	17	17	17	<b>OUTSIDE OF HEAVEN</b> .....E. Fisher-H. Winterhalter Lady of Spain V(78)20-4953; (45)47-4953—ASCAP	ASCAP
6	13	18	18	18	18	18	<b>YOU BELONG TO ME</b> .....D. Martin Honey Grits Cap(78)2165; (45)F-2165—BMI	BMI
5	24	19	19	19	19	19	<b>BECAUSE YOU'RE MINE</b> .....M. Lanza Song The Angels Sing V(78)10-3914; (45)49-3914—ASCAP	ASCAP
6	16	20	20	20	20	20	<b>MEET MR. CALLAGHAN</b> .....H. Grove Trio Intermezzo London(78)1248; (45)45-1248—ASCAP	ASCAP
3	17	21	21	21	21	21	<b>BECAUSE YOU'RE MINE</b> .....Nat (King) Cole I'm Never Satisfied Cap(78)2212; (45)F-2212—ASCAP	ASCAP
3	26	21	21	21	21	21	<b>TAKES TWO TO TANGO</b> .....P. Bailey Let There Be Love Coral(78)60817; (45)9-60817—ASCAP	ASCAP
16	21	23	23	23	23	23	<b>BOTCH-A-ME</b> .....R. Clooney On the First Warm Day Col(78)39767; (45)4-39767—BMI	BMI
9	21	24	24	24	24	24	<b>WALKIN' TO MISSOURI</b> .....S. Kaye One for the Wonder Col(78)39769; (45)4-39769—ASCAP	ASCAP
1	—	25	25	25	25	25	<b>RUBY AND THE PEARL</b> .....Nat (King) Cole Faith Can Move Mountains Cap(78)2230; (45)F-2230—ASCAP	ASCAP
1	—	26	26	26	26	26	<b>FAITH CAN MOVE MOUNTAINS</b> .....Nat (King) Cole Ruby and the Pearl Cap(78)2230; (45)F-2230—BMI	BMI
5	27	27	27	27	27	27	<b>JAMBALAYA</b> .....Hank Williams Window Shopping MGM(78)11283; (45)K-11283—BMI	BMI
3	24	28	28	28	28	28	<b>YOU'LL NEVER GET AWAY</b> .....T. Brewer-D. Cornell Hookey Song Coral(78)60829; (45)9-60829—ASCAP	ASCAP
2	30	29	29	29	29	29	<b>BLUES IN THE NIGHT</b> .....R. Clooney Who Kissed Me Last Night Col(78)39813; (45)4-39813—ASCAP	ASCAP
1	—	29	29	29	29	29	<b>MY FAVORITE SONG</b> .....M. Caruso Balboa .....Devon 1001—ASCAP	ASCAP

## DEALER DOINGS

By IS HOROWITZ

### Platter Plugs

Bartels, West Philadelphia, Pa., reports a turnover of 35 on the Illinois Jaquet and Count Basie "Port of Rico" in a two-day span. Immediately the shop ordered 75 for re-stock. "This is our best," says outlet, "since 'These Things I Offer You' (Sarah Vaughan) hit a 200-sales mark in two weeks." Bartels hopes that Miss Vaughan will move over with Norman Granz, believing that as a strictly jazz artist, she is out of place on Columbia records. . . . Your Record Shop, Brocton, Mass., wants to thank the Boston Record Distributor for setting up its record business, with a special bow to Eli and Jerry for excellent service. . . . Adrian's, Hutchinson, Kan., sends a bouquet to local Columbia distributors. "Their shipments of fall merchandise were almost 100 per cent full, and generally Columbia's service on orders has improved tremendously in the last six months." . . . Says Salem Record Shop, Salem, Ore., "Victor's new extended play 45's are tops. The first customer we had bought eight records, and they have been going strong ever since." . . . Manny Silver, Grove Hall Record Shop, Roxbury, Mass., beats the drum for low-price LP's. Believes they have top future with record buyers who want entertainment at low cost.

### Some Questions

Grugan's Record Shop, Upper Darby, Pa., is anxious to please a customer who wants a 45 album of "High Button Shoes" with original cast and asks if anyone has such. Our info is that RCA made the recordings on 78's only, and that these are not available in stock. Perhaps this customer will settle for a 78 job, and somebody may be able to help Grugan's out. . . . The Record Shop, Richmond, Ind., points to an ad in The Billboard (issue September 27) whereby "Remington offers to trade dollar for dollar on new 45 albums. The outlet wants to know why Victor can't do the same thing.

### Sales Hypos

Pace Music, Saginaw, Mich., is still selling three out of five customers its little record brushes along with platter sales. The store now keeps a card-file inventory on all albums in all three speeds. It works efficiently to tab fast-moving stock and eventually eliminate the dogs. The system is expected to prove a boon during Christmas rush. . . . Classic Record Shop, Detroit, recently used an effective tie-in with a pair of neighborhood theaters showing the pic "The Greatest Show on Earth," outlet played up a circus display window and featured Big Top music on an outside player. The layout attracted a lot of attention, and theaters carried ads spotlighting availability of the film album at the store. . . . Weinberg Music Store, Lexington, Va., writes titles of 10 top hits on the inside of its listening booth windows. Customers can't help getting an eyeful, when listening in on selections, and sales have jumped, particularly in pops and hillbilly categories. . . . Renee Manola of Carlisle Record Shop, Carlisle, Pa., reports solid results via monthly sales on surplus record stock. Many customers are lured back for bargains, and the store makes it a point to find out which speeds they prefer. Also suggestions are made toward revamping old radio phonographs with a new 3-speed changer. A new suggestion list culled from a local distributor meeting has boosted a somewhat delapidated record business to its normal fall proportions.

## Best Selling Children's Records

... Based on reports received October 1, 2 and 3

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

POSITION	Weeks	Last	This	to date	Week	Week	Record	Label
9	1	1	1	1	1	1	<b>1. ROBIN HOOD (2)</b> B. May-E. Pala-G. Wyle-E. Hayes-L. E. Watkins Cap(78)DBX-3138; (45)CBXF-3138	Capitol
139	2	2	2	2	2	2	<b>2. CINDERELLA (2)</b> L. Woods and Others V(78)Y-399; (45)WY-399	Vocalion
56	5	3	3	3	3	3	<b>3. SNOW WHITE AND THE SEVEN DWARFS (2)</b> Dennis Day V(78)Y-33; (45)WY-33	Vocalion
76	8	4	4	4	4	4	<b>4. LITTLE ENGINE THAT COULD (2)</b> P. Wing V(78)Y-384; (45)WY-384	Vocalion
5	4	5	5	5	5	5	<b>5. BOZO HAS A PARTY (2)</b> B. May Ork-P. Colvig Cap(78)DBX-3133; (45)CBXF-3133	Capitol
94	6	6	6	6	6	6	<b>6. TWEETY PIE (1)</b> M. Blanc-B. May Cap(78)CAS-3074; (45)CAS-3074	Columbia
71	3	7	7	7	7	7	<b>7. PETER AND THE WOLF (2)</b> Sterling Holloway V(78)Y-386; (45)WY-386	Vocalion
70	7	8	8	8	8	8	<b>8. LONE RANGER, VOL. I (He Becomes the Lone Ranger) (1)</b> G. Trendle Dec(78)K-29; (45)1-152	Decca
4	9	8	8	8	8	8	<b>8. NOISY EATER (1)</b> J. Lewis Cap(78)CAS-3120; (45)CAS-3120	Capitol
3	9	8	8	8	8	8	<b>8. TWEET TWEET TWEETY (1)</b> M. Blanc-B. May Cap(78)CAS-3118; (45)CAS-3118	Capitol
195	14	11	11	11	11	11	<b>11. BOZO AT THE CIRCUS (2)</b> A. Livingston-Vance (Pinto) Colvig Cap(78)BBX-34; (45)CBXF-3030; (33)DBX-114	Capitol
192	13	12	12	12	12	12	<b>12. LITTLE TOOT (1)</b> Don Wilson-The Starlighters Cap(78)DAS-80; (45)CAS-3001; (33)HX-3065	Columbia
11	—	13	13	13	13	13	<b>13. LITTLE WHITE DUCK (1)</b> D. Kaye Dec(78)27350; (45)9-27350	Decca
47	12	14	14	14	14	14	<b>14. BOZO ON THE FARM (2)</b> P. Colvig-B. May Cap(78)DBX-3076; (45)CBXF-3076	Capitol
96	—	15	15	15	15	15	<b>15. BOZO UNDER THE SEA (2)</b> Vance (Pinto) Colvig-Alan Livingston Cap(78)DBX-99; (45)CBXF-3031; (33)HX-3065	Capitol

## Best Selling Pop Albums

... Based on reports received October 1, 2 and 3

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

Last	This	Week	Week	Record	Label
1	1	1	1	<b>1. WITH A SONG IN MY HEART</b> J. Froman Cap(78)DDN-309; (33)L-309	Capitol
2	2	2	2	<b>2. MERRY WIDOW</b> Original Cast MGM(78)MGM-157; (33)E-157	MGM
5	3	3	3	<b>3. LIBERACE AT THE PIANO</b> Liberace Col(78)C-308; (33)CL-6217	Columbia
3	4	4	4	<b>4. BIG BAND BASH</b> B. May Cap(78)DCN-329; (33)L-329	Capitol
3	5	5	5	<b>5. LOVELY TO LOOK AT</b> Original Cast MGM(78)MGM-150; (33)E-150	MGM
10	6	6	6	<b>6. AN AMERICAN IN PARIS</b> G. Kelly-G. Guetary-J. Green MGM(78)MGM-93; (33)E-93	MGM
7	7	7	7	<b>7. SINGIN' IN THE RAIN</b> Original Cast MGM(78)MGM-113; (33)E-113	MGM
9	8	8	8	<b>8. WISH YOU WERE HERE</b> Original Cast V(78)OC-1007; (33)LOC-1107	Vocalion
6	9	9	9	<b>9. KING AND I</b> Original Cast Dec(78)DA-876; (33)DL-9008	Decca
—	9	9	9	<b>9. WOODY HERMAN AT CARNEGIE HALL, VOL. I</b> W. Herman and the Herd MGM(78)MGM-158; (33)E-158	MGM

### Best Selling 45 R.P.M.

1	1	1	1	<b>1. WITH A SONG IN MY HEART (4)</b> J. Froman Cap(78)DDN-309; (45)KDF-309
2	2	2	2	<b>2. LOVELY TO LOOK AT (4)</b> Original Cast MGM(78)MGM-150; (45)K-150
5	2	2	2	<b>2. LIBERACE AT THE PIANO (4)</b> Liberace Col(78)C-308; (45)B-308
3	4	4	4	<b>4. MERRY WIDOW (4)</b> Original Cast MGM(78)MGM-157; (45)K-157
5	3	3	3	<b>3. BIG BAND BASH (3)</b> B. May Cap(78)DCN-329; (45)KCF-329
4	6	6	6	<b>6. EDDIE FISHER SINGS (4)</b> E. Fisher V(78)P-3025; (45)WP-3025
7	7	7	7	<b>7. AN AMERICAN IN PARIS (4)</b> G. Kelly-G. Guetary-J. Green MGM(78)MGM-93; (45)K-93
—	7	7	7	<b>7. BAND IS BORN (3)</b> B. May Cap(78)CCN-349; (45)CCF-349
8	9	9	9	<b>9. GLENN MILLER (4)</b> Glenn Miller V(78)P-148; (45)WP-148
9	9	9	9	<b>9. SHOW BOAT (4)</b> Original Cast-K. Grayson-A. Gardner-H. Keel MGM(78)MGM-9; (45)K-84

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

## Classical Reviews

**BERNARD SHAW: DON JUAN IN HELL—** Charles Boyer, Charles Laughton, Cedric Hardwicke, Agnes Moorehead (1-12'')  
Columbia (33) SL 166  
Columbia Records has done a magnificent job with the transference of the First Drama Quartette's performance of the Shaw "Don Juan in Hell" to wax. It is one of the finest record presentations of a dramatic work to date, capturing the feeling, the sparkle, the superb performances of the four principals in this witty yet profound Shavian debate, which made it the dramatic hit of the season wherever it played last year. Not a single line is lost in this life-like recreation of the play, and the excellent recording brings out every nuance and every mood of the four man cast. Shaw's play is captured in essence on this brilliant recording. It should appeal most strongly to the many who have seen the play, as well as to drama students and Shavian followers. The waxing will long stand as an example of a recording masterpiece.

**78**

**TCHAIKOVSKY: ROMEO AND JULIET—** Andre Kostelanetz Ork (1-12'')  
Columbia (33) ML 4546  
Andre Kostelanetz turns his attention to one of Tchaikovsky's most popular works, and under his guidance the orchestra gives the familiar tone poem a warm and very lush reading. On the other side of the LP the Kostelanetz crew does another bright job with four of the composer's waltzes, one from the "Sleeping Beauty," another from the "Nutcracker Suite" and two others from slightly less well-known Tchaikovsky works. There is little question that the combination of Tchaikovsky and Kostelanetz makes this waxing a very potent one, and in spite of the fact that there are about 10 other diskings of "Romeo and Juliet" this set should be a good seller.

**79**

## Best Selling Classical Albums

Last	This	Week	Week	Record	Label
1	1	1	1	<b>1. Berlioz: Harold in Italy; M. Primrose, Royal Philharmonic Ork, Sir Thomas Beecham, conducting</b> Col (33) ML-4542	Columbia
2	2	2	2	<b>2. DeFalla: Three Cornered Hat; S. Danco, S. Romande Ork, E. Ansermet, conductor</b> London (33) LLP-598	London
3	3	3	3	<b>3. Rachmaninoff: Concerto for Piano &amp; Ork No. 2; A. Rubinstein, piano NBC Symphony Ork, V. Golschmann</b> V (33) LM-1005	Vocalion
4	4	4	4	<b>4. Shaw: Don Juan in Hell</b> Col (33) SL-166	Columbia
4	5	5	5	<b>5. Rimsky-Korsakov: Scheherazade; San Francisco Symphony Ork, P. Monteux, conductor</b> V (33) LM-1002	Vocalion

### Best Selling 45 R.P.M.

2	1	1	1	<b>1. Rimsky-Korsakov: Scheherazade; San Francisco Symphony Ork, P. Monteux, conductor</b> V (45) WDM-920
1	2	2	2	<b>2. Tchaikovsky: Nutcracker Suite; Philadelphia Ork, E. Ormandy, conductor</b> V (45) WDM-1020
3	3	3	3	<b>3. Rachmaninoff Concerto for Piano No. 2; NBC Symphony Ork, A. Rubinstein</b> V (45) WDM-1075
5	4	4	4	<b>4. Tchaikovsky: Swan Lake Ballet; St. Louis Symphony Ork, V. Golschmann, conductor</b> V (45) WDM-1028
4	5	5	5	<b>5. Offenbach: Gaite Parisienne; Boston Pops Ork, A. Fiedler, conductor</b> V (45) WDM-1147

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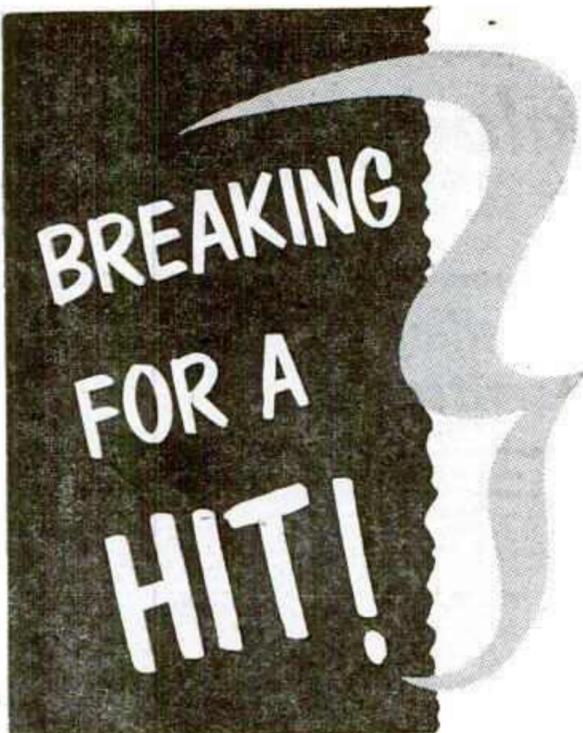
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State .....

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**PERRY COMO** singing...

**"TO KNOW YOU"**

(is to Love You)

**"MY LADY LOVES to DANCE"**

20-4959 (47-4959)

This week's

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

Release 52-41

*Ships Coast to Coast, October 12*

**POPULAR**

- VAUGHN MONROE**  
Hound Dog 20-4941—(47-4941)\*  
The Man Don't Live Who Can Die Alone
- PHIL HARRIS AND THE BELL SISTERS**  
Piece A-Puddin' Hi-Diddle Diddle 20-4993—(47-4993)\*
- GOGI GRANT**  
Forget Me Not Where There's Smoke There's Fire 20-4994—(47-4994)\*
- SAUTER-FINEGAN**  
When Hearts Are Young Midnight Sleighride 20-4997—(47-4997)\*
- JOHNNY VADNAL**  
More and More Gail Ann Walts 20-4991—(47-4991)\*

**COUNTRY — WESTERN**

- ROSALIE ALLEN**  
I Laughed at Love I Gotta' Have You 20-4987—(47-4987)\*
- ELTON BRITT AND THE BEAVER VALLEY SWEETHEARTS**  
Merry Texas Christmas, You All (Before You Know It) Christmas Will Be Here 20-4988—(47-4988)\*
- PORTER WAGONER**  
Settin' the Woods on Fire Meadin' for a Weddin' 20-4990—(47-4990)\*

**RHYTHM-BLUES**

- INEZ JONES**  
I Want a Man To Gimme Some Luck Proud of You 20-4989—(47-4989)\*
- LES HARRIS**  
Ah, Sweet Mystery of Life Whatever You Do, Don't 20-4990—(47-4990)\*

**CHILDREN'S**

- DALE EVANS**  
Suzy Snowflake Thirty-Two Feet—Eight Little Tails Y-460—WY-460

**ALBUMS**

- MUSIC FOR RELAXATION**  
The Melachrino Strings Conducted by George Melachrino (EPB-1001)\*—(LPM-1001)\*\*
- MUSIC FOR READING**  
The Melachrino Strings Conducted by George Melachrino (EPB-1002)\*—(LPM-1002)\*\*
- MUSIC FOR DINING**  
The Melachrino Strings Conducted by George Melachrino (EPB-1000)\*—(LPM-1000)\*\*
- SERENADE TO LOVE (Music for Romance)**  
Henri Rene and his Orch. (EPB-3049)\*—(LPM-3049)\*\*
- REMINISCING (Music for Romance)**  
Hugo Winterhalter and his Orch. (EPB-3050)\*—(LPM-3050)\*\*
- MUSIC BY STARLIGHT (Music for Romance)**  
Hugo Winterhalter and his Orch. (EPB-3051)\*—(LPM-3051)\*\*
- AROUND THE WORLD IN MUSIC—ITALY—Vol. 1**  
Tito Gobbi, Baritone (EPB-3090)\*—(LPM-3090)\*\*
- AROUND THE WORLD IN MUSIC—SPAIN—Vol. 1**  
Los Churumbetes de Espana (EPB-3092)\*—(LPM-3092)\*\*
- AROUND THE WORLD IN MUSIC—GERMANY**  
(EPB-3007)\*—(LPT-3007)\*\*
- FAVORITE GOSPEL SONGS AND SPIRITUALS**  
Blackwood Brothers Quartet P-3082—(EPB-3082)\*—(LPM-3082)\*\*

\*45 rpm cat. nos.  
\*\*33 1/3 rpm cat. nos.



\$ 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.

- \$ **Lady of Spain/Outside of Heaven**  
Eddie Fisher 20-4953—(47-4953)\*
- \$ **You Do Something to Me/Lee-Ah-Loo**  
Mario Lanza 10-3961—(49-3961)\*
- \$ **Older and Bolder/I'd Trade All of My Tomorrows**  
Eddy Arnold 20-4954—(47-4954)\*
- \$ **Wish You Were Here/The Hand of Fate**  
Eddie Fisher 20-4830—(47-4830)\*
- \$ **Because You're Mine/The Song the Angels Sing**  
Mario Lanza 10-3914—(49-3914)\*
- \$ **To Know You (Is To Love You)/My Lady Loves To Dance**  
Perry Como 20-4959—(47-4959)\*
- \$ **Blues in Advance/Bella Musica**  
Dinah Shore 20-4926—(47-4926)\*
- \$ **I've Gone and Done It Again/Two Timing Blues**  
Johnnie & Jack 20-4949—(47-4949)\*
- \$ **I Went to Your Wedding/The Boogie Woogie Flying Cloud**  
Hank Snow 20-4909—(47-4909)\*
- \$ **Anywhere I Wander/Maria, My Own**  
Jan Peerce 20-4960—(47-4960)\*
- \$ **Maybe/Watermelon Weather**  
Perry Como and Eddie Fisher 20-4744—(47-4744)\*
- \$ **Forgive and Forget/Don't Tempt Me**  
Tony Martin 20-4944—(47-4944)\*
- \$ **Vanessa/Somewhere Along the Way**  
Hugo Winterhalter 20-4691—(47-4691)\*
- \$ **April in Paris/Moonlight on the Ganges**  
Sauter-Finegan Orch. 20-4927—(47-4927)\*
- \$ **The Closer to the Bone/Sass-A-Frass**  
Grandpa Jones 20-4956—(47-4956)\*



★ 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.

- ★ **OUTSIDE OF HEAVEN**  
Eddie Fisher-Hugo Winterhalter Orchestra 20-4953—(47-4953)\*  
Disk Jockeys Pick, Billboard, October 4th issue.
- ★ **BLUES IN ADVANCE**  
Dinah Shore 20-4926—(47-4926)\*  
Disk Jockeys Pick, Billboard, October 4th issue.  
Retailers Pick, Billboard, October 4th issue.
- ★ **I LAUGHED AT LOVE**  
Sunny Gale 20-4789—(47-4789)\*  
Most Played Juke Box Records, Billboard October 4th issue.

**TIPS**

**PIECE-A-PUDDIN—HI DIDDLE DIDDLE**  
Phil Harris and The Bell Sisters 20-4993—(47-4993)\*

**WHAT IS A GOGI?**

We were placating our ulcer with some coffee and cake down at the recording studio the other day when our good friend Dave Kapp came by with a big smile on his face.

"That Gogi," he said. "Terrific!"

"Yes, sir!" we said, which is the way we always talk to recording directors.

"Say," whispered an RCA Victor engineer in our weary ear, "what is a Gogi?"

"Don't know what it is," we said, "but we'll probably have to be writing about it."

We were pleasantly surprised to find that Gogi is a beautiful young singer whose full name is Gogi Grant, and who makes her debut on the RCA Victor label with FORGET ME NOT and WHERE THERE'S SMOKE THERE'S FIRE. Both of these tunes are in slow tempo and give Gogi Grant an opportunity to display some warmly effective tones.

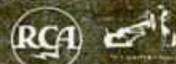
Gogi is a native of Philadelphia. She moved to California while she was still in pigtails, and it was out on the Coast that her vocal career began.

Gogi got her first break through a state-wide singing contest. From there she progressed to screenless television (or radio, as it is sometimes known), appeared on the Eddie Albert television show and then scored heavily at leading night clubs around the country.

We think Gogi Grant has a big future on RCA Victor records, and we hope you will be listening for her dishing of FORGET ME NOT and WHERE THERE'S SMOKE THERE'S FIRE.

The stars who make the hits are on

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RCA VICTOR DIVISION

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**A HIT!**



with **Ricky Vallo**

**AS SURE AS  
 THERE'S A  
 HEAVEN**

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 and  
 FORGET**

**M-G-M** means **MIGHTY GOOD MUSIC**

**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 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. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
  3. I WENT TO YOUR WEDDING—P. Page—Mercury
  4. JAMBALAYA—J. Stafford—Columbia
  5. HALF AS MUCH—R. Clooney—Columbia
  6. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
  7. HIGH NOON—F. Laine—Columbia
  8. BECAUSE YOU'RE MINE—M. Lanza—Victor
  9. BOTCH-A-ME—R. Clooney—Columbia
  10. GLOW WORM—Mills Brothers—Decca
- WASHINGTON, D. C.**
1. YOU BELONG TO ME—J. Stafford—Columbia
  2. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
  3. I WENT TO YOUR WEDDING—P. Page—Mercury
  4. JAMBALAYA—J. Stafford—Columbia
  5. GLOW WORM—Mills Brothers—Decca
  6. MEET MR. CALLAGHAN—L. Paul—Capitol
  7. OUTSIDE OF HEAVEN—E. Fisher-H. Winterhalter—Victor
  8. MY LOVE AND DEVOTION—P. Como-H. Winterhalter—Victor

- CHICAGO**
1. I WENT TO YOUR WEDDING—P. Page—Mercury
  2. YOU BELONG TO ME—J. Stafford—Columbia
  3. JAMBALAYA—J. Stafford—Columbia
  4. TRYING—Hilltoppers—Dot
  5. HIGH NOON—T. Ritter—Capitol
  6. HIGH NOON—F. Laine—Columbia
  7. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
  8. YOU BELONG TO ME—D. Martin—Capitol
  9. MEET MR. CALLAGHAN—L. Paul—Capitol
  10. HALF AS MUCH—R. Clooney—Columbia
- LOS ANGELES**
1. I WENT TO YOUR WEDDING—P. Page—Mercury
  2. YOU BELONG TO ME—J. Stafford—Columbia
  3. HIGH NOON—F. Laine—Columbia
  4. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
  5. HALF AS MUCH—R. Clooney—Columbia
  6. YOU BELONG TO ME—P. Page—Mercury
  7. HOLD ME, THRILL ME, KISS ME—K. Chandler—Coral
  8. HIGH NOON—T. Ritter—Capitol
  9. TAKES TWO TO TANGO—P. Bailey—Coral
  10. JAMBALAYA—J. Stafford—Columbia

- PHILADELPHIA**
1. I WENT TO YOUR WEDDING—P. Page—Mercury
  2. YOU BELONG TO ME—J. Stafford—Columbia
  3. LADY OF SPAIN—E. Fisher-H. Winterhalter—Victor
  4. HALF AS MUCH—R. Clooney—Columbia
  5. MY FAVORITE SONG—M. Caruso—Devon
  6. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
  7. MEET MR. CALLAGHAN—L. Paul—Capitol
  8. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
  9. JAMBALAYA—J. Stafford—Columbia
  10. HIGH NOON—F. Laine—Columbia
- DETROIT**
1. YOU BELONG TO ME—J. Stafford—Columbia
  2. I WENT TO YOUR WEDDING—P. Page—Mercury
  3. GLOW WORM—Mills Brothers—Decca
  4. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
  5. JAMBALAYA—J. Stafford—Columbia
  6. MEET MR. CALLAGHAN—L. Paul—Capitol
  7. HALF AS MUCH—R. Clooney—Columbia
  8. TRYING—J. Desmond—Coral
  9. LADY OF SPAIN—E. Fisher-H. Winterhalter—Victor
  10. FAITH CAN MOVE MOUNTAINS—Nat (King) Cole—Capitol

- BOSTON**
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. HALF AS MUCH—R. Clooney—Columbia
  5. LADY OF SPAIN—E. Fisher-H. Winterhalter—Victor
  6. MEET MR. CALLAGHAN—L. Paul—Capitol
  7. HIGH NOON—T. Ritter—Capitol
  8. HIGH NOON—F. Laine—Columbia
  9. I LAUGHED AT LOVE—S. Gale—Victor
  10. GLOW WORM—Mills Brthers—Decca
- PITTSBURGH**
1. YOU BELONG TO ME—J. Stafford—Columbia
  2. I WENT TO YOUR WEDDING—P. Page—Mercury
  3. INDIAN LOVE CALL—S. Whitman—Imperial
  4. GLOW WORM—Mills Brothers—Decca
  5. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
  6. TRYING—Hilltoppers—Dot
  7. MEET MR. CALLAGHAN—L. Paul—Capitol
  8. SOMEBODY LOVES ME—Four Lads—Okeh
  9. BECAUSE YOU'RE MINE—Nat (King) Cole—Capitol
  10. FAITH CAN MOVE MOUNTAINS—Nat (King) Cole—Capitol

- DALLAS-FORT WORTH**
1. YOU BELONG TO ME—J. Stafford—Columbia
  2. IT'S IN THE BOOK—J. Standley—Capitol
  3. I WENT TO YOUR WEDDING—P. Page—Mercury
  4. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
  5. HIGH NOON—T. Ritter—Capitol
  6. HIGH NOON—F. Laine—Columbia
  7. BECAUSE YOU'RE MINE—M. Lanza—Victor
  8. SETTIN' THE WOODS ON FIRE—F. Laine-J. Stafford—Columbia
- DENVER**
1. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
  2. I WENT TO YOUR WEDDING—P. Page—Mercury
  3. HIGH NOON—F. Laine—Columbia
  4. IT'S IN THE BOOK—J. Standley—Capitol
  5. YOU BELONG TO ME—P. Page—Mercury
  6. YOU BELONG TO ME—J. Stafford—Columbia
  7. JAMBALAYA—J. Stafford—Columbia
  8. HALF AS MUCH—R. Clooney—Columbia
  9. MEET MR. CALLAGHAN—L. Paul—Capitol

- SEATTLE**
1. I WENT TO YOUR WEDDING—P. Page—Mercury
  2. YOU BELONG TO ME—D. Martin—Capitol
  3. MEET MR. CALLAGHAN—C. Cavallaro—Decca
  4. YOU BELONG TO ME—J. Stafford—Columbia
  5. IT'S IN THE BOOK—J. Standley—Capitol
  6. JAMBALAYA—J. Stafford—Columbia
  7. MEET MR. CALLAGHAN—H. Grove Trio—London
  8. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
  9. LADY OF SPAIN—E. Fisher-H. Winterhalter—Victor
  10. SANS SOUCI—P. Lee—Decca
- NEW ORLEANS**
1. YOU BELONG TO ME—J. Stafford—Columbia
  2. JAMBALAYA—J. Stafford—Columbia
  3. MEET MR. CALLAGHAN—L. Paul—Capitol
  4. I WENT TO YOUR WEDDING—P. Page—Mercury
  5. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
  6. BECAUSE YOU'RE MINE—M. Lanza—Victor
- ST. LOUIS**
1. YOU BELONG TO ME—J. Stafford—Columbia
  2. I WENT TO YOUR WEDDING—P. Page—Mercury
  3. JAMBALAYA—J. Stafford—Columbia
  4. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
  5. IT'S IN THE BOOK—J. Standley—Capitol
  6. TRYING—Hilltoppers—Dot
  7. GLOW WORM—Mills Brothers—Decca
  8. HIGH NOON—F. Laine—Columbia
  9. TRYING—E. Fitzgerald—Decca

- CINCINNATI**
1. YOU BELONG TO ME—J. Stafford—Columbia
  2. I WENT TO YOUR WEDDING—P. Page—Mercury
  3. HALF AS MUCH—R. Clooney—Columbia
  4. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
  5. HIGH NOON—F. Laine—Columbia
  6. TRYING—Hilltoppers—Dot
  7. LADY OF SPAIN—E. Fisher-H. Winterhalter—Victor
  8. AUF WIEDERSEHN, SWEETHEART—E. Howard—Mercury
  9. BECAUSE YOU'RE MINE—M. Lanza—Victor
  10. MEET MR. CALLAGHAN—L. Paul—Capitol

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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).

## • Most Played Juke Box Records

... Based on reports received October 1, 2 and 3

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,958 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part I.

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

7	1	1. I WENT TO YOUR WEDDING. P. Page	Mercury(78)5899; (45)5899X45—BMI
9	2	2. YOU BELONG TO ME.....J. Stafford	Col(78)39811; (45)4-39811—BMI
10	3	3. WISH YOU WERE HERE.....E. Fisher-H. Winterhalter	V(78)20-4830; (45)47-4830—ASCAP
7	4	4. JAMBALAYA.....J. Stafford	Col(78)39838; (45)4-39838—BMI
5	7	5. MEET MR. CALLAGHAN.....L. Paul	Cap(78)2193; (45)F-2193—ASCAP
20	5	6. HALF AS MUCH.....R. Clooney	Col(78)39710; (45)4-39710—BMI
5	8	7. YOU BELONG TO ME.....P. Page	Mercury(78)5899; (45)5899X45—BMI
16	6	8. AUF WIEDERSEH'N, SWEET-HEART.....V. Lynn	London(78)1227; (45)45-1227—BMI
8	10	9. INDIAN LOVE CALL.....Slim Whitman	Imperial(78)8156; (45)45-8156—ASCAP (R. Merrill-R. Peters, Victor 10-3786; L. Armstrong-G. Jenkins Ork, Decca 28076)
7	11	10. HIGH NOON.....F. Laine	Col(78)39770; (45)4-39770—ASCAP
7	12	11. WALKIN' 'O MISSOURI.....S. Kaye	Col(78)39769; (45)39769—ASCAP (Russ Morgan Ork Decca 28351; K. Griffin, Columbia 39857)
2	16	12. COMES A-LONG A-LOVE.....K. Starr	Cap(78)2213; (45)F-2213—ASCAP
14	9	13. BOTCH-A-ME.....R. Clooney	Col(78)39767; (45)4-39767—BMI
1	—	13. LADY OF SPAIN.....E. Fisher-H. Winterhalter	V(78)20-4953; (45)47-4953—ASCAP
7	13	15. TRYING.....Hilltoppers	Dot(78)15018; (45)15018—ASCAP (Ella Fitzgerald-Bobby Orton's Teen-Aces. Decca 28275; Johnny Desmond, Coral 60823; Todd Rhodes Ork, King 4556)
5	15	16. 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	24	17. I LAUGHED AT LOVE.....S. Gale	V(78)20-4789; (45)47-4789—ASCAP (L. Armstrong, Decca 28394; B. Farrell, MGM 11343; R. Allen, Victor 20-4987)
1	—	18. GLOW WORM.....Mills Brothers	Dec(78)28384; (45)9-28384—BMI (J. Mercer-P. Weston Ork, Capitol 2248; Mills Brothers-H. McIntyre Ork, 22384)
8	14	19. SHOULD I?.....Four Aces	Dec(78)28323; (45)9-28323—ASCAP (G. Hormel, MacGregor 1031)
10	20	19. SOMEWHERE ALONG THE WAY.....Nat (King) Cole	Cap(78)2069; (45)F-2069—ASCAP
1	—	19. OUTSIDE OF HEAVEN.....E. Fisher-H. Winterhalter	V(78)20-4953; (45)47-4953—ASCAP
3	20	22. YOU BELONG TO ME.....D. Martin	Cap(78)2165; (45)F-2165—BMI
4	24	22. BECAUSE YOU'RE MINE.....M. Lanza	V(78)10-3914; (45)49-3914—ASCAP (B. Wayne, Mercury 5897; J. Raitt, Decca 28337; Nat Cole, Capitol 2212; B. Eckstine, MGM 11301)
5	—	22. HAVE A GOOD TIME.....T. Bennett	Col(78)39764; (45)4-39764—BMI (R. Brown, Atlantic 973; B. Eckstine, MGM 11291)
1	—	22. THREE LETTERS.....K. Starr	Cap(78)2213; (45)F-2213—BMI
6	19	26. STRING ALONG.....Ames Brothers	Coral(78)60804; (45)9-60804—BMI
18	23	26. MAYBE.....P. Como-E. Fisher	V(78)20-4744; (45)47-4744—ASCAP
20	17	28. WALKIN' MY BABY BACK HOME.....J. Ray	Col(78)39750; (45)4-39750—ASCAP
8	18	28. FOOL, FOOL, FOOL.....K. Starr	Cap(78)2151; (45)F-2151—BMI
1	—	28. JAMBALAYA.....H. Williams	MGM(78)11283; (45)K-11283—BMI

**CLEVELAND**  
... "Rush calls coming in asking where can it be bought"

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... "3000 in two days"

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... "Greatest reaction of any record ever played over the air"

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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).

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

... Based on reports received October 1, 2 and 3

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

POSITION	Weeks   Last   This	to date   Week   Week	Record	Artist	Label
8	1	1	JAMBALAYA Window Shopping	Hank Williams	MGM(78)11283; (45)K-11283—BMI
12	2	2	IT WASN'T GOD WHO MADE HONKY TONK ANGELS	K. Wells	Dec(78)28232; (45)9-28232—BMI
11	3	3	INDIAN LOVE CALL China Doll	Slim Whitman	Imperial(78)8156; (45)45X8156—ASCAP
3	6	4	I WENT TO YOUR WEDDING Boogie Woogie Flying Cloud	Hank Snow	V(78)20-4909; (45)47-4909—BMI
12	4	5	FULL TIME JOB Shepherd of My Heart	E. Arnold	V(78)20-4787; (45)47-4787—BMI
27	5	6	WILD SIDE OF LIFE Cryin' in the Deep Blue Sea	Hank Thompson	Cap(78)1942; (45)F-1942—BMI
2	9	7	BACK STREET AFFAIR I'll Always Take Care of You	W. Pierce	Dec(78)28369; (45)9-28369—BMI
3	7	8	FOREVER I Know You're Lonesome While Waiting for Me	Lefty Frizzell	Col(78)20997; (45)4-20997—BMI
3	9	9	BLACKBERRY BOOGIE Tennessee Local	Tennessee Ernie	Cap(78)2170; (45)F-2170—BMI
1	—	10	SETTIN' THE WOODS ON FIRE You Win Again	Hank Williams	MGM(78)11318; (45)K-11318—ASCAP

## FOLK TALENT AND TUNES

Communications in care The Billboard, 6000 Sunset Blvd., Hollywood 28.

By JOHNNY SIPP

### Artists' Activities

Joe Cotton, who operates Rhythm Ranch, the h.b. nitery in Atlanta, is opening a Jitterbug Corral for those who like the up-tempo country music, in addition to his Ranch Room, where Jimmy Smith (Victor) is still working. Dix Stratton (Tennessee) has joined WSIX, Nashville. WABB, Mobile, Ala., has started

### C&W Records to Watch

In the opinion of The Billboard's music staff the following records have the best sales and performance potential among the country and western records received this week: I CAN'T ESCAPE FROM YOU Ray Price.....Columbia 21015

"The Dixie Barn Dance," which features Curtis Gordon (Victor), Woody Lavender and His South-

(Continued on page 40)

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

... Based on reports received October 1, 2 and 3

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

POSITION	Weeks   Last   This	to date   Week   Week	Record	Artist	Label
9	1	1	JAMBALAYA	Hank Williams	MGM(78)11283; (45)K-11283—BMI
13	3	2	IT WASN'T GOD WHO MADE HONKY TONK ANGELS	K. Wells	Dec(78)28232; (45)9-28232—BMI
10	4	3	INDIAN LOVE CALL	Slim Whitman	Imperial(78)8156; (45)45X8156—ASCAP
13	2	4	FULL TIME JOB	E. Arnold	V(78)20-4787; (45)47-4787—BMI
3	10	5	DON'T LET THE STARS GET IN YOUR EYES	S. Willet	Four Star L-614—BMI
19	5	6	THAT HEART BELONGS TO ME	W. Pierce	Dec(78)28091; (45)9-28091—BMI
30	—	7	WILD SIDE OF LIFE	H. Thompson	Cap(78)1942; (45)F-1942—BMI
2	10	8	I WENT TO YOUR WEDDING	Hank Snow	V(78)20-4909; (45)47-4909—BMI
19	7	9	ARE YOU TEASING ME?	Carl Smith	Col(78)20922; (45)4-20922—BMI
5	8	10	FORTUNES IN MEMORIES	E. Tubb	Dec(78)28310; (45)9-28310—BMI

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

... Based on reports received October 1, 2 and 3

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

POSITION	Weeks   Last   This	to date   Week   Week	Record	Artist	Label
6	2	1	JAMBALAYA	H. Williams	MGM(78)11283; (45)K-11283—BMI
10	1	2	IT WASN'T GOD WHO MADE HONKY TONK ANGELS	K. Wells	Dec(78)28232; (45)9-28232—BMI
3	4	3	I WENT TO YOUR WEDDING	Hank Snow	V(78)20-4909; (45)47-4909—BMI
8	3	4	INDIAN LOVE CALL	Slim Whitman	Imperial(78)8156; (45)45X8156—ASCAP
19	5	5	WAITING IN THE LOBBY OF YOUR HEART	Hank Thompson	Cap(78)2063; (45)F-2063—BMI
4	8	6	BLACKBERRY BOOGIE	Tennessee Ernie	Cap(78)2170; (45)F-2170—BMI
2	8	7	BACK STREET AFFAIR	W. Pierce	Dec(78)28369; (45)9-28369—BMI
9	6	8	FULL TIME JOB	E. Arnold	V(78)20-4787; (45)47-4787—BMI
26	7	6	WILD SIDE OF LIFE	Hank Thompson	Cap(78)1942; (45)F-1942—BMI
3	10	8	FORTUNES IN MEMORIES	E. Tubb	Dec(78)28310; (45)9-28310—BMI

## Country & Western (Folk) Record Reviews

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

How Ratings Are Determined Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which each new release is rated.

The Categories Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; interpretations, 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.

### EDDIE ARNOLD

I'd Trade All My Tomorrows .....86  
V 20-4954—Eddy Arnold turns in a warm, soulful reading of a lovely weeper, selling it with his usual charm. This should be another in the long line of Arnold hits.

Older and Bolder....78  
Light novelty is handled in breezy style by Arnold who explains that age has increased his wisdom in regards to the weaker sex.

### JOHNNIE & JACK

Two Timing Blues .....82  
V 20-4949—Johnnie and Jack do a strong job with this rhythmic country blues effort which builds all the way. The pair hand it a fine reading. A healthy disk.

I've Gone and Done it Again....77  
The boys have fun with this bouncy novelty as they tell about falling in love once again. Duo's fans will enjoy.

### RAY PRICE

I Can't Escape From You .....81  
COLUMBIA 21015—Price is going to break out with a winner one of these days, and this material is powerful enough to be the vehicle for him to do it. Tune is penned by Hank Williams, and Price really sings it. Won't You Please Be Mine....78  
Another stand-out reading by the young artist of a solid tune.

### MERVIN SHINER-GRADY MARTIN ORK

Settin' the Woods on Fire .....80  
DECCA 28424—Powerful ditty about a night on the town is given a rollicking run-thru by the chanter and the Martin combo. Tune is a big one and there should be a bundle of spins left for this entry.

Our Love Isn't Legal....78  
Another fine country ditty that's getting plenty of action is given the Grady Martin treatment, behind the

(Continued on page 40)



## SLIM WHITMAN

"INDIAN LOVE CALL"

8156

"CHINA DOLL"

HIS NEWEST! HEADING FOR THE HIT PARADE

"By the Waters of the Minnetonka"

8163

"An Amateur in Love"

"LOVE SONG OF THE WATERFALL"  
8134 "MY LOVE SONG IS GROWING STALE"

8144 "BANDERA WALTZ"  
"END OF THE WORLD"

8147 "COLD EMPTY ARMS"  
"IN A HUNDRED YEARS OR MORE"

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"SETTIN' THE  
 WOODS ON FIRE"

and

"HEADIN' FOR  
 A WEDDIN'"

78 RPM  
 20-4996



RCA VICTOR



45 RPM  
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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)

## FOLK TALENT AND TUNES

By JOHNNY SIPPEL

Continued from page 38

erners, Odell Puell and Perry Moore, emcee.

Tim Spencer, Cindy Walker, Dale Evans, Redd Harper, Georgia Lee and Roy Rogers were in Memphis last week for a benefit show toward a Christian Youth Auditorium there. . . . Bud Messner and his Skyliners are currently working a Midwestern tour with Tim Holt, the film star. Messner has added two more record stores to his original one in Chambersburg, Pa. His new outlets for country wax are in Waynesboro, Pa., and Hagerstown, Md. . . . Homer and Jethro (Victor) are touring Texas and will return to WLS, Chicago, October 4. . . . Doc Cassidy, promotion director of Kentucky State Fair, Louisville, reports that the international fiddling contest held there was won by Guv Blakeman, Cincinnati free-lancer, with Sleepy Marlin, WHAS, Louisville, second, and Tommy Watson, KMOX, St. Louis, third. Eighteen fiddlers competed.

Speedy Clark, WJHL, Johnson City, Tenn., reports that the new "Hawkins County Barn Dance" will play from McDonald Hall in Rogersville, Tenn., for the next two months, pending completion of a barn which will house 2,000, located between Bristol and North Knoxville. Talent on the show will be Hack Johnson, emcee; Hickman Brothers, duet; Thelma Davis, the Bailes Sisters Trio, Smiling Oscar Klipper, Coy Shelton, the Allan Brothers, Ralph Mayo and Blind Boy Jack, the Glory Land Quartet and Old Joe Clark.

Smiley Burnette landed a big spread in the October issue of Mechanix Illustrated regarding his many hobby craft activities. . . . Tennessee Ernie, who currently has 90 minutes daily on the ABC web as a d.j., may extend into a live radio show this fall. The Fords, who recently became parents of their second son, are moving from Monterey Park to Westchester, Calif. . . . Tex Ritter has been joined in London by his wife, Dorothy; Ritter will play European dates for MCA. His Capitol disking of "High Noon" is a best seller in England. . . . Redd Harper, new Capitol warbler, opens his recording sessions with a prayer. . . . H.b. and western artists and record men converged on the home of Bea Terry in Hollywood Monday (6), when the country artist publicist staged a "wake" for Al Miller, Victor a.&r. chief. The rustic business mourned the departure of Miller from the rustic field, which he helped build with King and later with Victor. Miller stated that he will continue to interest himself in his old field, however.

The Jimmy Wakelys have turned truck farmers. Wakely has converted his Lankershim Boulevard property into a farm, with he, his wife, Inez, and their four youngsters tilling the soil. . . . Doye O'Dell has been seriously ill and missed two weeks of his daily TV kid shows in Hollywood. . . . Horace Logan has turned his Ark-La-Tex catalog over to Hill & Range. Logan is program director of KWKH, Shreveport. . . . Tex Williams and band are heard over KNBH, Hollywood, from Knott's Berry Farm. Line-up includes Terrea Lea, Marilyn King and Deuce Spriggins. The Colwell Brothers do the hymn portion of the show. . . . Ace Dinning, brother of and arranger for the Dinning Sisters, has written his first tune, "I've Gone and Done It Again," recorded by Johnny and Jack.

Art Satherley left New York last week for Florida, Dallas and thence back to Los Angeles. . . . Jim Stanton, of Acme and Rich-R-Tone records, reports that Jim Eanes is working daily on WBTM, Danville, Va. Rich-R-Tone's fall release will include the Old-Time Carter Family, with A. P. Carter, Pee Wee Lambert and Curley Parker and their Pine Ridge Boys, Buffalo Johnson and a new group, and Buster Pack and His Lonesome Pine Boys. . . . George Lee Marks has joined KAND, Corsicana, Tex., as v.-p. in charge of programing and sales. . . . Jimmy Walker (Intro) is working a Hollywood Boulevard nitery. . . . Danny Dedmon (Crystal) is recovering from a serious injury sustained in

an auto accident near Pomona, Calif.

Willie Thall, emcee of the WLW, Cincinnati, "Midwestern Hayride," topped the house record at Indian Ranch, Webster, Mass., recently. Ranch has been operating six years. . . . Glynn Duncan, who recently left Merl Lindsay's band, has joined Ole Rasmussen as vocalist. . . . Bob McCluskey, who replaced Al Miller as promotion and ad man for Victor's country catalog, will visit the West Coast soon. . . . Mel Butler reports that Jackie Butler and His Playmates are a regular feature of WRRZ, Clinton, N. C.

### Disk Jockey Doings

Jerry Davis is now handling country at KEBE, Jacksonville, Tex. . . . Jerry Ruiz Jr. has returned to KCRT, Trinidad, Colo., after working at several other Western State stations. He reports that the station promoted a "Grand Ole Opry" package, starring Ernest Tubb, recently. Because of its success, more such shows are planned. . . . Clyde Moody played two days at the Autoport Drive-In, Portsmouth, Va., according to Art Barrett, WSAP, Portsmouth. Moody received a gold record of his "Shenandoah Waltz" from King Records early in September. . . . John Lepley, WHHM, Memphis, reports that Paul Buskirk, ex-Eddie Hill, is opening his own night club in Memphis. . . . Carl Shook, WKYW, Louisville, reports that Goldie Hill's Decca etching of "Why Talk to My Heart" is breaking big there. . . . Tom Perryman, KSIJ, Gladewater, Tex., needs Decca releases.

Shel Horton, WVAM, Saxton, Pa., reports that Betsy Gay, the ex-Capitol h.b., is working with Russ Morgan. . . . Joe Taylor, WGL, Fort Wayne, Ind., has added Jay Dickerson to his Indiana Redbirds band. Taylor seriously injured two fingers and won't be able to play guitar for a year. He is doing a d.j. show with Patsy Corbett and needs releases. . . . Darlene Chaffee, librarian at KTRN, Wichita Falls, Tex., reports that Slim Whitman topped all comers on d.j. Bill Eggar's recent listeners' poll. . . . Red Healanis handling the rustic rhythm at WRFC, Athens, Ga.

Roy Hansen, WOWO, Fort Wayne, Ind., reports that he needs real country-type disks, especially lively numbers, to use as show openers. . . . Bob Day has returned to KTER, Terrell, Tex., where he is doing several hours daily. He reports that WFAA, Dallas, has extended the "Saturday Night Shindig" to four hours and will move the show to the State Fair Auditorium late this winter. The show features Bobbie Williamson, the Shelton Brothers and Mel Cox and others to be selected. Day has been working as a singer in his area. . . . Brother Bob Hastings, WTMV, East St. Louis, Ill., who operates Hillbilly Park, near St. Louis, reports that he played PeeWee King, George Morgan, Hank Williams, Jimmy Davis, Kenny Roberts and others this season and intends to go into pop artists in addition to country next season. . . . Jim Toth, KPAC, Port Arthur, Tex., reports that he booked a package, Billy Walker and Tommy and Goldie Hill, of KWKH, into two clubs and did big business recently.

Smokey Miller, new at KAWT, Douglas, Ariz., is doing over 10 hours of disks per week. He works his lengthy Saturday morning show with Edna Mae Lawson and reports good listener reaction to his gal partner. . . . W. J. (Hi Pockets) Duncan has replaced Dave Stone at KSEL, Lubbock, Tex. He reports that the "Western Jamboree" returned to the air October 3. The four-hour show features live talent, using traveling gueststars. . . . Jerry Davis has taken over the h.b. segs at KEBE, Jacksonville, Tex. . . . Don Whitney, KLCN, Blytheville, Ark., reports that Lonnie Glosston is now working daily on the station.

Peck Rowell, WJHO, Opelika, Fla., is the new emcee on a 90-minute daily show. He and his

(Continued on page 88)

## Country & Western (Folk) Record Reviews

Continued from page 38

able chanting of Shiner. Good wax that should earn plenty of spins.

### HOMER AND JETHRO

Glow-Worm . . . . . 77  
KING 1503—Gag version of the oldie, done on rapid-tempo style by the twosome, will bring smiles to many. There's plenty of bounce in the string backing. Should be due for deejay spins.  
Over the Rainbow . . . . . 74  
The boys have a ball with the beautiful evergreen. Another chuckler.

### DUSTY WALKER

My Heart Cries for You Like a Baby . . . 76  
COLUMBIA 21011—Walker warbles the outtone quietly and effectively. He turns in a good job and is nicely backed by the strings.  
Bird With a Broken Wing . . . . . 68  
Walker's pipes again please on this side but material fails to match the flip.

### CLYDE MOODY

I Love You Dear Forever . . . . . 76  
KING 1125 — Moody pledges long-term fidelity to his one-and-only in this pleasant ditty he has penned. Bouncy backing helps things along. Jukes can use.  
Landslide of Love . . . . . 74  
Lyrics of this fine country ballad are handled by the chanter persuasively. The steady beat will be appreciated by dancers.

### BILL MONROE

Footprints in the Snow . . . . . 76  
DECCA 28416 — Monroe's high-pitched piping conveys the fanciful nature of the item. It's a little off the beaten track, but that should give the effort an assist. Back-country areas are best for this platter.  
In the Pines . . . . . 72  
You can hear the wind sighing thru the pines in this etching, another unusual piece of material. Might excite some attention.

## Folk Record Releases

After We Said Goodbye—Jack and the Drifters (Rubber City Boogie) Dome 1056  
Closer to the Bone, The—Grandpa Jones (Sass-A-Frass) V 20-4956  
Big Bug Boogie—Merrill Moore (Corrine Corrina) Capitol 2226  
Crazy Quilt Rag—Billy Strange (Kiss, Kiss, Kiss) Capitol 2228  
Christmas Isn't Christmas—Woody Wooddell-Bailey Sisters (Elfie the Elf) Dome 1055  
Corrine Corrina—Merrill Moore (Big Bug Boogie) Capitol 2226  
Elfie the Elf—Woody Wooddell-Bailey Sisters (Christmas Isn't Christmas) Dome 1055  
Excuse Me I Gotta Go—Tommy Duncan (Tomato Can) Intro 6060  
Father's Christmas Decision, A—Marty Roberts (Let's Give Santa Claus a Christmas) Dome 1025  
Forgotten—Coy McDaniel (Riding the Flop-Eared Mule) MGM 11337  
Four Alarm Boogie—Jimmy Collett (I'll Mend My Ways) Arcade 106  
Gonna Take That Fast Train—Jess Willard (Honky Tonkin' All the Time) Capitol 2235  
Hazy Mountains—Roy Rogers-Dale Evans (You've Got a Rope Around My Heart) V 20-4950  
Honky Tonkin' All the Time—Jess Willard (Gonna Take That Fast Train) Capitol 2235  
I Ain't Got Time—Jimmie Skinner (I Saw Your Face in the Crowd) Capitol 2231  
I Care No More—The Beaver Valley Sweethearts (Who'da Ever Thought) V 20-4955  
I Said It's You—Randall Parker (You're the Someone I Can't Forget) King 1120  
I Saw Your Face in the Crowd—Jimmie Skinner (I Ain't Got Time) Capitol 2231  
I'll Mend My Ways—Jimmy Collett (Four Alarm Boogie) Arcade 106  
Kiss, Kiss, Kiss—Billy Strange (Crazy Quilt Rag) Capitol 2228  
Knock Out the Lights—Jack Hart (Still Waters) MGM 11338  
Let's Give Santa Claus a Christmas—Marty Roberts (Father's Christmas Decision, A) Dome 1025  
Lowdown Woman Blues—Hank Penny (Two Timin' Mama) King 1122  
My Last Battle—Marty Roberts (This Is Where I Came In) Dome 1057  
Riding the Flop-Eared Mule—Coy McDaniel (Forgotten) MGM 11337

MADDOX BROTHERS AND ROSE  
Take These Shackles From My Heart . . . 75  
COLUMBIA 21016 — The Maddox Brothers and Rose combine neatly in a lilting weeper which Rose socks across lyrically. Tho handled in a serious vein for the most part, they inject some comic moments. Good for the rural South.  
Cocquita of Laredo . . . . . 74  
Every one has a ball on this bouncing novelty which should be good for plenty of kicks.  
(Continued on page 89)



Top Western Major Record Label WANTS Distributors & Salesmen Choice Territories Available Write—Wire—Phone BOX A-132, The Billboard 600 Sunset Blvd. Hollywood 28, Calif.

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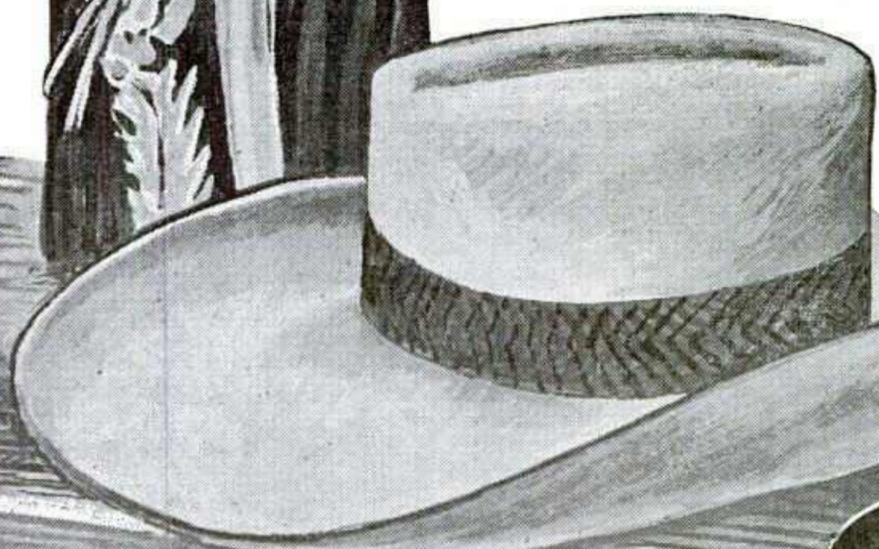
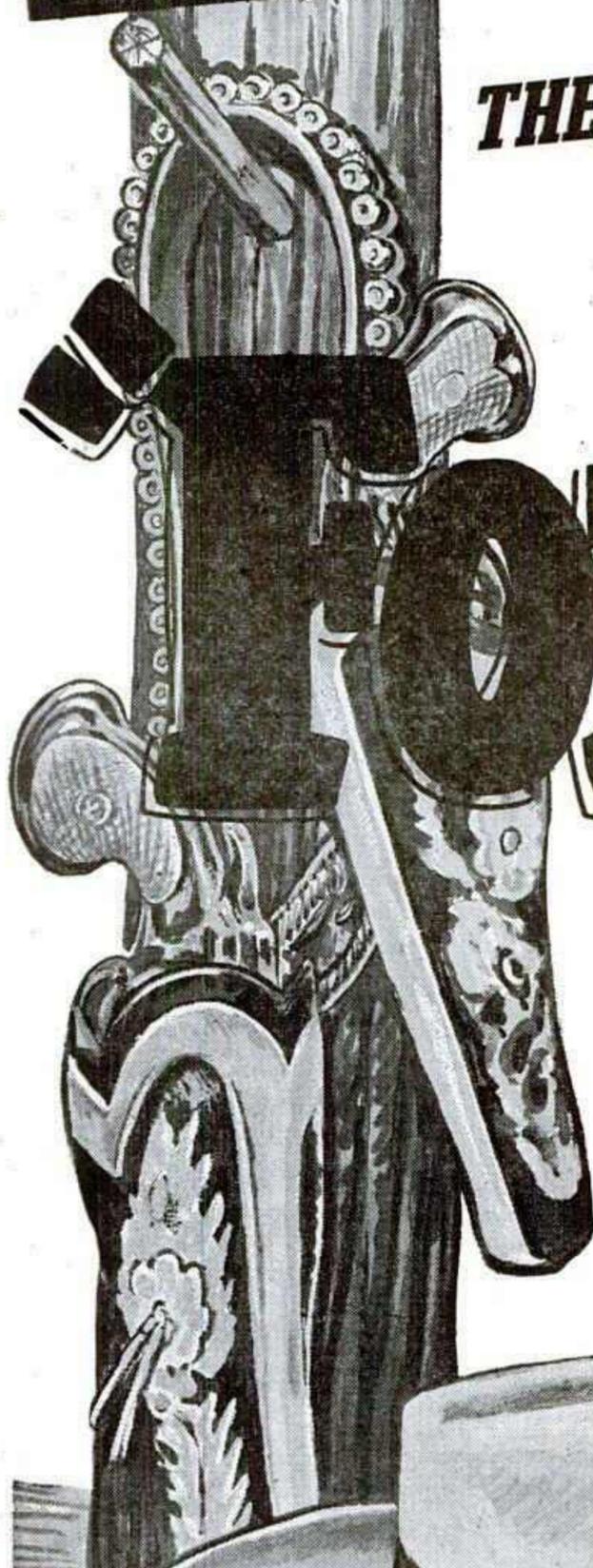
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# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

## Best Selling Retail Rhythm & Blues Records

... Based on reports received October 1, 2 and 3

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

POSITION	Weeks   Last   This to date   Week   Week	Record	Artist	Label
10	1	1. MY SONG	J. Ace	Duke 102—BMI
		Follow the Rules		
5	3	2. YOU KNOW I LOVE YOU	B. B. King	RPM 363—BMI
		You Didn't Want Me		
3	2	3. JUKE	Little Walter	Checker 758—BMI
		Can't Hold on Much Longer		
20	5	4. LAWDY, MISS CLAWDY	Lloyd Price	Specialty 428—BMI
		Mailman Blues		
6	3	5. DADDY DADDY	Ruth Brown	Atlantic 973—BMI
		Have a Good Time		
2	7	6. FIVE LONG YEARS	E. Boyd	Job 1007—BMI
		Bluecoat Man		
12	6	7. TING A LING	Clovers	Atlantic 969—BMI
		Wonder Where My Baby's Gone		
13	9	8. MARY JO	Four Blazers	United 114—BMI
		Mood Indigo		
3	—	9. GOODBYE, BABY	Little Caesar	Recorded in Hollywood 236—BMI
		If I Could See My Baby		
1	—	10. RESTLESS NIGHT	Lloyd Price	Specialty 440—BMI
		Oooh, Oooh, Oooh		
11	—	10. CALL OPERATOR 210	F. Dixon	Aladdin 3135—BMI
		Wine, Wine, Wine		
1	—	10. OOOH, OOOH, OOOH	L. Price	Specialty 440—BMI
		Restless Heart		

## RHYTHM AND BLUES NOTES

By BOB ROLONTZ

Okeh Records are now being marketed by independent distributors in the Cincinnati and Cleveland areas. This marks the first time that the label has been handled by other than Columbia distributors. The label has expanded greatly over the past year and now has a large stable of r.&b. talent, including Chuck Willis, Annie Laurie, Hadda Brooks, Red Saunders and others. Ray Charles has cut his first waxings for Atlantic Records.

### 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:

**THREE LETTERS**  
Ruth Brown Atlantic 978  
**TIRED, BROKE AND BUSTED**  
Floyd Dixon Aladdin 3151

"Roll With My Baby" and "The Midnight Hour." This diskery's latest Ruth Brown release "Three (Continued on page 44)

## Rhythm & Blues Record Releases

Every Time I Think of You—Willie Mae Thornton (Mischievous Boogie) Peacock 1603  
I Can't Do No More—Ray Charles-Rufus Beacham Ork (Roly-Poly) Sittin' In 651  
I Feel So Good—Brownie McGhee (Key to the Highway) Jax 304  
Key to the Highway—Brownie McGhee (I Feel So Good) Jax 304  
King's Riff—Ben Webster Ork (Old Folks) Mercury 8298  
Love Beat—George Wallington Trio (Red, White and Blue) Prestige 357  
Love Is the Thing—Beryl Booker Trio (Stay As Sweet As You Are) Mercury 8297  
Mischievous Boogie—Willie Mae Thornton (Every Time I Think of You) Peacock 1603  
Old Folks—Ben Webster Ork (King's Riff) Mercury 8298  
Red, White and Blue—George Wallington Trio (Love Beat) Prestige 357  
Roly-Poly—Ray Charles-Rufus Beacham Ork (I Can't Do No, More) Sittin' In 651  
Stay As Sweet As You Are—Beryl Booker Trio (Love Is the Thing) Mercury 8297

## 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 caliber, 15; Interpretations, 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.

### DUKE HENDERSON

Lucy Brown  
SPECIALTY 442—The blues shouter hands this driving novelty a powerful reading, backed solidly by the ork. This is an exciting jump blues disk and should catch coin.  
Country Girl... 77  
Henderson shouts out the story of an ungrateful country girl, on this interesting new waxing. Ork furnishes a dramatic setting.

### ALLEN BUNN ORK

Two Time Loser... 80  
APOLLO 442—Here's a powerful item which could go a long way for Bunn. It's a slow blues with a heavy beat that spells mournfulness. Bunn's reading is a wailing one that adds a haunting quality.  
My Flight... 77  
Medium tempo blues is given a fine bouncy play by the ork. Bunn sparks it along with his vocal.

### JOE LIGGINS

Going Back to New Orleans... 80  
SPECIALTY 441—A bouncy, rhythmic new item with a good beat and cute lyrics receives a very strong reading from Liggins and an exciting New Orleans styled performance from the ork. A potent entry that could break thru.  
Cryin' Over You... 75  
Liggins does another good job here with a melodic new semi-weep, backed pleasantly by the ork. Good wax.

### PIANO RED

Voo Doopie Doo... 78  
V 0-4957—This jumps all the way. It's a completely uninhibited side which should pull a lot of juke coin.  
Daybreak... 76  
Piano Red pours out his heart about his gal who left and hasn't returned. Instrumental section is sparked by singer's keyboard work.

### ARBEE STIDHAM

My Heart Belongs to You... 78  
V 20-4951—This is a re-issue of the singer's biggest hit. It was good a few years back. It's still good today, and could kick up another fuss.  
I Found Out for Myself... 75  
Stidham applies a full vibrato to his reading of a bluesy tune. Ork adds a moody backing.

### PAUL BASCOMB ORK

MUMBLES BLUES... 78  
MERCURY 8299—Another in the growing number of waxings of this tune. Bascomb shows a lot of presence in this shout vocal and gets stand-out support from the ork.  
NONA... 68  
Tune is used to show-case Bascomb's fine tenor sax talent.

### BIG BOY CRUDUP

SECOND MAN BLUES... 77  
V 20-4933—Weeper item tells that it's no fun playing second fiddle in matters of the heart. Crudup wails his way thru the doleful lyrics convincingly. Theme might help this side get moving.  
DO IT IF YOU WANT TO... 75  
The happy, little item is sold easily by Crudup. Beat set up by the guitars is infectious. Should do best in Southern areas.

### ARNETT COBB ORK

Someone to Watch Over Me... 77  
OKEH 6912—Smooth and pretty treatment of the Gershwin evergreen features fine sax from Cobb over some attractive and interesting choral effects from a large vocal group. This is a lovely disk that should pick up many deejay spins.  
The Shy One... 67  
The ork moves a bit on this jump item but the total effect is rather uninspired.

### LOIS HINDS-KELLY OWENS ORK

A Fool... 76  
OKEH 6909—Miss Hinds hands the rhythm opus a strong warble to buck-beat backing. Should do okay on the coin boxes.  
Loving in Vain Again... 74  
Blues ballad is sung stylishly by the thrush to a slow but strong beat by the ork. Another good side.

### MEMPHIS SLIM

Sittin' and Thinkin'... 76  
PEACOCK 1602—Blues ditty is given a slow ride by the ork while the singer adds a provocative vocal.  
Living Like a King... 73  
Singer lists all the gals who wait on him. It's a jump blues which Memphis Slim sells well.

### MICKEY BAKER GROUP

MAMBOLA... 76  
SAVOY 865—Quartet of organ, guitar, drums and bass turns in a sparkling mambo reading. Wild jump organ adds excitement.  
RIVERBOAT... 75  
Sax is added to group for this provocative performance. Group maintains a fine rhythm thrust and at the same time shows off fine instrumentation.

### RED SAUNDERS ORK

Last Night's Party... 75  
OKEH 6914—Joe Williams hands this rhythmic blues an effective reading. Backing has a strong beat which pounds all the way. A good disk.  
Piece A-Puddin'... 49  
A disappointing waxing by Saunders and the Hambone Kids on a tune now moving up in the pop field via the Laine-Stafford waxing. The Kids are ragged, the tempo is slow and the ork is not with it.  
(Continued on page 44)

**3 Moneymakers!**

**COUNTRY GIRL**  
by DUKE HENDERSON  
#442 #442-45

**GOING BACK TO NEW ORLEANS**  
by JOE LIGGINS  
#441 #441-45

**RESTLESS HEART**  
by LLOYD PRICE  
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Ruth Brown #978

ROLL WITH MY BABY  
Ray Charles #976

ESTRELLITA  
Willis Jackson #975

DADDY, DADDY  
Ruth Brown #973

TING-A-LING  
The Clovers #969

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**PAUL BASCOMB**  
"MUMBLES BLUES"  
"NONA"  
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**JIMMY RICKS**  
"LOVE IS THE THING"  
"TOO SOON"  
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**LIGHTENING HOPKINS**  
"GONE WITH WIND"  
"SHE'S ALMOST DEAD"  
MERCURY 8293

**BEN WEBSTER**  
"OLD FOLKS"  
"KINGS RIFF"  
MERCURY 8298

**JAMES MOODY**  
"HEY JIM"  
"REAL THING COMES ALONG"  
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**"THE CANDLE'S BURNIN' LOW"**

AND

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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).

## • Most Played Juke Box Rhythm & Blues Records

... Based on reports received October 1, 2 and 3

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

POSITION	Weeks   Last   This	to date/Week   Week	RECORD	ARTIST	Label
6	1	1	1. JUKE	Little Walter	Checker 758—BMI
4	2	2	2. MY SONG	J. Ace	Duke 102—BMI
2	4	3	3. YOU KNOW I LOVE YOU	B. B. King	RPM 363—BMI
13	3	4	4. MARY JO	Four Blazers	United 114—BMI
2	7	5	5. I'M GONNA PLAY THE HONKY TONKS	M. Adams	Peacock 1583—BMI
22	8	5	5. LAWDY, MISS CLAWDY	Lloyd Price	Specialty 428—BMI
1	—	5	5. RESTLESS HEART	Lloyd Price	Specialty 440—BMI
6	6	8	8. DADDY, DADDY	Ruth Brown	Atlantic 973—BMI
1	—	9	9. FIVE LONG YEARS	E. Boyd	Job 1007—BMI
4	10	10	10. BESIDE YOU	Swallows	King(78)4525; (45)45-4525—BMI

## • Rhythm & Blues Record Reviews

• Continued from page 42

### BILL DAVIS TRIO

Alexandria, Va. ....75  
OKEH 6913—The small combo rides thru this rhythm item at a hopping gait for an attractive instrumental etching.

### Ooh-Ah-De-De-De.... 72

Beat is slower here, but just as compelling as on flip. Lyrics are composed entirely of the title phrase. Jocks and jukes can use.

### LITTLE WILLIE LITTLEFIELD

Blood Is Redder Than Wine.....75

FEDERAL 12101—Chanter does an effective job on a real, mournful blues, to backing featuring sliding saxes and a bumbling beat. A good side.

### Striking On You Baby....69

Tired of bad treatment, the chanter says he's ready to take off. An okay blues, done adequately by Little Willie.

### BIG THREE TRIO

My Love Will Never Die .....75

OKEH 6901—This is the most mournful blues item since "The River." Willie Dixon hands it a poignant and doleful reading while the trio plays it in funeral tempo. Item is unusual enough to get attention.

### You Don't Love Me No More....65

Routine blues effort is handled in fairish style by Baby Duke while the trio supplies a bluesy backing.

### CHARLES SINGLETON

SUPER CHIEF .....74

ATLAS 1021—Singleton's sax wails its way thru an okay blues to a solid beat in the backing. Some spin action seems in store.

### JIVING WITH DR. JIVE .....70

Medium-jump opus is sold convincingly by the sax player, who's given good support from his ork.

### JOHNNY OTIS ORK

Gypsy Blues .....74

MERCURY 8295—Mel Walker sings his way thru a slow blues while the Otis ork sparkles in the background.

### The Candle's Burning Low....74

Same as the flip side.

### BOB WILLIAMS ORK

Early Every Evening .....72

V 20-4958—This is a quiet mood item with heavy emphasis on the saxes. Singer shows a capable style in his subdued reading. Talk to Me....65

Williams shouts his way thru an ork backing that pounds away but offers little else.

### MONTE EASTER ORK

CASABLANCA BOOGIE .....70

DISCOVERY 1202—A lot of weird instrumentation is blended rather interestingly on this one in an attempt to gain flavor in keeping with the title.

### PASTEL .....62

Slow moving item is sung tenderly by Pat Reed to a quiet backing by the Easter ork.

### JESSIE MAE ROBINSON-

MONTE EASTER ORK

JESSIE MAE'S BLUES .....68

DISCOVERY 1203—Thrush sings her own blues with ork support basically limited to guitar and sax.

### THAT'S HIS SECRET .....65

Miss Robinson screams her way moodily thru a routine blues with interesting ork aid by the Easter band.

### HAL SINGER ORK

PLEASE DOCTOR JIVE .....65

CORAL 65098—Mournful blues is wailed powerfully by the chanter.

### SECRET LOVER .....60

Singer Carlton Coleman shouts out an ordinary blues side.

### ANNIE LAURIE

You Belong to Me .....65

OKEH 6915—Singer's performance is loud and shrill and ork backing is wild. Power of tune may get disk some attention.

### I Feel So Right Tonight....63

Annie Laurie shouts her way thru this routine item, receiving some small help from the ork.

### TAMARA HAYES-

HOWARD BIGGS ORK

You Belong to Me .....60

V 20-4943—This is a routine attempt at trying to record the big pop tune for the r.&b. market.

### That's What a Song Can Do....60

This seems hardly aimed at the market for which it was intended.

## RHYTHM AND BLUES NOTES

• Continued from page 42

Letters" is the tune recently revived in the pop field by Kay Starr for Capitol.... Rudolph Toombs, writer of many of Miss Brown's hit ditties including "5-10-15 Hours," has had three new items issued recently both in the pop and r.&b. field. His "Piece-A-Puddin'" was cut by Red Saunders and The Hambone Kids on Okeh, in addition to two pop records of the tune, and "Greyhound" was released by Amos Millburn on Aladdin. Toombs latest item is "Last Night's Party" just waxed by Joe Williams on the Okeh label.

Bull Moose Jackson opens at the Apollo Theater, New York, October 10.... Savannah Churchill does a week at York, Pa., starting October 6.... Illinois Jacquet is set for two weeks at the Birdland, New York, on October 9.... Joe Holliday will be at the Times Square Supper Club, Rochester, N. Y., for a week starting October 7.... Bette McLaurin, Derby Records star, is now at the Earle Theater, Philadelphia.... Gene Ammons opens at the Showboat, Philadelphia, on October 20.... Erroll Garner does two weeks at the Ebony Club, Cleveland, beginning October 20.

Ed Messner, head of Aladdin Records, spent a few days in New York last week.... The Buddy Lucas-Edna McGriff unit will play a string of theater one-nighters starting October 31 in Dayton, O., and finishing in Minneapolis on November 30. The thrush recently waxed "My Favorite Song" for Jubilee Records.... Jimmy Rushing sings his blues at the Top Hat in Dayton for a week starting October 13, and then plays the Regal in Columbus, O., beginning October 20.... Ari Tatum will be in Washington for the week of October 6, then at the Storyville, Boston, starting October 13.

**ANNIE LAURIE**



**"YOU BELONG TO ME"**  
Okeh 6915

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"See See Rider"  
"Don't Cry, Baby"

5093—LITTLE SYLVIA  
"I Went to Your Wedding"  
"Drive, Daddy, Drive"

5094—BUDDY LUCAS  
"You Belong to Me"  
"Big Bertha"

6019—EDNA McGRUFF  
"My Baby's Comin' Home"  
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**JOE WILLIAMS**  
Checker #762

**CHECKER RECORD CO.**  
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The Billboard's Choice

**CLAYTON LOVE**  
WHERE I WANT TO BE... 81

ALADDIN 3148—Melodic tune, with an exciting beat, receives a very strong reading from Love, in a Frankie Laine-styled performance. Ork support is good. Disk could bust out if exposed.  
AL 3148

**Aladdin Records**  
Beverly Hills, Calif.

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**"EVERYTINE I THINK OF YOU"**  
**"MISCHIEVOUS BOOGIE"**  
Peacock #1603

Now Vocalist—  
Johnny Otis Orchestra **House Rocker and Show Stopper**

**MEMPHIS SLIM**  
Scores Again With  
**"LIVING LIKE A KING"**  
b/w **"SITTIN' AND THINKIN'"**  
Peacock #1602 **Takes a Second Listen**



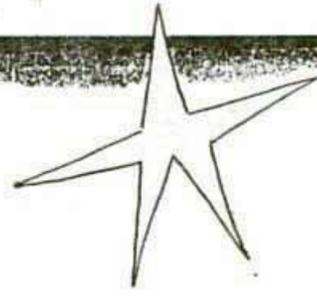
**Another Great Spiritual "HIT"**  
**THE STARS OF HOPE sing**  
**"MORE AND MORE LIKE JESUS"**  
b/w **"JUST CAN'T KEEP FROM CRYING"**  
Peacock #1703

**NOW WATCH**

**Peacock RECORDS, INC.** 4104 Lyons Houston, Texas

**THIS ONE!**

HERE WE GO AGAIN!!!



# TONY MARTIN

*singing*

DANCE SLEEPY-  
OF TIME  
DESTINY GAL

20-5008 (78 rpm)  
47-5008 (45 rpm)



# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

## Record Reviews

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

### How Ratings Are Determined

Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which each new release is rated.

### The Categories

Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; interpretations, 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.

## POPULAR

### MINDY CARSON-GUY MITCHELL

#### That's a Why . . . . .86

COLUMBIA 39879—The new team turns in a very strong performance on a light, bright handclapper, backed by a chorus and the Mitch Miller ork. This side should receive a lot of plays.

#### Train of Love . . . . .83

A wild, cute and rollicking item receives a solid and exciting reading from Mindy Carson and Guy Mitchell as they debut as a team on the label. The ork furnishes a powerful beat for the team's vocal antics. This infectious item should set the boxes jumpin' and could rack up some healthy sales.

### FERRY COMO

#### To Know You (Is to Love You) . . . . .84

V 20-4959—A sparkling, light-hearted tune, with an infectious beat receives a persuasive, cheerful reading from the warbler, with some substantial help from the Fontaine Sisters. Disk is appealing enough to bust out as a big one.

### My Lady Loves to Dance . . . . .82

The warbler has another potent entry here in this liltin', polka-styled ditty. Como interprets it spiritedly accompanied closely by a male quartette and backed solidly by the Mitch Ayres ork. Both sides will get spins and plays.

### PERCY FAITH ORK

#### Amorada . . . . .84

COLUMBIA 39874—Here's an exciting infectious Latin item in the style of "Delicado." The Faith ork plays it with a driving beat and gives it a dazzling instrumental performance. The slick, rhythmic tune has a harp-sichord sparking the disk. Side is powerful and could bust out as a winner.

#### Funny Fellow . . . . .76

Another Latin rhythm effort receives a bright rendition from the ork, but this side does not have the substance of the flip.

### PHIL HARRIS-THE BELL SISTERS

#### Piece A-Puddin' . . . . .82

V 20-4993—Phil Harris and the Bell Sisters sock out a zingy reading of

the bouncy, new novelty, over a wild ork backing. The Bell Sisters spark this waxing. If the Laine-Stafford disk catches this one will cut up part of the change.

### Hi-Diddle-Dee . . . . .78

The girls and Harris come thru with a pleasant, listenable version of the happy evergreen of many years ago. Deejays should spin this platter.

### JIMMY SAUNDERS-RAY BLOCH ORK

#### Cry My Heart . . . . .81

CORAL 60849—A big, big performance of this new ballad serves as Jimmy Saunders' impressive debut on the label. The warbler hands the tune a bravura reading, showing off his fine pipes, while the Bloch ork supports him in sweeping style. A mighty potent disk by the warbler and one that could bust thru.

#### Need Me . . . . .80

Once again the singer shows off his big voice with a warm rendition of a very pretty new ballad, adapted from an Italian melody. Saunders sings it in English and Italian, over another large ork arrangement. This side too could grab attention.

### ART MOONEY ORK

#### Up the Lazy River . . . . .81

MGM 11347—Thrush Kathi Ryan debuts with the Mooney ork with a really sock vocal of the lively evergreen, a la Kay Starr. The gal sells it with excitement and the ork supplies a driving backing. Potent platter could easily break out and should be a natural on the boxes.

#### Honestly . . . . .76

Another good oldie receives a warm, pleasant reading from Cliff Ayres, over a smooth musical setting. A listenable disk.

### AL BERNIE

#### It's in the Book (Parts 1 & 2) . . . . .80

MERCURY 5911—This is a camp-meeting parody that has already shown signs of breaking big in the Southwest. Part 1 is a humorous recitation of Little Bo Peep (the sermon). Part 2 is a hand-clapping ditty about grandma's lye soap (the hymn). Should have appeal in the Bible Belt but whether it can catch on in more sophisticated areas is another question. Nevertheless it should provide kicks for deejays. Waxing was made with crowd effects which vary from realistic to forced.

### JOHNNY DESMOND

#### Nina Never Knew . . . . .80

CORAL 60848—The warbler comes thru with his best performance in a long time with a lovely rendition of a charming new item. Ork backing by Tony Mottola is very fine. The Damone waxing of the tune on Mercury and this platter can both crack thru, and the deejays should give this disk a lot of spins.

#### Stay Where You Are . . . . .75

The warbler is very smooth on this big ballad over a listenable arrangement by the ork. Desmond will win fans with these two sides.

### LILY ANN CAROL

#### My Favorite Song . . . . .79

V 20-4985—Lily Ann Carol is effective on this waxing of the lovely new tune now receiving a lot of attention from the diskeries. She receives good backing from a vocal group and the ork. Thrush's interpretation would have been stronger if it was happier, but if tune breaks thru this disk will catch some loot.

#### It Wouldn't Be the Same Without You . . . . .76

The chanteuse does a good job on this country item penned by Jimmy Wakely, selling it with a lot of feeling, in strong weeper style.

### JERI SOUTHERN

#### The Ruby and the Pearl . . . . .78

DECCA 28426—Miss Southern awards the new ballad a finely projected rendition. If the ditty makes it, this entry should cut in for a good share of the play.

#### Forgive and Forget . . . . .74

The songstress' distinctive style is set off beautifully in this warm and gentle reading of the pretty ballad. A side many will enjoy.

### MARIAN CARUSO-DON COSTA ORK

#### My Favorite Song . . . . .77

DEVON 1001—This is the original Devon waxing of the tune now recorded by most of the diskeries. Marion Caruso sings it very sweetly with help from a vocal quartette, and fine ork backing. A good disk.

#### Balboa . . . . .74

Tune cut by Ralph Flanagan as an instrumental a while back is sung spiritedly by Marian Caruso and the chorus, with good ork support.

### BEN LIGHT

#### After You've Gone . . . . .76

CAPITOL 2232—Ben Light gives out with more of his exciting, driving piano interpretations backed by a slick instrumental group. Disk should pick up much coin on the boxes.

#### Sweet Sue, Just You . . . . .74

Same comment.

### LES BAXTER ORK

#### Indian Summer . . . . .77

CAPITOL 2225—Delicate is the word to describe this rendition. Shimmering strings, a tender reading by Sue Allen and a background chorus add up to a pleasant three minutes of listening.

#### Quiet Village . . . . .75

This is a Baxter-cleffed tune taken from one of his albums. It's a string-filled opus with a haunting melodic quality which Baxter fans should go for. Good jockey program fare.

### BILL KENNY

#### Moonlight Mystery . . . . .76

DECCA 28412—The pretty Benjamin-Weiss tune is warbled expressively by Kenny in a platter that evokes a good deal of romantic nostalgia. Jock spins are in store.

#### You Are Happiness . . . . .74

Ditty has a legit sound and the lead singer of the Ink Spots projects it with warmth and sincerity. A listenable effort.

### BILLY MAY ORK

#### Orchids in the Moonlight . . . . .76

CAPITOL 2227—The old favorite is played pleasantly by the May ork with the bending sax trademark. Good for dancing.

#### Fat Man Mambo . . . . .75

Watered-down mambo is set to an excellent dancing tempo by the May group and shows off the May ork in a new and pleasant light.

### FRANKIE FROBA

#### Since My Best Girl Turned Me Down . . . . .76

DECCA 28414—A real honky tonk side that was created especially for the juke boxes. Froba plays a lot of rinky dink piano while Jimmy Balantine and the Ray Charles Singers add flavor. Tavern locations especially would like. Timed at 1:59.

#### Herman Kept Playin' Away . . . . .75

More pleasant old-time flavor, this time with Adeline Niece leading the Ray Charles Singers.

### RUSS MORGAN ORK

#### Dream Baby . . . . .76

DECCA 28422—Morgan hands the tuneful ditty a sweet reading with the ork contributing support in the best Morgan manner. Good for listening or dancing.

#### Strolling in Lover's Lane . . . . .74

Pleasant waltz ditty is cut easily at a gentle bounce by the ork and chorus.

### VICTOR YOUNG ORK

#### All American Rainbow . . . . .73

DECCA 28423—Patriotic opus that affirms the American way of life is given a big performance by Bill Roberts, chorus and ork.

#### Look Ahead Neighbor! . . . . .71

Inspirational ballad with an optimistic view of tomorrow is chanted powerfully by Bill Roberts to strong ork backing in march tempo.

### CINDY LORD

#### My Favorite Song . . . . .76

MGM 11350—Cindy Lord hands this lovely new tune an intimate, cheek to cheek type of warble, and the combo keeps the subdued mood. If the tune makes it this waxing will grab some action.

#### My Baby's Coming Home . . . . .73

Appealing effort is sold simply and effectively by the canary, with smooth support from the small combo. The singer duets with herself via "dub-ins."

### LEE PEEPER ORK

#### Little Honey Bee . . . . .76

MGM 11344—A very bright, nicely paced instrumental performance of a cute ditty by the Lee Peeper ork, which sounds similar to the old Hal Kemp aggregation. Fine deejay wax.

#### With All My Heart . . . . .71

Appealing item is sung in nice style by Gini Patton and the vocal group. Ork arrangement is smooth and danceable.

### CLIFF STEWARD

#### The Dummy Song . . . . .75

CORAL 60842—The boys have a time with this novelty ditty. They take it a rapid pace for a cutting that could do some biz on the coin boxes and elsewhere.

#### I'm Gonna Kiss All the Babies . . . . .70

Novelty item tuned to an election theme shapes as a lively polka. A rousing performance is etched by the chanter with choral and ork support. Deejays might twirl some.

### STAN KENTON ORK

#### Taboo . . . . .75

CAPITOL 2250—An instrumental with the breadth of sweep typical of the Kenton crew. Suffice it to say that a lot of interesting things happen.

#### Lonesome Train . . . . .75

A haunting item that is given an imaginative arrangement by the Kenton ork. Train sounds are captured neatly. Vocal by Kay Brown adds to the quality. Kenton fans will go for it.

### KENNY BASS ORK

#### The Hookey Song . . . . .74

CORAL 60847—Novelty ditty is a natural for the polka combo. Group does a tasteful job, with the Kendall Sisters warbling prettily.

#### I Went to Your Wedding . . . . .72

Bass and the Kendall Sisters contribute an old-world flavor to the hit ballad. Steady three-quarter beat sets a relaxed pace for terpers.

### BLUY BARRON ORK

#### Stay Where You Are . . . . .74

MGM 11340—Bob Marshall and the Blue Notes are quietly effective on this smooth recording of an attractive ballad, played in danceable style by the ork.

#### Strolling in Lovers Lane . . . . .7

Novelty waltz receives a pleasant performance from the chorus, over standard Blue Barron ork work.

### LENNY DEE

#### The Peanut Vendor . . . . .73

DECCA 28413—Dee turns in a fresh-sounding organ reading of the oldie to a spanking beat by a large, Latin rhythm section.

#### Begin the Beguine . . . . .72

Another stylish reading by the organist, this time of the beautiful Cole Porter evergreen. Organ lovers will grab quickly. Both sides make for good jock programing.

### JOAN SHAW

#### Anything You Say . . . . .73

CORAL 65099—Joan Shaw does an effective job with this slow blues item, singing it with feeling. The combo lends her good support.

#### Until You Came Along . . . . .69

The thrush injects some meaning into this moody piece, selling it in okay fashion. Gal does not sound very sincere on this side however.

### JO ANN LEAR

#### Guess I Was Lonely . . . . .69

VANITY 506—The gal shows a pleasant, intimate style in this neatly phrased reading of an okay love ballad.

#### You'll Never Hurt Me That Way . . . . .66

Novelty ditty about a gal who soaks up abuse is read easily by Miss Lear and the ork.

### LARRY MARTIN

#### Donkey Polka . . . . .45

BLUE HEN 3001—So-so polka item is handed a rather unintelligible reading from the chorus while the McColister crew backs the group raggedly.

#### The Prom Waltz . . . . .35

A weak waltz item receives an awkward vocal from Larry Martin and poor ork support.

## NEW RELEASES sung by VIC ROBERTSON

- "THE LORD'S PRAYER"—Vocal—Record No. 5/6
  - "DANNY BOY"—Vocal—Record No. 5/6
  - "MY DREAM GIRL"—Vocal
  - "BEAUTIFUL WILD SYRINGA"—Orchestration—Rec. No. 3/4
  - "BEAUTIFUL WILD SYRINGA"—Vocal—Rec. No. 1/2
  - "RIDING DOWN THE CANYON"—Vocal—Rec. No. 1/2
- M. M. Cole, 823 S. Wabash, Chicago 5, Publisher for "Beautiful Wild Syringa." Complimentary Records for Radio Stations. Few Territories Open for Distributors.

New SONG!  
New WRITER!  
New PUBLISHER!

# NEW HIT!

...now being covered by the Majors!!

## "Someday I'll Find My Place in the Sun"

*SLOWLY - WITH FEELING* *by Bud Sloan*

(SOME--DAY---I'LL FIND----- MY PLACE IN THE SUN-----)

SOME--DAY I'LL FIND-----MY PLACE IN THE SUN-----;

SOME-DAY I'LL KNOW-----THAT MY LIFE'S BE-GUN-----;

THOSE THINGS THAT I'VE PRAY'D FOR BOTH NIGHT AND DAY FOR WILL COME

TRUE---; WORKING AND GIVING LOVING AND LIVING ALL FOR

YOU---SOMEDAY I'LL FIND-----MY PLACE IN THE SUN-----;

SOME DAY I'LL KNOW-----THAT YOU ARE THE ONE-----; YES,MY

HAPPINESS LIES---DEEP IN SOMEONES BLUE EYES-AND THAT SOMEONE IS NO-ONE BUT

YOU---SOME DAY I'LL SAY-----I'VE FOUND IT WITH

YOU----- (SOME DAY I'LL) SAY MY

PLACE IS WITH YOU-----

**A BMI SONG**

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DISC JOCKEYS • DEALERS  
OPERATORS:

**WHY DON'T  
YOU BELIEVE  
ME**

*When I say:*  
**IT'S A HIT!**\*

# Joni James

*Singing...*

\* **'WHY DON'T YOU  
BELIEVE ME'**

MGM 11333 (78) - K 11333 (45)

**'PURPLE SHADES'**

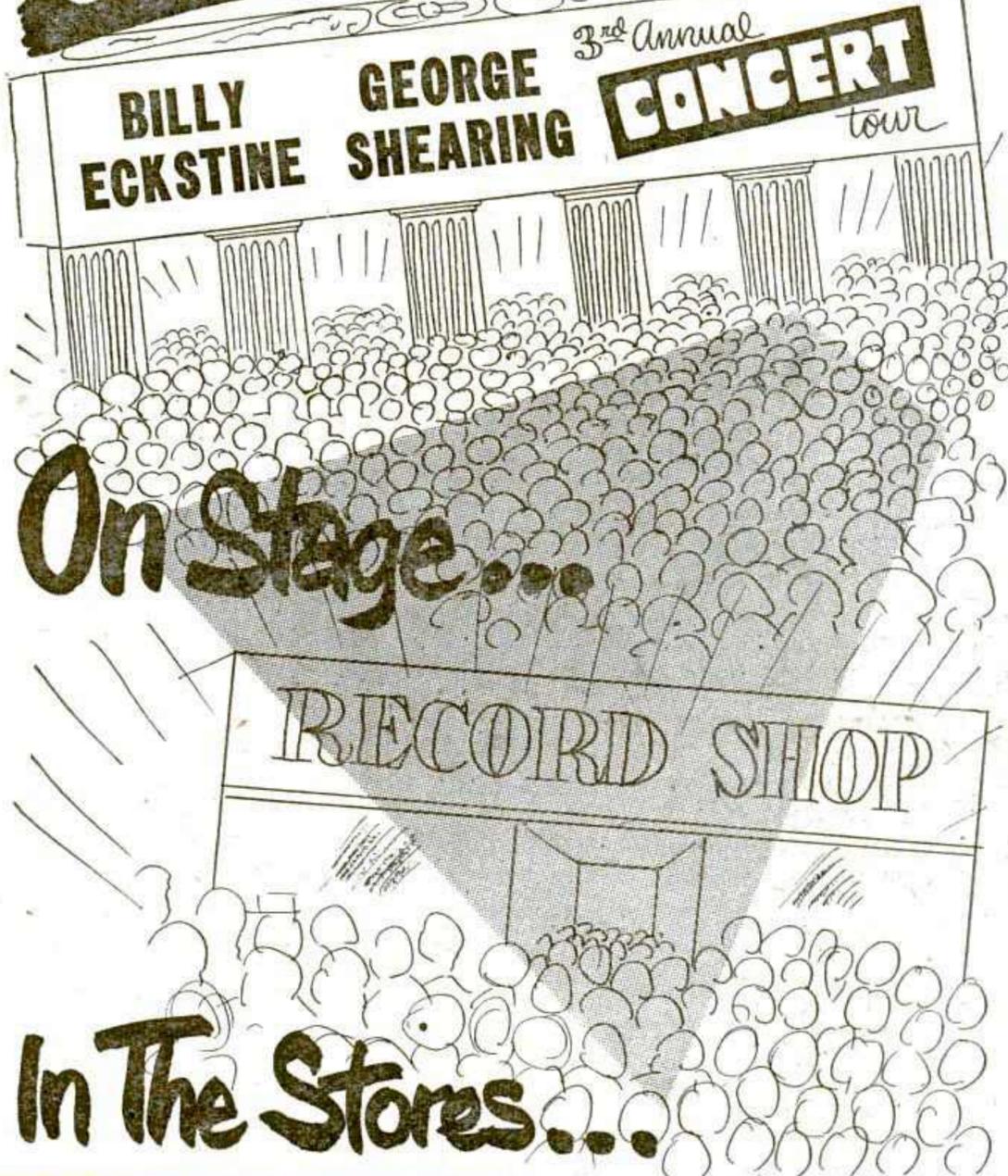
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Buffalo  
Chicago  
Philadelphia



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GOOD  
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701 SEVENTH AVE. NEW YORK 36, N. Y.

# SMASHING ALL RECORDS!



## 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.

**YOURS.....Vera Lynn.....**  
.....London 1261

Miss Lynn hands the tune based on "Quiereme Mucho" a performance that is superlative in its beauty. Working thru an echo chamber for the first half of the disk, she's later joined by a full male chorus. It's a disk that could make it two big hits in a year for the British thrush.

**THAT'S A-WHY.....Mindy Carson-Guy Mitchell..**  
.....Columbia 39879

The duo, together for the first time, sparkles on this "Sugarbush" type tune. It's a rollicky, infectious ditty which the team rides all the way in spirited fashion. Flip, "Train of Love" adds strength to the record.

**DANCE OF DESTINY.....Tony Martin-Henri Rene Ork**  
.....Victor 20-5008

Martin's pipes are in top form for his slow take of this tune based on Habanera from Bizet's Carmen. The Rene orking adds to disk's attractiveness. Flip is "Sleepy-Time Gal"

### • The Disk Jockeys Pick

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

1. THE MERMAID .....Frankie Laine.....Columbia 39862
2. SETTIN' THE WOODS ON FIRE .....Frankie Laine-Jo Stafford...Columbia 39867
3. IF'N .....Bell Sisters-Henri Rene Ork..Victor 20-4961
4. FAITH CAN MOVE MOUNTAINS.....Nat (King) Cole.....Capitol 2230
5. VERADERO .....Tutti Camarata Ork.....Decca 28376

### • The Retailers Pick

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

1. BLUES IN ADVANCE .....Dinah Shore.....Victor 20-4926
2. PIECE-A-PUDDIN' .....Jo Stafford-Frankie Laine...Columbia 39867
3. MY LOVE AND DEVOTION .....Perry Como.....Victor 20-4877
4. SETTIN' THE WOODS ON FIRE .....Jo Stafford-Frankie Laine...Columbia 39867
5. TAKES TWO TO TANGO .....Louis Armstrong.....Decca 28394

### • The Operators Pick

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

1. YOU BELONG TO ME .....Patti Page.....Mercury 5899
2. TAKE ME IN YOUR ARMS AND HOLD ME .....Les Paul-Mary Ford.....Capitol 2193
3. BLUES IN THE NIGHT .....Rosemary Clooney.....Columbia 39813
4. LOVE ME .....Johnnie Ray.....Columbia 39837
5. THE RUBY AND THE PEARL .....Frankie Laine.....Columbia 39862

### • The Country and Western Disk Jockeys Pick

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

1. OUR HONEYMOON .....Carl Smith.....Columbia 21008
2. SING HER A LOVE SONG .....Carl Smith.....Columbia 21008
3. BEFORE YOU SAY I DO .....C. Adams.....Decca 28397
4. DON'T LET THE STARS GET IN YOUR EYES .....S. McDonald.....Capitol 2216

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Cincinnati 22, Ohio.

**NEW ALBUM**



**BILLY ECKSTINE SINGS THE LOVE SONGS OF RODGERS & HAMMERSTEIN-**

MGM 153 78 rpm—K153 45 rpm—E153 33 1/3 rpm

If I Loved You • We Kiss In a Shadow • Some Enchanted Evening • Bali Ha'I • That's for Me • So Far • People Will Say We're In Love • Younger Than Springtime

**HOT SINGLE**

**BILLY ECKSTINE Sings . . . EARLY AUTUMN and BECAUSE YOU'RE MINE**

MGM 11301 78 rpm—K11301 45 rpm

**NEW ALBUM**



**GEORGE SHEARING QUINTET— I HEAR MUSIC**

MGM 155 78 rpm—K155 45 rpm—E155 33 1/3 rpm

I Hear Music • Wait Till You See Her • Over the Rainbow • Lonely Moments • Easy Livin' • So This Is Cuba? • I Don't Stand a Ghost of a Chance • How High the Moon

**HOT SINGLE**

**GEORGE SHEARING and His Quintet**

**LOVE (Your Spell Is Everywhere) and IT'S EASY TO REMEMBER**

MGM 11316 78 rpm—K11316 45 rpm

**MGM Means Mighty Good Music**

**M-G-M RECORDS**  
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first ... "DELICADO"  
 then "CARNIVAL RHYTHMS"  
 with "JAMAICAN RHUMBA"  
 now comes

# PERCY FAITH

and his orchestra

with two dazzling  
 new Latin hits...



# FUNNY FELLOW

(Bicharada)

# AMORADA

(Brasileirinho)

78 rpm  
 39874  
 •  
 45 rpm  
 4-39874

**COLUMBIA**  **RECORDS**

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

# Breaking for a Hit!

# LARRY DOUGLAS PAUL NEIGHBORS

and his orchestra with THE HONEY DREAMERS in "SILK 'N SATIN" backed with "You're as Young as You Feel" also getting a big play ABBEY No. 15074

## Ray Itinerary

ber 24, a lush period, for \$25,000 per week against a split over \$100,000, and pointed out that the Detroit theater made money with Ray. Ray is experimenting with a two-per-day deal when he leaves Ciro's here. Walter Stutz, of Mission Beach Ballroom, San Diego, bought a one-night date on Ray for October 17 a month ago. Immediate reaction to the Ray date was so big that Stutz has taken an afternoon date, playing a concert for teen-agers at the Russ Auditorium on the same day. Lang said that he is asking \$3,000 against a 60 per cent privilege for night ballroom dates. He plays Rendezvous Ballroom, Balboa, the following night. Dick Pierce's band is supporting the Ray show. Ray for October 17 a month ago. til October 30, when he plays the Riverside, Reno, for one week. He and Lang intend to talk over motion pic offers, but demand a starring role for the singer. Ray will do one-nighters early in November up the Northern Coast, playing the Palomar Supper Club, Vancouver, B. C., six days, starting November 10, after which they'll take off until November 26 when he opens a week at the Fox Theater, San Francisco. Following the San Francisco date, Ray will either take off until Christmas or will play a Hawaiian concert junket for Freddy and Tats Matsuo. Freddy Matsuo has been rejoined by his brother, Tats, in the concert operation in the islands. Ray plays his first date in Miami at the Clover Club, opening January 16 for 17 days, after which he goes into the Copa, New York, February 5 for a month. There is a strong possibility that Ray may open the season at the London Palladium. The English showcase was set to open March 16, but after pencilling in Ray, directors decided to move opening to March 2, which would keep the date for Ray as he would still be working the Copa. Ray will not play Las Vegas this fall as was reported. The New Sands, which was to have opened soon, has been delayed by construction and Ray is bypassing the gambling capitol this trip around.

## Artists Night

asionally buy a few records. The big hand given the diskery exec was also a measure of the audience's favorable reaction to the proceedings. The festival proper began with a group of compositions conducted by Kostelanetz. The most ambitious item here was Tchaikovsky's fantasy overture "Romeo and Juliet," a work designed to display the considerable mettle of the ork. The conductor also led the group in readings of "Clair de Lune," his most sensitive effort of the evening, "Spielerei," by Stix, and a whirlwind run-thru of the Sousa march, "Stars and Stripes Forever." Following the intermission, duo pianists Whittemore and Lowe took over and offered four interpretations that won strong applause. Their biggest reactions were scored by an arrangement of the coronation scene from Moussorgsky's opera, "Boris Goudonov," and Ravel's "Bolero." In a lighter vein, Leroy Anderson then fronted the ork in bright readings of five of his most popular cleffings. They were "Belle of the Ball," "A Trumpeter's Lullaby," "Blue Tango," "Plink, Plank, Plunk," this to the accompaniment of many chuckles from the assemblage, and "Fiddle Fiddle." Closing group was a dramatic appearance by Jane Froman, following the screening of a short excerpt from the hit film, "With a Song in My Heart." Backed by the ork led by Sid Feller, her arranger, she offered three selections, closing with a vibrant performance of the title opus. There was no doubt of the audience's reaction to Miss Froman. Their thunderous response proved a fitting climax to an unusually fine evening of music-making.

# Total Sides and Label Breakdown of Publishers Who Have Had 10 or More Sides Released From January 1, 1952 thru September 27, 1952

Continued from page 27

PUBLISHER	TOTAL SIDES ALL LABELS	CAPITOL	COLUMBIA	DECCA	MERCURY	MGM	RCA
NORTHERN	17			5p, 10r			1p, 1r
OLD CHARTER	12		1f	8f, 3r			
PAXTON GROUP							
—Chatsworth	3	3p—					
—Dunbar	1			1r			
—Paxton	17		4p, 1f	4p—	3p—	2p—	3p—
—Promenade	2			1p—	1p—		
PEER INTERNATIONAL GROUP							
—Harris	3			1p—			2p—
—La Salle	1				1p—		
—Peer	135	12p, 14f	2p, 56f	5p, 24f	5p, 5f	2p, 1f	6p, 3f
—Southern	22	3p—	3p—	5p, 2f	4p, 1f, 1r	1p—	1p—
PEMORA	11		2p—	1p—	4p—	1p—	2p, 1r
REGENT GROUP							
—Harman	6	1p—		1p—		3p—	1p—
—Regent	11	1p—	1p, 2r	2p, 1r	1p—	1r—	2p—
—Signet	3		1p, 1f				
RIDGEWAY GROUP							
—Blue River	5			1p, 1f	1p—		1p, 1f
Ridgeway	23	2p, 1f	2p, 3f, 1r	—1f	1p, 5f	1p—	2p, 3f, 1r
—Stuart	1					1p—	
ROBBINS GROUP							
—Robbins	78	15p, 1f	8p, 2r	10p, 1f, 2r	7p, 2r	13p, 1f, 1r	10p, 2f, 3r
—Feist	82	17p, 1f	6p, 1f, 1r	21p, 1f, 1r	10p, 1f	9p, 1f	12p—
—Miller	24	1p—	1p, 2r	3p—	5p—	8p—	4p—
—Lion	14	2p—	3p, 2r	2p—	1p—	3p—	1p—
RUSH	13	1p—	2p, 6r	1p—	2p—		1p—
SANTLY-JOY GROUP							
—Hawthorne	6		2p—	1p—	1p—	1p—	1p—
—Oxford	8	1p—	4p—	1p—		2p—	
—Santly-Joy	32	3p—	9p—		3p—	9p—	8p—
SHAPIRO BERNSTEIN GROUP							
—Mood	3	1p—			2p—		
—Shapiro Bernstein	63	11p—	5p—	9p, 4f, 1r	6p, 2r	9p—	13p, 2f, 1r
—Skidmore	1					1f	
SHELDON	10	1p—	—2r	1p—	2p—	1p—	2p, 1f
SIMON GROUP							
—Bradshaw	1	1p—					
—Burke-Van Heusen	2	1p—		1p—			1p—
—Camden	1	1p—					
—Maytime	2	2p—					
—Simon House	11	3p—	1p—	2p—	1p—		4p—
Sophisticate	13		—1r	3p, 8r	1p—		
Spitzer	12		3p—	1p, 4f		1p—	3p—
TANNEN GROUP							
—RFD	9			1f, 1r			1p, 6f
—Spin	2				1p, 1f		
—Tannen	25	—2f	—9f	—1f	—1f	—2f	2p, 8f
TEMPO	12		4p, 2r		1p—	1p—	—4r
WEISS BARRY	13	2p—	3p—	2p—	2p—	3p—	1p—
WORLD GROUP							
—Republic	7		1p—	2p—	1p, 1r	1p—	1p—
—World	7	3p—	2p—	1p—			—1

# Total Sides of Publishers Who Have Had Less Than 10 Songs Released Since January 1, 1952

A-M 1, A.Q.V. 4, GEORGE ADAMS 2, AGER YELLEN & BORNSTEIN 1, ALADDIN 1, ALFRED 2, ALLISON 1, ALTON 2, AMCO 1, AMUSEMENT 1, ANDREA 2, ANTHONY 2, ARCH 1, ARK-LAT-EX 6, ARMO 1, ARTISTS MUSIC 1, ARROW 1, BASSMAN 1, BARNES & PEPPER 1, BARTON 1, BAXTER-WRIGHT 1, BAYES 2, BELWIN 2, BENNY BELL 1, BERLIN 8, BIBO 1, BIG "D" 4, BLACK 2, BLACKHAWK 1, BLACK-JACK RIDGE 1, BLAIR HOUSE 1, BLAZER 2, BLAZON 2, BEN BLOOM 7, BLOSSOM 1, BLUE CHIP 1, BLUE RIBBON 1, BOOSEY HAWKES 3, BOURKE 1, BOVANE 1, BOX & COX 3, BRAN-DM 2, BRAZOS VALLEY 3, BROADWAY 4, BROWNWOOD 2, CAESAR 5, CAL 1, CAMPBELL 2, CANADIAN MUSIC SALES 4, CARAVAN GROUP (CARAVAN 3, PARK LANE 4), CARLYLE 5, CARSON 1, CASE 1, CATHY 2, CENTURY 2, CHARRICK 1, CHART 1, CHERIO 4, CHRISTOPHER 2, CIMARRON 2, CLAIRBORNE DAVIS 5, CLAREMONT 1, COAX-IAL 1, M. M. COLE 2, COLLINS 3, COLONIAL 3, COLONY 2, COMET 5, COMMODORE 9, COM-POSERS MUSIC 2, CONTEMPORARY 1, CORNELL 2, COSMIC 4, CRESTVIEW 3, CRYSTAL 2, CUN-NINGHAM 2, JOHN CURRIE 1, DAVIS 4, DAYTON 1, DAYWIN 1, DELMORE 3, DIANE 1, DONALDSON DOUGLES & GREMBEL 1, DORNIX 2, DOT 2, ELKAN VOGEL 1, ELLIOTT 1, ELLIS 2, ENTER-PRISES 2, EXCELSIOR 1, EXCLUSIVE 1, FARGO 1, JACK FEIN 1, FIDEEEE 3, FIESTA 1, FILLMORE 1, FINBURGH 2, FISCHER LAINE 1, CARL FISHER 2, FRED FISHER 8\*, FISHER MONACO 1, FLANAGAN, HENDLER & WOODS 1, FOLKSONGS 1, FORD 1, FOREMOST 1, FOR-SHAY 2, FOSTER 2, FOUR STAR SALES 7, FOWLER 2, FRANCE 1, FREDBEE 2, FREDERICK 3, GAIL 1, CALA 3, GATE 1, GENEVA 1, GLEN-MORE 1, GODAY 9, JACK GOLD 1, GOLDEN GATE 2, GOLDMINE 1, GORDON-KAUFMAN-REAL 1, GOTHAM 2, GRAMMERCY 1, GRANNY-WHITE 1, GREAT 1, GUILD 6, HALSEY 5, HANDY 2, HANNA 1, HARWIN 1, HENNINGSON 3, HERBERT GROUP (FANMAR 3, HERBERT 2), HERMAN 1, HILLCREST 5, HILL-SIDE 3, HOLLENDEN 2, HOLLYBROOK 3, HOW-ARD 2, HUBERT 7, INDIGO 1, INTERNATIONAL 2, JAY & CEE 1, JENKINS 1, JEROME 2, KELLEM 2, KENMORE 1, KENNY 2, KERWIN 6, KINNEY 1, KENTUCKY FOLK 1, KIRBY SMITHE 5, JULIO KORN 1, KRAMER-WHITNEY 1, L. A. SONGS 1, LAWRENCE 1, LEAR 2, ERNIE LEE 1, GEORGE LEE 1, LEWIS 3, LIGGINS 1, LINCOLN 1, LINDLEY 1, LOCHRAE 2, LOM-BARDO 3, LONDON 1, LUBIN 1, LYNN 7, MANNERS 1, MARIAN 1, MARJAY 1, MARPET 2, MARTHA 1, MARTIN 1, MARVELLE 2, MAR-VIN 1, MASSEY GROUP (MASSEY 5, CARNEGIE 1), MAYPOLE 2, MELLOW 2, MELODY LANE 1, MESA 1, METRO 2, MICHAEL 1, MIDCITY 1, BOB MILLER 8, MILLS-LESLIE-FISHER 1, MO-BILE 4, MODERN AGE 3, MOGUL 1, MOLO-MUSIC 1, BILL MONROE 3, MONTAUK 4, MONT-CLARE 6, MOTION PICTURE 2, MURRAY HILL 1, MUSIC HALL 1, MUSIC PRODUCTIONS 1, MUSICABANA 1, NATIONAL 1, NEW WORLD 5, OAK 2, ODETT 7, O'KEEFE 1, OLDHOMESTEAD 1, OLIVER

**Sell** **Whittemore** **FIRST CHOICE OF MILLIONS** PERMO, INC., CHICAGO 26, ILL.

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**TEMPO RECORD CO. OF AMERICA** 8540 Sunset Blvd., Hollywood 46, California RELIABILITY — QUALITY **RECORD PRESSING** Originators of the **NON-SLIP FLEX** (Pat Pending) **Research Craft Co.** 1037 NO SYCAMORE ST LOS ANGELES 26 CALIF

## Satchmo Wows 'Em In Copenhagen, Jams Hall 3 Times

COPENHAGEN, Oct. 4. — I. Blicher-Hansen, whose recent bookings of Lena Horne and Bob Hope in the big K. B. Hall, did not turn out as well as expected, has hit the jackpot thru his signing up the Louis Armstrong unit for two concerts at that hall on Monday (29). K. B. Hall seats over 4,000 and has considerable standing room. Advance sales demand for the Armstrong show not only wiped out all seats for both performances, but the demand exceeded the number of seats available by nearly 6,000 — so two additional concerts were set for Tuesday (30) night. Appearing with Armstrong are Marty Napoleon, piano; Trummy Young, trombone; Bob McCracken, clarinet; Arvell Shaw, bass; Cozy Cole, drums; and Velma Middleton, vocalist. Unit's Scandinavian tour hinges largely on booker's ability to obtain necessary okays on paying part of the unit's salaries and expenses in U. S. dollars. While arrangements have been made for the concerts in Stock-

## TRUMAN SHOWS DUAL TALENTS

WASHINGTON, Oct. 4.— President Truman is apparently a successful campaigner in music as well as politics. Response to a daily appeal this week by the President to Washingtonians to support the National Symphony Orchestra has been "unusual," according to M. Robert, vice-president and general manager of WGMS. Rogers' station has been airing the President's transcribed commercial every two hours daily. Gen. Dwight D. Eisenhower, GOP Presidential candidate, has been offered equal air time to discuss the same subject, Rogers said, but he had not answered by press time. holm, a tentative appearance of the Armstrong group in the Lornsborg Circus Arena in Gothenburg, Sweden, depends upon promoter's ability to secure Swedish government's green light on paying the unit \$1,250 in U. S. currency.

## Winter Series Set For Conn Pops

BRIDGEPORT, Conn., Oct. 4.— A net profit for the 1952 Connecticut Pops concerts of \$8,223.85, highest in the five-year history of the summer concerts, has encouraged the board of governors of the Connecticut Symphony orchestra to undertake a winter series of concerts. The winter series will consist of five concerts. The Lily Pons concert drew the largest attendance, 7,200; Oscar Levant, 6,889; Gershwin night, 5,378; Benny Goodman, 4,991; Opera Night, 4,806, and Tosey Spivakovsky, 4,312.

## United Records Deal For European Markets

CHICAGO, Oct. 4.—Lew Simpkins, United Records topper, this week closed a deal for another foreign distrib. Jazz Disques, Paris, which will cover all European markets for the label. Firm is headed by Leon Kaba. Simpkins also has representation in South Africa, and is covered coast to coast here thru his distributor network. Firm also produces the States label.

Your ticket to **SALES RESULTS—** the advertising columns of **THE BILLBOARD!**

# Leibell Rule Favors Capitol

Continued from page 20

Mercury's conduct possible by entering into a contract with Mercury and authorizing Mercury to do the very thing of which Capitol complains. Gramophone not only authorized it, but made the unfair competition possible by supplying Mercury with matrices from which the phonograph records were made and sold in competition with Capitol.

### Litigation Possibility

Leibell, in his decision, also pointed out that Gramophone and Mercury, by a supplement to their agreement of 1947, recognized the possibility of litigation arising in the United States if disks were made from Telefunken matrices which Czechoslovakia had confiscated.

The confiscatory proceedings of the Czechoslovakian government occurred January 1, 1946, at which time all the properties of Telefunken and Ultraphon within the jurisdiction of the Czechoslovakian government were taken over. Implementing decrees of a broad nature occurred in 1946 and 1948.

### Leibell Rules

But the confiscation of matrices, Leibell points out, "did not invest the Czechoslovakian government with the right to re-produce records from the matrices and distribute them beyond the Czechoslovakian borders, or to license others situated beyond the Czechoslovakian borders to re-produce records from the said matrices loaned to them for that purpose. The Gramophone Company when it obtained physical possession of the matrices, originally 'loaned' to Ultraphon, acquired no more than a property right in the matrices themselves.

"Of course, Czechoslovakia, as a sovereign, could thru its instrumentality, Gramophone, manufacture records from the matrices in Czechoslovakia and distribute them within its own territory. Its own courts would recognize and enforce that right. But the courts of another nation would not have to recognize any such claimed right, because the possession of the matrix did not carry with it the right to the performance, which was with Telefunken in Berlin. The right to re-produce the performances engraved on the matrices was intangible and its situs was at the domicile of its owner, Telefunken, in Berlin."

### Gramophone vs. Mercury

Leibell, in his decision in favor of Capitol, gives a measure of interesting data with regard to the Gramophone - Mercury suit. Gramophone filed suit May 29, 1950 in the same court which tried the Capitol vs. Mercury case.

This suit, still pending, claims that Mercury failed to account for total number of records produced and sold and failed to pay Gramophone all royalties due (alleged to be \$21,504.57); that Mercury agreed to purchase certain records manufactured by Gramophone and shipped to Mercury, and that there is \$48,192.13 due; that Gramophone shipped Mercury 709 matrices, which were loaned at a rental fee, and that Mercury refused to return 411 of the matrices, thereby allegedly damaging Gramophone to the extent of \$20,000; that Mercury owes rental fees of \$5 and \$8 for matrices of 10 and 12 inches, plus packing and transportation charges, totaling \$4,770.95; that Mercury produced long-playing records in addition to regular 10 and 12 inch records in violation of its agreement with Gramophone, and owes royalties of \$25,000 thereon.

On September 23, 1949, Gramophone terminated the agreement and demanded that Mercury cease production and sale of records and return the same to Gramophone. This Mercury has refused to do, according to Judge Leibell's analysis. Gramophone seeks a total of \$120,467.65 from Mercury.

### Mercury Defenses

In its answer to Gramophone, Mercury pleaded a number of defenses and counter-claims, seeking damages of \$433,925.80. Mercury also seeks an accounting of masters, matrices and finished records sold or used by Gramophone in Czechoslovakia, and asks that Gramophone be enjoined from the exploitation or sale of Mercury's records in Czechoslovakia or any foreign country. This answer by Mercury was filed June 26, 1950.

Judge Leibell, in deciding in favor of Capitol in the latter's

suit against Mercury, says: "It may very well be ... in view of the scope of the Gramophone-Mercury litigation, that at least part of what Capitol is seeking in this case from Mercury, is also being claimed by Gramophone from Mercury. . . . It indicates that the sums involved are large and that Mercury has not been damaged by any alleged delay on Capitol's part in asserting its rights. Mercury's conduct in respect to the 34 records was deliberate and with full knowledge of Capitol's claim of title to the performances of these 34 records."

### Appeal?

The decision in favor of Capitol may be appealed to the Federal Court of Appeals if Mercury so decides. Beyond that, Mercury might attempt to get a review by the U. S. Supreme Court, via a writ of certiorari. However, the Supreme Court rejects about 85 per cent of applications for review. It is believed that the only copyright case taken for review by the Supreme Court in recent years was that of Witmark vs. Fred Fisher Music Company, Inc. This case was in District Court in 1941; in the Court of Appeals in 1942, and in the Supreme Court in 1943.

## 802 Members

Continued from page 21

Copyright Act. It is also recommended that the union seek to remove the copyright exemption from juke boxes via the Bryson-Kefauver Bill.

8) It is urged that Local 802 ask the AFM to revise the February, 1952, motion picture film contract so as to include a specific formula designating the exact amount of sound track permitted in a film recording session. It is pointed out that in the TV film pact, the amount of sound track permitted in a session is specified. Ditto with the recording pact. But the motion picture pact omits any designation. It is claimed this failure makes possible an abuse whereby part of the musicians' work at a film session is used for other than film purposes. The musicians, during the session, are unaware of this.

9) It is urged that 802 publish a monthly column listing radio and TV sponsors who use live music on their programs. It is urged that their products be supported.

### Special Committee

One of the top matters on the agenda is the request that a special committee be appointed to

## NBOA Promotion Program

Continued from page 19

since the lush postwar days, and that there is a great deal to be done in the immediate future.

Organization of more State orgs was urged by Chinn, and an intensified drive for more members for the national group was also advocated by the president.

### Reporting Service

In a closed session Wednesday, operators heard Otto Weber, managing secretary, cover the association's name-band reporting service, and ask for suggestion on additional material which could be included in future reports.

Vic Sloan, Lincoln, Neb., executive secretary of NBOA, then took the stump for a similar report covering territorial bands. Because of the need for new and/or additional bands in various territories, the territorial report was deemed a necessary function, if not by the national (and Sloan said he thought it would be more readily handled on a regional basis) then it should be done by State orgs working together on units playing thru their respective areas.

Weber, after the convention ended, told The Billboard he had made arrangements to put out a comprehensive report on territory bands for the current year and that the NBOA would probably issue similar reports in the future, altho not on a monthly basis.

### Biz Boosters

In line with the emphasis placed on promotion to build a new generation of dancers which would be handled by all segs of the music business, operators, in an open forum, discussed ways and means of hyping their attendance immediately.

Television, which has been successfully tested in Los Angeles and Chicago, and which has also

## Folk Music

Continued from page 19

of the program was Carson Robinson, a recording star for more than 20 years, singing and reciting his trenchant philosophy. Headlining these were his famous "Carry Me Back to the Lone Prairie" and his big hit of three years ago, "Life Gets Tee-jus."

### Polka Band

More in the vein of local familiarity was the Walt Jaworski polka band, a home-grown outfit with good precision, which presented a neatly packaged program of polka favorites. Color and flourish were added by a group of dancers from the local Polish Dramatic Club.

In scheduling a folk music night, the record association took a calculated risk, in face of the knowledge that hillbilly music is comparatively unknown in the area. This was substantiated by the fact that the King band's presence, a last minute half-price admission, and an advertised free record to every one attending, combined to fill considerably less than one-quarter of the house. Should other events be held elsewhere, in the future it would seem wise to consider the nature of the market in drawing up the program.

A short hillbilly section might have been effectively packaged with the pop stars. On the credit side of the ledger, however, is the fact that the people who did turn out, reacted favorably to the music spun by the King ork. Exposure is one of the essentials in spreading the word about recorded music. This particularly true of the specialized disk fields.

study mechanical music problems. This is the 10th item on the agenda. The philosophy of the musicians is expressed thus: "The displacement of live music by mechanical means is a complex and constantly changing problem. There is a need, therefore, for the continuing interchange of information and opinion between the union administration and the musicians affected by this problem. We propose that a permanent advisory, representative committee be elected to work with the administration on all phases of this problem."

The meeting will "happily note" that the AFM has prohibited leaders from making personal transcriptions on deejay shows; has clarified existing laws and policy of AFM barring AFM members from conducting or playing abroad on recording dates, and has repealed the 5 per cent levy on TV film jingles (see separate story).

been used in Minneapolis, was explored, but the price involved in this type of venture was still deemed high by many ops, this despite the obvious increases in grosses which had been reported in Los Angeles and Chicago.

Moore, together with Jim Alexander, a member of his org, relayed to the ops the results of a test which had involved the use of a record name, Don Cornell, on a series of three one-nighters. Singer, appearing with the band at the Aragon, Chicago; Prom, St. Paul, and Turf, Austin, Minn., had been a complete success in all three dates and, as a result, Alexander and Moore said, additional tests would be conducted, including one by Ella Mae Morse this week-end.

### Discussions

Other matters which were brought up for an airing during the convention included the percentage and guarantee arrangements between booker and operators, with the NBOA appointing a special committee to look into this subject, then report back to the board of directors at a future date; expenses involved in operations, which was discussed by H. King, King's Park, Norfolk, Neb.; sale of souvenirs in ballrooms, by Robert Christ, Quincy, Ill., and the price freeze and cabaret tax as explained by Tom Roberts.

Roberts was also involved in a series of smaller sessions with operators, advising them on legal situations of a local or regional nature.

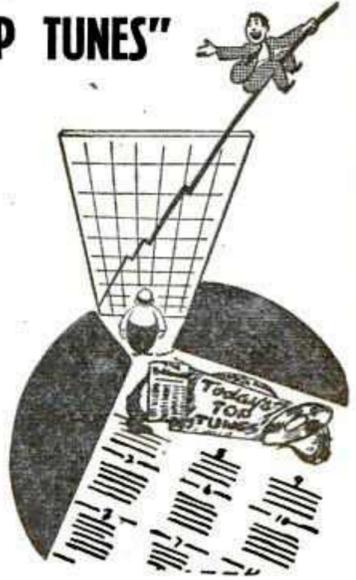
Convention concluded with a banquet and entertainment, the latter presented by McConkey Artists Corporation, with all booking offices contributing an act.

## Use "TODAY'S TOP TUNES"

For New HIGHS in RECORD SALES!

Mr. Al Meyer of Town and Country Music, Westwood, New Jersey, writes:

"Yesterday we had an example of the power of The Billboard 'Today's Top Tunes.' A woman came in and bought one record. We suggested several others to her, but she refused them all. Ten minutes after she left, her daughter was back with four records checked off 'Today's Top Tunes' which we had enclosed with her purchase."



Order Sample Shipment Today. 50 copy trial order of this week's TTT costs you only \$1

Fill in and mail the coupon TODAY!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.

Yes  Here's my dollar. Please RUSH sample 50-copy shipment of this week's TODAY'S TOP TUNES at once.

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Zone .....

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Specialists in Long Play Microgroove, 45 and 78 RPM pressings. Materials include pure black and red vinylite, non-breakable extended vinyls and break resistant. Complete servicing—dubbing from tape or instantaneous master, metal processing, labels, collating, warehousing, drop shipping, individual mailing, art work, albums.

ALLENTOWN RECORD CO., INC. Allentown, Pennsylvania Tel. 3-7405

### Distributors Agents-Dealers

Distributors Wanted—Fastest selling Polkas in the East; top bands, vocalists; areas open Midwest, South. Contact Karo Music Corp., 91 Union St., Manchester, Conn.

New, sensational portable phonograph-mike combination; 3-speed phonograph, baby sitter, public address; play, sing with record; many more uses; write, wire, phone. George Fass, Dean Sales Co., 35 5th Ave., Brooklyn 17, N. Y.

### SQUARE AND ROUND DANCE RECORDS

One of the largest folk dance lines available. Both with and without calls; instruction sheets with each record. This is a salable line. Dealer and distributor inquiries invited. Complete listing upon request. 78 and 45 r.p.m.

OLD TIMER RECORD COMPANY 3703 North Seventh St. Phoenix, Arizona

Tico—King of the Mambo Records; also the finest in Rhumbas, Tangos, Sambas and Boleros; all top artists, many instrumentals; finest recording sounds; available on 78, 45 and beautiful long-playing albums; choice territories open for distribution; write for new catalog. Tico Recording Co., Inc., 143 West 41st St., N.Y.C. LA 4-0457.

### SELL MORE RECORDS

Unique personalized promotion pieces push sales, keep customers flocking back, draw new prospects! Low cost, easy to use. Available weekly, bi-weekly or monthly

Write for free samples

### TODAY'S TOP TUNES

Box 762, Billboard 1564 Broadway, New York 36, N. Y.

### Parts-Products Services

Record labels our specialty; LP covers printed, fast service. Progressive Label Co., 137 Manhattan Ave., Brooklyn 6, N. Y. Stagg 2-4799.

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6", 7", 10", 12", 78 RPM, 10", 12", 33 1/3 and 45 RPM Records. A Most Modern and Complete Plant Assures Competitive Prices.

SHELLEY PRODUCTS, LTD. 220 Broadway Huntington Station, L. I., New York

### WANTED

### SCRAP RECORDS

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### The Record Exchange

### DEALERS & OPERATORS

We supply records, all labels, all speeds, at wholesale cost, plus small service charge; guarantee speediest service and best prices; complete stock of 45rpm records. Town Hall Records, 183 Riverdale Ave., Brooklyn 12, N. Y. Dickens 6-2735.

Hawaiian Records recorded in Honolulu, 3 speeds, regular prices and discounts; catalogs available. 49th State Record Co., Honolulu, Hawaii.

Operators, Dealers—If you need phonograph records, polkas, waltzes or in foreign languages, write to us. We are the only record company in the world specializing in language records. Ask for our general catalog with records in 21 different nationalities, in 78, 45 and 33 1/3 RPM. New releases every 6 weeks. Standard Phono Co., 163 West 23rd St., N. Y. C.

### POLKAS AND POLISH RECORDS

Top independent line in U.S.A. as rated in The Billboard's Annual Retail Survey.

78—45—33 rpm. Write for catalog and distributors.

### Dana Records

344 North Ave. New Rochelle, N. Y.

Spanish Records, assorted, \$15 per 100. Jefferson Music, 230 East 14th St., N.Y.C. GR 5-3616.

## ADVERTISING RATES

### REGULAR CLASSIFIED

Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light. Per word ..... \$ .20 3 or more CONSECUTIVE or 26 insertions, per word ..... .18 52 CONSECUTIVE insertions, per word ..... .16 Minimum \$3.

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Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more. Per agate line ..... \$1.00 3 or more CONSECUTIVE or 26 insertions, per agate line ..... .95 52 CONSECUTIVE insertions, per agate line ..... .90 1 inch equals 14 agate lines.

TV IS ALL OF SHOWBUSINESS ONLY THE BILLBOARD COVERS ALL OF SHOWBUSINESS!

## Mgrs. Voice Need For Cleanup Devices

Survey Reveals Sizable Market For Wide Variety of Equipment

By TOM PARKINSON

CHICAGO, Oct. 4.—Perfection of an efficient device for removing paper cups, boxes and sacks from arena halls and seating areas would find ready sales among building managers. This was revealed by a survey of The Billboard asking managers what types of equipment they had been unable to find.

William Maas of the Milwaukee Arena said he needed a machine to sweep paper and debris. John Garvey of the Richmond, Calif., Auditorium, declared he was looking for a centralized vacuum disposal unit. F. G. Madden at the Memorial Arena, Pennington, B. C., said he, too, had been unable to locate a satisfactory vacuum cleaner for picking up paper.

Garvey also believes there is need for AC arc spotlights with stronger throw than those presently on the market. K. G. Faulkner of Memorial Arena, Chatham, Ont., is searching for a ticket counter, similar to post office stamp cancelers, which will give a cash balance of advance sales.

Need Stage Equipment

Harry J. Porter of the Civic Arena, Nanaimo, B. C., reports all arenas in British Columbia are looking for a good "one-man ice maker." They're also in need of lightweight, sectional and interlocking portable stage equipment for quick assembly, he said.

Frank Urbha, of the Hippodrome, Eveleth, Minn., is in need of information on ice cleaning and removal equipment, he reported. And Nye Wilson of the Cow Palace, San Francisco, is

searching for information on the best type of floor on which an ice ring might be installed.

Meanwhile, in other phases of arena-auditorium operation, managers report that they have struck upon new systems or equipment which are proving successful.

Designs Ticket Device

Mrs. Winifred Eaton Corey of Kleinhans Music Hall, Buffalo, N. Y., tells of a ticket rack built something like a book with removable leaves. The Music Hall also has supplied gas masks to protect engineers from oil fires, in case of a blaze.

The British Columbia arena managers, Porter reports, are preventing corrosion and electrolysis in condensers and refrigerator systems by placing zinc anodes in the water lines. Percy Downton, of the Kelowna, B. C., arena tells of a tractor with a power-lift blade and 60-gallon flooding tank which he uses to remove snow and place new ice on his rink. The process takes one man about 20 minutes, he states. But Downton is looking for the best system for removing ice and drying the sand between pipes in the rink.

H. H. Niebrugge, of Municipal Auditoriums, Atlanta, has found his one-ton and two-ton Hyster fork lifts, make the handling of heavy equipment and seating much easier and faster.

E. M. French, of the Norfolk, Va., Municipal Auditorium, lauds the use of a conveyor belt for removal of trash to the incinerator or other disposal unit. Garvey, of Richmond, Calif., recommends use of a floor mat handling device to ease that task.

## Circus Books Dates in Auds

VAIL, Ia., Oct. 4.—Hollywood Circus Corp., indoor circus, will play a number of auditoriums and arenas during October, General Agent Charles Jacobsen announced this week.

The route of one-day stands will include:

City auditoriums at Beatrice, Neb., October 7, and Hastings, Neb., October 9; Nebraska State Fairgrounds Coliseum, Lincoln, October 10; KRNT Theater, Des Moines, October 12; Coliseum, Ottumwa, Ia., October 13; Mayo Civic Auditorium, Rochester, Minn., October 17-18; American Legion Auditorium, Eau Claire, Wis., October 19, and the Auditorium, LaCrosse, Wis., October 21.

Intervening stands will be played in high school auditoriums, ball parks, field houses and gymnasiums, it was announced.

## San Antonio Doubles Space

SAN ANTONIO, Oct. 4.—Municipal Auditorium here, now fully air conditioned, is flooring and painting its basement to add 21,000 square feet of space, Manager R. D. Skiles announced this week.

The auditorium room, with removable seats out, plus the basement and other space, will add up to twice as much exhibit space as has been available previously, he said. Skiles anticipates one of the best seasons in the structure's 26-year history.

## Exhibitors Heavy At Toledo Show

TOLEDO, Oct. 4.—More than 150 merchants, manufacturers and home designers will have displays at the Northwest Ohio and Southern Michigan Fall Homemaker Show here in Civic Auditorium, October 25-November 2. It is planned to make the show an annual event.

The show will be directed by Paul Spor Jr., whose father has long been associated with similar shows.

## Walt Cleave Re-Elected

BELLEVUE, Alta., Oct. 4.—Walter S. Cleave was re-elected president of the Bellevue (Alta.) Arena Community Association at its annual meeting. W. Bliston is vice-president and John Percevault secretary-treasurer.

## Dramatic & Musical Routes

Bagels & Yox (Erlanger) Buffalo. Bell, Book & Candle (Geary) San Francisco. Biggest Show of '52 (Westchester) White Plains, N. Y. 8; (Bushnell Aud.) Hartford, Conn. 9; (Arena) Philadelphia, 10; (Carnegie Hall) New York 11; (R. I. Aud.) Providence, R. I. 12; (Boston Gardens) Boston 13; (Auditorium) Worcester 14. Buttrio Square (Forrest) Philadelphia. Call Me Madam (Wisconsin) Milwaukee. Climate in Eden (Erlanger) Wilmington, Del. 9-11. Country Girl (Blitmore) Los Angeles. Deep Blue Sea (Shubert) New Haven, Conn. 9-11. Dial M for Murder (Parsons) Hartford, Conn. 9-11. Fig Leaf (Selwyn) Chicago 8-11. Fox Poster (Blackstone) Chicago. Gentlemen Prefer Blondes (Auditorium) Rochester, N. Y. 6-8; (Bushnell Aud.) Hartford, Conn. 10-11. Gilbert & Sullivan (Shubert) Boston. Greco, Jose (Royal Alexandra) Toronto. Guys & Dolls (Shubert) Chicago. Hollow, The (McCarter) Princeton, N. J. 10-11. I Am a Camera (Harris) Chicago. Jane (Colonial) Boston. Kaye, Danny (Curran) San Francisco. Mr. Roberts (Nixon) Pittsburgh. Oklahoma (Shubert) Detroit. Paint Your Wagon (Cass) Detroit. Skinner, Cornelia Otis (Majestic) Boston. South Pacific (Memorial Aud.) Richmond, Calif. 6-8; (Community) Berkeley 10-11. Stalag 17 (Erlanger) Chicago. Time of the Cuckoo (Walnut) Philadelphia. Top Banana (Shubert) Philadelphia. Tree Grows in Brooklyn (Klein Mem. Aud.) Bridgeport, Conn. 10-11.

## Ice Shows

Holiday on Ice: (Memorial Coliseum) Fort Wayne, Ind., 6-9. Ice Capades of 1953: (The Arena) Cleveland 6-12; (The Arena) Philadelphia 14-Nov. 1. Ice Follies of 1953: (Coliseum) Denver 6-7; (The Arena) Chicago 9-Nov. 4. Skating Vanities-Olsen & Johnson: (Wharton Field House) Moline, Ill., 8-12; (The Arena) Milwaukee 14-19.

## SPOKANE TO VOTE ON NEW BUILDING

9,000-Seat Coliseum Proposed; City Seeks Okay On Bond Issue

SPOKANE, Oct. 4.—Plans for a \$2,000,000 Coliseum seating up to 9,000 persons have been prepared by the city of Spokane. Voters will decide at a referendum November 4 whether to provide the funds.

The steel and concrete structure would measure 343 by 243 feet outside. Its height would be about 60 feet, except for a higher loft to house stage curtains and drops.

Plans call for 5,000 permanent seats, 2,500 chairs and bleachers for another 1,500 persons. Ice plant would be built into the floor, measuring 219 by 100 feet.

The plans call for two exhibition halls and two rooms for small meetings.

A feature would be a "floating" stage which could be moved from its normal position at one end of the building to any place on the arena floor. At the far end of the building it would be in front of the arc of tiered seats to create a smaller theater. A heavy curtain behind the stage would blank out unused portions of the building. The curtain alone would be moved forward to block off the curved sections of seats, leaving tiers on each side for use at athletic events and certain types of shows.

## NEWS NUGGETS

### New Youngstown Building Skeds November 1 Opening

YOUNGSTOWN, O., Oct. 4.—Final work is being rushed here on a new 6,000-seat arena that is scheduled to open November 1, Louis Iroff, president and general manager of Theatrical-Sports, Inc., announced.

Called The Arena, the 120 by 200-foot structure has facilities for all types of entertainment from hockey games to dances. The building is being leased by Iroff for a period of 10 years and plans are to schedule boxing, wrestling, ice shows, rodeos, stagshows and other major attractions. In addition, the building will be made available for conventions, banquets, and meetings, Iroff said.

### CINCY GARDEN SETS ROY ROGERS SHOW . . .

CINCINNATI—Roy Rogers will make a personal appearance at the Cincinnati Garden Friday (24) with his TV and radio cast, including Dale Evans; his horses, Trigger and Trigger Jr., and his movie dog, Bullet. The show will come here from the Madison Square Garden Championship Rodeo in New York. Shows will be given at 4:15 and 8 p.m.

### BILL GREEN JOINS "VANITIES" STAFF . . .

DETROIT.—William Green, formerly with the Toledo Sports Arena, announced here this week he will be with the Olsen and

Johnson "Skating Vanities" show this season as special representative. Green was with Columbia Pictures this summer and was with Polack Bros.' Circus before joining the Sports Arena staff. He conferred last week with Chicago Stadium executives about the coming "Vanities" engagement there.

### GEAN BERNI HEADS TAMPA EXPOSITION . . .

TAMPA, Fla.—Gean Berni will be executive director of the Greater Tampa Merchandise Show which will be staged at Fort Homer W. Hesterly, Tampa arena. Show will be October 21-26. The building, managed by Joe Givens, has 132 booths with 60,000 square feet of space for the show.

### ACUFF "OPRY" UNIT SET AT FT. WAYNE . . .

FORT WAYNE, Ind.—Johnny Apt, local ballroom operator and promoter, has inked another show for the Coliseum here, bringing in a unit of the "Grand Ole Opry" on October 12 for a matinee and evening performance. Deal, set thru A. V. Bramford, Nashville, calls for Roy Acuff to headline the cast. Apt also will bring in the Billy Eckstine-George Shearing-Count Basie package to the Coliseum on October 15.

## "HOLIDAY" OPENS

### Icer, Promoter Beat Polio To Tab Sioux City Winner

SIoux CITY, Ia., Oct. 4.—"Holiday on Ice" opened its season at Sioux City Auditorium to a \$52,000 gross, according to Tommy O'Laughlin, promotional director of the recently-formed Ten Thousand Siouxlanders. The George Tyson icer had been in rehearsal at the Sioux City building a month before its five-day inaugural run here.

O'Laughlin said the show closed its previous season at

Huron, S. D., one of the spots where he promotes auditorium events. He reported the Huron gross as \$50,000.

At Sioux City, he said, "Holiday" found the people were jittery because of polio and business was near the ghost-town level. Art Johnson of the icer staff and O'Laughlin and Bill Hawkins began a promotion plan which put window cards thruout a 125-mile radius of the town, touching five States. Two hundred weekly newspapers were supplied with press releases.

Sioux City business, radio and newspaper men worked with the show to build the idea that its coming indicated there was nothing to fear, O'Laughlin said. Area promotion was concentrated in locations where incomes were stable and spending generous.

Presence of the troupe in Sioux City allowed time for numerous merchant tie-ins, endorsements and feature stories to be prepared for use in newspaper advertising and news columns. These were used in great volume.

O'Laughlin said his year began with snowstorms, switched to floods and then settled on polio, with Sioux City being listed as one of the worst-hit spots in the country.

### Wirtz Icer Opens At Indianapolis

CHICAGO, Oct. 4.—"Hollywood Ice Revue," the Arthur Wirtz show starring Barbara Ann Scott, will open at Indianapolis Wednesday (8) and, after closing there October 26, will move to St. Louis.

At the Chicago Stadium, the show's home base, it was stated that the show will play its "usual route" and that most of this has been set. Milwaukee, Detroit and Chicago will be among the early stands, but it was stated that some other spots are to be included in the period. Cast of the show will remain much the same as last year's edition.

### Snyder Swim Show Does Okay Business At Regina, Sask.

REGINA, Sask., Oct. 4.—Making its initial appearance in Regina, Sam Snyder's "Water Follies of 1952" played three nights and one matinee in the Regina Exhibition-operated Stadium here under Lions Club auspices. Show drew 5,390 customers and grossed \$8,904.50.

Show made a record hop for the Regina engagement, coming direct from Boston. From here it went to Calgary's Stampede Corral for a week and then to Winnipeg.

Stage portion of the show featured Martha Ann Bentley, ballerina; Rose and Laden, comedy; the Massive Twins, hand balancers; Dorothy Deering, acro dancer; Bob McFadden, impersonator, and Lenny Laden, vocalist and emcee. Press reviews and audience reaction were highly favorable.

## 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 Dept., The Billboard, 188 W. Randolph St., Chicago 1, Ill.

### Arena Dates Set For Martin, Lewis

NEW YORK, Oct. 4.—Dean Martin and Jerry Lewis, National Broadcasting Company radio and TV comedy stars, left Hollywood for Dallas on September 29 to entertain for 16 days at the Texas State Fair. Then they will head eastward for a series of one-night appearances. Their itinerary is as follows:

National Guard Armory, Washington, October 23; Rhode Island Auditorium, Providence, October 24; New Haven Arena, New Haven, Conn., October 25; Eastern States Coliseum, Springfield, Mass., October 26; Forum, Montreal, October 27, Maple Leaf Gardens, Toronto, October 28; R.P.I. Field House, Troy, N. Y., October 29; Auditorium, Scranton, N. Y., October 30; Onandago County War Memorial Auditorium, Syracuse, October 31, and Sussex Street Armory, Newark, N. J., November 1. Then they will return to Hollywood.

### Truman Advocates Nat'l Auditorium

WASHINGTON, Oct. 4.—President Truman said here yesterday that the nation's capitol should have an auditorium seating 40,000, plus a music hall and opera house. He said the city should develop the world's greatest music center. Mr. Truman made the assertion in an address launching a ticket campaign of the National Symphony orchestra.

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# Hocus-Pocus

By BILL SACHS

**RUSSELL SWANN**, just before leaving Paris for the Cumberland Hotel, Marble Arch, London, shoots us an interesting and somewhat humorous resume on the Sixth International Congress of des Societes Magiques held recently in Geneva, Switzerland. He writes: "From America came **Larry Ireland, Elmer Eckam, Mystic Craig** and myself. Prominent guests were **Dr. H. Park Shackleton, Francis White, Roland Winder, Max Andrews and Ray Fabian**, from England; **Mons. Sardina, Simensen, Laureau and Dr. D'hotel**, from France; **Walter Muller**, from Belgium; **Hank Vermaadca**, from Holland, and many others, for a total of about 250. Grand prix was won by **Moroso**, of Italy. Runner-up was **Tornado**, of Sweden. First vent prize went to **Roger Perrin**, of France. First in illusions was **Mireldo**, of France, with **Laquier**, of France, grabbing the plaque for presentation, and **Peterson**, of Switzerland, for originality. The convention, as a whole, was very poorly organized, and many considered it a bust from a convention viewpoint. I personally had a grand time, thanks to my good English friends who were kind enough to take me in tow. I am told that the Swiss magicians are a grand lot. I wouldn't know as I didn't meet any. I'll take that back—I did.

and he was very nice, the gentleman I paid my 50 francs admission fee to. There was one magician from Russia who's name was not given, as he decided that since he didn't win a prize he wouldn't return to Russia, that is. The convention program suggested, as the final act, that we all journey some 150 miles and lay a wreath on the grave of a former president of the club. I don't know how many went. One wit suggested, however, that it would be more appropriate to leave the wreath in Geneva."

**SLYDINI**, Italian-born magicker whose real name is **Quintino Marucci**, was tendered a testimonial dinner in his honor by New York magicians at the Barbison-Plaza Hotel, New York, Wednesday night, September 24. Following the dinner, Slydini was presented with the Star of Magic Award. Presentation of the bronze plaque was made by **Joseph J. Jelinek**, president of Ring 26, International Brotherhood of Magicians, who stated that the magic Oscar was given to Slydini "in recognition of the great debt that the magic art owes him." Slydini is the first recipient of the Star of Magic Award, which will be given annually to honor America's great magicians while still alive. The entire evening was dedicated to Slydini and the IBM's after-meeting show featured such well-known magi as **Frank Garcia, Max Katz, George Jason, Al Flosso, Monsieur Brunard and Norman Nagel Jerry Soloman** was at the piano, and **Lew Dick** served as emcee. Slydini toured for many years in this country under the direction of the late **Ralph Read**. . . . **Mal B. Lippincott** typewrites from Conway, Ark.: "We recently played the Carroll County Fair, Berryville, Ark., home town of **Henry Hudson and Austin Davis**, ace agents, formerly head of **McDonald Birch, Virgil the Magician, the late S. S. Henry** and others. I understand Hudson is quite ill, and Austin was out of town, so we didn't get to see either." . . . **Michael Dove**, still working niteries with his dove magic, is currently in the Miami area, with dates in Jamaica, Havana and Nassau slated to come (Continued on page 55)

# Empire Room

Continued from page 17

"Eyes of My Mother" and "Galley Slave," they've contrived new comedy around "Clare de Lune" that merges subtle comedy with broad farce. A similar motif is used in "King Dagobert," drawing chuckles plus rapt attention from an entranced audience. The boys finally wound it up with their now standard "Three Bells" and, judging from the hands they got, could have done a lot more.

### Departure

For the first time in recent history this hotel has brought in a new band for its freshman job. The band, headed by **Alex Alstone**, is basically a sweet society (11) outfit, consisting of four fiddles, three rhythm, one trumpet and three reeds. Alstone, a shy-appearing, ingratiating fronter, drew plenty of applause in his own right. The fact that he has written such hits as "Symphony," "Place Pigalle," "My Concerto" and about 200 other songs wasn't lost on the crowd. It took to him right from the downbeat. In the library department, Alstone (who also doubles on voice), while at the piano, chose well between current pops and show tunes, throwing in his own numbers with insinuating skill.

**Mischa Borr**, who is now virtually a fixture at the Waldorf, did the relief dance sessions to the evident enjoyment of the customers who jammed the floor. **Bill Smith**.

# Copacabana, N. Y.

Continued from page 17

mick that promptly took them out of the customary dance team classification. In the final dance number, "I'm Forever Blowing Bubbles," they turned on a series of small bubble-blowing machines, perched high above each side of the floor for amazing effects that almost stopped the show. The good looking team, both dark haired, teed it off with a mood number, followed by a couple of personality terps showing good tricks and lifts. But it was their finale bubble blowing dance that made for a solid finisher.

**Joe E. Lewis** had one of those nights and one of those audiences that made him better than ever. His pixy-ish material covering the battle of the sexes, plus his throw-aways, drew some of the heftiest laughs heard here in a long time.

**Carol Lee**, a new girl dancer and a very pretty youngster, did a nice job with a semi-prancing routine. **Ray Steele**, boy production singer, continues to show improvement each time caught. A tall, well built good looking kid, he belts out with amazing force the **Joan Edwards-Lynn Duddy** songs. On looks and voice the kid would rate a shot at a Broadway musical.

The **Doug Coudy** line did its customary good performances in the three well-coached production numbers.

**Mile Durso's** big band continued to cut the show in tip-top fashion. **Bill Smith**.

# Burlesque Bits

By UNO

**Jessica Rogers**, after smashing records for four weeks at the 2 o'clock Club, Baltimore, opens October 19 at the Hudson, Union City, N. J. . . . **Alfred (Whitey) Jensen's** "French Follies," in Honolulu, has for its cast **Ralph Evans, Carol Agnew, Susan Marshall, Kitty Ellis, Judy King and George Hill**. . . . **Mim Grossman's** talent for club dates include **Harry Jay**, comedy-emsee; **Raymond Chase**, concertina player; **Lee Sharon, Anne Barrett, Gloria and Freddie DeHard, Greg Holland, Richard Lynn and Ruth Taylor**, vocalists; **Billy and Eleanor Byrd, The Words, Boyd and Boyd, Norton and Patricia and Patti Price**, dancers; **June Lorraine**, impressionist, and **Jack London**. "The Amazing Pick-pocket. . . . **Nona Carver** wound up 20 consecutive weeks at the New Follies, Los Angeles, and shifted to the Hollywood, San Diego, Calif., September 19. . . . **Primrose Semon**, completely recovered from a recent illness, opens at the Tropics Club, Tampa, Fla., for four weeks October 27. . . . **Paul Morokoff**, producer at the Hudson, Union City, was given a birthday party on September 25 by **Pal Brandeaux**. The celebration, held in Morokoff's Union City apartment, featured **Sarah Levy's** decorations and was attended by **Georgia Sothern, Doris Treche, Phil Crawford, Mr. and Mrs. George Ponzoni, Toni Tufano, Tal Boderro, Rose Harries, Jimmy Stewart, Ernie Anderson and Bill Campbell**. . . . **Dolores Greene** closed at the Gayety, Norfolk, September 27 and opened September 29 at the Andres Club, Syracuse, N. Y. . . . **Charles Otto**, managing director of the Roxie, Los Angeles, is vacationing for two weeks in Birmingham.

**Francine**, who started in the chorus of the Hudson, Union City, three seasons ago, returned there

week of September 28, this time as featured strip following successful Western tours. Co-featured in the same unit as comic is **Herbie Barris**. . . . **Dottie Dimples Deane**, new strip-talker on the circuits, comes from lengthy engagements at the New Follies, Los Angeles, and the El Rey, Oakland, Calif. . . . **Harry Farros**, theater and hotel operator of San Francisco, was a St. Louis visitor last week. . . . **Walter Brown**, after an absence in stock for five years, is back on the Hirst circuit opposite **Manny King**. . . . **Liz Palmer**, from Dallas, is a first-time strip-talker on the Hirst wheel from the chorus at the Ri-alto, Chicago. . . . **Roxy, Montreal**, returns to its former policy of featured strips with **Jean Adair**, booked for the week of September 26; **Ann Arbor**, October 3, and **Peaches**, October 10, thru **Dave Cohn**. . . . Detroit's burly performers at the State Fair of Michigan and the Saginaw (Mich.) Fair were **Noma Miles, Arlana Carter, Jo Jo Jordan, Toni Lynn, Bunny Natelson, Evelyn Photo, Yvonne Page, LuVeia, Fred Wiggins, Bill Farrell, Lenny Nadell and Mr. and Mrs. George Keystone**. . . . **Helen McArdle** is rounding out her ninth year, a (Continued on page 55)



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# ABC, Paris

Continued from page 17

that even the vaude minded audiences of the ABC seem to enjoy.

The first part of the show sticks closer to the vaude format. The **Laganas sisters**, acrobats, open, followed by **Rene Paul**, looking like a college prof and singing his satire songs on the present-day situation in France. Americans, **Dick and Dot Remey**, in an acrobatic dance number are excellent. **Robert Lamouret**, a ventriloquist with his brash **Donald Duck** and a sad sentimental **Pluto** as his dummies, was a big hit.

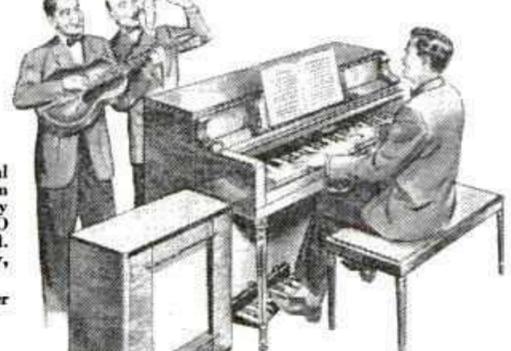
**Lily Fayol**, after a rather mediocre opening, comes into her own with her sketch-songs done in an earthy manner. The first act ended with two comedians **Charpini and Brancato**, who are always funny. Whether they could make it in the States, is doubtful, but for anyone interested in really smooth technique, the pair rate high. **Anne Michaels**.

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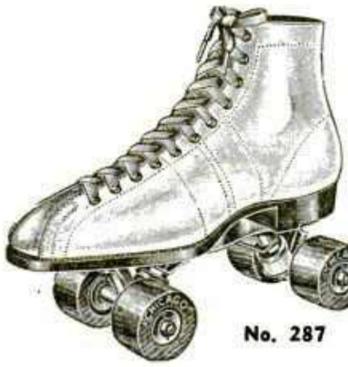
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## Attendance Record For ASI at Greeley

GREELEY, Colo., Oct. 4.—Sixty-three professional and amateur roller skaters—a record high—from 15 States have completed the two-week course of the fourth annual American Skating Institute held at Warnock Rink here.

With completion of the most successful clinic to date, school officials were looking forward to

the 1953 Institute with optimism. Several changes and innovations are already being planned for next year's clinic.

Intensive schooling in all phases of roller skating and rink operation was presented by the seven-member faculty, including all test dances, routines, judging, music and timing, and show production. Fred J. Bergin, dean of the Society of Roller Skating Teachers, headed the faculty which included Joe Nazzaro, San Mateo, Calif.; Arthur Russell, Seattle; Coonie Umbach, Boston; Danny McNeice, Marysville, Calif.; Jay Norcross, Greeley, and George Bergin, Milwaukee.

Highlighting the school was the participation of the class

*(Continued on page 55)*

## 20,000 Enter Winged Skates Derby in N. Y.

NEW YORK, Oct. 4.—An entry field of more than 20,000 boy and girl roller skaters, and a prize kitty worth \$10,000, was reported as the 1952 "Winged Skates" Derby opened Tuesday (30), with the first batch of district eliminations at parks and playgrounds throughout the five boroughs of New York. The event, heralded as the city's largest participant sports competition for youth, is again being sponsored jointly by the New York Journal-American and the Department of Parks. Eliminations, scheduled for 30 centrally-located parks, are slated to go two weeks.

Next will come borough championships on Columbus Day. Then the grand climax, consisting of the

*(Continued on page 55)*

## Co-Ed Skaters Set for State ARSA Contests

ALLSTON, Mass., Oct. 4.—Unusual enthusiasm for up-coming Massachusetts skating competitions under the banner of the United States Amateur Roller Skating Association is being shown by members of the William T. DiMarzio Roller Skating Club at Co-Ed Roller-drome here, reports Jeanne DiMarzio, assistant manager at the rink.

Formerly known as Co-Ed Dance and Figure Skating Club, the group has been renamed in memory of the former rink manager who died June 28, 1952. Interest in the forthcoming contests has been heightened by donation of a challenge trophy by Co-Ed's owner, Mrs. Marion DiMarzio, in memory of her son. The trophy will be awarded to the Massachusetts club named the best supporting club in four contests held prior to New England competitions.

The local club, under the guidance of professional Richard P. DiMarzio, another DiMarzio son, has already won a New England challenge trophy for the best supporting club of the 1951-'52 season, and is expected to make an all-out effort to win the new trophy. Already some 50 couples are enrolled for the first State contests in October.

## King Beats Heart Ailment, Returns To Arena Gardens

DETROIT, Oct. 4.—Arena Gardens is back to full strength in its executive staff with the return of Earl King, co-operator with Fred A. Martin of the Arena. He was hospitalized for about five weeks because of a heart ailment and recuperated at home for another two weeks.

Jess Bell, manager of Walled Lake Park Rink, northwest of Detroit for Fred W. Pearce, has closed his park operation and returned to his long-time position at Arena as promotion manager. Program calls for special promotional contacts directed at churches, clubs and party groups.

## Florham Park Birthday Fete

FLORHAM PARK, N. J., Oct. 4.—Special preparations are under way to observe the 15th anniversary of Florham Park Arena. Among attractions already lined up by the management are contests, games, door prizes, mixed relay racing and public singing.

Roller skating will hold sway from 7 to 10 p.m., at which time the local Jimmy Causer band takes over for dancing until closing time.

## ALWAYS A GOOD CROWD PULLER

CHICAGO, Oct. 4.—Hollywood Roller Rink here will be the scene of a marriage on roller skates October 12, reports Manager F. A. Scheive. William Fuller and Vickie Dutze, rink patrons, recently made the announcement over the rink's p.a. system. The Methodist wedding service will be open to the public. Later that night a reception will be held at the rink.

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## Roadshow Rep

**MERLE ROWE** will promote amateur shows and hobby exhibits after he concludes his string of New England fairs. He will use E. F. Hannan's "Jess So" as a feature and plans to open near Nashua, N. H. . . . The Butlers, who have had a show out in their name for many years, spent the summer in Utah but torrid weather hurt them and they plan to move East by way of Montana and Wyoming. They are breaking in a spook show and already have played a few stands with a new feature that was written especially for them. . . . **Curtis Baline** reports from Jamestown, Ky., that he closed his platform show September 22. He's now getting ready for his school bookings. . . . **G. M. Markie** plans to promote school shows around Sayre, Pa., and will get his season under way soon. . . . **Doc Wilbur Freel**, with headquarters in Bonner's Ferry, Ia., plans to work solo show with a new feature which he has been trying out in that area. For the past several years, Freel has had three and four-cast roadshows. He will operate under the new policy only until two members of his family have recovered from attacks of the flu.

**ERWIN R. JONES** pens from Portsmouth, N. H., that he was pleased with the notes regarding Maine's old-time shows and showmen which appeared in this

corner recently. Jones has been working New Hampshire fairs. He will make some sponsor dates with his novelty flesh and small animal show, with the season's opener scheduled for Ipswich, Mass. . . . The Doss Show, formerly known as the Doss & May Show, will move from Hood, Ore., toward Florida, playing dates of any kind that come their way. It's a two-person unit. . . . **J. M. (Jig) McCarney** advises from Waco, Tex., that he had a good season with a platform-merchandising show. He plans to go indoors soon. He also may promote indoor fairs in a number of spots where he has worked this sort of deal before. Carney also is mulling a hobby show idea and may work it into his fair promotions in small towns. . . . **George G. Concliffe** is readying some suburban Boston spots to put on hobby shows. At most of the locations local churches will be the sponsors. . . . Boynton Family Show, which offers flesh and musical entertainment, has been playing around the Burns, Wyo., area and will work its way into the Northwest. . . . **Verne Small** requests from Salem, Mass., that someone send in the roster of the 10-20-30 Kennedy Players. . . . **Lawrence Collins** writes from Alexandria, Ala., that he will make schools on the way to Florida where he has some bookings for his puppet show.

## Drivin' 'Round the Drive-Ins

**HOLLIS HARROD** has been named general manager of the Friendly Theaters at Shamrock, Tex., which includes the Pioneer Drive-In, the Texas and Liberty. He has been with the circuit for 17 years. . . . **Doyle Oliver** has been named manager of the new Jasper Drive-In Theater, Houston. He succeeds **R. W. Trojahn** who resigned. . . . **W. A. Waters** and **George Reed** have announced the purchase of an eight-acre tract of land at Abernathy, Tex., on which they plan to build a drive-in. . . . **Slim Starling**, owner and operator of the Starlight Drive-In, San Angelo, Tex., is adding a new concession stand, a new outdoor seating arrangement and larger and better equipped restrooms. . . . **Louis Littlefair** at the Tex-Ok Drive-In, Burkburnett, Tex., has an audience puller in a small blackboard placed on the wall of his snackbar. Littlefair writes down the license numbers of 10 autos that pass thru the gate, picked at random. Patrons coming to the snack bar and finding their number are given two passes by Littlefair. . . . An 800-car drive-in will bow in early 1953 in the area near Levittown, Pa. and Langhorne, Pa., with the ownership including **Neil Hellman**, of Albany, N. Y., and Philadelphia's **Melvin Fox** and **Louis Sablosky**. This is the same project which Hellman announced originally last month, with the present announcement bringing Fox and Sablosky, who also operate drive-ins in the area, into the fold. **David Supowitz** of Philadelphia is the architect, with the Berlo Vending Company set to handle the concessions.

Montez, estimated that local drive-in theaters lose speakers worth \$15,000 each year. Few, he said actually have any use for them. Most are taken in a spirit of vandalism, he declared. According to records of local police, the five drive-in theaters of the Statewide Drive-In circuit lost 49 speakers one week-end. Another drive-in, according to Barry, lost 200 speakers one week-end. He further stated that loss at each of his two drive-in theaters average about \$70 a week. All local theaters offer a standing reward of \$25 for information about persons stealing the speakers.

A DRIVE-IN theater will be built next spring at Melville, Sask., by **Jack Zaitzow** who operates the town's two theaters. . . . Work has started on a 300-car drive-in at Vegreville, Alta., with the opening planned for spring. . . . Reading Drive-In, near Reading, Pa., will be used as a church every Sunday night preceding the theater program. The Greater Reading Council of Churches is sponsor of the religious services to be continued as long as the theater continues its out-of-season operations. . . . **Joe D. Blinka**, former owner and operator of Riverside Drive-In, Smithville, Tex., has purchased a new site at Schulenberg, Tex., where he will start construction on a 200-car drive-in. There will also be a seating capacity for 40-patrons. . . . Free miniature golf games are being offered patrons of Hi-Park Drive-In, San Antonio, while kiddies have free Shetland pony rides. . . . **Mrs. C. W. Matson** has completed a drive-in at Rockdale, Tex. She is also building another one at Caldwell, Tex.

**OWNERS** and operators of the 13 drive-in theaters at San Antonio hailed a County Court-at-Law decision handed down last week. It was for the first conviction for theft of a drive-in auto speaker and was handed down by Judge Eugene Williams. Fined \$50 plus \$37.50 costs was **Francisco Montez**, who pleaded guilty to stealing a loud speaker valued at \$11.50 from the Fiesta Drive-In. S. K. Barry, who appeared against

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**HAPPY KELLEMS** Director

# Paris Peek

Continued from page 2

goers. After the fashion of the United Nations, the house has inserted earphones on 18 of the seats to give direct translations of the play into English, while the same dialog is spoken in the original French on stage. . . . Wackiest addition to the theaters in town is the usually sedate theater Champs Elysees' proposed production of "The Most Beautiful Moment." Turning the house into a theater-cabaret, the shows will be staged by Robert Dhery (responsible for the "Crazy Shows" in Paris) and Robert Rocca (who also stages and sings in the present cabaret program at "La Tomate"), and are based on a satire of what happens in the Paris "Tours By Night," wherein tourists are given only glances at the various places of entertainment; the show will deal with the "most beautiful moments" of the hit shows in town.

## BUSTER KEATON A CIRCUS HIT . . .

Buster Keaton, who with his wife, Eleanor, are doing their sketch, "Happy Anniversary," in the ring of the Circus Medrano, as they have on American TV, a big success with the French critics. . . . The Club de Opera has changed its name, and with it, its star performer, Suzy Solidor. From now on it is known as Stork Club of the Opera, and headliner is Dany Dauberson. . . . Spivy's place on the Patee nitery circuit seems to be the latest chic-spot. . . . Hot Lips Page and Bernard Pfeiffer at the "Ringside." . . . More and more, Paris seems to be becoming the place for American TV production. Besides the already established Sheldon Reynolds plans of production, Bill Marshall, who starts his Akim Tamiroff series the beginning of November, has scheduled another, "Tangier, International City," starring Edward G. Robinson and Argentine actress, Thilda Thamar. . . . Arnold Harris, from Chicago's, Harris International Associates, in town buying up French films for dubbing here, to be released in the U. S. Other "Independents" seem to be following suit. Biggest break of all has come to the American actors, who have stuck it out in Paris, and are now finding themselves very much in demand. The amount of dubbing jobs, mainly done thru Cini Doublage, seems to be mounting, and quite possibly New York may find itself with new TV personalities discovered here.

## 20,000 Enter

Continued from page 54

final races down Central Park's Mall, on October 26, with famous stars of organized sports present to hail the newly crowned champs from Gotham's sidewalks, parks, playgrounds and rinks.

The \$10,000 prize pot includes gold, silver and bronze medals for win, place and show skaters in the finals. Other awards for the titlists range from Wittnauer watches to Rollfast bikes and Everlast sporting goods. Trophies include the Mayor's Cup, Downtown Athletic Club Trophy, America on Wheels Cup, Knights of Columbus A.C. Trophy, the Winchester Cup, the Roller Derby Cup and the Amvets Trophy.

Borough champs will receive monogrammed jackets and medals, with jackets earmarked for second place skaters and athletic shirts for those who come in third.

For boys and girls who place first, second or third in district eliminations, now under way, there are famous make roller skates, including Chicago, Globe, Kingston, Rollfast, Union Hardware and Winchester models. Also others from the Johnny Jones Company of Pittsburgh.

Here are the Winged Skates Derby's 10 classes:

Boys, midget, under four feet six inches, 60 yards; bantam, four feet six inches to five feet, 100 yards; junior, five feet to five feet six inches, 100 yards and 220 yards; senior, over five feet six inches, 220 and 440 yards. Boy participants in junior and senior divisions may enter either or both races. Girls, midget, 60 yards; bantam, 75 yards; junior, 100 yards, and senior, 220 yards.

# London Dispatch

Continued from page 2

have to pay a "bricks and mortar" rent of \$1,250 a week.

On top of that they are responsible for the entire front of houses salaries — bringing their weekly overheads to around \$40,000.

On top of that, three weeks bricks and mortar rent have to be deposited with the theater owner before the show opens—a large whack of anybody's capital to have lying dormant. And what condition does this phenomenal weekly rent give to the London theaters? The Strand is a comparatively well-kept house. But some others, carrying similar sums out of managements, are a disgrace. In almost all cases, the gallery seats are nothing but wooden benches, from which the occupier has to crane his neck to see at all — let alone hear. In many cases stall seats costing \$2-\$3 lurk behind pillars, or in some corner from which the stage is almost invisible.

It's high time the managements got together to boycott these blood-sucking rents until, at least, some of that money is funneled back into 'he theaters which earn it.

## MARIO ZAMPI OFF TO ROME . . .

Off to Rome this week went Italian-born film director Mario Zampi to make a picture there in Italian starring Pier Angeli. For the last 25 years Zampi has been living in this country. He made the top comedy winner "Daughter in Paradise," which won him many awards. Now being cut is his follow-up to that film — "Top Secret," which he made for \$450,000. This Italian picture is made independently for an Italian company. But he hopes it will herald a tie-up for him between the two countries.

# Rome Round-Up

Continued from page 3

the play is not yet known. While Eduardo and Titina will continue to make films this winter, Pepino will return to Rome and Milan for another tour with the troupe that bears his name. Pepino caused a furore the other day when he publicly announced that he was against State-subsidization of the Italian theater. . . . "If a theater troupe cannot make money," he said, "it ought to go out of business!"

On the other hand, dramatist Guglielmo Giannini, who is also a member of Parliament, will go ahead with his bill to nationalize completely the Italian theater, despite protests from a number of critics. Giannini promises to push his bill thru the Congress by Christmas. . . . The Institute of Italian Drama, which was commissioned by the State to form two national "popular theaters" featuring top actors and directors, has announced that the project is in danger due to excessive salary demands of the country's leading actors. . . . London's Festival Ballet is skedded to tour Italy this month, starting with Naples and ending with Milan.

## Burlesque Bits

Continued from page 53

record stay, at the Metropole Cafe, New York, where she sings, mostly by request, between 80 to 100 songs a performance. Her last burly show was in 1931, with Ann Corio. Clyde Bates and Haps Frier, in "Girls in Blue" on the Mutual wheel. . . . Jack Ryan, former straight man, is now a tavern owner in Chelsea, Mass. . . . Gay Dawn closed at the Downtown, San Francisco, and opened in the headline spot at the New Follies, Los Angeles, where the Dumonts, dance team, are recent additions. . . . Jerry Paulos is the new house singer replacement for Phil Crawford at the Hudson, Union City.

# The Final Curtain

## ALLEN—Paul Hastings.

68, composer, at his home in Brookline, Mass., September 28. He was graduated from Harvard in 1904 and went to Florence, Italy, to study music, remaining there until 1921. During his lifetime he composed 10 symphonies, 7 operas, 100 quartets and other chamber music forms, and more than 150 songs. He was president of the Boston Civic Symphony, a co-founder of the American Society of Composers and Conductors, and promoted the production of grand opera at popular prices. In the depression he worked thru the NRA and WPA music projects to aid needy musicians and was also president of the Boston Crescendo Club. His widow and a daughter survive. Burial in Jamaica Plain Forest Hills Cemetery September 30.

## AYLESWORTH—Merlin Hall.

66, well-known leader in show business enterprises, first president of the National Broadcasting Company, and president and chairman of the board of the Radio-Keith-Orpheum Corporation, September 30 in Redding, Conn. (See Radio-TV department for details.)

## BALLENGER—Adele.

wife of J. E. Ballenger, paperman, September 26. Burial in Kennedy, Tex. She was a member of the Eastern Star, Whistler, Ala.

## BRETTONNE—May.

92, formerly known on the stage for more than 60 years as the "Cowgirl Comedienne," September 28 in Englewood, N. J. Her late husband, character actor William T. Chatterton, died in 1942.

## BOSTIC—Mrs. Juanita.

25, concession agent on the Cavalcade of Amusements, September 28 in an auto crash near Wahalek, Miss.

## BUNCE—Homer U.

76, known as Chief Mexas, September 25 of heart trouble. Burial in Detroit.

## CROWELL—Melvin E.

51, radio and concert singer, at his home in Alston, Mass., September 30. Born in Concord, N. H., he studied music there and in Boston. During an 18-year radio career he had a program titled "Memory Lane" with the late organist, Francis Cronin. He was also one of the Yankee Singers and a member of the Lotus Male Quartet. His widow and mother survive. Services October 3 in Boston.

## GASSEL—Anna.

sister of Flo and Dot Carlson, boxing fat girls, September 28 in Philadelphia. In addition to her sisters, she is survived by her husband, Albert; a daughter, Irene, and a brother, Albert. Burial October 2 in Philadelphia.

## Attendance

Continued from page 54

members in a show production. The numbers, costumes and settings were taken from the fall Skating Follies production held at Warnoco. Highlighting the entertainment was a mountain outing at Trail Ridge, Colorado's rooftop.

Texas headed the State delegations with 25 students. Missouri followed with seven, and Arkansas and North Dakota had six each. Those from Texas included Johnny Newman, San Antonio; J. B. and J. E. McGehee, Amarillo; Roy and Caroline Bogue and Mrs. Gene Bogue, Pampa; Willard Watson and Daniel Gay, Temple; J. Patrick Kimmey, Wichita Falls; Barbara Jean Lightfoot, Ruthel Holder, Vickie Ann and Clarence Stalcup and Frances Stevens, Plainview; Keven and Mrs. Artie Baker, Euclid and Mrs. Virgil Thompson, Sheila Baggett, Sue Robertson, Wanda and Mrs. V. N. Worley, Ima Jean Moore, Clara Galyon and E. E. Stalcup, Odessa.

Arkansas: Mr. and Mrs. Seymour Hoffman and Shelia Hoffman and Mrs. Carmine Petrarca, Hot Springs, and Mrs. J. W. Laster, Robbie Ann Laster and Troy B. Braswell, Little Rock. Missouri: Lloyd Meservey, Jannibal; Mr. and Mrs. Marvin Carstensen, Carthage, and Monica and Mrs. J. D. Cockran and Mrs. L. W. White, Booneville. North Dakota: Mr. and Mrs. Gerald Heisler and Doris Hanson, Fargo, and Joan C. Hagness and Mr. and Mrs. Art Hagness, Grand Forks. Colorado: Betty and Johnny Prouty, Greeley, and Thelma Woodring, Lamar.

Iowa: Mr. and Mrs. F. A. Gorton, Cedar Rapids. Louisiana: Mr. and Mrs. Wilton Tatem, Shreveport. New York: Frank Newberry and Joy Ann Brush, Albany. Ohio: Tommy L. Reay and Betty Jane Steves, Alliance. Alabama: Mr. and Mrs. Cecil Lowe, Birmingham. Pennsylvania: Violet Kelly Guild and Joan Ward, Upper Darby. Also: Philip A. Muth, El Dorado, Kan.; Lloyd Kreklau, Eugene, Ore.; Wilbur Springle, Raleigh, N. C., and Jack M. Williams, Tacoma, Wash.

The Chicago Roller Skating Company contributed much to the success of the school by mailing the circulars announcing the Institute, school officials said.

## GOLDBERG—Grace.

for 20 years assistant to Jacob Wilk at Warner Bros., September 26 in New York. She had been associated with the Paramount Studios in Astoria, L. I., and Pathe before joining Warner. Her husband, Frank C. Barker, of the Music Publishers' Holding Corporation, survives.

## HAINES—B. J.

55, concession agent on the Cavalcade of Amusements, September 28 in an auto crash near Wahalek, Miss.

## HOFFMAN—Mrs. Meta.

69, mother of Irving Hoffman, columnist and drama critic for The Hollywood Reporter, September 28 in New York. Besides her son, her husband and another son, film writer Leonard Hoffman, survive.

## KERR—James.

89, life member of the Saltcoats, Sask., Agricultural Society, in Saltcoats recently. Survived by five daughters and four sons. Burial in Saltcoats Cemetery.

**BILL KOURMPATES**  
Formerly of  
**THE BARRETT BROS.**  
Wishes to Thank  
**BILL LYNCH'S SHOWS**  
(Of Canada)  
and all other friends for their  
thoughtfulness in a time of grief.

## LEE—Harry M.

27, radio announcer at WMID, Atlantic City, September 24 at Atlantic City Hospital of a virus infection. He had previously been an announcer at WBAB, Atlantic City. Surviving are his father and brother. Services September 27 in Atlantic City. Interment private.

## FEIST—Hans.

German translator of Christopher Fry's "The First Born," September 30 in Berlin. He died during the play's premiere there.

## LOVELACE—William Yancey.

47, owner of theaters in Montgomery, Ala., and Pensacola, Fla., in Montgomery September 29 of a heart attack. He was a native of Brewton, Ala., and a World War II Navy veteran. Survived by two brothers, Ed and Flournoy. Services September 30 and burial in Greenwood Cemetery, Montgomery.

## MEADEN—Mrs. Ernest.

manager of the Celebrity Concert Series in Edmonton, Alta., since 1933, at Edmonton September 23. She had announced her retirement from the post September 13 due to ill health. Survived by her husband, three sons and a daughter.

## MORRIS—Lily.

68, old-time music hall star, who scored with such numbers as "In the Shade of the Old Apple Tree," in her London home. She made several visits to the United States, appearing in the Palace in New York in 1928. She played leading vaudeville parts.

## NEWMAN—Albert Edward (Red).

member of the once-famous Dumbells troupe, September 26 in Wasaga Beach, Can. He had been with the troupe during World War I, organized to entertain troops at the front. After the war the group toured Canada and the U.S. He was best known for his song, "Ain't It a Lovely War?", which he sang while dressed in a tattered uniform, caked with mud.

In Memory of  
**D. H. (CARL) PARKS**  
Who died October 9, 1951  
Billie, Jackie & Patsey

PRETTYMAN—Charles Raymond (Shorty), 63, veteran stage comic and later a clown, August 17 at his home in Hicksville, O. He spent 40 years in the business. Years ago he played the original role of Jeff in "Mutt and Jeff" and also appeared in the "Ding-Batts Family," the "Kaisenzammer Kid" and other plays. At one time Prettyman clowned for the Ringling Bros. Circus and Wild West shows, including the Buffalo Bill Wild West. Later he played carnivals and fairs until three years before his death. Survived by his widow, Victoria, and three brothers, Earl, Morgantown, W. Va.; Roy, Apopka, Fla., and Paul, McMechen, W. Va. Masonic services were held at the grave in Forest Home Cemetery, Hicksville.

## ROGERS—Al G.

83, from 1919 to 1931 operator of the Baldwin Rogers Players rep show, September 20 at his home in California of

## Hocus-Pocus

Continued from page 53

up soon. He posts that he recently bumped into Otis Manning and Del Breece in Miami, the former working the Life Bar there. . . . Ray Amy still trekking the sticks with his five-people mystery opry, featuring five major illusions, is heading south for the winter, with Ralph Perry on the advance. Latter recently replaced Roba Collins. Amy tells of meeting up recently with a cracker-jack magic pair, Anthony the Magician and wife, Gail. "Anthony does a fine Oriental act and sports gorgeous mandarin robes and beautiful music which he brought back from Japan," Amy writes.

a heart attack. After abandoning the road he operated a sign and scenic painting show until retirement last year. In addition to being a producer, Rogers had appeared in vaudeville and dramatic stock. For a number of years he had the stock company in the old Lewis Theater, Terre Haute, Ind. Survived by eight children, two living in Texas and six in California.

## ROTHERMEL—George C.

64, former singer, September 25 in Pennsylvania Hospital, Philadelphia. In earlier years he was a member of the Philadelphia Operatic Society and sang leading roles in opera companies here and in New York. A brother survives. Services September 30 in Philadelphia and burial in that city.

## SHERMAN—Harry (Pop)

67, veteran producer of Western films who made the first 54 "Hopalong Cassidy" pictures, starring William Boyd, September 25 in Cedars of Lebanon Hospital, Hollywood. He died of kidney complications which followed an abdominal operation about two weeks ago. The "Hopalong" series he created made a star of Boyd. These films were virtually forgotten until revived for television. Other films he produced included "Buffalo Bill," "The Kansan," "Tomstone," "Four Faces West" and "Ramrod."

## TEETER—Jackie.

43, high pole artist, September 29 in a fall while testing her rigging prior to a performance at an outdoor theater in Lucasville, O. (Details in General Outdoor section.)

## THOMPSON—Stuart M., Sr.

67, former manager of the Cincinnati Symphony Orchestra, September 29 in Stamford, Conn., where he had been visiting his son. Other survivors are his widow and three brothers. Services October 3 and burial in Spring Grove Cemetery, Cincinnati.

## TUROVH—Julius.

36, concession agent on the Cavalcade of Amusements, September 28 in an auto crash near Wahalek, Miss.

## WEIR—Thomas J.

78, superintendent of the old Strand Theater, Cincinnati, September 30 in Deaconess Hospital in that city. He became superintendent of the house when it opened as the Gayety burlesque theater in 1913 and stayed on when it became a film house. He remained with it until 1930 when he suffered a fractured skull in a hold-up of the theater office, and had been an invalid since. Survived by his widow. Services October 2.

## Marriages

### STANGE-JANVIER—

Frederic Stange, tele producer-director at the U. S. Navy Special Devices Center, Port Washington, N. Y., and Janice Janvier, actress-singer, September 23 in Greenwich, Conn.

### PLEET-LOCHMAN—

Larry Pleet, official of Devon Records, Inc., Philadelphia, and formerly a partner in the independent record operation which produced the Four Aces' recording of "Sin," and Ronnie Lochman, September 26 in Chester, Pa.

## Music—As Written

Continued from page 27

Wally Brady, professional manager of American Music, was expecting at press time. . . . Mrs. Arleta May, wife of orkster Billy, filed for divorce in Superior Court here last week. Her complaint states that May is making \$6,000 per week. . . . Nat Cole broke his ankle in an all-star softball game here and is working his "Biggest Show" concert tour on crutches.

Dave Barbour went to Europe with Carlos Gastel last week. . . . George Sherlock, of Decca, and Bud Freeman, of Capitol, are attempting to form an organization of record promotion men here. First meeting was held Wednesday (24). . . . The Bell Sisters set for "Melancholy Baby," to be filmed at Columbia by Jonie Taps.

Barbara Ruick and Debby Reynolds, MGM starlets, will cut a duet for MGM Records this week. . . . Don Ramsay, formerly with Hill & Range here, has joined the local Chamber of Commerce, in charge of their house organ. . . . Al Rinker, of Christopher Music, will attend the ballroom ops' convention in Chicago Tuesday (30) to plug their dancing ditty, "Let's Go Dancin'." . . . Merv Griffen, ex-Freddy Martin chirper, has inked a long-term with Warner Bros., who'll use him in musicals. Bullets Durgom is his manager.

The Palladium is dropping its weekly half-hour TV show over KNBH. . . . Walter Gross has started his own pubbery, Interlude Music. . . . Larry Fotine has canceled his pact with King Records by mutual agreement. He is now personally managing Cathy Carr, who sang with his band under the name Cathy Cordovan. She has inked with Coral Records. Fotine has set up a new pubbery, True-Blue Music.

## McCALLUM SUCCEEDS HUGHES AT TORONTO

'Mr. Exhibition' Retires After 18 Years as Gen. Mgr. on 7½G Pension

TORONTO, Oct. 4.—Ex-mayor Hiram E. McCallum, an understudy since spring, was named general manager of Canadian National Exhibition Tuesday (30) to succeed Elwood A. Hughes, resigned. Hughes had managed the mammoth annual for the past 18 years and been associated with its operation for 47 years.

Hughes will receive his full \$15,000 salary for a year. At the end of that time he will get a \$7,500 pension annually with the CNE making up the difference between that amount and payments from an annuity. He will serve as a consultant, it was reported.

Hughes, who is 68, in a brief statement said he was happy the board had acceded to his request for retirement. For the past couple of years rumors of his im-



ELWOOD A. HUGHES

pending resignation cropped up frequently, but the long time manager proved them all wrong.

### Held Many Posts

Hughes' long tenure and accomplishments earned him the accolade of "Mr. Exhibition." He began his association with the exhibition as a part-time director of athletic events. He later was named director of publicity and then elevated to the post of assistant general manager before taking over the top job.

Noted for his ability as a fair manager, and never one to side-

step an argument, Hughes was in recent years often embroiled in controversies. Chiefly, these centered around the importation of high-priced American talent to headline the night show in front of the event's massive 25,000-seat grandstand which was constructed immediately after the war at a cost in excess of \$5,000,000.

The christening performance of the comics, Olsen and Johnson, rated him criticism. In 1949 he was quoted as saying that Canadian talent was incapable of staging a performance worthy of the exhibition, and his resignation was called for at that time. How-

(Continued on page 63)

## Bartlett Bows Rodeo Ride At Palisades

New Unit, Priced At 7½G, Appeal To Kids Up to 14

NEW YORK, Oct. 4.—Norman Bartlett has set up his new ride, Rodeo, at Palisades (N. J.) Park for operating and display purposes. The unit, which was test-run at Canadian National Exhibition, Toronto, is designed to attract patrons up to 14 years of age, Bartlett said.

The ride has an outside diameter of 28 feet. It consists of 12 horses mounted on sweeps which travel in clock-wise fashion. Each

(Continued on page 59)

## Fort Smith Livestock Show Gate Rises; Parking Up 10%

FORT SMITH, Ark., Oct. 4.—Arkansas-Oklahoma Livestock Exposition closed here Saturday (27) after a highly successful seven-day run, with good weather and a change of attraction policy credited for bigger attendance than last year.

Operating again without a front gate charge, the event's parking receipts wound up 10 per cent ahead of '51. The increase would have been even higher, Pete Condren, manager, pointed out, but the night turnouts were so large that on some nights all available parking space was used for the first time in the history of the expo.

A shift from one name, as in

## Danbury May Crack Attendance Record

Runs Neck-and-Neck With Best Year, Despite Washout Thursday; Buck Ahead

DANBURY, Conn., Oct. 4.—Great Danbury Fair, which winds up its nine-day run Sunday (5), is given an even chance to break the all-time attendance record set in 1950. Despite a complete washout Thursday (2), attendance figures are running a shade ahead of the record year and considerably ahead of 1951. Following are the comparative day-by-day figures for the three years:

	1950	1951	1952
Saturday ...	11,109	14,590	16,547
Sunday ...	36,086	36,421	41,764
Monday ...	4,929	8,949	8,920
Tuesday ...	7,069	7,941	6,840
Wednesday ...	8,295	6,922	8,741
Thursday ...	8,161	6,684	wash't
Friday ...	6,772	5,916	*14,000
Saturday ...	19,743	22,559	—
Sunday ...	20,917	7,107	—

TOTALS ... 123,141 117,039

\*(Estimated)

With the exception of the rainstorm Tuesday, the weather has been bright and slightly on the cool side. Good weather is predicted for the final two days.

### Anticipate 130G

John W. Leahy, fair manager, said that the anticipated gross for the fair should run \$130,000 to \$135,000 if the expected crowd of 60,000 over the week-end materializes.

On the midway the O. C. Buck Shows reported hefty grosses, particularly Friday (3) when more than 6,000 youngsters were on the grounds for School Day.

Ward Beam's Hell Drivers provided the thrill show the first two days (27 and 28), and the 5,500-seat grandstand was filled to capacity on the latter date, with admissions scaled from 60 cents to \$1.20.

### Free Gate

During the week the grandstand show has a free gate, with variety acts and livestock exhibits holding forth. Stock car races are sched-

uled for the afternoon grandstand shows the final two days (4 and 5). General admission is \$1.25 for adults and 60 cents for children, with free parking.

## SOLID FANS

### Series Draw Many From Outdoor Biz

NEW YORK, Oct. 4.—The World Series brought a host of outdoor show operators to town this week.

Bennie Weiss and wife Martha were in the forefront for the opener at Ebbets Field and much to their sorrow, it should be added, since the bingo operator had pinned high hopes on the Dodgers losing to the Yankees.

The Weiss' fair route is interrupted annually, but not intentionally Bennie says, every year at Series time. Despite the poor start, the Weisses were in a jovial mood after the game (they were happier after the second game when the Yankees won) and entertained a large number of friends who were still extending birthday congratulations to Martha.

J. W. (Patty) Conklin, Canadian impresario, knew better than to

(Continued on page 59)

## Cattle Congress To Hit 250,000 Gate, Match '51

WATERLOO, Ia., Oct. 4.—Fortieth annual Dairy Cattle Congress will close its eight-day run here tonight with attendance of about 250,000 or roughly the same as its pull in '51.

Weather for the five days was excellent. Cold weather set in Thursday (2) and the mercury dipped to 28 degrees, and for the first time in the history of the event it was necessary to turn the heat on in the Hippodrome.

Talent in the two-a-day Hippodrome show consists of acts booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, and which run about an hour and a half and supplement the saddle horse show.

Royal United Shows, headed by John Dorland, provide the midway attractions.

## Norfolk Event Hit by Winds

NORFOLK, Oct. 4.—After an excellent Wednesday night (1) opening that drew 11,000 people, Tri-County Fair here, managed by Sam Burgdorf, was hit by high winds Thursday that damaged exhibit tents housing overflow exhibits.

Co-operation by personnel of the George Clyde Smith Shows, which had 15 shows and 14 rides on the midway, and prompt action by two tent firms saved the day for the fair. Smith personnel manned ropes of exhibit tents to prevent blow-aways and the Dize Tent & Awning Company and the Norfolk Tent & Awning Company sent crews to the fairgrounds to repair damage.

A parade and motorcade helped swell opening night attendance, and officials were optimistic over attendance prospects for the rest of the week. The fair has been heavily advertised, using all media. Harry C. Drafton managed the exhibit department.

## N. Mexico State Fair Hits Peak Gate, Betting

Midway Takes Rise 11%; Rodeo Given Nightly Turnaways

ALBUQUERQUE, N. M., Oct. 4.—The New Mexico State Fair thru Friday (3), seventh day of its nine-day run, was racing along at a record-breaking clip, with every segment of the fair up substantially over last year.

Attendance was up 15 per cent.

(Continued on page 59)

## New Bern, N. C., Gate Up 28%

NEW BERN, N. C., Oct. 4.—Tri County Fair closed its six-day run here Saturday (27) after topping last year's attendance count by 8 per cent. In addition to the bulge in gate traffic, gross receipts also were up sharply, according to William Goodley, fair manager.

Weather was good with the exception of Monday (22) when rain washed out the Cooke & Rose night grandstand show. Model Shows, Inc., had 22 rides, 14 shows and some 70 concessions on the midway. Joie Chitwood thrill show put on two night performances. Other attractions included the Marine Band, a county-wide beauty contest and Bill Monroe's country and Western show.

## Jackie Teeter Dies in Fall

LUCASVILLE, O., Oct. 4.—Jackie Teeter, 43, high pole performer at fairs and other outdoor events, was killed here September 29 in a fall while testing her rigging at a drive-in theater prior to an evening performance.

Miss Teeter a native of Martinsville, Ind., who spent 16 years in the business and did her own booking, had been scheduled for a week of nightly performance at the theater. When within 15 feet of the top of the 147-foot pole she slipped and fell. She was rushed to a doctor's office, but died before oxygen the doctor ordered arrived.

Roy Lewis, manager of the theater, who witnessed the accident, said there had been no mechanical failure of the apparatus. Dr. W. A. Quinn, Scioto County coroner, said the performer probably died of an internal hemorrhage.

## Det. Fair Probe Ends; Jury Hits Dual Control

DETROIT, Oct. 4.—The one-man grand jury probing the operations of the Michigan State Fair ended Saturday (27), with Circuit Judge Chester P. O'Hara, the one-man juror, blasting the inequities of dual control of the fairgrounds.

The State Fair inquiry was ordered September 28, 1951, with O'Hara designated to serve for a six-months period. Later this was extended another six months.

Judge O'Hara Saturday (27) blasted the inequities of dual control of the fairground. He said such control was "an almost certain guarantee against honest operation of the fair, terming the dual control arrangement "ridiculous."

Under the law the fairgrounds are controlled by the Agricultural Commission the year-round. The fair's board of managers has jurisdiction only during the operation of the fair.

## DALLAS FAIR TEES OFF

### Drought Dims Chances to Top '51 Peak 2,320,129 Gate

DALLAS, Oct. 4.—State Fair of Texas opened its 16-day run here today with plenty of potential but no sure indication of breaking its own attendance record of 2,320,129 set last year. On the basis of average attendance increases over the past five years, the total for the 1952 annual could run as high as 2,450,000 if weather and conditions are comparable to past years. The fair had an unusual lucky streak of 16 sunshiny days last year. Expo may feel the effects of a two-year drought in Southwestern States, altho to what extent it is impossible to predict.

In any case, the 67-year-old annual, an independent self-supporting institution which receives no State aid, opened in excellent financial shape and with its strongest line-up of attractions.

The Dean Martin-Jerry Lewis revue in the Auditorium, fair's

own show, is already off the nut of \$100,000 as a result of advance sales.

John H. Harris' "Ice Cycles of 1953," presented by Clarence Linz, showed phenomenal advance, up about 16 per cent over the excellent advance sale of last year.

### \$4.80 Top

The Martin and Lewis show, with \$4.80 top, is in for 24 performances in the 4,301-seat Auditorium. "Ice Cycles" has a \$3.30 top and plays 23 performances in the 6,550-seat arena. Aut Swenson's Thrillcade, presented by Henry Watson, getting \$2 for box seats, \$1.50 for adults and 50 cents for kids, plays an unprecedented 24 performances in front of the grandstand, including three shows Saturday (4). Two matinees have been skedded for benefit of farm kids in for Rural Youth Day.

St. John Terrell's Music Circus, presenting a one-hour version of "Show Boat" on the midway, has received strong publicity backing from the fair, which is trying to hypo midway quality. Show gets \$1.20 for adults and 60 cents for kids and plays from three to five shows daily for a total of 59 shows during the fair. It has a nut estimated by Terrell at from \$40,000 to \$50,000 for the 16-day run. Terrell, who has a big investment in rolling stock and equipment, says the date is strictly experimental and he'll be satisfied to break even.

### Limit Performances

John Tyers and Evelyn Wycoff are singing leads. Terrell's unique umbrella-type tent seats 1,700. Equity contract prohibits starting performances before 1 p.m. or

(Continued on page 62)

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## Atlanta Gate Tops '51 By 25%; Gross Way Up

ATLANTA, Oct. 4.—Attendance figures are about 25 per cent ahead of 1951, and gross business figures are running even higher at Southeastern Fair, which opened its 10-day run here Thursday (2). J. W. Seay, fair manager, said that the opening day crowd was 20,000, about the same as last year, while Friday's (3) gate of 60,000 topped the 1951 second day totals by about 20,000.

Playing the grandstand at night thruout the 10-day run is Jack Kochman's Hell Drivers. Night attendance at the grandstand has been just fair. Five free acts, booked thru George A. Hamid, comprise the afternoon grandstand show.

Opening day was Colored Children's Day, while Friday (3) was city and county Children's Day, and next Friday (10) will be State and county Children's Day.

### Cetlin & Wilson Up

On the midway Cetlin & Wilson grosses have been running heavy, with some concessionaires saying that this is their best year here since 1946.

Weather for the first two days of the fair has been bright and warm, with continued fair weather forecast for the next week.

Gate admissions are 65 cents for adults and 35 cents for children, with evening grandstand admissions \$1.25 for adults and 65 cents for children.

## Pomona Fair Beats 1951 At Gates and Pari-Mutuels

POMONA, Calif., Oct. 4.—The Silver Jubilee Los Angeles County Fair pulled 1,085,478 people during its 17-day run which ended Sunday (28). This was an increase of 8,824 over 1951 and gave the event its second biggest year since its inception in 1922.

Altho the event had its first rain in 13 years and 12 days of hot, muggy weather, the daily turnstile clicking ducked under last year only six times. Rain on two Fridays (19-26) crimped only the first one, the second surpassing the corresponding day in 1951. The second Friday's rain brought with it a thunderstorm and a transformer about 400 feet from the grandstand was struck. Both rains were before noon and had little effect on the night crowds.

The pari-mutuel handle for the 14-day racing schedule was up 16.83 per cent over 1951. The total was \$8,057,301. The daily averages for last year and this one were respectively \$492,476 and \$575,521. The fair, which receive \$125,000 appropriation from the State, returned to the Fairs and Exposition

(Continued on page 59)

### Talent Topics

Speedy Babbs, who closed the "Big Top" TV show of September 27 with his "Man From Mars" performance, created considerable excitement with his rocket finale. Smoke carried to the ceiling and thru the ventilating system brought out eight units of fire equipment and gave Babbs some newspaper publicity.

Sam Caswell closed the Canadian fair season with his chimp act September 27 and returned to the U. S. to prepare for winter circus dates. He also expects to do some TV shows. The act made one of its longest tours this year, opening in California, jumping to Ohio for fairs, and then into Canada.

The Juggling Jewels are booked into New York's Palace Theater the week of October 17, Stanley

(Continued on page 74)

### Out in the Open

Special tribute was paid to Edward H. Scholl, the only living past president of the Greater Allentown Fair, who missed the big exposition this year for the first time because of illness. Altho he was confined to his home in Philadelphia, local newspapers, fair officials, performers and concessionaires made steady visits to keep him posted on the show with which he was associated from its beginning over 25 years ago. Scholl recently underwent a cataract operation on one eye and is now preparing for a similar operation on the other. When

(Continued on page 74)

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## Ringling Museum Adds Worthington Magic Collection

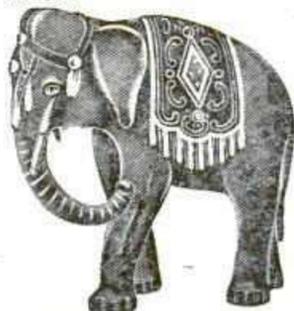
SARASOTA, Fla., Oct. 4.—The valuable magic collection of Thomas Chew Worthington III, of Baltimore, has been added to the Museum of the American Circus, John L. Sullivan, curator, announced this week.

The collection, which was gathered over a period of many years by Worthington, was insured for \$100,000. It contains many pieces of apparatus once used by famous magicians. Included is a vanishing bird cage given to Thurston when he first appeared before Emperor Frank Josef. There are also 67 wands with which magicians waved illusion into the eyes of their audiences.

There are illusionary gadgets, large and small, that were the property of Professor Henderson, who was a member of the crew of the Monitor during the war between the States; Alexander Herrmann, one of the best known magicians of all time; Bautier de Kolta, Balabrega, W. J. Judd, Herbert Brooks, Hilliard, J. J. Goodwin and Jean Hugard.

The latest collection will be added to the one already owned by the museum, which was the gift of A. Everett Austin Jr., director of the Ringling Museum.

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## Carnival Routes

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(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

Alabama Am. Co.: Clayton, Ala.  
American Beauty: (Fair) Booneville, Ark.; (Fair) Perryville 14-18.  
American Eagle: Ita Bena, Miss.; Monticello 13-18.  
Alamo Expo.: (Fair) Center, Tex.; (Fair) Eunice, La., 13-18.  
American Midway: Bryan, Tex.  
Amusement Co. of America: (Fair) Beaumont, Tex., 8-18.  
Becht, Lee: West Alexandria, O.  
Bee's Old Reliable: Cynthian, Ky.  
Bernard & Barry: (Fair) Niagara Falls, Ont., Can.

(Continued on page 67)

## Circus Routes

Send to  
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Capell Bros.: Monticello, Ark., 8; Fountain Hill 9; Hamburg 10; Monroe 11.  
Cole & Walters: Ralls, Tex., 9.  
Hollywood Circus Corp.: (City Auditorium) Beatrice, Neb., 7; (Airport) Grand Island 8; (City Aud.) Hastings 9; (Fairgrounds Coliseum) Lincoln 10; (Fall Festival) Council Bluffs, Ia., 11; (KRNT Theater) Des Moines 12; (Coliseum Ottumwa 13; (Field House) Mason City 15.  
Jacobs, Terrell: Danville, Va., 8-11.  
Kelly-Miller: Sullivan, Mo., 9.  
King Bros.-Cristiani: Montgomery, Ala., 6; Selma 7; Tuscaloosa 8; West Point, Miss., 9; Philadelphia 10; Louisville 11; Kosciusko 13.  
Mills Bros.: Bethlehem, Pa., 7; Allentown 8; Quakertown 9; (Overbrook) Philadelphia 10; Phoenixville 11; Harrisburg 13; Gettysburg 14; Hagerstown, Md., 15; Martinsburg, W. Va., 16; Winchester, Va., 17; Charlestown, W. Va., 18.  
Polack Bros. (Eastern): (Ball Park) Anniston, Ala., 6-7; (Ball Park) Huntsville 8-9; (Civic Auditorium) Toledo, O., 13-18.  
Polack Bros. (Western): (City Auditorium) Enid, Okla., 8-9; (Municipal Aud.) San Antonio, Tex., 13-19.  
Ringling Bros. and Barnum & Bailey: Lake Charles, La., 7; Alexandria 8; Baton Rouge 9; New Orleans 10-12; Kessler A.F.B., Miss., 13; Mobile, Ala., 14; Meridian, Miss., 15; Jackson 16; Greenwood 17; Clarkdale 18.  
Rogers Bros.: Tampa, Fla., 9-10.

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## Rockaways, Palisades Run on Limited Basis

NEW YORK, Oct. 4.—While East Coast parks rang down the curtain on the 1952 season Labor Day week, two parks in the New York area are operating on a limited basis, and doing fairly well, according to the ops.

At Rockaways' Playland, Queens, N. Y., Dick Geist reports that his "Operation Snowball" is under way and is showing pretty fair results. While Rockaways closed its regular season Labor Day week with a successful Mardi Gras promotion, the park is remaining open week-ends thruout the fall and winter, crowds are about half what they would normally be during the regular season.

Geist is continuing his advertising campaign, on a limited basis, in the New York daily newspapers and, thru a co-operative arrangement with Ted Cott of the National

Broadcasting Company, the park is running spot announcements over WNBC and WNBT.

Across the Hudson in New Jersey, Irving Rosenthal is keeping the kiddieland section of Palisades Park open for an indefinite period, Saturday and Sundays. Rosenthal reports business as good, and says that he will continue to operate week-ends as long as the crowds hold out.

Meanwhile other parks in the area are sitting tight for the next couple of months, with promotion plans for 1953 scheduled to get under way after the first of the year.

Officials at Steeplechase Park and Coney Island said that free promotions would undoubtedly play a big part in 1953 plans, and cited fireworks displays and parades as reasons for 1952 attendances not falling behind 1951 totals, despite the poor June and August weather.

## Detroit Spot Under Fire

DETROIT, Oct. 4.—Edgewater Park, only amusement park within the Detroit city limits, is again under attack by near-by residents objecting to the noise that emanates from the spot.

A petition, signed by 447 residents, was presented to the city council recently, calling the park a "nuisance." Opposition to the park operation was expressed 20 years ago but at that time the number of people living in the vicinity was small compared with today's extensively built-up area.

## N.M. Fair Clicks

Continued from page 56

pari-mutuel betting was 17 per cent ahead, and midway receipts were topping last year by 11 per cent as the fair caught a stretch of perfect weather.

Sunday (28) was the biggest day in the 15-year history of the event. Turnout was so big that for the first time in the annals of the fair it became necessary to close the gates because all available parking space had been taken.

Mutuel betting on that day soared to \$324,693, an all-time high that surpassed the \$318,000 tote on the closing Sunday last year. Fair execs were confident that the closing Sunday this year would yield a betting total eclipsing that of the first Sunday.

Leon Harms, fair secretary, said Friday (3) that the pari-mutuel betting for the full run may exceed \$3,000,000.

Patronage for the nightly grandstand show, a rodeo staged by Butler brothers, plus fireworks by Thearle-Duffield Fireworks Company, Chicago, hit record proportions in the first six nights, with turnaways at the stand a nightly occurrence.

The Pete Siebrand Circus and Carnival, showing on the midway, offers more earning potential than any previous midway aggregation, according to fair execs.

## Moose Jaw Adds Lion

MOOSE JAW, Sask., Oct. 4.—A lion brought from the Duluth, Minn., zoo by the Moose Jaw Lions Club has been added to the Moose Jaw Wild Animal Park as a mate for the park's lioness, Amber.

## Pomona Fair

Continued from page 57

Fund \$322,292.04, which is 4 per cent of the wagered money.

The fair went all out this year on television, using a scheduled three hours daily. The total time for the run, remotes and special events included, was estimated at 100 hours. Thru co-operation with KTTV, The Los Angeles Times station in Hollywood, a contest was held to select a name for the big emblem used extensively to advertise the event. The winner, who submitted the name Thummer, was awarded a trip to Mexico City with a three-day layover, and a television set. Roy Maypole served as the station's representative.

Teris Paine, who again served as special events director, said the 25,000 of the 10-inch stickers of Thummer were made along with nearly 500 of the 17-inch size. The larger ones were placed on the rear of trucks making transcontinental trips. There was a big demand for the smaller ones, Paine said.

Paine honored the 1,000,000th visitor thru the gates this year. She was awarded many gifts. The ceremony was ahead of 1951 event by three hours.

"Fair Follies," a Barnes-Carruthers production, was presented in front of the grandstand for the last eight nights. Liberace was featured for the first nine evenings.

## \$ PROSPECTS WARM THEM

# Kiddieland Ops Get Ready For Snow Suit Onslaught

NEW YORK, Oct. 4.—With daily sessions mostly ended, kiddieland operators are checking their fleece-lined jackets and sidewalk scrapers in anticipation of another banner fall and winter season.

The first cool spell followed by a balmy Saturday, or better still a warm Sunday, will have the moppets scrambling for their mechanical fairylands. The threat of being a fad—a danger to all new enterprises of this sort—has long disappeared, most operators agree. The nation's birth rate has kept the ranks of potential customers well filled and, what's more, the moppet daredevils who risk their all for the thrill of the mechanical

monsters give no evidence of being satiated with the thrills of the Merry-Go-Rounds, the little trains, boats and fire engines.

In the few years since the war, kiddielands have achieved a permanent place in many communities, with the support needed for their continuance virtually assured. When queried on earning prospects during the cold season, several operators indicated that the question had not concerned them until the moment. There wasn't any reason to be concerned, they said, since the moppets will show up in their snow suits come high water or six feet of snow.

### Flexible Operation

The smaller, family operations stand to benefit most during the usual off-season months for the reason that their functioning is more flexible. Since the need to juggle manpower does not exist, a glance out the window prior to noon on Sunday is enough notice to set the wheels in motion.

Most of the moppet spots, especially those located with foresight, have benefited from the expanding housing development identified with most urban areas. Some that were on the outskirts of residential areas are now surrounded, mostly by multiple dwelling units. In some areas, like Philadelphia, the potential in families has at least tripled in as many years.

Most operators have aimed their

sights at the 50-cents-per-moppet ratio, hoping that enough will be able to jar their parents out of second helpings to keep up the average for those who have to do with less than the usual bargain combination.

### Regulars Return

From now on a lot of the regulars can be expected back for week-end enjoyment. Many of these showed up thru the summer weeks but avoided, thru the lack of parental participation, the often crowded week-end sessions. Now the pace is much more leisurely, and they know it.

Except for the spots where the line-up of mechanical rides is woefully inadequate, expansion efforts will frequently be centered on eating facilities and game rooms. Parents apparently are just as hungry as their ravenous offspring, and many an operator has found that the per capita spending on soda pop, hot dogs and the rest often is far ahead of the rides.

## Carroll Plays Host to 350 Park Workers

AGAWAM, Mass., Oct. 4.—Edward J. Carroll, owner-manager of Riverside Park, continued his annual custom of feting employees of the funspot when he played host to 350 of them at a dinner and outing September 25.

Starting at 6 p.m., the park workers enjoyed cocktails and engaged in varied sports contests and games, followed up one hour later by a specially catered dinner. Both Carroll and Harry Storin, advertising director for the park, saw to it that the best of everything was served.

Dancing in Riverside Gardens until midnight brought the party to a close.

## Calgary Zoo Adds Cubs

CALGARY, Alta., Oct. 4.—The Calgary Civic Employees' Union Local 37, purchased two Bruang or Sun bear cubs from the Calgary zoo for presentation to the children of Calgary. The cubs, only ones of their kind in Canada, will continue to make their home at the zoo. They came to Calgary from Malaya by way of London and Seattle last May. Union representatives gave zoo officials a check for \$400.

## Bartlett Ride

Continued from page 56

horse is equipped with a gun controlled by mercury tubes and two targets equipped with bells and lights are located in the center of the ride.

A number of refinements, suggested in part by J. W. (Patty) Conklin, Canadian showman and his designer, Jack Ray, have been added since the original model was completed, Bartlett said. The western horses are equipped with different colored saddles. Each saddle is 15 inches instead of the usual 12 inches, Bartlett said, and this assures comfortable seating for all patrons, including adults, should they desire to ride.

### Priced at \$7,500

The ride is priced at \$7,500. Many operators regard this as too high, Bartlett said, until they realize that the unit is not strictly a kiddie ride but actually bridges the gap between children and teen-agers. In addition, Bartlett said, a real cowboy ride such as Rodeo promises to continue in favor for a much longer period than a device that was built as the result of something that was headline news, such as atomic developments.

The horses have a 12-inch movement and are geared to move a little faster than a Merry-Go-Round, Bartlett said. The ride is extremely smooth and riders can easily aim their guns at the center targets.

The ride has been located opposite the kiddieland at Palisades and adjacent to the new junior-size Roller Coaster that was opened this season.

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## LONE STAR STATE YIELDS \$\$ FOR R-B

### Three-Day Dallas Stand Suffers From Football Game Competition

SAN ANTONIO, Oct. 4.—Aided by nearly ideal weather, Ringling Bros. and Barnum & Bailey Circus continues to rack up thumping business at almost every stop along its Texas route.

One-day stand here Wednesday was typical of recent business. A

strong crowd, close to capacity, turned out for the matinee performance, while the night house was strawed.

Austin, played on Tuesday (30) was practically the same attendance-wise with a near-full tent for the afternoon and an overflow that evening. Waco, played the day previous, yielded a three-quarter house for the first show and, following the set pattern, an overflow that evening. The Waco stand was under auspices of Karem Shrine, which was well pleased with its share and expressed a willingness to repeat the sponsorship next year.

The three-day Dallas stand was hurt somewhat by competition from football games on each of the three days. Friday night (26) the SMU-Duke game held, the night crowd down to a three-quarter house after a half house in the afternoon. Despite the big Texas A&M-Oklahoma A&M grid battle on Saturday night (27), the performance went off to a capacity crowd after a three-quarter crowd in the afternoon. The professional football game on Sunday between the new Dallas Texans and the New York Giants did not hurt as much as expected and the afternoon crowd was near capacity, the night show about two-thirds.

Turnouts at Childress, Tex., Wednesday (24) were only fair, due in part to the drought that has hit that portion of the State. The matinee performance went off to a half-filled tent, with the night show pulling a three-quarter crowd.

Wichita Falls, in addition to yielding a three-quarter matinee and an overflow night house, was marked by the biggest single block ticket purchase by an individual. The deal, which involved 3,000 ducats for the Wichita Falls Boys' Club, was handled by Joe E. Ward, engineer and circus fan, who frequently makes guest appearances in clown make-up.

## Mo. Stands Yield Crowds For K-M Org

CAMERON, Mo., Oct. 4.—Missourians continued to turn out in strong numbers this week for the Al G. Kelly & Miller Bros. Circus on its late season trek thru the "Show-Me" State.

Show's performance here Tuesday (30) was the first circus stand here for several years. Despite a population of only 3,600, the populace came up with a 75 per cent house in the afternoon and nearly a full tent that evening.

Competition from a night football game in Bethany, Mo., Friday (26) cut into the evening crowd. Afternoon turnout was a strong, almost full house, while the evening performance was viewed by a three-quarter crowd.

Unionville, Mo., played Thursday (25), had excellent weather and as a result pulled in two nearly full houses.

## Tucson Stand Okay for Beatty

TUCSON, Ariz., Oct. 4.—Clyde Beatty Circus chalked up good business here Friday and Saturday (26-27) with excellent weather giving a helping hand on both days. Only thing to hurt crowds was a Friday night football game and an appearance of the Joie Chitwood auto thrill show the same evening.

Beatty worked his act the first night with a brace on his right ankle. Both matinees pulled half houses. Thursday's night show had a three-quarter house but the Friday show was about 60 per cent of capacity.

## Page Framing Indoor Show

SPRINGFIELD, Tenn., Oct. 4.—W. E. (Shotgun) Page, operator of Page Bros. Shows, and L. O. (Hoot) Black are framing an indoor show, to be known as Page Bros. Circus, at Page winter quarters here.

The show will carry about 25 people. It will open about November 1 and will play Tennessee, Kentucky and Alabama. Lou Walton has been contracted as producing clown. Show will carry four semi trailers, sound truck, sleeper and trailer.

## Winners Pile Up For King-Cristiani

MOULTRIE, Ga., Oct. 4.—King Bros. & Cristiani Combined Circus continued to ring up thumping grosses here in Georgia this week and full and near full houses were common.

Despite a much-publicized polio outbreak here, show pulled to a near-full house at its Monday (29) matinee and an overflow that evening. The street parade was the first one held here in years and pulled out a big crowd of curbstone watchers.

Douglas, Ga., played Saturday (27), was also impressed with the

## Ft. Smith Bow By West Bros.

FORT SMITH, Ark., Oct. 4.—West Bros. Circus begins its season of all-sponsored dates November 1 here under Amrita Grotto auspices and the management of Al Kayda. The show is slated to play Arkansas, Louisiana, Texas and Mississippi.

Talent line-up will include the St. Leon Troupe, teeterboard; Art Henry, Liberty ponies; Noble Hamiter, elephants; Los Larabees, whips; Phil and Bonnie Bonta, high perch; Leo Gasca, wire; Eric Adams, chimps; Paul Bejano, producing clown; Marcus Troupe, juggling; Irene Vermillion, MGM stunt girl, and Kermit Dart, organist. Frank DeRure will handle concessions.

TEXLINE, Tex., Oct. 4.—Al Conner, 56, veteran outdoor showman, died Monday (29) while here with Cole & Walters' Circus. Conner, who has been with many truck and rail circuses during his many years in the business, suffered a heart attack prior to the evening performance.

parade and impressed enough to almost fill the tent for the matinee show and overflow the grounds that night. Stand was under auspices of the local Lions and an estimated 15,000 people turned out for the parade.

Altho the matinee at Waynesboro, Ga., was 45 minutes late, the tent was packed and the evening show played to an overflow crowd. Patrons in strong numbers turned out at Dublin, Ga., Friday (26) and two big houses were scored. Show's parade was the first one there in 25 years and the streets were lined along the entire route.

## HAMID-MORTON TORONTO CLICK

TORONTO, Oct. 4.—The Hamid-Morton Circus, appearing at the Maple Leaf Gardens under Shrine auspices here, has been playing to capacity houses at the 15,000-seat arena, and total attendance for the six-day stand which ends tonight is expected to reach 100,000. Thursday, Friday and today (2, 3 and 4) saw thousands of fans turned away, as all three evening performances played to capacity houses. The gate is 15 per cent ahead of 1951. Children's admission in the afternoon is 25 cents, with afternoon admissions scaled from \$1 to \$2.50.

## Hollywood Org Sets Talent

DES MOINES, Oct. 4.—Hollywood Circus Corporation has completed its line-up of talent which includes 10 featured acts, plus clowns. Charles Jacobsen, co-owner, announced here this week.

Talent now with the show includes Al Hanel Troupe, horizontal bars and casting; Morris Troupe, teeterboard and contortion; Berg's Movieland Seals; Hawthorn Bears; Cal and Torchy Townsend, equestrian director, revolving ladder and aerial ballet; the Connors, dogs, ponies and rolling globe; Aerial La Zellas, traps; Ed Weideman, elephants and dogs; Frenchy Manning, tight wire, and Phil and Bonnie Bonta, high perch and comedy knockabout.

## Schumann Circus Quits Copenhagen

COPENHAGEN, Oct. 4.—Circus Schumann closed its Copenhagen season Sunday (28) after a run of 150 days and 193 performances. The entire run drew good houses, but did not chalk up as many sellouts as last season. As usual, the week-ends, with matinees on Saturdays and Sundays, were all turnaways.

The Schumann season continues, with indoor stands in three of the large cities of Denmark—Odense, October 2-10; Aarhus, October 16-26, and Aalborg, October 30-November 16. Following the road tour, Albert, Max and Paulina Schumann will go to London to present their horses in Tom Arnold's Mammoth Circus in Harringay Arena. Ernst Schumann is currently at the Cirque Medrano, Paris, with Liberty horse and pony numbers.

Recently added numbers in the Schumann line-up are Four Frankardis, flying trapeze; Gene Detro's chimpanzees; Lusitanos, wire act, and Breatos, comedy-contortionists. Remaining from start of season are Albert, Max and Paulina Schumann, horses; Lane King, Canadian cowboy; Victor Julian's dogs; Helene Koss-mayer's elephants; Cocos Company, gorilla burlesque; Borkovski's cockatoos; Five Taio Boys, acro comics; Mars Troupe, perch; Kiki, walk-around clown, and the musical Babusios clown troupe, with a new "Crazy Ford" entree.

## THIS LION ACT WORKS IN DARK

COPENHAGEN, Oct. 4.—During the night performance of Circus Benneweis at Aars, Denmark, Friday (26), a heavy storm caused a 25-minute blackout due to damage at the local electric light plant. Manfred Benneweis was caught in the midst of his lion act, and was forced to remain in the darkened cage with seven lions, that he was unable to see, until make-shift lighting was provided by driving autos into the tent and focusing their headlights on the cage. Fortunately, the audience and the lions remained calm, and the show went on as soon as electric current was restored.

## Orrin Davenport Sets 29 Acts for Houston

CHICAGO, Oct. 4.—Orrin Davenport this week announced staff and talent line-ups for the Houston Shrine Circus October 29-November 11. Practically the same show will play the Kansas City dates, November 17-23, according to Davenport.

Staff includes Preston Lambert as equestrian director and announcer; Izzy Cervone, bandmaster; Charles Jones, properties, assisted by Charles Marine. Harry Haag will serve as transportation superintendent with Hetty Shipley as wardrobe mistress. George LaSalle, Everett Hart and Albert Marx will be producing clowns.

Acts include Clyde Beatty, who will bring elephants and horses in addition to his cats. The George Hanneford riding family is set, as is Johnny Gibson, high performer. Also the LaBlonde Trio, aerial bars; Shyrettos, unicycle; Joe and Margie Geiger, aerial; Roland Teibor's seals; Helen Haag's chimpanzees; aerial ballet, featuring Elly Ardely; Francisco and Dolores, perch; Antaleks, perch, and Orantos, perch.

And the Les Kimris Duo, Flying Malkos and Flying Harolds; Craigon and Juanita; Valores, Corrinne and Eva Mae, all trapeze; Bob Nelson's pigs; Ernie Wiswell's comedy car; Unis, finger

stand; Harry Haag's dogs and ponies; Miss Ruby's dogs and Milongas' canines. Also Bokara Troupe; the Kurts, ladders; Martells, roly-boly, and Johnny Cline's Liberty horses.

Clown alley includes Irvin Romek, Jackie LeClaire, Joe Lewis, Oscar Lowande, Dukey Anderson, Jack Klippel, Everett Hart, Ernie Burch, Roy Barrett and Albert Marx.

## Capell Gets Good Night Biz In Arkansas

STUTTGART, Ark., Oct. 4.—Capell Bros. Circus has been getting good night crowds but poor afternoon business since hitting the cotton country here in Arkansas. Light matinee turnouts were due to much activity in the fields, according to H. N. (Doc) Capell.

Organization recently had some bad luck with its animals, losing its big polar bear, a silver cape baboon and a chimpanzee. All have been replaced with other animals from the Memphis zoo.

Capell said the show expects to remain out until mid-December before going into quarters some place in the South. Carl Briggs, agent, is searching for a suitable quarters at present.

## Kelly-Morris Gets Okay Biz At Ga. Stops

AUSTELL, Ga., Oct. 4.—Kelly-Morris Circus, which is heading for its Punta Gorda, Fla., winter quarters, has been picking up some good business en route.

Altho the matinee performance here Friday (26) was hurt by a local football game, the night show pulled almost a full house. Afternoon crowd was reported to be only 25 per cent or less.

Show did big business at Douglasville, Ga., the day previous. Bolstered by an intensive advertising and advance ticket sale on the part of the sponsoring Kiwanis club, the town yielded a near-full house in the afternoon and an overflow that night. As an added attraction, the local high school band made an appearance at both shows.

## Wallace Show Tabs Fair Biz

BLACKWELL, Okla., Oct. 4.—Wallace Bros. Circus did so-so business here Saturday (27) under Jaycee auspices. Afternoon show played to a three-quarter house, while the night show went off to half-filled stands.

Arkansas City, Kan., played Friday (26), came up with a 75 per cent matinee and almost a full house at the evening show. Afternoon turnouts were helped by the dismissal of children from schools.

## K-M Airplane Lost in Crash

TRENTON, Mo., Oct. 4.—Al G. Kelly & Miller Bros. Circus lost its advertising airplane here Saturday (27) when the ship, piloted by Raymond McMillen, crashed into a corn crib here and was destroyed by fire. McMillen was not seriously injured and was released from the hospital after treatment. The public-address system, installed in the plane, was a total loss.

McMillen had been flying over Trenton, advertising the afternoon and night performance of the show, when he apparently tried to avoid high tension wires and crashed into the corn crib.

The plane caught fire before he could be pulled free, but the blaze was extinguished by Trenton firemen.

## Conley Org To Bow Oct. 9

WINFIELD, Kan., Oct. 4.—Conley's Vaudeville and Trained Animal Circus will open its indoor trek around October 9, and plans to play in buildings in Ohio, Illinois, Indiana and Michigan, Jim Conley, co-owner, announced here this week.

Conley, who was formerly with Clyde Bros. Circus, and his brother, Fred, are listed as co-owners of the organization with L. R. McNeece as general representative.

Organization, which will play under auspices, will include a Western string band, bareback riders, Conley said. Juggling Rattles have been signed along with Miss Frieda's Canine Review.

All advance promotion is handled by the show with no cost to the sponsors.

## Mills New Jersey Tour Yields Strong Business

CAMDEN, N. J., Oct. 4.—Mills Bros. Circus, routing itself over territory that has not been visited by shows in years, is getting good turnouts at most of its New Jersey stops.

Stand here Saturday (27) was not as good as some, due to a smaller than usual advance ticket sale by the sponsors. A half house was scored at the matinee with the evening show about three-quarters full.

Gloucester City, N. J., played the day previous, was strong under joint auspices of the American Legion and Rotary. Schools were

dismissed early and the youngsters turned out in good force to nearly fill the big tent in the afternoon. Adults came out strong that evening to overflow the seating facilities. Show was the first in Gloucester City in 30 years.

Show was the first to play Bordertown, N. J., in several years and did strong business there Thursday (25). Patrons crowded the tent at both performances for nearly complete sellouts.

Considerable visiting is being done between show's personnel and those with Hunt Bros. Circus, who have been playing nearby towns.

# Dressing Room Gossip

## King-Cristiani

Our Southern tour is being punctuated by ideal weather. Leslie A. Bartlett joined from Enid, Okla., and is playing the air callopie in the parade. Buddy Geiss has moved back to the steam callopie in the morning street parade and plays the air device with the big show band.

Flora Zacchini has almost completed a new type balancing act. Danny Gallagher and Lew Kish have joined clown alley. June Cristiani was painfully injured when she stepped into a hole during the elephant act and sprained her right ankle. Corky Budd and Jerry Pressley are running neck-and-neck in the flashy wardrobe contest, with Marion Cristiani a new competitor.

Mrs. Mugador Cristiani, accompanied by her infant daughter, was a recent visitor. Paul Conaway, show's attorney, also came over for a visit. Mrs. Freddie Canestrelli returned to her Sarasota home. Several of the folks journeyed to Sarasota when the show played Moultrie, Ga., including Daviso Cristiani, Raymond Cristiani, Eenny Zerbini and Truzzi.

Mrs. Pete Cristiani, the former Norma Davenport, left for a visit to her father's show but will return here before the end of the season.—COL. HARRY THOMAS.

## Polack Eastern

Both Charleston and Sumter, S. C., were handled by Ben F. Yearty and crew and business was good.

Emil Goetschi Jr., and Alberto Zoppe Jr., celebrated birthdays with parties given by their parents and the whole show joined in to help them celebrate. Doctor and Mrs. Henderson spent quite a bit of time on the show renewing acquaintances. Jeannie Zoppe remained in Charleston to await the arrival of the stork. Cimse Troupe high act has joined.

Harriet Lewis was busy shopping for gifts for her daughter who lives in Montgomery, Ala. Karl and Hans Goetschi have added a new musical bit to their act and it is getting good hands. Bob Lorraine has been traveling overland with Nate and Harriet Lewis in their new Oldsmobile, and upon arriving in Montgomery the three were entertained by Clyde Harrison and Courtney Harrison Lewis at their lovely home.

Red Carter left for Sioux City, Ia., where his wife is expecting a baby. Lola Dobritch injured her leg at Montgomery when a high wind blew her off the wire, but didn't miss a performance.—BOB LORRAINE.

## Mills

The final days of the New Jersey tour brought out plenty of friends and fans. Much visiting was done with Hunt personnel who were quartered in Bordentown.

Catching our performance at one or more spots were Charles Hunt Sr. and Jr.; Harry, Eddie and Marcia Hunt; Mrs. Albert Powell, Paul Kay, Jack Upton, Jack Sweetman, Mr. and Mrs. Bob Mills, Mr. and Mrs. George Donaldson, Mr. and Mrs. Harry LeVine, Mr. and Mrs. Roy Bush, Hazel Alton, Lew Barton, Mr. and Mrs. Marvin Case, Mr. and Mrs. Albert Kempf, Mr. and Mrs. Ed Reed, John Walsowsky, and Mr. and Mrs. Bob Stanley.

The folks were sorry to see Paul Bowers, Martinsburg, W. Va., and Rick McConnell, Long Island, leave after spending several days on the show. Newlyweds Tony and Claire (Fawcett) Conway rode the elephants in the spec at Camden. Art Carr, Rudolph Conway and Professor Pama-haska caught the show at the latter spot. Hugo Schmitt's elephant act made its television debut on the Big Top video program at Camden.

Billy Hammond's latest flicker, "Stallion Canyon" has been re-

(Continued on page 68)

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For Wild Animal Acts  
No Act Too Big—None Too Small

**FREE**  
Beautifully landscaped acres; truck and trailer parking space; 60 minutes to Miami; 20 minutes to Fort Myers. You pay utilities only. Alice and Dolly, wire. MIDGETS, if you have trailer, come on. Utilities to you, too. That's all. Si Rubens, Roger Barnes, Hal J. Ross, contact. If you have Wild Life, Snakes or Monkeys will place you.  
**CAPT. ERNST ENGERER**  
World's Foremost Trainer of Jungle Bred Beasts.  
**ELLA CARVER**  
High Diving Horses from Fire to Fire.  
**CAPT. PHIL C. & MRS. MATHIEU**  
(Manager) (Sec'y)  
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**CLYDE BROS.' CIRCUS**  
Can use a few more outstanding acts to open October 20th.  
**HOWARD W. SUESZ**  
Black Hotel,  
Oklahoma City, Okla.

**PHONE SOLICITORS**  
Men or women, indoor circus, U.P.C., banners, blocks, books. Twenty per cent, payable thrice weekly. Steady work south and far west. I know all the answers—if you can't behave, stay away. Positively no drinkers. No phones or wires. Write complete details past experience. Job opens October 15th—tell it all. **MANAGER, HILL BROS.' INDOOR CIRCUS, Kemp Hotel, Wichita Falls, Tex.**

**WANTED**  
To enlarge Texas Rangers Wild West Rodeo, Cowboys, Girls, Indians, Boss Canvasman, Seat and Working People, Acts of all kinds, Concessions open. Indoor and Outdoor Dates all winter at winter wages. Cookhouse? Yes. To join **Wiggins, Miss., Oct. 15-16; then New Orleans, Biloxi; Jackson, Miss.; Albany, Ga.; two Florida dates. Address, pay yours.**  
**ED ROSENBAUM, Mgr.**  
WIGGINS, MISS.

**FOR RENT**  
One eighty with two thirty and one forty-foot Middles, a forty with two twenty-foot Middles and the following Animal Acts: Elephant, Liberty Horses, Pony Drill, Bears, Menage Horse and Riding Monkey and Dog. All acts and equipment complete with transportation and trainer. Steve Rose and Tom Sims, contact me; have something for you.  
**DUB DUGGAN**  
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Phone: 1014-W

**TIRED OF WANDERING?**  
WILD ANIMAL FARM for sale due to death of owner. Live going proposition on main highway. Includes fine home. Bargain.  
**W. R. SLACK, Agent**  
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**PHONEMEN**  
Sell Adv.-Book. Deal opens Oct. 6th. Repeat towns for one year.  
Chas. & Mickey Formann, Lou Simms, call  
**ED HAVERSTICK**  
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**HELP WANTED**  
Elephant Help, and Horse Trainer. Jim Conway, please answer. Write  
**TONY DIANO**  
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**WANTED**  
for America's newest Indoor Circus. Acts of all kinds. Glenn Henry, answer **CHARLIE CUTBERT** or **BILLY E. GRIFFIN**, Sullivan, Oct. 9th; Rolla, Oct. 10th; Salem, Oct. 11th; all Missouri. After that  
**BILLY E. GRIFFIN**  
FORT BRANCH, IND.

**WANTED**  
Circus Acts, Clowns for stages. Ten weeks' work; open Nov. 1st  
Wire or Write  
**AL BROWN**  
c/o Western Union Boone, Iowa

**JACK TURNER**  
WANTS Outside Concession. (Tex White, Whitey Owens, Spooks or Vaughan or any capable Skillo Players, wire.) Also want Inside Concessions. (Ed Moore, Humpy Ethredge, Andy Kelly, wire.) Long season south. Wire:  
c/o **CAPELL BROS.' CIRCUS**  
Monticello, Ark., Oct. 8; Fountain Hill, 9; Hamburg, 10; Montrose, 11.

**WANT PHONEMEN**  
All winter's work. Drunks, do not apply.  
**PATTERSON BROS.' CIRCUS**  
R. F. D. #2 Holly, Mich.

**CIRCUS ACTS**  
Circus Musicians—Need Hammond Organist, Circus Performers. All write immediately. I HAVE THE SPOT. Exotic Dancers, write; I have other dates.  
**AMERICAN LEGION CIRCUS**  
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**GB& RADIO PRODUCTIONS**  
Apply office nearest to you (Civic-Safety Radio Campaigns): Room 4, 2639 University Ave., St. Paul, Minn., or 1 High St., Albany, N. Y., or Room 10, 229 Genesee, Utica, N. Y., or WMCK, McKeesport, Pa.

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**TELEPHONE MEN AND WOMEN**  
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Phone: ANdover 3-3085

**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 Dept., The Billboard, 188 W. Randolph St., Chicago 1, Ill.

## Under the Marquee

Cliff Darling, of the Hamid-Morton promotional staff, has regained the use of his legs in recent weeks and expects to be back in action soon. In October, 1950, Darling suffered near-fatal injuries in an auto accident. He's making his home at 117 Victory Courts, Conway, Ark., and would like to read letters from friends. . . . Dr. L. C. Holland, of Suffolk, Va., hobby clown of note, clowned two performances on the King-Cristiana circus during the show's stand in Norfolk. He was the guest of **Lucio Cristiani**.

The Ringling Museum of the American Circus, Sarasota, Fla., has just acquired two large circus paintings by **Leslie Fairchild**. Fairchild already has 18 of his circus paintings in the famous **Harry Hertzberg** circus collection at the San Antonio Public Library. Fairchild is president and general manager of the Sprague Meter Company, Bridgeport.

**A. Everett Austin Jr.**, director of the Ringling Museum of Art, Sarasota, recently arrived home after several months in Europe studying the 18th century theater and pottery. During his trek he revisited /solo, Italy, and was on hand for the revival of the opera "Four Saints in Three Acts," produced by **Virgil Thompson** and **Gertrude Stein** in Paris. During the major part of the journey Austin was accompanied by **Mrs. Austin**; their son, **David**, and daughter, **Sarah**.

**Jack Turner** has replaced **Harry Fitch** as legal adjuster on the Capell show. **Fred Brad**, who has been operating a Side Show concession, left recently due to ill

**2 PHONEMEN—2**  
Who can sell advertising and tickets. Entertainment at Indiana's largest Veterans' Hospital. Featuring Indiana University's 100-piece band. Entire varsity show. If you can't make money here you are no phoneman. Work up until Dec 20. 25% paid daily. \$100 a week guaranteed.  
Phone 2-3200, Muncie, Indiana.

**WANT GENERAL AGENT**  
Man who can produce and knows how to set phones. This is a good deal and easy to sell. Want to hear from Paul Forrester. You pay yours and I will pay mine.  
**KEN MURRAY**  
Phone: 5903-0 Bloomington, Illinois

**PHONEMEN—4**  
Able to sell and want to work all year round on good clean sponsored deals. Good working conditions, daily draw. Must be clean, sober and honest.  
Write or Wire  
**C. P. HUNDLEY**  
P. O. Box 162, Station "R"  
Louisville 12, Ky.

health. He was replaced by **Edward Moore**.

**Frank Panicko** renewed acquaintances with a number of the "Holiday on Ice" troupe when the latter show played the new civic center in Butte, Mont. Among those who cut up jackies were **Doug and Dotty Morris**, **Paul Dempsey** and **Al and Jackie Grant**.

The Paramount film, "Greatest Show on Earth," is being held until the Christmas holidays in Johannesburg, South Africa. The flicker will then make its pre-

(Continued on page 68)

## Macon, Ga., Shrine Sets Six-Day Show

MACON, Ga., Oct. 4.—Macon Shrine Circus has been definitely set for a six-day run starting November 24, Al Sihah Temple officials announced this week.

**Will C. Ragan**, chief rabban of the temple, has been chosen general chairman. **William J. Bailey**, chairman for the past two years, asked to be relieved but will serve on the circus committee. Others on the committee will be **Lloyd C. Ricks**, **Joe Sutherland** and **Paul M. Conaway**. Potentate **J. Blount Balwin** made the appointments.

After years of experimenting with all types of circus performances and promotions, the Macon temple found the bazaar-stage show type most remunerative. Receipts from concessions nearly always match the admissions, held to 25 cents, with a small addition for reserved seats.

**Ragan** plans to book 14 professional acts for the stage performance, to be presented in three sections with intermissions allowed for concession play. As usual there'll be a Thanksgiving Day matinee free for children. Other days of the run will have only one performance, which will be nightly.

## Polack Worker Injured by Auto

MOBILE, Ala., Oct. 4.—Olin McDormat, a worker on Polack Bros.' Eastern unit, was injured here Friday (26) and one of the ponies in the Zoppe Troupe was killed, when both were struck by a motorist. McDormat suffered lacerations of one leg.

The pony, named **Tiny** and ridden by **Cucciolo** in the act, was one of the animals featured by the Zoppes in the circus film, "Greatest Show on Earth."

Polack show was here in Ladd Stadium, under auspices of the Abba Shrine.

**HAWTHORN'S BABY ELEPHANT**



15 TRICKS

Featuring ONE-FOOT HANDSTAND

**NOW BOOKING FOR WINTER DATES**  
Contact: Hawthorn-Melody Farms, Libertyville, Ill.

**TOM PACKS' 6 ELEPHANTS FOREMOST and FASTEST ACT IN ITS FIELD**  
AVAILABLE FOR BOOKINGS IN 1953

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**WANT CIRCUS ACTS**  
Want Family Acts doing two or more. Want High Wire, High Acts, Clowns, Bear Act that is really good. Want Clowns who double and who have own walk arounds. Can place ONE MORE SENSATIONAL FEATURE. Want Western Swing Band, five, six, seven people, who do an act and can play circus program—MUST BE GOOD. This is for established circus owner now going indoors for first time on his own. Acts must work indoors-outdoors in ball parks, stadiums, grand stands. Must have own transportation and all needed to do show. This show is financially sound and pays off like a bank. Drunks, addicts and unreliable people not wanted; others write, send photos, literature (which will be returned). State your salary weekly for long engagement. **Dick Heerdink**, **Alfred Florenz**, **Billy Rice**, **Dick Lewis**, answer. If you cannot keep yourself and your equipment clean and presentable always, stay away from this show. Show opens about Nov. 5. Do not wire—write—tell it all—give phone where you can be reached. Address: **MANAGER, HILL BROS.' CIRCUS, KEMP HOTEL, WICHITA FALLS, TEXAS.**

At Liberty November 1  
**DORY R. MILLER'S 3 PERFORMING BABY ELEPHANTS**  
For Winter Indoor Dates and 1953 Outdoor Season. Contact  
**BILL WOODCOCK**  
Enroute, Siebrand Bros.' Circus & Carnival, or General Delivery, Hugo, Okla.

**WANTED—PROMOTIONAL DIRECTORS**  
Established Outdoor Circus Unit—organizing for winter indoor season, requires six Men with actual experience handling auspices dates, with or without crews. Show plays one, two, three-day stands. Promoters must be equipped with cars and financially able to handle towns. This show owned and operated by a showman successful for years—insists on high standards. Percentage as high and higher than others. Do not wire or phone . . . Write for complete details and references . . . and give phone where to reach you. Show opens November 5th—promoters start October 15th. You get your full percentage here, no holdback. Al White, Al Keifer, Hal Meyer, answer. Address: **MANAGER, HILL BROS.' FAMOUS INDOOR CIRCUS, KEMP HOTEL, Wichita Falls, Tex.** Ban's references if you want them.

**PHONEMEN NASHVILLE, TENN.**  
Office opens Oct. 13 for stage show. Nationally known stars. Orphans' Home deal. Banners, Books, Tickets, U.P.C. 20% and bonus to men who finish job. Endorsed by mayor. First city permit in years. This is a Christmas deal. Ten weeks' work.  
**TERRELL & TERRELL**  
Maxwell Hotel, Nashville, Tenn., after October 8.

All the news of your industry every week in The Billboard . . .  
**SUBSCRIBE TODAY . . . see page 3 for rates**

## THE REASONS WHY

### Northern Execs Puzzled By Gate Dips Despite Good Times

NEW YORK, Oct. 4.—Now that the northern fair season is about over, a number of auditors are faced with the unhappy task of noting permanently that attendance at their events this year was under that of 1951. And so its time for analysis.

To begin with, the weather was not at fault. Dwindling gates were reported at some events despite ideal weather. Formants remained unchanged for the most part and loaded with sure-fire standard

features that have packed in the crowds in ever-increasing numbers for the past decade.

All things being equal, the managers turned to the prevailing economic situation for the answer. The money just isn't around, several indicated in as many different ways. The high cost of living, while often interpreted to mean taxes pure and simple, was adored in wares' trappings and credited with the evil spell. The plaint, being a popular one, has a widespread group of adherents.

#### Springfield Up

Jack Reynolds, serving his first term as manager of Eastern States Exposition, Springfield, Mass., is of this persuasion. With an extra day of running time and only one rainy day, the Springfield event soared on to a new all-time record,

besting the previous mark by a few thousand. It took the extra day—a Sunday—to make up the 29,000 deficiency existing on a seven-day comparative basis.

To Reynolds it meant that money was tighter, and there was no lack of adherents to this line of reasoning. The fun money available to the average family is small after its weekly bout with the cost of living. A visit to Eastern States, and most other fairs for that matter, will shoot holes in the best part of a \$20 bill. The \$1.25 gate, \$3 Skating Vanities-Olsen and Johnson extravaganza, grandstand, food and supplementary pleasures probably excludes a big part of this event's potential audience of millions.

While nearly everyone is quick

*(Continued on page 75)*

### Charlotte Runs About Same as 1951 at Gate

Gross Off Slightly, Strates Behind, Grandstand Up

CHARLOTTE, N. C., Oct. 4.—Despite the best opening day in the history of Southeastern States Fair here Tuesday (30), Dr. J. S. Dorton, fair president, Friday (3) said that fair attendances were running about the same as 1951, and business was slightly behind. Tuesday's attendance was between 50,000 and 60,000, and Dorton said that total attendance for the five-day event, which ends today, would be about 200,000.

Opening day was Mecklenburg County School Day, with all rural school children admitted free. Trotting and running races were held in the afternoon. A fireworks display that evening drew good crowds.

Wednesday (1) was slightly off, but Jack Kochman and His Hell Drivers played to good crowds in the grandstand. Thursday's (2) gate was down, as its rained most of the day and attendance at harness and running races was poor.

#### Grandstand Up

George A. Hamid's revue has been drawing excellent crowds, about 15 per cent ahead of 1951, in the grandstand afternoon show, with tickets scaled from 55 cents to \$1.10. On the midway, the James E. Strates are doing slightly less than 1951.

Friday (3) was the last day of horse racing, and Sam Nunis' AAA big car races are set for today. Joie Chitwood and his Hell Drivers will close the fair with a late show today.

Gate admission is 50 cents.

### Memphis Hits All-Time High At Gate, Till

MEMPHIS, Oct. 4.—Mid-South Fair drew the curtain on the best fair in its history Saturday (27), after setting new attendance marks for attendance, gross income, concession space sales and exhibit space sales.

Attendance soared to a whopping 355,240 for the 10-day run, topping last year's 321,000 and the previous all-time high of 354,000 set in 1948.

Altho official count on the fair's income was not available, G. W. Wynn, assistant manager, said this week he felt sure the strong attraction program this year had brought in a new record gross.

#### Ideal Weather

The ideal weather that prevailed thruout the week continued over the fair's final week-end. The Monte Blue sports show, here for its second consecutive year, was estimated to be at least 50 per cent ahead of its '51 predecessor. The rodeo, a Wild Bill Elliott presentation, topped all previous records and played to an estimated 100,000

*(Continued on page 74)*

### Birmingham Gate, Grandstand, Midway Receipts Top 1951

Opening Day, Kids' Day Set Records; Attendance 30% Ahead of 1951

BIRMINGHAM, Oct. 4.—Alabama State Fair continued its swing upward here this week, with the '52 edition thru Friday (3) eclipsing last year's attendance, grandstand business and midway receipts.

Two of the first five days of the six-day event set attendance records. Opening day, Monday (29), designated as Teachers' Day was the biggest opening in the history of the fair, while Kids' Day, Wednesday (1), set an all-time single day gate record.

Attendance as of Friday (3) was estimated at 30 per cent above '51. Receipts of the Amusement Company of America on the midway to the same point were 20 per cent higher than for the corresponding period last year. The night grandstand, which offers a Barnes-Carruthers revue, plus fireworks by Thearle-Duffield Fireworks Company, Chicago, was running at a record-breaking pace.

Daytime attendance until Friday was rated about on a par with past years. Joie Chitwood's thrill show was in Tuesday and Wednesday and a home-talent show was presented on two other afternoons. Auto races, staged by National Speedways (Al Sweeney and Gaylord White), drew a good Friday (3) grandstand and were expected to come up with a capacity stand this afternoon.

Fair was given unusually heavy press and radio publicity. Broadcasts were aired from the grounds

### Gate Up 3% At Meridian

MERIDIAN, Miss., Oct. 4.—Meridian Fair, thru Thursday (2), its third day, was topping its '51 maiden-run attendance by an approximate 3 per cent. Given good weather its final two days it is expected to end up well ahead of last year.

Al Wagner's Cavalcade of Amusements, midway attraction here, is being helped by the increase in attendance and expects to top last year's grosses. Good crowds are turning out for Ernie Young's grandstand revue, and the two-a-night performances are going off to consistently filled stands.

Exhibit-wise, the fair is up sharply from last year. All State departments are exhibiting, and commercial exhibits are crowded to the point where fair executives are talking about additional building to house the overflow next year.

on special events staged in connection with the personal appearance of Alabama's Maid of Cotton and of Miss America of '52, Navajane Lengley.

Receipts from the sale of exhibit space were reported at an all-time high. All available indoor and outdoor space was sold out several weeks before the opening. R. H. (Dick) McIntosh, veteran manager said, Morgan Smith is serving his first year as assistant to McIntosh.

Fair execs who visited included Lloyd Cunningham and H. S. Pike, secretary and president respectively of the Iowa State Fair, and Pat Kerr, secretary of the Knoxville fair.

### Little Rock Stock Show Hit by Drought

LITTLE ROCK, Oct. 4.—An extended drought in the area served by the Arkansas Livestock Show and Rodeo cut deeply into attendance at the event, which winds up its six-day run here tonight.

Attendance thru Friday (3) was placed at 25 per cent below last year to the same point by Sen. Clyde Byrd, secretary of the event. Byrd attributed all of the drop to the drought.

Spending, however, has not fallen off as sharply as attendance. Per capita spending, in fact, has been higher than last year, according to Byrd.

On the midway the ride and show grosses of the Royal American Shows are off about 10 per cent from last year, and the rodeo, which is featured in the 7,300-capacity Coliseum, is down about the same amount, attendance-wise.

The rodeo is staged by Homer Todd, and gives two performances daily. Noah Berry Jr. is featured with the circus. The Hardin-Simmons College Cowboy Band supplies the music for the rodeo.

### Macomb, Ill., Plant To Be Auctioned

MACOMB, Ill., Oct. 4.—McDonough County Fairgrounds, no longer used for a fair, will be offered for sale at auction in the near future. Dr. R. R. Welch, announced. The 41 acres will be divided into lots and sold individually and then the entire grounds will be sold with the sale being made in which ever manner of sale brings in the most money.

### Advance Sale Puts Martin-Lewis Off Nut as Dallas Bows

Top 100G Expected; Pre-Opening Ice Cycles Sale Climbs 16%

Continued from page 56

after 9 p.m., which may limit the take on stronger days at the fair, when crowds begin to show as early as 8 a.m. and sometimes stay on the grounds until after midnight.

Fair execs in general are optimistic about "Show Boat" They would like to build the music circus into a strong year-after-year consistent attraction as has been done with auditorium shows and "Ice Cycles."

Variety Club of Dallas is sponsoring the Gil Gray Circus on the midway. Club's chief talker, C. A. (Pappy) Dolsen, says the 16-day stand sets a new long-run record for circuses, with the exception of Ringling stands in New York. Performance time of circus, which gets \$1.20 for adults and 50 cents for kids, is two hours. The circus will be presented about three times a day. The show follows Ringling Bros. and Barnum & Bailey stand in Dallas by less than a week, but the club reportedly has had heavy advance sales.

Ray Marsh Brydon again has the midway shows, topped by a revue, "Parisian Follies."

#### Sky Wheel Returns

Velare Bros.' "Sky Wheels" is back and Max Myer's Rotor ride is doing business adjacent to "Sky Wheels." Rotor is the one that has been in Riverview Park, Chicago. Rides are spotted next to main midway entrance way and across the street from the Music Circus, in a good spot for football blowoffs.

Free acts presented twice daily on the midway stage are Johnny Gilson's "Hollywood Sky Ballet" and Benny and Betty Fox.

Opening-day attendance was around 175,000, bolstered by an estimated 90,000 4-H Club members, Future Farmers and Home-makers as guests on Rural Youth Day. Southern Methodist-Georgia Tech football game in Cotton

Bowl Saturday night (4) was expected to draw about 50,000, size of crowd probably being cut somewhat by competition with Texas-Notre Dame game in Austin and four other major college contests in Texas on the same day.

Opening day also was Press, Radio and TV Day, with about 2,000 newspaper and radio people on hand from all parts of Texas and Oklahoma. Guests got comps to Martin and Lewis show, "Ice Cycles," football game, Thrillcade, "Show Boat," Variety Club Circus and Midway shows.

Both Dallas newspapers were to have usual large special State fair editions Sunday (5) and U. S. Steel Corporation was due to sa-

*(Continued on page 75)*

### Hope, Ark., Paid Gate Gives Event Financial Win

Turns in Profit Tho Drought Cuts Crowds; Midway Is Down 5%

HOPE, Ark., Oct. 4.—A paid gate, the first in the history of the event, enabled the Third District Livestock Show and Fair, which closed its six-day run here Saturday (27), to finish a financial winner.

The event had dropped the money the previous two years, and this had caused the management, headed by Bob Shivers, as secretary-manager, to shift to a paid gate—30 cents for adults, 15 cents for children.

Over-all attendance was down an estimated 8 per cent from last year, with the drop-off attributed not to the change in gate policy but to the drought which had hit the Hope area hard. The Tivoli Exposition Shows were off only slightly from '51, the ride and show receipts being reported as down 5 per cent.

Acts and attractions, all booked in by Music Corporation of America, for the first two days were Clyde McCoy, Candy Candino, Fred Lowery, Catherine Tumay, Hudson and Sarae, Phil Marguin, Hubert Castle, the Montaynes, Mollie O'Day Dancing Debs, Little Jimmy Dickens, and the Duke of Paducah.

A rodeo, booked in by Barnes-Carruthers Theatrical Enterprises, Chicago, was in for the last four days, and registered the first profit turned in by a rodeo in the history of the fair.

An added attraction was the Curtiss Candy Company's eight-pony hitch.

### 161,801 at Bloomsburg; Within 6,000 of Record

BLOOMSBURG, Pa., Oct. 4.—The six-day Bloomsburg Fair, which ended here Saturday (27), drew the third largest paid attendance in the 98-year history of the event—161,801—within 6,000 of the all-time record set in 1946.

Day by day totals follow:  
Monday ..... 5,164  
Tuesday ..... 15,461  
Wednesday ..... 36,126  
Thursday ..... 29,010  
Friday ..... 30,540  
Saturday ..... 45,500

Totals ..... 161,801  
Despite a poor opening day Monday (22) when threatening weather kept the crowd down to

5,164, gross business at the fair was the highest in its history and sunny weather prevailed for the final five days.

George A. Hamid's grandstand show, "Grandstand Follies of 1952," played to near-capacity houses for the last four days, and harness racing in the afternoon brought the daily grandstand average to nearly 10,000. Purses totaled more than \$50,000.

On the midway, King Reid had his expenses made by the third day and was rolling up hefty grosses by the end of the week. Concessionaires reported near-record business.

# McCallum Named CNE Gen. Manager

### Succeeds Elwood A. Hughes Who Retires With \$7,500 Pension

Continued from page 56

ever, the attempt to dethrone him was futile.

In succeeding years Hughes brought in headliners Danny Kaye and Jimmy Durante. Both proved highly successful.

#### Name Talent Needed

This year he lost out in a bid for continued American domination of the grandstand extravaganza. Jack Arthur, a Canadian, was given the job of staging the show and Canadian talent was used extensively. However, Tony Martin was brought in as a headliner, demonstrating in part, at least, that a performer of note from across the border was needed to create additional box-office lure.

Mayor Allan Lamport, who had his guns trained on Hughes back in 1949 when he was an alderman, and who has battled him continuously since becoming head of the city government, acknowledged the contribution to the success of the CNE made by the manager during his tenure.

J. A. Northrey, exhibition president, said, "Mr. Hughes, more than any one individual, has been responsible for bringing the exhibition to its present high level."

#### Glad to Retire

Hughes, who said he had long wanted to retire but had agreed to remain at his post until a suitable successor had been found and groomed, lost out in his choice of an understudy with the appointment of McCallum. McCallum, who earned \$10,000 as assistant general manager, will now earn the \$15,000 paid Hughes. He will not, however, inherit the bonus arrangement which netted Hughes as much as an additional \$4,000 annually.

Meanwhile, McCallum announced tentative plans for next year's grandstand show. There is a good possibility, he said, that the Coronation will provide the theme. He added that it was still too early to set definite plans. McCallum plans to visit the State

Fair of Texas, Dallas, in search of new ideas.

Jack Arthur, Canadian showman who produced the 1952 performance, already has McCallum's support for next year. The new manager commended Arthur for the job done this year and said he hoped to "retain his services for next year."

#### International Character

While emphasis apparently will continue to be on use of home-grown talent, McCallum emphasized the importance of the CNE as an international event. Hughes had long stressed this point, saying that the staging and presentation of the annual should be international in character. This outlook was justified both by the size of the CNE and its wide appeal. Hughes said, pointing to the large percentage of Americans who visited the event each year.

If next year's show takes the form of a pageant, it is possible that no headliner will be used, McCallum said. However, he added, a headliner is necessary to draw American patronage. Tony Martin, star of this year's show, was credited with drawing enough patronage to justify his inclusion in the program. McCallum pointed out that a lot of Americans wouldn't buy tickets, no matter how good a show is, if it did not feature an internationally known headliner.

The directors also voted to accept the resignation of Mrs. Kate Atkins, long-time director of women's activities at the CNE.

It was indicated that the post of assistant general manager would be abolished.

# Richmond Sets Gate Record Of 277,726

### Cetlin & Wilson Score Heavily; Grandstand Up

RICHMOND, Va., Oct. 4. — A new attendance record was set at the 1952 Atlantic Rural Exposition which closed its eight-day run here Saturday (27). Total attendance was 277,726, topping the 1951 record of 265,306 by 12,000. J. A. Mitchell, fair manager, re-

(continued on page 74)

# 471,000 SET NEW MARK AT TRENTON

### Tops 1951 Record By 70,000; WOM And Grandstand Do Best Biz Ever

TRENTON, N. J., Oct. 4.—A record-shattering 471,000 persons passed thru the turnstiles during the eight-day New Jersey State Fair which ended here Sunday (28). The previous record, set last year, was topped by more than 70,000. Norman Marshall, fair manager, released the following day-by-day totals:

Sunday	75,000
Monday	65,000
Tuesday	35,000
Wednesday	42,000
Thursday	65,000
Friday	40,000
Saturday	80,000
Sunday	69,000

Totals 471,000  
Perfect weather, with the ex-

# Muskogee 'Stand Patronage Up 20%

### Winkley Races Provide Biggest Opening In Event's History; Midway \$\$ Up 20%

MUSKOGEE, Okla., Oct. 4.—The Oklahoma Free State Fair here opened its eight-day run Sunday (28) with a bang and thru Friday (3) it continued to race along at a pace considerably higher than last year. Weather for the first six days was perfect.

Grandstand business, an accurate reflection of the upped attendance inasmuch as the outside gate is free and hence there is no official count on attendance, was running 20 per cent higher than last year.

The increased grandstand patronage was chalked up by day-

time attractions, rather than night presentations. In fact, the night grandstand pull was down slightly but the day grandstand was up more than 20 per cent to give the over-all grandstand business a 20 per cent hike.

Opening day's matinee for auto races, staged by Frank Winkley, was the largest opening day grandstand turnout in the fair's history: Local talent shows filled in the following two afternoons, with a rodeo by Floyd Watts moving in to play thru Thursday (2). The rodeo drew 25 per cent more people than last year.

The night grandstand bill, booked in by Music Corporation of America, offered Clyde McCoy and the Sugar Blues Orchestra, the Cheer Leaders, Cycling Villanaires, Gillette and Richards, and the Mandarins, plus a line of girls. Capt. Sullivan, high diver, worked off stage, twice daily. Pat McCaffery emceed.

Fair's income will be swollen considerably by the upping of parking fees from 25 to 50 cents.

On the midway, Dolly Young's Royal Crown Shows reported ride and show grosses up 10 per cent. Booked-on shows and rides brought the Royal Crown line-up up to 36 paid attractions.

M. E. Twedell, fair secretary, now recovering from illness, had been sidelined from active work at the fair, and Tom Conrady, fair president, three board members, Bob Venus, Paul Wright and John Hill, and Margaret Coddens, chief clerk, jumped in to carry the managerial load.

ception of some rain late Tuesday night (23), prevailed. Records were set opening day (21) and Saturday (27), with crowds of 75,000 and 80,000.

Brightest spot in the Trenton picture, however, was the showing made by George A. Hamid's "Ice Follies of 1952" in the grandstand evening show. Trenton had been a notoriously poor fair for grandstand evening shows, but this year crowds verage about 4,000 per performance, or double what they had last year—which also had been a record-buster.

Marshall attributed the early opening, excellent weather and general prosperity in the area for the fair's 1952 showing. This prosperity was also evidenced on the midway, where the World of Mirth ran more than 10 per cent ahead of its previous best year, 1951.

The 1953 New Jersey State Fair will also run eight days, beginning September 27.



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# Polio, Rain Fail to Halt Greensboro Record Try

GREENSBORO, N. C., Oct. 4.—With the grosses for the first two days up somewhat over last year, Greensboro Agricultural Fair looked for a fine five-day run even tho polio threatened to keep many away.

Rain Thursday (2) effected a virtual washout but the opening day will probably nullify this loss, officials feel. Friday (3) was a banner day despite cloudy skies and cool air. It was Country School

Day. If the final week-end holds up, total attendance should surpass 85,000, and may possibly hit the 92,000 scored in 1951.

Grosses will be up on commercial exhibits as well as on concessions, according to George Hamid, whose "Ideal Revue" formed the major grandstand attraction.

The Hamid show, which got 75 cents and \$1.25 per seat, played to near-capacity at almost every performance. Jack Kochman's thrill show played the opening night show and also racked up healthy gains. Motorcycle races will be the closing grandstand feature, seats for this event going at \$1.50 each.

On the midway the World of Mirth Shows were playing to good crowds, but their grosses were not up quite to those reached last year. A rainless week-end should bring the dough up to a par set in 1951, however.

General gate admissions were pegged at 50 cents for adults and 25 cents for children.

# Hamid 'Follies' Ends Banner 9-Wk. Season

NEW YORK, Oct. 4.—"Grandstand Follies of 1952," principal George A. Hamid & Son revue designed especially for fairs, wound up a notably successful nine-week season last week at Bloomsburg, Pa.

Lee Barton Evans, company manager, said that new records were set at virtually all of the dates played. Fairs included those at Clearfield, Pa., where nearly every performance broke records; Bedford, Pa.; Elmira, N. Y.; Ottawa; Sherbrooke, Que.; Rutland, Vt.; London, Ont.; Allentown, Pa., and Bloomsburg.

The show was fortunate in that

(continued on page 74)

# Gresham, Ore., Nets Record 24G Profit

GRESHAM, Ore., Oct. 4.—The 1952 Multnomah County Fair earned an operating profit of \$24,374—the largest in its history—County Auditor John J. O'Donnell reported this week. There was an operating deficit of \$1,806 last year.

The profit was derived from the \$9,474 sale of exhibit space; \$5,606 from carnival operations; \$36,716 from parking; \$5,060 from racing, and \$1,582 from un-allocated income.

Not included in the operating profit was \$17,800 paid to the State and State racing commission for the State Fair Fund. Gross income from racing, less federal excise tax, was \$54,306. Expenses, including purses for the racing program, were \$49,246. Expenses exceeded income from

(continued on page 74)

# Canadian Assn. Sets Meeting Dates

TORONTO, Oct. 4.—The 26th Annual Convention of the Canadian Association of Exhibitions will be held at the Royal York Hotel here Thursday and Friday, November 27-28. Announcement of the dates was made by Emery Boucher, secretary-manager of the Exposition Provinciale, Quebec. Other association officers are A. B. Banks, Truro, N. S., president, and V. Ben Williams, Vancouver, vice-president.

# Puyallup Gate Cut by Heat

PUYALLUP, Wash., Oct. 4.—Western Washington Fair dropped off attendance-wise this year as the result of a combination of polio and a heat wave on its final week-end, officials said here this week. The final results of the nine-day run was a total attendance of 339,232, compared with 347,000 in '51, it was announced.

Fair officials estimated that paid attendance was only down about 4 per cent as was grandstand business. Some of the eat stands and restaurants reported grosses that topped those of a year ago.

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## RAS Little Rock Gross Dips 10% As Drought Hits

Higher Per Capita Spending Offsets 25% Drop in Stock Show Attendance

LITTLE ROCK, Oct. 4.—The Royal American Shows, which had been racking up a succession of better-than-'51 grosses, had their stride broken here this week at the Arkansas Livestock Show and Rodeo.

Ride and show takes as of Friday (3), fifth day of the six-day event, were down 10 per cent from last year. The reason was a 25 per cent drop in the fair's attendance stemming from the protracted drought which hit Arkansas.

Fact that the RAS gross was off 10 per cent, compared to the 25 per cent drop in the fair's gate receipts, pointed up the fact that per capita spending was greater than last year. Strong attractions embraced in the RAS also were credited with holding up midway spending.

Show ran into a delay in railing in here due to a slight mishap on the move from Oklahoma City. As a result of the accident, one flat car carrying wagons with equipment and parts for Bill Kemp's Motordrome, the Screw-Ball and the Hey-Dey ride had to be left for repairs in El Reno at the Rock Island shops. The ride equipment was shipped in here Monday afternoon (29) on system's flats and all rides were in operation Tuesday (30), which was the first of two kids' days.

The accident also delayed the arrival of the show train in here by six hours, but fast work by the train crew, headed by Wallace Cobb, overcame that loss.

The Royal American Shrine Club Thursday (2) hosted children from the Arkansas School for the Blind. Visitors on the midway here included Mr. and Mrs. Sam Ward and Thomas O'Brien, of the Polack circus promotion crew, and Mr. and Mrs. George Coker and daughter, Peggy Wyatt.

## Pomona Fair's New Fun Zone Gets Okay Biz

Permanent Set-Up Has Winning Run; Games Do So-So

POMONA, Calif., Oct. 4.—Business was reported satisfactory on the Los Angeles County World's Fair midway, permanent installation at the Los Angeles County Fair, during the 17-day run which ended Sunday (28). Harry A. Illions, director of the area, said that the ride money was up to expectations. However, as this was the first year, there was no comparative figures available.

Illions, veteran New York State park man, started installation of several large rides about four months ago. He brought out the Phoenix Wheel from his Celeron Park and installed it along with his Bozo and Rapids devices. Magic Carpet, Crystal Maze and Laff-in-the-Dark were all set up in permanent buildings. Fair proposes to operate a year-around park catering to industrial picnics during off-fair times.

Illions cut the number of concessions from 164 in 1951 to less (Continued on page 66)

## Manning Bags Good Grosses In Southland

STATESVILLE, N. C., Oct. 4.—Progress at fairs is helping to overcome one of the worst still date seasons ever experienced by the Ross Manning Shows. Owner Manning reported that he launched the season too early, starting in March, and that poor early dates were worsened by the loss of seven Saturdays to rain.

The shows did well here with all back end units getting money. However, the front end got only lean pickings. There are four fairs remaining on the route and personnel is of the opinion that good earnings at these events will result in the season turning out all right.

The show will winter in Kings-tree, S. C.

## Vivona Org Tabs Bigger Grosses At Fair Dates

NEWBERRY, S. C., Oct. 4.—Earnings at fairs have been up for Vivona Bros' Shows this year. Still dates were also reported fair despite bad weather and strikes in the area played. As a result earnings ahead of 1951 are predicted.

Also the Newberry fair does not open until Tuesday, the shows got in a preview to fair business on Monday night.

Telesco, high sway pole, is the free act.

## TWO CLUBS SHARE

### Benefit Show On ACANets 23C Profit

BIRMINGHAM, Oct. 4.—The Showmen's League of America and the Hot Spring's Showmen's Association will share \$2,300 proceeds from a benefit show held here Thursday night (2) on the midway of the Amusement Company of America at the Alabama State Fair.

The benefit, staged in the top of the Sally and Her Monkey Show, pulled a big turnout. Talent consisted of Nip Nelson, the White Guards and Mona McCall, all of the Barnes-Carruthers grandstand revue; Harry Breen, emcee-comic, and Garrison and his daughter, magic act, from the Sally and Her Monkey Show, and the line of gals from the latter, plus Ann Perri and acts from Charlie Taylor's Cotton Club Revue.

Breen emceed the show. Ben Gross, Herb Conetta and Ben Golden conducted the auction, drawing spirited bidding from the audience for a wide range of merchandise.

Arrangements for the benefit were handled by J. C. McCaffery, Paul Olson and Lefty Ohren, execs of the Amusement Company of America.

## Three Killed In Auto Crash

WAHALEK, Miss., Oct. 4.—Three concession agents were killed in an auto crash near here Sunday (28) while en route to join Al Wagner's Cavalcade of Amusements at the Meridian (Miss.) Fair and Cattle Show which opened Monday (29).

The dead were Julius Turov, 36, Minneapolis, B. J. Haines, 55, Waukegan, Ill., and Mrs. Juanita Bostic, 25, Valdosta, Ga.

## Strates Tops 1952 Grosses at Shelby

SHELBY, N. C., Oct. 4.—Midway grosses for the James E. Strates Shows at Cleveland County Fair, September 16-20, topped those of 1951 by a small margin, according to the carnival owner. A long run from the York (Pa.) Fair put the shows in town late Monday (15) evening, but all attractions were up and ready for the opener.

Business was slow the first day, Strates said, but grosses increased as the week went on. A big day was registered Friday (19), Children's Day, and Saturday (20) past records were smashed when

some 50,000 patrons passed thru the gates.

Strates said that space allotted the midway was as spacious as in former years, even the five new buildings and many permanent eating stands were erected during the summer.

Jack Norman's "Broadway to Hollywood Revue," featuring Mitzi, was a top money show here. Claude Bentley said his Side Show grosses were ahead of last year's. Mrs. Carlo Rose and Rose's Famous Midgets augmented the back end, and T. A. (Whitey) Woods came in to take over the front and manage the midgets. Irvin C. Miller's Brown Skin Models is doing well. Betty Trent, lecturer on Norman's Reptile Show, reported a big season. The new Tilt-a-Whirl is grossing well. Ted Williams, cookhouse operator, closed here.

The Strates organization closes at Jacksonville, Fla., November 15, locations of winter quarters has not been decided. Owner Strates said all fairs with the exception of one showed increases in grosses this year.

## ACA Registers 20% Gross Hike At Birmingham

BIRMINGHAM, Oct. 4.—The Amusement Company of America registered another better-than-'51 gross here this week at the Alabama State Fair.

Ride and show grosses thru the first five days of the six-day event, which closes tonight were 20 per cent higher than for the corresponding period last year. Final tabulation of today's business was expected to maintain the same level of increase.

Attendance of the fair was up an estimated 30 per cent. This, plus greater earning power in the ACA line-up, was credited with the higher gross, registered in the face of a considerable tighter dollar than last year.

Sally and Her Monkey was the No. 1 money-getter among the back-end units here. Charlie Taylor's Cotton Club Revue was the second highest grosser, with the show starring Ann Perri the third biggest money-earner.

## Marks Gains Momentum at Dixie Annuals

HICKORY, N. C., Oct. 4.—The John H. Marks Shows have been picking up momentum at Southern fairs after a rocky still date season. Owner Marks reports that the season will end up well, despite the bad start, if the fairs continue to hold up. Business at the Hickory fair was good.

The show traveled into the North again this year, playing an expanded route. The show will winter at Richmond, Va., again this year.

## NSA HOME DEAL MAY JELL OCT. 12

Private Group Will Buy Sharon Hotel If Club \$\$ Fall Short

NEW YORK, Oct. 4.—The National Showmen's Association moved closer to acquiring its own home, the Sharon Hotel on W. 46th Street here, this week.

Preliminary discussions are expected to be completed by club representatives at a meeting to be held here Wednesday (8). A final decision will be reached on Sunday (12) at Raleigh, N. C., where President Bernard (Bucky) Allen, George A. Hamid, president emeritus and chairman of the board, and James E. Strates, chairman of the building committee, will be briefed by Max Hoffman, club attorney.

All interested club members will be invited to sit in on the conference, spokesman Hamid said. Many of the board members and trustees are presently in the South, and a large attendance is expected at the conference, which will be held at the Sir Walter Hotel, Hamid said.

### 100G Needed

A club bulletin has been sent to all those who have not redeemed their pledge to buy home bonds to do so immediately. In all about \$100,000 will be needed to swing the deal and acquire the seven-story structure just off Times Square.

Reached at Greensboro, N. C., where his grandstand attractions are appearing at the fair, Hamid said that if enough support was not forthcoming that the building will be purchased by a private group. He said that trustees James E. Strates, Jack Wilson, Frank Bergen and Jack Perry, as well as many board members, were strongly in favor of buying the building.

When the deal is complete the club should be able to move in immediately since it is reported that suitable quarters, requiring virtually no alteration, are available.

Alterations to the former main meeting room of the association at 1654 Broadway are nearing completion and will shortly be added to the New York offices of The Billboard. The club relinquished its meeting room, which normally remained closed thruout the summer months, to save paying rent needlessly after it was definitely decided to go ahead with the purchase of a home.

## 15-25% Hike In Tivoli Biz

STAMPS, Ark., Oct. 4.—Grosses ranging 15 to 25 per cent higher than a year ago have been recorded by Tivoli Exposition Shows this year. The show has played 14 fairs since June 28 and four more are scheduled before the season ends, said Mrs. H. V. Petersen, secretary-treasurer. Show has lost only three days because of bad weather.

Axel Bendixen, former owner (Continued on page 66)

## IT Shows Purchase L. I. Winter Quarters

NEW YORK, Oct. 4.—The IT Shows have purchased a winter quarters at Roosevelt, L. I., Phil Isser, general manager, revealed this week. The price was not reported.

The new quarters include a 50 by 400-foot plot of ground and a building 40 by 120 feet. The set-up is ideal for quarters, Isser said. He added that the conclusion of the deal marked the fulfillment of a long-time wish held by himself and his partner, Isadore Trebish.

Isser said that a 40 by 200-foot shed would be constructed to protect the shows' trailers from the weather. Trebish is now planning the building and is at quarters daily seeing that all equipment is properly stored.

The present building will be used to house the tractors and for

With the regular meeting schedule slated to begin on Wednesday (8), it was decided to rent facilities at the Sharon Hotel for the initial session. No site has yet been designated for the meetings that will follow but association execs are hopeful that the new home will be a reality by then.

## C. A. Stephens Gets Upped Biz With New Route

Late Road Start, N. C. Dates Help Increase Yield

CONYERS, Ga., Oct. 4.—C. A. Stephens Shows, playing here at the Rockdale American Legion Fair, have been enjoying one of the best seasons in recent years.

Fairs generally have been up, business-wise, for the show, according to Owner C. A. Stephens. A big factor in the better business was the skipping of Eastern Kentucky this year, Stephens said. Instead, it went into the mine country of North Carolina and garnered satisfactory grosses. Another factor was the show hit the road later than usual after playing a series of sponsored dates on the outskirts of Atlanta.

Back-end embraces strong lineup of shows headed by Bob Randy's three, Tropicana, a minstrel show; Side Show and Unborn Show, plus Fagan's Tangerine (Continued on page 66)

## Fair Biz Best In Five Years For Shan Bros.

MANCHESTER, Ga., Oct. 4.—Shan Bros' Shows, currently playing the Tri-County Fair here, have been enjoying their best fair season in five years, according to Owner Shan Wilcox. Org has three more Georgia fairs to go. They are Eastman, Thomaston and Douglas.

Unit got off to a slow season's start in Eastern Kentucky, but business took a sharp upsurge as soon as the show began playing fairs.

Show packs plenty of eye appeal due to generous use of neon and fluorescent on rides and shows. Twin Ferris Wheels, in operation here, are particularly notable for their exceptionally striking lighting.

# Midway Confab

**William M. (Bill) Breese**, general agent of Eddie Young's Sterling Crown Shows, writes from Pensacola, Fla., that he recently spent a couple of days with **Walter B. Fox** at Mobile, Ala., who is promoting the Baldwin County Fair at Robertsdale, Ala., in November and which the show will play. Breese recently contracted Russellville and Demopolis, Ala., for his org and advised that a nephew of the late Felix Blei is on his committee at Demopolis. . . . **Harold Kilpatrick** writes from his home at Bessemer City, N. C., that he recently visited the James E. Strates Shows at Shelby and the Gold Medal Shows at the new Spindle Center fair at Gastonia. At the latter fair he met several old friends who were with him on Dodson Shows several years ago.

"Mac" House scribes from New Albany, Miss., that he recently joined the Sterling Crown Shows in the capacity of legal adjuster and is looking forward to a visit with his old friend **Walter B. Fox** at Mobile, Ala., in the near future. . . . **W. F. Chastain**, former secretary of the Mobile County Fair at Prichard, Ala., and now in the loan business there, cards that **Bernie Smuckler**, former Mobile concessionaire, paid him a short visit recently.

Among old-timers visiting the 20th Century Shows recently at Kansas City, Kan., were **H. L. Jones**, **Morris** and **Laura Lamar**, **Roy Orth** and **David Mills**, his wife and granddaughter. . . . **Devon Gaster**, son of **Mr. and Mrs. Jack Renfro**, of the C. A. Stephen Shows, has entered Florida State University. . . . **Lisa Lee**, Gem City Shows annex attraction, reports she recently visited with **Zwazette**, **Blue Grass Shows** annex feature, and **Jack Rodgers**. . . . **Bill Ruesskamp** caught closing day at the Sikeston (Mo.) Cotton Carnival, played by the Rose City Shows to okay business. On the lot were **Mrs. Sid Sidenberg** with jewelry; **Cecil Woods**, who reported being off the nut; **Wilson** the jewelry king, and **Wesley Tuschoff**, handling the kiddie ride.

**Joseph Lehr**, spot worker, recently drove from Philadelphia to the York, Pa., fair where he visited with **Mr. and Mrs. Nick Green**, **Mr. and Mrs. Herb Caplan**, **Bennie Weiss** and **Leo Riley**. Lehr has been working for **Mills Bros.** Circus in his hometown Philadelphia.

Jamboree held on the Royal Crown Shows at the Nebraska State Fair, Lincoln, netted \$629, which is to be divided between the Showmen's League of America and the Miami Showmen's Association. Talent on the show consisted of acts from the Barnes-Carruthers grandstand revue and from "Vanities of 1952," a Joy Purvis production; the King Cotton Revue and Jimmy Schavini's Side Show, all back-end units with the Royal Crown Shows. **Bob Purvis** emceed. The auction was conducted by **Mrs. Monica Baress**, with the assistance of **Mrs. Ernie Wenzel** and **Joy Purvis**. . . . **L. J. Heth**, owner of the show bearing his name, was among the visitors at the Alabama State Fair.

**Mr. and Mrs. Jessie R. Banks** reported the Sterling Crown Shows were packing 'em in during their recent visit en route from California to Norfolk to visit **Banks' brother, F. O. (Tarzan) Banks**, who has snakes. In California they visited **Harry A. Illions** at the Pomona Fair. Illions had them lined up at his big wheel. **Mrs. Banks** also plans to visit her mother in Meigs, Ga.

**Phil Cook**, executive secretary of the Miami Showmen's Association, has returned to his office

after a lengthy road trip that took him into most of the Eastern States. He visited several dozen shows and fairs. He is preparing a complete report for the membership.

**James W. Byers**, a visitor at the Arkansas Livestock Show, Little Rock, reported that he had enjoyed a successful season with his rides at the Council Bluffs (Ia.) Park. . . . **Thomas (Tommy) Fuzzell**, another visitor to the Little Rock Fair, enthused over the big business he enjoyed this year at his park in North Little Rock.

**Mr. and Mrs. Wallace R. Fritts** were among visitors to the Little Rock Fair. **Mrs. Fritts** is the former **Daisy Hennies**. . . . **Mrs. Frank Morrissey** with their son, **Tommy**, spent the week in Little Rock with the Rock American Shows, coming in from their home at Coral Gables, Fla. **Frank** is the publicity director for the Royal American Shows.

**Fred Anderson**, boyhood chum of **Carl J. Sedlmayr Sr.**, paid the latter a surprise visit in Little Rock and the two spent about five hours reminiscing about their kid days. . . . **Mrs. Harry (Helen) Julius** is back at her home in Tampa after several weeks in a hospital in that city. . . . **Ernie Campbell**, of the E. G. Campbell Tent & Lining Company, Alton, Ill., and **Mr. and Mrs. Clayton Holton**, of Hot Springs, were visitors to the Royal American Shows at Little Rock.

**Mr. and Mrs. Bernie Stone** were on hand at the Arkansas Livestock Show, Little Rock, visiting their friends among fair execs and personnel of the Royal American Shows.

**Cortez Lorow**, of the Lorow (Royal American Side Show) brothers, currently is in North Miami, readying their glass blowing-novelty store on Highway AAI for an early opening. Cortez will have the store operation well under way by the time his brothers, **Skeeter** and **Bert**, close with the Royal American Shows at Little Rock.

**Wallace Cobb**, Royal American trainmaster, is on the receiving end of many bouquets as the result of the fast job he did in unloading the show train at Little Rock Monday (29) when it pulled in six hours behind schedule due to a slight wreck on the Rock Island Railroad move in from Oklahoma City.

**Dot Blackhall**, fat girl, is requested to contact her sister, **Flo Carlson**, at 414 West 46th Street, New York 19, in regard to a death in the family. . . . **John and Helen Barfield** joined the Cavalcade of Amusements with photos and palmistry at Nashville. With them in palmistry are **Pat Burke** and **Cecil Speer**. . . . Visiting **Milt Cohen** recently in Jacksonville, Fla., was **David Fineman**, en route to Miami, where he will be employed this winter by the Miami Jitney Service. **Fineman** reported a spotty season, but said he would return to the road next season.

**Lee Hayford**, front talker on **Carl J. Lauther's** Side Show with Cavalcade of Amusements, incurred serious injuries September 26 at Corinth, Miss., while inflating a tire, reports **Tex Conroy**. A defective rim blew off the tire, throwing the tire against **Hayford**, who suffered a broken hip and wrist. He was taken to Community Hospital, where he will remain about 10 weeks. He would like to hear from friends.

**Jack Darling**, former featured dancer and girl show operator, recently visited the Royal Crown Shows at Muskogee, Okla., and made plans to visit the 20th Century Shows which opened in Tulsa, Okla., October 3. She plans to winter in Tulsa. . . . **A. J. Scott**, of the West Coast Shows, reports he bumped into **Elmer Hanscom** at the Pomona (Calif.) Fair, where the latter was manager of the No. 2 ride lot of the **Frank Babcock Combined Shows**.

**John Francis**, former owner of the John Francis Shows and now operator of kiddie rides, visited the St. Louis Office of The Billboard recently upon his return from a trip thru the Dakotas, during which he visited friends at the Corn Palace Festival at Mitchell. He noted big business.

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SANDERSVILLE, GA., WEEK OCTOBER 13  
FOLLOWED BY CONTINUOUS ROUTE OF SOUTHERN FAIRS

CONCESSIONS	Can place "Prize Every Time" Type Concessions of all kinds. Can also place Glass Pitch, Novelties, Hats, High Striker, Age, Scales, etc.
SHOWS	Liberal proposition for non-conflicting Shows with own equipment and transportation. Can place Minstrel Show for this date for committee money.
HELP	Can place First and Second Men on all Rides. Must be sober and have chauffeur's license.

**CAN PLACE FREE ACT FOR BALANCE OF SEASON**  
Address C. C. GROSCURTH, Mgr., Jasper, Ala., this week.

# Royal Exposition SHOWS

Want for five more weeks of County Fairs, four in Georgia, 1 in Florida, per our previous announcements. SHOWS—Any worthwhile Show with own outfit and transportation, especially a Minstrel and 10-in-1. RIDES—Will book one more Major and one Kiddie Ride not conflicting. CONCESSIONS—Hanky Panks, Ball Games, Novelties, Hats, Gadget Workers and Demonstrators, etc. All address this week—Millen, Georgia, then as per route.

J. P. BOLT or ROYAL EXPOSITION SHOWS

P.S.: Showmen, please note: These people in spots we are playing have MONEY, and they are ALL on a par with past years so far. Don't be misled, come and see for yourself.

## JOHNNY T. TINSLEY SHOWS

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The Show That's Got the Winning Route!

WANT WANT WANT  
For ROANOKE, Alabama (Fair); CHILDERSBURG, Alabama (Fair);  
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3 OF THE BETTER FAIRS IN THIS TERRITORY

DARK RIDE, GLASS HOUSE, FUN HOUSE, SIDE SHOW, MECHANICAL CITY, FREAK SHOW, PLATFORM SHOWS, OR ANY HIGH CLASS SHOW CATERING TO LADIES AND CHILDREN. KIDDIE RIDES, BOAT RIDE, SKY FIGHTERS.

HANKY PANKS OF ALL KINDS . . . here's your chance to add to your winter bankroll. RIDE HELP—Must be capable and sober. Contact:

JOHNNY T. TINSLEY SHOWS, Fairgrounds, Barnesville, Ga.

## Wanted for SOUTHERN STATES SHOWS

Few more Stock Concessions, also Ride Help who can and will drive semis for balance of season in Georgia and Florida. Closing Armistice week in Southern Florida.

JOHN B. DAVIS  
Moultrie, Ga., this week.

## SHOWS WANTED FAIRFIELD COUNTY FAIR, LANCASTER, OHIO OCT. 13-18

OHIO'S GREATEST COUNTY FAIR

Have one more choice location available for 60 front ft. by 40 ft. deep, or can use two Small Shows in this location. We have Mechanical Show, Monkey Show, Side Show and Fun House. Can place any Show not conflicting. No Girl Shows. Can place Snakes, Fat Show, Pit Shows, etc. Contact at once.

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First \$1,000.00 takes 14-ft. 3-side Grab on wheels, made by Dinette Corp., 1950, fully equipped with griddle, electric baker, silux coffee maker, stove, ice box, Coca-Cola box, electric brakes, fluorescent lighting, etc. Original cost \$2,750.00; perfect shape. Also have 1949 Smith & Smith Kiddie Chairplane for sale, in better shape now than when leaving factory. Can be seen on Millon Dollar Pier, Atlantic City, N. J. Ask for

TOMMY WALDMAN

Please no collect wires or telephone calls.

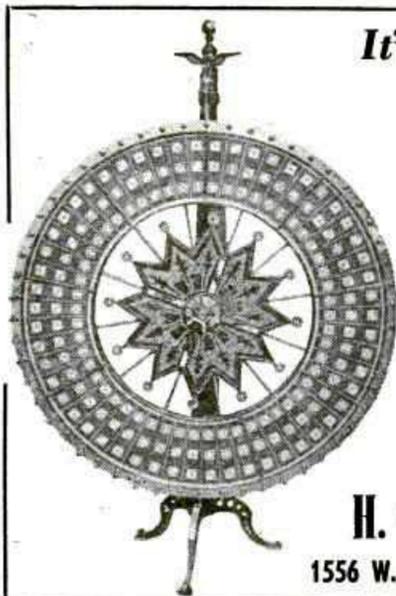
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### ZEKE SHUMWAY

Owner of Snake & Torture Shows with World of Mirth Shows. Your Roadmaster Buick purchase is appreciated.

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**Jacksonville, Fla., Nov. 4 to Nov. 15**  
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JAMES E. STRATES SHOWS ON MIDWAY

## WANTED—MIDGETS

Male-Female (no dwarfs), must be talented and small. Want 5 men and 5 women. No high priced stars. Long season. Work under contract, money each week. Send all including photos first letter to

## ROYAL AMERICAN SHOWS

Tupelo, Miss., this week; then per route.

## MOTOR STATE SHOWS

Shelbyville, Indiana, Oct. 7-12

Want for this date and two more Celebrations to follow—Hanky Panks not conflicting. Popcorn, Floss, Caramel sold. Can use Bingo for these dates. Come in, will place you. Mr. Helman, write to one of these dates.

**JOE FREDERICK, MGR.**

## WANTED FOR GUADALUPE COUNTY FAIR & STOCK SHOW

Seguin, Texas, Oct. 16-17-18. This is one of the largest Fairs in Texas. Free gate. Can place all kinds of Independent Rides—Octopus, Tilt, Little Dipper, Mixup, Auto Train. Amusement Concessions and Shows—Reasonable percentage, reasonable privilege, no exclusive. Can use Ride Help. Hanky Pank Concessions. Clarence Hagensick, can use your Rides. Contact  
**BURDICK'S GREATER SHOWS**, Taylor, Texas, Oct. 6-11, or **JACK STEWART**, Chamber of Commerce, Seguin, Texas.

## GIRLS—ACTS—ENTERTAINERS ATTENTION!!

DANCERS, SINGERS, COMEDIANS, ACTS OF ALL KINDS. WIRE, PHONE OR COME ON. Fare if we know you. Good salaries. Dancers, \$100.00 every week. All winter's work, theaters and clubs. Must join this week. Contact:  
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c/o MODEL SHOWS, INC., Fairgrounds, Greenville, N. C.

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Wants Rides Only for Our

## FOURTH OF JULY CELEBRATION—1953

Write or see

**E. J. MILLER**

City Hall

## Club Activities

### Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Oct. 4.—First meeting of the fall season was held in the Emerald Room of the Hotel Sherman Thursday (2), due to the strike of Chicago elevator operators that shut off service to the League's eighth floor clubrooms.

Past President Lew Keller presided in the absence of President S. T. Jessop who is in the East on business. Jessop expressed his regrets at being absent in a telegram read before the meeting. Assisting Keller on the rostrum were Treasurer Walter F. Driver and Secretary Joe Streibich.

Eight new members were announced, including Lawrence Clouse Jr., Donald M. Thomas, Johnnie L. Johnson, Joseph W. Gallagher, Maurice J. Foster, Frank B. Eastman, Nick Holub and John J. O'Rourke. Credit for the new members was given to P. A. Marco, J. P. (Jimmy) Sullivan, Al Kaufman, Lester J. Davis, S. T. Jessop, Whitey Woods and Ep Glosser.

Treasurer's funds were aided by cash from jamboree on Al Wagner's Cavalcade of Amusements; C. C. (Specks) Groscurth's Blue Grass Shows, and J. P. (Jimmy) Sullivan's Wallace Bros.' Shows of Canada. A donation for the cemetery fund was received from Lucille Mark.

Jack Benjamin is on the sick list following surgery. Harry (Bing) Bernstein is confined to a Meridian Miss., hospital, following a heart attack. Frank Ehlenz is also on the sick list. Henry Thode and Oliver Barnes are both up and around again, following prolonged illnesses.

Andre Dumont is busy doing house committee work and Jack Kaplan is busy with the banquet program. The cemetery committee is laying plans to buy a bronze plaque for Showmen's Rest.

Jack Hawthorne left Chicago recently for Dallas and will then tie himself to the Pacific Coast for a prolonged vacation. Recent clubroom visitors included Jerry Mackey president of the Pacific Coast Showmen's Association and Mrs. Mackey; C. H. Alton, Phillip Fein, Silent O'Brien, Ben P'ock, John Courtney, Charlie Drobnik, Mel Harris, Charles Zemater Sr., James Lamont, Max Brantman, Henry Thode, Hy Neitlich, Lester Davis, Dave Goldfen and John J. O'Rourke.

Ladies' Auxiliary, Hotel Sherman

President Claire Sopenar welcomed a large turnout for the first meeting of the fall season, Tuesday (30). Other officers on hand included Pearl McGlynn and Veronica Potenza, first and second vice-presidents respectively; Mae Taylor, third vice-president pro-tem; Wanda Derpa, financial secretary, and Opal Rossi, treasurer.

The invocation was delivered by Mae Taylor, chaplain pro-tem, and a moment of silent prayer was offered for deceased members. Corresponding Secretary Irene Coffey read mail from Anna Jane Bunting, Esther Groscurth, Mary O'Hara Smith and William and Mary Fries. New members include Ruth Joy Allen, Eva Conway, Mildred Watson, Barbara Doyle and Louise McCue.

Mabel Davis attended her first meeting since her operation and thanked the members for their remembrances. Gladys Pivor was up for her first meeting and Marie Broughton returned after a long absence.

Eva Leroy visited Billie Billiken when both worked at Playland Amusement Park, Houston. Pearl McGlynn and Mrs. Alice McLaughlin, of California, were recent dinner guests of Florence Harding Regan. Mrs. McLaughlin's daughter, Alyce, and her husband, Charles (Andy) Correll, celebrated their wedding anniversary at the Chez Paree during a recent Chicago visit. Josephine Glickman's son, Merrill, who recently returned from Korea, was married to Marion Heidenerick of Elmwood Park, Ill.

Mabel Mullens is the proud great-grandmother of Regina Diane born August 4 to Mr. and Mrs. Robert Wochholder. Paddy Ann Sciortino has become the mother of a baby girl. Newest grandmothers of the club are Helen Wetour and Martha Marts. Helen Hoffmeyer is handling the sale of greeting cards with proceeds to go to the club's treasury.

Mae Oakes is in Hot Springs doctoring a heart condition. Cards of cheer to Edna O'Shea Stenson will reach her at 129 N. Harvey

### National Showmen's Association

1564 Broadway, New York

NEW YORK, Oct. 4.—The first meeting of the fall will be held Wednesday night (8) at the Sharon Hotel, 227 West 46 Street.

Still on the sick list are Jack Rose, Pratt General Veterans Hospital, Coral Gables, Fla.; George Davis Hensley, Edgewood State Hospital, Brentwood, N. Y., and shut-ins True O. Perkins, James Cox and Irving Udowitz.

All members are asked to purchase bonds for the new home, and all those who pledged are requested to send in their check now. Mr. and Mrs. William Lish are heading South to attend a few fairs and then vacation in Miami. Frank Blatsky left to make a few spots.

Recent visitors were Frank Rappaport, who stopped in to bring in some boosters for our 1952 year book, and then left for Danbury; Sidney Goodwalt, Edward Elkins, James Peterson, David Posner, Alfred Rauffuss, Charles Padrone, Dominick J. Danzi, Samuel Rosenthal, Louis Candee, A. J. Merrill, Joseph Goodman, Max Tubis, Ward Graves, Charles Saffer, Jack Harris, Casper Sargent, Louis Rossandler, Al Burt, Ben Rosenberg, Louis Light, Edward McKeon, Doc Morris, Joseph Greengrass, Lawrence Neumann, Ben Merson, Jack Alfred, San Finkel, Henry Kaufman and David Brown.

The Eligibility Committee, with Chairman John McCormick, has approved membership applications for Raymond Gibson, Steve Weston, Louis Schock, Max Packman, Sam Sperber and Everett Maynard.

### Missouri Show Women's Club

415A Chestnut St., St. Louis

ST. LOUIS, Oct. 4.—Preparations are now under way to reopen the club next week.

President Jeanette Hart, who was unable to go traveling this summer, has been working on preparations for a card party to be held December 9 in the clubrooms. She reports attendance prizes are coming in at a good rate and she requests all members to remit their card party ticket books with dues, which are now payable.

Grace Goss remains under a doctor's care and will appreciate cards sent to her in care of the show (Amusement Company of America), and Josephine Scordias has returned to her home at 3662 Cleveland here from the hospital, where she underwent treatment for internal injuries suffered in a fall. She is expected to return to the hospital in the near future.

### Tivoli Business

Continued from page 64

of the show who spends time around the midway, recently left on a combined business-pleasure trip to Europe. He intends to spend several months there. Boots Cutler, concessions manager, reports a good season to date.

Recent visitors were Charles A. Lenz, Tommy Fuzzell; Mr. Cobb, of the Ringling-Barnum show; Frank Clancy, Little Rock, and Pat Ford.

### C. A. Stephens

Continued from page 64

ine, Joe Duncan's Mirror Maze and Kaar's Wild Animal Show. Captain Harold and his lions are the free act.

Stephens reported buying four Chevrolet tractors and a pick-up truck to add to the efficiency of his show. Unit will close December 6 after playing the Orange Fair in Cocoa, Fla., and will winter again in Crystal Rivers, Fla.

Avenue, Oak Park, Ill. where she is convalescing. Wanda Derpa, Martha Marts and Mary Stutsky recently for an extended vacation. selling peanuts for a crippled children's benefit. Mr. and Mrs. Chester Barker motored to Florida recently on an extended vacation.

The October 7 meeting will be an important one, with a nominating committee to be selected. Pearl McGlynn, Betty Broderick and Edna Stenson will be hostesses at the October 14 social.

## Firemen Seek OK To Allow Gambling At Their Carnivals

DANBURY, Conn., Oct. 4.—The opening gun in a fight by volunteer firemen of this State to win approval of a bill calling for modification of State statutes pertaining to operation of lotteries and carnivals was fired this week by the City Volunteer Firemen's Association here. The bill if approved will be presented to the next session of the General Assembly.

The proposed measure would relax State laws on gambling to permit non-profit, charitable organizations such as volunteer firemen, veteran and fraternal groups to conduct lotteries and games of chance at their carnivals.

A similar bill which was passed by both houses of the last General Assembly was subsequently vetoed by Gov. John D. Lodge.

## Pomona Fun Zone

Continued from page 64

than 50 this year. Cecchini & Levaggi bought out the lease of Robert Olson and operated games in all of the permanent concession stands. Louis Cecchini said that the run was "all right."

Johnny Levaggi, Cecchini's partner, said that the use of pan games slowed down play. For one thing, he declared, the people were not used to them and missed the wheels.

Pan games were used thruout the run. While the play may have been slow, one cost that the concessionaires did not have this year was that of changing games. Last year there were about seven switches made in the set-up in order to operate.

Cecchini stated that he did not have final figures on the run but he guessed it would be "15 to 20 per cent over last year."

Frank W. Babcock United Shows, managed by Larry Ferris, supplied the portable rides, as well as those for the two kiddie-lands. Show went into the barn following this date.

C.B. (Jack) Afflerbaugh, president and general manager of the fair, expressed himself as being pleased with the plans for the permanent midway. A meeting with Illions is scheduled in the future to map additional plans for the expansion of the project.

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**For our 1953 Season**

G. P. O. Box 1488  
Detroit 31, Michigan

**FEW HOG IRON WITS WANTED**

Half wits, stay put. Foreman, Second Men, Help, come on. SHOWS. We want you. Best territory on earth. Concessions and Agents, come on. Cotton remains king. Sober, reliable people solicited only. Tunic, La., this week; Marianna, Ark., next.

**—GIRLS—**

Over 21, attractive and free to travel. Concession work. Experience unnecessary. Florida all winter. Salary, bonus and living quarters. Write or wire collect.

**CARL HERRICK**  
General Delivery, Franklinton, La., week of Oct. 6.  
P.S.: Nita, Callie, get in touch.

**WANTED—WANTED**

A large Carnival for the week of June 29th to July 4th inclusive, 1953, at Ebensburg Fair Grounds, Ebensburg, Pa. Sponsored by the American Legion of Cambria County. For further details write

**FRITZ MORLEY**  
% AMERICAN LEGION  
Barnesboro, Pa.

**JOHN LEWELLYAN**

Wants Percentage Agents. Salomi Sam, Brownie Meyers and Gladys Gregory, contact at 1262 Green, Augusta, Ga. Phone 2-3927. No collect calls, please.

**BINGO HELP NEEDED**

Want Bingo Countermeasurers, Callers, Relief Callers. Experience not necessary. Good salary. All fairs balance of season. Contact

**DANNY DORSO**  
c/o Model Shows, Greenville, N. C.

# From the Lots

## B. & H.

**SALLEY, S. C., Oct. 4.**—Show opened here Monday (22) to a good crowd. Owner Hobbs has purchased a Rolloplane. Sandy Spears' bingo is getting top money among concessions. Harry Clark's Minstrel Show is doing best among shows, and the Ferris Wheel leads the rides in grosses. Staff includes W. E. Hobbs, owner; E. A. Murray, general manager; Donald Hobbs, secretary; Jean Dowdy, mail and The Billboard agent; Earl Brown, carpenter, and Fred Owens, painter. Mr. and Mrs. Red Bailey joined with a grab joint and ball game. Ted and Donald Ramsey joined with a swinger.

## Wilson Greater

**ELOY, Ariz., Oct. 4.**—After a successful route thru Northern Arizona and New Mexico, show is playing the cotton country of Southern Arizona. Mr. and Mrs. Loyd Wilson are living at their home and commuting daily. The Brown and Yapp families have entered their children in Phoenix schools. Mr. and Mrs. Kastel drove their two sons to Silver City, N. M., to enter boarding school. Show carries six major rides and two kiddie devices. Ride personnel includes Ellis Walker, foreman, Ferris Wheel; George Redwood, Merry-Go-Round; E. F. Schmidt, kiddie rides, and Art Frederickson, ticket seller. Concessionaires: Mr. and Mrs. Willys, swinger and nickel roll-down; Jay Yapp, cookhouse, pony ride and electrician; Wayne Marcey, photos; Mr. and Mrs. Kastel, fish pond, bingo and wheel; Russ Peace and Verne Radcliffe, count store; Mrs. Peace, balloon darts; D. M. Parker, short range gallery; Mr. Brown, Big Tom; Mrs. Brown, office-owned glass pitch; Mr. and Mrs. Myles, Coke bottles; Steve Miller, snow cones; Mr. and Mrs. McDonald, live ducks, fish bowl and darts; Mr. and Mrs. Frederickson, jewelry and engraving; Dave Frederickson, The Billboard agent, Messrs. Jordan, Case and Marvin Jordan, pin store, and Mesdames Case and Jordan, six cats.

## Carnival Routes

Continued from page 58

B. & H. Am. Co. (Colored Fair) Orangeburg, S. C.; (Fair) Estill 13-18.  
Big State: McGregor, Tex.  
Blue Glass: (Fair) Jasper, Ala.; (Fair) Sandersville, Ga., 13-18.  
Blue Ribbon: (Fair) Huntsville, Tex.; (Fair) Sequin 16-18.  
Brown & Wallace: (Fair) Montgomery, Ala.; (Fair) Albany, Ga., 13-18.  
Burdick's Greater: Taylor, Tex.; (Fair) Sequin 13-18.  
Burke, Harry: (Fair) New Roads, La.; Abbeville 13-18.  
Burkhart: Turrell, Ark.; Crawfordsville 13-18.  
Capital City: (Fair) Montezuma, Ga.; (Fair) Fitzgerald 13-18.  
Cavalcade of Amusements: (Fair) Greenville, S. C.; (Fair) Rome, Ga., 13-18.  
Central Am. Co.: (Fair) Scotland Neck, N. C.; (Fair) Pembroke 13-18.  
Cetlin & Wilson: (Fair) Atlanta, Ga.; (Fair) Spartanburg, S. C., 13-18.  
Chanos, Jimmie: Verona, O.  
Cherokee Am. Co.: Moran, Kan., 7-8; Fredonia 10-11.  
Coleman Bros.: Middletown, Conn.  
Crafts 20 Big: (Fair) Fresno, Calif., 6-12.  
Cumberland Valley: (Fair) Summerville, Ga.; season ends.  
Dan-Louis: (Fair) Munfordville, Ky.  
Dickerson, Frank: Faison, N. C.  
Drew, James H.: (Fair) Swainsboro, Ga.; (Fair) Metter 13-18.  
Dumont: (Fair) Littleton, N. C.; (Colored Fair) Greensboro 13-18.  
Dyer's Greater: Tunica, Miss.; Marianna, Ark., 13-18.  
Ferry, Carl D.: (Fair) Chester, S. C.; Roxboro, N. C., 13-18.  
Fleming, Mad Cody: Tifton, Ga.  
Franklin, Don.: (Fair) Angleton, Tex.; (Fair) Crockett 14-18.  
Gem City: Alexander City, Ala.  
Gentsch, J. A.: Waynesboro, Miss.  
Georgia Am. Co.: (Fair) Jackson, Ga.; (Fair) Sylvester 13-18.  
Gladstone Expo.: (Fair) Shaw, Miss.; (Fair) Belzoni 13-18.  
Gold Medal: (Fair) Opelika, Ala.; (Fair) Panama City, Fla., 13-18.  
Gooding Am. Co., No. 1: Loudonville, O.  
Gooding Am. Co., No. 6: Jackson, Miss.  
Greater Dixieland: (Fair) Mansfield, La.; (Fair) Natchitoches 13-18.  
Groves Greater: (Fair) Marksville, La.; (Fair) Ruston 13-18.  
Hames, Bill: Roswell, N. M.; Palestine, Tex., 14-20.  
Happy Attrs.: (Fair) Coshocton, O.  
Harrison Greater: (Fair) Troy, N. C.; (Fair) Williamson 13-18.  
Beth, L. J.: (Fair) Monroe, Ga.; (Fair) Covington 13-18.  
Hill's Greater: Plainview, Tex.  
Hottle, Buff, No. 1: Franklinton, La.; Oak Grove 13-18.  
Hottle, Buff, No. 2: Livingston, La., 13-18.  
Ideal Rides: Marks, Miss.  
Interstate: (Fair) Boaz, Ala.; Brownsville, Tenn., 13-18.  
J. & B.: Kilmarnock, Va.  
Johnny's United: (Fair) Scottsboro, Ala.; (Fair) Samson 13-18.  
Jollytime: Kershaw, S. C.  
Kile, Floyd O.: Verda, La.; Pitkin 13-18.  
Lair, Leo: Homerville, Ga.; Mount Vernon 13-18.  
Lawrence Greater: Chase City, Va.  
Lee Am. Co.: Atmore, Ala.; Quincy, Fla., 13-18.  
Maddox Bros.: Inman, Kan., 9-11; Moline 13-15.  
Manning, Ross.: (Fair) Laurinburg, N. C.; (Fair) Hamlet 13-18.  
Marion Greater: York, S. C.  
Marks, John H.: (Fair) Wilson, N. C.; (Fair) Greenwood, S. C., 13-18.  
Midway of Mirth: Blytheville, Ark.  
Mighty Hammontree Midway: (Fair) Hartwell, Ga.  
Mighty Hoosier State: Columbus, Ind.; Rushville 13-18.

Mighty Page: (Fair) Laurens, S. C.  
Model: (Fair) Greenville, N. C.; (Fair) Orangeburg, S. C., 13-18.  
Moore's Modern: Marked Tree, Ark.  
Motor State: Shelbyville, Ind.  
Nessler's Greater: Beebe, Ark.  
Ozark Empire: Luxora, Ark.  
Page Am. Co.: (Fair) Snow Hill, N. C.; (Fair) Ahsokie 13-18.  
Palmetto Expo.: (Fair) St. George, S. C.; (Fair) Waterboro 13-18.  
Pan-American Am.: Montrose, Calif., 8-12; Ingleswood 14-19.  
Penn Premier: (Fair) Henderson, N. C.; (Fair) Leaksville 13-18.  
Peppers All-States: (Fair) Crestview, Fla.; (Fair) Apalachicola 13-18.  
Prel's Broadway: (Fair) Charlottesville, Va.; (Fair) South Boston 13-18.  
Pryor's Mississippi: (Fair) Winona, Miss.  
Raines Am.: (Fair) Ringgold, La.  
R. & C. United: Beckville, Tex.; Coldspring 16-20.  
Rockwell: Alva, Okla.  
Royal American: (Fair) Tupelo, Miss.  
Royal Expo.: (Fair) Millen, Ga.; (Fair) Waynesboro 13-18.  
Royal Crown: Attalla, Ala.  
Schafer's Just for Fun: (Fair) Minden, La.  
Scotland Rides: (Fair) Orangeburg, S. C.  
Shan Bros.: (Fair) Eastman, Ga.; (Fair) Thomaston 13-18.  
Siebrand Bros.: Las Creces, N. M.; Phoenix, Ariz., 13-18; Tucson 20-25.  
Smith, George Clyde: (Fair) Norfolk, Va.; (Colored Fair) Henderson, N. C., 13-18.  
Snapp Greater: Fordyce, Ark.  
Southern States: Moultrie, Ga.  
Southern Valley: (Fair) Winnsboro, La.  
Star Am. Co.: Holly Grove, Ark.; Parkin 13-18.  
Starlight: (Fair) Bellville, Tex., 9-11; (Fair) Three Rivers 16-18.  
Stephens, C. A.: (Fair) Sparta, Ga.  
Sterling Crown: Sheffield, Ala.  
Strates, James E.: Danville, Va.; Raleigh, N. C., 13-18.  
Tassell, Barney: High Point, N. C.; Yanceyville 13-18.  
Thomas Joyland: Kingwood, W. Va.  
Tidwell, T. J.: (Fair) Seminole, Tex.  
Tinsley, Johnny T.: (Fair) Barnesville, Ga.; (Fair) Roanoke, Ala., 13-18.  
Tivoli Expo.: (Fair) Danville, Ark.; (Fair) Paris 13-18.  
Turner Bros.: Gideon, Mo.  
20th Century: (Fair) Tulsa, Okla., 6-9; (Fair) Tallulah, La., 14-17.  
United Expo.: Trumann, Ark.  
Virginia Greater: (Fair) Edenton, N. C.; (Fair) Elizabeth City 13-18.  
Vivona Bros.: (Fair) Union, S. C.; (Fair) Camden 13-18.  
Wallace Bros.: Monroe, La.  
West Coast Expo., No. 1: San Francisco, Calif., 7-12; Daily City 14-19.  
West Coast Expo., No. 2: Mendota, Calif.  
Wilson Greater: Eloy, Ariz.  
Wolfe Am. Co.: Pickens, S. C.  
World of Mirth: Winston-Salem, N. C.  
World of Pleasure: Royal Oak, Mich., 8-22

### PIEDMONT INTERSTATE FAIR Oct. 13th to 18th inclusive Spartanburg, S. C.

### GEORGIA STATE FAIR Oct. 20th to 25th inclusive Macon, Ga.

Can place large cookhouse to handle this show. Can place all Eating and Drinking Stands. Can place all Legitimate Merchandising Concessions. Can place all Hanky Panks. Want Caterpillar and mule Drivers to join immediately. Wire Charlie Sheesley. Want Ride Help. Wire Whitey Huett.

All address this week  
**CETLIN & WILSON SHOWS**  
ATLANTA, GA., FAIR

# PENN PREMIER SHOWS

worlds \* cleanest \* midway

### ROCKINGHAM COUNTY FARMERS' FAIR Leaksville Spray, N. C., October 13-18

CAN PLACE Derby Racer, Fish Pond, Glass Pitch, Palmistry, French Fries, or any legitimate Concession.  
SHOWS—Can place Fat Show, Wild Life, Unborn, good Arcade or any Show not conflicting.  
RIDES—Can place Dipper, Spitfire and Flyoplane.  
HELP—Can place good Mechanic with tools. Join immediately. Can always use reliable Ride Men who drive semis.  
Remember, we still have four more fairs to go—all in the heart of the Golden Tobacco Belt.  
Address all mail and wires to  
**LLOYD D. SERFASS, Gen. Mgr., PENN PREMIER SHOWS**  
Henderson, N. C., this week; followed by Leaksville Spray, next; then Carthage, N. C.

### LIQUIDATING RIDES—EQUIPMENT

3 Tractors, 1 Show Office, 60-Passenger School Bus, 8 Semi Trailers, Racks, Vans, 8-Car Octopus, Double Loop-o-Plane, 3 20x30 Tops, 2 20x40 Bingo Tops, 20x20 Marquee, Bingo Blower, Waterfall Blower, Horse Race, Color P.C., Stock Wheels, various Show Items. Come, get a buy. Reason for selling, have purchased all new equipment.  
**MICKEY PERCELL**  
20 Orange St. Waverly, N. Y.  
Phone 198

### FOR SALE

Little Dipper Ride with Mabors Trailer; good condition, 1950 model, \$4,800.00 cash for both. Can be seen in operation Roswell, New Mexico, Oct. 6 to 12; Palestine, Texas, Oct. 14-20.  
**W. F. CULVER**  
Care Bill Hames Shows

### WANTED

Caller and Assistant Caller for Bingo  
**JACK GILBERT**  
Hotel Stuyvesant, Buffalo, N. Y.

### BURKHART SHOWS

In the Cream of the Cotton  
Need Ride Men that can drive semis. Can use a few more Stock Concessions. Will book Chairplane. Will trade Flying Scooter for Tilt.  
**BURKHART SHOWS**  
Turrell, Ark., this week; Crawfordsville, Ark., next.

### FOR SALE

Pretzel and Hi-Ball Ride, both in good operating condition; 1 large Arcade, plenty of machines, stock, parts and supplies, reasonable, and can be booked on this show if desired. All three can be seen in operation at Danville, Va., this week; Raleigh, N. C., State Fair, Oct. 13-18; then en route with Strates Shows.  
**D. EARLE TRUAX, c/o Strates Shows.**

### DAVE (Chief) CHISHOLM

Get in touch with me at once, urgent. Anyone knowing his whereabouts, please notify; reward.  
**BOX D-254**  
c/o The Billboard Cincinnati 22, O.

### FUN HOUSE FOR SALE "MOON EXPRESS"

Largest portable Fun House on the road. Opens to 53'. 2 floors high. Built on a 33' Pike Semi. Lg. Am. Kellogg air comp. Tricks. Beautiful Dirigible Balloon, front covered with neon—fluorescent. Flash galore. \$3500.00; worth \$5000.00. Photos on request. **PAUL E. BREESE, 460 W. Pike, Long Beach, Calif.**

GIVE TO THE RUNYON CANCER FUND

# PRELL'S BROADWAY SHOWS

**HALIFAX COUNTY FAIR SOUTH BOSTON, VA. OCT. 13-18**  
To Follow  
**CHARLOTTE, N. C., STATE COLORED FAIR OCT. 20-25**  
COLUMBIA, S. C., STATE COLORED FAIR, OCT. 27-NOV. 1.  
WANT COLORED SHOW TALENT OF ALL TYPES. CONCESSIONS: Eat-Drink Stands, Hanky Panks, Penny Pitches, Age, Scales and Novelties. RIDES: Kid Rides that don't conflict. Want Octopus; Frank Josephs and Thompson Bros., get in touch. Ride Help, drivers preferred. Don't forget our 12 Florida Fairs starting Jan. 15, 1953.  
All address: **SAM E. PRELL, Charlottesville, Va.**

# LAWRENCE GREATER SHOWS

America's Most Progressive Carnival

**WANT FOR WINSTON-SALEM (COL.) FAIR and 2 more Fairs to follow**  
CONCESSIONS . . . Open midway for all our Fairs. Cook House, Eats and Drinks, Long and Short Range, High Striker, Derby and Hanky Panks of all kind.  
Can place Snake Show or any good Grind Show. Caterpillar and Roll-o-Plane Foremen, Man who understands Kiddie Rides, Second Men on all Rides. All address:  
**SHIRLEY LEVY, CHASE CITY, VA., all this week.**

**IMPORTANT NOTICE TO FROZEN CUSTARD MACHINE OPERATORS**  
You cannot operate in the State of Florida, 1952-1953, unless you comply with all State sanitary requirements and secure license in advance for each location. Mix must be purchased from an approved mix manufacturer in Florida. Copies of the Florida Frozen Desserts Law with regulations available upon request. NOTIFY John M. Scott, Chief Dairy Supervisor, Florida State Department of Agriculture, 408 Seagle Building, Gainesville, Florida, the place and date you plan to operate well in advance to permit time for inspection.

**GLADES AMUSEMENT CO.**  
Opening October 27—Out all winter in Florida  
Can use Animal or Illusion Show, some Hanky Panks. No grift or flats. All those contracted get in touch with me.  
**JERRY SADDLEMIRE**  
Phone 2074, La Belle, Fla.

Fairs **GEORGIA AMUSEMENT COMPANY** Fairs  
Will book Concessions of all kind that work strictly stock. Sell exclusive on Bingo, Corn and Apples, Floss and Snow, Custard, Pronto Pups, Novelties, Scale and Age Shows—What have you? Rides—Book Tilt or any non-conflicting Ride.  
**H. H. SCOTT**  
Butts County Fair, Jackson, Ga., now; Worth County Fair, Sylvester, Ga., next week. P.S.: Tex Barley, Wheel Foreman, and Rodney Brusco, Jenny Foreman, no longer with this show.

**LEE AMUSEMENT CO.**  
WANTS—WANTS—WANTS FOR  
**NORTH FLORIDA FAIR**  
TALLAHASSEE, FLA., OCT. 27 TO NOV. 1.  
Rides—Octopus, Fly-o-Plane, Caterpillar or any Ride not conflicting. Want Glass House; Harve Wilson, answer. Want Motor Drome; Curley Sayre, wire. All replies: **N. L. CREGON, Owner, Atmore, Ala., Oct. 6 to 11; Quincy, Fla., Oct. 13 to 18.**

**LAST CALL LAST CALL LAST CALL**  
Concession Space, Eunice, La., Fair, October 13 to 19  
Also Alexandria and Jennings, La., Fair to Follow  
Those intending to be at these dates, if not already contacted me, do so immediately as I will be locating Monday morning, 8 o'clock, October 13. Those with deposits will come first, so do not get shut out for these outstanding fairs. Footage priced so you can make money. Wire or call what you have.  
Have complete frame up for Minstrel Show for organized troupe. Need Custard, Penny Arcade, Joe Murphy needs Girl Show Talent.  
CONTACT:  
**JACK RUBACK**  
Haley Hotel, Center, Texas, Fair, Week October 6 to 11th.  
P.S.: Can use Cooks and Waiters for Cook House. John Hutchens can use People for Side Show.

**HARRISON GREATER SHOWS**  
Williamston, N. C., in the heart of tobacco markets, followed by Horry County Agricultural Fair, Oct. 20-25, Conway, S. C.; with Dillon County Fair, Oct. 27-Nov. 1, Dillon, S. C.; with two more Fairs to be announced later. All these Fairs are bona fide Fairs, no promotions.  
Can place Concessions of all kind. Everything open. All Eating and Drinking Stands and Novelties, Age and Scale, Six Cats, Glass Pitches, Custard, Floss. All Slum Stores open, with a few choice Concessions open. Will book any new or novel Ride not conflicting. Will book any worth-while Show with or without outfit. Can place Girl Show with two or more girls. Want Ride Help on all Rides, also Semi Drivers. Want Foremen for Chairplane and Rolloplane. All mail and wires to  
**FRANK HARRISON, Troy, N. C., Fair Grounds, this week; then as per route.**

## DOG SHOWS

### Alabama

Mobile—Oct. 26. Clell Diddy, Biloxi, Miss.

### California

Modesto—Oct. 12. R. Jackson, Box 428, Turlock, Calif.

### Illinois

Chicago—Oct. 26. Edith Beach, 2421 N. Orchard St.

### Indiana

Evansville—Oct. 10. Mrs. J. Slade, 915 Lombard Ave.  
Evansville—Oct. 12. Gugerl, Auburn, Ind.  
Kokomo—Oct. 19. Mrs. O. Small, Logansport, Ind.

### Iowa

Des Moines—Oct. 12. R. Vogel, 1720 58th St.

### Kentucky

Lexington—Oct. 26. W. Bader, 3400 Dixie Highway.

Louisville—Oct. 26. Mrs. C. Brewer, Buechel, Ky.

### Louisiana

New Orleans—Oct. 31. A. Long, 2014 St. Claude Ave.

Shreveport—Oct. 12. Mrs. B. Rothschild Jr., 815 Crescent Road.

### Maryland

Annapolis—Oct. 19. Foley, 2009 Ranstead St., Philadelphia.

Pikesville—Oct. 10. Foley, 2009 Ranstead St., Philadelphia.

### Mississippi

Jackson—Oct. 23. Clell Diddy, Biloxi, Miss.

### Missouri

Kansas City—Oct. 26.—Georgia Pipkin, 8037 Holmes St.

### New Jersey

Trenton—Oct. 26. Elsie Case, Box 328, Berlin, N. J.

Vineland—Oct. 18. Foley, 2009 Ranstead St., Philadelphia.

### New York

Ithaca—Oct. 11. Foley, 2009 Ranstead St., Philadelphia.

Rochester—Oct. 12. Foley, 2009 Ranstead St., Philadelphia.

### Oregon

Portland—Oct. 26. Doris Lewis, Newberg, Ore.

### Pennsylvania

Pittsburgh—Junior Beef & Lamb Show & Sale, Herrs Island, Oct. 21-23. C. L. McAdams, Chamber of Commerce.

Scranton—Oct. 25. Foley, 2009 Ranstead St., Philadelphia.

## Dressing Room Gossip

• Continued from page 61

leased for television and will be on the air in November. Harry Ruster and Eddie Carlton headed up a hospital show at Borden-town. Felix (Fat) Brazon's prop gang is keeping things humming in the rings. A number of the fight-fan personnel watched the Marciano-Walcott theater telecast after the night show at Asbury Park.

Authoress Dixie Willson was on the lot at Asbury. Other recent visitors included Robert Vanderbeck, former outdoor show; Horace Miller, T. E. Caffrey, Sam Brown, Tommy Doran, Sam Chapman, Anthony Gridanowski, Tiny Goddard and Paul Froelich.—**JACK LA PEARL.**

### Kelly-Miller

Flo McIntosh and Everett Correll are now leading the opening spec. Wren Don and Hope McLennan left for their California home they received a big send-off by Charles Cuthbert's band.

Raymond McMillan, pilot on the show's advertising plane, suffered severe burns when he crashed the ship into a corn crib near Trenton, Mo. Mr. and Mrs. Billy McMillan have arrived back on the show. Tiny Harley Stevens has joined clown alley. Earl Corriell and his mother drove over recently from Pekin, Ill., to visit with Everett Corriell.

The writer's parents, Mr. and Mrs. H. H. Cain, visited at Memphis. Jack Crippen renewed acquaintances in clown alley at Bethany, Mo.

Recent visitors included Irving Kluss Klouder, former animal trainer with Seils-Sterling Circus, and Clifford S. Brooks, former bandmaster on Russell Bros. Nick Francis, "Super Circus" TV clown, also visited. — **FRANK CAIN.**

### Polack Western

En route from Klamath Falls to Denver a number of the folks stopped off at Reno. Chester and Joe Sherman and the writer were entertained at the Reno ranch of Jack and Wilma Graham. Graham was formerly with the Yankee Robinson show. Laurence Cross and Dennis Stevens made the rounds of the Reno night spots.

The Ward Bell girls are keeping busy these days working on new wardrobes for the '53 season. The Theron gals are also creating some new creations for next season. Herman, Edith and Rosemary Wallenda stopped off in Salt Lake City for swimming and to see the sights. Charley Peterson is keeping busy adding improvements to his semi-trailer.

Flo Newbury and son, Dean, rejoined the show after an extended visit in Santa Cruz, Calif. Alma Michael's daughters, Susan and Judy, planned to Plainfield, N. J., to resume school. Harold Gautier has a new English sheep dog pup named Panda.

Recent visitors included Ken and Joyce Van Houten, Mr. and Mrs. Richard Frey and daughter, Janice; Otto Madison, Benny Freeman and his son, Gene, and Benny Gibson.—**HARRY DANN.**

### Ringling

After the Panhandle tour of Texas, we went to Dallas for a three-day week-end stand. On Saturday night the Elks' Club of Dallas gave its annual party for all the showfolk. A big crowd turned out for the event.

Bobbie and Bill McGough hosted a large group of friends at their 4 Paw Ranch in Dallas. Mary (Mike) Kovar, former nurse on the show, motored from San Angelo, Tex., to visit. Frank McClosky was welcomed back to the show after his recent stay at the Mayo Clinic in Rochester, Minn. Kay Burslem celebrated her birthday with a big dressing room party. Bill Sweeney visited his family in Fort Worth, Mex.

## Under the Marquee

• Continued from page 61

miere in the Plaza Theater, according to Carl Fischer, who manages the 2,500-seat house.

Myrtle Mae Conley, hillybilly songstress, and Frank Curry, promotional director last year for the King-Cristiani circus, visited the show September 29 in Moultrie, Ga., where they were glad-handed by Floyd King, Arnold Maley, Mr. Clawson, Col. Harry Thomas and Ray Hinkley. The matinee was off because of a polio scare, but the show had a full night house. Curry and his partner are pitching medicine. In December they have three policy charity shows in the Carolinas.

E. W. Adams, veteran trouper, of Atlanta, visited the Kelly-Morris Circus at Marietta, Ga., September 27, reporting a straw house at the matinee. Performance is presented in three rings. An air calliope plays the program, says Adams. There is no menagerie tent, the animals being in the open, free to the public. A hippo is in a truck on the midway, exhibited for a donation.

Charles Jones will again handle the property department for Orrin Davenport this season, and will open at Houston, Tex., October 29.

Tony Diano, of Canton, O., flew to Trenton, N. J., recently to catch the Barnes Circus on the World of Mirth Shows. . . . The Great Marlowe, frog man, held a reunion with the Marchino Brothers recently at the Canton, O., Memorial Auditorium. Marlowe, who is now retired, worked with the Marchinos in Stuttgart, Germany, in 1931.

### SOMEWHERE IN THE WORLD . . .

There's a buyer for your talents — services — or merchandise.

Chances are you'll find him among the 67,000 who read THE BILLBOARD classified columns every week. And finding him this quick, easy way can cost as little as \$3 — 1

the candy butcher, had a big time when the show played in home town of Austin. Ernie Burch was a visitor at Dallas.

Everyone was busy ordering fruit cakes from the Corsicana Fruit Cake Company. Chitlens and Polly Chase visited Frank Salout, and members of clown alley cut up plenty of jack-pots. Chicken Charley has been on the ball with his delivery of morning newspapers but stops for coffee with each of the porters.

Visitors included Dolly Jacobs, Ted DeWayne Troupe, Danny Drigger, Sheriff Miles Bennett, Clara and Marie Delbosq, Leland Antes Jr., Jimmy Watts, Charlene and Bondi Darwell and children, Hubert and Mary Castle and daughter, Gil Gray, Mrs. Fay Chaney, Billie Burke, Dick Dowd, Ted Bowman, Mr. and Mrs. Jeff Moore and their son, Ken, Jeff Murphee, Charlie Lewis and Mike and June Kocuk.—**MARY JANE MILLER.**

## PLASTER

Load your trucks here for Fairs. Bright colored, heavily tinselled plaster. Cash and carry. Large, medium. Phone: Gainesville, Georgia, 584-R-28. Delivery arranged within 100 miles.  
**FLETCHER SHIRLEY**  
Route #1 Alto, Georgia

### 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.

**JOHNNY CANOLE**  
Canole Buick  
Monessen, Pa. Phone 937.  
Altoona, Pa. Phone 9347.

### 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, 188 W Randolph St. Chicago 1, Ill.



M/Sgt.

Hubert L. Lee, USA

Medal of Honor



**F**OUR TIMES Sergeant Lee's platoon had taken, then lost, the hill near Ip-o-ri. On the fifth try, the sergeant, though hurt, was leading. A Red grenade hit him, seriously wounding both legs. Refusing assistance, he advanced by crawling, rising to his knees to fire. He caught a rifle bullet in the back. Still he wouldn't be stopped. Finally, with 12 survivors of his platoon, he took the hill, then let the stretcher-bearers carry him away. Today Sergeant Hubert Lee says:

"In thirteen years of soldiering, I've seen brave enemies defeated—because things had collapsed back home. That's why I can appreciate what a good thing it is when people like you buy United States Defense Bonds.

"I'm told that you, and millions of others, own a total solid investment of 50 billion dollars in our country's Bonds. That's good! That's strength! A man can face a hill when he knows that people like you are keeping our homeland strong."

\* \* \*

**Now E Bonds earn more!** 1) All Series E Bonds bought after May 1, 1952 average 3% interest, compounded semiannually! Interest now starts after 6 months and is higher in the early years. 2) All maturing E Bonds automatically go on earning after maturity—and at the new higher interest! Today, start investing in better-paying Series E Bonds through the Payroll Savings Plan!

Peace is for the strong! For peace and prosperity save with U.S. Defense Bonds!



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## United States Shows

WANT FOR YADKIN COUNTY FAIR

East Bend, N. C., Oct. 13-18

Animal Show, Ten-in-One or Posing Show. Need a few legitimate Concessions, one water concession, String Games also High Striker. All replies to

**L. P. BRADY**

United States Shows, St. Paul, Va., this week.

## JOHNNY'S UNITED SHOWS

Solid Route of Fairs Until First Week in November

Geneva County Fair, Samson, Ala., Oct. 13-18, followed by Covington County Fair, Andalusia, Ala., then Enterprise, Ala., Fair.

Want Cookhouse, Grab, Cotton Candy, Long Range, Short Range, Pronto Pups, French Fries, Scale and Age, High Striker, Penny Arcade, Bumper, Cork Gallery, Pitch-Till-You-Win, Balloon Darts, Add 'Em Darts, Hit and Miss, Ball Games, Basketball and Photos.

SHOWS: Drome, Illusion or any Show of merit. Want useful Side Show Help.

RIDE HELP in all departments. Must drive.

All replies to **JOHN PORTEMONT**, Johnny's United Shows, Scottsboro, Ala.

## BARNEY TASSSELL

## UNIT SHOWS

WANT FOR YANCEYVILLE, N. C., TOBACCO FESTIVAL

Week October 13. Don't let size of town fool you. This is a "hot" one! WANT Caterpillar, Tilt, Flyplane, Rolloplane or any Ride not conflicting. SHOWS of merit. (No Girl Show.) CAN USE Hanky Panks and Concessions of all kind. No grift. RIDE HELP in all departments. This show works almost all year round, right into Florida. Wire:

This week, High Point, N. C.

## WANT STOCK CONCESSIONS

Except Photograph and Bumper for good County Fair, this week Forest Fair, Forest, Miss.; then Yazoo City, Miss., best Colored Fair in the State of Mississippi; then Moss Point, Miss.; then Ridgeland, Miss. Good proposition for A-1 Minstrel.

**BERNEY SMUCKLER, Forest, Miss.**

## LONE STAR SHOWS

ADAIRSVILLE, GA., OCT. 6-11

CONCESSIONS: Cookhouse or Grab, Fish Pond, Hoop-La, Heart Pitch, Age & Scales, Photos, Popcorn, Candy Apples, Snow Balls and Hanky Panks. No flats or gypsies. SHOWS: Ten-in-One, Snake, Fun House or any worth-while Show with own equipment. HELP: First and Second Men on all Rides (have 10). Prefer those who can drive semis. Address all mail and wires to J. R. McSPADEN, Adairsville, Ga., this week.

P.S.: Cotton and tobacco good. No draught down here. Out all winter in Florida.



**NOW IS THE TIME!**  
 GET SET FOR '53 WITH THE NATION'S NEWEST AND FINEST MIDWAY  
**NOW CONTRACTING FOR OUR USUAL CHOICE FAIR DATES**  
**SHOWS—RIDES**  
 AMUSEMENT COMPANY OF AMERICA  
 J. C. McCaffery—Paul Olson  
 En Route: South Texas State Fair, Beaumont, Tex., Oct. 9-18.  
 Winter: P. O. Box 414, Hot Springs, Ark., after Oct. 18.



**WANT FOR BEN HILL COUNTY FAIR, FITZGERALD, GA., FOLLOWED BY FIVE BONA FIDE FAIRS UNTIL NOV. 15TH.**  
 Legitimate Stock Concessions of all kinds—Custard, French Fries, Derby, American Camp, Live Ducks, Coke Bottles. Good opening for large Bingo; James A. Reed, contact. Shows—Big Snake; Jack Orr, contact. Fat, Mechanical, Wild Life or any Grind Show with own equipment. Organized Minstrel with own equipment. Good territory for Jig Show. Rides—Live Pony, Kiddie Airplane, Boats or any Kid Ride not conflicting. No Major Rides needed. Manager and Riders for Drome. Bruce McLaughlin wants Griddle Man and Waiters for Cookhouse.  
**ALL REPLIES: J. L. KEEF**  
 MACON COUNTY FAIRGROUNDS, MONTEZUMA, GA.



**ORANGEBURG, S. C., NEXT WEEK**  
 Place all legitimate Concessions—Eats, Drinks, Ball Games; come on.  
**DAVID B. ENDY, Mgr.**  
 Greenville, N. C., Fair this week.



**LITTLETON, N. C. (FAIR), OCT. 6 to 11.**  
**GREENSBORO, N. C. (COLORED FAIR), OCT. 13 TO 18.**  
**WADESBORO, N. C., TO FOLLOW.**  
 Want Colored Girl Show and Minstrel Show with own equipment. Can place Hanky Panks of all kinds. Will book set of Kiddie Rides. Can place Ride Help on all Rides; must drive semis.  
**All address: LOU RILEY, Mgr., per route above**



**LEO LANE SHOWS**  
 "The South's Finest"  
 Want for the following Georgia Fairs: Clinch County Fair, Homerville, Ga., this week; Montgomery Agricultural Fair, Mt. Vernon, Ga., October 13-18; 8th Annual Tallahassee County Fair, Crawfordville, Ga., October 20-25; then the largest—Pulaski County Fair, Hawkinsville, Ga., October 27-November 1.  
 Want experienced Monkey Motor Drome Operator; good proposition to the right men. Can also use experienced Fun House Operator; good proposition. Ride Foreman for late model Flyoplane, Foreman for Merry-Go-Round. Can also use Second Men.  
**CONCESSIONS**—Will book Pan Game with Hanky Panks. All legitimate Merchandise Concessions open. Can use Agents for Pan Game and P.C. Can use one or two more Shows. What have you? All replies to  
**LEO LANE SHOWS, Homerville, Ga., this week.**



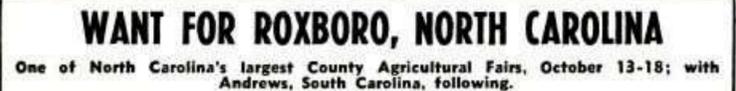
**COOSA VALLEY FAIR**  
 OCTOBER 13-18, ROME, GA.  
 "GOOD AS A STATE FAIR"  
 Can place Concessions of all kinds. Open Midway. Eats and Drinks open. Especially want Long Range Gallery, Custard, Novelties, Hats, Mitt Camp (no gypsies). Can place Posing Show with own equipment. Have opening for Wild Life and Unborn Show. Address:  
**AL WAGNER, MGR., CAVALCADE OF FAIRS**  
 (Fairgrounds) Greenville, S. C.



**Want for Logan County Fair, Paris, Ark., and the Big Annual Street Fair at England, Ark., to follow.**  
 Want to book Side Show of any kind except Girl or Athletic. Can place Photos, Custard, Ice Cream, Sno-Cones, Hanky Panks of all kinds. What have you? Contact:  
**H. V. PETERSON or BOOTS CUTLER**  
 Danville, Ark. (Fair), this week; Paris, Ark. (Fair), to follow.  
 This show will stay out as long as weather permits.



**CORRECTION IN DATES**  
 Through typographical error the incorrect dates were given in our ad last week. The correct dates are  
**EDENTON, N. C., FAIR—ELIZABETH CITY, N. C., FAIR**  
 October 6 to 11      October 13 to 18  
 Want Ball Games, Pitch Till You Win, Balloon Dart, Fish and Duck Pond and Coca-Cola. Will sell X on Novelties and Custard. Monroe's Ball Game no longer with this show. Want Snake Show Unborn and Acts for 10-in-1. Will book Comet, Chairplane or Tilt-a-Whirl.  
**VIRGINIA GREATER SHOWS**  
 EDENTON, N. C., FAIR, THIS WEEK.



**WANT FOR ROXBORO, NORTH CAROLINA**  
 One of North Carolina's largest County Agricultural Fairs, October 13-18; with Andrews, South Carolina, following.  
 Want Rides: Can use Tilt, Chairplane, Rolloplane, Flyoplane, Octopus, Caterpillar, any non-conflicting Rides. Want Concessions: Balloon Dart Pitch, Short Range, Duck Pond, any Hanky Panks working for stock. No X. Want Shows: Will book any Show for low percentage. Good opening for Jig Minstrel or any Grind Show. J. Harding, answer. "Stretch" Rice, contact.  
**CARL D. FERRIS CHESTER, SOUTH CAROLINA**

**COMING EVENTS**

**California**  
 Los Angeles—Los Angeles Intl. Horse Show Oct. 17-26. Allen Ross, Studio City, Calif.  
 San Jose—Horse Show Oct. 9-12. Ray Stone, Fair Oaks, Calif.  
**Colorado**  
 Denver—Home Show Oct. 11-19. Carl Olson, 209 Tramway Bldg.  
**Delaware**  
 Laurel—Sesquicentennial Celebration. Oct. 6-11. Roy Mitchell, 210 Central Ave.  
**Louisiana**  
 Baton Rouge—Home Show Oct. 16-23. George Colours, c/o Jr Chamber of Commerce.  
 Crowley—Int'l Rice Festival Oct. 22-23. Paul Jackson, City Hall  
**Michigan**  
 Ionia—Fat Stock Show Oct. 28-30. Louie Webb, Courthouse  
**Missouri**  
 Kennett—Fall Festival Second week in Oct. George Billbrey  
**New York**  
 New York—World Champ Rodeo, Madison Square Garden Sept. 24-Oct. 19  
 New York—National Business Show, Grand Central Palace Oct. 20-25  
**Ohio**  
 Bradford—Pumpkin Show Oct. 14-18. P. C. Meek  
 Circleville—Pumpkin Show Oct. 22-25. Ned H. Dresbach  
 Cleveland—Food & Home Show, Public Auditorium, Oct. 9-16. Harold S. Glenser, 1847 E. 55th St.  
 Ripley—Kiwanis Fall Festival. Oct. 8-11. Fred Blatter and Ed Campell.  
**Pennsylvania**  
 Oil City—Venango Co. Farm Show Oct. 22-24. Charles H. Fisher  
 Scranton—Food & Home Show in Watres Armory Oct. 11-19  
**South Dakota**  
 Sioux Falls—Viking Days. Oct. 10-12  
**Tennessee**  
 Knoxville—Home Show Oct. 21-26. Paul Waters, 317 N. Gay St.  
**Texas**  
 Houston—Shrine Circus Oct. 29-Nov. 11.  
 San Antonio—Festival & Sports Show. Oct. 27-Nov. 2. Tommy Stevens, 315 Houston Bldg.  
**Virginia**  
 Abingdon—Tobacco & Farm Show Oct. 15-18. J. E. Collins  
 Charlottesville—Apple Harvest Festival. Oct. 8-11. Ross E. Mohny  
 Lynchburg—Home Show Oct. 21-26. Jack T. Craig, Box 1163. Roanoke, Va.

**Fair Dates**

(Received since publishing Fair List in issue dated July 26)  
**Arizona**  
 Douglas—Cochise Co. Fair Assn. Oct. 18-19. Everett J. Jones  
**Georgia**  
 Blakely—Early Co. Fair & Peanut Festival. Oct. 26-25. D. L. Maxwell  
 Dublin—Oconee Fair Assn. Oct. 27-Nov. 1. O. N. Lewis.

**FOR SALE**

**5 SHOW FRONTS**  
 Steel framework, made by Lewis-Diesel of Memphis, Tenn. Panel fronts 16 ft. high, from 48 to 84 ft. long. Suitable for all kinds of shows. Will sacrifice. Can be seen up at the Texas State Fair, Dallas, Texas.  
**Ray Marsh Brydon**



**STRANGE & WEIRD ATTRACTIONS**  
 Two-Headed Bi-sexual Baby, Morphidite, Shrunken Heads, Devil Child, Ape Boy. Many other attractions. Free Circulars.  
 Address: TATE'S CURIOSITY SHOP 3858 E. Van Buren St. Phoenix, Arizona

**LITTLE DIPPER FOR SALE**

Allan Herschell, 1950 model, good condition. Can be seen in operation on the 20th Century Shows.  
**OWEN JONES**  
 c/o 20th Century Shows  
 Tulsa, Okla., until Oct. 9; Tallulah, La., Oct. 12-18; Pasadena, Tex., Oct. 20-25.

**WANT WANT**

Agents for Six Cats, Set Spindles, Slum Stores. 5th weeks' work. Will work in Florida all winter.  
**S. B. WEINTROUB**  
 Care J. A. Gentsch Show  
 This week, Waynesboro, Miss.; next week, Natchez, Miss.

**WILL PAY CASH**

for Merry-Go-Round, Eli Wheel and Roll-o-Plane.  
**F. HOLLINGSWORTH**  
 Hawkinsville, Ga.  
 Phone 480-J1

**Vance County Colored Fair**

**HENDERSON, N. C., OCT. 13 TO 18**  
 WANT Ball Games, Pitch Till You Win, Cork Gallery, Penny Pitch, Hoop-La, Pop Corn, Snow Cones, Grab, Candy Floss, Photos, Stock Wheels, Spindle, Duck Pond, Fish Pond, String Game, Novelty, Six Cats, High Striker, Age, Scales, Long Range Galley, Short Range.  
 WANT Side Show, Monkey Show, Snake Show.  
 WANT Tilt, Caterpillar, General Ride Help, Truck and Tractor Drivers. All replies  
**GEORGE CLYDE SMITH SHOWS**  
 Norfolk, Va., this week; Henderson, N. C., next week.

**PAGE AMUSEMENT CO.**

**THE GREAT AHOSKIE COLORED FAIR, AHOSKIE, N. C.**  
 SEVEN DAYS STARTING SUNDAY, OCT. 12 TO 18  
**WANTED WANTED**  
 CONCESSIONS of all kinds. Open midway. Will book Glass Pitch, Penny Pitch, Cigarette Gallery, Duck Pond, Fish Pond, Long and Short Range Gallery, Grab, Novelties, Ball Games, Buckets, Swinger, Pan Games, Rat Game, One Dice. Liberal privilege. Will sell "X" on Frozen Custard. Space limited. Wire footage needed.  
 RIDES: Will book #5 Eli Wheel for two Wheels. Excellent proposition.  
 SHOWS: Will book Girl Show for Beaufort, N. C., Fair, Oct. 20-25; big Marine pay day and for three more bona fide Fairs. Can also place for balance of season Side Show, Wild Life, Fun House and Illusion.  
 HELP: Foremen for Octopus and Wheel and Second Men. Top salaries. Want Working Men for Concessions. Murphy wants General Cook House Help.  
**All replies to ROLAND PAGE, Mgr., or MARK (CURLY) GRAHAM, Bus Mgr., Snow Hill, N. C., Oct. 6-11.**

**AMERICA'S MIGHTY MIDWAY**  
**Royal Crowns**  
**50 SHOWS 50**  
 HUGE CARLOADS OF FUN  
**WANT FOR ETOWAH COUNTY FAIR**  
 Attalla, Ala., Oct. 11-18  
 Legitimate Concessions of all kinds. Can place Wild Life or Monkey Show. Want experienced general Ride Help who drive semis. All replies **DOLLY YOUNG, Mgr.**  
 Reich Hotel, Gadsden, Ala., or Fairgrounds, Attalla, Ala.



**WANTS FOR THE FAMOUS ROBESON COUNTY INDIAN FAIR**  
 Pembroke, N. C., October 13-18—6 Days and 6 Nights. Followed by six more Carolina Fairs, then Florida all winter.  
 Want Drome. Eat and Drink Stands, all Hanky Panks open. Want Shows with own outfit. Want non-conflicting Rides. All replies to  
**SHERMAN HUSTED, Mgr.**  
 Scotland Neck, N. C., Fair this week; Pembroke, N. C., Fair, October 13-18; then as per route.

**INTERSTATE SHOWS**

**WANT FOR HAYWOOD COUNTY COLORED FAIR, BROWNSVILLE, TENN., OCT. 13 TO 18; DECATUR COUNTY FAIR, BAINBRIDGE, GA., OCT. 20-25.**  
**5 MORE FAIRS TO GO**  
 SHOWS: Girl Shows with or without own equipment. Will book any worth-while Grind Shows not conflicting. Good proposition for Motordrome.  
 RIDES: Will book any Flat Ride not conflicting for balance of season, Spitfire, Octopus, Caterpillar, Little Dipper.  
 RIDE HELP: Want Foreman for Chairplane, Second Men on all Rides.  
 CONCESSIONS: All Concessions open. Water Games, Bumper, High Striker, Popcorn, Candy Apples, Foot-Long Hot Dogs, Grab, Frozen Custard, Ice Cream, French Fries, Swinger, Nails.  
 AGENTS for Razzle, Clothes Pins, Skillets. All replies  
**H. B. ROSEN, Mgr.**  
 Marshall County Fair, Boaz, Ala., this week.

**FLOYD O. KILE SHOWS**

Want for Pitkin Community Fair, Pitkin, La., Oct. 13-18; followed by Union Parish Fair, Farmerville, La., Oct. 20-25, and three more Fairs.  
 A few more Stock Concessions—Custard, Palmistry, Darts, String, Blower, Coke, Penny Pitch, Floss, Apples, Novelties. Want Bingo Help at once. Man to handle Kiddie Rides on salary, Second Men who drive. Agents and useful Show People welcome. Winter rates after Armistice Day. Yes, we have Mamou, La., Armistice Day Celebration, largest in the State. Can use Pitchman, Demonstrators, etc. All replies:  
**FLOYD O. KILE, MGR., AS PER ROUTE.**

**JOLLYTIME SHOWS**

Want Concessions: Fish Pond, Glass Pitch, Penny Pitch, Coke Bottle, Pitch-Till-You-Win, Small Grab or Cook House, Short and Long Range, String Game, Six-Cat, Buckets, Man and Wife to take over Pan Game, Age and Weight, Custard, French Fries, Hanky Panks \$21.00. SHOWS: Monkey Snake, Illusion, Colored Girl Show. Nine more weeks to go. All replies to  
**WES PRICE**  
 KERSHAW, SO. CAR., THEN PER ROUTE

**FOR SALE TILT-A-WHIRL FOR SALE**

OR WILL LEASE OR BOOK IN AN ESTABLISHED PARK  
 Ride is 1948 model, International power unit, new center and entrance canvas. Cars upholstered in August. This ride is in perfect condition and appearance. Can be seen in operation at Beaumont, Tex. (Fair), Oct. 8-18. Address:  
**WILLIAM PINK, General Delivery, Beaumont, Tex., Oct. 8-18.**

Used Everywhere for Over 35 Years  
**ROLL TICKETS**  
 PRINTED TO YOUR ORDER  
**Keystone Ticket Co.** SHAMOKIN, PA. DEPT. B  
 Send Cash With Order. Stock Tickets, \$22.50 per 100,000.  
**100,000 \$29.50**  
 10,000 ... \$ 9.50  
 20,000 ... 12.00  
 50,000 ... 18.50

# STYLE GUILD

15

*Ring up*

ITS  
**GREATEST SALES SEASON... EVER!**

ASK YOUR  
**WHOLESALE TO SHOW YOU THE**

*Knockout*

**STYLE GUILD TREASURE CHEST PROMOTIONS**

IT'S A SURE  
**CHAMPION CHRISTMAS PROFIT**

**ELGIN • BENRUS • GRUEN • BULOVA • WALTHAM**

**RUTILE—the "Titania" Gem**  
MORE BRILLIANT THAN DIAMONDS

**WATCHES FOR MEN & WOMEN \$9.95**  
New model watches, case and dial. Reconditioned and guaranteed like new. Complete with leather straps.

**MEN'S NEW IMPORTED JEWELLED WATCHES**  
Special Price **\$3.25** in gross lots...  
2-button chronograph or Chrome case service watches with radium dial and removable lugs. Complete with leather strap. Dozen lots \$3.65 each. Lots of 6 New Big 1952 \$3.95 each. **FREE Wholesale Catalog**

**JOSEPH BROS.** 5 S. Wabash Ave., Dept. B-11, Chicago 10, Ill.  
"The Watch and Diamond House"

Wholesale only—\$1 additional for samples. 25% with order, balance C.O.D. 5-day money-back guarantee if not satisfied.

**PERFECT GIVEAWAY**  
**CHRISTMAS COMIC BOOKS**  
16 Page—Perky Pan, 7 1/4 x 10 1/4 inch. Fun with Santa Claus on front and nice ad space on back. 500 to bundle—1/2 cent each, \$2.50 per bundle. Sample on request.

**B. PALMER SALES**  
304 S. Main, Memphis, Tenn. 1433 Second Ave., Dallas, Texas

To Order Classified or Display-Classified Ads  
**USE THIS HANDY FORM NOW**

**1** Type or print your copy in this space:

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**2** Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Access.
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession	<input type="checkbox"/> Personals
<input type="checkbox"/> Supplies	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> Formulas	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Scenery, Banners
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy

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**3** Indicate below the type of ad you wish:  
 REGULAR CLASSIFIED AD—15¢ a word  
 DISPLAY-CLASSIFIED AD—\$1 per agate line (14 agate lines to the inch)

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**4** Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard  
2160 Patterson St.  
Cincinnati 22, Ohio

Please insert the above ad in ..... Issue

I enclose remittance of \$.....

Name .....

Address .....

City ..... State.....

## DISPLAY-CLASSIFIED SECTION

A MARKET PLACE FOR BUYERS AND SELLERS

REGULAR CLASSIFIED ADS... Set in usual want ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space is charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.

FORMS CLOSE  
**THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE**

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

### ACTS, SONGS & PARODIES

"EMCEE" MAGAZINE—CONTAINING Band Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$2; add \$1 for four gag-packed back issues. Emcee-B, P O Box 983, Chicago 90. oc25

HECKLER SQUELCHES, \$1; COMEDY INTRODUCTIONS, \$1; 100 Comedy Song Titles; \$1; Night Club Patter, \$1; Mary's Humor House, 387 29th Ave., San Francisco, Calif.

OVER FIFTY SONG TITLES AND JOKES for one dollar laugh getters. Send to Jack Young, 1023 E Oak St., Louisville 4, Ky. oc18

SINGERS AND MUSICIANS—PIANO VOALS, orchestrations, band scores—school songs arranged; manuscripts corrected and prepared for publication; send manuscripts for estimate. Val's Arranging Studio, P O Box 1906, Sarasota, Fla. nol

SIX SOCKO MONOLOGS: "THE GIRL Across the Alley" "The Bus Ride" "Laugharo!" "Senator Windbag," timely political riot! "Girls!" Always interesting! "Maternity Hospital!" "Mmmm!" "Sam Slade!" Radio detective burlesque yockaroo! Run 8-10 minutes each; \$5 each; six for \$25. Hollywood Writers, 7315 Sunset Blvd., Hollywood 46, Calif. oc11

"SPECIAL 711" IS COMEDY MATERIAL for 1951! Comes complete with many showbiz offers; \$2 postpaid. Sebastian, 5138 Cahuenga, North Hollywood, Calif. oc18

### AGENTS & DISTRIBUTORS

A FREE CATALOG WITH WORLD'S BEST values. Novelties, Gifts, Watches, Jewelry, Appliances, Toys, Sunbats, Vitamins, etc., from big cut-rate wholesalers since 1916. Mills Sales Co 26 W 23rd St. New York. tf

AGENTS—ACT NOW! STAMP SOCIAL Security Plates; Stamping Outfits; sample, with Name and S. S. Number, 50¢; literature free. General Products, 11 N Pearl BB10, Albany, N. Y.

AGENTS, ACT NOW—RELIGIOUS ARTICLES, everything for the home, also servicemen and women in the armed forces. Jewish Protestant Catholic needs. Volland, 327 N. Hartwell Ave., Waukesha, Wis.

ALLIGATOR GRAIN BILFOLDS—REAL handsome number; removable pass case, secret pocket, brown or tan; \$5 dozen postpaid; boxed, \$5.50; two beautiful samples, \$1. Crescent Sales Co., 150-B Broadway, N.Y.C. oc18

AMAZING! TALKING CHRISTMAS CARDS. They really talk; everyone buys. Six samples with parties sent prepaid, \$1. Shafer Co Box 723, Kansas City 41, Mo. oc18

BEAUTIFULLY BOXED CORSAGES—Look like real. Scented. Sell stores or individuals, \$9 doz. Retail \$1.50. Money-back guarantee. Order today for quick profit or write for details: Rapid Service Garment Corp., 2907 N. Pulaski, Chicago 41, Ill. oc18

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," X-L, Boston 19, Mass. oc18

"BIG VALUE 25¢ PRIZE PACKAGE" Legal everywhere. Sells fast and repeats. Five good assortments now available. Charms, Inc., Brillion 8, Wis. nol

BIGGER PROFITS—SELL KOEHLER BUSINESS SIGNS; over 1500 varieties; free catalog; 15 samples, \$1 postpaid Koehler, 335 Goetz, Lemay 23, Mo. oc25

CHARGE YOUR OWN PRICES! WE SHIP pay postage and supply all necessities! Free samples! Sebastian, Box 111, Universal City, Calif. oc18

COMIC POST CARDS—NEW GAGS, BRILLIANT full color, finest art work, best glossy paper. Retail for a nickel. Price to trade, \$25 per 1000. Samples, \$1. Jobbers and Distributors wanted. Continental Publishing Co., 705 Fifth St., Sioux City, Iowa. oc18

COMICS—\$1 PER 100. OLD-TIME NOVELS (liquidating), Pluck and Luck, Buffalo Bills, Secret Service, etc., \$1 copy. Monarch, 566 Communipaw, Jersey City, N. J. oc18

DIE LAUGHING—TONY AT THE BALL, game and what he learned about women; sample, 3¢; 3 doz., \$8.40. Abbey Specialty, 212 Fifth, Ellwood City, Pa. oc18

EARN 400% SELLING LOW PRICED, ATTRACTIVE WATCHES. Free salesman's sample Result Sales A. Room 608, 580 Fifth Ave. New York oc25

FAST MONEY, EASY SALES, LARGEST line 25% commission. Exclusive territories. Send \$2, refundable, deposit for samples and particulars. Party Goods Mfg., 810 Pierce St., Sioux City, Iowa oc25

### MAKE \$300 FIRST WEEK ON NEON AD CLOCK

or return it for a full refund; exclusive territory to good men; no experience needed. **ELECTRIC AD CLOCK CO.** 229 N. Jefferson Chicago 6, Ill.

MAKE PERFUMES AND COSMETICS AT home. Profitable business. Information free. Men, women, write "Carey Laboratories," 1914 Chouteau BB, St. Louis 3, Mo. oc18

SALESMEN, DISTRIBUTORS—FAST SELLING Costume Jewelry, direct from factory; big picture catalog free. Pickcraft, B-19, Bank, Attleboro, Mass. nol

TAVERN COUNTER GAME—GIGANTIC profits (Skill)! Start route; \$59.40 dozen; samples, \$7.50 each prepaid. Wishing Well Industries, Box 929, Long Beach 1, Calif. oc18

TRY SAMPLER KIT—6 DIFFERENT VIALS of perfumes, all for 50¢. Agents wanted. Raymond J. Christoph, 2305 South Cuyler Ave., Berwyn, Ill. oc25

WHOLESALE & JOBBERS—BEAUTIFUL reproduction of heavy hand-carved Saddle Ring, rhodium plated, adjustable, \$24 gross; sample doz., \$3; 25¢ deposit, balance c.o.d. Circle Products, 148 W 24th St., New York 11. oc11

WHITE FULL-FASHIONED NYLON HOSE for nurses wear. Slight irregularities, \$7 per dozen; three pair to a box; sizes 8 1/2 to 11. Terms: \$5 deposit for c.o.d. or cash with order. Minimum shipment 5 doz. Satisfaction guaranteed. Southern Hosiery Co., Huntsville, Ala. oc18

### ANIMALS, BIRDS, PETS

A BETTER PLACE TO BUY THE BEST IN reptiles; over 300 species in stock; shipments in streamlined returnable boxes to save you money; dens or giants; also small animals and snake safe insect spray. Contact: Garrison, Phone 1180, Ross Allen's Reptile Institute, Silver Springs, Fla.

A LOT OF GOOD BUYS FOR YOUR LAST of the season needs. Small cage animals, birds, big Boa Constrictors and Lizards. This week's specials: "Baby Rhesus Monkeys for pets, \$30, and Baby South American Alligators, \$15 per dozen." Tarpon Zoo, Tarpon Springs, Fla.

CALIFORNIA SEALS, SEA LIONS—WILD or trained. We are main suppliers zoos and circuses thruout world. Marine Enterprises, Inc., Hermosa Beach, Calif. oc13

FOR SALE—ZEBRAS; MARE AND STUD; sound, in good shape, \$1000 for either one; \$18000 for the pair. Obert Miller, Hugo, Okla. ocl

FOR SALE—SIX-MONTH-OLD CANADIAN Bears. Fifty dollars each, f.o.b. Nashua, N. H. Benson Wild Animal Farm, Hudson, N. H.

GREATER INDIAN HILL MYNAHS, \$42.50 ea.; world's best talking birds, 3 months old, hand raised, acclimated. All kinds birds, pets, animals. Bronson Tropical Bird Aviaries, 2228 Amsterdam Ave., N.Y.C. oc25

PLENTY HEALTHY SNAKES NOW, ALSO Armadillos, Terrapins, Alligators, Monkeys, Rhesus, Black Spiders, Peafowl, Agoutis, Emus, Tame Female Pigtail Monkey, Squirrels, Parrots, Rats, Coati-mundia Jungle Rats, Prairie Dogs, Wild Cats, Ring-tail Cats, Gila Monsters, Deodorized Skunks, Parakeets, Phone 141 Otto Martin Locke, New Braunfels, Tex. oc25

## BEAUTIFUL CROSS

**MIRACLE CROSS**  
When you place the center to your eye you can see the **LORD'S PRAYER** clearly and distinctly.  
RETAILS UP TO \$6.95 EACH.

**OUR PRICES TALK!!!**  
\$999-N Set with 12 brilliant cut-stones, Chain and Cross in beautiful white finish.  
**\$4.25** Doz. | **\$48.00** Gross

\$999-G. Same as above, Chain and Cross, in beautiful gold finish.  
**\$6.00** Doz. | **\$66.00** Gross

No. 185 Full of Life! Fire! Brilliance! **\$3.85** doz. **\$45.00** gross

Gold finish. White brilliant center. Red sides.

Please state your business. Deposit with all C.O.D. orders F.O.B. Providence.

**Providence Ring Co.**  
49 Westminster St., Providence, R. I.

## JUST OFF THE PRESS! NEW CATALOG

for Engravers • Demonstrators Fair Workers

WRITE FOR YOUR COPY OF CATALOG No. 107  
Containing complete selection of jewelry especially for the engraver, demonstrator and fair worker.

Also CATALOG No. 56  
Contains most everything in merchandise for the jeweler.

(STATE YOUR BUSINESS)

All Orders Shipped Same Day Received

**BIELER-LEVINE**  
5 No. Wabash Avenue Chicago 2, Illinois  
ALL PHONES: Central 6-7966

## NEW CATALOG WRITE FOR COPY

Over 300 pages of general merchandise. Jewelry, sporting goods and novelties. State business when writing.

**HALLOWEEN SPECIAL DEAL**

1 gross assorted Character Masks, including 3 dozen child's 10¢, 3 dozen adult 10¢, 2 dozen adult 20¢ with hair, 2 dozen adult 25¢ with hair and 2 dozen 5¢ half masks. Also 1 gross mask fasteners. Complete deal brings you \$20.64. Costs you \$12.30.

Offer good only until October 15.

50-cent service charge on orders for less than \$3.00. 25% deposit required on C.O.D. orders. All of above plus postage.

## LEVIN BROTHERS

Established 1886  
TERRE HAUTE, INDIANA

### Simulated PEARLS

DOZ. \$1.50  
1 STRAND ..... \$1.50  
2 STRAND ..... 3.00  
3 STRAND ..... 4.50  
DROP EARRINGS (Ass't.) ..... 2.00

25% Deposit, Balance C.O.D. Closing Out Japanese Glass Animals. Request Catalog.

**ELVEE MANUFACTURING CO.**  
866 SIXTH AVE. NEW YORK 1  
Murray Hill 6-4177-8

12 Pc. Imperial FLASH CAMERA SET



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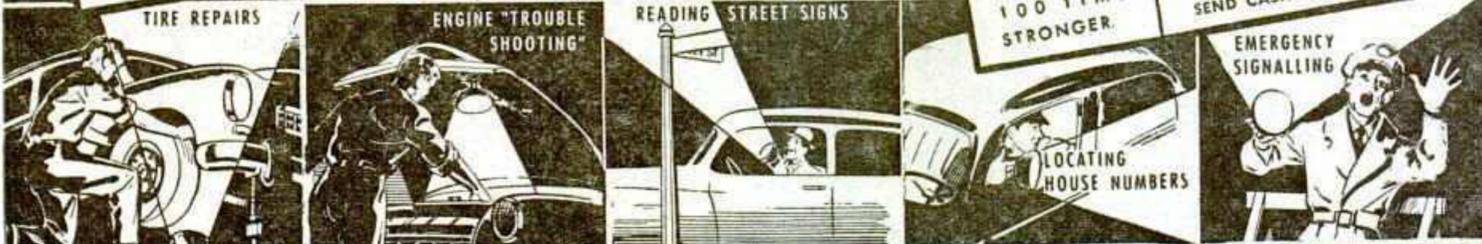
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Forms close Thursday for following week's issue

COMMERCIAL DANCE ORCHESTRAS wanted; established agency; transportation; good equipment; sound financial status necessary. Write Box CH-151, c/o Billboard, 188 W. Randolph, Chicago, Ill.

DRUMMER—CUT SHOWS, CUBAN LATIN. Lead alto, doubling tenor; trumpet, trombone, string bass. Locations. Commercial band. Box CH-152, c/o Billboard, Chicago 1, Ill. oc18

FEMALE ACROBAT—INTERESTED IN A new twist? A violinist (male) weighing 100 lbs. is looking for a partner (female) between 8 and 9 feet tall who can do head balancing as understander. Box 806, Billboard, 1564 Broadway, N.Y.C. 36.

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SOCIETY PIANIST FOR HOTEL STYLE combo. Must be good, cut shows, know show, Latin ballads, pop tunes, play Cavalario style fills. State all in first, salary expected, experience. Others write. Bass-Vocallist, Box C-150, c/o Billboard, Cincinnati 22, Ohio.

PIANO AND TRUMPET—FOR COMMERCIAL type combo. Min. \$85. Read well, cut shows. Opening Oct. 20th. Box C-149, c/o Billboard, Cincinnati 22, Ohio.

RHYTHM PIANO, TWO BEAT DRUMMER. Musicians for Southern locations, overnight, year 'round guarantee. Leader. 215 Caldwell Bldg., Bristol, Tenn. oc11

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TENOR SAX AND CLARINET — TOP reader and section man; characters, lay off; polkas, commercial, modern; state all. Lawrence Duchow, Appleton, Wis.

TRUMPET MAN AND TENOR MAN FOR Midwest territory band; guaranteed salary; no layoffs. Contact Jess Gayer Orchestras, 2923 N. Huston, Grand Island, Neb.

TRUMPET FOR POLKA BAND IMMEDIATELY. Steady work, top pay, no long stay outs. Phone or wire Viking Accordion Band, Albert Lea, Minn. oc18

WANT PONY, DOG, BIRD MAN ASSISTANT. Future understudy. Pamahasika's Studio, 3504 N. Eighth St., Philadelphia 40, Pa. SAgmore 2-5536.

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Forms Close Thursday for the Following Week's Issue

### BANDS & ORCHESTRAS

MODERN SOCIETY TRIO—UNION: VIOLIN, vocals, sax, clarinet, piano, drums; available now; concert if needed. John Calhoun, St. Johnsbury, Vt. oc18

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ARRANGER, TENOR, ALTO, CLARINET and flute available immediately. Experienced both commercial and jazz bands and combos. Wire, write or phone 7294. Paul R. Simmons Jr., 802 N. Rankin St., Natchez, Miss.

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**SAMPLE ASSORTMENT**  
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1/2 dozen Cat assortment, 1 dozen Clowns and 1 each of all other numbers.

FOB N. Y. C. 25% dep., COD if not rated. To receive FREE Catalog & Closeout List you must state nature of your business.

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From the Complete

## CHEWING GUM LINE!

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**HALF OF STANDARD BRAND PRICES!**

All sizes Ball and Vending Gum, Chiclet & Bub-L, Chewies, Baby Midget Chicks Tablet Gum. Three sizes — 520, 300 & 240 pieces per lb. Priced 36¢ lb. Chiclet type, 31¢ lb. Bub-L type.

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A REAL SURE-FIRE SELLER!  
THUGS AND THIEVES BEWARE!

This tear-gas pencil gun discharges smothering clouds of tear gas to instantly stop, stun and incapacitate the most vicious man or beast. An effective substitute for dangerous fire-arms; leaves no permanent injury. Needed in Stores, Banks, Autos and Homes to Protect Life and Property. No skill required. Handle as a profitable side line; watch it grow. Start Now! Send \$4.25 for complete demonstrating outfit of Automatic Pencil Gun with 10 demonstrators and 3 powerful Tear Gas Cartridges, guaranteed. Thousands in use. Order your outfit TODAY! Not sold to minors. HAGEN SUPPLY CORP., Dept. BB-920, St. Paul 4, Minn.

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**BALLOONS**  
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UNLIMITED OPPORTUNITY  
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**MAKE EXTRA XMAS MONEY!**  
TERRIFIC 50¢ TO \$2.00 SELLERS!

2 Metallic Foil Xmas Streamers, 13x48 \$1.00  
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Above Samples Mailed Postpaid.  
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Others are baffled by its mystery. 4 pieces polished brass. Individually boxed. Sample \$1.00  
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Jobbers, write for quantity prices.  
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Wrist Watches. Costume jewelry. Gift items, etc.  
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Send today for one sample carton of 24 for \$5.00. Fast household repeater.

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**DON'T MISS OUT—Reserve Advertising Space NOW!**

# Pipes for Pitchmen

By BILL BAKER

WRITING... from Harrisonburg, Va., Jack (Bottles) Stover reports that he and his brother, Smokey, and Little Ashby Smith, "the world's smallest man," had a fine week at the recent Petersburg (W. Va.) Fair. The trio have a walk-thru bus and are making fairs and celebrations. Smokey is handling the show and Bottles assists and does the booking when he is not pitching or writing sheet.

"I RECENTLY... bumped into Sol Addis, the old-time pitchman, and had a chance to talk the pitch biz with him," pens Harry Greenfield from New York. "During the course of our confab I asked him how a health book would be pitched today and whether he thought such a pitch would be a success." In Addis' opinion, said Greenfield, the pitch would be the same and successful, too, because of the new generation that never heard a health pitch. "They were a sensation years ago," said Addis, "and they would be equally terrific today. Remember, we will always have sick people, and the public is always quick to buy health knowledge and health products if the salesman puts over the right pitch." In Addis' opinion, said Greenfield, health books and health products have a wonderful future. He believes the surface has barely been scratched, pointing to the success of health food stores that have sprung up like mushrooms all over the country. Addis pointed to the success of Bernarr MacFadden, who recently celebrated his 84th birthday by making a parachute jump, and recalled the time when MacFadden operated pitch stores on Times Square in New York and on the Boardwalk of Coney Island. "Many of the old-timers started on the Boardwalk," said Addis, such as Bill Boyce, Jack Wilson, Eddie Atkinson, Sam Johnson, Jack Kahn and Frank Urban. Later there were the muscle men such as Earle Liederman, Charles Atlas, Young Sampson and Mac Levine.

**THE REYNOLDS**... Ken and Greta, gold-wire artists, report that owing to circumstances beyond their control they were unable to make Butler County Fair, Hamilton, O., this year, but will work it again in 1953. Despite reports from competitors that they were off the road this year, officials of the Georgetown (O.) Fair held open the space for which the vet wire workers had contracted and they played the date as scheduled. Ken and Greta plan to store their equipment in Put-in-Bay, O., about November and winter in Florida.

**HENRY E. VARNER**... the Akron homeguard, posts from the Rubber Capital: "I've often wondered just who is the top man on the totem pole in

the pitch business. Could it be an old-timer, or maybe a J.C.L. who we see in the new Packard with coils?"

**MARGE MUNITZ**... who describes herself as a booster for better business ethics, says that certain competitors are putting in the rap on a newly improved fiz cap which has just hit the market. "I know that competition is the life of trade," typewrites Margie, "but this knocking of someone else's merchandise doesn't appeal to me. On September 18, I tried a trial order of five gross of the fiz caps and, after hearing some of the stories told about them, I was kind of leery myself. But I am very pleased to state that in my opinion it's the nicest-looking and best-working cap on the market, barring none, and I'm not being paid to give this report. Why not live and let live?"

**"HUSK" O'HARE**... erstwhile name-band leader and now head of LaGren Products, Chicago, manufacturer and distributor of Beauty Sheen hair preparations, reports that he recently concluded a bang-up season on fairs, covering the State annuals of Illinois, Wisconsin, Iowa, Indiana, Kansas and Oklahoma.

**SONNIE SOUTH**... has his musical foursome working with the T. C. Jacobs med show, currently in Etowah, Tenn., and slated to invade Georgia soon. Sonnie has Jo Jo Jackson on alto sax, trumpet and vocals; Don Underwood, guitar and sax; Shorty Petty, bass and novelty vocals, with Sonnie himself handling drums, marimba and guitar

**LEON A. FRITSCHÉ**... Vancouver, B. C., worker specializing in corn remedy, reports that pitchmen have been doing exceptionally well with the Beistle Company's "Wonder Dancers" in his area. Fritsche first saw them sold at the Vancouver Fair. Later, on a trip to Portland, Ore., he saw them being worked in the Meier & Franks department store so successfully that two cashiers were kept busy handling the customers. Fritsche, who says the item has been approved by major department stores on percentage, plans to give it a tryout in Edmonton, Alta. "With the exception of a few pitchmen I see in the summer who work the A fair circuit and several working out of Vancouver, I do not get to see many members of the fraternity," pens the Canadian. In a note to Al Wilson, he reports they are using monkeys to pick the apple orchards in Washington this year—a mechanical variety that gets about the trees as easily as live ones.

**JACK TAYLOR**... reports that he is opening a gadget shop to be known as Cobb's Country Store, at N. E. 79th Street and the FEC Railway, Miami, some time in November. Taylor says it'll be a year-round operation and will be a haven for pitch folk working household and other gadgets.

## Memphis Hits

Continued from page 62

patrons. Joie Chitwood thrill show, which played the final three nights in the speedway, had light crowds for the first two performances but drew a strong turnout for its final show. Competition from baseball and football games here in Memphis hurt Thursday and Friday crowds.

C. C. (Specks) Groscurth's Blue Grass Shows did more than satisfactory business and the strong show line-up set by Ray Marsh Brydon, did good business all week.

## Gresham Profits

Continued from page 63

exhibits by \$15,210. Included were agriculture and grange, art, domestic science, floral and garden clubs, city 4-H clubs, Future Farmers of America, livestock, poultry and rabbits, textiles and photo exhibits.

The payroll for short-term fair employees was \$4,342, which, with other un-allocated expenses, totaled \$20,081.

# Out in the Open

Continued from page 57

the Lehigh Agricultural Society back in 1925 looked around for a man to head up the Philly fair, Scholl was identified with show business at the old Academy of Music here. For the Greater Allentown Fair, Scholl was drafted for the job as president. He held his post 24 years—a record established when he relinquished the reins two years ago. It was the longest period any man had served the 100-year-old event.

**Arthur J. Haggerty**, member of the Circus Fans Association and Circus Saints and Sinners and assistant cashier of the Bradford (Pa.) National Bank, retired from that post September 19. He had been associated with the bank since 1900 and had been undergoing treatments for his eyes since April.

**Hiram McCallum**, former mayor of Toronto and now an executive of the Candian National Exhibition, visited New Jersey State Fair, Trenton. Other visitors included **Reba Schall**, secretary, Great Allentown (Pa.) Fair, and **Lee Good**, operator of the Fairgrounds Hotel, Allentown.

**Mrs. George A. Hamid** and **Jack McCormick**, superintendent of concessions at New Jersey State Fair, Trenton, visited York (Pa.) Fair.

**Bob Shivers**, manager of the Third District Livestock Show at Hope, Ark., as usual again was on hand at Little Rock to assist **Sen. Clyde Byrd**, **Frank Swilling** and

## Hamid 'Follies'

Continued from page 63

it lost only one performance to rain. The unlucky occasion was at Rutland on Labor Day. Three of the events, Sherbrooke, London and Allentown, have covered stages and attendance at these events was boosted as a result despite threatening weather, Evans said.

### London Has New Stage

There is talk of adding covered stages at several of the other events on the show route this year, Evans said. London, which this year had a new stage and dressing rooms, is considering adding cover, as are Bloomsburg, Rutland and Ottawa. Ottawa ex-execs have long been anxious to provide protection for the night show, and a year ago brought in experts from the United States. Their grounds, however, are also used for sporting events, and there is the problem of how to anchor the big canvas cover without utilizing permanent fixtures which would disrupt the playing surfaces.

At Bloomsburg two shows were given nightly from Wednesday thru Saturday to accommodate the crowds. Two shows were also given on one night at Elmira and at Rutland.

The show, produced by George A. Hamid Jr., was managed by Evans. Glen Childers was electrician; Tex Hamilton, stage carpenter, and Vincent Borelli, musical director.

## Richmond Record

Continued from page 63

leased the following day-by-day comparative figures:

	1952	1951
Saturday	56,292	47,787
Sunday	30,126	31,484
Monday	2,440	26,915
Tuesday	36,214	30,782
Wednesday	35,534	33,470
Thursday	31,647	28,260
Friday	31,473	32,000
Saturday	36,000	34,508

With the exception of Monday (22) when rain cut the gate to a paltry 2,440, the fair had good weather thruout and business was brisk, with total gross estimated at \$200,000.

Mitchell said that he broke even on the grandstand show, George A. Hamid's "Fantasies of 1952," but pointed out that a grandstand show here is usually a losing proposition, booked to aid the gate and concessionaires and to hype interest at the fair. The afternoon acts and the evening revue played to strong houses.

On the midway, the Cetlin & Wilson Shows reported heavy grosses, taking in an estimated \$100,000 for the event.

**Pat Ford** in the office during the run of the Arkansas Livestock Show... **Sam W. Anderson**, general manager, Radio Station KFFA and member of the Helena (Ark.) Fair board, and **Pete Centeno**, chairman of the East Arkansas Day at Helena, headed up the East Arkansas delegation on the East Arkansas Day at the Little Rock livestock show.

**Mrs. Carole May**, of the National Bureau for Fairs, Chicago, has been appointed chairman of the Women's Advertising Club of Chicago's "Get Out the Business Women's Vote" campaign. The drive is aimed to persuade all business women to register and vote in the coming election.

**W. J. (Bill) Bradley**, past president of the Saskatoon (Sask.) Exhibition, is publishing and editing a new weekly livestock publication in Saskatoon. The Livestock Times. Until recently he was managing editor of the Western Producer... **Pat Lundy** of the Regina (Sask.) Exhibition staff, has joined the Calgary Stampeders of the Western Canada Hockey League. The hockey team, which is operated by the Calgary Exhibition, is coached by **Hank Blade**, assistant manager of J. P. Sullivan's Wallace Bros. Shows.

**Frank Collins** and **G. W. (Bill) Wynn**, board member and assistant manager respectively of the Mid-South Fair, Memphis, visited the Arkansas Livestock Show at Little Rock in company with **Tommy Steiner** of Austin, Tex., who produced the rodeo at the Memphis fair.

**Lee Barton Evans**, company manager of the George A. Hamid & Son fair revue, "Grandstand Follies," which closed a nine-week season at Bloomsburg, Pa., will again embark on a concert tour. Initial date is Scranton, Pa., Tuesday (7), with several more to follow before the holiday season. **Glen Childers**, chief electrician on the show, is slated to go out with the road company of "Gentlemen Prefer Blondes."

## Talent Topics

Continued from page 57

**W. Wathon**, agent, reports. The Jewels recently concluded a long tour of fairs for the Gus Sun office.

**Paul and Yvon Leduc**, formerly of Shipstad and Johnson's "Ice Follies," have been inducted into the Army and are presently at the 6230th Reception Center, Fort Ord, Calif., awaiting assignment to a training company. They have recently taken up roller skating.

**Charles Davitt**, **Joe Beach** and **Wally Beach**, of Springfield, Mass., visited **Hubert Casile**, **Mickey King** and **Owens and Johnson**, who were appearing in the grandstand show at Northampton (Mass.) County Fair. The trio also spent some time with **Mr. and Mrs. Frederick W. Roedel**, who came from Utica, N. Y., to visit Castle. The Roedels are Circus Fans of America members of the Utica chapter, known as the Hubert Castle Tent.

The Beach brothers also visited the Eastern States Exposition grandstand show at Springfield, Mass., and renewed acquaintances with **Bob Nelson**, of the trained pig act, the **Bouncing Bodos**, **Mickey Sullivan**, **Bobby Whaling** and **Yvette**, and the **Flying Otaris**.

**Miss Happy Harrison** and **Her Thorobreds** arrived back at their Hartford, Mich., home recently after 14 weeks of outdoor trekking, the final several weeks being spent on horse shows. After a couple of weeks of re-training and possibly loafing, the troupe expects to again hit the road for some early indoor dates.

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**Dallas Fair Tees Off**

Continued from page 62

lute the fair on a nationwide radio program Sunday night (5).

**Pro Gridders Bow**

National League professional football will make its debut at the fair Sunday afternoon (5) when the new Dallas Texans take on the San Francisco 49-ers in the Cotton Bowl. Texans have good chance to make some new fans for the pro sport since it will be first time fair's predominantly rural crowds will have been exposed to the pros.

If fair follows its usual pattern, it will dip following opening week-end and start slow climb to peak second week-end, always the biggest.

Monday (6), usually a small day, has been designated as Mexico Day, with a football game at night between Austin College and National University of Mexico in the Bowl. Queen contest for Latin-American entrants has an all-expense-paid trip to Mexico City as first prize.

Wednesday (8) is Dallas Day, usually a 175,000-plus day here. Dallas Junior Chamber of Commerce has sold about 50,000 State fair "keys," good for admission to fairgrounds and reduced price to most attractions.

The State fair annual banquet is set for Tuesday night (7). The fair will inaugurate new "Texan of Distinction" award at the banquet. Recipient is Eugene Holman, president of Standard Oil Company of New Jersey. He'll speak at banquet and receive the award there.

**Big Kid Day Looms**

Friday (10) will be Elementary School Kids' Day at fair. Complimentaries have been distributed in schools throuth the Dallas area and schools will be closed. Jake and Phil Golman, bakers of Holsum bread in the area, have arranged for a personal appearance by William (Hopalong Cassidy) Boyd as part of a free show at 4 p.m. in the Cotton Bowl.

Saturday (11) and Sunday (12) will be the fair's big days. Saturday (11) is the day of the sold-out Texas-Oklahoma football game. Sunday (12) is the traditional big second Sunday. Monday (13) is Negro Achievement Day. Attendance for four days Friday thru Monday is expected to run close to a million.

Livestock and poultry entries for the fair totaled about 6,500. Entries in the Women's Department totals more than 4,000.

Beef cattle, swine, sheep, goats and quarter horses were up for judging first week of the fair.

Free shows other than midway free acts include Stan Kramer Puppet, being presented by Dr. Pepper Company in four performances a day; Burns' Performing Birds, being presented three times daily in a tent behind the Women's Building, plus shows put on by various exhibitors.

Exhibits are stronger, more crowd-pleasing than ever in the memory of veterans. The 240-foot tower of the new Electric Building has been flashed up with neon; show co-ordinated by Dallas Power & Light Company is twice as big as last year's. General Electric's "House of Magic" show is skedded for several free performances daily in building's auditorium.

**Auto Show Packed**

Automobile Show, 36th annual Southwestern Automotive Exposition, is so big there wasn't room enough for the antique car show in the building. It was moved to an adjacent tent. Show has at least two individual exhibits valued at over a million dollars—Chrysler's and Buick's. Both are showing futuristic, experimental models as part of their exhibits. Show is put on by Associated New Car Dealers of Dallas, representing every American make and several foreign imports. General Motors truck division also has a big exhibit in the 85,000-square-foot building.

Science-Engineering Show has exhibits by several big firms, University of Texas and Texas A&M and the U. S. Department of Defense. Chance Vought Aircraft Company will show its new Cutlass jet fighter for the first time. Farm implement exhibits by 14 manufacturers or distributors cover 100,000 square feet of outdoor exhibit space, scattered across the fairgrounds.

General Exhibits Building houses food exhibits formerly in the building now occupied by the Electric Show. Big telephone exhibit is one of most elaborate ever seen at the fair, with operator toll dialing demonstration and free long-distance calls at intervals;

miniature working model of TV microwave relay set-up and test-your-hearing and hear-your-voice devices, an unbeatable electronic machine that always wins at the game of tic-tac-toe, etc.

Fair's "Story Book of Texas Agriculture" in Agriculture Building, produced in co-operation with Texas A&M Extension Service, is a thing of considerable beauty and a new departure in farm shows. Extension service is distributing folders describing exhibit and how it depicts Texas agriculture. Exhibit has been good for plenty of publicity.

Natural Gas Building has complete kitchens built from plans in national magazines, also king-size "recipe box" set up to provide visitors with any desired recipe.

**Eat Stands Flashed**

Midway food stands have been flashed up with new fronts designed by Peter Wolf. Marquee-type fronts are dolled up with lights, day-glow paint, etc. Food workers all wear uniform type of clothing, giving entire layout neat and attractive appearance.

The four museums and the Aquarium on the fairgrounds all expect good-sized crowds as usual. Museum of Fine Arts especially has a fine exhibition of work by Texas painters and sculptors, with the State fair awarding first prize purchase award of \$1,000.

Women's Building has its usual foods, potted plants, needlework, handicrafts exhibits, plus a number of unusual contests. Typical is a chili-making contest, due to be judged Sunday (5), which has been good for some publicity.

WFAA-TV has a television studio set up in the Science Building and is producing most of its local programs from the fair. Murray Cox, WFAA radio farm director, presents daily show from the stage in the Agriculture Building. WFAA also is presenting "Saturday Nite Shindig," four-hour hillbilly show, Saturday nights in the bandshell.

The fair has had strong advance radio and TV publicity with addition of a full-time radio-TV worker to its publicity staff. Newspaper publicity, as usual, has been close to saturation.

Fair gets 60 cents for adults, 30 cents for kids under 12 at gate. Parking fee is 50 cents.

**The Reasons Why**

Continued from page 62

to blame living costs and taxes for any decline in attendance. Samuel S. Lewis, astute manager of the highly successful York (Pa.) Interstate Fair, holds an entirely different viewpoint. Fairs benefit most when business is not too good, Lewis says, apparently basing his judgment on experience garnered at his own event. York this year had to cope with unseasonable heat, but the final results were nearly on a par with 1951.

**Too Much Prosperity**

And while this may sound like backward reasoning to some, the experience of show operators in and around Augusta, Ga., this year would seem to bear it out. With the beginning of construction this year of the new multimillion dollar hydrogen bomb plant virtually on its outskirts, Augusta became a fabulous boom town. With the area population greatly expanded and folding money figuratively knee deep, at least five carnival operators were quick to head there for stands. Their experiences were sad in every instance with attendance slim and earnings picayune. The only logical explanation for famine in a land of plenty seems to be that people are just too busy making money to take much time out for recreation.

With Dixie annuals now going full blast, there are indications that these late fall events will do better, on the whole, than their northern counterparts. The summer drought which threatened ruin to vital money crops actually worked in favor of the farmers, some fair managers say, pointing out that tobacco will likely bring record prices as the result of a curtailed harvest.

It should be pointed out that even with a slump in gate attendance some fairs fared better financially this year. The elimination of the 20 per cent federal excise tax and the retention of their 1951 admission charges piled many additional dollars that formerly went to the government into fair treasuries.

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**AT PRICES THAT DEFY COMPETITION!**

No. 5227-28-29-30-32. Five of the latest 3-piece set designs. 24 Karat Gold Plated. Assorted colors. Handsomely, modernly boxed.

**\$15.00 DOZ. SETS**  
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Matched set of Cuff Links, Tie Slide and G.P. Zippo Style Lighter in Leatherette Covered Box. \$14.95 price tag.

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Beautifully boxed Pearl Earring and Choker Sets in 5 top numbers.

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## RESUME REGULAR MEETS

### Miami Group Drafts Blatt as President

MIAMI, Oct. 4.—Willie Blatt was drafted to serve another year as president of the Amusement Machine Operators Association of Dade County at a meeting of the organization Thursday (25) at the El Comodoro Hotel here.

Altho he announced that he would prefer to turn over the reins to a successor for the ensuing year, Blatt bowed to the will of the membership in accept-

ing the nomination without opposition. Keith Nelson, secretary-treasurer, also was unopposed for another term in that office.

Kicking off the first of a series of monthly meetings following a summer recess, the AMOA nominated a slate for presentation to the membership at the next meeting on Thursday, October 30. Other nominations were: vice presidents, Al Soak, Al Albertelli and David Friedman; board of directors, six to be elected: Joe Mangone, Buster Anchell, Morris Marder, Carroll Carson, Harry Steinberg, J. P. Morgan, Harry Zimand, Ward Parks, Maury Horwitz, Eddie Petrocine and Murray Gross.

Chairman Joe Mangone and committeemen Buster Anchell and David Friedman reported progress in plans for the association's second annual banquet and dance November 29 at the Saxony Hotel, Miami Beach.

Two new members—Joe Myerson and Milton Adler—were voted into the organization.

### Coin-O Moves To New Hdqtrs.

CHICAGO, Oct. 4. — Coin-O Manufacturing Company has moved its factory to 663 North Wells Street, President Harry Katz announced Thursday (2).

Katz stated the move to the new site was due to the firm's stepped up production schedules on the Bat-O-Mat pitching machine since the premier of the unit at the Congress Hotel two weeks ago (The Billboard, September 27). The building was occupied by Williams Manufacturing Company a couple of years ago and affords several times the floor space of Coin-O's old factory on Sheffield Avenue.

The Bat-O-Mat is quarter operated and has two adjustments important to the location. The first permits the varying of the number of balls offered patrons, while the other is for adjusting the speed of the pitch. The Bat-O-Mat is being offered to operators thru Coin-O distributor network, now in the process of being established.

### Lion Premieres 1953 TV Line

CHICAGO, Oct. 4.—Lion Manufacturing Company introduced the first of its 1953 line of television sets at the Hotel Sherman this week. The event was held in conjunction with the annual Electronics Convention and Exhibit. Lion is the parent company of Bally Manufacturing and is headed by President Ray Moloney.

The showing was under the direction of Paul Eckstein, Lion TV executive, and featured floor and table models with 21-inch screens and limed-oak cabinets. All Lion sets have electric station selection and remote-control units, which not only select the station by push-button but assure brightness and contrast.

Eckstein stated that the firm will concentrate its early output on new TV areas which have just opened up, such as Portland, Ore.; Fresno, Calif., and Denver. Coin machine distributors and operators in these and related areas are expected to be a key part of the sales campaign.

### AUG. FEDERAL TAX YIELD UP

WASHINGTON, Oct. 4.—The federal tax on coin-operated amusement devices yielded \$2,397,619 in August, the Bureau of Internal Revenue reported this week.

The tax on coin-operated gaming devices in August totaled \$3,642,731. The combined revenue from both of these taxes in that month reached \$6,040,350, a gain of \$548,508 over the combined total of the previous August.

Yield from the federal tax on sugar in August was \$7,900,454, compared with \$8,268,307 the previous August. Federal tobacco taxes yielded \$149,133,120 in August, an increase of nearly \$12 million over the previous August.

### Mike Munves To Distribute Dime Bike Ride

NEW YORK, Oct. 4.—Mike Munves Corporation is now distributing a new dime-play kiddie ride which features no flashing lights, smoke, atomic rays or anything remotely akin to these. This new ride is simply a bicycle, a small one to which is attached a speedometer. A kiddie inserts his dime in a drop-chute coin box which is set in front of the bike, then climbs upon the seat and begins pedaling like mad, the object apparently being to see who can gain the greatest amount of speed in the minute or so allotted each rider.

The bicycle, which is securely bolted to the floor, has an electrically controlled brake which locks the rear wheel when a ride has been completed. Otherwise, the machine is standard in every feature.

An iron pipe railing surrounds the entire bike, with an entrance space for the rider. The unit is mounted on a sturdy base.

## SET-UP EXPLAINED

### Detroit Shufflers Get ASLI Play OK

DETROIT, Oct. 4.—Shuffleboard teams and players here will have an opportunity to participate in tournaments under American Shuffleboard League, Inc., sponsorship, as the result of the appointment of John C. Westerdale, owner of Shuffleboard Secretarial Service, as League secretary in Detroit. The trophies which have been made available thru this organization are expected to be another significant advantage of the new set-up.

Appointment of Westerdale in no way involves the Detroit Shuffleboard Association, it was made clear by Fred W. Chlopan, DSA executive director. Westerdale, in addition to his Secretarial Service, has been director of League play for the past two years for DSA.

"Westerdale has made a great contribution to our association's success," Chlopan said. "I believe his friendly spirit will do a great public relations job for the industry, and bring a better under-

standing between operators and manufacturers."

Chlopan explained that "Westerdale works on a year-to-year contract with DSA. His acceptance of the ASLI program in no way obligates the DSA. He does have the authority to enter any of our teams which wish to enter ASLI tournaments, but in no way to enter them as an entire unit sponsored by DSA."

### Chicago Coin Bows 4 in 1 Shuffle Game

CHICAGO, Oct. 4.—Owners Sam Gensburg and Sam Wolberg announced Friday (3) that distributor samples of Chicago Coin's Match Bowler had been shipped and operator showings had begun. The new shuffle game combines the play highlights of several of the firm's late-model games, including Match Bowler and 10th Frame Bowler, and adds a variety of new amusement ideas.

Super Match Bowler has easy-to-read scoring dials. A high-score-of-week box, Formica playfield, strike-and-spare flicker lights, provisions for the difficult 7-10 split pick-up, and 20-30 rebound action. It can be played by up to six players, each depositing a dime for the 10-frame action.

Actually, the new Chicago Coin game is four games combined into one. A simple changeover of a plug in the back rack sets up four different game situations. One change of the plug offers the features of 10th Frame Bowler and Match Bowler. A second move of the plug permits play as on the 10th Frame game alone. The other two adjustments separately set the game up for Match Bowler play and Deluxe Bowler.

Chicago Coin also is in production on the individual games—10th Frame and Match Bowler.

### NY Firm Sets Shuffle Unit

NEW YORK, Oct. 4.—United Play Machines Corporation has initiated production on a conversion for six-player shuffle games. Al Gilbert, firm official, announced.

With the conversion, six-player games not only retain all their former features but add the matching score principle. Gilbert stressed his unit is built right into the game, not merely attached to the top of the back section.

### Canadian Ops Fined; Eye New Court Appeal

TORONTO, Oct. 4.—An appeal to the Supreme Court of Canada is anticipated by four operators of a Penny Arcade at Crystal Beach, Ont., fined for operating a common gaming house. The charge stems from the operation of 30 digger and crane-type units.

The men, who operated the machines for the Canadian Amusement Company, were each fined \$25 and costs in magistrate's court last July at Fort Erie, Ont. They took an appeal to the Ontario Appeal Court but this was dismissed.

It was argued by counsel for the defense at the appeal hearing, that the games were not ones of chance, but depended entirely on the skill of the players. It was also pointed out that the machines were not automatic but were under the control of the player.

## TRIGGER OUTPUT BEGUN

### Exhibit Supply Set to Bow New Multi-Piece Coin Line

CHICAGO, Oct. 4. — Exhibit Supply Company this week began full-scale production on Trigger, the mechanical horse version of Roy Rogers' famed movie Palomino, and announced it would soon release seven other new products in its fall line. Frank Mencuri, sales manager, stated the new items would offer operators a wide variety of amusement pieces and would form the most ambitious output schedule in the history of the 51-year-old manufacturing firm.

The promotion backing up Trigger alone should prove a large task in itself. For in addition to plugging this unit thru trade paper advertising and via the sustained efforts of its distributor network, the horse will receive the benefits of a promotion handled by Roy Rogers Enterprises. This will be directed at the potential Trigger ride patrons—the children and their parents—and cover many aspects. One such instance will be the advertising of all the items handled by the Roy Rogers Enterprises in the Sunday comic sections of most metropolitan newspapers November 30.

### Shuffle Assn. Leader Cites Need of Unity

DETROIT, Oct. 4. — "Trade association membership is a necessary adjunct to business, not a social function," Fred W. Chlopan, executive director of the Detroit Shuffleboard Association, said this week in issuing the call for the monthly business meeting of the association.

He pointed out that attendance at meetings, like membership, is restricted to licensed shuffleboard operators, thus assuring control of that body is kept in the hands of the operators themselves at all times.

A principal item on the agenda for the October session was to be the completion of significantly new developments in the organization of league play in this area.

Trigger has the authentic Roy Rogers saddle, the true-to-life appearance of the horse, and is equipped with casters. The base has a colorful view of Roy Rogers and his Double R Bar Ranch. Like its running mate, Exhibit's Big Bronco, Trigger has been approved by Underwriters' Laboratories.

The decision to offer the multi-unit line to the trade was based on an informal, thorough survey of conventional operating conditions. Following the gathering of a large amount of information on location needs, Exhibit outlined its aims on the new line to its designing engineer, who came up with the desired units.

The first to be released after Trigger will be Rudolph the Red-Nosed Reindeer, and true to its name, will be a ride featuring the

famous fictional animal. Tho it will feature a different motion from the mechanical horse, Rudolph will be based on a similar play appeal. The other new Exhibit products to follow the Reindeer are Pete the Rabbit, Rawhide (mechanical horse), Space Patrol Rocket Ship, Dale's Test Pilot, Dale's Space Gun and Dale's Mystery Gun.

Mencuri said the line will offer a balance of units for both conventional and new-type locations. He added it also will offer a representative number of assorted units for traveling shows, amusement parks and related spots.

The Exhibit sales manager pointed out that Super Twin Rotation, the shuffle game based on pool, again has had its output schedules increased to cover stepped-up demand.

## VALUATION DIFFERS

### American Coins Prove Canadian Op Problems

TORONTO, Oct. 4.—A form of "hot money" is plaguing coin operators of Canada. With the reduced value of American coin in this country, banks here are accepting coins after the first dollar at 7 per cent discount.

As a result, much of this money is going into telephone coin boxes and, of course, coin-operated machines. The cost of sorting of the coins is high. Operators are hopeful that the increase in American coins in this country is only temporary and is a hangover from the terrific summer tourist business.

It was estimated by one vending machine operator that 15 per cent of all the coins he collected were of American origin. There was nothing that he could do about the money but just absorb the loss.

The problem of discount has come to the fore in the last couple of weeks. Previously, the banks

which had been discounting all American bills at 4 to 5 per cent, were taking the American coins and then passing them on to their customers. However, an additional charge of 2 per cent is now being charged by the banks.

Some of the machines can be set to reject some American coins, altho they don't screen out the nickels and dimes. The reason for this is that the American coins have a similar metallic content as those of the Canadian coins. Often the mechanism screens out a number of Canadian coins, and this, too, adds to the headache of the operators.

Areas hardest hit are those close to the border and those staging fairs.

### Weinberger Named Automatic Jet Dist. For Ky., Ohio, Ind.

NEW YORK, Oct. 4. — Leo Weinberger of Louisville this week was named distributor for the Automatic Jet coin-operated ride by Nat Cohn of Conat Sales here. Weinberger, head of the Southern Automatic Music Company, will operate from 735 South Brook St., Louisville.

His district includes sub-offices at Lexington, Ky.; Cincinnati; Indianapolis, and Fort Wayne, Ind.

## Calendar for Coinmen

October 6—Amusement Machine Operators' Association of Greater Baltimore, semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.

October 9—Music Operators of Northern Illinois, annual banquet, Graemere Hotel, Chicago

October 13—Wisconsin Phonograph Operators' Association, monthly meeting, Hilltop Inn, Rhineland.

October 28—Western Vending Machine Operators' Association, monthly meeting, Unique Cafe, Los Angeles.

## Juice Venders Still Unsanctioned in Fla. Citrus Mutual Plan

**\$9,000,000 Dispenser Program Held Up Pending Final Okays**

LAKELAND, Fla., Oct. 4.—A \$9,000,000 dispenser program designed to place about 100,000 machines in operation by January 1, 1954, announced earlier this year by Florida Citrus Mutual,

has to date resulted in a complete by-pass of venders.

Earl Brown, chairman of the FCM's dispenser committee, revealed during the group's September board of directors meeting that while four models of counter-type dispensers and one fresh fruit extractor had been approved on sanitary and "other standpoints," no "coin-operated vending machine had yet been fully approved." And only fully approved machines will receive the financial support of the Mutual program, Brown made it clear.

Approved machines, however, will still have to wait on completion of the program plans and also presentation to and approval by the full FCM board of directors.

The announcement that, to date, no single juice vender had met complete approval for the program meant that the May pronouncement by Minute Maid (The Billboard, May 31) was premature: it stated that FCM had promised unlimited financial aid

### VENDING AID

#### Brand Name Top Factor In Theaters

NEW YORK, Oct. 4.—"It was only natural that when theaters took to vending candy and miscellaneous refreshments, they handled brand-name products," according to Montague Salmon, managing director of the Rivoli Theater.

Purchases of candy and other refreshments in theaters are quick ones, he pointed out. Movie-goers do not permit themselves the leisure of general selection as they do elsewhere. They must return to their seats in a hurry to miss as little of the continuing show as possible, and the quickest way to

(Continued on page 79)

#### Martin Candy, DuGrenier Cig Units Reduced

CHICAGO, Oct. 4.—A \$5.50 reduction on list prices of its eight-column candy machine and DuGreniers Cigarette Vender, which it distributes in a 21-State area, was announced this week by James H. Martin, Inc. The candy

(Continued on page 79)

## Vending Industry Mulls Commission Hassle With Army

**Armed Services Ask Much Higher Percentage of Machine Gross**

CHICAGO, Oct. 4.—Vending machine circles thruout the nation were watching developments this week in the industry's effort to dissuade Armed Services authorities from pushing their demands for excessive commission rates.

In Texas, where the State vending machine association met for its second annual convention, the PX problem overshadowed all other business.

At National Automatic Merchandising Association headquarters in Chicago, officials were in process of setting up a committee to study the problem. Charles Brinkman, vice-president of Rowe, was named chairman.

#### Cost Study

It was understood that NAMA would soon retain the services of an economist to prepare a cost-of-business study on all phases of the vending machine operating business. NAMA's own operating cost-ratio studies prepared by Ernst & Ernst, national accounting firm, would likewise be used in projected conferences between PX officials and the industry, it was said.

The current tussle with the Armed Services over vending commission rates started in Texas and spread quickly to other States. The Armed Services told operators with equipment in military installations that too little

(Continued on page 79)

## Canuck Candy Men to Appeal Dominion Tax

TORONTO, Oct. 4.—Because candy sales in Canada are down, another appeal to the government to remove the tax on candy will be made, it was announced this week by Fred Saunders, secretary-manager of the Confectionery, Chocolate and Cocoa Industries of Canada. He said: "They are killing the goose that lays the golden egg." He pointed out that since the double tax on candy was introduced, consumption has declined rapidly.

Saunders noted that the sales of chocolate bars have dropped more than 10 million dozen since 1950. Another worry faced by the candy manufacturers is the increased importation of chocolate. He estimated that the candy imports will be up more than two million pounds this year.

There has been no indication as to what form the appeal will take.

## Candy Brokers Elect Officers

NEW YORK, Oct. 4.—Members of the Metropolitan Candy Brokers' Association elected the following new officers at a recent meeting: Sam Shalit, president; Arthur Raphael, vice-president; Harold J. Aggers, secretary-treasurer.

Named to the board of governors were Abe Josephsohn, Stanley L. Marks, Harry Schechter, Robert M. Kelly, Simon Diamond and Herman Eiteberg.

The association will honor Stanley Marks at a past-president's dinner October 9 at the Empire Hotel, this city.

## Ball Gum Venders Returning Record Grosses in Canada

**Removal of Quota System, Dollar Limitations Spur U. S. Imports**

CHICAGO, Oct. 4.—Booming bulk vender operation thru the Canadian provinces (The Billboard, October 4) hinges directly upon three factors, while one other factor acts to prevent even more rapid expansion of automatic merchandising in the Maple Leaf country.

**Editors Note: High profit quotations, unlike promotion-told fairy-tales in the U. S., are legitimate. However, glib-tongued promoters are already hard at work in the provinces, kiting their profit promises to new and fantastic heights to warrant the fabulous prices they ask for \$28 (see price details later in story) venders.**

The operating aids are: (1) change of Canadian trade regulations last March, removing the

quota basis plan on purchase of U. S. manufactured goods and limitations on dollar expenditures for such goods; (2) virgin location field, and (3) the phenomenal empty-out period for standard 7-pound ball gum units, usually

### Smuggled Cigs Can. Problem

TORONTO, Oct. 4.—Smuggling of U.S. cigarettes into Canada is continuing at a high rate despite a cut in the excise tax on Canadian smokes in the last budget. However, the situation is not nearly as serious as in the past year.

Cigarette seizures by the Royal Canadian Mounted Police and national revenue enforcement officers have totaled an estimated 4,000,000 since April 1. In the corresponding period a year ago, the number seized was about 6,000,000.

Cigarette smuggling was given impetus when the government, in its 1951 budget, boosted the excise tax to 25.08 cents on packages of 20. The retail price for such a package in Ontario was 41 cents, while in some points in Quebec—due to additional provincial and municipal taxes—the price was 48 cents. By contrast smuggled packs were sold for about 35 cents and for less if bought in quantity.

### 50 Hot Soup Units For Chi El Riders

CHICAGO, Oct. 4.—Mechanical Merchants, Inc., this week started installation of 50 Snively Hot Soup venders thru its subway and el station locations. Units will vend bouillon, chicken, tomato and cream of mushroom soups, supplied under special order by Campbell Soup Company, according to Herman Stamer, vice-president.

Stamer said that only about 25 of its ice cream units will be withdrawn from rapid transit stations during the winter. These will be machines on exposed el platforms.

The 50-unit Snively installation is expected to be completed by the end of October.

every two or three days for an average of twice a week.

The single factor holding up even greater route expansion are the Canadian excises and duties on coin-operated merchandising venders (detailed under U. S. Department of Commerce Schedule B, No. 987100). In combination, such levies usually add 100 per cent to the U. S. price of a vender. Thus, for a \$14 ball gum unit, the Canadian operator must pay about \$28.

Specifically, Point 1 means that the Canadian government has lifted such restricting trade regulations as the "quota basis imports" of operators, i.e.; limitation of vender orders to total such purchases of the previous year, and limitation of dollar expenditures for such equipment in any one year. Latter was a move by the provinces to keep Canadian dollars in the country.

With both restrictions taken off in March this year, operators were free to import as much American

(Continued on page 79)

## Weinstein V-P Of New Pitts Charm Company

PITTSBURGH, Oct. 4.—Sidney Weinstein, a partner in the Sidmor Vending Company, has joined Vibro-Rol Products, Inc., manufacturers of finished products and molds for manufacturers, to form Plastics Specialties, Inc., 1621 Penn Avenue, to manufacture charms.

The first set of charms for the vending trade is scheduled for delivery about October 16. It is a ship-in-a-bottle series (1 by 1/2-inch size) featuring a line of 17 or 20 ships—liners, destroyers, viking boats and clippers.

A second charm set will be a picture album comprising 13 pictures of movie actresses and actors, cowboys and TV stars in four colors.

The new firm's officers are President Andrew Gardina, Vice-President Sidney Weinstein and sales manager, Elliott Saltsurg.

## NABV Sanitary Code Mailed; Decals Readied

CHICAGO, Oct. 4.—Alvin Kantor, president of the National Association of Bulk Vendors, announced this week that the first mailings of the association's new sanitation code (The Billboard, September 20) has gone out to members. The code is to be returned by individual members bearing their signature.

As part of the code program, operator-members will shortly receive the NABV green, white and black sanitation decal for their

(Continued on page 79)

### RADIO P-R SUCCESS

## Ace Ainer Is Freedom Foundation Entrant

CLEVELAND, Oct. 4. — Ace Cigarette Service Company's near year-old radio series, "Forward America," is one of the entrants in the 1952 Freedom Foundation Awards Program. The 15-minute, semi-weekly program heard locally over WERE Wednesdays and Saturdays at 12:45 p.m., has been entered in the national competition at Valley Forge as a radio program which helps to bring about a better understanding of freedom thru featuring prominent Clevelanders. Latter are individuals whose success stories highlight opportunities in America. Sports personalities are featured on alternate programs.

Louis Golden, president of Ace Cigarette Service, said this week that dual indications of the popularity of the program are (1) the waiting list of personalities who have volunteered their own success stories for portrayal, and (2) increased sales thru venders in the area, especially thru the

firm's own equipment. Also, many new installations thru Northern Ohio are attributed to the program.

#### Multiple Broadcast

At present, due to the program's success, plans are being made to make it a multiple station broadcast, with a possible TV show also in the offing.

Because of high trade interest, Golden was asked to speak on the program at the recent National Automatic Merchandising Association convention in Chicago.

Golden pointed out that "Forward America" is constantly being promoted to increase listening audience thru displays on Ace Cigarette Service trucks and mention on match covers vended free with every pack of cigarettes from the firm's machines.

Aiding in the placement of equipment are the prizes offered for suggestions leading to such installations. The prizes consist of suede-boxed playing cards or cigarette lighters.

### DIME BAR VENDING

## Ops Report Slow, Steady Growth; \$\$ Volume Aid

CHICAGO, Oct. 4.—Dime bars, growing as an operator subject over the past two years, continue to spark sharp debate with the end result a slow but steady rise in column space being devoted to the 10-centers.

In Chicago, where most of the major operators have concentrated on industrial locations, the dime items are a sharp issue. Factory personnel and management want no part of the two-nickel sweets. But in transportation terminals, theaters, transient type locations catering to the average citizen, the dime candy does find a market. And, in competition with counter sales, venders in some instances do more than satisfactory dollar volume.

A growing trend to use two separate machines, each 100 per cent nickel or dime, has been noted. One firm offering such an installation, Vendall Service Corporation, headed by A. Garrick Alex,

reports dime sales consistently high in its non-plant captive locations.

As in other cities, Canteen Company of Chicago is increasing column space devoted to the 10-cent

(Continued on page 79)

## Cig. Vender Run at Keeney

CHICAGO, Oct. 4. — J. H. Keeney & Company started production on a new 500 unit run of its electric cigarette vender this week. Paul Huebsch stated the full run will be completed before December 31.

Rising trade interest in Keeney's refrigerated sandwich vender is evidenced by continued inquiries from various parts of the country, Huebsch said. Resort areas have shown particular interest in the unit.

**Juice Venders**

Continued from page 78

for its vender program (built around Mills Industries' one and two-flavor juice venders).

Source of the commitment, according to Minute Maid, was the Florida group's distribution and beverage division manager, Ralph M. Townsend.

The Minute Maid announcement also stressed that Florida Citrus Mutual was offering the same financial assistance to any other major citrus juice producer with a definite vender program.

According to Brown, Florida Citrus Mutual expects to interest Florida bankers in the program. Financing the sale of dispensers thru banks "may enable small fruit juice concessionaires to obtain a loan." The same would be true for new or small vender operators, if a coin-operated unit were fully approved, it was indicated.

Outlining the FCM plan to the board, Brown said it was planned for Mutual to underwrite the machines, agreeing to take recourse if the purchaser failed to make payment. He pointed out, however, that FCM would actually take little risk, as concentrate manufacturers "have expressed willingness to assume that responsibility."

**Martin Candy**

Continued from page 78

unit, with stand and change-maker, now lists at \$209.50. The DuGrenier vender carries the same price.

The price reduction, Martin stated, is due to increased production. Deliveries on both candy and cigarette units are being made on a one-week basis, he said.

Martin also announced the appointment of new sales agents. Dan Sternberg has been assigned the Missouri and Nebraska territory; Art Cohen, Illinois and Wisconsin, and Texas is covered by Harris Sales Company, Dallas, a subsidiary of the Abbey Manufacturing Company. All handle both candy and cigarette equipment.

**Vending Industry**

Continued from page 78

commission rental was being paid, and proposed a new contract which would establish a greatly inflated schedule.

Briefly, the Army's PX officials recommended commissions of 20-25 per cent on candy bars, 35 per cent on drinks and between 8 and 12 per cent on cigarettes.

The Army's recommendations are not binding on local PX officers since each local office makes its own deal with operators, but the recommendations from headquarters naturally carry considerable weight. Meantime, there were reports the Army proposed buying its own vending machine equipment to set up two test operations, one in Texas and another in Georgia. Purpose of these test operations would be to gather operating cost data. At least two manufacturers of vending equipment were contacted by PX officials, but it could not be determined here this week whether any equipment actually had been ordered.

NAMA was giving the problem top priority this week. Its principal immediate concern was the gathering of operating data and an analysis of that data.

**Dime Bar**

Continued from page 78

bar. Here, too, the accent is on straight dime machines against dual nickel-dime arrangements.

While the over-all volume in dime candy remains small, compared with the nickel lines, on a per-location basis (varying, however, even in like location classifications) it has and is returning dollar grosses on a par or over companion nickel columns.

In locations where the dime volume is below that of nickel, several operators stated, "We didn't go into dime bars because we expected to double our gross... we had to offer better merchandise if we expected to hold our ground in competition with counter sales."

**Ops Divided**

Portland, Ore., operators are about evenly divided on the future success of dime candy. A spot check of routes there indicated that while "the dime bar is not a whale of a success financially, in that grosses have held only a little better than even in locations switched from nickel items, it will continue to be used."

George Golden, Industrial Candy Vending Company, Cleveland, reported dime bars were added to the firm's venders in March last year for two reasons: (1) to keep up dollar volume and (2) to cut down service costs.

Golden uses separate units for each price line. Currently, 15 per cent of the firm's candy equipment handles dime bars, with 20 per cent of all candy volume coming from 10-cent merchandise.

A point made by Golden was that revenue from the nickel units, even tho the dime machines were placed alongside, has continued to hold up to the same volume as before the high price bars were offered. Thus, he contends, all dime sales are plus-profit business.

**Sanitary Code**

Continued from page 78

machines. The three by half-inch decal carries the announcement that the operator is pledged to comply with all sanitary and health regulations.

Kantor said that total operator, distributor, manufacturer and supplier membership had increased by 25 per cent over the 1951 level. A new membership campaign, however, is getting under way and will be stressed during forthcoming area meetings. The next area meeting is scheduled for New York in November. Also in November, Kantor said, a NABV board of directors meeting will be held in Chicago.

**New 19-Cent Candy**

CHICAGO, Oct. 4. — Leaf Brands, Inc., has introduced a new 19-cent boxed candy line. Designed for volume selling in super market outlets, the five variety line includes mints, chocolate covered raisins and peanuts and malted mill balls.

The line was introduced, according to Marshall S. Leaf, vice-president, because of growing consumer demand for a "popularly priced line" over the standard nickel and dime brackets.

**Vending Aid**

Continued from page 78

make a purchase is to select a name made familiar by advertising and promotion.

**Brand Names**

"That is why we handle only brand names. We can sell them easily, quickly, and with the full-satisfaction to the purchaser," Salmon said. "Vending of candy and other refreshments in film houses is big business today, and its operation is being constantly expanded."

"We are now making plans to remove a few rows of seats to make it possible for us to sell more candy. Formerly, a theater's seating capacity was inviolate. Adequate space for candy vending is now just as important as anything else the film theater has to offer."

**Ball Gum Venders**

Continued from page 78

vending equipment as they could buy under the high import charges. In spite of double-cost for equipment, Canadian operators report usual sell-out periods, requiring two or three fillings a week, make for net profits approaching those currently being quoted by American promoters.

**ORDER YOUR KING SIZE CONVERSIONS NOW!**

We have King Size conversions for all ROWE, DU GRENIER, U-NEED-A-PAK AND NATIONAL machines. Prices vary, so please advise your requirements and we'll make immediate delivery at lowest possible price.

Silver Quarter Operation; King Size Incl.



**C-8 EASTERN ELECTRIC**

8 COLUMNS—320 PACK CAP.

**AS IS—READY FOR LOCATION**

Straight Silver Quarter Operation ..... \$125.00  
Combination 5¢-10¢-25¢ Operation ..... 150.00

**COMPLETELY REBUILT & RESPRAYED**

Straight Silver Quarter Operation ..... \$150.00  
Combination 5¢-10¢-25¢ Operation ..... 175.00

Rowe Imperial, 8 Cols., 240 Pack Cap.—Special \$85.00.

Our Paints Are VENERIZED Prevents Peeling, Flaking & Rusting.

**SPECIALS ON CANDY MACHINES**  
DuG. Candyman, 72 Cap., Without Base ..... \$ 57.50  
DuG. Candyman With Base ..... 62.50  
Uneeda Candy, 102-Bar Cap., With Base ..... 75.00

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**VICTOR'S**

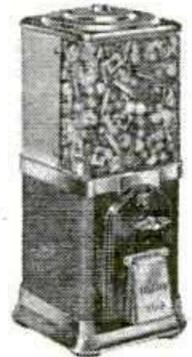
**TOPPER DELUXE globe style**



1 to 5 cases . . . \$56.80 per case of 4 F.O.B.  
6 to 11 cases . . . 56.00 per case of 4 F.O.B.  
12 to 24 cases . . . 55.00 per case of 4 F.O.B.  
25 or more cases . 52.80 per case of 4 F.O.B.

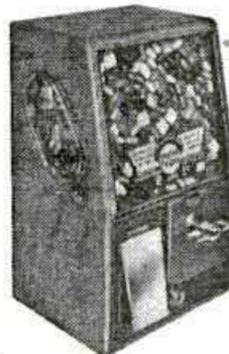
**VICTOR'S**

**TOPPER DELUXE half-cabinet style**



**VICTOR'S**

**BABY GRAND**



Less than 25 cases . . \$52.00 per case F.O.B.  
25 cases or more . . 48.00 per case F.O.B.

CHICLO TREETTS, 2 for 1c. . . . \$11.25 per case of 25 lbs.  
CHLORO TREETTS, 2 for 1c. . . . 13.00 per case of 25 lbs.  
CHLORO TREETTS, 2 for 5c. . . . 17.50 per case of 25 lbs.

**SPECIALS!**

Merchandise Suitable for **TOPPER DELUXE MODELS**  
BALL GUM (in 25 lb. cartons). All Sizes . . . . . 28c lb.  
(Freight prepaid on orders in 200 lb. lots or over)  
LARGE PISTACHIO NUTS (25 or 60 lb. carton) . . . . . 66c lb.  
SMALL PISTACHIO NUTS (25 or 60 lb. carton) . . . . . 43c lb.  
SPANISH PEANUTS (30 lb. carton) . . . . . 28c lb.  
VIRGINIA PEANUTS (30 lb. carton) . . . . . 37c lb.

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Brooklyn 3, N. Y.

**Pistachios**

3 SPECIAL GRADES FOR VENDORS

ask for **ZALOOM'S**

- 4 STAR JUMBO VENDORS MIX
- 3 STAR "BUDS"

Perfect. The Finest and Fastest Selling Pistachios. Red and White. DELICIOUSLY ROASTED AND SALTED.

Packed 5-lb. Moisture-Proof Bags. 12 5-lb. Bags to Carton.

RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES WRITE US TODAY



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America's Original Masters in Roasting and Salting of Pistachio Nuts

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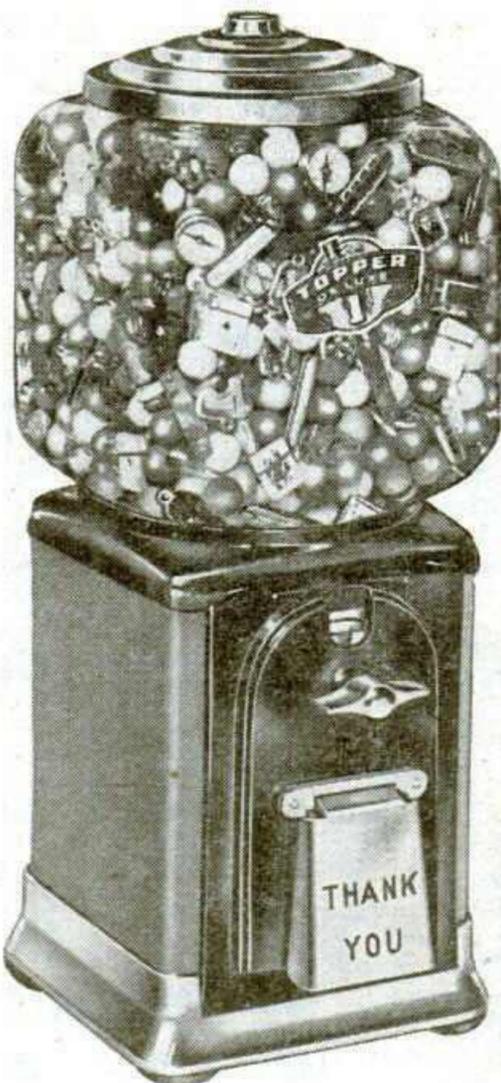
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**A TIMELY OFFER TO VENDING MACHINE SALESMEN**

One of the largest distributing firms in coin-operated machines has real opportunity for man with experience. Must travel, have good car. Extraordinary large commissions paid. Our men work definite leads—near 100% closing plan. Wire or write RAN, c/o The Billboard, Chicago 1, Ill.



**TOPPER DELUXE**  
globe style



**SUPERIOR SUPER-SALESMEN**  
The Big 3 by Victor

**TOPPER DELUXE**  
globe style

**BABY GRAND**

**TOPPER DELUXE**  
half-cabinet style

Here are the new style Topper DeLuxe vendors by Victor: Topper DeLuxe globe style and Topper DeLuxe half-cabinet style. The half-cabinet is a combination of steel and Lucite, very rugged and durable. Finished in red, black and yellow, trimmed with chrome. The globe style is finished in red and black, trimmed with chrome. Chrome top and bottom may be had on both style Topper DeLuxe vendors at an additional cost of only 75c per machine. For the finest in vending of ballgum, or ballgum and charms, use Victor's original vending wheel—No. 86-A, which vends 140-, 170-, & 210- without making any adjustments. For other bulk mdse. use the No. 50 wheel. The new style Topper DeLuxe vendors have a capacity of approximately 7 to 8 lbs. of ballgum. Both of these DeLuxe style vendors have the revolving whirlpool action, giving you vending performance to perfection. Topper DeLuxe globe and half-cabinet vendors are packed and sold 4 to the case.

Wholesale Prices to Operators on TOPPER DELUXE Globe-Style or Half-Cabinet Style

1 to 5 cases at \$56.80 per case of 4	F.O.B. Factory
6 to 11 cases at \$56.00 per case of 4	F.O.B. Factory
12 to 24 cases at \$55.00 per case of 4	F.O.B. Factory
25 or more cases at \$52.80 per case of 4	F.O.B. Factory

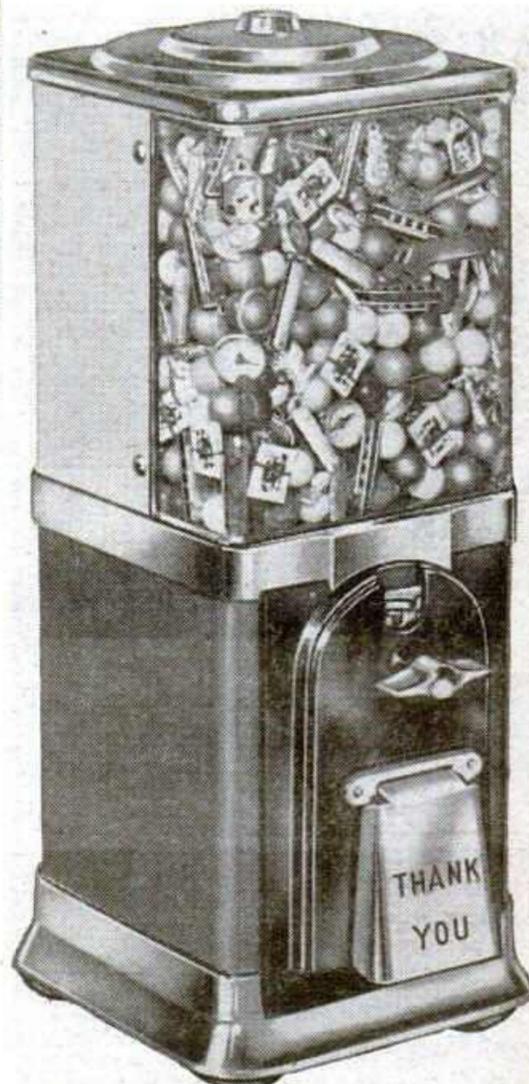
All orders must specify whether "FOR BALLGUM" or "FOR MDSE." One-third certified deposit must accompany all orders.

**BABY GRAND**

Victor's Baby Grand Chicle Treetts and Chloro Treetts, the right combination for greater profits and steadier income. Vends Chicle Treetts 2 for 1c 300 count per pound, or Chloro Treetts, 336 per pound. Or Chloro Treetts 2 for 5c, 250 count per pound. Cabinet of solid oak and finished natural. Holds 5½ lbs. of Treetts. Baby Grand is packed and sold 4 machines to the case.



**TOPPER DELUXE**  
half-cabinet style



Less than 25 cases @ \$52.00 per case. 25 cases or more @ \$48.00 per case.  
One-third certified deposit must accompany all orders. F.O.B. Factory

Victor's products mean Operator's profits; buy Victor, America's finest vendors—the industry's greatest values. All Victor products are sold exclusively by authorized Victor Distributors. Contact your nearest Distributor.

**VICTOR VENDING CORPORATION**  
5701-13 W. Grand Avenue Chicago 39, Illinois  
Manufacturers of the famous line of TOPPER vendors



# Supplies in Brief

Here are the current trends in supplies and commodities which affect vending machine operators, direct from The Billboard's Washington Bureau.

## Sugar Distribution

Sugar distribution by primary distributors from January 1 to September 20 totaled 6,077,508 tons, raw value, an increase of 274,068 tons over the corresponding period in 1951, the Department of Agriculture announced last week. For the week ended September 20, 174,267 tons were distributed, compared to 159,573 tons for the corresponding week last year.

## Almond Standards

Less rigid standards for shelled almonds were announced last week by the Agriculture Department. Effective at the end of this month, the revised standards increase damage tolerance to 1 per cent from the present 1/2 per cent in U. S. Fancy Grade, to 1 1/2 per cent from 1 per cent in U. S. Extra No. 1 and U. S. No. 1 Grades, up to 2 per cent from 1 per cent in both the U. S. Select Sheller Run Grade and the U. S. Standard Sheller Run Grade.

## Sugar Cane Hearings

Public hearings on declaring wage and price minimums for the 1953 crop of Hawaiian sugar cane and sugar beets from California, Arizona and Oregon will be held this month, the Department of Agriculture announced last week. "Fair and reasonable" prices and minimum wage rates for the 1952 crop of Louisiana sugar cane were also announced by the Agriculture Department. Minimum prices of \$6.89 per ton for standard sugar cane based on a raw sugar price average of \$6.50 per hundred-weight remain virtually unchanged from last year. Time wage rates have been increased 5 per cent from the 1951 scale, and wage differences between men and women who harvest sugarcane have been eliminated. Wage rate increases for sugarcane

cutters and tractor drivers will average 20 cents a day over 1951 wages, according to the Agriculture Department.

## Tobacco Consumption

Tax-paid cigarette consumption for the first eight months of 1952 was an estimated 260 billion, nearly 3 per cent higher than for the corresponding period last year, the Department of Agriculture announced last week. An estimated 3.9 billion large cigars, a 5 per cent increase from the previous year, were bought from January to the end of August this year. Fourteen per cent less flue-cured tobacco has been marketed this year than at the same time in 1951, but the total crop is expected to be 1,380 million pounds, 5 per cent less than last year's record crop. Prices averaged 50.8 cents per pound thru September 20, a slight increase over the same period last year. According to the Agriculture Department, exports of unmanufactured tobacco are expected to be smaller this year than in 1951, chiefly because of a smaller market in the United Kingdom, the leading foreign tobacco purchaser. Exports from January thru July totaled 188 billion pounds, 3 million pounds less than in January-July, 1951.

## Med-O-Milk Sale Delayed in Pa.

PHILADELPHIA, Oct. 4.—Because of container size, the Med-O-Milk Sales Corporation has had to postpone vending its canned milk in Pennsylvania.

The firm markets whole fluid milk, said to stay fresh-tasting for eight to 12 months after canning. It is being introduced to the vending trade thruout the United States.

Pennsylvania has a statutory prohibition against the serving of milk from dispensers in a glass or container smaller than eight ounces. The law became effective early this year (January 18). Med-O-Milk is now producing only 6-ounce cans in its Ridgeland, Wis., plant, but it intends to add 5-ounce cans at a later date.

## All-Out Promotion For Philip Morris

NEW YORK, Oct. 4.—Philip Morris cigarettes will be plugged nationwide via every major media in "the greatest all-out advertising campaign ever put behind a single brand in American commercial history," according to Alfred E. Lyon, chairman of the board.

One phase of the campaign, which has as its slogan, "Something Wonderful Happens When You Switch to Philip Morris," will run in all leading papers as well as magazines. Five network television and radio shows also will help spread the word, including the "I Love Lucy" show over CBS-TV.

## Dime NECCO Mints

CAMBRIDGE, Mass., Oct. 4.—New England Confectionery Company introduced a dime package of chocolate peppermints. The 2 1/2-ounce carton features red and white lithographing.



## GREATER PROFITS with GUGGENHEIM'S CHARMS

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## NEWER CHARMS

From the World's LARGEST MANUFACTURER OF CHARMS

Playing Cards Silver Tipped Bullets New Cameos  
Compasses Photo Lockets Photo and Jewel Rings

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1c or 5c  
**ACORN**  
ALL-PURPOSE BULK MERCHANDISER  
Featuring the new **SILVER STREAK** BRUSH HOUSING

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## 30 DAY MONEY BACK TRIAL

# Northwestern

Sensational Model 49  
1c-5c-10c  
Prices:  
LESS THAN 25 \$17.35  
LESS THAN 100 \$17.15  
100 OR MORE \$16.95  
F.O.B. Factory

**CHALLENGER**  
5c, 3 Col., Plastic Globe, \$22.50  
HUNTER, Like New \$22.50  
ESQUIRE, 1c \$4.95

**GUARANTEED USED MACHINES**  
DELUXE 1c and 5c Combination... \$13.95  
MODEL 33 BALL GUM, Porcelain, 1c 7.45  
MASTER 5c ..... 7.45

**MERCHANDISE AND SUPPLIES**

ZENOBIA PISTACHIO Jumbo Queen . . . \$ .66	VIRGINIA PEANUTS . . . \$ .38	BALL GUM, All Sizes (200 Lbs. Min.) . . . \$ .28
ZENOBIA PISTACHIO Fancy Sheik . . . \$ .38	SPANISH PEANUTS . . . \$ .28	Prepaid . . . Per Lb. \$ .28
PISTACHIO 4-STAR . . . \$ .46	ALMONDS, 480 Count, 5 Lb. Vac'um Packed . . . \$ .85	ADAMS GUM, All Flavors, 100 Count . . . \$ .42
PISTACHIO Vendors MIX . . . \$ .57	ITALIAN CHICK PEAS, Roasted and Salted . . . \$ .25	WRIGLEY'S GUM, All Flavors, 100 Count . . . \$ .47
PISTACHIO 3-Star . . . \$ .39	RAINBOW PEANUTS . . . \$ .28	SUCHARD CHOCOLATE, 200 Count . . . \$ 1.20
CASHEW, Whole . . . \$ .60	BOSTON BAKED BEANS . . . \$ .28	HERSHEY'S CHOCOLATE, 200 Count . . . \$ 1.30
CASHEW, BUTTS . . . \$ .60	LICORICE LOZENGES M & M . . . \$ .39	Minimum Order, 25 Boxes
FILBERTS . . . \$ .58		
MIXED NUTS . . . \$ .55		

Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc. 1/3 Deposit, 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



## IF YOU ARE LOOKING FOR THE BIG MONEY ... THIS IS IT!

Today's hottest money maker. OPS are amazed 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

### CHARM BUYERS!

**PLAYING CARD STRIPS**  
UNASSEMBLED . . . \$3.75 per M  
ASSEMBLED . . . \$6.00 per M  
1/3 dep., bal. C.O.D., F.O.B. Pitts.

**OAK SALES COMPANY**  
2033 Fifth Ave. Pittsburgh, Pa.

### SALESMEN—DISTRIBUTORS

Our new non-coin-operated Dispenser sells a product never before sold through Dispensers. Has no competition. Not a vending machine. Only experienced Vendor Salesmen who sell clean are wanted. Represent 14-year-old corporation with best references. Write

**SALES MANAGER, BOX D-256**  
Billboard Cincinnati 22, Ohio

## VENDORS! Cash in on the Picture Biz!

# Auto-Photo

THE PHOTO STUDIO THAT OFFERS **4 POSES 25¢**

- ★ Less Than 3¢ Per Strip!
- ★ Professional Pictures!
- ★ Produced in 2 Minutes!
- ★ All Automatic—Easy Servicing!
- ★ A Profit Maker in Any Location!
- ★ Durable Eye-Catching Cabinet!
- ★ A Perfect Picture Every Time!

Write for Information Today, to Auto-Photo, The Nationally Recognized Photo Studio.  
Contact Auto Photo Co. for distributor nearest you

## Auto-Photo

COMPANY Dept. 101  
1444 SO. SAN PEDRO STREET • LOS ANGELES 15, CALIFORNIA

## Precision-Built for PROTECTION & PROFITS!

# ACORN

The only completely die-cast aluminum, precision built

## ALL-PURPOSE VENDOR

- Vends CHLOROPHYLL GUM—all bulk mdse.
- Polished, easy-to-clean merchandise chute.
- Temperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

1c & 5c mechanism slides into place—no screws!

**IMPROVED!**  
**SILVER-STREAK**  
BRUSH HOUSING & BALL GUM WHEEL

**OAK MANUFACTURING CO., INC.**  
11411 Knightsbridge Ave., Culver City, Calif.

East & Midwest:  
M. J. Avelon, Gen. Sales Mgr.  
2033 Fifth Ave., Pittsburgh  
Phone: AT 1-6478  
Pacific Coast Distributor:  
OPERATORS VENDING MACHINE SUPPLY  
1023 S. Grand Ave., Los Angeles

## ATTENTION: VENDING MACHINE OPERATORS!!!

Now available in any quantity—4 or more—Victor's Half-Cabinet, Topper Deluxe; Glass Globe, Topper Deluxe; Baby Grands Vending 2 for 1c Chiclet Treats and Chloro Treats; also going great—our Baby Grand Vending 2 for 5c Chloro Treats. Topper Deluxe at \$14.20 per unit; Baby Grands at \$13.00 per unit. Suggestion: Try one case of four Topper Deluxe filled with our best pack of gum and charms ready to set on location—at \$18.20 per unit. Your gross, approx. \$12.00 per unit when empty. We also carry a complete line of Victor parts. Send one-third deposit with orders, balance C.O.D. Prices F.O.B. Dallas.

**TEXAS' EXCLUSIVE DISTRIBUTOR FOR VICTOR VENDING CORPORATION**  
**GRAFF VENDING SUPPLY CO.**  
2841 WEST DAVIS STREET DALLAS, TEXAS

## Victor's Topper Deluxe

HALF CABINET STYLE SHOWN  
Also available with glass globe

**\$14.20** EACH (cases of four)  
(Minimum Order)

**\$13.20** EACH (100 or more)

We have lowest prices on gum and charms

**H. B. HUTCHINSON JR.**  
860 NORTH AVE., N. E. ATLANTA 6, GA.  
Tel.: Emerson 4300

## VEND—PUBLISHED BY THE BILLBOARD

### HUNDREDS OF MONEY-MAKING VENDING IDEAS

MONTHLY FEATURES  
Candy, Gum & Nuts  
Beverages  
Tobacco  
New Products  
Trends  
Industry News  
Market Place  
Articles  
Editorials

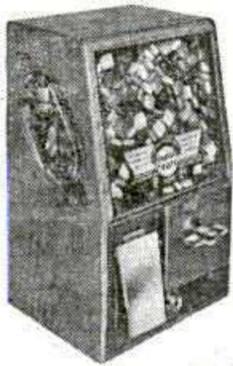
Cost you a fraction of a cent a piece—when you subscribe to VEND—the magazine of automatic merchandising!  
**Fill in—tear out—mail today!**

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio  
Yes—Please sign me up for Vend for  
 1 year at \$4.  2 years at \$6.  3 years at \$7.50.  
Foreign rates upon request.

Name .....  
Address .....  
City ..... Zone ..... State .....  
Occupation .....

**Vend**

### 5c BABY GRAND & JORDANETTES



(Candy coated Tiny Almonds  
assorted flavors and colors)

**JORDANETTES 30 LB. CS**  
75c lb.  
(350 Count)

**HOLDS 5# EMPTY MACHINE**  
GROSS APPROX. \$12.50

Baby Grands also for Chloro Treats,  
\$13.00 per unit—\$12.00 hundred lots

**STANDARD SPECIALTY CO.**

5115 E. 14TH ST.

OAKLAND 1, CALIF

America's Finest Cigarette Vendor

all electric  
"SMOKESHOP  
Lo-Boy"

Featuring EYE-LEVEL SELECTIVITY

- ★ 486 Pack Capacity ★ 9 Columns
- ★ Regular or King Size
- ★ Service-Free Mechanism

The Biggest LITTLE Cigarette  
Vendor Ever Made!



For full details  
TEAR OUT AND MAIL THIS  
AD NOW!

General Sales Offices  
**AUTOMATIC PRODUCTS CO.**  
230 W. 57th St., New York 19, N. Y. • Plaza 7-3123  
Regional Sales Representatives Throughout The United States

### VICTOR'S BABY GRAND and TOPPER DELUXE



**BABY GRAND, 1c or 5c**  
\$13.00 Ea. packed 4 to a case  
\$12.00 Ea. lots of 25 cases or more.  
**TOPPER DELUXE HALF-CABINET STYLE**  
\$14.20 Ea. packed 4 to a case  
\$13.20 Ea. lots of 25 cases or more.  
CHLORO TREATS, 2 for 1c. \$13.00 per case of 25 lbs.  
CHICLE TREATS, 2 for 1c. \$11.25 per case of 25 lbs.  
CHLORO TREATS, 2 for 5c. \$17.50 per case of 25 lbs.  
JORDANETTES \$22.50 per case of 30 lbs.



Ball Gum, 140-170-210, 25 lbs. or more, 24¢ per lb.

**DEVICES NOVELTY SALES CO.**

1624 N. California Ave.  
Chicago 47, Ill.  
Phone: SPaulding 2-5080

### Miniature Vending PLAYING CARDS

(With Silver—They Do Not Fall Apart)  
\$6.50 per M—Assembled  
\$4.95 per M—Unassembled

Freight prepaid in full on all orders accompanied with full payment. Write for FREE SAMPLES of other terrific new items.

**OHIO GUM CO.**

P. O. BOX 3621

CLEVELAND 19, OHIO



### 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. 786

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City ..... Zone ..... State .....  
Occupation .....



see you at  
the polls

## THE BILLBOARD Index of Advertised Used Machine Prices

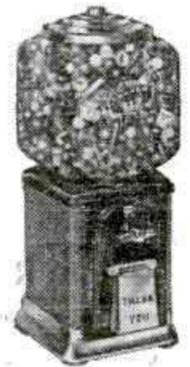
### Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Oct. 4	Issue of Sept. 27 \$8.95	Issue of Sept. 20	Issue of Sept. 13
Acorn 1c or 5c.....		6.95		
Advance Model D.....		6.95		
Ajax Wrigley Gum & Life Savers (2 col.).....				\$19.50
Asco Hot Nut, 5c.....				14.50
Atlas Bantam.....				9.95
Burrel 1c (3 col.).....				19.50
Cebco Hot Nut, 5c (2 col.)..				19.50
Columbus Ball Gum, 1c.....				5.95
Columbus Model M, 1c or 5c.		7.95		8.50
DuGrenier Candyman.....	\$57.50	62.50	\$57.50	62.50
DuGrenier Challenger 5c (3 col.).....		22.50		22.50
DuGrenier Challenger (7 col.)..		125.00		125.00
DuGrenier Champion (11 col.)		125.00		125.00
Eastern Electric C-8.....	149.50	150.00	150.00	189.50
Eastern Electric (10 col.)..		165.00		
Electro (10 col.).....				225.00
Esquire 1c.....		6.95		6.95
Foot Ease (Exhibit).....		85.00		85.00
Foot Vibrator.....		119.50		119.50
Hawkeye, 1c.....				95.00
Hoff for Wrigley Gum (8 col.).....				12.95
Ice Cream Bar or Cup.....				450.00
Keeney (9 col.) Elec.....	185.00	185.00		
Kwik Shoe Shine Machine...	54.50		54.50	54.50
Kleenex Vender 5c (2 col.)..			89.50	27.50
Marlon Scale.....	89.50	89.50	89.50	89.50
Master 5c.....	7.45	7.45	7.45	7.45
Mills Candy Vender (5 col.)..	60.00	65.00	65.00	65.00
Mills Penny Personal Lobby..				50.00
Minut Pop.....			145.00	145.00
Mutoscope Card Vender.....			39.50	39.50
National 9-18.....			115.00	115.00
National 9 E Electric.....	149.50	149.50	149.50	149.50
National 750.....	95.00	95.00		
National 930.....	130.00	130.00	99.50	130.00
National 950.....	145.00	145.00	119.50	145.00
National Candy (9 col.).....		89.50		
Northwestern 33 Ball Gum	7.50	7.45	7.50	7.50
Northwestern 39, 1c.....				8.50
Northwestern 49.....		7.95		
Northwestern Deluxe				
1c and 5c.....	13.95	12.95	13.95	13.95
Northwestern Stamp.....	69.00	69.00	69.00	69.00
Northwestern Roll Type				
Postage Stamp, 1c & 3c.				39.50
Northwestern Standard, 1c or 5c.....				7.50
Northwestern Tri Selector, 1c-5c (3 col.).....				17.50
Pop Corn Sez.....	69.50	59.00	69.50	59.00
Postage Stamp Vender (4 col.).....			18.00	18.00
Robbins 2 in 1 (2 col.).....				9.95
Rowe Candy (8 col.).....		65.00		
Rowe Crusader (10 col.).....		155.00		155.00
Rowe Diplomat Electric.....	185.00	185.00		
Rowe Imperial (6 col.).....		85.00		85.00
Rowe Imperial (8 col.).....		85.00		155.00
Rowe President (10 col.)....	100.00	155.00	100.00	155.00
Rowe Royal (8 col.).....	95.00	130.00	95.00	130.00
Rowe Royal (10 col.).....	95.00	140.00	95.00	140.00
Rowe Stick Gum (6 col.)....				9.95
Shipman Stamp Vender (2 col.).....			18.00	18.00
Shipman's 3 way Stamp Vender.....	39.50	39.50		
Silver Ball Gum, 1c.....		7.95		8.50
Silver King, 1c or 5c.....	7.45	22.50(2)	7.45	22.50
Silver King Hunter.....	22.50	50.00	22.50	50.00
Siros Brush-Up.....	50.00		50.00	149.50
Smokeshop Custom 612.....				12.50
Snacks 1c (3 col.).....				6.95
Snacks Wrigley Gum (1 col.)..				
Stamp Vender (4 col.).....	18.00			85.00
Stewart-McGuire (9 col.)....				85.00
Uneeda Candy.....	75.00	50.00		
Uneeda Model E (6 col.)....	50.00	115.00		
Uneeda (15 col.) Model 500	115.00			
Uneeda Monarch King Size 25c.....		95.00	95.00	89.50
Uneeda Monarch (8 col.)....	95.00			
Uneeda Pak Model 500 (7 col.).....			130.00	130.00
Uneeda Monarch (10 col.)....	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(2)
Variety Shop, 1c (5 col.)....		65.00		14.50
Watling Junior Scale.....	89.50			
Watling Tom Thumb Jr.....	89.50			
Yu-Chu Ball Gum, 1c.....				3.95

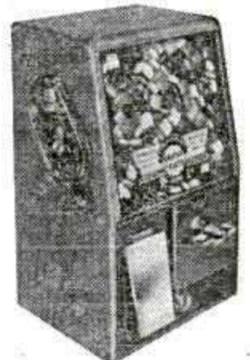
## VICTOR'S

TOPPER DELUXE  
globe style



## VICTOR'S

BABY GRAND



## VICTOR'S

TOPPER DELUXE  
half-cabinet style



AUTHORIZED  
**VICTOR**  
DISTRIBUTOR

SharMar  
Distributors

Sundeck Bldg.

St. Petersburg Beach, Fla.

### CANADIAN OPERATORS!

We are the Canadian  
distributors for

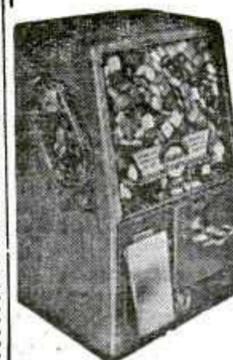


**OAK'S  
ACORN  
VENDER**

The finest in the  
vending industry  
**LEAF BALL GUM**

NEW! Internation-  
ally Famous Hockey  
Player Strips  
\$10.00 per M.  
Contact the nearest  
office for immediate  
deliveries!

**INTERNATIONAL VENDING CO., LTD.**  
940 Gerrard St. East  
Toronto, Ont. H4R 2Y9  
501 Gladstone  
Ottawa, Ont. K1R 3S2  
Ottawa 3-5782



**BABY  
GRANDS**

Sold on  
liberal  
weekly  
payments  
Write for  
details to

ROY TORR—LANSDOWNE, PA.

**NORTHWESTERN MODEL 49**  
\$17.35 EA.  
1¢ or 5¢ Bulk or 1¢ Ball Gum. Specify when ordering.

**NORTHWESTERN TAB GUM VENDOR**  
\$25.95 EA.

FOR THE MOST COMPLETE LINE  
Send for Your **FREE** Copy of **RAKE'S NEW 1952 CATALOG TODAY!**

**RAKE'S AUTOMATIC MERCHANDISER**

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

## OPS Grants Cig Price Rise to Ohio Minimum

WASHINGTON, Oct. 4.—Ohio cigarette dealers who have Office of Price Stabilization ceiling prices below the level required by the Ohio minimum cigarette price law were authorized by the agency this week to raise their ceilings by an amount which will enable them to conform with the statute. They may raise their ceilings to the minimum price required by the State law, but not in excess of that minimum.

The action does not affect Ohio cigarette dealers whose ceiling prices are already at or above the State's legal minimum. The action was taken on application of the Ohio State Tax Commission and is in compliance with a recent amendment to the Defense Production Act which prohibits OPS from setting ceiling prices on cigarettes or any other product below the minimum prices fixed by a State law. The Ohio State Commissioner indicated that the action generally will have no effect on the individual pack price to the consumer but that there will be general increases of up to 2 cents in the minimum prices per carton charged by most retailers.

However, because of other provisions in the Ohio act allowing sales below the minimum price established for the individual retailer, in order that he may meet competition in good faith, it is difficult to estimate to what extent these permissible increases will actually be taken. The action was taken by Special Order 1 to General Overriding Regulations 32 and became effective Thursday (2). GOR 32 was issued July 17 to take care of cases where there is conflict between OPS ceiling prices and State minimum price laws.

## Mills Bulletin Tells Of Twin-Head Freezer

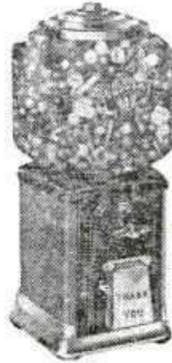
CHICAGO, Oct. 4.—Mills Industries, Inc., has just released a bulletin describing and illustrating the operation of the Mills twin-head, two-flavor continuous custard freezer. The booklet gives the freezer's mechanical specifications and earnings data.

## New Ranco President

COLUMBUS, O., Oct. 4.—Ranco, Inc., directors have elected Arthur M. Hoover president. He succeeds E. C. Raney, who assumes the board chairmanship. Ranco markets refrigeration controls and introduced the first low-cost control 25 years ago.

## VICTOR'S

**TOPPER DELUXE**  
globe style



## VICTOR'S

**BABY GRAND**



## VICTOR'S

**TOPPER DELUXE**  
half-cabinet style



AUTHORIZED

## VICTOR

DISTRIBUTOR

## ROY TORR

LANSLOWNE, PA.

SOLD AND FINANCED

BY

ROY TORR

## DIVERSIFICATION

## Laundry Adds Toy Line for Extra Income

DETROIT, Oct. 4.—Emphasis upon laundry service and addition of an unusual sideline of toys are features of the Fort Self-Serve Laundry, operated at 6050 West Fort Street by Baruch Rosenberg, secretary of the Michigan Self-Serve Laundry Association. The operation is located in a long established neighborhood shopping center of a predominantly working class neighborhood.

Large window signs are used to stress the various services. Special shirt service, the advantages of "Fluff Dry" and the use of 140 degree washing temperature for germicidal effect are emphasized with large window posters.

About half the window space is devoted to a colorful display of toys. These include large floating animals, toys, guns and all types of play accessories for the small fry. Inside the laundry a few shelves of toys are placed at one side, while there is a larger display unit across the rear, so that every customer is repeatedly made aware of the sideline.

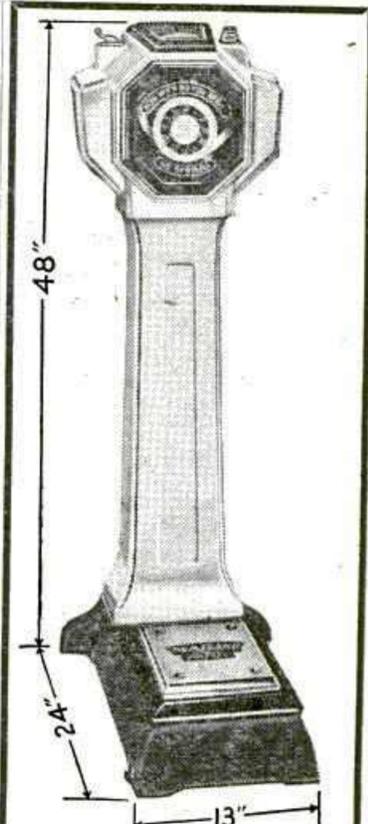
The toy department is primarily aimed at the passing traffic, rather than directly at the laundry customers, altho when the latter have children with them—or children at home—they naturally think of the toy department.

Rosenberg has other features designed for patron comfort and likely to bring patrons back to his laundry. These include not only a row of comfortable chairs but a soft drink vender, which provides additional revenue and a generous supply of magazines.

## Honor Continental In Reports Survey

NEW YORK, Oct. 4.—For the third consecutive year the Continental Can Company's annual report has been judged best in the food container industry by the Financial World. A bronze trophy commemorating the award will be given Continental's president, Hans A. Eggers, at a banquet in the Hotel Statler here October 28.

A total of 5,000 annual reports were considered in this year's competition. In the food container division, runner-up was Owens-Illinois Glass Company.



**\$25 DOWN**

Balance \$10 Monthly

ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS

WRITE FOR PRICES

Invented and Made Only by

## WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill. Est. 1889 Telephone: Columbus 1-2772 Cable Address: WATLINGITE, Chicago

New RINGS For Sale . . .  
**IMPORTED METAL RINGS**  
with assorted STONES, SHAPES, COLORS & CAMEOS

THEY VEND PERFECTLY  
If you wanna empty machines faster—put into your machines CHARMS, RINGS and THINGS that children are EAGER TO POSSESS; things they want to own, have, collect.

On that score these IMPORTED METAL RINGS quality 100%. Children are EAGER TO POSSESS these Rings. That's why they belong in every machine.

\$15.00 Per 1,000  
F.O.B. Jamaica, N. Y.  
Dr: At Your Distributor.

**SAMUEL EPPY & COMPANY, INC.** 91-15 144th Place Jamaica 2, N. Y.

**FOR SALE**  
15 Pop Corn Sez

10c Pop Corn Vending Machines, refinished, reconditioned and ready for location. Only \$57.50 each.

**C and W Music Co.**  
60 Biltmore Ave. Asheville, N. C.

HELP YOURSELF TO MORE VENDING PROFITS

Get VEND Every Month Thru a Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving, money-making ideas in VEND every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

**SIGN UP NOW—MAIL THIS COUPON TODAY**

Vend Magazine 785  
2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to VEND for  
 1 year \$4  2 years \$6  3 years \$7.50  
 Payment enclosed  Please bill me

Name .....

Address .....

City ..... Zone ..... State .....

Occupation .....

**BABY GRAND, 1c or 5c**

\$13.00 Ea. Packed 4 to the Case

\$12.00 Ea. In Lots of 100

VENDS THE FOLLOWING MERCHANDISE:  
Chicle Treats, 2 for 1c, count 300 to lb.  
Chlorophyll Treats, 2 for 1c, count 336 to lb.  
Chlorophyll Treats, 2 for 5c, count 250 to lb.  
Chlorophyll Ball Gum, 1 for 1c, count 210 to lb.

WE SELL THE ABOVE AT LOWEST MARKET PRICE.  
1/3 Dep., Bal. C.O.D.

**CHAMPION NUT CO.**  
1194 Tremont St. Boston, Mass.

**BIG PROFITS**  
VENDING MACHINE OPERATORS  
WRITE FOR FREE SAMPLE FASTEST AND BEST DEAL ON THE MARKET.

Exclusive Territory • HARRISON 7-2971

**BENMAR SALES CO.**  
633 Plymouth Ct. Chicago 5, Ill.

**SCHOENBACH STAMP VENDORS**  
Folder Type

ATTRACTIVE OUTSTANDING Built to last for years. Perfect slug detection Mechanism closes when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vendo (as illustrated) \$22.50 ea.  
3 Col. Vendo \$32.50 ea.

Very Low Prices

**STAMP FOLDERS**  
1/3 With Order, Balance C.O.D.

**J. SCHOENBACH**  
Distributors of Advance Vending Machines  
1647 Bedford Ave., Brooklyn 25, N. Y.

IN STOCK **VICTOR'S**

New **BABY GRAND CHICLE TREETTS VENDOR** also **UMBO 100**

ORDER TODAY

**VEEDCO SALES CO.**  
2124 Market St., Philadelphia 3, Pa. Phone: LOCust 7-1448

**VICTOR'S**

**TOPPER DELUXE GLOBE STYLE**

\$14.20 Ea. packed 4 to a case  
\$13.20 Ea. lots of 25 cases or more

**Parkway Machine Corp.**  
715 Ensor St. Baltimore 2, Md.

**FOR NEW CHARMS**  
and **FEATURE ITEMS**

**PAUL A. PRICE CO.**

220 Broadway New York 38, N. Y.

## Rock-Ola Distributors Show New 120 Selection, Fireball Juke

### Model 1436 Features Revolving Drum Disk Magazine, Revolving Title Panels

• Continued from page 1

separate story in Music Machines Section).

Altho Rock-Ola declined to release the list price of the new model, J. Raymond Bacon, executive-president, said "it will be priced competitively with other 100-record phonographs."

Designated the 1436, the machine has a revolving four-sided title strip panel with 30 selections to the side and a wheel or drum-type record magazine. A robot record arm lifts the records from the magazine and places them on the turntable.

The machines are equipped with either 78 or 45 r.p.m. mechanisms and the cabinet is of blond tiger-wood finish with a zebra-wood trim. The new model weighs 365 pounds and stands 62 inches high, 31½ inches wide and 29 inches deep.

The selector and magazine mechanisms are mounted on a single hollow shaft, designed so that the entire unit may be removed for easy servicing. Entry to the machine is gained thru the plastic dome which lifts up, a full-swing front door and a removable rear panel.

The top of the machine is housed under a three-section plastic dome. The rear half of the center section has a multi-hued finish to provide a background for the visible portion of the player mechanism.

The drum magazine, finished in a gold color, is placed at the rear of the player compartment with only the top third of the drum showing. The turntable and record arm are in front of the drum and level with the top of the cabinet.

Slots are provided in the drum magazine for holding the records. To prevent records from falling

out as the drum revolves, record locks and held into position by means of a metal track around the drum's bottom half.

The title strips are in horizontal panels across the front of the machine and are recessed against a lighted green background. To revolve the panels, and bring each group of 30 titles into position, a player pushes a button located on the left side of the cabinet. The selector buttons run horizontally across the bottom edge of the title panel recess. Each group of 30 title strips is held in a "file" tray which can be removed to change strips.

The machine's popularity meter is mounted on a track within the cabinet, immediately below the title strip panels. The meter travels horizontally across the machine to

bring the proper counter into position as the drum revolves when a selection is made.

A curved speaker grill is recessed under the title strips between decorative plastic corner pilasters. Five metal bars protect the grill. The amplifier and speaker are behind the grill with the coin box on the floor of the cabinet to the right of the speaker. Company officials said no tubes had been added to the amplifier but that its range had been increased.

A 120-selection wall box, designated the 1544, also was shown. It has a row of 10 selector buttons running vertically down each side and the title strips are contained in metal holders of 20 which are hinged to turn like the pages of a book.

## Kan. Ops Organize; Elect Ptacek Prexy

EMPORIA, Kan., Oct. 4.—Louis Ptacek, of Manhattan, Kan., was elected president of the Kansas Music Association, State trade organization of juke box operators, at the group's first formal meeting here Sunday (28) at the Broadview Hotel.

Some 35 operators were present to participate in the basic organization of the new association and interest was reported high. Ten new members were signed at the meeting to bring the total membership to 60, approximately half the operators in the State. Other officers elected were John Williams, of Chanute, vice-president; Ray Armstrong, Topeka, treasurer, and Glen Williams, Topeka, secretary. All had served previously as temporary officers from the time the first meeting was held in July.

Elected to the board of directors from the various districts were Albert Retig, Topeka, and C. W. Moll, Wamego, from District 1; Robert Booth and Harry Willie, both of Kansas City, from District 2; Carter Buton, of Independence, and C. W. Newkirk, Parsons, from District 3; M. M. Hammer, Wichita, and Bernard Smith, McPherson, from District 4; Robert Allen and Johnny Coughlin, from District 5, and William Ingram, of Hays, and S. M. Underhill, of Ellis, from District 6.

It was decided that each district

would hold meetings for the next three months before the next Statewide meeting is held. The Statewide meeting will be rotated in numerical order among the districts and on this basis the next such meeting would be held in District 5. The date, time and site will be announced later by the board of directors.

Williams pointed out that the system of holding monthly district

## New Toronto Ops Oppose \$15 Juke Fee

TORONTO, Oct. 4.—Operators in suburban New Toronto were preparing this week to oppose efforts by the local council to impose license tags on all juke and wall boxes.

It has been proposed by the council that a \$15 license be imposed on each juke box and that a \$5 license to be imposed on each wall box. Some 10 operators are involved in the effort to oppose the licenses.

Opposition to the licenses is based on the fact that the license fees charged locations owners are only \$10 and that there are no license fees at all on music boxes in near-by Toronto.

## Supreme Buys Part of Miami Advance Route

MIAMI, Oct. 4.—A substantial portion of the music route owned here by Advance Music Company has been purchased by Supreme Distributors.

Willie Blatt, head of Supreme and president of the Amusement Machine Operators' Association of Dade County, said the sale involved the transfer of some 85 juke boxes now on location throughout the county. Jimmy Bird, a routeman for Advance, also moved to Supreme.

According to Blatt, acquisition of the new locations gives Supreme one of the largest music operations in the county. He recently sold his cigarette vending company, Smokes, Inc., and was expected to devote most of his time henceforth to the music business.

Ozzie Truppman, of Advance, said his company would continue to operate the remainder of its juke, the Arcade in downtown Miami, and its games route which remains intact.

## Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

**TELEFUNKEN DECISION.** A decision by Mercury Records to appeal the ruling by Judge Leibel favoring Capitol Records in the disputed use of the Telefunken name and masters will probably not be made for a few weeks.

**MECHANICAL MUSIC.** Members of Local 802 will convene to consider ways and means of combating employment inroads caused by mechanical music.

**NEW DECCA ALBUM.** Decca Records is prepping a major promotion on an album of new diskings by the Four Aces, due for release next week.

**CLIFF AYRES SCORES.** Singer Cliff Ayres had four releases, issued by four different companies, released in a single week.

## Rock-Ola Fireball Showings Oct. 12

### Firm to Stage Distributor Workshops For Service Personnel This Week

CHICAGO, Oct. 4.—International Rock-Ola day showings of the new 120-selection Fireball juke box will be staged for operators across the country next Sunday (12) at the firm's distributor headquarters.

The new model, officially designated the 1436, was first exhibited here today for some 200 distributor representatives at a showing in the Sheraton Hotel.

J. Raymond Bacon, executive vice-president and sales manager for Rock-Ola, said the entire staff and executives of the firm will attend the showings, as will factory representatives, to help explain details and demonstrate the new juke box.

Following are the showings scheduled:

Eastern—Music & Television Corporation, Boston; S. & K. Distributing Company, Philadelphia, and Seacoast Distributors, Inc., Elizabeth, N. J.

Southern—A. M. & F. Distributing Company, New Orleans; Coin Automatic Music Company, Johnson City, Tenn.; Franco Distributing Company, Montgomery, Ala.; Robinson Distributing Company, Atlanta; S. & M. Sales Company, Inc., Memphis; Southern Music Corporation, Charlotte, N. C.;

Southern Music Distributing Company, Jacksonville, Fla., and Wertz Music Supply Company, Richmond, Va.

Midwest—Brilliant Music Company, Detroit; Calderon Distributing, Indianapolis; Dixon Distributors, Youngstown, O.; Ideal Novelty Company, St. Louis; La Beau Novelty Sales Company, St. Paul; Lake City Amusement Company, Cleveland; B. D. Lazar Company, Pittsburgh; Uni-Con Distributing Company, Kansas City, Mo., and World-Wide Distributors, Inc., Chicago.

Southwest—Automatic Amusement Company, Oklahoma City; Automatic Music Company, Tulsa, Okla.; Paul W. Hawkins, Phoenix, Okla.; Paul W. Hawkins, Phoenix, Okla. (Continued on page 88)

## S. D. Operators To Hold Annual Meet in Nov.

MOBRIDGE, S. D., Oct. 4.—The next meeting of the South Dakota Phonograph Operators Association will be held in November in Pierre, it was announced this week by Harold Scott, secretary-treasurer, and Gordon Stout, who will host the meeting.

For reasons of economy, it was decided to postpone the regular quarterly session, which was to have been held in September, and make the November meeting serve as a combination quarterly and annual meeting. Election of officers will be held and policies for the coming year will be determined.

Present officers are president, Tony Trucano, Deadwood; vice-president, Mike Imig, Yankton, and Scott, Mobridge. The board of directors includes Norman Gefke, Sioux Falls, and Darlow Maxwell, Huron.

## Name Waters Eastern States Wurlitzer Rep

NORTH TONAWANDA N. Y., Oct. 4.—The Rudolph Wurlitzer Company this week named Max R. Waters as its regional manager for the New England and Middle Atlantic States.

The appointment was described by Robert H. Bear, sales manager for the phonograph division, as

(Continued on page 88)

## MELODY MUSIC FIRST

## Chi Operators' League Ends 1st Month Bowling

CHICAGO, Oct. 4.—The first month of competition for the newly formed Automatic Phonograph Bowling League ended this week with the team of Melody Music leading on the basis of the total number of pins scored.

On the basis of the number of games won and lost, four teams—Melody Music, Columbia Records, ABC Music Service No. 2 and Gillette Distributing—were tied for first place.

Twelve teams, composed of North Side operators and record distributors, are competing in the

league. The group bowls every Monday evening and it represents the first successful effort on the part of John Oomens, a member of the Walter Oomens & Sons operating firm, to organize a bowling league among operators. Eventually Oomens hopes to expand the group into a city-wide league.

Following are the games won and lost standings of the teams to date, with the team positions based on the total number of pins scored where there were ties:

Tied at 6 won, 3 lost—Melody Music, Columbia Records, ABC Music Service Team No. 2 and Gillette Distributing. Tied at 5 won, 4 lost—ABC Music Service Team No. 1, Coral Records, Decca Records, Oomens & Sons and Star Music. B & B Novelty 3 won, 6 lost. Tied at 2 won, 7 lost, Galgano Distributing and Atlas Music.

In the high three game standings Melody Music was first with a 2289 score on a scratch basis, followed by ABC with a 2738 score and Decca with a 2662 score on a handicap basis. The high

(Continued on page 88)

## Emerson Phonograph Produces Radio Unit

NEW YORK, Oct. 4.—A new mobile, weather and shock-proof radio receiving set is being produced by the Emerson Radio & Phonograph Corporation here for the Army Signal Corps, it was announced this week.

Designated the AN/GRR-5, the unit is capable of operation with either storage or dry batteries or alternating current.

## Robbers Bag 5G in Coins At Pitt Firm

PITTSBURGH, Oct. 4.—The Keystone Music Company, a juke box operating firm owned here by Theodore Ripepi, was robbed of between \$5,000 and \$6,000 in coins Monday (29) by two men.

Ripepi had just left the firm's office when the first armed robber entered and told Rita Joos, an office worker, and Sam Quatrone, a serviceman, "This is a stickup." Another man entered and each grabbed a 100-pound bag containing nickles, dimes and quarters. They fled in a waiting car.

## 4TH ANNIVERSARY

## Northern Ill. Juke Ops Set Final Fete Plans

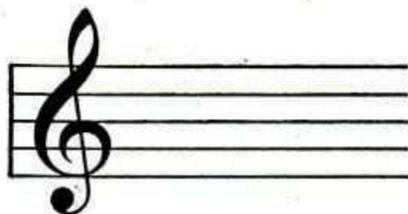
CHICAGO, Oct. 4.—Final plans for the fourth anniversary celebration of the Music Operators of Northern Illinois were made this week, according to Jerry Schuman of the Gillette Distributing Company, chairman of the celebration's arrangement committee.

A ticket drawing to decide seating arrangements at the banquet was held Tuesday (28), Schuman said. Members had been allowed to decide their own seating arrangements at previous affairs, Schuman said, but because of confusion from this method, it was decided this year to hold a drawing instead.

Some 200 operators and their guests, including all segments of the industry from distributors thru record dealers, are expected to attend the fete in the ballroom of the Graemere Hotel next Wednesday (9). Flowers are to be presented to all the women attending.

Serving with Schuman on the arrangements committee are Barney Poss of Valley Music, Aurora; Bill Nylon of Western Automatic, Bob Gnarro of ABC Music Service Corporation, Louis Arpaia of Austin Music and Andy Hesch of A. & H. Entertainers. Poss and Nylon are in charge of editing and printing a commemorative booklet for the occasion, Gnarro is in charge of entertainment, Arpaia is in charge of ticket sales and Hesch is in charge of suburban ticket sales. Schuman is in charge of publicity and the banquet arrangements.

Planning for the fete started last June, Schuman said, and it was decided this year to keep ticket sales within the 200 figure. Much work has gone into the preparation of the commemorative booklet, he added. It was decided to make the booklet an information volume and directory this year as well as a souvenir of the occasion.



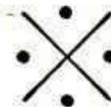
**Staff**

The help needed to operate a route. AMI juke boxes make few demands on manpower, reduce operating costs.



**Sharp**

The distinctive sign of the AMI operator.



**Double Sharp**

Sign of the operator whose route is 100% AMI.

**music lesson for Operators**

Signs and symbols used in music which have a special significance to the operator of AMI juke boxes



**Bars**

Top spots for the Model "D" as are all locations where this friendly juke box invites top play.



**Flat**

Something the AMI operator never is!



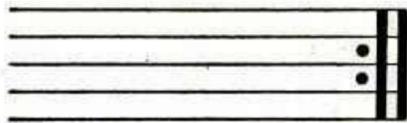
**Hold**

Holding a spot is easy for the operator with the Model "D" that gets a firm grip on patron and location alike.



**Notes**

AMI operators pay these off fast. The man with a Model "D" earning money for him meets his obligations easily.



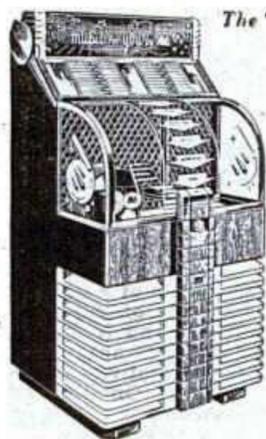
**Repeat**

The sign that means repeat or play again to every musician—and to every patron of the Model "D".



**Rests**

What every AMI operator does nights.



The "D" is available in 80 and 40 selection models, blond or mahogany cabinets



**Swell**

The enthusiastic comment of everyone who owns, operates and collects from the AMI Model "D".



GENERAL OFFICES AND FACTORY,  
1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Oct. 12<sup>th</sup>, 1492—  
Columbus discovered  
**AMERICA...**



...Oct. 12<sup>th</sup>, 1952  
**AMERICA** discovers the

ROCK-OLA **120**

**FireBall**

Discover *Fire Ball* for Yourself...

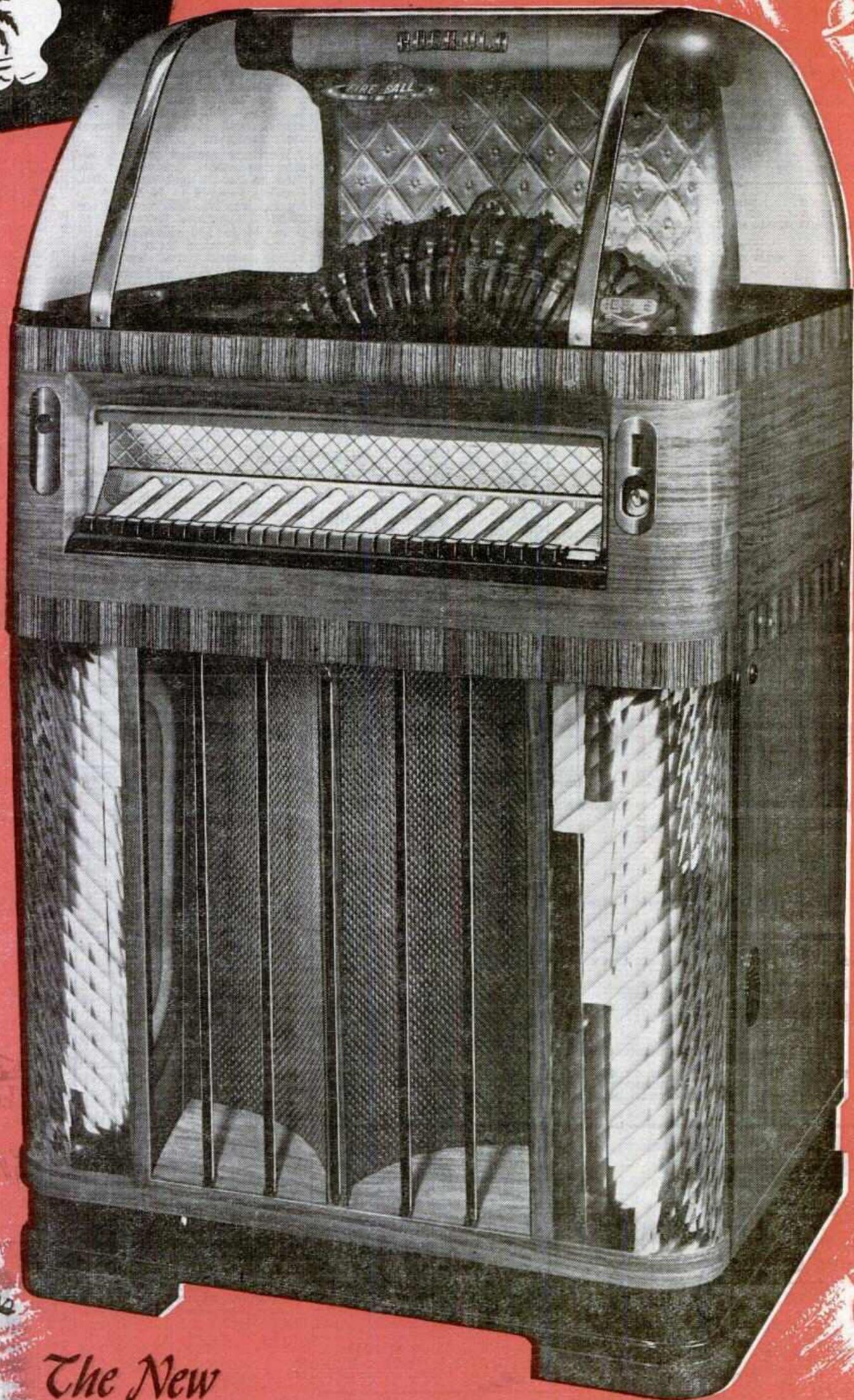
at any of the following locations on **ROCK-OLA Day, Oct. 12th** · 10 A.M. to 6 P.M.

- A. M. & F. DISTRIBUTING CO.**  
3118 Tulane Ave., New Orleans, Louisiana
- AUTOMATIC MUSIC CO.**  
1214 W. Archer Street, Tulsa, Oklahoma
- BOYLE AMUSEMENT COMPANY**  
522 North West Third  
Oklahoma City, Oklahoma
- BRILLIANT MUSIC COMPANY**  
19963 Livernois Ave., Detroit 21, Mich.
- CALDERON DISTRIBUTING**  
450 Massachusetts Ave., Indianapolis, Ind.
- COIN AUTOMATIC MUSIC CO.**  
241 W. Main St., Johnson City, Tennessee

- DIXON DISTRIBUTORS**  
3808 Southern Blvd., Youngstown, Ohio
- FRANCO DISTRIBUTING CO.**  
24 North Perry, Montgomery, Alabama
- PAUL W. HAWKINS**  
1007 Grand Avenue, Phoenix, Arizona
- IDEAL NOVELTY COMPANY**  
2823 Locust Street, St. Louis 3, Missouri
- LA BEAU NOVELTY SALES CO.**  
1946 University Ave., St. Paul 4, Minn.
- LAKE CITY AMUSEMENT CO.**  
4533 Payne Avenue, Cleveland, Ohio
- B. D. LAZAR COMPANY**  
1635 Fifth Avenue, Pittsburgh 19, Penn.

- MODERN DISTRIBUTING CO.**  
3222 Tejon Street, Denver 11, Colorado
- MUSIC & TELEVISION CORP.**  
1119 Commonwealth Avenue  
Boston 15, Massachusetts
- ROBINSON DISTRIBUTING CO.**  
301 Edgewood Ave., S. E. Atlanta, Ga.
- S & K DISTRIBUTING CO.**  
Crystal-Room, Broadwood Hotel  
Philadelphia, Pennsylvania
- SEACOAST DISTRIBUTOR'S, INC.**  
1200 North Ave., Elizabeth, New Jersey
- 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
- DAN STEWART COMPANY, INC.**  
140 E. Second, South, Salt Lake City, Utah
- UNI-CON DISTRIBUTING CO.**  
3410 Main Street, Kansas City 2, Missouri
- WERTZ MUSIC SUPPLY CO.**  
1013 E. Cary St., Richmond 20, Virginia
- WORLD WIDE DISTRIBUTORS, INC.**  
2330 N. Western Ave., Chicago 47, Ill.
- UNITED AMUSEMENT CO.**  
Suite 730, Plaza Hotel, San Antonio, Texas



*The New*

**ROCK-OLA "120"**

*Phonograph*

*Model 1436*



**ROCK-OLA MANUFACTURING CORPORATION • 800 N. KEDZIE AVE., CHICAGO 51, ILLINOIS**

# THE BILLBOARD Index of Advertised Used Machine Prices

## • Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors only the single machine price is listed. Any price obviously depends on condition of the equipment age, time on location, territory and other related factors.

AMI	Issue of Oct. 4	Issue of Sept. 27	Issue of Sept. 20	Issue of Sept. 13
Model A	\$249.00	249.50	\$249.00	350.00
Model B			450.00	
Model C		450.00	475.00	
EVANS Constellation			425.00	425.00
PACKARD Manhattan 76	89.00		89.00	89.00
Model 7	69.50			
MILLS Constellation			150.00	150.00
ROCK-OLA 49 & 50			295.00	295.00
50-51			479.50	
51-52			629.50	
1422	129.50	94.50	99.00	94.50
			150.00	150.00
1422 Blonde	94.50	99.00	135.00	135.00
1426		129.50	129.50	115.00
1428			249.50	259.50
1432	450.00	435.00	450.00	450.00
SEEBURG Classic	49.00	49.00	49.00	49.00
Envoy	49.00	49.00	49.00	49.00
H-146 M Hideaway	139.00	139.00	79.50	139.00
H-147 M Hideaway	110.00	110.00	110.00	110.00
H-148 M Hideaway	229.00	229.00	229.00	229.00
H-246 M Hideaway	99.00	99.00	99.00	99.50
Hightone	49.00	49.00	49.00	49.50
Lotone				52.50
M-100-A 78 RPM	585.00	599.50	599.50	695.00
			599.50	599.50
			695.00(2)	695.00
Major	49.00	49.00	49.00	49.00
Regal				39.00
46		99.50	99.50	99.50
46 M				99.50
47		139.50	139.50	139.50
47 M				124.50
146 H				98.50
146 M	110.00	129.00	110.00	129.00
146 S	110.00	129.00	110.00	129.00
147 M	135.00	149.00	135.00	149.00
		179.50		179.50
147 S		135.00	135.00	135.00
148 Blonde			275.00	275.00
148 ML Blonde	275.00			
148 ML	240.00	250.00	240.00	260.00
			275.00	289.50
148 SL		219.00	219.00	219.00
1941 Hideaway			49.00	49.00
1946 Hideaway		69.50	84.50	
1951 Hideaway		49.00		
WILLIAMS Music Mite	99.50	99.50	99.50	99.50
100				100.00
WURLITZER 500	49.00	49.00	49.00	42.50
600				42.50
750	49.50	69.00	69.00	69.00
750 E		79.50(2)	75.00	79.50
800	49.50	79.00		54.50
850				59.00
1015	125.00	139.00	125.00	139.00
	139.50	159.50	139.50	159.50
			169.50	175.00
				169.50(2)
1080		125.00	125.00	149.50
1080A				125.00
1100	289.50	324.00	289.50	324.00
		325.00		325.00
				339.50
1250	399.00	439.50	399.00	425.00
				439.50

## INDUSTRY LANDMARK

# Rock Juke Scores Multi-Selection Record

CHICAGO, Oct. 4.—A landmark was reached this week in the automatic music machine industry with the announcement by the Rock-Ola Manufacturing Corporation that it would put a 120-selection juke box on the market next Sunday (12).

The advent of Rock-Ola into the multi-selection field marked the final breach in a dike that was first cracked in December, 1948, by the J. P. Seeburg Corporation, the first firm to produce a 100-selection model.

Despite the objections of operators and despite the time lag of some three years between the first 100 model and the next one, the trend proved unstoppable once started.

Here's the way the chronology of the new multi-selection machines shaped up:

December, 1948—The Seeburg Corporation unveiled its first 100 Model.

November, 1951—AMI, Inc., unveiled its 80-selection D-80.

February, 1952—H. C. Evans Company unveiled a pilot model of its Century machine.

April, 1952—Rudolph Wurlitzer Company unveiled its 104-selection 1500.

May, 1952—Seeburg unveiled the third model of its 100-selection Select-o-Matic.

## Kan. Ops

• Continued from page 84

meetings, with a State meeting every three months, was a tentative arrangement and that it possibly might be revised, depending on the success of this method. Other business included the passage of by-laws and the appointment of a standing committee to which several trade matters were referred.

Members voted to amend the by-laws in such a manner that it was made definitely clear that the new association was organized on a non-political, non-partisan and non-sectarian basis.

The meeting was under the chairmanship of John Fling, president of the North West Missouri Operators Association, until the election of Ptacek. Fling discussed purposes of the association. Members agreed that application should be made for membership as an association in the Music Operators of America.

Ptacek, who made the welcoming address at the meeting, later presented a report on the recent MOA convention in Chicago. As an indication of the interest in the new group, it was pointed out that all members unable to attend either wrote or telephoned to explain their absence.

## Appoint Waters

• Continued from page 84

part of the firm's plan to further assist distributors in the field. It follows on the heels of the appointment of Gray Sinclair as Far Western States regional manager last week.

Waters has been associated with the Wurlitzer organization for 23 years, joining the firm in January, 1930. He has been active in the firm's sales department for the last four years.

Bears said Waters will make his headquarters in Buffalo, where he presently makes his home.

## Melody Music

• Continued from page 84

single game was scored by Corral with 988 on a scratch basis, followed by Gillette, 927, and Columbia, 919, on a handicap basis.

Individual high game average standings were Al Christiansen, ABC, 163; R. L. Cane, Melody Music, 162; Carl Lapino, Coral, 160; John Owens, 159; Al Rice, ABC, 157; Warren Paradee, B & B, 157. Individual women's high game average were Isabel Oomens, 132; Mary Jones, Star Music, 132; Pat Serbinski, Atlas, 131, and Millie Nyland, Star Music, 126.

September, 1952—Evans unveiled its 100-selection Century juke box.

October, 1952—Rock-Ola unveiled its 120-selection Fireball.

Looking back over the years, prior to this present multi-selection period, the statistics on the increase in the number of selections on coin-operated phonographs read like a department store escalator.

Wurlitzer started with a 12-selection model, jumped to 16, then to 24, 48 and finally 104. Seeburg jumped to 40 before its final step to 100. AMI moved from 20 to 40 selections. Evans moved from 40 to 100 selections, and Rock-Ola jumped from 20 to 50 before its most recent step to 120.

Thus all the evidence has pointed to an inexorable, if not entirely natural growth, to a greater number of selections. The big question now is "Where will it stop?"

The increase to multi-selection machines has not been a pleasure to the operators and distributors. With the higher number of plays have come higher costs of machines, records, wall boxes and other equipment, higher service problems and higher overhead all around.

However, the increased selectivity also brought a higher take, better sound reproduction, more decorative machines and more public appeal.

For the distributor, the problems of service, repair and used machines have more than doubled, but here also the machines showed ability to reap a profit saleswise.

Thus it appears that there will be no turning back and that multi-selection is here to stay. Whether the number of selections on future models will continue to increase is anybody's guess. And where it will stop nobody knows.

## Rock-Ola Fireball

• Continued from page 84

Ariz.; Modern Distributing Company, Denver; Dan Stewart Company, Inc., Salt Lake City, and United Amusement Company, San Antonio.

Rock-Ola Workshops, official title of a concentrated course in the maintenance of the new machine, will be staged for distributor service and repairmen Monday, Wednesday and Friday of the coming week in preparation for the international showings.

On Monday the Workshop is to be held for Eastern representatives at the Hotel Commodore in New York and for Southwestern representatives at the Jefferson Davis Hotel, Dallas.

On Wednesday the Workshop will be held at the Dinkler-Ansley Hotel, Atlanta, for Southern service personnel, and at the Modern Distributing Company, Denver, for Western representatives.

On Friday the Workshop will be held at the Rock-Ola factory on the West Side of Chicago.

The Eastern Workshop will be conducted by Jack Barabash and the Western by Frank Schulz. Both will participate in the Chicago school. All told, service personnel from all 45 of the firm's distributors will participate in the schools. The all-day sessions will include luncheon and dinner for those attending.

Bacon said some 75 persons have registered for the schools to date and that attendance probably will top the 100 mark. Those completing the course will get a framed certificate signed by David C. Rockola, president of the firm, and the instructor designating the holder as an officially qualified serviceman on the new Rock-Ola equipment.

## CHI EL STRIKE HITS WURLITZER

CHICAGO, Oct. 4.—Chicago's elevator strike caught the Rudolph Wurlitzer Company this week. Wurlitzer's executive offices are located on the 34th floor of the Banker's Building, one of the first Loop office buildings to be struck. Wurlitzer promptly moved its offices over to its retail store at 115 South Wabash, where business went on as usual.

# NY Ops Honor Russ Carpenter At Newburgh

NEWBURGH, N. Y., Oct. 4.—Some 160 persons, including up-State New York, Westchester County and Connecticut operators and representatives of major juke box manufacturers, met Wednesday night (1) at the Rhoda Arms restaurant here at a dinner in honor of Russ Carpenter, Chester operator and retiring president of the New York State Operators' Guild.

Newly elected officers of the organization are Jack Wilson, president; James Hailey, vice-president, and Gertrude Browne, secretary-treasurer. In charge of entertainment were Wilson and Nick Kuprich, Newburgh ops. Al Schlesinger, Poughkeepsie op, was toastmaster.

Representing the Seeburg Corporation was Meyer Parkoff of New York, while Barney Sugarman, Lou Wolberg and Irv Kemper of New York represented AMI. Nick Powell and his seven-piece orchestra provided the music for dancing which followed the dinner.

## FOLK TALENT AND TUNES

• Continued from page 40

band are working weekly from the Wagon Wheel, local nitery.

Smiling Jim Flaherty, WHAY, New Britain, Conn., reports good listener reaction to Johnny Horton's Mercury etching of "The Rest of Your Life." Charlie Walker's listeners at KMAC, San Antonio, like Dewey Ritter's Coral dishing of "Sold Down the River."

John Utley lost Tommy Quennele and Junior Biggs, both featured on his Saturday night live seg over WFMY, Greensboro, N. C., to the draft.

Tex Clark, WDOK, Cleveland, has moved his Western Jamboree into the Circle Theater there. Show features Glen Campbell, the Rainbow Valley Gang and Shorty Barnes.

Uncle Ollie, WJZM, Clarksville, Tenn., reports that he is getting good service from Decca since Herb Liebeck became promotion man for the firm in his area.

Margie Prichard is back at her librarian post with WMPS, Memphis, after mending from neck and vertebrae injuries sustained in an auto accident.

Bob Neall, the station's d.j., wants to promote another big h.b. date in the auditorium this fall.

John Barrick, WKAY, Glasgow, Ky., tapes shows from his sponsors' place of business. He recently collected \$102 in a day to buy slickers for the schoolboy traffic patrol.

Uncle Dudley, KTFS, Texarkana, Tex., barbecued 30 chickens and tossed a party for Eddy Arnold during his stint at the Four-States Fair, Texarkana.

John Lepley, KHHM, Memphis, reports that Bob Eaton, formerly with Decca and WSM, Nashville, is on Tennessee label.

Bob and Polly McKeenan, KCNA, Tucson, Ariz., recently gave free ducats to their monthly dances at the Willcox Vets' Club to those who donated blood.

Leroy Woodard, WVJS, Owensboro, Ky., has convinced King to ink Boyd Bennett, who is heard daily on the station.

Carl Shook, WKYW, Louisville, reports that Carl Smith and wife, June Carter, may cut duets for Columbia. He reports, too, that Dee Kilpatrick is still cutting country disks for Mercury.

Dal Stallard, KCMO, Kansas City, Mo., is using The Billboard's Top Ten as the basis for his Saturday morning show.

Ann Jones, KVAN, Vancouver, Wash., reports that Bob Ferguson, KWSC, Pullman, Wash., is doing a good job of promoting country music.

E. E. Siman, KWTO, Springfield, Mo., reports that Victor has inked Porter Wagoner.

Aunt Louise Foster is in her fifth year with a two-hour daily show over KAND, Corsicana, Tex.

Ed Lyon, KWLK, Longview, Wash., reports that his country show is being dropped by the station for a while.

Frank Hayden is doing two shows daily on WTCO, Campbellsville, Ky., featuring country and sacred records.

Cotton-Eye Joe Brandt, KRUX, Phoenix, is now doing a two-hour morning show.

# MUSIC SYSTEMS

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Clean Equipment—Ready for Location  
Write, wire, phone. 1/3 deposit, balance C.O.D.

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	147M	149.00
	146M or S	129.00

<b>Hideaways</b>	<b>Wall Boxes</b>
H148M	3W7-L56
H146M	(5-10-25¢ 3 wire)
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AMI Model A	3W2-L56
WURLITZER 1015	(5¢ 3 wire)
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	(5¢ wireless)
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# Coinmen You Know

## Pittsburgh:

**Morris Vinocur**, president of Monarch Music, believes that barring another steel strike, business conditions in the coin phonograph field should be around normal by the end of October. . . . **Victor Abelson**, head of Empire Distributors, reports sales activity has picked up.

**Joseph McGlenn** reports that following a listless summer caused by the steel strike, business is picking up. . . . **Kwik-Kafe**, of Western Penna at Ingram, Pa., has a white porcelainized store front with the company name standing out in black letters and a coffee-cup insignia worked into the design.

**Michael Anthony Cocuzzi**, of Character Charms, has been interested in the way Pittsburgh's famed Gateway Center is shaping

up as a key area for coin machines. . . . **Sidney Reinwasser** attended the annual Radio & Television Exposition. . . . **M. J. Abelson** has received a flood of inquiries on the Acorn venter the past two weeks.

**Danny O'Neill's** vending machine coverage extends eastward to Greensburg, Pa., and south, including Wheeling, W. Va. . . . **Howard Degelman** has been helping **Meyer Popkins**, Pittsburgh Coin Machine Exchange, keep his route going while his mechanic, **Bill Gentile**, is ill.

**Eastern Supply**, headed by **Monroe Greene**, has taken on the handling of television sets. . . . **Herbert Cohen's** Confection Specialties Company reports patronage of his machines is aided by a useful selection of charms. . . . **William F. Hamel**, Cole Products,

Inc., notices that theater drive-in vending machines do their best business during a performance.

**Raymond Watts**, Mills Automatic Merchandising, reports that the larger companies today are looking for packaged deals in which one operator can handle a variety of venders. . . . **Elmer Willeits** has been making special efforts to get popular disks played repeatedly on the air in order that these will be easily recognized by juke patrons. **Elliott Saltsburg**, who as sales manager did much of the organizational work in the founding of Plastic Specialties, Inc., is leaving shortly for service in the Navy.

## Washington

**Sid Lotenberg**, head of Westway Vending, says business is fine and he believes the vending business in Washington hasn't scratched the surface as yet. With all Government offices and agencies calling for machines, business should take on new proportions in the near future, he pointed out. . . . The employees at Nelson & Company, local Capitol records distributor, have good reason to walk around with their heads in the clouds, says **Jack Loetz**. **Milt Grant**, deejay at WOL, helped Capitol celebrate its 10th anniversary by putting on a five-four show of Capitol's biggest hits of the decade. **Al Martino** and **Ella Mae Morse** took time out from personal appearances here to drop in on **Milt Loetz** adds that the **Les Paul-Mary Ford** recording of "Meet Mr. Callaghan" is one of his top sellers.

**Mrs. G. L. Sinclair**, of the Northern Virginia Music Company, reports collections off slightly. **Charles Bowles**, head of East Coast Music Company, reports business holding up well.

## Detroit

**Roy Hathcox**, now with one of the major automobile companies here, has formed Young Amusement Company in suburban Lincoln Park. Hathcox is starting with a small games route and specializing in Dale Guns.

**James Nunneley**, Vendomat Corporation of Michigan, is planning a brief trip up-State to get in on the early pheasant hunting season. **Ray Stevens**, Stevens & Son, Royal Oak, and **Fred Moellman**, Dearborn Laundrette, are attending the convention of the American Institute of Laundering in Atlantic City this week. **Morton Cox**, of Ann Arbor, and **Bill Wheeler**, of Jackson, were also there. Al' are officials of the Michigan Self-Service Laundry Association.

**Dale Sauve**, of A. P. Sauve & Son, is back at work from a semi-vacation spent right here in the city. He was occupied part of the time with other business interests. . . . **Barney Burke**, of Brown's Amusement, has been looking over Exhibit's Twin Rotation for prospective addition to his route.

**Louis Schneitzer**, of Okay Coin Sales, is interested in the new Evans. **Mrs. Lillian Patton**, who recently took over White Novelty Company, reports a pick-up in business. **Bernard Besman**, former partner in Pan-American Distributors with **John S. Kaplan**, has withdrawn from the firm and departed for California.

## New York

**Arold Sliverstein** has sold his route to **Daniel Korman**, who will operate as the Kay Music Company, Inc. . . . **Hank Walton**, of the Simplex Music Company, recently moved into his new home in Queens. . . . **Phil Simon**, local operator, is in the hospital.

**Eddie Leopold**, former New York operator who now runs a route in Miami, will visit his old friends here in a week or two. . . . **Joe Connors**, of the Connors Automatic Music Company, is out of the hospital and back on the job. . . . **Sandv Moore**, of the Peninsula Vending Company, recently bought out two routes, those of the **Falcero Brothers** and the **Meadowbrook Music Company**.

**Harry Berger**, of West Side Distributing Company, says he's having phenomenal success with his coin-operated Merry-Go-Round and Red-Nosed Reindeer rides. He

can't get shipments fast enough to fill the orders he's receiving.

**Al Gilbert**, of United Play Machines Corporation, is now producing a Match-a-Score conversion unit to fit all six-player, 10-frame games. The new unit is built into each game, Gilbert says, and is not attached to the top. **Eddie Hanna**, of Auto-Foto Company, was a visitor at Al's shop this week.

**Samuel Ginsberg** and **Jerry Koci**, of Chicago Coin Company, visited **Albert Simon & Company** and looking over their firm's new Super Match bowler, a six-player machine recently brought out.

**Mike Munves** played host to **Larry Stone**, owner of Paragon Park, Nantasket Beach, Mass., and **Harry Prince**, also the owner of a Massachusetts amusement park. The visitors were to take in the World Series and also to look over merchandise for next summer's use.

The Yankee-Dodger scrap had the street practically deserted Thursday (2). **Harry Rosen's** office at Atlantic New York Corporation looked like the bleacher section, it was so crowded with visitors watching the game via TV. Visitors at this shop during the week were **Ray Knoss**, of Arrow Music Company; **Lou Price**, of County Enterprises, Woodside, L. I.; the **Conrad brothers**, Suffern, N. Y., and many others.

**Morris Rood**, of Runyon Sales, still talking about the wonderful testimonial dinner given to **Russ Carpenter** by his fellow members of the New York State Operators' Guild. The event took place at Newburgh, N. Y., Wednesday (1)

and was attended by more than 165 industry friends. Poor Morris, however, couldn't eat the fried chicken served. Seems he'd eaten a hot dog on the way up—just to stave off a hunger pang. The dog just didn't agree with him.

## Miami

**Ken Willis**, Bush Distributing Company, is covering Central and West Florida on a selling trip. . . . **Leon Hersh**, Modern Vendors, has added 25 new Soda-Shoppe cup venders to his operation. . . . **Walter Wheeler** has been promoted to service manager at Supreme Distributors. He was formerly outside mechanic.

A big event in the lives of **Mrs. Herman Perin**, AMOA secretary, and her husband, a former coin machine operator, was the birth of a son to their daughter, **Mrs. Murial Joan Schevitz**. The youngster, whose dad's name is **Howard** has been named **Harvey Clifford**, and is the first Perin grandchild.

**David Friedman** and **Morris Marder** are joining forces to enter the shuffleboard refinishing business. They announced they would handle American Shuffleboard refinishing equipment exclusively, and probably would establish an office along what is getting to be called Miami's coin row.

**Jack Kaufman**, C & L Amusement Company, is still on the ailing list. . . . **Mrs. Bernice Handler** has rejoined the secretarial staff at Bush Distributing Company after living in New York for several months. Her co-workers gave her an enthusiastic "welcome back."

## Record Reviews

Continued from page 40

### COUNTRY & WESTERN

#### ANN JONES

- I Love You More as Time Goes By...71
- KING 1123—Miss Jones chirps a simple and tuneful country ballad warmly here, to dreamy support from the string ork. A nice side.
- Monkey Business...67
- Gal has a fresh voice and she uses it nicely in this bouncy, romantic novelty.

#### WALT DALTON

- CROSSROADS OF TOMORROW...71
- DOME 1054 — Dalton has a good piece of material in this weeper and delivers it with feeling. Could do something.
- OLD JALOPY BOUNCE...65
- Novelty is given a bouncy ride by the band while Dalton sings of the advantages of an old jalopy. Could get some juke action.

#### EDDIE CLETRO

- Flyin' Saucer Boogie...68
- LARIAT 1202—Novelty ditty about the space visitors is given a strong reading by the chanter to gag ork backing. Deejays should award the side some twirls.
- First Class, Second Handwoman...59
- Routine ditty is read easily by Cletro.

#### LAZY BILL HUGGINS SANFORD HERTZ TRIO

- Cotton Tail Rag...62
- BLUE HEN 7062 — Warbler comes thru with an interesting reading of a jaunty tune. Hertz Trio provides pleasant backing.
- The Farmer and His Mules...60
- Huggins bellies his name by telling how he gets up early in the morning to hitch up the mules and start the day's work on the farm.

### SPIRITUAL

#### SISTER WYNONA CARR

- A Letter to Heaven...82
- SPECIALTY 834 — The songstress looks to have a winner here. It's a driving spiritual which has a heavy beat and builds all the way. Thrush's vibrant pipes are in grand shape.
- In a Little While...79
- This is a clever spiritual waxing. Three tapes were used with Miss Carr backing herself. It is a fine effort which strengthens the sales value of the over-all record.

#### THE SOUL STIRRERS

- Just Another Day...80
- SPECIALTY 835 — This group has come up with another sparkling reading which should please their many fans. It's a relatively quiet reading but packs plenty excitement.
- Let Me Go Home...77
- Another smooth reading by the group.

#### MARIE KNIGHT

- HOLD-ON...79
- DECCA 28399—Sister Marie Knight hands this melodic, rhythmic spiritual item a top-flight reading, singing it with sincerity and feeling. Combo backs her well. A good waxing.
- IT'S WORTH IT...75
- The thrush explains that it is worth it to lead the good life on this new disk.

#### THE ROYAL SONS QUINTET

- Come Over Here...78
- APOLLO 266—Here's a spiritual that could stir a little action. Group repeats the title thruout and sets a driving pace while doing it. Shifting leads inject a lot of excitement over the background.
- Let Nothing Separate Me...74
- This varies from rather smooth harmonious sections to wild sequences where the singers voices break.

### STARS OF HOPE

- I Want to Be More Like Jesus...74
- PEACOCK 1703—Group maintains a driving beat while building to wild and exciting peaks. Leads are taken by Jones and Benjamin.
- I Just Can't Keep From Crying...72
- Tempo slows on this side. Wild leads are backed by the group repeating a single phrase.

### LATIN AMERICAN

#### LUCHO BERMUDEZ Y SU ORQUESTA

- SALSIPUEDES...78
- V 23-5820—Bermudez ork sets a lilt-ing musical picture for a facile and light-hearted vocal by Matilde Diaz.
- PRENDE LA VELA...77
- Mapale is sparked by a wild ork backing for a stand-out vocalizing performance by the thrush.

#### TITO RIVERA ORK

- QUE LINDO SUENO...75
- V 23-5838—A pretty bolero mambo with a good beat is performed effectively by the ork, while Israel del Piño contributes a tender vocal.
- VIVA ZAPATA...72
- Brisk new mambo, titled after the "Viva Zapata" flick is handed a lively reading by the Rivera ork and okay vocal from the warbler.

### HOT JAZZ

#### MILES DAVIS

- Dig? (Part 1 & 2)...73
- PRESTIGE 232—Miles Davis and his crew, featuring Davis on trumpet, Sonny Rollins on tenor, Jack McClean on alto, Walter Bishop on piano, Percy Heath, bass and Art Blakely on drums, turn in some cool sounds on this new platter. The music is progressive with boppish overtones, and the boys play it skillfully, with much technique but little feeling. Davis stands out, as does Rollins on tenor, and Blakely furnishes a driving beat on the drums. For the collectors.

### SACRED

#### STUART HAMBLÉN

- IS HE SATISFIED...84
- COLUMBIA 21012 — The talented cleffer-singer has re-made his fine sacred tune about religious introspection. Hamblen delivers it with warmth and sincerity for a fine disk, should be a big one once again for the artist.
- KNOWN ONLY TO HIM...80
- Another fine hymn read with true feeling by the chanter. This new tune could turn into another strong item for the warbler.

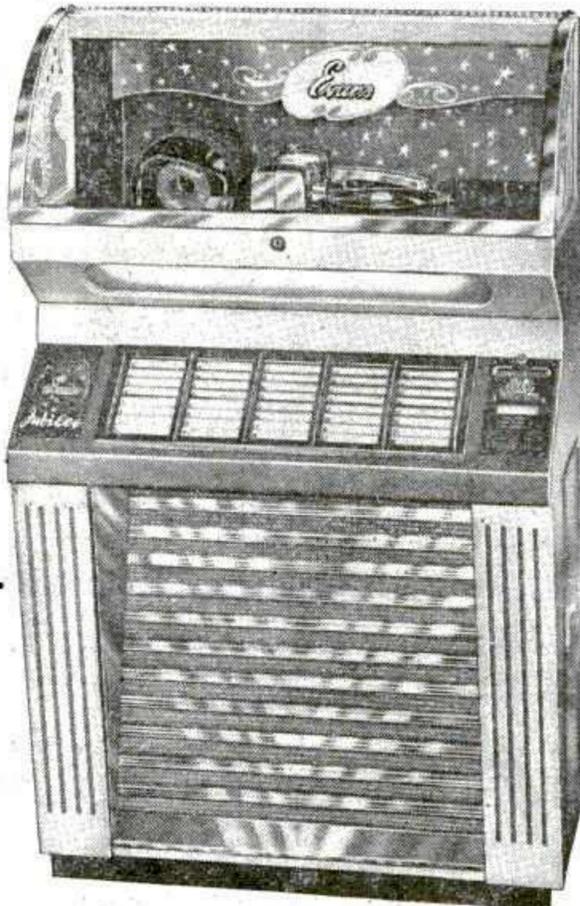
#### CARL STORY

- MY LORD'S GONNA LEAD ME OUT...76
- MERCURY 6413 — Foot-tapping sacred item is handed a good reading by Story and the vocal group. Should go well in the South-Western market.
- ARE YOU AFRAID TO DIE?...71
- The warbler and the vocal group do a nice job with this serious religious opus.

#### THE LE FEVRE TRIO

- IF YOU WANT JOY...75
- BIBLETONE 7037—The melody is simple and retentive and the reverent words are sung cheerfully by the trio. Backing is by piano. Fine for the Southern market.
- STAND TOGETHER...73
- Another pleasant hymn is attractively sung by the group.

**EVANS PUTS MORE INTO JUBILEES SO YOU CAN GET MORE OUT OF THEM!** Quality materials and superb craftsmanship for stamina—engineering that assures trouble free operation and play-making, life-like sound reproduction—rich, colorful design that sells location owners as well as players . . . these are the tested values that will make money for you! SEE YOUR EVANS DISTRIBUTOR!



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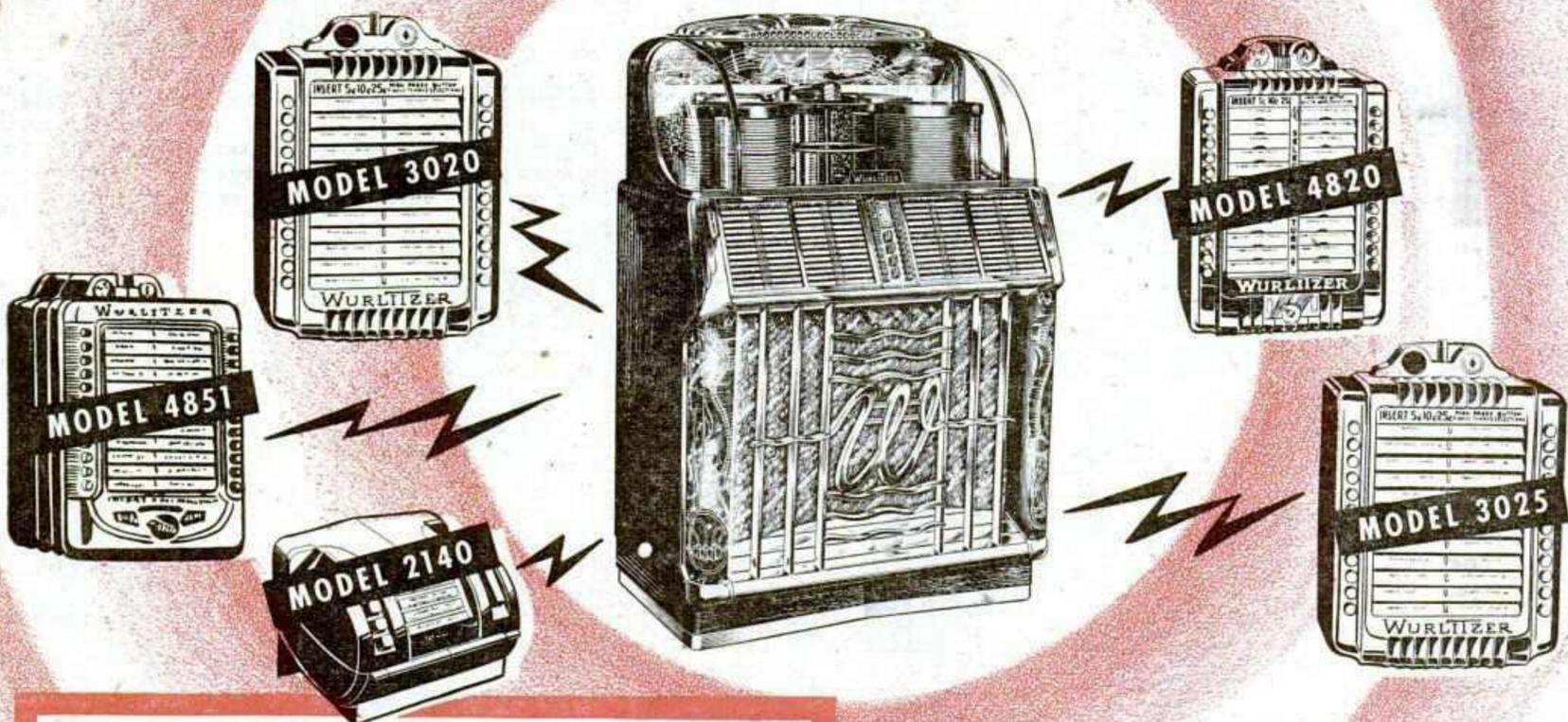
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20 Records—40 Selections  
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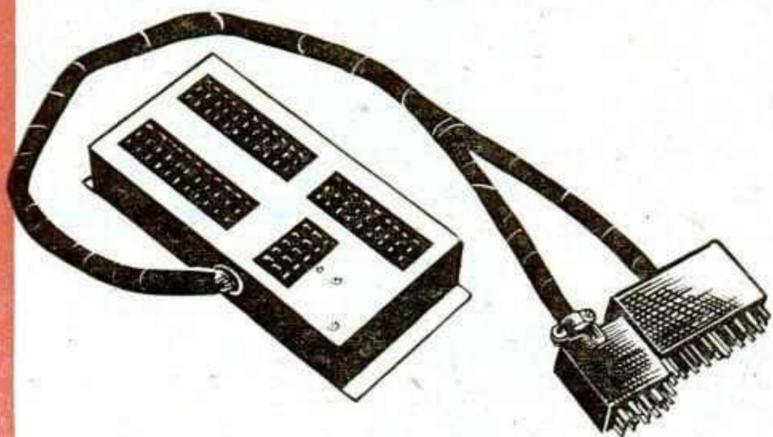
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# Sensational NEWS

## for Wurlitzer Operators



**Wurlitzer Kit 131 Adapts 24 and  
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**Now you can use your present  
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**WURLITZER WALL AND BAR BOXES  
WITH MODEL 1500 PHONOGRAPHS**

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**The Rudolph Wurlitzer Company, North Tonawanda, New York**

# Coinmen You Know

## Milwaukee

With cooler weather definitely in prospect, candy operators are reportedly showing keener interest in ordering wares, according to Do. Reynolds, Wayne Candy salesman. Don reports a growing book of orders for his new nickel Brazil Fudge pack. Starting October 1 it will be available, he adds, to vendors in a 120-count package at \$3.40.

Geiger Automatic Sales firm is making efforts to meet the help problem by utilizing part-time employees. Factory and white-collar workers anxious to make a few extra bucks are given small location runs to service with opportunity to step up their routes whenever feasible. This new approach has not been in use long enough to properly assess its usefulness, but it appears to be a likely manner of handling the help shortage until times change.

Next meeting for the Wisconsin Cigarette Vending Machine Association is tentatively skedded for the latter part of November. The

**BRIGHT LIGHTS** .....\$195.00  
**BRIGHT SPOTS** ..... 295.00  
**FUTURITY** ..... 300.00  
**SEEBURG SHOOT THE BEAR GUNS** 200.00  
 Alreon Phonograph Parts. Write.  
**J. H. PERES DIST. CO.**  
 924 Poydras St. New Orleans 13, La.

October get-together was canceled due to the date conflict with the NAMA show. . . . **Phyllis Kappenman**, front office gal at the Major Distributors, made a hurry-up flying trip this week to Oregon with her mother due to illness of some member of her family.

Music operators in town recently making wax purchases at the distributor outlets were **Bob Martin**, of Kenosha's Vogue Music; **Glenn Gaedike** and **Herb Wagner**, of G. & W. Novelty, South Milwaukee; **Louis Albafonte**, of Kenosha, and **Al Lund**, Waupaca. . . . Two new route men have been added to the Metropolitan Amusement staff. Newcomers **J. Fooden** and **A. Sterner** will limit their activities to building and handling route activities in the new cigarette vending department.

Music-wise, the Metro routes seem to be pulling their heaviest coin these days from **Mills Bros.** "Glow Worm" and **Eddie Fisher's** "Outside of Heaven," according to music buyer, **Dorothy Jonas**. . . . **Sam Cooper**, Paster Distributors manager, reports the heavy work of moving into his newly acquired home has been completed after a lot of hard labor.

The pace of deliveries of the new model Evans Constellation is being slowly hypoed, according to **Elmer Engel**, sales staffer of the Vic Manhardt organization. "We won't get enough to take care of our backlog and the new orders

coming in for a while to come," he says, "but we're plenty happy to lay our hands on all the machines we can." Plans for officially debuting the new music beauty have been delayed, according to Engel, until a sufficient supply of the Constellations can be set aside for proper display and fast delivery. The new bookkeeper on the Manhardt staff is **Mrs. Elsie Bracke**. Also new on the roster is general maintenance man **George Bark**. . . . **Stanley Stacy**, head man at Cavalla Tobacco and Stacy Vending, just back from a quick business journey to New York. Brother **Nick**, in charge of vending operations for the firm, reports that conversion of more machines to handle the growing number of king-size ciggies is in the offing. Vending biz, Nick adds, has been holding up well due largely to the firm's heavy installations in the brewery locations where employment has been on a high level in recent months.

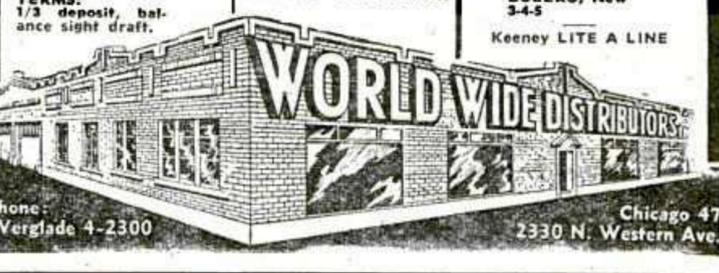
**Badger Candy Club's** regular monthly meeting lured a small crowd for the October session. Next meeting will be held on last Friday in October at the Ambassador Hotel and board members will tackle the problem of planning Christmas and New Year's Eve activities for the organization. . . . **Alice Antczak**, record buyer for Banaco Music, reports excellent results with the firm's initial flyer at the 45 r.p.m. disks. Thus

(Continued on page 93)

RECONDITIONED SHUFFLE GAMES	MISCELLANEOUS ARCADE GAMES
UNITED SIX PLAYER FIVE PLAYER FOUR PLAYER TWIN REBOUND TWIN EXPRESS TWIN SHUFFLE-CADE SHUFFLE SLUGGER	BALLY HOOK BOWLER SPEED BOWLER SHUFFLE CHAMP SHUFFLE LINE KEENEY SIX PLAYER LEAGUE BOWLER DOUBLE BOWLER
	Chi. Coin GOALEE ..... \$ 95 Chi. Coin BASKETBALL CHAMP .. 195 Keeneey BOWLING CHAMP SHUF- FLE BOARD CONVERSION ..... 75 BATTING PRACTICE ..... 45 DALE GUN ..... 75 LOVE PILOT ..... 95 UNDERSEA RAIDER ..... 225 Exhibit JET GUN ..... 225 Exhibit GUN PATROL ..... 225 Exhibit SIX SHOOTER ..... 195

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 Chi. Coin PIN BOWLER ..... 110  
 Chi. Coin KING PIN .. 195  
 Golt. CROSSROAD .. \$210  
 Golt. 4 HORSEMEN .. 115  
 Golt. DOUBLE SHUFFLE ..... 95  
 Golt. FOUR STAR .. 210  
 Golt. WATCH MY LINE ..... 125  
 Golt. HIT 'N' RUN .. 185



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 UNITED STARS, New BOLERO, New 3-4-5  
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# COIN MACHINE INDUSTRY

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Profitable, established vending business, cigarette-candy; no competition; room for expansion. Box 302, Willcox, Ariz.

### Parts, Supplies & Services

Decals for Vending Machines; catchy designs, low price; write for folder. Grand, 2506B 52nd, Kenosha, Wis.

For best buys in bulk vendors and supplies write for literature. Cameo Vending Service, 432-B W. 42nd St., New York 18, N. Y.

**Used 1c-5c Candy, Nut, Ball Gum Venders**  
 Bought, sold, exchanged  
 All parts, coin wrappers, coin counters, tab gum, panned candies, cast iron stands, top plates for 2 venders, top plates for 3 venders. Ball Gum—210, 170, 140—24¢ per lb. in case lots (25 lbs.) Jumbo Size Ball Gum—25¢ per lb. in case lots (25 lbs.). Chlorophyll Ball Gum—210, 170, 140—45¢ per lb. in case lots (25 lbs.). Chiclet Treats—300 count—45¢ per lb. in case lots (25 lbs.). All prices f.o.b. factory. 1/3 deposit, balance c.o.d.  
**KING & CO.**  
 Distributors of Northwestern Model 49 and Tab Gum Venders  
 2700 W. Lake St. Chicago 12, Illinois

Stamp Folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

Will trade Turf Kings (like new) for music, cigarette or any other coin machine equipment. Runyon, 123 West Runyon St., Newark 8, N. J.

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 For just a little more than the "paragraph-style" ad cost you can use an attractive, attention-getting DISPLAY STYLE ad like this.  
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Pinball Mechanic desires permanent position in Florida; 13 years' experience, reference. Roy Van Dyne, P. O. Box 1, Roosevelt Sta., Dayton, O.

### Routes for Sale

FOR SALE  
 Florida Route—Music and Pinball Machines; established 18 years; 132 pieces on location. VALUE \$60,000—PRICE \$45,000.  
 1/2 Cash, Terms, Address:  
 BOX 571, The Billboard, Chicago 1, Ill.

ROUTE FOR SALE  
 Western Pennsylvania. 50 Phonographs, 50 Bowlers, 100 Pin Games; \$20,000.00 down, owner will take notes on balance. Answer: BOX M-20, Billboard, Cincinnati 22, Ohio.

Music Route — West-Central Florida; 76 machines, 66 locations; terms to an operator who knows the business. Box 566, The Billboard, Chicago 1, Ill.

Northern Okla. and Southern Kansas—40 Phonos, 10 new 100 Matics, balance AMI's, Wurlitzer, Seeburg; 75 Wall Boxes; 15 like new 6-Player Bowlers, 20 Pinballs and Guns; Station Wagon; all equipment on top locations; gross \$3000 month; price \$35,000. Box 569, 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.

Challengers, \$6.50; Victor, Master, N. W. 1¢ Nut Vendors, \$4.50; write for list. Irvin Sudduth, Gen. Del., Mandeville, La.

Cigaret Vendors: National, DuGrenier and Lehigh P-X with King columns at bargain prices; reconditioned. Kelnor Vendors, 3730 W. Division St., Chicago 51, Ill.

Coin-o-Matic Changers—Gives nickels for quarters and dimes; holds \$50 in nickels; bargain at \$65. Kelnor Vendors Co., 3730 W. Division St., Chicago 51.

For Sale—Rock-bottom prices, satisfaction guaranteed: Bright Lights, \$205; Coney Island, \$275; Holiday, \$225; Bright Spot, \$295; Atlantic City, \$395; Palm Beach, \$440; Turf King, \$110; C.C. Champion, \$75; Tampico, \$70; Mermaid, \$110; Maryland, \$60; Bowling Champ, \$60; Seeburg Shoot Bear Gun, \$235; 1/3 deposit required. Crown Novelty Co., Inc., 920 Howard Ave., New Orleans, La. Phone: CAnal 7137.

For Sale—1 Buffalo Bill and 1 Gottlieb Spot Bowler Pinball Machine, good condition, new rubber. Rhodes Coin Machines, 106 W. Peter St., Uniontown, Pa.

For Sale—4 coin operated Electronic Golf Driver Machines; must sell. Arnold Miller, 3659 Harrison, Kansas City, Mo.

For Sale—5 AMI Wallboxes and 1 Stepper; all in very good condition; \$110 takes the lot; 1/3 deposit with order. Rhodes Coin Machines, 106 W. Peter St., Uniontown, Pa.

Pokerino Tables, natural finish, new plywood, new silver back glass, perfect condition, \$95 each. James Travis, 204 N. 3rd, Millville, N. J.

Stattler Cookie Vendors, excellent condition; low price of \$59.50. Kelnor Vendors Co., 3730 W. Division St., Chicago.

Swap—Phonos, Games for 1¢ Vendors; Master filled with peanuts, \$8. Penny Sales, 1902 Elm, New Albany, Ind.

U-Select-It, 72-bar size, \$27.50; 74-bar size, \$37.50; Shipman 3 column like new Candy Bar Machines, \$22.50—cost \$69.50; Cigarette Machines, quarter operation, all makes, \$22.50 up. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

Will trade Turf Kings (like new) for music, cigarette or any other coin machine equipment. Runyon, 123 West Runyon St., Newark 8, N. J.

**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.

**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

### ADVERTISING RATES

● **REGULAR CLASSIFIED**  
 Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.  
 Per word .....\$ .20  
 3 or more CONSECUTIVE or 26 insertions, per word ..... .18  
 52 CONSECUTIVE insertions, per word ..... .16  
 Minimum \$3.

Cash must accompany all orders for less than 3 insertions. Please include an additional 25¢ for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

### Wanted to Buy

I will pay cash for your used Victor Gum Ball Machines. Box M-19, The Billboard, Cincinnati 22, O.

Wanted—Mills and Jennings Bells. For Sale—Mills, Jennings, Pace, Watling Bells; Spot Bell, Clover Bell, Double Up, perfect condition; Evans Races, \$100. General Coin Machine Co., 225 N. 9th St., Philadelphia, Pa. WAlnut 2-4378.

Wanted—25¢ Coin Operated Radios: Columbian, Trados, Coradios, Phil Gutter, 1071 E. Livingston, Columbus, O.

**To Order Your Market Place Ad**  
**USE THIS HANDY FORM TODAY**

**3:** Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch:

Display Classified  
 Regular Classified

**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 \_\_\_\_\_

●

ALL ORDERS AND INQUIRIES  
TO COIN MACHINE MARKET PLACE,  
**THE BILLBOARD,**  
188 W. RANDOLPH ST.  
CHICAGO 1, ILL.

●

*Runzel*

**PUSHBACK WIRE**  
18 OR 20 STRANDED

NOW AVAILABLE IN

**90**

COLOR COMBINATIONS

This wide variety of color combinations meets any requirement of wiring harness known to the coin and vending machine industry. Cuts production costs . . . simplifies wiring diagrams . . . Facilitates field repairs . . . Insures positive accuracy . . . Saves time.

Service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

MANUFACTURERS . . . our facilities for building wiring harness to meet your specifications is unexcelled. Some of the world's largest manufacturers of coin and vending machines are our customers. We also maintain an expert staff of engineers and harness designers for best results in your equipment. Send blueprints and specifications

We specialize in Telephone cords, wire and cable. Inter-Com cable requirements solicited.

**RUNZEL**  
Cord and Wire Co.  
4723 W. MONTROSE AVE.  
CHICAGO 41, ILL.



SHOOT THE MOON with

**KEENEY'S**  
New  
TESTED and PROVEN  
**MONEY MAKER**

WATCH FOR THE  
**BIG NEWS!**



**NEW 1c GAME ONLY \$29.50!**  
"DANCER DAN" crowd catcher and trade stimulator. New, different, catches bushels of pennies. 10 in. marionette tap dances automatically when penny lands in target cup. Electrical. Patron banks coins against backboard. Most pennies fall below in cashbox. Wood cabinet. Lights under awning. Ht. 19 in. Width 17 in. Shpg. wt. 20 lbs. Send full amount. Immediate delivery. Each \$29.50

WEBB DISTRIBUTING CORP.  
5200 W. Chicago Ave. Chicago 51, Ill.

**FOR SALE**

- Spot Lights . . . \$385.00
- Bright Lights . . . 225.00
- Bright Spot . . . 345.00
- Hayburners . . . 200.00
- Spark Plugs . . . 200.00
- Champion . . . 65.00
- C&E Eastern Electric . . . 149.50
- United 5 Player . . . 235.00
- Date Guns . . . 49.50

University Coin Machine Exchange  
854 N. High St. Columbus 8, Ohio  
Tel. UN 6900

**THE BILLBOARD Index**  
of Advertised Used  
Machine Prices

• **Amusement Games**

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Oct. 4	Issue of Sept. 27	Issue of Sept. 20	Issue of Sept. 13
ABC (United).....	\$165.00 185.00 195.00(3)	\$195.00(3) 225.00	\$185.00 195.00(3) 225.00(2)	\$195.00(3) 225.00(2)
Advance-Roll (Genco).....	49.50	49.50	49.50	39.00
All Baba .....	39.50	39.50	39.50	39.00
Alice in Wonderland (Gottlieb)				
Aquacade (United).....	49.00 65.00 79.50	49.50 79.50	49.50 79.50	49.50 79.50
Arizona (United).....	95.00 99.50	99.50	99.50	99.50
Atlantic City (Bally).....	450.00(2) 475.00	429.50 469.50 489.50	375.00 469.50 489.50	485.00 439.00
Baby Face (United).....	45.00 49.50	49.50	49.50	49.50
Ballerina (Bally).....	49.50	49.50		
Banjo (Exhibit).....	35.00			
Bank-a-Ball (Gottlieb).....	99.50	99.50	99.50	37.50 39.50 99.50
Barnacle Bill (Gottlieb)....	64.50	29.50 64.50		
Basketball Champ (Chicago Coin).....	195.00 225.00(2) 275.00	195.00 225.00 275.00	195.00 225.00 275.00	144.50 225.00 275.00
Batting Practice.....	75.00 89.50	75.00	29.50 75.00	95.00
Be Bop (Exhibit).....	50.00 94.50	94.50	94.50	94.50
Bing-A-Roll .....	64.50			
Big Top (Genco).....	49.50 59.00	49.50	64.50 74.50	64.50 74.50
Black Gold (Genco).....	44.50 59.50	59.50	59.50 74.50	59.50 74.50
Blue Skies (United).....	40.00	40.00	40.00	40.00
Bolero (United).....	275.00 285.00 325.00(2)	275.00 300.00 325.00 330.00 339.50	275.00 300.00 325.00 330.00 339.50 350.00	275.00 300.00 325.00 330.00 339.00 350.00
Bomber (Chicago Coin).....	90.00	90.00	90.00	90.00
Boston (Williams).....	79.00 89.50	89.50	89.50	89.50
Bowling Champ (Gottlieb)...	39.50 59.50 74.50 75.00	39.50 59.50 74.00 75.00(2)	39.50 69.50 74.50 75.00	39.50 50.00 60.00 69.50 74.50 75.00
Bright Lights (Bally).....	199.50 225.00(2) 239.50 249.50 259.50 279.50 290.00(2) 295.00	239.50 249.50(3) 259.50 279.50 290.00(2) 295.00	195.00 239.50 249.50(2) 259.50 275.00 279.50	239.50 249.50(2) 250.00 290.00(2) 295.00(2) 300.00
Bright Spot (Bally).....	299.50 300.00 324.50 345.00 349.50 355.00 365.00 375.00	324.50 349.50(3) 355.00 365.00 375.00	324.50 340.00 345.00 349.50(3) 365.00 375.00	324.50 340.00 349.50(2) 365.00(3) 369.00 375.00 50.00 64.50
Buccaneer (Gottlieb).....	50.00 59.00 64.50	49.50 50.00 64.50	50.00 64.50	
Buffalo Bill (Gottlieb).....	74.50	74.50	74.50	74.50
Buttons and Bows (Gottlieb)	69.50	79.50	74.50	60.00 74.50
Camel Caravan (Genco).....	65.00 69.50	65.00 69.50	39.50 65.00 69.50	65.00 69.50
Canpas (Exhibit).....	79.50 94.50	79.50 94.50	94.50 99.50	94.50 99.50
Canasta (Genco).....	25.00 50.00	25.00 50.00	25.00 50.00 89.50	39.50 50.00 89.50
Caravan .....	220.00	220.00(2)	220.00	220.00
Carnival .....	39.50 49.50	49.50		
Carolina (United).....	49.00			
Catalina (Chicago Coin)....	25.00 29.50(2) 35.00	25.00 29.50(2)	25.00 29.50(2)	25.00 29.50(2)
Champion (Bally).....	49.50 59.50 65.00 74.50 85.00 89.50	49.50(2) 74.50 85.00 89.50	60.00 74.50 85.00 89.50	47.50 49.50 74.50 85.00 89.50
Champion (Chicago Coin)...	69.50(3) 70.00 79.50	69.50 70.00 79.50	69.50 70.00 79.50	69.50 70.00 79.50
Cinderella (Gottlieb).....	39.50 49.50	39.50 49.50	39.50	39.50
Circus .....	15.00	15.00	15.00	15.00
Citation (Bally).....	37.50 49.50 75.00 79.50	24.50(2) 37.50 49.50 70.00	37.50 49.50 75.00 79.50	29.50 40.00 49.50 75.00 79.50
College Daze (Gottlieb)....	89.50	89.50	54.50 89.50	89.50
Coney Island (Bally).....	289.50 310.00 314.50 349.50 355.00	314.50 319.50 349.50 355.00 365.00(2)	265.00 314.50 345.00 349.50 365.00(2)	314.50 350.00 360.00 365.00(3) 375.00
Control Tower (Williams)...	139.00			120.00
County Fair (United).....	230.00 275.00	230.00 275.00	230.00 275.00	230.00 275.00
Crazy Ball (Chicago Coin)...	29.50	29.50	29.50	29.50
Cross Roads .....	210.00	210.00 215.00	210.00	180.00 210.00
Dallas (Williams).....	49.50 74.50	49.50 74.50	39.50 49.50 74.50	49.50 74.50
De-Icer (Williams).....	99.50	99.50	99.50	99.50
DeLuxe World Series (Williams).....	265.00	275.00	275.00	275.00
Dew-Wa-Ditty (Williams)...	35.00 39.50	39.50	39.50	25.00 39.50
Domino .....	215.00			185.00
Double Feature.....				115.00
Double Shuffle (Gottlieb)...	84.50 85.00 90.00	59.50 84.50 90.00	84.50 90.00 90.00	60.00 64.50 84.50 90.00 99.50
Dream (Williams).....	99.50	99.50	99.50	99.50
8 Ball (Williams).....	190.00	190.00	190.00	165.00 190.00
El Paso (Williams).....	49.50	29.50 49.50	49.50	25.00 32.50 49.50
Fighting Irish (Chicago Coin)	100.00 114.50	110.00 114.50	110.00 114.50	60.00 100.00 114.50
Fighting Phils.....	45.00	45.00	45.00	45.00
Five Star (Universal).....	125.00(2) 129.50 134.50 170.00 175.00	129.50(2) 134.50 135.00 170.00 175.00	129.50 134.50 135.00(2) 139.50 170.00 175.00	129.50 135.00(2) 149.50 159.50 170.00 175.00
Flipper .....	15.00	15.00	15.00	15.00
Floating Power (Genco)....	39.50 49.50	39.50 49.50	39.50 49.50	29.50 49.50(2)
Fly Saucer (Genco).....	64.50			
Football (Chicago Coin)....	59.50	59.50	69.50	69.50
Four Horsemen .....	149.50			
Four Stars (Gottlieb).....	210.00	210.00	210.00	210.00
Freshie (Williams).....	94.50	84.50 94.50	94.50	94.50
Futurity (Bally).....	324.50			
Georgia (Williams).....	100.00	100.00	100.00	100.00
Gin Rummy (Gottlieb).....	39.50	49.50	49.50	39.50
Gizmo (Williams).....	35.00 49.50	49.50	49.50	25.00
Gold Toe (Bally).....	55.00 59.50	22.50 55.00 59.50	55.00 59.50	59.50
Golden Gloves (Chicago Coin)	100.00	100.00	100.00	100.00
Grand Award (Chicago Coin)	49.00			59.50
Happy Go Lucky (Gottlieb)...				165.00
Harvest Time (Genco).....	50.00(2) 85.00 89.50 109.50	50.00 109.50	49.50 50.00 109.50	50.00 109.50 109.50
Hayburner (Williams).....	195.00 200.00 210.00 250.00	200.00 210.00 239.50 250.00	200.00 220.00 250.00	195.00 220.00 250.00
Hits and Runs (Genco).....	90.00 99.00	90.00	90.00	95.00
Hit-A-Homer .....	12.50 22.50	22.50		
Hit 'N' Run (Gottlieb).....	190.00	190.00 195.00	190.00	185.00 190.00
Hit Parade (Gottlieb).....	29.50	29.50	29.50	29.50
Holiday (Chicago Coin)....	25.50			25.00
Holiday (Keeney).....	345.00	345.00	345.00(2)	345.00
Horseshoes (Williams).....		149.50		

	Issue of Oct. 4	Issue of Sept. 27	Issue of Sept. 20	Issue of Sept. 13
Hot Rod (Bally).....	\$39.50 50.00 99.50	\$39.50 99.50	\$39.50 99.50	\$54.50 60.00 99.50
Humpty Dumpty (Gottlieb)...	29.50	29.50	29.50	29.50
Hy Roll (Bally).....	65.00	65.00	65.00	65.00
Jack & Jill (Bally).....	29.50			25.00
Jalopy (Williams).....	195.00 235.00 240.00	195.00 229.50 240.00	195.00 210.00 240.00	240.00
Jeanie (Exhibit).....				109.50
Jockey Special (Bally).....	45.00 54.50	22.50 45.00 54.50	45.00 54.50	35.00 54.50
Judy (Exhibit).....	99.50 105.00	99.50	99.50	99.50
Just 21 (Gottlieb).....	25.00 39.50 40.00 59.00 69.50	25.00 40.00 69.50	19.50 25.00 40.00 69.50	25.00 40.00 69.50
K C Jones (Gottlieb).....		69.50	69.50	69.50
King Arthur (Gottlieb).....				54.50
King Cole (Gottlieb).....	34.50			
King Pin (Chicago Coin)....	99.50 200.00	150.00 200.00	150.00 200.00	150.00
Knock Out (Gottlieb).....	65.00 90.00 99.00 100.00	65.00 74.50 90.00 99.50	65.00 90.00 99.50 100.00	60.00 75.00 90.00 99.50 100.00
Lady Robin Hood (Gottlieb)...	39.50	39.50	39.50	39.50
Leader (United).....	325.00 335.00	289.50 325.00 335.00	289.50 325.00 335.00(2)	289.50 310.00 325.00(2)
Lite-a-Line (Keeney).....	134.50 135.00 139.00 175.00	134.50 135.00 149.50 155.00 175.00	134.50 135.00 149.50 155.00	335.00 350.00 335.00 350.00 140.00 155.00
Lucky Inning (Williams)....	60.00 79.50 84.50	60.00 79.50 84.50	60.00 79.50 84.50	39.50 60.00 79.50 84.50
Madison Square Garden (Gottlieb).....				115.00
Magic (Exhibit).....	49.50	49.50		
Major League Baseball (United).....	39.50	39.50	39.50	39.50
Majorettes .....	180.00	180.00(2)	180.00	175.00 180.00
Majors of '49 (Chicago Coin)	34.50 55.00 74.50	74.50	74.50	74.50
Maryland (Williams).....	49.50 65.00 84.50	49.50 84.50	49.50 84.50	25.00 49.50 84.50
Mercury (Genco).....	69.50 80.00 94.50	69.50 80.00 94.50	54.50 69.50 80.00 94.50	69.50 80.00 94.50
Merry Widow (Genco).....	39.50	39.50	39.50	39.50
Minstrel Man (Gottlieb)....	159.50	109.50 124.50	165.00	130.00
Mountain Climber .....	165.00	165.00	165.00	165.00
Monterrey (United).....	39.50	39.50	39.50	39.50
Moon Glow (United).....	39.50 45.00 49.50	39.50 49.50	39.50	25.00 39.50
Morocco (Exhibit).....	49.50	49.50	49.50	49.50
Niagara (Gottlieb).....				190.00
Nifty (Williams).....	110.00	110.00	100.00 110.00	100.00 110.00
Oasis (Exhibit).....	90.00 109.50	89.50 90.00 109.50	89.50 90.00 109.50	89.50 90.00 109.50
Oklahoma (United).....	59.50 74.50 75.00	59.50 74.50	59.50 74.50	59.50 74.50
Olde King Cole .....				24.50
Olympic (Williams).....	210.00	190.00 210.00	210.00	210.00
One, Two Three (Genco)...	34.50 49.00	34.50	34.50	34.50
Palm Beach (Bally).....	449.50	29.50	29.50	
Paradise .....	25.00 29.50			
Phoenix (Williams).....	35.00			40.00
Photo Finish				

	Issue of Oct. 4	Issue of Sept. 27	Issue of Sept. 20	Issue of Sept. 13
Utah (United).....	79.00	84.50	39.50	84.50
Virginia (Williams).....	29.50	29.50	29.50	29.50
Wild West.....				120.00
Watch My Line (Gottlieb)...		129.50	129.50	129.50
Winner (Universai Industries).....	60.00 69.50	74.50 89.50	89.50 95.00	49.50 60.00
	89.50 90.00	95.00 175.00	175.00	61.50 80.00
	175.00			89.50 95.00
				175.00
Wisconsin (United).....	30.00 39.00	30.00 39.50	14.50 30.00	25.00 30.00
	39.50		39.50	39.50
World Series (Rock-Ola).....				75.00 95.00
Yank (Williams).....	49.50	49.50	29.50 49.50	25.00 49.50
Zingo (United).....	300.00 310.00	300.00 310.00	310.00	310.00

### Fisher Discontinues Candy Bar Division

ST. PAUL, Oct. 4.—Fisher Nut & Chocolate Company is discontinuing its line of candy bars to concentrate on processed peanuts. The move was necessitated by the increase in peanut volume, requiring additional plant space and equipment, according to Louis R. Smerling.

### Allied Adds Show Area

CHICAGO, Oct. 4.—In an effort to give visiting operators a better idea of the amount of stock carried by Allied Coin & Premium House, the firm has remodeled its headquarters and devoted an additional 2,000 square feet to its game showrooms.

Julian Crum, Allied official, stated the firm now has one of the largest distributor showrooms in the Midwest.

Oak Park, reports volume shipments to the provinces.

J. H. Keeney & Company is finding cabinet supply hindering top output of its games and venders. Paul Huebsch states production will proceed at a satisfactory pace, and that cabinet shipments will shortly put the situation right.

Jimmy Martin, James H. Martin, Inc., is spending three days in St. Louis, huckstering his candy and cigarette vender lines. Will be back in Chi by Friday (10). . . . Tom King and Paul Crisman, King & Company partners, are still getting compliments on the renovation job on their Lake Street quarters. The Northwestern tab-gum rotary vender is rounding up record numbers of orders, Tom and Paul chorus.

### Indianapolis

Joe Flynn, Shaffer Music staffer attached to the Columbus, O., headquarters, visited the firm's local branch. Gene Ford, manager of Shaffer's office here, reports increased demand for the Seeburg line. . . . Mrs. Lottie Berman, Sicking manager, states demand for United's Circus game unusually high.

Visitors at Calderon Distributing Company this week included George Hiser, Lafayette, Conrad Starz, Jeffersonville, and Max Swain. . . . James Peachy, formerly with Shaffer Music, is now with Armstrong Automatic Company, as administrative assistant to Woodrow Armstrong, president. . . . Mrs. Blanche Janes, Janes Music Company, reports the firm has just installed equipment in several new locations.

## Coinmen You Know

Continued from page 91

far only one music box is using 45's, but plans call for slowly adding more. Hot number on the routes, according to Alice, is Jo Stafford's "Jambalaya," with la Page's "You Belong to Me" and the flip "Wedding" also right up there.

Golfing honors were garnered recently by Harry Jacobs Jr., topper at United, Inc., when he copped the Class A title at the Westmoor Country Club. . . . Lee Kelly, United employe, is still on the ailing list.

Miley Graham, who covers this territory for the D. L. Clark Company, planned to Pittsburgh for a sales confab with his bosses immediately following his stand at the NAMA show in Chicago. . . . Recently held session here of the North Central Automatic Venders, composed of sightless vending machine operators, attracted a nice attendance. On the roster for the meeting were George Card, Madison, Wis.; Earl Scharey, Dubuque, Ia.; Harold Reeves, Cedar Rapids, Ia.; Clayton Fuller, Joliet, Ill.; Herb Davies, Racine, Wis.; Walter Klatt, Janesville, Wis.; Edwin Andrews, Plymouth, Wis.; Lyle Watkins, Sheboygan, Wis.; Stella Hamilton and Edgar Husik, Milwaukee; Gerhardt Van Beck, Wisconsin Rapids, Wis., and Henry Wenzel, of Hartford, Conn.

### Chicago

Harold F. Burt, president of Silver-King Corporation, reports steady and high interest in his firm's chlorophyll vender. The unit vends 10 or 12 chlorophyll pellets per serving for a nickel. The machine can also be stocked with regular ball gum or other bulk merchandise, Burt said.

Richard Cole, vice-president of Cole Products Corporation, feels that vender operation is on the threshold of really great things in Canada. Firm's Canadian subsidiary, Cole Products of Canada, is proving out well, he stated.

Victor Vending Corporation's new half-cabinet bulk vender is finding a ready market in Canada, according to Victor distributors. One firm, L. H. Adair & Company,



Designed by World Famous Manufacturer of Amusement Rides

The variable speed control allows the smallest tots to ride safely; should a larger child or teen-ager desire more action a gentle pull on the reins increases the motion to any desired speed. Our large factory and modern production methods allow us to sell at sensible prices. Write today for full information.

KING AMUSEMENT CO. Mt. Clemens, Mich.

SPECIAL! "POP" CORN SEZ 10c VENDORS RECONDITIONED LIKE NEW! WRITE



SPECIAL—PANORAMS Guaranteed Reconditioned WRITE.

NEW ROCK-OLA SHUFFLEBOARD TOPS \$135

NEW—WRITE Un. 10-Frame Star Bowl, Bally Frolics, Circus, Genco "400", Chicago Coin 10th Inning & Match Bowler

RECONDITIONED EQUIPMENT Bright Spot \$365, Coney Island 365, Leader 335, Bolero 285, Double Header 29.50

SPECIAL! Natl. 9-E Cig. Machine, Fcty. Recond. \$149.50

WRITE FOR COMPLETE LIST CLAYT NEMEROFF • CHARLEY PIERI

MONARCH COIN MACHINE, INC. 2257-59 N. Lincoln Ave., Chicago 14, Ill. Phone: Lincoln 9-3996-7-8

Exclusive AMI Distributors in Kentucky, Indiana, Southern Ohio

"The House that Confidence Built" SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923

735 S. Brook St., Louisville 3, Ky. 1000 Broadway, Cincinnati, Ohio  
240 Jefferson St., Lexington 2, Ky. 3011 E. Maumee Ave., Ft. Wayne 4, Ind.  
129 W. North St., Indianapolis, Ind.

GENCO 2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.

### ELECTRIC SCOREBOARDS

Two-faced—adjustable for all boards. Chrome tube supports. For 5c or 10c play by a simple plug switch-over.

OVERHEAD MODELS Horsecollar (15-21-50 pts.) Marvel Score (15-21 pts.) \$125.00 ea.

MARVEL MFG. CO. 2845 W. FULLERTON, CHICAGO 47, ILL. (Tel.: Dickens 2-2424)

### WALL MODELS

Horsecollar (15-21-50 pts.) Marvel Score (15-21 pts.) \$95.00 each Terms: 1/3 dep., bal. C.O.D. or S.D.

GIVE TO DAMON RUNYON CANCER FUND

## WALL BOXES

Packard ..... \$ 4.95

Wurlitzer 3020 5/10/25c ..... 35.00

Seeburg Post War 3 Wire and Wireless... 7.95

Rock-Ola Dial-A-Tone ..... 1.00

WIRE - PHONE - WRITE

### DAVID ROSEN

Exclusive A M I Dist. Ea. Pa. 855 N. BROAD STREET, PHILA. 23, PA. PHONE: STEVENSON 2-2903

### ONE BALLS

TURF KINGS, each ..... \$ 95.00

CHAMPIONS, each ..... 35.00

### BINGO GAMES

SPOT LITES, each ..... \$295.00

CONEY ISLAND, each ..... 285.00

BRIGHT LIGHTS, each ..... 195.00

1/3 DEPOSIT WITH ORDER C. & M. SPECIALTY CO. 832 Camp St. New Orleans, La.

### TERRIFIC BUYS!

Seeburg 100-A's ..... Ea. \$599.50

4 Player Keeney Reb. For. Top ..... 144.50

2 Player United Reb. Off. Sc. .... 49.50

Wms. Double Header ..... 24.50

Bally Hy-Roll ..... 15.00

Chico Star Hockey ..... 15.00

Wilcox-Gay Recordio ..... 49.50

Wms. St. Louis Pin Game ..... 25.00

1/2 deposit. No packing charge! OLSHEIN DIST. CO. 1100 Broadway Albany 4, N. Y.

### COBRA CARTRIDGES

Realigned and Resurfaced, 75¢ each. ORIGINAL PERFORMANCE GUARANTEED. 10 Days' Service Via Air Mail.

### ELECTRONIC INDUSTRIES

P. O. Box 2008 Mesa, Arizona



### SHUFFLE GAMES

NEW KEENEY HIGH SCORE LEAGUE BOWLER "First-Conditioned" and Resurfaced

Genuine Formica Tops Installed on United & Keeney Games—only \$15 extra.

### UNITED

DELUXE 6 PLAYER \$345

4 PLAYER ..... 245

5 PLAYER ..... 245

SHUFFLECADE ..... 165

TWIN REBOUND ..... 145

SHUFFLE SLUGGER ..... 65

SHUFFLE EXPRESS ..... 69

SHUFFLE ALLEY ..... 29

### BALLY

SHUFFLE LINE ..... \$115

SHUFFLE CHAMP ..... 45

SPEED BOWLER ..... 29

SHUFFLE BOWLER ..... 29

### UNIVERSAL

HI SCORE BOWLER \$145

DELUXE TWIN BOWLER ..... 85

SUPER TWIN BOWLER ..... 69

TWIN BOWLER ..... 49

### KEENEY

DELUXE LEAGUE BOWLER ..... \$295

SIX PLAYER LEAGUE BOWLER ..... 255

LEAGUE BOWLER ..... 165

### CHICAGO COIN

SIX PLAYER ..... \$295

### WILLIAMS

DOUBLE HEADER ..... \$ 45

DE LUXE BOWLER ..... 45

TWIN SHUFFLE ..... 25

### BINGO 5 BALLS

### NEW Bally FROLICS

United CIRCUS "First-Conditioned"

### BALLY

ATLANTIC CITY ..... \$475

SPOT LIGHT ..... 395

BRIGHT SPOT ..... 355

CONEY ISLAND ..... 355

BRIGHT LIGHTS ..... 295

### UNITED

BOLERO ..... \$275

ABC ..... 195

## SCORE FIRST!

Be 1st to score in your territory with the world's finest equipment from FIRST!

### Exhibit's SUPER TWIN ROTATION

Exclusive for Exhibit in N. Illinois, Eastern Iowa and N. W. Indiana

### CONVERSIONS

#### MATCH-A-SCORE CONVERSIONS

Modernize your shuffle alleys into match score games! Tremendous play stimulator!

King's MATCH THE WHEEL \$42.50

United LITE-A-SCORE \$37.50

### Newest Design! GENUINE FORMICA TOPS

Genuine silk screened tops at the right price! Absolutely highest quality! Instructions, gutters and strike zones silk screened during manufacturing process. Available for United 2, 4, 5, 6 Players; Keeney, Chicago Coin and Universal games. Complete with cement. 8" & 9" sizes. \$17.50 (Write for quantity prices.)

### WANTED!

United & Keeney 4, 5 & 6 PLAYER SHUFFLE GAMES

Bally BRIGHT SPOTS Bally CONEY ISLANDS Bally ATLANTIC CITY

KEENEY SHUFFLEBOARD ATTACHMENTS—for long boards.

4 Player BOWLER ..\$225

2 Player BOWLING CHAMP ..... 95

### ARCADE



### Exhibit's Saddle Horns BIG BRONCO

"First-Conditioned"

Seeburg SHOOT THE BEAR ..... \$275

Exhibit GUN PATROL 215

Exhibit SIX SHOOTER 185

Exhibit SILVER BULLETS ..... 150

TELEQUIZ, w/film ..... 139

Keeney AIR RAIDER 125

CHICKEN SAM ..... 45

RIFLE RANGE RAY GUN ..... 105

United TEAM HOCKEY 95

Chi. Coin GOALEE ..... 85

Ex. FOOT EASE ..... 85

Ex. DALE GUN, Int. .... 75

Ex. DALE GUN ..... 45

Bally HY ROLL ..... 65

Chi. Coin HOCKEY ..... 69

Keeney TEXAS LEAGUER ..... 49

Exhibit HI BALL ..... 45

### Counter Games

KICKER & CATCHER \$29

ABT TARGET SKILL ..... 19

CIRCUS ..... 15

FLIPPER ..... 15

### 5 BALLS

Gottlieb SKILL POOL ..... Write

Genco "400" ..... Write

Chi Coin KINGPIN ..... \$200

### VENDING

#### MINIT POP

Finest of all popcorn venders! It pops while you watch! Amazing Profits. Originally \$699

Now perfectly reconditioned. Limited quantity.

only \$145

#### Keeney's Electric CIGARETTE MACHINE

"The Pack you See is the Pack you get."

FIRST DISTRIBUTORS Joe Kline & Wally Finke 1750 W. North Avenue Chicago 22, Illinois Dickens 2-0500

## DAVIS Guarantee

- ✓ Mechanism overhauled
- ✓ Worn parts replaced
- ✓ Amplifier reconditioned
- ✓ Speaker inspected
- ✓ Tonehead renewed
- ✓ Cabinet professionally refinished

Phonographs listed below are complete and in good working order at the low prices listed below. They may also be purchased reconditioned and refinished with Davis 6 Point Guarantee for \$35 additional per machine.

SEEBURG	WURLITZER
148ML ..... \$240	1250 ..... \$399
146M or S ..... 110	1100 ..... 324
H147M Hideaway ..... 110	1080 ..... 125
H246M Hideaway ..... 99	750 ..... 69
1951 Hideaway ..... 49	500 ..... 49
Envoy, Major, Classic, Hightone ..... 49	

### WALL BOXES

THIS WEEK'S SPECIAL

WURLITZER 3020, 5c, 10c, 25c, Reconditioned	\$26.50
AMI, 5c, 10c, Reconditioned	\$29.50
Wurlitzer 4851, 5c, 10c, 25c, Like New	59.50
Wurlitzer 4820, 5c, 10c, 25c, Like New	54.00
Wurlitzer 4820, 5c, 10c, 25c, Converted	41.50
Wurlitzer 3031, 5c, Reconditioned	9.95
Wurlitzer 3025, 5c, Wireless, Reconditioned	5.95
Wurlitzer 248 Stepper	49.00
Wurlitzer 219 Stepper	22.50
Seeburg W4-L56, 5c, 10c, 25c, Wireless, Reconditioned, Refinished	34.50
Seeburg 3W5-L56, 5c, 10c, 25c, 3-Wire, Reconditioned, Refinished	34.50
Seeburg 3W2-L56, 5c, 3-Wire, Reconditioned, Refinished	11.95
Seeburg W1-L56, 5c, Wireless, Reconditioned, Refinished	7.95

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE

DAVIS DISTRIBUTING CORP. SEEBURG FACTORY DISTRIBUTORS 738 ERIE BLVD. EAST SYRACUSE, N. Y. Phone 5-5194 BRANCHES IN BUFFALO • ROCHESTER • ALBANY

every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES has been sold in The Billboard WHAT DO YOU HAVE TO SELL? Write The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

**BETTER BUY FROM BANNER**

**BETTER BUY FROM BANNER**

**BINGO GAMES**

**NEW UNITED CIRCUS**

**BINGO TYPE GAMES**

**USED**

Five Star (3 Card Bingo Type) .....\$170  
3-4-5 (Bingo Type) ..... 240  
Zingo ..... 310

**ARCADE EQUIPMENT**

**NEW**

Auto Photo ..... Write  
Spot Pool (Coin Operated) \$ 96  
United Team Hockey ..... 90

**USED**

Auto Photo ..... Write  
Bat-A-Score ..... \$196  
Bowling-O-Matic ..... 290  
Exhibit Big Bronco ..... Write  
Grip Meter Deluxe ..... 140  
Panoram Solo-Vue ..... 240  
Pitch 'Em & Bat 'Em ..... 140  
Quizzer ..... 110  
Spot Pool ..... 60  
Total Roll ..... 40  
Wilcox-Gay Recordigrams 120

**Immediate Delivery All Items This Ad. Prices F.O.B. Philadelphia.**

**PIN GAMES USED**

Blue Skies .....\$ 40  
Buccaneer ..... 50  
Caravan ..... 220  
Crossroads ..... 210  
County Fair ..... 230  
Eight Ball ..... 190  
Fighting Irish ..... 100  
Four Stars ..... 210  
Georgia ..... 100  
Hayburner ..... 210  
Hits & Runs (Gott.) ..... 190  
Jalopy ..... 240  
Just 21 ..... 40  
Knockout ..... 90  
Lucky Inning ..... 60  
Majorettes ..... 180  
Mercury ..... 90  
Oasis ..... 90  
Olympics ..... 210  
Red Shoes ..... 90  
Punchy ..... 90  
Robin Hood ..... 30  
Select-A-Card ..... 40  
Shanty Town ..... 80  
Shoo Shoo ..... 100  
Slug Fest ..... 190  
South Pacific ..... 100  
Steeple Chase ..... 280  
Stop & Go ..... 90  
Sweetheart ..... 90  
Tampico ..... 90  
Thing ..... 40  
Tri-Score ..... 90  
Wisconsin ..... 30

**NEW**

Gottlieb Skill 'Pool.....Write  
Williams Paratrooper ..Write

**MR is coming**

To the Coin Machine Industry  
Ask Your Distributor

**NEW**

**BANNER'S Original Match-a-Score (Novelty Play) .....\$160**

**BANNER'S Original Match-a-Score (Free Play) ..... 210**

**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  
Genco Shuffle Target ..... 90  
Shuffle Alley Express ..... 80  
Single Shuffle Alley Rebound ..... 70  
w/Formica ..... 90  
United Double Shuffle Alley ..... 50  
United Shuffle Alley Double Deluxe Fly-Away Pin Conversion ..... 70  
United Shuffle Slugger ..... 70  
United Skee Alley ..... 70  
United Twin Shuffle Cade ..... 110  
Universal Super Deluxe Twin Bowler Williams Double Header ..... 60

**MUSIC**

**AMI** DISTRIBUTOR WESTERN PENNSYLVANIA TERRITORY

# THE BILLBOARD Index of Advertised Used Machine Prices

**• Arcade Equipment**

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Oct. 4	Issue of Sept. 27	Issue of Sept. 20	Issue of Sept. 13
Ace Bomber (Mutoscope).....	\$150.00	\$150.00	\$150.00	\$125.00 150.00
Air Raider (Keeney).....	125.00(3)	110.00	110.00	110.00
All Stars (Williams).....	109.50	125.00(2)	125.00(2)	125.00(3)
All Star Baseball ..... 49.50	109.50	109.50	109.50	44.50
Art Portraits ..... 35.00	49.50	49.50	49.50	49.50
Astroscope 10c ..... 95.00	35.00	35.00	35.00	35.00
Atomic Bomber (Mutoscope).....	95.00	95.00	95.00	95.00
Basketball ..... 175.00	175.00	129.50		125.00
Bat-A-Ball ..... 129.50	129.50			
Bat-A-Score (Evans).....	12.50	190.00	190.00	190.00
Big Inning (Bally).....	190.00	185.00	185.00	185.00
Blue Bonnet ..... 185.00				15.00
Bolascore (Supreme).....	100.00	100.00	100.00	100.00
Boomerang (Amusement Corp.)	45.00	45.00	45.00	45.00
Bowl-O-Matic (Univ.).....	290.00	290.00	290.00	239.50 290.00
Challenger (ABT).....	15.00 29.50	29.50	29.50	16.50 29.50
Chicken Sam (Seeburg).....	105.00(2)	105.00(2)	105.00(2)	105.00(2)
Chick Gun (Exhibit).....	110.00 150.00	150.00	150.00	110.00 150.00
Chop Gun (Exhibit).....	49.50 55.00	59.50 60.00	34.50 59.50	39.50 59.50
Chop Gun (Exhibit).....	60.00 65.00(2)	65.00(2)	60.00 65.00(2)	65.00(3)
Chop Gun (Exhibit).....	69.50	69.50(2)	69.50(2)	69.50(2)
Chop Gun (Exhibit).....	75.00(late)	75.00(late)	75.00(late)	75.00(late)
Chop Gun (Exhibit).....	94.50 100.00	94.50	94.50	94.50 100.00
Chop Gun (Exhibit).....	95.00	95.00	95.00	75.00
Deluxe Athletic Scale (Mercury).....	79.50	79.50		79.50
Derby, 4 player (Chicago Coin).....	195.00	195.00	195.00	195.00 199.50
Derby, 4 player (Chicago Coin).....				275.00 345.00
Flash Hockey (Coinex).....	75.00	75.00	75.00	75.00(2)
Flying Saucers (Mutoscope).....	150.00	150.00		
Flying Saucers (Mutoscope).....	49.50 85.00	49.50 85.00	49.50 95.00(2)	64.50 95.00
Flying Saucers (Mutoscope).....	95.00 119.50	95.00 125.00	125.00	110.00 125.00
Grip Meter Deluxe.....	140.00	140.00	140.00	140.00
Gun Patrol Exhibit.....	195.00	215.00(2)	215.00	195.00 215.00
Gun Patrol Exhibit.....	215.00(2)			
Gun Patrol Exhibit.....	225.00			
Heavy Hitter (Bally).....	69.50(2)	69.50(2)	69.50(2)	69.50(2)
Hi Ball (Exhibit).....	45.00	45.00	45.00	45.00
Hockey (Chicago Coin).....	69.00 75.00	69.00 75.00	69.00 75.00	29.50 35.00
Hockey (Max Glass).....				69.00
Jack Rabbit (Amusement Corp.).....	95.00 109.50	95.00 109.50	95.00 109.50	95.00 109.50
Jack Rabbit (Exhibit).....	225.00 249.50	194.50 249.50	249.50 275.00	249.50 275.00
Jack Rabbit (Exhibit).....	265.00	265.00 275.00		
Jungle Joe ..... 18.50	29.00	18.50 29.00	29.00	195.00
Kicker and Catcher.....			29.00	29.00
Kiss-O-Meter (Exhibit).....		75.00	75.00	
K O Fighter.....				175.00
Love Clinic.....		35.00	35.00	
Love Pilot (Mutoscope).....	75.00	75.00	75.00	
Magic Pen ..... 100.00			100.00	100.00
Widget Movies ..... 125.00	199.50	125.00 199.50	199.50	125.00
Widget Movies (Chi Coin).....	199.50	199.50	199.50	199.50 225.00
Monkey Shine Ray Pistol				175.00
Nite Bomber (Kirk).....	145.00 150.00	150.00	150.00	145.00 150.00
Panoram ..... 225.00	240.00	225.00 240.00	225.00 240.00	225.00 240.00
Photomatic Mutoscope ..... 250.00(early)	250.00(early)	495.00(late)	495.00(late)	650.00(late)
Photomatic Mutoscope ..... 650.00	650.00(late)	650.00	650.00	650.00 750.00
Photomatic Mutoscope ..... 650.00(late)	650.00	650.00(late)	650.00(late)	
Pistol Pete (Chicago Coin).....	95.00 125.00	95.00(2) 129.50	49.50 100.00	100.00 115.00
Pistol Pete (Chicago Coin).....	129.50		115.00 129.50	125.00 129.50
Pitch 'Em & Bat 'Em.....	140.00 185.00	140.00 185.00	140.00 185.00	140.00 185.00
Pitch 'Em & Bat 'Em.....	99.50 125.00	99.50 125.00	99.50	99.50 125.00
Pokerino (Scientific).....			225.00	290.00
Pool Table (Edelco).....	75.00	75.00	75.00	75.00
Punch-O-Roll (Genco).....	15.00	15.00		15.00
QT Pool Table.....	125.00	125.00		
Que-Ette Pool Table.....		74.50		
Quizzer.....	100.00 110.00	100.00 110.00	75.00 100.00	39.00 75.00
Quizzer.....			110.00	100.00(2)
Quizzer.....				110.00
Rapid Fire (Bally).....	110.00 125.00	125.00	125.00	100.00 125.00
Recordio 'Wilcox-Gay'.....	64.50 120.00	120.00 150.00	120.00 150.00	74.50 120.00
Recordio 'Wilcox-Gay'.....	150.00			150.00
Rifle Range Ray Gun.....	105.00	105.00		
Shipman Art Show ..... 49.50	59.50	49.50 59.50	49.50	49.50
Shocker (Acme).....	24.50	24.50	24.50	24.50
Shockers (Advance).....	24.50	24.50		
Shoot-O-Matic ..... 219.50	265.00	229.50	275.00 295.00	275.00 295.00
Shoot-O-Matic ..... 275.00(2)	319.50	275.00(2)	319.50	319.50
Shoot-O-Matic ..... 319.50	350.00	319.50		
Shoot the Moon.....				165.00
Silver Bullet (Exhibit).....	150.00(2)	150.00		150.00
Silver Gloves (Mutoscope).....				250.00
Silver Gloves (Exhibit).....	165.00 185.00	124.50 165.00	165.00 179.50	134.50 165.00
Silver Gloves (Exhibit).....	195.00(2)	179.50 185.00	190.00 195.00	179.50 185.00
Silver Gloves (Exhibit).....				190.00
Skee Ball (Wurlitzer).....	150.00	150.00	150.00	195.00(2)
Ski Roll (Evans).....	150.00	150.00		150.00
Skill Gun (ABT).....	39.50	39.50		39.50
Skill Test (Gretchen).....			39.50	39.50
Skill Thrill Pistol.....	12.50			69.50
Sky Fighter (Mutoscope).....	125.00(2)	125.00	125.00	125.00(2)
Solar Horoscope.....				110.00
Spot Pool ..... 60.00	60.00	60.00	60.00	60.00
Standard Metal Typewriter.....	300.00	300.00	300.00	300.00
Star Series (Williams).....	75.00(2)	100.00	75.00 100.00	64.50 75.00
Star Series (Williams).....	139.50	139.50	100.00 139.50	139.50
Submarine (Keeney).....	125.00	125.00	125.00	125.00
Submarine (Keeney).....	95.00	95.00	95.00	95.00
Super Bomber (Evans).....		125.00	125.00	125.00
Target King.....	12.50			
Target King (ABT).....	19.00	19.00	19.00	19.00
Team Hockey (United).....	95.00	70.00 95.00	70.00 95.00	70.00 95.00
Telequiz.....	99.50 139.00	99.50 139.00	99.50 139.00	135.00 139.00
Telequiz.....	169.50	169.50	169.50	169.50
Ten Strike (Evans).....	34.50 75.00	75.00 169.50	75.00 169.50	75.00 169.50
Torpedo (Bally).....	95.00			
Undersea Raider (Bally).....	95.00(2)	95.00(2)	95.00(2)	95.00 145.00
Voice-o-Graph (Mutoscope).....	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
Wheel Gee Mystic.....		35.00	35.00	35.00

**BANNER SPECIALTY COMPANY**

199 W. Girard Ave. Philadelphia 23, Pa. GARfield 3-2700

Branch: 1508 Fifth Avenue Pittsburgh 19, Pa. GRant 1-1373

Endorsing only the very best since 1917

**LONDON SERVICE MAKES QUICK PROFITS POSSIBLE!**

2 Conveniently Located Offices—Large Selection New and Used—Top Quality at Best Prices—Fastest Shipment!

**SHUFFLE GAMES**

Shuffle Express ..... \$49.50  
Chicago Coin Bowling Alley ..... EACH  
Universal Twin Bowler ..... EACH  
Deluxe Bowler ..... EACH  
Speed Bowler ..... EACH

**TAKE YOUR CHOICE**

Ten Pins ..... \$24.50  
Shuffle Alley Bowling League Shuffle Lane ..... EA  
Pin Boy Shuffle Bowler ..... EA  
Bowlette ..... EA  
Twin Shuffle ..... EA

**USED**

Dale Gun ..... \$69.50  
All Star Baseball ..... 49.50

**NEW GAME SPECIALS**

Tri-Score ..... WRITE  
Stop 'n' Go ..... WRITE

**NEW LOW PRICES!**

Cinderella ..... \$39.50  
Black Gold ..... 29.50  
Sarasota ..... 49.50  
Wisconsin ..... 39.50  
Triple Action ..... 29.50  
Merry Widow ..... 39.50  
Screw Ball ..... 39.50  
Trade Winds ..... 39.50  
Spin Ball ..... 29.50  
Crazy Ball ..... 29.50  
Catalina ..... 29.50  
Stormy ..... 29.50  
Dew-We-Ditty ..... 39.50

**FIVE-BALLS**

Monterrey ..... \$39.50  
Summertime ..... 39.50  
Virginia ..... 29.50  
Tennessee ..... 29.50  
Dallas ..... 49.50  
Maryland ..... 49.50  
Lucky Inning ..... 79.50  
Rondeevoo ..... 39.50  
Major League Baseball ..... 39.50  
Moon Glow ..... 39.50  
Aquacade ..... 49.50  
El Paso ..... 49.50

**NEW LOW PRICES!**

Camel Caravan ..... \$69.50  
Three Feathers ..... 69.50  
Floating Power ..... 49.50  
Champion ..... 69.50  
Samba ..... 69.50  
Morocco ..... 49.50  
Swanee ..... 69.50  
Alice in Wonderland ..... 39.50  
Lady Robin Hood ..... 39.50  
Humpty Dumpty ..... 29.50  
Telecard ..... 49.50  
Hit Parade ..... 29.50

TERMS: 1/3 Deposit, Balance C.O.D.

Exclusive Distributors SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan.

**S. L. London Music Co., Inc.**

3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. DIVISION 4-3220

2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. PLEASANT 4453

**WANTED TO BUY FOR CASH**

**WRITE—WIRE—PHONE**

SEEBURG 100 78's  
SEEBURG 100 45's  
SEEBURG 100 WALL BOXES  
EVANS CONSTELLATIONS  
WURLITZER 1100's

WURLITZER 1400-5  
ROCK-OLA '52-'50 1434  
A. M. I. MODEL B  
BALLY PALM BEACHES  
BALLY ATLANTIC CITIES

QUOTE QUANTITY AND PRICES

**BADGER SALES COMPANY, INC.**

2251 WEST PICO BLVD. Telephone: DUnkirk 7-2243

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**NEW**

Star Shuffle Alley  
Chi. Coin Match  
Bowling  
4-Player Derby  
American Bank  
Shot  
Keeney High  
Score  
League Bowler

Rock-Ola 1422 ..... \$150  
Evans Constellation ..... 425  
Seeburg 148 Blond ..... 275  
Seeburg M-100A ..... 695  
A.M.I. Model C ..... 475  
A.M.I. Model A ..... 350  
A.M.I. Model B ..... 450  
Wurlitzer 1250 ..... 495  
Wurlitzer 1100 ..... 325  
Wurlitzer 1015 ..... 175  
Rock-Ola 1432 ..... 445  
Mills Constellation (Wood) ..... 150  
Reconditioned-Refinished

**NEW**

Wms. Paratrooper  
United Stars  
Twin Rotation  
10th Frame  
Bowler  
Gott. Skill Pool  
Big Bronco

Terms: 1/3 Dep., Balance C.O.D.

Foreign Buyers—Write for Latest Postwar Phonograph Catalog

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**ATLAS MUSIC COMPANY**

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IT'S GOING TO BE A BIG MONEY TREAT!

**METAL TYPER MACHINES**

Gretchen or Standard.

Rebuilt, Reconditioned Like New

All Work Guaranteed.

Write for Prices.

We carry in stock all parts and finest Aluminum Discs.

**STANDARD METAL TYPER CO.**

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**BINGO SENSATION**

**NEW UNITED "CIRCUS"—PROMPT DELIVERY.**

United Stars ..... Write  
Coney Island ..... \$375.00  
Atlantic City ..... Write  
United Boleros, New ..... 375.00  
Across the Board, New ..... 399.50  
Futuribles, New ..... Write  
Brite Lites ..... 249.50  
Gottlieb Sharpshooter ..... 79.50  
Four Horsemen ..... 149.50  
Harvest Time ..... 89.50  
Genco Tri-Score, New ..... 190.00  
Turf Kings, A-1 ..... 149.50

WRITE, WIRE, PHONE

**CENTRAL OHIO COIN MACHINE EXCHANGE**

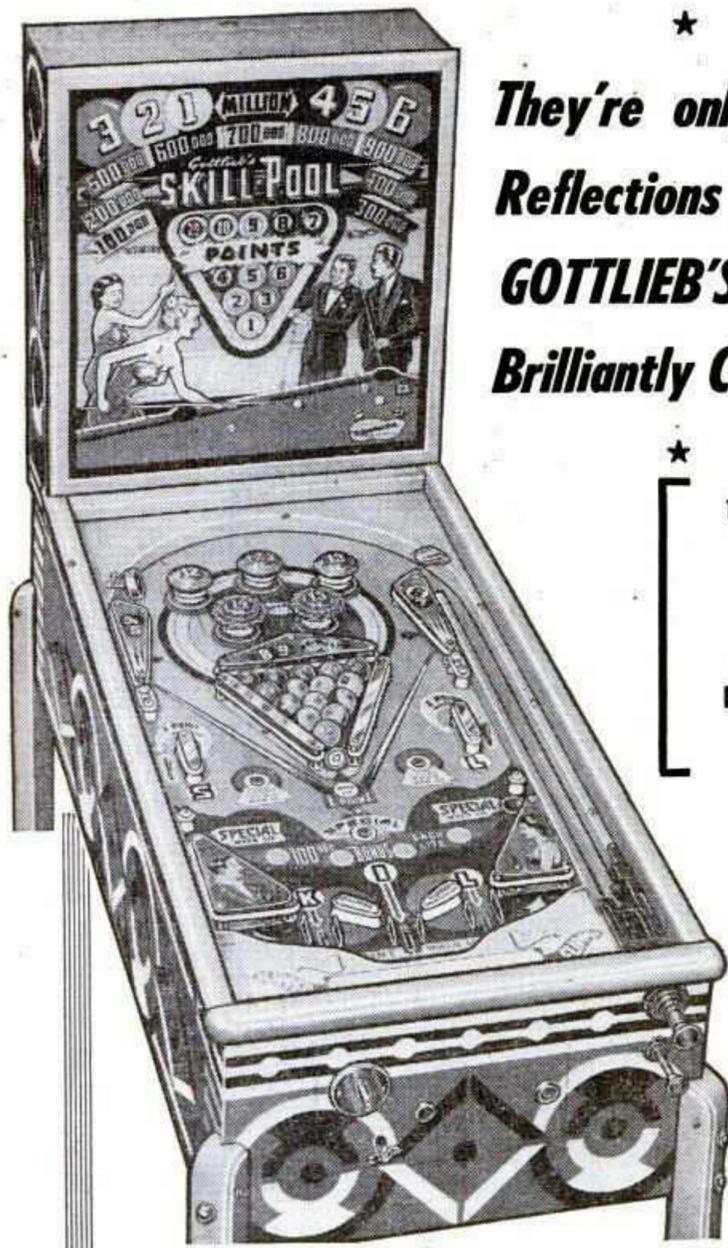
525 S. High Columbus 15, Ohio Phone: Adams 7254

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★  
They're only  
Reflections from  
**GOTTLIEB'S NEW**  
Brilliantly Colorful . . .

# SKILL-POOL

- ★
- 1 to 15 POOL-BALL SEQUENCE . . .
  - TARGET, When Lit . . .
  - SKILL, Spelled Out . . .
- SCORE POINTS
- REPLAYS for
- KICK-OUT HOLE, When Lit by S-K-I-L-L Sequence
  - MYSTERY ROLL-OVER, When Lit
  - HIGH POINT SCORE
  - HIGH SCORE TO 6 MILLION

**FLASHING CENTER "RACK-UP" ILLUMINATION!**  
All 15 Pool Balls Individually Lit Up . . . Flash On and Off as Scoring Hits are Made!

- "POP" BUMPERS
- SUPER-SCORING
- CYCLONIC KICKERS
- SUPER-POWER FLIPPERS
- COMPLETED SKILL SEQUENCE
- Increases Kick-Out Hole
- Scoring Values Up to 400,000
- EACH ROLL-OVER BUTTON
- SPOTS 9 POOL BALLS
- When Lit

YOUR "CUE" FOR PROFITS—  
**ORDER FROM YOUR**  
**DISTRIBUTOR NOW!**

*D. Gottlieb & Co.*  
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"There is no substitute for Quality!"

## YOU GET YOUR "BEST-BUYS" EVERY WEEK AT PURVEYOR . . .

**Shuffleboard Supplies**  
Shuffle Game Wax, Case (12) . . . \$ 3.30  
Fast Wax, Case (12) 4.50  
Pucks (Set of 8) . . . Write  
Score Sheets, 10 Pads 7.50  
Fluorescent Lights, pair . . . 22.50  
Used Rock-Ola Shuffleboard Lites, pr. 12.50  
Adjusters . . . 18.50

**SHUFFLE GAMES**  
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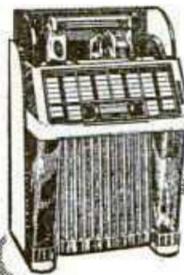
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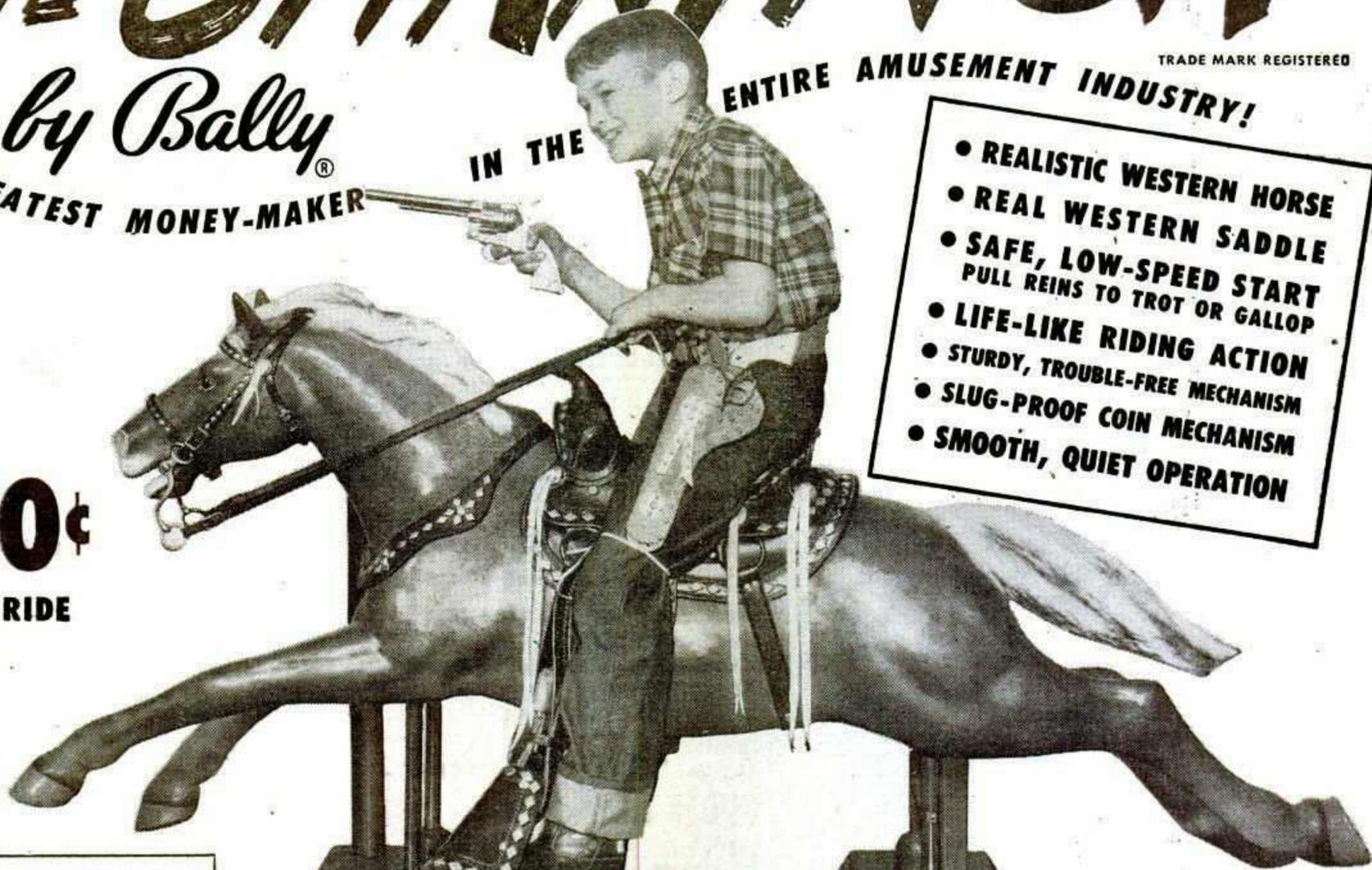
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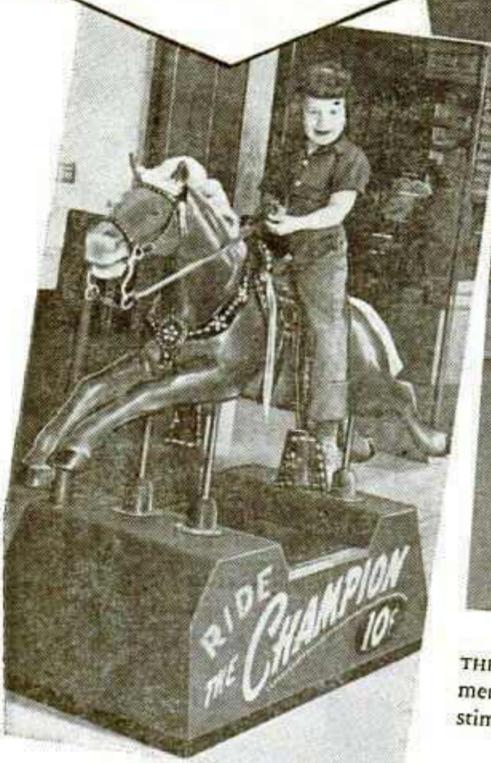
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**FROLICS**  
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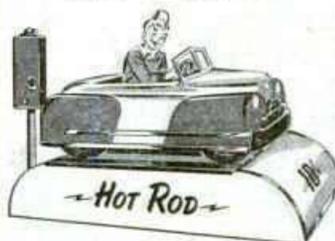
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**CHAMPION**  
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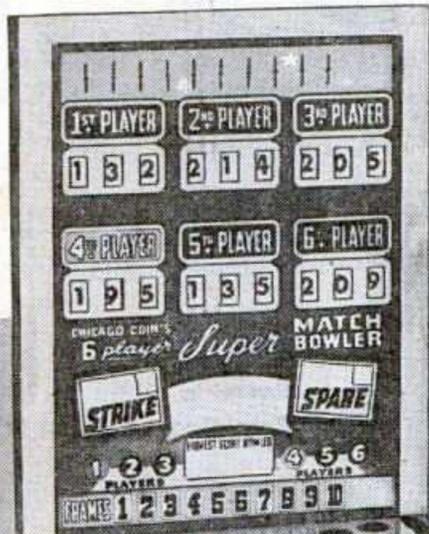
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6 PLAYER

Chicago Coin's

Super

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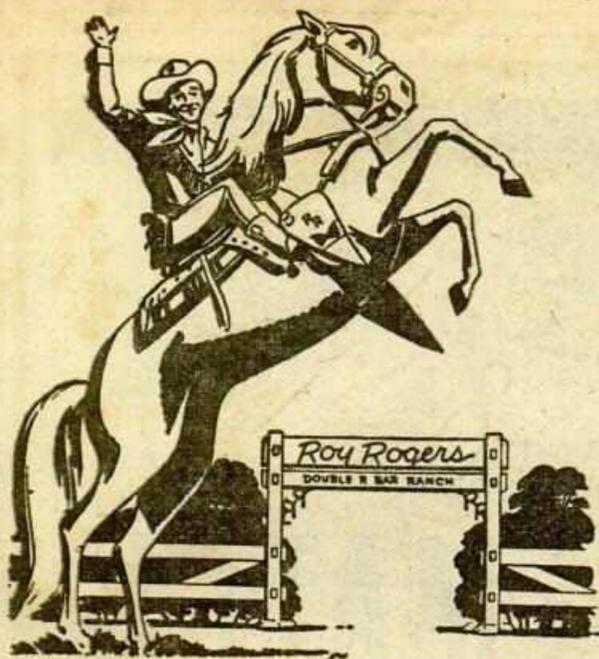
Chicago Coin's 10<sup>th</sup> FRAME BOWLER



Chicago Coin's MATCH BOWLER

CHICAGO COIN MACHINE COMPANY

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CHICAGO 14, ILLINOIS



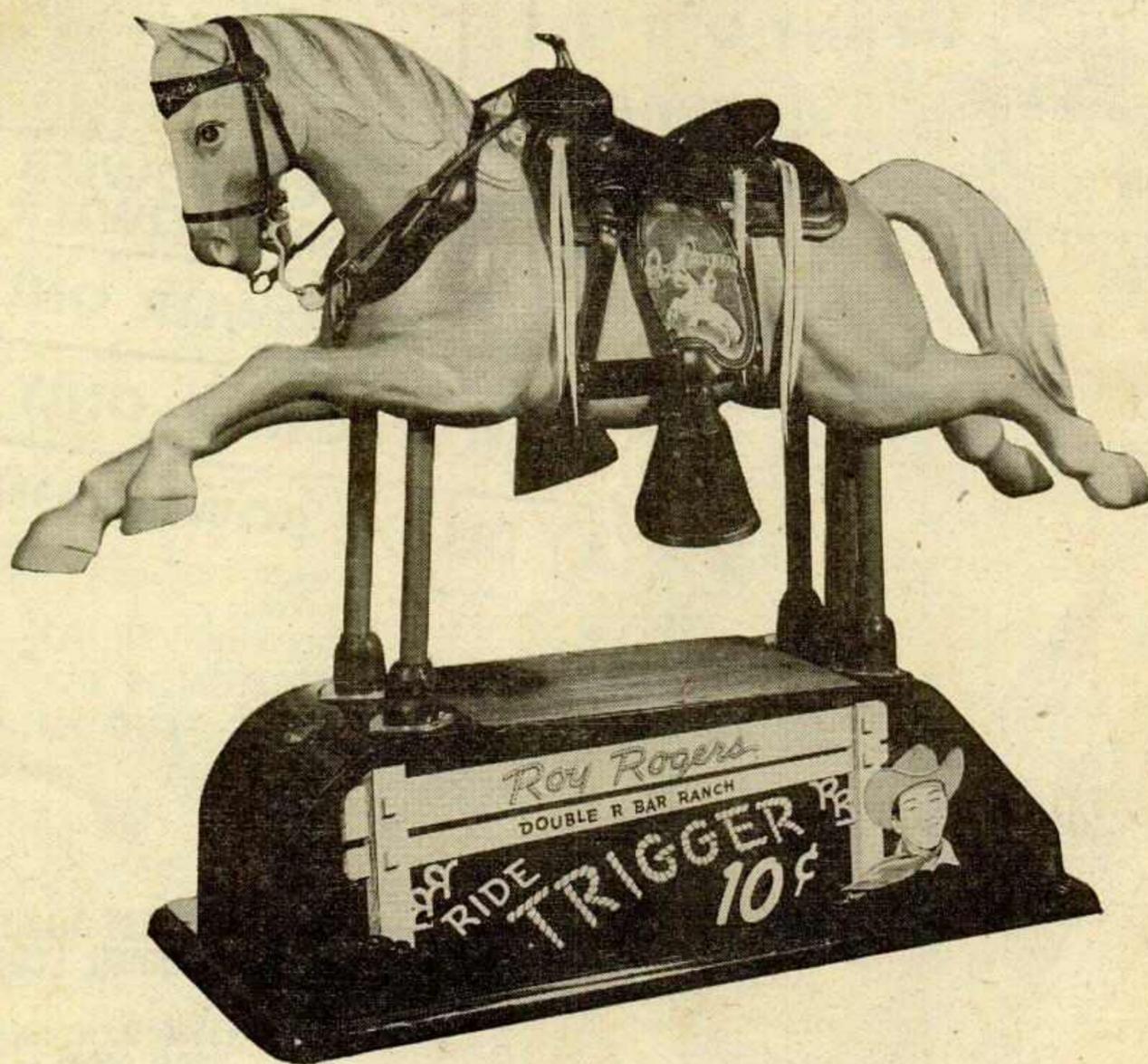
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