

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

SEPTEMBER 30, 1950

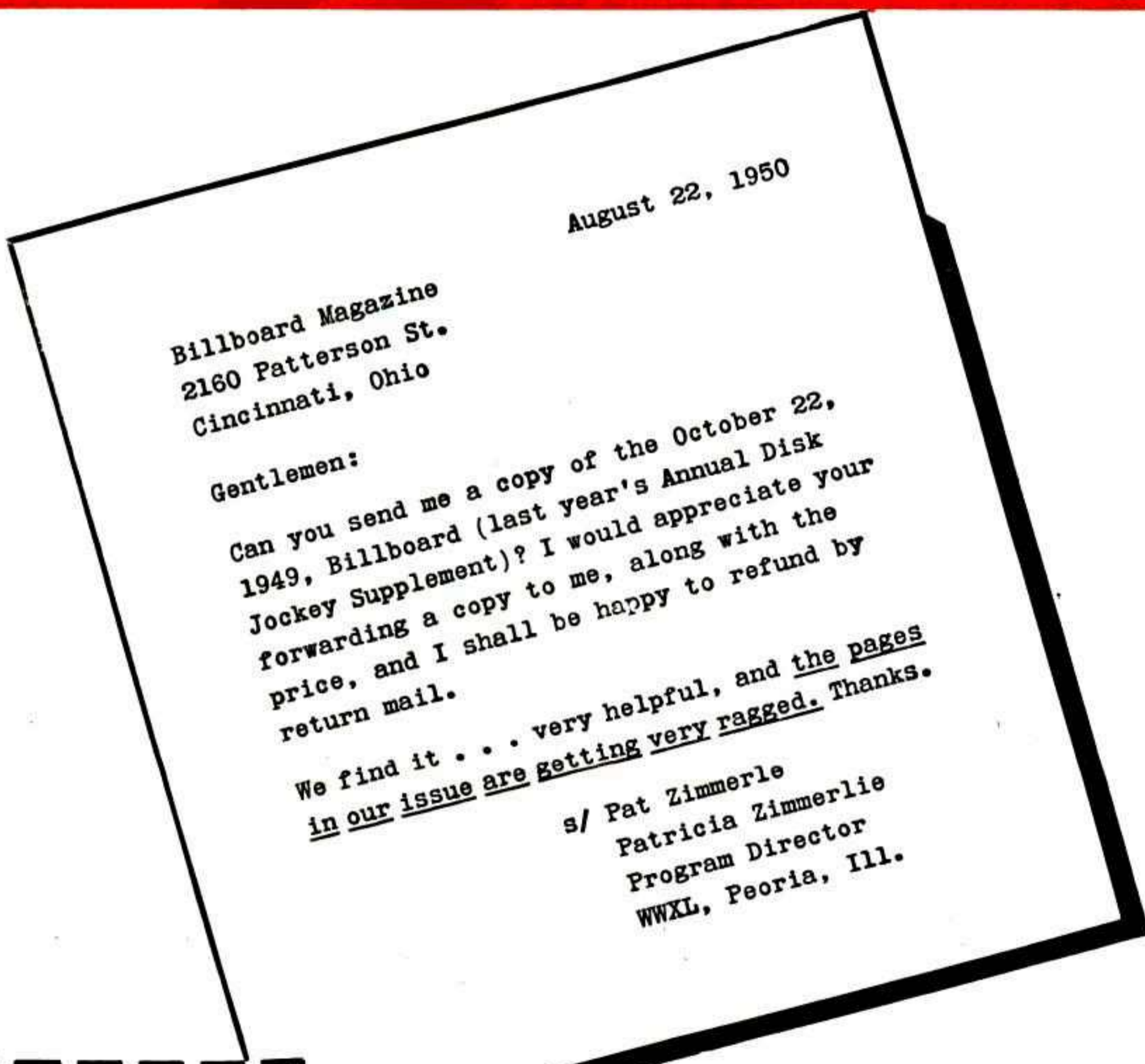


Hitting early, and no doubt with his usual wham impact for the Christmas season, is Perry Como (pictured here with son, Ronnie, and the St. Peter's of Alcantra Church choir on a 1950 Supper Club telecast). Released this week is a potent pairing of Yuletide tunes on Perry's latest RCA Victor platter—"The Christmas Symphony" and "There Is No Christmas Like a Home Christmas." This week, too, Como starts his seventh year for Chesterfield, with a thrice-weekly (Monday, Wednesday, Friday) teleshow via CBS-TV, 7:45 to 8 p.m.

OUT NEXT WEEK in the October 7 issue

The Billboard 1950 DISK JOCKEY SUPPLEMENT

The Most Valuable
Issue of the Year
for Disk Jockeys,
Program Directors
and Music Librarians



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TO BE SURE

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USE THE COUPON TODAY!

NETS SET SINGLE TV ACT FEE

Acts Facing Rosy Future Due to TV

Names Rate Record Haul

By Bill Smith

NEW YORK, Sept. 23.—More and more vaude and cafe performers are finding it a better world with less and less worry about jobs, and all because television has taken up the slack. Actors who got \$150 a guest shot last year are now asking for and getting \$350 for a similar shot.

The names, those who've never been on TV, or can draw channel attention, are getting still larger figures. For example, Gloria Swanson will get \$3,500 for her shot on the Ed Sullivan show. CBS is paying Pat O'Brien \$2,500. Patricia Morison is going on the Jack Carter show for \$2,000. The chief reason for the jump in salaries is the increased competition for names, semi-names and (See *Acts Face Rosy Future*, page 44)

Expect Rogers To Top 100G On 1-Nighters

Playing Arenas, Auds

HOLLYWOOD, Sept. 23. — Roy Rogers is expected to shoot far beyond the \$100,000 mark on his one-nighter tour of 28 arenas and auditoriums. Playing only outdoor shows and theaters in the past, this is the first junket of its kind in the kid idol's career.

Rogers will headline a company including his wife, Dale Evans; horse, Trigger, and dog, Bullet, all well known to his flicker fans; Walter and Jeane, dance duo; comics Wallis and Carroll, Roy Rogers's Riders (vocal sextet), comic Pat Brady, Black Brothers (clowns), Knight Sisters (adagio team), Al Dault and Jack Hayes, troupe's musical director.

(See *Rogers Expects* on page 52)

Sophie Tucker Bio In Nostalgic Disk

NEW YORK, Sept. 23.—Mercury Records has sliced a 12-inch long-play disk with Sophie Tucker which combines a resume of her showbiz life with a rundown of her most noted nitery floor pieces. La Tucker's story covers one side of the record and offers up bits of such career builders as *Some of These Days*. Second side covers such noted specialties as *Please Mr. Siegal Make It Legal* and *Hoss Playin' Poppa*.

Diskery is employing an unusual merchandising tack with the Tucker package. The LP, in addition to general sale, will be sold in the night clubs in which Miss Tucker is best known in major cities, the Latin Quarter in New York, Chez Paree in Chicago, etc.

Harry Warner & Anti-Red Drive

The following letter from Harry Warner, president of Warner Bros. Pictures, Inc., commending *The Billboard* on its anti-Communist editorial campaign was received this week:

Mr. Joseph G. Csida
Editor in Chief
The Billboard
New York, N. Y.

Dear Mr. Csida:

May I welcome you warmly to the ranks of those of our industry who are determined to prevent either its infection or assimilation by subversive interests of any kind. After reading your editorials of September 2 and 9, it is quite apparent you are and will continue to be on guard against all efforts to entangle motion picture production with Communism.

For this stand, I, for one, thank you. Our company, Warner Bros. Pictures, Inc., has tried very hard to make its own position in these matters clear and unmistakable. We will have no truck with Communism or any other "ism" which puts love of country behind any other affection.

Apparently you and your publication are both dedicated to some similar decision. Your stand is admirable and should be a signpost to other publications which can do well to follow where you are leading.

"Eternal vigilance is the price of liberty." Nothing more true has been said in all the ages of recorded thought. I hope all of us who are trying to guard the sacred prerogatives of liberty and peace will remain vigilant until the whole world is convinced that Democracy is here to stay.

In sincere appreciation of your stand and your magazine's influence on the industry in which we are mutually interested, I am,
Yours very truly,
Harry M. Warner

Late additional news, features and editorial on the Communist issue appear on Page 4 this week.

ASCAP, BMI Rates Prime Subjects on NBOA's Schedule

CHICAGO, Sept. 23. — Music licensing fees, both Broadcast Music, Inc. (BMI), and the American Society of Composers, Authors and Publishers (ASCAP), will get top priority on the agenda of the annual convention of the National Ballroom Operators' Association (NBOA), starting Tuesday (26) at the La Salle Hotel. Chief discussion will center around NBOA steps to be taken in the current stalemated negotiations between the terp men's org and BMI.

Thus far, about 70 per cent of the NBOA's membership reports receiving letters from BMI, offering them a chance to ink licensing agreements or face some type of action on the part of the licensing org, following 10 days "after the receipt of the letter." Up to now, BMI has not acted against any terp op, but NBOA reps are taking the bull by the horns and (See *NBOA To Probe* on page 13)

Showbiz Bills On Shelf as Congress Ends

WASHINGTON, Sept. 23.—The congressional wind-up leaves a number of bills affecting the entertainment world on the shelf where they may stay next year, as Congress will concentrate heavily on defense laws. This session, however, produced more legislation touching the amusement world than any other since the war years.

Radio-television as usual was the branch of the industry of chief concern to legislators. Enacted was a law to end duties on recorded newscasts and TV newsreels brought into the country. Shunted aside, however, was a host of proposed bills. The bill to reorganize the Federal Communications Commission (FCC) and give it the power to issue cease and desist orders passed the Senate easily, but was bottled up by the House Interstate Commerce Committee. Its chances next year are doubtful. (See *Showbiz Bills* on page 47)

Avco Uses Flesh, Flash To Hype Sales With 800G Amuse Budget

CINCINNATI, Sept. 23.—Avco Manufacturing Corporation, which is already in show business via its Crosley Broadcasting Corporation subsidiary, operator of stations WLW and WLW-T here, has invaded the theatrical field for the second year by using stage entertainment to stimulate its dealers and give them sales ideas in marketing the company's multiple line of home appliances and radio and TV sets. Avco had a similar unit on the road last year, but

on a smaller scale. That troupe made 22 towns.

Avco's home appliance division has set up an \$800,000 budget covering all expense of the 35-city tour which kicked off September 5 in Detroit and ends December 5 in Los Angeles. In all, 68 people, including Avco personnel, are making the trek to present the four-hour show in theaters and auditoriums, and equipment displays in hotels in cities along the (See *Avco Uses Acts* on page 42)

TVANixes \$30 Base Pay, Asks Total of \$121

Strike Possibility Looms

NEW YORK, Sept. 23.—Television Authority (TVA) and the video networks appear headed for protracted negotiations, it was learned this week. The union and the webs have diametrically opposed ideas as to how TV actors should be paid and under what conditions they should work. Just how extreme these differences are is shown in the two-column box accompanying this story.

The possibility of a strike by TVA members is not as far fetched as some quarters believe, it is claimed, with TVA making a significant move in this connection this week. This was TVA's withdrawal from a National Labor Relations Board (NLRB) dispute with Screen Actors' Guild (SAG), whereby TVA withdrew its claim to jurisdiction over TV film actors. This undoubtedly will pave (See *Webs Ask Same Fees* on page 8)

Pubs Conning TV Films for Fees on Sync

Rate Pegging Is Problem

NEW YORK, Sept. 23.—A confab of vital importance to the publisher and writer segments of the music industry gets underway Monday (25) when Harry Fox, publishers' agent and trustee, sits down with Louis Snader, TV-film producer, to work out a fee, or scale of fees, covering synchronization rights on Snader's Telecriptions. They are short TV films, about 3¼ minutes in length, and are to TV what open-end transcriptions are to AM.

The Fox-Snader negotiations are a major initial step in trying to formulate a pattern for the future film-TV clearances. Nobody at present can estimate the amount of money the TV-film medium holds in store for the pubber and writer fraternity, but with film likely to continue as a major portion of TV's programing, the amount would be very considerable in the event the publishers work out a careful deal.

The music fraternity is aware of this, and many toppers in the busi- (See *Pubs Con TV Pix* on page 11)

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BATTLE BLACKLISTS AND REDS

Webs Doubt Wisdom of AFRA Confab

Favor Govt. Handling

NEW YORK, Sept. 23.—Network reaction to the invitation extended this week by the American Federation of Radio Artists (AFRA) to participate in an industry-wide meeting to act on the Communist and blacklist issues was unfavorable, *The Billboard* has learned. The networks were skeptical of the value of AFRA's approach to the entire problem.

A number of reasons are advanced by chain spokesmen. For one, they feel that AFRA, which has protested in effect against "kangaroo court" See *Webs Doubt Wisdom on page 47*

Wood Closes Door on HUAC Appearances

Okay If Named Before

WASHINGTON, Sept. 23.—As the Red issue continued to grip showbiz attention, Chairman John S. Wood, of the House Un-American Activities Committee, issued a declaration this week closing the door to any possibility that his committee will provide a platform for "any and all persons" accused of Communism to air their denials.

Replying to a query from *The Billboard* as to whether his committee (Chairman Wood, of HUAC, page 16)

Red Channel Listees Mull Multi-Libel Suits and Defenses

NEW YORK, Sept. 23.—A conclave of about 60 individuals listed in *Red Channels* and 15 attorneys representing a number of them, met yesterday (22) in the offices of Attorney Arthur Garfield Hays to discuss ways and means of fighting back, and consequently saving their professional careers. A number of ideas were exchanged, but no definite plan of action was formally adopted. It was decided to hold a second meeting next week to which all *Red Channel* listees were invited to send their attorneys. Date for the meeting was not set at press time, but attorneys were urged to contact Hays.

Reportedly, the plan that met with most favor was that of filing a large number of individual libel suits simultaneously against *Red Channels*.

Peter Pan Producer Slams Blacklisters

By Peter Lawrence, Co-Producer of "Peter Pan"

There are two developments around the recent discussions of blacklisting that appear to me serious and dangerous. These developments take form in long preambles to many statements that have been issued on this subject by trade unions and in- (See *Peter Pan Producer on page 48*)

Editorial

Restatement of Purpose

Two issues face show business and the nation today: (1) To preserve such simple, basic civil rights, as the right to be heard before being found guilty, and (2) to fight Communism, which is a clear and present danger to everything American, including the civil rights just stated. *The Billboard* is dedicated, has always been dedicated, to helping show business meet those issues. Let there be no mistakes about that.

A full week before the Jean Muir-General Foods incident took place, *The Billboard* published an exhaustive piece by the head of its Washington bureau, Ben Atlas, on how and why the Communists were attempting to infiltrate and use every American industry, not excepting show business. Along with that story a list of organizations, which official government sources had condemned as being "subversive," also was published. The purpose of publishing that story and list, as stated in an accompanying editorial, was a simple one: To attempt to alert every person and organization in show business to the clear and present danger of Communism, and to aid in whatever small way possible to help rally show business to a defense against this danger.

At that point there was no Jean Muir case. When General Foods dropped Miss Muir on the grounds that she had become a "controversial person," because it had received protests based on her being listed in *Red Channels*, *The Billboard* covered the Muir situation as completely as did any other publication. *The Billboard* reported the facts in the case and also reported the up-in-arms attitude of virtually all of show business, over the fact that Miss Muir had been dropped without a hearing.

Editorially *The Billboard* said of the General Foods action: "... That's not even vigilance the easy way. It's nothing but hysteria." Of Miss Muir's predicament, *The Billboard* said: "... This was a terrible thing. But nobody is putting Jean Muir back on the air. There's nothing but confusion and hysteria."

And along with those words *The Billboard* again stressed what it considers to be the great need for a complete awareness on the part of show business of the Communist menace, and again urged, this time with a proposed practical program, that show business take steps to combat the threat.

Objective No. 1

Again in an editorial last week *The Billboard* restated the objectives, as it saw them, which show business must achieve in the present crisis. No. 1 on that list of objective was: "... A method must be found to prevent innocent performers and other show business personnel from losing their means of livelihood. Showfolk must (Restatement of Purpose on page 48)

Vaude, Pix Aid In Berlin Anti-Red Struggle

WASHINGTON, Sept. 23.—Vaudeville looms as a major weapon in the U. S. fight to keep the East Zone of Germany from going completely over to the Soviet Union as a result of the phenomenal success of an experiment at Berlin's open-air theater, the Waldbuehne.

State Department reported this week that the successful showing of (See *Vaude, Pix Aid on page 44*)

Small Arms Fire In Home Front Anti-Red Fight

NEW YORK, Sept. 23.—Norris B. Mayhams and his family run a small record manufacturing business in Harlem here. Mayham wrote and recorded a tune called *Said a G.I. Joe With a South Korean (Sailor Boy and a U. S. Marine)*. Disk is getting good operator play in many quarters.

An operator in Waukon, Ia., for example, Don Hegeman, of the *Ace* (See *Small Arms Fire on page 13*)

Equity Sets Four-Point Anti-Blacklist Proposal for Consideration by Council

Boycott Blacklist Employers; Aid From Other Unions

NEW YORK, Sept. 23.—Actors' Equity membership went all out against political blacklisting at its quarterly meeting yesterday (22) at the Hotel Astor. Attended by 560, a four-point resolution was passed, with recommendation for council action. Items which Equity Council will have to consider at its October 3 meeting are as follows:

(1) The establishment of a committee, made up of rank and file and council members, to pass upon

complaints of any members claiming intimidation or blacklisting, and to bring their findings to all the organs of the union for action.

(2) That Equity shall call upon other entertainment unions to present a united front against all attempts at blacklisting.

(3) That Equity denounces privately-organized screening or loyalty boards.

(4) That Equity shall state that (See *Equity Raps Black List, page 48*)

Bond Drive's "Open Arms" For All Acts

Hollywood Already In

WASHINGTON, Sept. 23.—Showfolk who want to get into Uncle Sam's big act can do so right now by volunteering their services for the Treasury Department's winter savings bond drive. Treasury spokesmen told *The Billboard* this week (See *U. S. Wants Acts on page 47*)

First Fed Anti-Subversive Board Looms

In Wake of Anti-Red Bill

WASHINGTON, Sept. 23.—Establishment of the nation's first federal subversive activities board becomes a project facing the White House as the result of action here this week on the Wood-McCarran anti-Communist (See *First Fed Anti- on page 16*)

Merle Miller Heads ACLU Smear Study

NEW YORK, Sept. 23.—Merle Miller, writer and member of the board of directors of the American Civil Liberties Union (ACLU), was (See *Merle Miller Heads on page 16*)

The Billboard

The World's Foremost Amusement Weekly

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P. & G. BUYS 1ST TV SOAPER

Daytime Web Sales Below Expectations

Cite Lack of Research

NEW YORK, Sept. 23.—Despite purchase of a CBS-TV quarter-hour slot by Procter & Gamble this week, and previous commitment by General Foods to sponsor Lou Cowan's Bert Parks daytime video stanzas, sales of network daytime program is far below expectations, web sales execs admitted this week. Very few other sponsor deals have been firmed up, even tho the networks have been planning their afternoon structures for some months.

Sentiment now is that not until the networks have launched their schedules, giving viewers and sponsors a chance to appraise them, will the sales picture really get moving. This is in contrast to earlier thinking which held to the line that in view of the near s.r.o. status of nighttime video, daytime shows would be relatively easy to peddle.

Actually, CBS and NBC together have sold only around five sponsors on daytime TV this including General Foods. The latter has bought Lou Cowan's Bert Parks three-time-a-week package, but hasn't selected a network yet, altho NBC is said to have the deal virtually set. Otherwise, NBC has sold but two of its 20 available Kate Smith quarter hours. CBS has sold Dick Willis to International Latex and Garry Moore to Nedick's.

Sales execs at the webs offer several reasons for the present situation. One is that even tho nighttime TV has proved so potent, there is no available research yet on daytime viewing or program preferences on a network basis. There seems to be a sentiment to the effect that rather than make heavy commitments now, it is more prudent to get daytime web operations going, and then study reactions, ascertain viewing habits, audience composition and the like.

Until this is done, it is pointed out, the question of "approach" will remain largely guesswork. This is a reference to the approach advertisers should use on programs, sales pitches, preferred listening times and so on.

Insofar as CBS-TV is concerned, (See *Daytime Web* on page 8)

DuMont Deal

NEW YORK, Sept. 23.—Reports circulating in the industry this week had the DuMont network on the verge of a major real estate deal in Manhattan. The deal is said to be of a nature which would permit the web to eliminate its broadcasting studios at Wanamakers and at 515 Madison Avenue, in favor of a layout of new studios at the forthcoming location.

DuMont undoubtedly would continue to use its theater locations as studios, however.

K. & E. Denies Plan To Switch Time of Ed Sullivan Show

NEW YORK, Sept. 23.—Reports that Kenyon & Eckhardt Agency planned to ask CBS to move the Ed Sullivan show to another time, because of the stiff competition Sullivan's *Toast of the Town* is now getting from the new NBC *Colgate Comedy Theater* were vehemently denied this week by the agency. K. & E. has the show for Lincoln-Mercury dealers.

On the contrary, it was declared, the agency is planning to hike the present talent budget on the Sullivan stanza to around \$20,000 weekly, up \$5,000 to \$8,000 over present commitments. Plans to hypo publicity maneuvers for the columnist's program are also being developed.

K. & E.'s thinking is that it would be unwise, however, to spring with the new dough right now, but far more prudent to wait several weeks. The reason for this approach is K. & E.'s theory that until the four NBC comics—Eddie Cantor, Fred Allen, Martin and Lewis and Bobby Clark all have made their first appearances on the show, there will be a tendency to watch them—"everybody wants to go to the opening game," is the way K. & E. sees it.

Burns and Allen Versus Groucho

NEW YORK, Sept. 23.—Burns and Allen and Groucho Marx, two potential TV powerhouses, will be fighting each other next fall. Both slotted for 8-8:30 p.m. Thursday evenings, the comedy team will start October 12 on CBS-TV for *Carnation* on alternate weeks; Marx will be on NBC-TV for *DeSoto-Plymouth*.

The slot for Burns and Allen was opened by the desire of Columbia Records to drop Robert Q. Lewis's *The Show Must Go On*. CBS-TV is giving the record company half an out by making possible their sponsorship of Lewis in the 8:30 spot, moving back a half hour to escape Marx's potent competition. American Safety Razor contract with CBS-TV allowed its first refusal on the earlier time. CBS-TV thus was forced to pit Burns and Allen against Marx when no other vacant time was made available.

This means that *Show Must Go On* will air one week as a half-hour series and the next as a one-hour series. When it's an hour show, the record company will take the first half, with the razor company picking up the second half hour every week.

Ballantine Taps Out Of 'Believe It or Not'

NEW YORK, Sept. 23.—Ballantine Beer has cancelled out on its NBC-TV Thursday night *Believe It or Not* show. The account, however, may possibly buy into the NBC-TV Wednesday night comedy series.

Meanwhile, NBC is taking its time in picking out an account to get the Ballantine slot. The reason is that it's a choice hunk of time, following Groucho Marx, shortly to make his debut in the half hour preceding Ballantine.

At the same time, the agency also feels that if it can maintain the same audience it has since Eddie Cantor teed off the new NBC-Colgate series, it is getting a much better buy than Colgate. Cantor had a 32 Hooper compared to Sullivan's 26. But, it is pointed out, the Cantor et al. series has a talent budget of \$50,000, compared to Sullivan's present average of \$12,500 and his future budget of \$20,000. That means, the way K. & E. sees it, that there's a difference of \$30,000 a week, for the difference in audience represented by 6 Hooper points.

Chi GAC Pitch At AFM for TV Band Remotes

CHICAGO, Sept. 23.—An attempt to persuade execs of Local 10, American Federation of Musicians, to work out some type of arrangement whereby dance band remotes might become sustaining video fare was uncovered here this week. Deal, as projected, stems from General Artists' Corporation's band staff, Russ Facchine, Howie Christensen, Bill Polk and Chuck Suber. Early this year the idea cropped up during a business meeting at the GAC office, with Facchine later approaching Frank Schreiber, general manager of WGN-TV here, regarding the station's interest in a telecast of a ballroom or dancery remote.

Schreiber, it's reported, was warm to the idea, if the deal could be worked out economically. Schreiber pointed out that the bulk of the locations which air radio remotes locally utilize a minimum of 11 sidemen and a leader, with the band's (See *Seeks AFM Okay* on page 14)

NBC Splitting Spot Sales Dept.

NEW YORK, Sept. 23.—NBC will shortly split its spot sales department into separate AM and TV units. The present set-up is a combined operation. It is anticipated that as many as 20 new staffers will be added to the department when the split goes into effect.

Two reasons account for the change, which, altho in line with the Booz, Allen & Hamilton policy outlined for NBC, was not included in the reorganization plans drawn up by that company. One is that NBC feels that it is imperative that AM be given the utmost sales push and that this is impossible when its salesmen must serve both AM and TV accounts. The risk to AM is too great, the web believes. Added to this is the need for greater servicing in video.

James McConnell will continue to head up the spot sales division, with AM and TV sales manager reporting to him. He in turn, will continue to report to James M. Gaines, NBC vice-president in charge of owned and operated stations.

'1st 100 Yrs,' To Be Aired Live From NY

May Start in Late Fall

By Sam Chase

NEW YORK, Sept. 23.—The network battle for the highly important Procter & Gamble (P & G) daytime television billings was won this week by CBS. The soap company, radio's biggest bankroller, is moving into daytime video gingerly, starting with one 15-minute strip, into which it will set a daytime serial. The time involved is the 2:30 to 2:45 period across the board. No starting date has been set for the debut, but it likely will start late in the fall or in early winter.

Just as rugged as the network struggle was that which involved the agencies pitching to get the daytime billings, as much for the prestige as for the hard cash involved. This fight was won by Benton & Bowles (B & B), in what finally wound up as a three-way scramble among B & B, Compton, and Dancer-Fitzgerald-Sample.

The property involved is titled *The First Hundred Years*, a Jean Holloway property, which was done on a one-shot 30-minute basis over *Silver Theater* on CBS-TV last season. That version was aired from film shot in Hollywood. The P & G strip will be aired live from New York, using some of the people who appeared in the film version. That cast included Jimmy Lydon, Bill Frawley and Barbara Whiting. Not all will be available because of the New York origination, but Frawley thus far is set.

A significant item is P & G's apparent philosophy on what form TV soap operas will take. A high P & G official told *The Billboard* that the firm's plans are for this strip to be built along lighter lines than the many radio serials airing under the firm's banner. Apparently it is felt that video's impact is too strong for the heavy melodramatics holding forth in radio.

The importance of the P & G contract to CBS goes far beyond the mere sale of time in a daytime schedule which thus far, except for one other 15-minute strip, is all sustaining (See *"First 100 Years"* on page 8)

Foley Resigns as TV Chief at Ad Firm

NEW YORK, Sept. 23.—George Foley this week resigned as TV director of the Cecil & Presbrey Agency. Foley is leaving to become a radio and television package in partnership with Bob Brockway, the owner of the camera division of Pathe. Also ankling the agency with him is Jim Lister, the radio and TV publicity head, who will do a similar chore for the new firm.

Cecil & Presbrey at this moment have not selected Foley's successor. The probability is that the agency will bring a new exec in from outside. Foley was a material factor in developing the advertising firm's strong position in the television field.

It's **T&B**

... and it will be **MORE "COLORFUL"**

beginning NOVEMBER 4

Videodex 62-Market Survey

National Ratings Top Fifteen August 1-7, 1950

	Per Cent TV Homes
1. Toast of the Town, CBS, 34 Cities.....	37.2
2. Stop the Music, ABC, 50 Cities.....	28.4
3. Kraft TV Theater, NBC, 34 Cities.....	27.5
4. Ford Star Revue, NBC, 45 Cities.....	26.9
5. Garry Moore Show, CBS, 19 Cities.....	26.4
6. Big Story, NBC, 32 Cities.....	25.6
7. Original Amateur Hour, NBC, 54 Cities.....	25.3
8. Break the Bank, NBC, 42 Cities.....	24.2
9. Lone Ranger, ABC, 39 Cities (Thursday).....	23.9
10. Your Hit Parade, NBC, 18 Cities.....	23.7
11. Cavalcade of Stars, DuM., 20 Cities.....	22.2
12. Mama, CBS, 16 Cities.....	22.0
13. Wrestling, DuM., 15 Cities.....	21.4
14. Beat the Clock, CBS, 33 Cities.....	20.7
15. Masterpiece Playhouse, NBC, 32 Cities.....	19.2
No TV Homes (In 000's)	
1. Toast of the Town, CBS, 34 Cities.....	1950.9
2. Stop the Music, ABC, 50 Cities.....	1738.6
3. Ford Star Revue, NBC, 45 Cities.....	1611.1
4. Original Amateur Hour, NBC, 54 Cities.....	1459.4
5. Kraft TV Theater, NBC, 34 Cities.....	1447.2
6. Break the Bank, NBC, 42 Cities.....	1394.6
7. Big Story, NBC, 32 Cities.....	1311.6
8. Lone Ranger, ABC, 39 Cities (Thursday).....	1280.5
9. Beat the Clock, CBS, 34 Cities.....	1144.3
10. Cavalcade of Stars, DuM., 20 Cities.....	1112.8
11. Garry Moore Show, CBS, 19 Cities.....	1058.9
12. Mama, CBS, 16 Cities.....	983.3
13. Lone Ranger, ABC, 31 Cities (Friday).....	930.1
14. Your Hit Parade, NBC, 18 Cities.....	918.1
15. Masterpiece Playhouse, NBC, 32 Cities.....	914.0
Total No. Markets Covered by Videodex.....	63
Total No. Active TV Markets in U. S.....	62
No. TV Sets in Videodex Markets.....	6,510,500
No. TV Sets in U. S.....	6,510,500

Individual City Ratings

August, 1950

Baltimore	
Evening Programs	Rating
1. Toast of the Town (WMAR).....	44.7
2. Stop the Music (WAAM).....	39.3
3. Big Story (WBAL).....	32.7
4. Lone Ranger (WAAM).....	30.2
5. Wrestling (Tues.) (WMAR).....	29.2
6. Break the Bank (WBAL).....	28.3
7. Garry Moore Show (WMAR).....	28.2
8. The Web (WMAR).....	27.4
9. Mama (WMAR).....	26.6
10. Wild West Theater (WAAM).....	25.5
Daytime Programs	
1. Super Circus (WAAM).....	23.2
2. Howdy Doody (WBAL).....	12.7
3. United Nations (all stations combined).....	11.1
4. Sports Parade (WMAR).....	6.5
5. Meet the Press (WBAL).....	4.5
Boston	
Evening Programs	Rating
1. Toast of the Town (WNAC).....	44.0
2. Cavalcade of Stars (WNAC).....	35.1
3. Television Theater (WNAC).....	33.1
4. Lone Ranger (Tues.) (WBZ).....	32.5
5. Ford Star Revue (WBZ).....	30.8
6. Break the Bank (WBZ).....	30.3
7. Kraft TV Theater (WBZ).....	29.8
8. Stop the Music (WNAC).....	28.9
9. Baseball (Mon.) (WBZ).....	28.0
10. Beat the Clock (WBZ).....	27.7
Daytime Programs	
1. Baseball, Sunday (WBZ).....	25.0
2. Super Circus (WNAC).....	13.9
3. Western Feature (WBZ).....	12.5
4. Howdy Doody (WBZ).....	12.0
5. United Nations (WBZ).....	10.6
Buffalo (WBEN)	
Evening Programs	Rating
1. Wrestling.....	55.1
2. Original Amateur Hour.....	54.8
3. Stop the Music.....	51.4
4. Mama.....	50.9
5. Toast of the Town.....	48.8
Afternoon Programs	
1. Hopalong Cassidy.....	27.1
2. Baseball.....	26.5
3. Howdy Doody.....	22.6
4. Zoo Parade.....	15.5
5. Film.....	11.1
Chicago	
Evening Programs	Rating
1. Garry Moore Show (WBKB).....	30.2
2. Original Amateur Hour (WNBQ).....	30.0
3. Kraft TV Theater (WNBQ).....	28.7
4. The Big Story (WNBQ).....	28.7
5. Motion Picture Academy (WGN).....	28.5
6. Premier Playhouse (WENR).....	28.2

7. Community Theater (WGN).....	25.9
8. Stop the Music (WENR).....	25.6
9. Break the Bank (WNBQ).....	25.4
10. Angel's 4 Star Theater (WGN).....	25.0
Daytime Programs	
1. Sach's Amateur Hour (WENR).....	21.0
2. Hopalong Cassidy (WNBQ).....	19.0
3. Super Circus (WENR).....	18.4
4. Baseball (WGN).....	16.4
5. Lone Ranger (WENR).....	16.3
Cincinnati	
Evening Programs	Rating
1. Cavalcade of Stars (WCPO).....	35.4
2. Original Amateur Hr. (WLW-T).....	30.1
3. Break the Bank (WLW-T).....	26.9
4. Home Theater (Wed.) (WKRC), "You Only Live Once".....	26.4
5. Stop the Music (WCPO).....	25.8
6. Plain Clothesman (WPCO).....	25.7
7. Film (Sat.) (WKRC), "Forever Yours".....	25.0
8. Film, "Gangster's Boy" (WKRC).....	24.9
9. Cavalcade of Bands (WCPO).....	24.9
10. Broadway Open House (Thurs.) (WLW-T).....	24.1
Daytime Programs	
1. Super Circus (WCPO).....	16.6
2. Fifty Club (WLW).....	14.3
3. Six Gun Theater (WCPO).....	12.4
4. Hopalong Cassidy (WLW).....	11.6
5. Famous Jury Trials (WCPO).....	11.1
Cleveland	
Evening Programs	Rating
1. Baseball (Cleveland vs. N. Y.) (Fri. Night) (WXEL)*.....	48.4
2. Toast of the Town (WEWS).....	36.4
3. Feature Film ("History Is Made at Night") (WXEL).....	35.5
4. Cavalcade of Stars (WXEL).....	33.7
5. Film ("The Monster Walks") (WEWS).....	31.2
7. Wrestling From Hollywood (Thurs.) (WXEL).....	28.0
8. Wrestling From Chicago (Sat.) (WXEL).....	27.9
9. Stop the Music (WEWS).....	27.4
10. Mama (WEWS).....	26.3
*Baseball WXEL, Tues. 45.0; Wed. 35.4.	
Daytime Programs	
1. Baseball, Sunday (WXEL).....	41.7
2. Super Circus (WEWS).....	22.9
3. Howdy Doody (WNBK).....	11.9
4. United Nations (all stations).....	9.7
5. Uncle Jake's (WEWS).....	7.5
Columbus	
Evening Programs	Rating
1. Toast of the Town (WBNS).....	34.4
2. Ohio National Theater (WBNS).....	34.1
3. Stop the Music (WTVN).....	32.6
4. Broadway Open House (Thurs.)* (WLW-C).....	30.5
5. Wrestling (Mon.) (WTVN).....	29.3
6. Hopalong Cassidy (WLW-C).....	29.2
7. Ford Star Revue (WLW-C).....	28.7
8. Wrestling From Chicago (Wed.) (WTVN).....	27.0
9. Original Amateur Hr. (WLW-C).....	26.4
10. Lone Ranger (WTVN).....	25.6
*Broadway Open House (Tues., 30.3; Fri., 27.5; Mon., 26.4).	
Daytime Programs	
1. Baseball (WBNS).....	26.5
2. Super Circus (WTVN).....	18.6
3. Cactus Jim (WLW).....	12.8
4. Cowboy Theater (WLW).....	12.0
5. Sunday Playhouse (WLW).....	10.9
Dayton	
Evening Programs	Rating
1. Toast of the Town (WHIO).....	36.7
2. Stop the Music (WHIO).....	32.9
3. Original Amateur Hour (WLW-D).....	31.9
4. Cavalcade of Bands (WHIO).....	31.4
5. Wrestling (Sat.) (WLW-D).....	30.0
6. Cavalcade of Stars (WHIO).....	29.7
7. Wrestling (Wed.) (WHIO).....	28.7
8. Lone Ranger (WHIO).....	28.4
9. Al Morgan Show (WHIO).....	27.3
10. Roller Derby (WHIO).....	27.2
Daytime Programs	
1. Super Circus (WHIO).....	23.8
2. Fifty Club (WLW).....	17.3

'Toast,' 'Stop the Music' Lead 62 - Market Videodex Chart

NEW YORK, Sept. 23.—The 62-market Videodex survey made by Jay & Graham Research, Inc., shows that *Toast of the Town* (CBS-TV) and *Stop the Music* (ABC-TV) ranked first and second, respectively, both in percentage of TV homes reached and in number of TV homes in the week of August 1-7. This network program report covers 17 cities individually, with the remaining 45 markets sampled on a composite basis. Panel members, using the diary system, reported their viewing habits in each market with the number of panel members proportionate with the number of TV sets in each area.

While, in general, the same shows are in the "percentage of homes top 15" as are in the "total homes top 15," their order of listing is considerably at variance. This is due, in good part, to the divergence in number of markets cleared for each program, shows having the greater number of outlets generally being able to reach a higher number of homes.

That this rule does not always hold good, however, is shown by the top spot in both lists being held down by *Toast of the Town*, which has but 34 outlets compared with better than 50 boasted by some shows lower down in the total homes list. Variance in the two lists also is indicated by such shows as Garry Moore and *Original Amateur Hour*. Moore, ranking fourth in percentage of TV homes reached, was 11th in total

number of TV homes, while *Amateur Hour*, seventh in percentage of homes, ranked fourth in number of homes.

Of the 17 markets surveyed individually, *Toast of the Town* was first in percentage homes reached in eight. Wrestling scored highest in two, while top spot was held down in one market apiece by *Cavalcade of Stars*, Garry Moore, night baseball, *Stop the Music*, feature film, stock car races and *Original Amateur Hour*.

Altho *Toast*, in heading the percentage of homes list, racked up a 37.2 rating, it did not score the top mark in the individual reports of the 17 cities. Only three aires went over a 50 rating, and the top two scores went to wrestling. Pittsburgh gave the grunt-and-groaners a 55.5 mark, while in Buffalo their 55.1 led that city. Significantly, third highest rating also was gained by a live event, the stock car races aired in Milwaukee, which hit 54.8.

DuMont's wrestling bill, incidentally, ranked 13th in percentage rating, altho it failed to make the top 15 in total homes reached. This is explained, however, by the fact that it is carried in only 15 cities.

In adjoining columns are charts showing the top 15 shows in both percentage of homes ratings, and in number of TV homes. Also, a breakdown of the top-rated evening and daytime shows in the 17 markets surveyed individually.

3. Baseball (WLW).....	16.7
4. Crusade in Europe (WHIO).....	12.3
5. Western Theater (WHIO).....	10.5
Detroit	
Evening Programs	Rating
1. Stop the Music (WWJ-TV).....	34.2
2. Baseball (Thurs.) (WWJ-TV)*.....	33.9
3. Toast of the Town (WJBK).....	33.2
4. Theater Hour (WXYZ).....	33.1
5. Break the Bank (WWJ-TV).....	30.9
6. Original Amateur Hr. (WWJ-TV).....	30.8
7. Four Star Movie (WXYZ).....	30.7
8. Lone Ranger (WXYZ).....	30.1
9. Big Story (WWJ-TV).....	29.9
10. Drive-In Theater (WJJK).....	28.8
*Baseball, WWJ-TV on Wed., 32.7.	
Daytime Programs	
1. Baseball (WWJ).....	33.4
2. Hopalong Cassidy (WWJ).....	24.5
3. United Nations (all stations).....	14.2
4. Cactus Jim (WWJ).....	13.6
5. Super Circus (WXYZ).....	10.0
Los Angeles	
Evening Programs	Rating
1. Movie ("Trade Winds") (Sun.) (KTLA).....	47.9
2. Hopalong Cassidy (KTLA).....	46.4
3. Spade Cooley (KTLA).....	41.5
4. Lone Ranger (Thurs.) (KECA).....	34.1
5. Wrestling (Thurs.) (KTLA).....	32.7
6. Double Feature (Tues.) (KTLA).....	32.2
7. Chevrolet Triple Theater (KECA).....	30.4
8. Ina Ray Hutton (KTLA).....	29.5
9. Cowboy Thrills (KTLA)*.....	25.7
10. Tim McCoy (KTLA).....	23.4
*Average of 5 shows.	
Daytime Programs	
1. Bandstand Review (KTLA).....	19.1
2. Baseball (Sunday) (KFI).....	13.2
3. KTTV Film Theater (KTTV).....	8.5
4. Movie Round-Up (KTTV).....	7.3
5. Magic Theater (KFI).....	7.0
Milwaukee (WTMJ)	
Evening Programs	Rating
1. Stock Car Races.....	54.8
2. Stranger Than Fiction.....	54.0
3. Ford Star Revue.....	53.3
4. Break the Bank.....	53.0
5. Kraft TV Theater.....	51.9
Daytime Programs	
1. Super Circus.....	24.7
2. TV Visits.....	20.5
3. Singing Lady.....	18.6
4. The Wagners.....	15.5
5. Camel News Caravan.....	14.8
New York	
Evening Programs	Rating
1. Toast of the Town (WCBS).....	39.4
2. Garry Moore Show (WCBS).....	27.6
3. Hit Parade (WNBT).....	26.0
4. Kraft TV Theater (WNBT).....	23.9
5. Break the Bank (WNBT).....	22.3
6. Baseball (Pirates vs. Dodgers) (WOR).....	22.0
7. Film Theater (WCBS).....	21.6
8. Ford Star Revue (WNBT).....	21.3
9. Mama (WCBS).....	21.2
10. Premier Playhouse (WCBS).....	20.2
Daytime Programs	
1. Children's Hour (WNBT).....	17.7
2. Hopalong Cassidy (WNBT).....	12.6
3. United Nations (all stations).....	11.6
4. Baseball (WOR).....	10.9
5. Don Winslow (WNBT).....	10.0

Philadelphia	
Evening Programs	Rating
1. Toast of the Town (WCAV).....	38.6
2. Cavalcade of Stars (WFIL).....	34.1
3. Baseball (Wed.) (WCAU).....	31.8
4. Ford Star Theater.....	31.5
5. Film Theater (WFIL).....	30.7
6. Stop the Music (WFIL).....	30.0
7. Big Story (WPTZ).....	29.7
8. Hopalong Cassidy (WPTZ).....	28.8
9. Lone Ranger (WFIL).....	27.4
10. Wrestling (Columbia Pk.) (WFIL).....	26.1
Daytime Programs	
1. Baseball (Sunday) (WCAU).....	28.5
2. Hollywood Playhouse (WPTZ).....	25.5
3. Junior Hi Jinks (WCAU).....	13.3
4. Howdy Doody (WPTZ).....	13.0
5. Ghost Rider (WCAU).....	11.7
Pittsburgh (WDTV)	
Evening Programs	Rating
1. Wrestling.....	55.5
2. Cavalcade of Stars.....	54.0
3. Toast of the Town.....	54.0
4. Strange Adventure.....	49.2
5. Morey Amsterdam.....	48.2
Daytime Programs	
1. Hopalong Cassidy.....	37.3
2. Super Circus.....	34.9
3. Matinee Theater.....	24.8
4. Howdy Doody.....	22.1
5. Three Ring Theater.....	19.0
St. Louis (KSD)	
Evening Programs	Rating
1. Original Amateur Hour.....	48.2
2. Kraft TV Theater.....	47.7
3. Break the Bank.....	47.3
4. Ford Star Revue.....	47.3
5. Stop the Music.....	46.6
Daytime Programs	
1. Baseball (Sunday).....	28.5
2. Howdy Doody.....	20.0
3. Singing Lady.....	17.1
4. Time for Beany.....	16.1
5. INS News.....	15.0
Toledo (WSPD)	
Evening Programs	Rating
1. Toast of the Town.....	48.5
2. Kraft TV Theater.....	47.6
3. Original Amateur Hour.....	46.7
4. Wrestling (Sat.).....	46.7
5. Ford Star Revue.....	43.8
Daytime Programs	
1. Hopalong Cassidy.....	31.4
2. UN Proceedings.....	9.6
3. Fairy Tale.....	9.6
4. Cartoon Parade.....	5.7
5. Smith Tennesseans.....	3.0
Washington	
Evening Programs	Rating
1. Toast of the Town (WTOP-TV).....	45.0
2. Hopalong Cassidy (WNBW).....	31.0
3. Stop the Music (WMAL).....	30.9
4. Hollywood Movie Hits (WMAL).....	30.0
5. Hit Parade (WNBW).....	29.3
6. Mystery Theater (WMAL).....	28.5
7. Garry Moore Show (WTOP-TV).....	27.8
8. Frontier Theater (WMAL) (Wed.).....	27.3
9. Kraft TV Theater (WNBW).....	24.8
10. Adventure Playhouse (WMAL).....	23.9
Daytime Programs	
1. Super Circus (WMAL).....	20.7
2. Howdy Doody (WNBW).....	14.9
3. United Nations (all stations).....	11.2
4. Pentagon News (WNBW).....	7.0
5. Zoo Parade (WNBW).....	5.9

Ratings prepared by Jay & Graham Research, Chicago, covering 62 TV markets in U. S. with estimated set circulation of 6,510,000. Above 17 cities surveyed individually; remainder on a composite basis.

WLW
700 ON YOUR DIAL
THE NATION'S
MOST
MERCHANDISE-ABLE
STATION

Plans Deflated For Theater TV Football in Chi

CHICAGO, Sept. 23.—The Big 10 theater television experiment is set to kick off in Chicago Saturday (30), sadly deteriorated from original grandiose plans. Chicago's Loop State Lake and South Side Tivoli theaters will show telecasts of the Illinois-Ohio University game from Champaign, Ill.

Original agreement to televise home games from Northwestern, Minnesota, Ohio State, Michigan and Illinois has dwindled down to games of Michigan and Illinois. Ohio U. (not to be confused with Ohio State) is a breather opening game for Illinois. The game normally has difficulty getting the Champaign Stadium one-third filled. Attendance can hardly be considered a true test, since game is not near the class of the Michigan-Michigan State contest, going into the Michigan Theater.

State Lake and Tivoli will have no reserved seats. Admission will be \$1.20 and allow purchaser to see a feature movie after the game. Unlike the Detroit experiment, Chicago's games will be devoid of advance ballyhoo, cheer leaders, bands, a parade or hawkers. State Lake will run two features before clearing the house for the game. Tivoli normally opens about game time anyway.

The withdrawal of Northwestern from the experiment was the worst blow in Chicago, where Northwestern has a much larger following than Illinois, 125 miles down-State. Strong public reaction against depriving the public of "free" television prompted Northwestern's withdrawal.

Further headache to telecast backers is the proximity to State Lake and Tivoli of saloons showing Notre Dame and top Eastern games for free.

Peep Show

NEW YORK, Sept. 23.—Considerable speculation centered on just how far Mike Todd will go in undressing his chorus girls on the show he's producing Sunday (1) for NBC-TV and Colgate. Known for his bent for exposing skin, it's figured Todd and the web may clash on just how much Todd will be able to reveal.

The announcement that the program will, in addition to starring Bobby Clark, feature Joan Blondell also raised TV eyebrows. Miss Blondell just divorced Todd.

NTC Demands Standards for TV Material

NEW YORK, Sept. 23.—The new contract demands to be made by the National Television Committee (NTC) of the Authors' League (AL) on the TV webs will seek to set up standards for video material irrespective of where it originates. This means that playwrights and authors, in addition to TV scripters, will be covered by the pact.

The NTC considers the question of rights of basic importance. TV broadcasters will only buy the right to that medium and for one time only, unless additional payment is made. Unofficial information is that the television scripters' union will ask approximately parity with radio-writing prices for their work.

The first meeting between negotiators is slated for Wednesday (27). On Tuesday (26) the membership will be informed of demands.

Ominous Silence on Color TV Has FCC Brass Puzzled

WASHINGTON, Sept. 23.—With the approach of next Friday's (29) deadline for TV manufacturers to notify the Federal Communications Commission (FCC) on whether they will install color TV bracket switches, the volume of correspondence on color at FCC continues light. Even the commissioners are outspokenly puzzled on what the theme of the expected last-minute rush of communications from the set manufacturers will be. Sole letters of consequence from any of the industry jumbos besides the Philco Corporation (*The Billboard*, September 16,) has come from Motorola, with the latter reportedly having proffered a suggestion that more time be given to consideration of bracket standards, inasmuch as the hearings explored little of this and the term itself had never been mentioned prior to the FCC's recent color findings.

The Commission gave no hint that it might extend the September 29 deadline for set manufacturers to file their comments, even tho the FCC this week announced a two weeks' postponement in the start of the TV allocations hearing from October 2 to October 16. This hearing will last at least a month.

Meanwhile, the Commission granted NBC's Washington outlet an extension of outstanding temporary authority from September 20 to October 13 for testing the RCA color system. Also the Commission, in a reply to the Philco Corporation's recent request for clarification of some phases of the FCC's color findings, explained in further detail what it expected of set manufacturers who agree to incorporate bracket switches in sets. The Commission made it clear that it expects the bracket standards would

embrace the entire range of brackets so that the receiver could operate anywhere in that range. This, of course, would make it possible for reception of anything from 405-line color, such as CBS's, to 725 lines, which covers the RCA and CTI 525-line systems.

The Commission repeated that under the alternative procedures set forth in the first report of the Commission, shortly after September 29, the Commission will either adopt (*See Ominous Silence on page 42*)

Richards Attorneys Offer 74th Witness

HOLLYWOOD, Sept. 23.—As the G. A. Richards case moved into the 70th day of its Federal Communications Commission (FCC) hearing, attorneys for the station owner sent to the stand their 74th witness of a projected 100 witnesses who will testify on their client's behalf. Procession of witnesses lauded Richards for his fairness, lack of bias and public service. Outstanding among last week's witnesses was Paul Helms, founder of the Helms Athletic Foundation and owner of the large California bakery bearing his name. Helms found Richards a civic leader, patriot and sportsman of excellent reputation.

Other witnesses supporting Richards were Lloyd Docter, Salvation Army official for 35 years; Richard Smith, partner in the Smith & Bull Advertising Agency; Grace Glasser, president of Glasser-Gailey, Inc.; Mrs. Paul Handel, chairman of radio and television for the Los Angeles Junior League, and Hal Berger, West Coast sportscaster.

how to turn one dollar into eight



Being a true and amazing story of WOR's power.

There's no reason why the results couldn't have been yours

He came in on the 10:10. Philadelphia local, you know.

He was a tall man and rather blunt about the whole thing.

He said, "Look, I must sell my stock of these within a month or less." We looked and saw the product. It was good.

We said, "Sorry, but, of course, we can't guarantee to sell it."

He said, "I've heard some wonderful things about WOR and I'm willing to try. Let's go."

We did.

One of our brain-boys—oddly enough, we have a few scattered around—planned the programs the man should use. (That sounds simple, but it took WOR more than a quarter-

century to (a) Determine the method; (b) find the brain-boys and (c) learn how to fuse everything to get the kind of programming that produces results like the following.)

In a little less than 4 weeks, our man who came in on the 10:10 had this to report...

For every dollar of his \$1,600 spent with WOR, he received \$8.00.

Four brief WOR announcements pulled 1,500 answers. Two WOR Sunday broadcasts pulled 6,500 answers. One—one, mind you—WOR news broadcast pulled 4,400 answers.

That, if we're not too feeble top-side, is good going. That we think is very economical, fast and profitable selling. May we do the same for you?

our address is—

WOR that power-full station
at 1440 Broadway, in New York

P.S. This advertisement is based on a sponsor-approved WOR case history.

This One



YSOD-BX5-DFBZ

TV Film Acting on Annuity

Reissues of 'Silver' Show To Pay Talent

Never Done in Hwd.

NEW YORK, Sept. 23.—The fact that performing in a TV film may have the virtue of being a virtual annuity to the acting and creative talent involved was indicated this week when Bigelow-Sanford leased 17 films of last fall's *Silver Theater* for reshooting on CBS-TV beginning in December. All of the talent concerned will be getting repeat fees on the showing, to be called *The Bigelow Theater*. Actually some of the actors will be drawing their third fee, since three of the films were reshowed last season. The royalty deal was arranged by Frank Telford, the director of the show for Young & Rubicam, International Silver's agency, who contracted the talent.

It is believed that Bigelow leased the properties from International Silver. However, Jerry Fairbanks, the producer, is said to be getting a slice of the fee. They were made at his studios.

The repayment of talent in TV establishes a pattern directly contrary to movie company procedure. In most instances, actors on the Coast are paid per film without additional compensation for revivals.

In the event International Silver is getting a sizable leasing fee, it gives the sponsor a chance to recoup a percentage of his investment via the leasing of filmed video shows. The TV movies were made open end, to permit live commercials to be inserted.

While the 17 films are being reshowed, Bigelow intends to ship a unit to Hollywood to film new dramatic fare for its series.

Networks Vs. TVA

NEW YORK, Sept. 23.—The TV networks have submitted to Television Authority (TVA) their counter proposals to the video actors' union demands for a contract, as detailed elsewhere on this page. The vast differences in TVA's demands and the networks' return offer is illustrated below, the largest single factor being the webs' attitude that basic fees for actors be the same irrespective of the length of telecast time. The TVA wants payments on the same basis as applies in radio.

TVA Demands

1 Hr.: \$115 plus rehearsal.
 1/2 Hr.: \$ 85 plus rehearsal.
 1/4 Hr.: \$ 70 plus rehearsal.
 3-Hr. rehearsal minimum for 1/4-hr. shows.
 6-Hr. rehearsal minimum for 1/2-hr. shows.
 9-Hr. rehearsal minimum for 1-hr. shows.
 \$6 per hour rehearsal after minimum period of \$3 per half hour or part.
 Commercial inserts regular scale, as above.
 Auditions and previews to be paid at regular minimums, plus rehearsals.
 Standard acts scale:
 Singles—\$200.
 Two acts—\$300.
 Three acts—\$400.
 Foursomes—\$500.
 Sportscasters: \$200 for play-by-play; \$125 for colormen, in both cases per event.
 Kinescope reuse to be on basis that such devices, after original use in an area, shall require additional fees to performers each time reused.
 Walk-On fees: 1/4-hr. show, \$15 plus rehearsal; 1/2-hr. show, \$20, plus rehearsal; 1-hr., \$25 plus rehearsal.
 Sustaining fees to be same as commercial fees.

Network Proposals

\$20 minimum, plus rehearsal fees as follows:
 6 hrs. or less, in 2 days, \$10.
 15 hrs., 3 days, \$24.
 25 hrs., 5 days, \$37.50.
 40 hrs., 7 days, \$50.
 Over 40 hrs. to be paid at \$1.25 per hr. Telecast day to count as rehearsal day.
 Web cut-in, cowcatcher, hitch-hike, \$10 per announcement.
 Auditions and previews to be paid at rehearsal fees.
 Standard acts scale:
 Singles—\$40.
 Two acts—\$60.
 Three acts—\$80.
 Foursomes—\$100.
 Sportscasters, \$80 per event or \$225 per week.
 Colormen, \$60 per event or \$150 weekly.
 Television networks to have unlimited use of kinescopes.
 Walk-on fees: \$10 plus rehearsal fees for all programs.
 Sustaining fees to be half commercial fees.

The Rivals

NEW YORK, Sept. 23.—One of the shows scheduled this fall on the Ford Theater CBS-TV series is *The Old Maid* by Zoe Akins. The show won a Pulitzer prize for drama.
 Ford's opposition on ABC-TV this fall is Schlitz Beer's Pulitzer prize drama series.

'First 100 Years' Will Be Aired Live From N. Y.

(Continued from page 5)

ing. Potential daytime sponsors have been holding back thus far, debating between the various webs and waiting to see which way P & G would jump. There is little doubt but that many will be swayed in the direction of CBS now that P & G has taken the lead. One major bankroller still on the fence is General Foods, with the Bert Parks show, which certainly will weigh the P & G decision carefully.

Altho it decided against plunging into daytime video with four 15-minute strips, as bruted about the industry, there is little doubt that P & G will follow this first step with others in the comparatively near future. Always a careful outfit, which diagnosis the situation minutely before making a move, P & G will examine first the reactions to its initial show, its ratings, its circulation and its potential sales effectiveness. Based on these findings, it will determine how much daytime video it should use, and what form its shows should take.

The P & G sale will necessitate yet another reshuffle of the already much-shuffled CBS daytime sked. Robert Q. Lewis has been in line for the 2 to 3 p.m. period, and now will have to seek a new berth. Garry Moore, originally placed in the 1 to 2 p.m. slot, also likely will be moved, since P & G is reported to have requested the network to place Moore directly before its show. Moore boasts the only other piece of commercial daytime business on CBS-TV thus far: 15 minutes for Nedicks.

DAYTIME WEB

(Continued from page 5)

there is still another factor, and that has been the web's problems in lining up its afternoon schedule. However, it now seems to be shaping up to something like this: Garry Moore; Robert Q. Lewis; Tim Herbert-Dov Saxon; Dick Willis; *Vanity Fair*; *Homemakers' Exchange* and *Johnny Champion*.

will move to 10 p.m. Tuesdays, starting October 3. The Campana deal sells out ABC's Thursday night TV line-up, with Wednesday previously sold out. Only seven hours between 7 a.m. and 11 p.m. remain unsold, with 30 minutes open on Tuesdays and Fridays, and two hours each open on Saturdays, Sundays and Mondays.

Webs Ask Same Fees for All TV Actors; \$30 Base Pay; TVA Clears Way for Strike

(Continued from page 3)

the way for a relatively speedy settlement between SAG and TVA and the likelihood of an establishment of a working agreement between the two organizations.

The TVA move has greater significance, however, insofar as a strike possibility is concerned. Had the NLRB issue been continued, TVA's authority to call a strike could have been challenged. Under this new move, however, this threat is removed.

Insofar as the TVA-network talks on a contract are concerned, the major difference concerns the basis on which actors are to be reimbursed. TVA is seeking to establish the same principle that now obtains in radio, namely, that actors be paid in accordance with the length of program and the corresponding rehearsal time required. The network position is that the basic fees for all telecasts be the same, the only difference to be in the minimum rehearsal requirements for the standard telecast periods.

The networks' attitude is that the now traditional procedure for actors' fees in radio was economically unsound and that, instead, the principle followed in producing motion pictures should be followed. Briefly, this theory holds that an actor should be paid in line with the specific contribution he makes to the final production. The webs argue that an actor, working in a film, gets paid for the work he does, irrespective of how long it may take to shoot the film. They argue that to extend the radio practice to Hollywood could mean that an actor would get paid for the length of time it took to

produce a picture, rather than just those days he actually rehearsed and worked before the cameras.

At the present writing, it is a virtual certainty that TVA will not yield on this point, unless—and this is a rather remote unless—the networks increased their money offers by a terrific degree. On a half-hour show, for example, an actor would get a minimum of \$121, including an \$85 fee and \$36 required minimum rehearsal. The network proposal for a half-hour show, presupposing 6 hours rehearsal were involved, would bring \$30, or a \$20 minimum fee and \$10 rehearsal.

Campana Sets TV Bow With Top British Pix

NEW YORK, Sept. 23.—Campana this week set its initial television deal for a show featuring top British films, to be placed into a format echoing its old *First Nighter* radio series. The show will air on ABC-TV from 8 to 9 p.m. Wednesdays, starting October 18. The Kastor agency, of Chicago, set the deal.

The films were obtained by Nat Fowler, ABC film chief, in a deal with Cinetel, Inc. Ed Woodruff, head of Cinetel, is in London negotiating for additional films, with 13 already set. While titles were not obtainable at press time, it is understood that few have been showing in theaters here, and those were presented at art theaters in the main. Special film is being shot for the opening, middle and close of the program, utilizing Campana's old "Mr. First Nighter" host theme. Commercials will be done live, however.

To make room for the show, ABC has had to shift Arnold Bread's *Life Begins at 80*. Originally set in the 8 to 8:30 Wednesday slot, the show



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London A&R Dept. Goes Thru Shakeup

Delaney Takes Camarata Spot

NEW YORK, Sept. 23.—London Records' first major artists-repertoire department shift was precipitated last week by the resignation of Tutti Camarata, director of a. and r. there since the diskery's inception in November, 1947. His spot will be filled by Joseph Delaney, who recently joined London as sales manager. Delaney will continue as sales manager, supervising the a. and r. operation, aided by staffer Jack Pleis, who becomes musical director. Pleis will be responsible for publisher relations and clearance of new material.

Camarata, who left his executive spot to devote full time to composing and conducting, had spent some time in England before the historic Petrillo ban, and is generally credited with training London's bands and vocalists in the American pop style. As an artist, he conducted two of the diskery's top-selling albums, *Music by Camarata and Camarata Concert*, as well as the hit single *Fingerbustin'*, a Camarata original. In the last couple of years, however, since the diskery started recording American artists here, he has been forced to spend more time on executive, rather than musical activity. Prior to his London affiliation, Camarata arranged and conducted for Decca and Victor. Both companies are known to have made new overtures for his services.

The new London organizational line-up, as set by President E. R. (Ted) Lewis, names D. H. Toller-Bond, assistant to the president; Joe Delaney, director of sales and a. and r.; Lee Hartstone, director of administration, and Remy Farkas, director of classical a. and r.

Lewis returned to England Thursday (21), after a seven-week stay here.

Delaney told *The Billboard* Friday (22) that "everyone with a song to submit will be seen" by himself or by musical director Jack Pleis. Under the new regime, a closer co-ordination of sales and recording functions will be effected. It is now considered likely that the diskery will step up its "coverage" of top tunes.

Carle Launches Piano Schools

NEW YORK, Sept. 23.—Orkster Frankie Carle has launched a syndicate of piano schools which will use a new teaching method worked out by Carle and Arthur Schmoeyer, specialist in musical education methods. Schmoeyer will be general manager of the enterprise, to be known as Frankie Carle, Inc.

First studio is being set up in Los Angeles, where national operations office will also be located. Plans call for Carle to own some of the schools, with others operating on a franchise. Franchises will be sold on a State-wide basis. Organization was incorporated in New York State this week following approval by the State education office.

Enterprise is said to have the backing of a California syndicate of investors. Carle plans to hypo the local franchises via personal appearances when he plays territories, as well as

Pubs Con TV Pix Sync Fees

AFM May Use AM Renewal Against TV Royalty Impasse

NEW YORK, Sept. 23.—According to insiders, James C. Petrillo, prexy of the American Federation of Musicians (AFM), may attempt to use AM radio negotiations as a handle to break the TV-film impasse.

Current pact with the webs covering AM employment of tootlers expires next January 31. Meanwhile, the meetings between Petrillo and the industry-wide TV committee have produced nothing by way of an agreement, the main obstacle being the AFM's insistence on a 5 per cent royalty on TV films. If Petrillo can tie the TV and AM issues into one package, he may be able to close in on his royalty objective.

As the TV picture shapes up now, however, the package outfits seem to be carrying the production ball, and the outlook for TV is showing signs of paralleling the history of AM radio, where ad agencies and package outfits took the ascendancy in production away from the broadcasters. If this is going to be the case in video, then Petrillo would seem to have small chance of achieving his royalty goal by dealing with the broadcasters; all he could hope to get from them would be a better scale and minimums for staff musicians.

But the patterns for video are still not jelled—the broadcasting interests may yet shape up as important control factors in the production of TV shows. The TV-industry committee with which Petrillo has been meeting has representation from the networks themselves as well as package producers and indie film companies. It would not be unreasonable to assume, therefore, that the AFM boss may have some basis for hoping that he can pressure for his TV demands via the network moguls.

Another big issue between Petrillo and TV is the use of canned music in back of live video presentations. There is no way Petrillo can force curtailment of the use of records in this manner, a practice which has

Leo Feist Sues Acuff Pubbery

NEW YORK, Sept. 23.—Leo Feist Music this week filed suit against the Acuff-Rose pubbery, charging infringement of the recent country hit ditty, *M-I-S-S-I-S-S-I-P-P-I*. Suit was filed in New York Federal Court and asks for an injunction, damages sustained from alleged infringement of renewal rights, an accounting of profits and asks that the defendants deliver to be impounded all existing copies of the allegedly infringed novelty.

The complaint charges that Bert Hanlon, Benny Ryan and Harry Tierney wrote a song called *M-I-S-S-I-S-S-I-P-P-I* prior to December, 1916. The original publisher was William Jerome. In 1944 renewal rights to the song were turned over to Feist by the writers. After December, 1944, and since April 5, 1950, Feist claims to have published and exercised licensing rights on the song. Feist charges unfair competition and unfair trade practices.

to supervise actively the schools with a system of regular inspections of books and methods.

dwarfed tootler employment in TV to the point that it is regarded by the musicians themselves as a complete bust as a new avenue for employment. Petrillo may certainly be expected to pitch for some remedy here when the AM negotiations get under way.

Columbia Hypes R&B in Package Deal With Bard

NEW YORK, Sept. 23.—In a major move to hype its rhythm and blues department, Columbia Records completed a package deal with Ben Bard, of Universal Attractions, a leading agency in the r. and b. business, which this week brought to the diskery four of Bard's top attractions. These will be complemented by other of Bard's talents in the future, with a number of deals now in the discussion stage.

First artists to join Columbia's r. and b. roster include the Ravens, Arnett Cobb and his small band, thrush Wini Brown and warbler Herb Lance. These will become the heart of the label's r. and b. set-up, with only Red Saunders and the Five Blue Flames remaining from the diskery's previous roster.

Each of Bard's attractions have been inked for one year, with two one-year options on each paper. The Ravens, a leading r. and b. property, were handed a guarantee reportedly in the vicinity of \$15,000 annually. This group, prior to the Columbia deal, had recorded for National Records, as did Miss Brown. Lance has had some recordings on the Sittin' In label, while Cobb, who recently returned to the business after a two-year illness, had a disking deal with the Apollo label. Cobb already has sliced four sides for Columbia.

Columbia currently has no r. and b. artist and repertoire specialist on hand, but pop a. and r. boss, Mitch Miller, who completed the Bard deal, has been handling and will continue to handle the department until such a man is hired. It is understood that he will co-ordinate his r. and b. artist and repertoire work under the advice of Bard, tho the latter holds no official post with the diskery.

AFRA Resuming Diskery Talks

NEW YORK, Sept. 23.—Diskeries this week were in receipt of a letter sent by A. Frank Reel, national executive secretary of the American Federation of Radio Artists (AFRA), asking that diskeries and AFRA get together to resume negotiations covering scale for singers on disks. Sessions had been underway but had been interrupted by summer vacations and AFRA's national convention.

Reel suggested the next meeting take place not later than early in October.

Confab' Seeks Solution for Future Policy

Problems Are Many

(Continued from page 3)

ness turned out this week to get a gander at Snader's telecriptions, which were on view at the Hotel Delmonico.

The Sync Deal

The music industry, including Harry Fox and such top publishers as Mills Music, are mulling over the possibility of working out a sync deal which would cut the publishers in for a percentage of the gross. That is, a publisher would be given a flat sum, say \$50 or \$100 for the sync right, but once the producer's sale of the film reached a certain figure—say \$5,000, the publisher (and, of course, the writers) would then begin participating in the profits.

This projected deal is also being mulled over, and at this point favorably, by Snader. The latter, of course, has indicated his adherence to the theory that the creators of show business—the actors, musicians, writers and now publishers—should be given an opportunity to share in the returns. This philosophy is implicit in the deals which James C. Petrillo, American Federation of Musicians' (AFM) chief, has concluded with Snader, Gene Autry and other packagers covering the use of musicians. Petrillo's deal calls for 5 per cent of the gross income of TV films to be set aside as a fund. This philosophy, of course, was first put into execution in Petrillo's contract with the record companies.

Percentage Not Set

What the percentage would be for the publishers—if and when Harry Fox works out such a deal—is undetermined at this point. Snader informally mentioned the possibility of a 1 per cent figure. One leading publisher posed the question of whether pubs should be satisfied with less than 5 per cent—which the musicians' fund is now getting. In this connection, it may be pointed out that Petrillo's 5 per cent deal has not yet received industry acceptance. An industry-wide committee, currently seeking to resume negotiations with the AFM chief, will seek either abolition of the 5 per cent levy or a material reduction in the amount.

The music fraternity, however, feels it is groping in the matter and doesn't know how to peg the sync rates. It regards Snader as a pioneer, one who has shown good intent and who merits considerate treatment. Fox, Mills and others are anxious to give Snader a deal whereby he can make money. Fox, queried this week, stated his negotiations with Snader would not "necessarily" be precedent. "We want to feel our way, and we will make adjustments. We want a deal which Snader and those fellows can live with."

However, the urgency of the moment is beyond doubt, for in the immediate months ahead, new packagers and producers are likely to sign with Petrillo—either as individuals or thru the industry-wide TV film committee which has requested resumption of negotiations. This will break the dam.

Publishers are worrying over the (See Pubs Con TV on page 43)

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Nations Gear for Duty Slashes

U. S. To Offer Instrument & Platter Cuts

Seeks Other Concessions

WASHINGTON, Sept. 23.—U. S. delegates to the General Agreement on Tariffs and Trade (GATT) confab at Torquay, England, Thursday (28) are prepared to offer other nations import duty reductions on musical instruments and phonograph records in exchange for concessions on other commodities, it was disclosed here today.

The GATT confab is being held over the protests of a number of congressmen who have urged the State Department and the Tariff Commission to withdraw until the Korean situation clears up. Another point raised by legislators is that cheap duties will injure U. S. manufacturers of the musical items and hundreds of other products proposed for duty decreases.

Any GATT agreements negotiated will not be subject to Senate ratification, since the reciprocal Trade Agreement Act which was extended last year by Congress permits the Tariff Commission to cut duties without consulting the Senate as is usual in the case of international agreements.

Besides being prepared to offer tariff concessions on disks sent into this country, U. S. delegates are also ready to offer concessions on stringed instruments and parts (except bows), piano-forte and player piano actions and parts, pitch pipes, tuning forks, metronomes, pipe organs and parts, bridges for fretted instruments, carillons, violins, violoncellos, and double basses.

The net result of any concessions made by the United States will be to lower retail prices of imported articles. The U. S. expects to get reduced tariffs on its own goods in exchange but not necessarily on musical items.

Rainbow & Polygon Make Exchange Deal

NEW YORK, Sept. 23.—Rainbow Records last week made a reciprocal master-exchange deal with the newly formed Polygon diskery of England. Polygon will produce pop, blues-rhythm and classical material. The diskery has also set a deal with Tru-Tone of South Africa to handle Polygon there.

The first Polygon pressing of a Rainbow master will be Dick Todd's disking of *Daddy's Little Boy*. Rainbow in turn will release Polygon's Petula Clark disking of *You Are My True Love*, published in England by Edward Kassner, who is now in this country. The tune has been assigned to Kassner's Inc., here, pubbery operated by Dave Dreyer.

Sambrook for Thesaurus

NEW YORK, Sept. 23.—A. B. Sambrook, most recently with the Cincinnati sales headquarters of the Frederic W. Ziv Company, has been appointed field sales manager of RCA's Thesaurus and syndicated programs, according to Donald J. Mercer, manager of RCA recorded program services.

Sambrook, prior to his connection with the Ziv company, was station relations manager of World Broadcasting System.

Wanted: Fuses

HOLLYWOOD, Sept. 23.—Does Stan Kenton play loud? Peggy Lee showed up for a Cap recording session last week to find all the amplifiers at the diskery's studio had been blown out. Kenton had recorded just prior to that.

Capitol Snares Helen O'Connell

HOLLYWOOD, Sept. 23.—Helen O'Connell, one of the top record sellers of all time, forsakes her seven-year retirement to join Capitol's talent roster. Miss O'Connell, with Bob Eberle and the Jimmy Dorsey ork, racked up top platter sales with such yesteryear hits as *Brazil*, *Amapola* and *Green Eyes*. Songstress went into retirement in 1943 when she left the Dorsey band to marry.

Miss O'Connell becomes the first established thrush to enter Capitol's fold. All other vocalists (Margaret Whiting, Kay Starr, Jo Stafford, Peggy Lee, etc.) were built by Capitol. However, Cap artist-repertoire Veepee Jim Conkling said he will use Miss O'Connell in an entirely different manner. Inasmuch as her initial release won't be until November, Conkling refused to divulge details. Songstress was recorded last week accompanied by the Frank DeVol ork.

Conkling said acquisition of Miss O'Connell is not to be interpreted as a replacement for Jo Stafford, who recently left for Columbia. Manner in which Miss O'Connell will be used, he said, will be so different that she could not be considered in that light. Conkling had previously stated he would not seek to replace Miss Stafford, but rather continue to build the fem vocalists already in his stable.

802 Unity Lists 2 More Nominees

NEW YORK, Sept. 23.—Unity party, opposition faction in Local 802, American Federation of Musicians (AFM), has named Henry Maccaro, New York attorney and musician, and Samuel Kramar, violinist and conductor, as party candidates for veepee and treasurer respectively in the forthcoming local elections December 7. Maccaro and Kramar are running mates with William Feinberg, prominent 802 figure who is re-entering the local picture as Unity choice for prexy after several years' absence from the union scene.

Earlier this week the incumbent Blue ticket named Sam Suber, current 802 veepee, as candidate for president; Jack Downey, now an exec board member, for veepee, and incumbent Charles Lucci and Jack Stein for secretary and treasurer respectively.

As indicated in a story in *The Billboard* several months ago, the Blue ticket is not rerunning Dick McCann, current 802 prexy. Feinberg reported that McCann had been "forced out" and that the action "validates my criticism that the administration is inept and has made no gains for the members."

Meanwhile it was learned that Herman (Tuby) Tivin, sole exec board member to have been elected on the Unity ticket, will continue with Unity as a candidate for re-election. Considerable behind-scenes maneuvering is still going on, involving several other key politicians who still have not indicated where their loyalties will be.

UNESCO Asks Free Imports For Education

Sheets, Disks in Pact

WASHINGTON, Sept. 23.—A treaty abolishing international duties on sheet music will be forwarded to the Senate by the State Department in the next few weeks for action after the recess, it was learned this week. The pact also provides for ending tariffs on all recordings and news-reels purchased by radio and TV stations and schools.

With Congress slated to return in late November, there is a chance that the treaty can be ratified before the seating of a new Congress in January.

Sponsored by the United Nations Educational Scientific and Cultural Organization (UNESCO), the pact further provides for duty-free entry of books, newspapers, magazines, maps, charts and travel literature, as well as for Braille books and "talking books" for the blind. Disks will be free of tariffs only if consigned to approved educational and cultural groups, with radio-TV stations named as one of the preferred groups. News-reels, educational films and film strips are also to be duty free if consigned to an approved institution.

Early Ratification?

The State Department expects early ratification by the United Kingdom, Belgium, France, Luxembourg, the Netherlands and Switzerland, as well as the U. S. Eventually it is hoped that all 59 member nations of UNESCO will ratify the world agreement.

The treaty is the second to be sponsored by UNESCO. The first was designed to abolish duties, quotas and licenses hindering the movement of educational films, recordings and other audi-visual aids. This has been ratified so far by only Norway, Yugoslavia and Pakistan.

Cap's Scranton Unit Goes Union

HOLLYWOOD, Sept. 23.—Capitol Records' Scranton Pa. plant got its first union contract last week with conclusion of a contract with the International Association of Machinists (IAM-AFL). After a three-year negotiation, plant employees voiced overwhelming approval of the pact, which grants the 700 workers a 10-cent raise per hour across the board.

Plant, founded in 1939 as the Scranton Record Company and purchased by Capitol in 1946, had never been organized. Negotiations and contract were concluded without loss of production. Bill Fowler, Cap veepee, negotiated for the Coast major.

CRG in Adult Field With 4 Longhair LPs

NEW YORK, Sept. 23.—Children's Record Guild (CRG) is prepping its entry to the adult disk field by taking over national representation of four longhair LP lines. Outfit, directed by Horace Grenell and Sales Manager Irv Katz, will now handle promotion, publicity and distributor relations for the new Polymusic label (see other story this issue), Reb, EMS and Rachmaninoff Society disks, representing

BMI Signs 3-Year Pacts With S.G.A.E.

Deal Covers Part Property

NEW YORK, Sept. 23.—Broadcast Music, Inc. (BMI), this week inked reciprocal contracts with S. G. A. E., the Spanish performing rights society, covering a three-year term beginning January 1, 1951. While it was not revealed what portion of the Spanish society's repertory is covered in the BMI pact, it is understood that the deal does not embrace the entire repertory.

Negotiations were conducted in Europe by Jean Geiringer, BMI's veepee for foreign relations, and concluded here on behalf of S. G. A. E. by Jacinto Guerrero and Moreno Torroba, prexy and director respectively of the Spanish society.

Meanwhile, the American Society of Composers, Authors and Publishers (ASCAP) will be represented in Spain by S. G. A. E. until the end of 1951. The converse is not true; ASCAP's right to the S. G. A. E. repertory runs out December 31, 1950. Thus S. G. A. E. has the rights to both BMI and ASCAP repertories during 1951.

BMI states that several of its affiliate pubbers have indicated an interest in pubbing some Spanish tunes here. If so, this will be in the nature of pioneering, contemporary Spanish music being virtually unknown in the American pop music field.

Flanagan Ork Packs Statler

NEW YORK, Sept. 23.—Ralph Flanagan, working his first Gotham location job, has been racking up turn-away business at the Hotel Statler's Cafe Rouge here, according to the hotel's manager, James McCabe. In his first week in the room, Flanagan drew 2,595 cover customers and in his second week McCabe believes the orkster will hit around 2,400 covers. McCabe told *The Billboard* that Flanagan's first week was some 50 covers better than Vaughn Monroe's opening week in the room a year ago and represents the best business done in the room since then. However, the hostelry's manager added that Monroe's over-all dinner-supper volume was stronger than Flanagan's. For Flanagan, the first week represented better than \$1,000 in percentage money.

To McCabe the significant factor in the Flanagan engagement has been that the orkster brought into the Cafe Rouge a heavy percentage of the younger element from the school and college set. It was this element which built the room into one of the top-flight name band locations in the country, but in recent years they have stayed away from the Cafe Rouge and other name band spots in this city.

McCabe reported that Flanagan's Saturday (16) night racked up 782 covers and that more than 500 others were turned away. It is reported that the hotel has taken options on Flanagan for a two-week date beginning December 19 and for four more weeks in April.

approximately 50 issues per year. Other lines of "unique value" are also being negotiated for.

According to Grenell, these lines will be sold on the retailer-distributor plan supplemented by a direct-mail sales program. Katz leaves October 5 for a six-week coast-to-coast sales-promotion jaunt.

Mercury Sets Stage To Hop Into Kidisks

Inks Deal With Childcraft

CHICAGO, Sept. 23.—Mercury Records Prexy Irv Green this week launched a powerful bid by the local diskery to become a factor in the kidisk trade by inking an agreement with Bill Hayes and John Dienhart Jr., reps of Childcraft, children's book seg of the Marshall Field empire. Fusion of Mercury and Childcraft had been in the works for the past six weeks (*The Billboard*, August 26). Childcraft is the juve's guidance and literature division of Field Enterprises.

As their part of the bargain, Childcraft will provide Mercury with any art work found in the 14-volume Childcraft set. It is estimated that this moppet artwork cost the Field Enterprises close to \$100,000, for it represents the work of winners of yearly child art exhibits. The first four 10-inch releases, which are based on familiar *Mother Goose* rhymes, are encased in sleeves, which will carry art work from that volume in the series. Childcraft intends to direct mail a list of over 100,000 parents, who have purchased the series during the past two years, with information about the new material available on records. Childcraft currently is working a premium deal for its door-to-door sales force, which will utilize a coupon for a free Mercury-Childcraft disk or the disk itself as the door-opener. The firm intends to give the disk free to any parent who listens to the spiel, even if no purchase of the books is made.

Childcraft stresses the child psychology and child guidance factor in its sales promotion just as heavily as it does the children's literature in the series. The Childcraft material in the volumes has all been passed by the regular editorial board of the series, as well as a board of outside experts, who are authorities in the teaching field. These two boards will function in passing on material to be recorded, with Mercury intending to pitch this fact to parents in its promotion. All disks will carry the stamp of approval of these Childcraft experts. Childcraft, which spends \$300,000 per year in slick mag advertising, intends to insert copy on the new Mercury-Childcraft link.

Mercury will reciprocate by inserting material about the Childcraft book series into all its kidisk sleeves. Mercury distributors will be furnished with more extensive information on Childcraft to instruct retailers concerning the over-all background of the Childcraft series.

First portion of the pact between Mercury and Childcraft calls for a series of 24 10-inch releases during the first year, it was learned. Billing on the label will probably read: "The Childcraft series, produced by Mercury Records," with both firms getting equal billing. The first year's releases will be pointed toward the moppet trade, but a Childcraft rep said that his firm is already considering the release of an older children's series, based on history and autobiographies contained in *The World Book Encyclopedia*, which is also a part of the Field Enterprises.

Selvin's Construction On Bldg. Is Resumed

NEW YORK, Sept. 23.—Ben Selvin, recently pop a. and r. chief for Columbia Records on the West Coast, has resumed construction of the Selvin Building in Hollywood. The structure will cost \$200,000 and is designed to centralize the pub fraternity on the West Coast. A num-

NBOA To Probe License Fees

Royalty Divvy To Jockey in Anthony Drive

HOLLYWOOD, Sept. 23. — Ray Anthony will cut in a local disk jockey on the record royalties of one of his Capitol waxed tunes as part of an extensive promotional campaign to herald his Coast debut. Batoner mounts the Palladium podium October 10 for a five-week stand. To stir dance crowd attention, Palladium, Capitol Records and Anthony's manager, Fred Benson, are teaming drumbeating forces for an all-out drive said to be the biggest in the Palladium's history. Voyle Gilmore, head of Capitol's Los Angeles Branch, is handling diskery's portion of the campaign. Reason for the big push is twofold: (1) As this is Anthony's initial Coast booking, he's known to dancers here only via his disks. All concerned want to make sure his p. a. pulls in the patrons. (2) Anthony has been a steady climber on the band ladder, delivering solid grosses and disk sales. *The Billboard's* Best-Selling Pop Chart (September 23 issue) shows Anthony as the only Glenn Miller-styled band on the list, pegging his *Count Every Star* in the No. 18 position. Successful Palladium stand is essential in continuing batoner's climb.

Deejay share-the-loot stunt is part of a local platter spinner contest aimed at winning plenty of Anthony air plugs. Jockeys participating in the contest will play Anthony's theme, *Man With the Horn*. Listener who sends in the correct number of notes played in Anthony's trumpet solo, wins one of the batoner's King trumpets. Jockey who relays the winning entry will receive a penny per platter royalty of an Anthony original instrumental. Tune is as yet untitled, with winning jockey getting to name the tune. Royalty will be paid by Anthony Music, batoner's pubbery.

Jockey contest will be staged week of October 2, a week prior to Anthony's opening, with letters inviting spinners to participate sent to 25 in the L. A. area. Palladium also will use radio for paid spots airing announcements cut by Margaret Whiting, Peggy Lee, Stan Kenton, Jo Stafford, Kay Starr and Jimmy Wakely. Video also will be used. Anthony will fly in Monday (2) for a few hours' filming of TV spots and will then wing back to his one-nighter route. TV medium will also be used via the Don Otis KLAC-TV show originating from the Palladium.

Stunts include a tie-in with Arden Dairy, guaranteeing 800 ice cream outlets will banner "the Ray Anthony Marshmallow World Sundae," a direct link with Anthony's current disk release, *Marshmallow World*. Batoner will turn beauty contest judge when he selects from six finalists "sweetest Southern California co-ed" October 18. He will host college paper editors at a combination Coke-party recording session at Cap's studios.

To dealers, Cap will distribute 5,000 streamers announcing Anthony's Palladium stand. Fifty shops will feature special Palladium windows. Dancery will invite dealers, jockeys and juke box ops to a preview concert-cocktail party Monday (9). Phono ops' co-operation will be sought via distribution of free Palladium ducats.

ber of top publishers have already contracted for space.

Selvin late this week had not yet accepted any of several offers made him by firms in the music business.

Small Arms Fire In Home Front Anti-Red Fight

(Continued from page 4)

Music Company, has the record in the No. 1 or No. 2 slot on 75 of his 100 machines. Alternating with the South Korean disk in Hegeman's top and second slots is the King Record by Jimmy Osborne of *God, Please Watch Over America*.

"Stand Up"

NEW YORK, Sept. 23.—Lindsay McPhail, ASCAP writer of *San*, the *Danbury Fair* and many other numbers, just completed a tune called *Stand Up and Be Counted*, lyrics of which follow:

*Stand up and be counted,
Are you loyal to the Red, White and Blue?*

*Stand up and be counted,
Now's the time for ev'ryone to prove he's true.*

Don't forget there is no middle road to travel any more;

We must do or die to kill the lie that threatens ev'ry shore;

So pledge your allegiance to the flag we adore,

Stand up and be counted now.

War I Reprise

HOLLYWOOD, Sept. 23.—Al Piantadosi has just written an anti-Commie tune. *Let's Take the Reds Out of the Red, White and Blue* is the tag, and Piantadosi says he'll share its royalties with a vet charity. Alex Sullivan provided the lyrics. No new hand at snatching song topics from the headlines, Piantadosi wrote during World War I *I Didn't Raise My Boy To Be a Soldier*.

"Dear Girls"

NEW YORK, Sept. 23.—Mrs. John J. McCormick, widow of the soldier who was killed in Korea and whose poetically inspired letter to his two little daughters made the front pages last week, has given permission to tunesmiths Benne Russell and Peter De Rose to write a song based on the letter. Tune, entitled *Dear Little Girls*, will quote, in part, from the letter. Robbins Music has pubbing rights.

Mrs. McCormick, who lives in Collingdale, Pa., supports herself and her daughters by working as a seamstress. A portion of the royalties on the tune and an advance have been assigned to her. Russell has invited Mrs. McCormick and the children to come to New York at his expense. They will make appearances on radio and TV to help augment the funds of the fatherless family.

Mercury Gets Show Albums

NEW YORK, Sept. 23.—Mercury Records is readying for October 15 release an album package to be merchandised on three speeds of the four top tunes from each of the forthcoming big ballyhoo musical legiters, Irving Berlin's *Call Me Madam* and Frank Loesser's *Guys and Dolls*.

The package will feature the label's four top artists—Frankie Laine, Vic Damone, Patti Page and Eddy Howard—doing two songs each.

Final release date for songs from the Loesser show is October 15, and this date was used to guide the merchandising of the package. Diskings will also be available as singles.

BMI Problem In Spotlight At Chi Meet

20% Tax To Claim Attention

(Continued from page 3)

will have recommendations on term men's next steps.

To Tell Meet Action

Tom Archer, chairman of the NBOA's music licensing committee, and Tom Roberts, legal counsel, will discuss two conferences held during the past eight months with leading reps of ASCAP. Thus far, details of these meetings have not been disclosed.

Roberts will discuss details of the latest phase of the NBOA's attempt to eliminate ballrooms from the 20 per cent cabaret tax bracket. Last week, Roberts was in St. Louis at the Circuit Court of Appeals. The appearance of Roberts was part of an appeal by the feds of a recent decision by Federal Judge Henry Graven, who ruled that ballrooms were not assessable. Roberts filed a 76-page brief, copies of which will be available to the membership at the convention.

Smaller Op

Otto Weber, managing secretary of NBOA, stressed that this year's NBOA confab will be directed primarily at the smaller op—the ballroom owner who handles all the business himself. As a result, speakers will discuss specific problems of operations, with all the speakers, except for one talk, being members of the ops' group. That one talk will be by a rep of *The Billboard*, who will discuss a new one-nighter chart, which will be inaugurated sometime around November 1. This chart will be an operators' report of how individual dance band dates are running as to business and audience reaction.

Attendance, based on reservations already received from members, looks to hit an all-time peak. Weber reported that a record crowd is expected because of the accelerated response from ops on the West and East coasts. In previous conventions, the greater part of the attendance was made up of Midwest terp ops, but this year an exceptionally strong representation is expected from the California territory.

NYC Opera Plans To Tour Midwest Dates

NEW YORK, Sept. 23.—Having obtained the green light from Chicago Local 10 and the American Federation of Musicians' (AFM) prexy, James Petrillo, for a Chicago season this year (*The Billboard*, September 23), the New York City Opera Company is proceeding with plans to fill out a short tour of other Midwestern cities. During several days of the Chicago engagement, which runs from November 15 thru December 10, the company will put in appearances at Milwaukee. Several performances have also been booked in East Lansing, Mich., seat of Michigan State University, following the Chicago closing.

Invitations to other cities are being considered, with Detroit an especially strong possibility, according to Morton Baum, chairman of the company's executive committee.

ASCAP Availability Ratings Listed for 1st Half of '50

NEW YORK, Sept. 23.—The following chart is a listing of American Society of Composers, Authors and Publishers (ASCAP) publisher-member availability ratings thru the first half of the current year. In view of the interest among many individual pubbers at the moment who are attempting to gain increases in availability for the third quarter and the fact that several pubbers have unofficially been mulling changes in the availability system, *The Billboard* is printing the complete publisher ratings list.

Each availability point is equivalent to upward of \$10 come melon-splitting time. This represents 30 per cent of the annual ASCAP pay-off, with seniority counting for 15 per cent and performances 55 per cent. Performance pay-off is made at rates running between 2 and 6 cents per performance per station for radio, which represents the largest portion of the performance melon.

First half changes in the availability ratings included raises of 275 points for Bregman, Vocco, Conn; 100 points for Oliver Ditson, Inc.; 50 points for George Simon, Inc.; 50 points for Laurel Music; 25 points for Fred Fisher Music; 250 points for Williamson Music (Chappell subsidiary); 20 points for United Music; 50 points for Edwin H. Morris; 15 points for Galaxy Music, and 10 points each for General Music, Barton Music,

Maxwell-Wirges Publications, Goldmine Music, Kanas Music, Martin Music, Jewel Music, Allied Music, Adrienne Music, Skokie Music and Sunset Music.

First half reductions included taking away 100 points from Boston Music Company and 50 points from Burke and Van Heusen's pubbery, which this year split from Edwin H. Morris to make a new deal with the Famous-Paramount interests. Reason points were taken from B-VH is that Morris had included his Curtis catalog, which held 50 availability credits originally, in the six year old B-VH set-up. The 50 points gained by Morris represents the Curtis catalog points.

Meanwhile, the recurrent reports that the pubber brass in ASCAP are giving considerations of an all-performance system of pay-off are again making the rounds. While such a change has not been up formally before the pubber board, pubbers individually have been discussing potential solutions to the eternal gripes about availability ratings. Classification meetings are an incessant round of gripes by pubbers who appear with attorneys and performance logs, demanding to match their catalogs, song-by-song with those with higher ratings. Since no objective measurements are applicable to the relative availability values of two tunes, the board's decisions almost

Add Two More

NEW YORK, Sept. 23.—*The Billboard's* Honor Roll of Popular Songwriters in the September 16 issue, incorrectly credited Peter De Rose and Charlie Tobias as sole writers of the tune, *One More Kiss Than Goodnight*. The tune credits should have listed De Rose, Tobias, Lou Herscher and Art Coogan. It's based on an original melody by Herscher and Coogan entitled *After All, I Adore You*.

always arouse resentment from some quarter.

Further, there is always the possibility that the unhappy ones may get the ear of Uncle Sam and instigate an enforced change in the pay-off such as happened with the writer members of ASCAP.

A voluntarily instituted pay-off putting more emphasis on performance might end the gripes and forestall possible government interest. Some of the discussion has pointed toward a theoretical grading of standard tunes in A, B, C and D brackets, with numbers getting 4, 3, 2 and 1 point per performance according to the durability of and demand for the tune. Current pops might be weighted 1/2 point in such a set-up.

However, the non-pop publishers would suffer considerably from even such a hypothetical weighting system, and it is the plight of this group that is forestalling serious action on a change.

Seeks AFM Okay For TV Remotes

(Continued from page 5)

personnel running to 17 musicians in exceptional cases. At the present time the AFM does not distinguish between sustaining and commercial shows in video. Scale for both types on a local telecast is \$32 per man for a two-hour period. Scale for both on a web seg is \$38 per man for the same period. The union specifies that this is the minimum period. If a sideman works only a five-minute shot, he must be paid for the minimum two-hour period.

Schreiber pointed out that with such scales it would be impossible for band remotes to remove even the lower budget live and film shows which are telecast after 10 p.m., when band remotes would start. Schreiber has always been a pioneer in working with dance bands for radio, as WGN locally has been the biggest consistent user of band remotes on radio since the days of the first Blackhawk pick-ups in the early 30's.

Talks with AFM reps here have always met the same answer: "The question would have to be taken up with Petrillo in some future meeting." Recently Suber was in New York and attempted to huddle with the AFM prexy himself, but a connection could not be made during his visit.

Other-ork execs, together with the GAC reps, when asked about their feelings on such a video set-up, ex- (See *Seeks AFM Okay* on page 43)

ASCAP AVAILABILITY RATINGS SECOND QUARTER 1950

11000 Harms, Inc.	20 Criterion Music Corp.	M Blasco Music, Inc.	M Lombardo Music, Inc.
5500 Chappell & Co., Inc.	20 Gamble Hinged Music Co.	M Block, Martin	M Lyric Music Publishers, Inc.
5500 Feist, Leo, Inc.	A-20 General Music Pub. Co., Inc.	M Bogat Music Corp.	M Madcap Music Publishers, Inc.
5500 Fischer, Carl, Inc.	20 Jones, Isham, Music Corp.	M Boland, Clay, Inc.	M Manhattan Music Publishers
5500 Mills Music, Inc.	A-20 Maxwell-Wirges Publications	M Bristol Music Corp.	M Marchant Music Publishers
5500 Remick Music Corp.	20 Melo-Art Music Publishers	M Brooks Music Corp.	M Margold Music Corp.
5500 Robbins Music Corp.	20 Nazarene Publishing House	M Brooks Music Pub. Co.	N-M Marks, Gerald, Music, Inc.
5500 Schirmer, G., Inc.	20 Plymouth Music Co., Inc.	M Broude Bros.	M Massey Music Co., Inc.
5500 Shapiro, Bernstein & Co., Inc.	20 Rialto Music Pub. Corp.	M Bull's-Eye Music, Inc.	M Maypole Music, Inc.
5500 Witmark, M., & Sons	20 Robbins, J. J., & Sons, Inc.	N-M Burke-Van Heusen & Associates	M McHugh & Adamson Music, Inc.
4750 Berlin, Irving, Music Corp.	20 Rubank, Inc.	M Music Corp.	M McKinley Publishers, Inc.
4750 Harms, T. B., Co.	20 Rytvoc, Inc.	M Burnett, Ltd.	M Melomusic Pub., Inc.
2750 Bourne, Inc.	20 Saunders Publications	M Buxton Hill Music Corp.	M Melrose, Walter, Music Co.
2750 Crawford Music Corp.	20 Superior Music, Inc.	M Campbell-Connelly, Inc.	M Mogull Music Corp.
2750 Famous Music Corp.	A-20 United Music Corp.	M Capitol Publications, Inc.	M Monaco, James V., Inc.
2250 Miller Music Corp.	20 Western Music Pub. Co.	(Ardmore Music Division)	M Monmar Music, Inc.
1750 Santly-Joy, Inc.	20 Willis Music Co.	M Cara Music Publishing Co.	M Mood Music Co., Inc.
1650 Bregman, Vocco & Conn, Inc.	20 Wood, B. F. Music Co.	M Caribbean Music, Inc.	M Music Makers Pub. Co.
1500 Church, John, Co., The	20 Yankee Music Pub. Corp.	M Carmichael Music Publications	M Musical Workshop
1200 Advanced Music Corp.	10 Adams, George, Music Pub. Co.	M Carroll Publications	M Myers Music
1200 Forster Music Publisher, Inc.	10 Ardienne Music Co.	M Cecilio Music Company, Inc.	M National Music Pub. Corp.
1200 Melrose Music Corp.	10 Ambassador Music, Inc.	M Century Music Pub. Co.	M Novelty Music Co.
1100 Boston Music Co.	10 American Music Pub. Co.	M Champagne Music Corp.	M O'Flynn, Charles, Publications
1100 Ditson, Oliver, Co., Inc.	10 Amoco Music Pub. Co., Inc.	M Choice Music, Inc.	M Oriole Music Corp.
A-1050 Morris, Edwin H., & Co., Inc.	10 Apollo Music Co.	M Clarick Music Co., Inc.	M Orten Music Co.
1000 Leeds Music Corp.	10 Argosy Music Corp.	M Coleman-Ross Co., Inc.	M Oxford University Press, Inc.
1000 New World Music Corp.	10 Bloch Publishing Co.	M Colony Music, Inc.	M P. D. S. Music Publishers, Inc.
A-1000 Williamson Music, Inc.	10 Blossom Ben, Music Corp.	M Congress Music Publications	M Paxton Music, Inc.
900 Paul-Pioneer Music Corp.	10 Blossom Music Corp.	M Cornell Music Co.	M Pepper, J. W., & Son, Inc.
800 Mayfair Music Corp.	10 Charling Music Corp.	M Coslow Music	M Piantadosi Music Publications
800 Vogel, Jerry, Music Co., Inc.	10 Coleman, Robert H.	M Courtney, Alan, Music Co.	M Pinkard Publications, Inc.
750 Broadway Music Corp.	10 Davis, Joe, Music Co., Inc.	M Crescendo Music Corp.	M Players Music Corp., The
750 Shubert Music Pub. Corp.	10 Denton & Haskins Corp.	M Crestview Music Corp.	N-M Pops Music Pub. Co.
700 Fox, Sam, Publishing Co.	10 Dorsey Brothers' Music, Inc.	M Cromwell Music, Inc.	M Popular Music Co.
500 American Academy of Music, Inc.	10 Dubonnet Music Publishing	M Crystal Music Publishers, Inc.	M Portilla Music Corp.
500 Bond, Carrie Jacobs, & Son.	10 Edwards Music Co., Inc.	M Crystalette Music Co.	M Pyramit Music Co.
500 Gershwin Pub. Corp.	10 Fields, Arthur, Publications	M Daniels, Charles N., Inc.	M R. F. D. Music Pub. Co., Inc.
500 Von Tilzer, Harry, Mus. Pub. Co.	10 Fitzsimons, H. T., Co.	M Dash, Connolly, Inc.	M Record Music Corp.
400 Fisher, Fred, Music Co., Inc.	10 Fortune Music, Inc.	M Dawson Music Co., Inc.	M Record Songs, Inc.
400 Foley, Charles	10 Georgeoff, Evan, Mus. Pub. Co.	M Delkas Music Pub. Co.	M Reinbert & Co., Inc.
300 Fischer, J., & Bro.	10 Global Music, Inc.	M Drake-Hoffman-Livingston, Music	M Renaut Music Co., Inc.
250 A B C Music Corp.	A-10 Goldmine Music, Inc.	Publishers	M Rene, Leon, Publications
250 Handy Bros. Music Co., Inc.	10 Goodman Music Co., Inc.	M Durante, Jimmy, Music Pub. Co.,	M Rhyme & Rhythm, Inc.
250 Paramount Music Corp.	10 Grand Music Corp.	Inc.	M Ritchie Music Co., Inc.
250 Words & Music, Inc.	10 Hargail Music Press	M East-West Music Co.	M Robert Music Corp.
215 Pickwick Music Corp.	10 Harman Music, Inc.	M Edition Musicus-New York, Inc.	M Ross, Charles, Music Co., Inc.
200 Miller, Bob, Inc.	10 Homeyer, Chas. W., & Co., Inc.	M Edmonds, Shepard N., Music Pub.	M Row, R. D., Music Co.
200 Rodeheaver Co., The	10 Jefferson Music Co.	Co., The	M Royal Music Publisher
175 Presser, Theodore, Co.	10 Jungnickel, Ross, Inc.	M Elliot Music Co., Inc.	M Ruval Music Co.
150 Ricordi, G., & Co. (of N. Y.)	A-10 Kanas Music Publishers	M Emery Music, Inc.	M St. Nicholas Music Pub. Co.
150 Rossiter, Will	10 Leslie, Edgar, Inc.	M Empire Music Co., Inc.	M Sanson Music Co.
150 Villa Moret, Inc.	10 Leslie Music Corp.	M Ensemble Music Press	M Schroeder, D. L.
150 Warock Music, Inc.	10 Ludwig Music Pub. Co.	M Enterprise Music Corp.	M Schwartz, Morrell, Music Co., The
125 Summy, Clayton F., Co.	10 Manor Music Co.	M Evans Music Co.	M Shawnee Press, Inc.
100 Alfred Music Co., Inc.	A-10 Martin Music	M Fanfare Music Co.	M Shikret, Nathaniel, Music Co., Inc.
100 Elkan-Vogel Co., Inc.	10 Maurice, Peter, Mus. Co., Ltd., The	M Favorite Publishers, Inc.	M Sinatra Songs, Inc.
100 Flammar, Harold, Inc.	10 Mercury Music Corp.	M Fenner Publications	M Skylark Songs Music Publisher
100 Hope Publishing Co.	10 Muesette Publishers, Inc.	M Foreign & Domestic Music Corp.	M Society for the Publication of
100 Movietone Music Corp.	10 Noble Music Co., Inc.	M Fowler Music Co.	American Music, Inc.
100 Simon, George, Inc.	10 Northern Music Corp.	M Frank Music Corp.	M Songs, Inc.
100 Southern Music Pub. Co., Inc.	10 O'Kay Music Co.	M Franklin, John, Co., Inc., The	M Southern Music Co.
75 Allen, Thornton W., Co.	10 Owens-Kemp Music Co.	M G & C Music Corp.	M Spina-Green Music Corp.
A-60 Galaxy Music Corp.	10 Oxford Music Corp.	M GI Music Corp.	M Spitzer, Henry, Music Pub. Co.,
60 Jewel Music Pub. Co., Inc.	10 Pic Music Corp.	M Gallico, Al, Music Co., Inc.	Inc.
60 Lewis Music Pub. Co., Inc.	10 Piedmont Music Co., Inc.	M Gaumont Music Publishers, Ltd.	M Standard Music Publishers, Inc.
60 Lorenz Publishing Co.	10 Remsen, Alice	M Gem Music Corp.	M Stanley Music, Inc.
50 Belwin, Inc.	10 Ringle, Dave	M Glenmore Music, Inc.	M Stanwood Music Corp.
50 Caesar, Irving	10 Ritter, Tex., Music Publications, Inc.	M Gordon, Samuel, Music Pub. Corp.	M Starlight Music
50 Gray, H. W., Co., Inc.	10 Roy Music Co., Inc.	M Gordon, Kaufman & Real, Inc.	M State Music Pub. Co., Inc.
50 Hall-Mack Co.	10 Schroeder & Gunther, Inc.	M Greenwich Music Co., Inc.	M Stephens, Bob, Inc.
50 Harris, Charles K., Music Pub. Co.,	10 Shattiner, Inc.	M Guild Music Publishers, Inc., The	M Stept, Inc.
Inc.	10 Skokie Music Co.	N-M Haggard Music Co.	M Stone Music Corp.
50 Jacobs, Walter, Inc.	10 Smith-Foley Music Publications	M Hamilton Music Corp.	M Supreme Music Corp.
50 King, Charles E.	10 Sunset Music Publishers, Inc.	N-M Hampshire House, Inc.	M Tempo Publishing Co., The
50 Izurel Music Corp.	10 Tobias & Lewis, Music Publishers	N-M Hanover Music Corp.	M Thomas, John, Music Corp.
50 Photo Play Music Co., Inc.	10 Volkwein Bros., Inc.	M Hansen, Charles H., Music Co.	M Thornhill Music Co.
50 Spier, Larry, Inc.	10 Tropical Music Publishers	M Harmony Music Corp.	M Tin Pan Alley
45 Huntzinger, R. L., Inc.	10 World Music, Inc.	M Herbert Music Co.	M Tobey Music Corp.
45 Lincoln Music Corp.	M A-M Music Corp.	M Hollybrook Music Co.	M Tone Music Co.
45 Victoria Publishing Co.	M Abbey Music Co., Inc.	M Howard, Joe, Music Publisher	M Towne Music Corp.
40 Birchard, C. C., & Co.	M Alamo Music, Inc.	N-M Hubert Music Corp.	M University Music Corp.
40 Capitol Songs, Inc.	M Ama Music Co.	M Hudson Music Corp.	M Urban Music Publications
40 La Salle Music Publishers, Inc.	M Antobal Music Co.	M Idriss-Brown-Tibbles, Inc.	M Valando Music Corp.
40 Stasny Music Corp.	M Antony, Frank	M International Music, Inc.	M Variety Music
40 Tempo Music, Inc.	N-M Arnel Music Corp.	M J. P. Music Co.	M Victor Pub. Co.
30 Ascher, Emil, Inc.	M Arrow Music Co.	M James Music, Inc.	M Viking Music Corp.
30 Baron, M., Co.	M Arthur, Irving, Music Corp.	M Jayvee Music Pub. Co.	M Villa-Lobos Music Corp.
30 Fillmore Music House	N-M Artists Music, Inc.	M Jenkins Music Co.	M Warnow, Mark, Music
30 Mario Music Corp.	M Atlas Music Corp.	M Kearney Music Co.	M Warren, Harry, Music, Inc.
30 Milene Music	M Axelrod Publications, Inc.	M Kelton, Inc.	M Waverly, Jack
30 Mutual Music Society, Inc.	M Bantam Music Pub. Co., The	M Kendis Music Corp.	M Weiss, Sam, Music, Inc.
30 Skidmore Music Co., Inc.	M Barbour-Lee Music Corp.	M Kenmor Music Co.	M Whale Music Corp.
S-30 Transcontinental Music Corp.	M Bel-Air Music Corp.	N-M Keystone Music Co. of California	M Windsor Music Corp.
30 Triangle Music Corp.	M Bell Song Publishing Co.	M Knickerbocker Songs, Inc.	M Woodward Music, Inc.
20 Allied Music Corp.	M Beverly Music Corp.	M Kramer-Whitney, Inc.	M Worth, Bobby, Music Publishers,
A-20 Barton Music Corp.	M Bibb Music, Inc.	M Lake Shore Pub. Co., Inc.	Inc.
20 Briegel, Geo. F., Inc.	M Biltmore Music Corp.		M Yellen & Fain
R-20 Burke & Van Heusen, Inc.			

A-ADVANCED

N-NEW MEMBER

R-REDUCED

S-SPECIAL CLASSIFICATION

A HIT-COAST-TO-COAST!



RUSS MORGAN
"MUSIC IN THE MORGAN MANNER"



BELOVED, BE FAITHFUL

COUPLED WITH

YOU DREAMER YOU

DECCA 27006 (78 RPM) - 9-27006 (45 RPM)

UP AND COMING

- | | |
|---|--|
| Harbor Lights
Beyond the Reef | BING CROSBY
Decca 27219 *9-27219 |
| Harbor Lights
The Petite Waltz (La Petite Valse) | GUY LOMBARDO
Decca 27208 *9-27208 |
| Nola
Let's Do It Again | GUY LOMBARDO
Decca 27178 *9-27178 |
| Can Anyone Explain? (No, No, No!)
Dream a Little Dream of Me | ELLA FITZGERALD & LOUIS ARMSTRONG
with SY OLIVER AND HIS ORCHESTRA
Decca 27209 *9-27209 |
| Steal Away
Just a Closer Walk With Thee | RED FOLEY and JORDANAIREs
Decca 14505 *9-14505 |
| All My Love
The Friendly Islands | BING CROSBY with JEFF ALEXANDER
CHORUS and VICTOR YOUNG
Decca 27117 *9-27117 |
| Can Anyone Explain? (No, No, No!)
If I Had a Magic Carpet | DICK HAYMES with 4 HITS AND A MISS
and VICTOR YOUNG AND HIS ORCHESTRA
Decca 27161 *9-27161 |
| I'll Never Be Free
Ain't Nobody's Business If I Do | ELLA FITZGERALD and LOUIS JORDAN
Decca 27200 *9-27200 |
| I'll Never Be Free
How You Sound | LIONEL HAMPTON
Decca 24911 |
| No Other Love
Honestly I Love You | JERRY GRAY
Decca 27180 *9-27180 |
| All My Love
The Swiss Bellringer | GUY LOMBARDO
Decca 27118 *9-27118 |
| I'm Moving On
Guitar Shuffle | HANK GARLAND
Decca 46256 *9-46256 |
| I'll Sail My Ship Alone
F-O-O-L-I-S-H M-E, Me | CHARLIE "PEANUT" FAIRCLOTH
Decca 46237 *9-46237 |
| Pink Champagne
Well Oh Well | LIONEL HAMPTON
Decca 27164 *9-27164 |
| Everybody's Somebody's Fool
September in the Rain | LIONEL HAMPTON
Decca 27176 *9-27176 |

45 rpm and 78 rpm prices do not include Federal, State and Local taxes. Long Play prices include Federal tax, but not State or Local taxes.

*Indicates 45 RPM Version

SPECIAL RELEASES

- | | |
|--|--|
| Poppa Santa Claus
Mele Kilikimaka | BING CROSBY and ANDREWS SISTERS
Decca 27228 *9-27228 |
| That Christmas
Feeling
Silver Bells | BING CROSBY with JEFF ALEXANDER
CHORUS and JOHN SCOTT TROTTER
Decca 27229 *9-27229 |
| Sleep
I Hear Music | FRED WARING
Decca 27237 *9-27237 |
| Daddy's Little Boy
I Still Love You | MILLS BROTHERS
Decca 27236 *9-27236 |
| Frosty The Snow Man
Rudolph The Red-Nosed
Reindeer | RED FOLEY and The Little Foleys,
SHIRLEY, JULIE and JENNY
Decca 46267 *9-46267 |
| Christmas Island
C-H-R-I-S-T-M-A-S | ERNEST TUBB
Decca 46268 *9-46268 |
| (Remember Me) I'm the One
Who Loves You
I Need Attention Bad | ERNEST TUBB
Decca 46269 *9-46269 |

NEW RELEASES

- | | |
|---|---|
| A Rainy Day Refrain
(Dadim Dadom Dadim Dadom)
The Glory of Love | ANDREWS SISTERS
and GUY LOMBARDO
Decca 27202 *9-27202 |
| Tamburitzza Boogie
Trouble Then Satisfaction | LOUIS JORDAN
Decca 27203 *9-27203 |
| You've Got Me Crying Again
For the First Time
(I've Fallen in Love) | BETTY BREWER
Decca 27204 *9-27204 |
| More Than You Know
Holiday Forever | RANDY BROOKS
Decca 27205 *9-27205 |
| Bless This House
Let My Song Fill Your Heart | EILEEN FARRELL
Decca 27206 *9-27206 |
| Pagan Love Song
My Isle of Golden Dreams | GEORGE KAINAPAU
Decca 27207 *9-27207 |
| Down By The
Old Mill Stream
Ida! Sweet As Apple Cider | BING CROSBY
Assisted by THE FOURSOME
Decca 25492 *9-25492 |
| Mentiroso
Quiéreme y Verás | TRIO HERMANOS RIGUAL
Decca 21318 |
| Catherine Polka
Happy Village Polka | WALTER DOMBKOWSKI and
His Polka King Orchestra
Decca 45114 *9-45114 |
| In the Shaded
Green Pastures
Lord, Search My Heart | MARIE KNIGHT with Alfred Miller
Decca 48173 *9-48173 |
| Kitchen Blues
I Ain't Gettin' Any Younger
(I Ain't Gonna Wait Too Long) | MARTHA DAVIS
Decca 48174 *9-48174 |

NEW RELEASES ALBUMS

- GORDON JENKINS** Plays the Music of **JEROME KERN**
Instrumental Fox Trots
GORDON JENKINS and His Orchestra
Selections include: THE WAY YOU LOOK TONIGHT—LONG AGO (And Far Away)—YESTERDAYS—SMOKE GETS IN YOUR EYES—THEY DIDN'T BELIEVE ME—TILL THE CLOUDS ROLL BY—ALL THE THINGS YOU ARE—THE TOUCH OF YOUR HAND
DECCA ALBUM A-785 • Four 10-inch 78 RPM Records • Price \$3.75
DECCA ALBUM 9-80 • Four 45 RPM Unbreakable Records • Price \$3.35
DL 5276 • 10-inch Long Play Microgroove Unbreakable Record • Price \$2.85
- GOOD TIME PIANO**
Fox Trots and Waltzes • Piano Solos with Rhythm Accompaniments
FRANKIE FROBA and His Boys
Selections include: WHISPERING—YOU'RE IN LOVE WITH EVERYONE—WHO'S SORRY NOW?—MISTAKES—I'M SORRY I MADE YOU CRY—THE CURSE OF AN ACHING HEART—I'LL SEE YOU IN MY DREAMS—LIMEHOUSE BLUES
DECCA ALBUM A-767 • Four 10-inch 78 RPM Records • Price \$3.75
DECCA ALBUM 9-62 • Three 45 RPM Unbreakable Records • Price \$2.60
(Does not include Record No. 27030)
DL 5260 • 10-inch Long Play Microgroove Unbreakable Record • Price \$2.85
- CHERISHED MOMENTS OF THE THEATER**
- JANE COWL**
in
SMILIN' THROUGH
Dramatic Play by Alan Langdon Martin with Musical Background and Supporting Cast • Entire Production Adapted and Directed by Fritz Blocki
DL 7011 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.85
- FLORENCE REED**
in
SHANGHAI GESTURE
Dramatic Play by John Colton with Musical Background, Sound Effects and Supporting Cast • Entire Production Adapted and Directed by Fritz Blocki
DL 7010 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.85
- LAURETTE TAYLOR**
in
PEG O' MY HEART
Dramatic Play by J. Hartley Manners with Musical Background, Sound Effects and Supporting Cast • Lew White, Organist
DL 7012 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.85



AMERICA'S FASTEST SELLING RECORDS!

HE'S A
REGULAR
SPOONATIC!



HANNON
and
RYAN
DECCA 27105

DECCA
RECORDS

Chairman Wood of HUAC Limits Acts To Be Heard by Committee

(Continued from page 4)

will grant hearings to accused persons seeking to put their denials of Communism on the official record, Wood declared that opportunity for formal denials will be afforded "only to those whose names have come up in testimony before the House Un-American Activities Committee."

"The committee," said Wood, "does not intend to open itself to a parade of persons seeking to broadcast denials of charges that were made in places other than the committee—such places as books, newspapers or magazines."

In this manner, Wood, co-author of the controversial anti-Communist bill that reached the President's desk this week, made it clear that his committee's hearing records are closed to any proffered anti-Communist statements from showfolk mentioned in *Red Channels* unless their names had also been mentioned in testimony before the House Un-American Activities Committee.

Meanwhile, Hazel Scott made an appearance before Wood's committee yesterday (22) and read the anti-Communist statement she made public last week (*The Billboard*, September 23), following her unsuccessful attempt to be heard formally at that time. The entertainer, in answer to several questions from the committee in connection with her statement, declared that she has "never been a member of the Communist Party and furthermore I have never entertained such a thought and never expect to become a member." Miss Scott's appearance was the second such by a prominent show-world personality within a month; previously, Josh White was given a hearing at his own request and delivered an anti-Communist statement.

Under existing or proposed statutes, there is no federal body, other than courts of law, for publicity and officially processing formal denials to charges of Communism hurled from any and all quarters. In the Wood-McCarran bill, which Congress passed this week under threat of a presidential veto, provision was made for creation of a subversive activities board, but this board has been proposed to act on lists of organizations deemed subversive by the attorney general. Persons listed as members of those organizations would be considered as having Communist ties if they failed to renounce their membership as soon as those organizations were publicly exposed.

"Obvious" Guilt

Chairman Wood, in explaining his committee's policy on handling anti-Communist declarations from accused persons, said that the procedure outlined in his legislation would remove the need for "public denials" since anybody failing to withdraw from membership in a subversive organization after that organization has been exposed obviously "would stand guilty of having Communist affiliations no matter what protestations he or she might make to the contrary."

As Congress was acting on the committee chairman's bill, Attorney General J. Howard McGrath took a fresh opportunity in a speech this week to caution against what he described as "vigilante" legislation containing "shrill overtones of hysteria." Addressing the General Assembly of the American Bar Association, McGrath singled out for emphasis the Communist problem specifically as it has affected some segments of the entertainment world.

"We appear to be going thru a period of public hysteria, in which many varieties of self-appointed policemen and alleged guardians of Americanism would have us fight subversion by prescribing an orthodoxy of opinion, and stigmatizing as

disloyal all who disagree or oppose them," said McGrath.

Knocks Hysteria

"This hysteria appears in vigilante groups who decree and execute beatings of purported Communist sympathizers; or who, in more polite circles, intimidate radio advertisers into silencing performers who they say have Communist leanings.

"Another manifestation is the recent proposal to investigate the fitness of the federal judiciary because of displeasure with a decision directing the release on bail of Harry Bridges pending his appeal of a conviction for perjury."

McGrath indicated that some provisions of the Wood-McCarran bill would have an effect of sending Communists underground rather than restraining or exposing their operations and the identities of their operatives. "Proposed registration of Communist Party and front organizations' memberships, and labeling of their printed political publications," he said, "count for little in fighting wily persons trained in and bent upon intrigue and deception.

"Techniques of suppression and compelling adherence to the 'party line' are the very mark of Communism itself in lands where it holds sway," the attorney general said. "We cannot afford to be misled into believing we will be providing machinery to combat espionage and sabotage by adopting such techniques."

Merle Miller Heads ACLU Smear Study

(Continued from page 4)

appointed this week to head ACLU's examination of the problem of blacklisting in the radio and TV industries. The investigation will be conducted under the supervision of Patrick Murphy Malin, ACLU executive director, who stated: "We are concerned with the general problem of blacklisting, from whatever quarter it emanates, and our inquiry will cover every angle that will bring the true facts to the attention of the public."

ACLU's interest in the problem was heightened when Actress Jean Muir, several weeks ago, was dropped from an NBC-TV show by her sponsor, General Foods. The protests were motivated by the inclusion of Miss Muir's name in *Red Channels*, which lists 151 radio and TV performers and their alleged Communist ties and sympathies.

Malin states that ACLU is opposed to suppressing any publication and is also opposed to suppression of persons who are listed in a private publication because of alleged beliefs or associations.

FIRST FED ANTI-

(Continued from page 4)

bill. The bill, vetoed by President Truman soon after it was overwhelmingly passed in both chambers, moved swiftly back on the track again after the House by a top-heavy vote overrode the President's veto and sent the bill on to the Senate for similar action.

Among major provisions of the bill is requirement that any radio or TV program sponsored by an organization on the attorney general's subversive list should be preceded by a statement identifying the sponsor as a member of the Communist front. The attorney general is required to report to the subversive activities board regularly on organizations listed as subversive, with the organizations mandated to file regular reports on membership, income, etc. Once a subversive list is publicized, any members who decline to disaffiliate themselves will be deemed by the government as having Communist ties.

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Fran ALLISON... Victor
Ray CHARLES... MGM
Rosemary CLOONEY... Columbia
Teresa BREWER... London
Roberta QUINLAN... Mercury

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KAY STARR
Capitol 1-936

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Recorded by
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Sylvia Froos (Dec)
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Gordon Jenkins (Jub)
The Orioles (Jub)
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Jan Garber
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With Vocal By

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MUSIC—AS WRITTEN

D. C. Department Store Plugs National Symph Ork

Season subscriptions to the National Symphony Ork concerts may now be purchased—and charged—at the Hecht store in Washington. The department store is offering the service as a non-profit boost to aid support for the ork, which has a 26-concert season in the works.

New Demagnetizing Record Brush Invented by LeMire

A new record brush which cleans plastic disks by demagnetizing dirt and lint has been devised by disk dealer **Ernie LeMire**. LeMire, owner of the Record Exchange shop, New York, has set up a new outfit, LeMire Products, to assemble and merchandise the product. The brush itself is composed of a piece of specially treated plastic cloth, similar in appearance to velvet. The thread is made by Dupont. The product will retail for \$5. National distribution has not yet been set up.

Nat Cole Trio To Return From Europe End of October

Nat Cole will head back to New York from overseas the last week in October. The Cole trio, following a London Palladium engagement, is staying in Europe a week longer than planned to do additional concerts in the Scandinavian countries and on the Continent.

Hefty Kenton Grosses on 1-Nighter Tour

Stan Kenton is racking up top grosses on his current dancery tour. First week of one-nighters (four dates) the batoner grossed \$16,177 and pulled out a take for himself amounting to \$9,706.50. Batoner went into percentages (60 per cent against \$1,500 guarantee) on all dates.

New York:

Steve Gibson and the **Red Caps**, after summering at the Martinique, Wildwood, N. J., locate for the next five weeks at Chubby's, across the river in Collingswood, N. J. . . . Local maestro **Joe Frassetto** signed by **Kitty Kallen** to conduct for her when she opens at New York's Waldorf-Astoria Hotel's Wedgwood Room in October. . . . **Herbie Collins** takes over the stand at suburban Drexelbrock Room. . . . **Lenny Herman** comes up from Atlantic City later in month for a return trip to the Warwick Hotel. . . . **Lon Chassy** leaves his orchestra behind to front a band in Hot Springs for the season. . . . **Milt Meyers** takes over the organ console at the Sheraton Hotel's new Persian Room. . . . **Andy Arcari**, accordion soloist, forming a new music publishing company—but music strictly for accordionists. . . . **Beryl Booker**, 88-er formerly with the **Slam Stewart Trio**, and bongo-banging warbler **Dottie Smith** have become regular members of the **Cats 'n' Fiddle** unit. . . . **Mike Pedecin** returns his **Men of Rhythm** to town for a spell at **Ciro's**. . . . **Elliott Wexler** plotting to build a big band around his piano-vocal protege, **Buddy Greco**, who opens single this week at **Marty Bohn's Nut Club** here.

Dick Bradley, head of Tower Records, Chicago, in town last week, signed orkster **Bernie Mann** to a Tower disk pact, and a personal management deal. Bradley returned to Chicago Monday (25), then will fly to the Coast, and back to New York within 10 days. He'll organize a new distributing set-up on the Coast. . . . Polka maestro-impresario **Bill Gale** has canceled his recent deal with General Artists Corporation (GAC), and will now book his "Polka Band Parade" units personally. . . . Cartoonist-inventor **Rube Goldberg** has clefled a new kiditty, "The Noise Song," which **Ben Bloom** is publishing. Goldberg has also cartooned the title page.

Bob Macrae, RCA Victor Records' merchandising manager, just back from the Coast, where he planned Victor's continuing tie-ups with the Disney Studios, on the next Disney flick, "Alice in Wonderland." . . . **Larry Fotine**, playing a one-nighter at the Ritz Ballroom, Bridgeport, Sunday (17), drew 650 persons. . . . Puerto Rican warbler **Bobby Capo**, a Seeco artist, is making two films in Mexico. . . . **Vince Mond**, Major **Bowes's** original one-man band, and former Atlantic disker, has started his own label, **Mond Records**. The first release was due last week. . . . **Felix Popper** has joined the music staff of the New York City Opera as an assistant conductor.

Saxie Dowell is handling Chicago exploitation for Broadway Music's "I'm Praying to St. Christopher." . . . The **Wally Wanger Dance Studios** are plugging the "Elephant Rock" terp step tied in with the tune of that name being plugged by **Joe Schuster** of **Ostrow Music**. . . . **National Records** has added pop bary **George Nolan** and blues-balladeers **Helen Page** and **Melvin Moore**. . . . **Mel Torme** starts a week at the **Click** in Philadelphia Saturday (2). . . . **Broadcast Music, Inc. (BMI)**, has been getting strong sheet music action on a tune which hasn't been recorded—"One More Kiss Goodnight," an e.t. of which is used as **Galen Drake's** theme on **WCBS**, with **Drake** plugging the tune on his shows.

Jerry Blaine is throwing a cocktail party for **Sylvia Froos** and **Dick Brown** at the **Cosnat** offices here Thursday (28). . . . **BMI** threw a luncheon at the **Headquarters Restaurant** Tuesday (19) for **Eustis Beckles**, first **BMI** employee to enter the service since the present emergency began.

Harry P. O'Brien has been appointed manager of the **RCA Exhibition Hall**, the **Radio City** showroom of the **Radio Corporation of America**. He fills the vacancy left by **Howard Davis**, who moved to **NBC** as television director for **WNBT**, New York flagship. . . . Warbler **Connie Haines**, following her performance in "Duchess of Idaho," has been assigned the female lead in **MGM's** next big technicolor musical, tentatively tabbed "The Strip." Pic, starring **Mickey Rooney**, goes into production mid-November.

British thrush **Anne Shelton**, who records for **London Records**, arrived Saturday (23) for a month of radio, TV and disk-promotion appearances. . . . Violinist-orkster **Frank York** has formed a new eight-piece crew and opens at the **Chicago Hotel Sherman's** new **Porterhouse Room** October 1. **Lenny Green** is booking the outfit, which features thrush **Yole O'Bryn**. . . . **Wild Bill Lange**, comedy drummer formerly featured with **Milt Britton**, **Al Trace** and **Denny Beckner**, has joined **Willie Fischer's Logjammers**, set indefinitely at the **Magic Bar, Minneapolis**.

Hartford:

Landerman brothers' orchestra is booked into **Hotel Bond** for the 11th consecutive year. . . . The 16-member **Sam Kaplan** band is again playing at the **State**, Hartford's only pic-vaude theater. Seven of the members, incidentally, are members of the **Hartford Symphony Orchestra**.

Le Roy and his trio are booked into **Kid Kaplan's Restaurant** Thursday, Friday and Saturday nights for an indefinite stay. . . . **Buddy James**, of **Hartford**, who has been a sideman, arranger and vocalist for **Tony Pastor**, will leave to study for the priesthood.

"Connecticut" has become music. A march song, named after the State and written by two Hartford musicians, has been accepted by bandmaster **Alexander T. DeFronzo**, of the **Connecticut National Guard**. Lyrics by **Peter J. Doran**, music by **Henry R. Hallbauer**.

Detroit:

Mary K. Sarlow is having a master of her new number "Your Heart Should Tell You," cut by the **Taynell Revue** at **Indianapolis**. . . . **Franz Geisz** and **His Seven Wonders** have cut "I Dreamed I Was a Matador," novelty number, backed by the "Flower Valley Waltz" for **Gold Rain Records**. . . . The **Gotham Trio** has cut "No Moon, No Stars, No You," rhythm number, backed by "Reckless" as the first release for the new **Studio Records** label.

Sweet Tone and **Studio Records** are independent labels, not subsidiaries of **Grand Central Music Company**, as indicated recently in this column.

Philadelphia:

Tunesmiths **Frank Capano**, **Morty Berk** and **Max Freedman** get **Don Cornell** to introduce their latest "If I Had Another Chance," on wax. . . . Warbler **Earl Plummer** has joined **Steve Gibson** and **The Red Caps** at **Chubby's**, across the river in **Collingswood, N. J.** . . . **Art Wendell** back with the relighting of the **Oakes Ballroom** for the new season. . . . Since the "Mister Roberts" play at the **Forrest Theater** doesn't want a pit orchestra to play between acts, the four men which the playhouse had to hire under music union's rules play for stubholders downstairs in the lounge. . . . **Americana Records Company** set up here by **Philip E. Edwards** and **Robert W. Steinhilber**, locating at 3722 Mt. Vernon Street. . . . **Scott-Crosse**, handling independent record labels, adds **Good Time Jazz** to its label listings. . . . **Fran Warren** for the reopening of the **Click** next week. . . . **Jackie Davis** debuts the town's only jump organology, bringing his **Hammond** to **Lou's Moravian** music spot. . . . **Milton Saunders**, who spends most of the year at **Tavern-on-the-Green** in **New York's Central Park**, first-timing it here in town at the **Hotel Warwick**.

Hollywood:

Eddie Wolpin, head of **Paramount's** music subsids, here to set up fall release dates on new material. . . . **Nelson Eddy** and **Eleanor Steeber** blended voices for a **Columbia** "New Moon" album. . . . **Freddy Martin** flies his band from **San Francisco** for a **Hollywood** four-sided disk date with **RCA Victor's Henri Rene**. . . . **Jack Perrin**, formerly with **Hill & Range**, teamed with **Henry Russell** to form two pubberies, **Ivy Music (ASCAP)** and **Sunflower (BMI)**. **Russell**, musical director on **NBC's** "Hall of Ivy," airshow, combined with **Vick Knight** to pen "Halls of Ivy" tune and "Drink, Drink, Drink" ditty, both in the pubberies' catalogs. . . . **Paramount** contact man **Tubby Garron** gets his song salute in the **T. P. Mitchell** ditty, "Chubby Tubby's Polka," a tune **Garron** will be plugging. . . . **Songstress April Stevens** inked exclusively by **Society Records**, with initial disks including "Don't Do It," "The Sweetest Day" and "Voodoo." . . . **Irving Bibb**, author of "Old Man Atom," has increased his collar temperature over remarks that his tune is **Commie-flavored** and is launching a campaign in an effort to prove that his song has only world peace at heart.

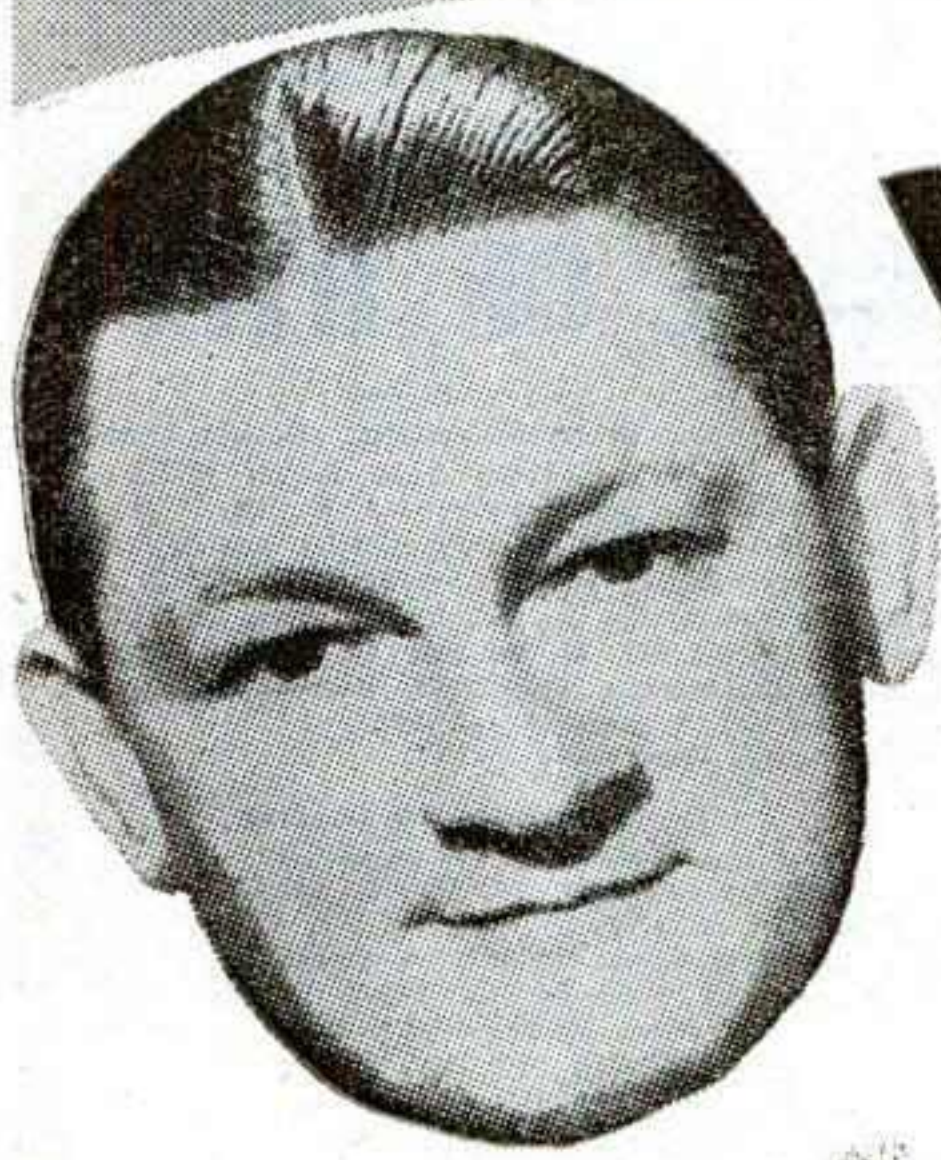
Regular quarterly dividend of 65 cents per share was declared by **Capitol Records** on its \$2.60 cumulative convertible preferred stock, payable October 1 to stockholders of record September 15. . . . **Capitol Records' legit Steinwayer, Leonard Pennario**, returns for a second air shot on the "Telephone Company Hour" November 13. . . . After a six-month absence, trumpet-saxman **Jack Ordean** rejoins **Abbey Browne's** ork, currently at **Charley Foy's Supper Club, San Fernando Valley** nitery.

On the Sound Track:

Composer-critic-commentator **Deems Taylor**, who narrated **Walt Disney's** "Fantasia," will again hit the soundtrack. He was signed by **Rudolph Polk** and **Bernard Luber** for a special prolog and commentary for the first batch of reels in the classical artists series to be distributed by **20th Century-Fox**. Films feature **Artur Rubinstein**, **Jascha Heifetz**, **Jan Peerce**, **Nadine Connor** and **Gregor Piatagorsky**. **Irving Reis** will direct filming of **Taylor's** prolog in **New York**. . . . There's a lot of excitement brewing over a tune out of a **Walt Disney** soundtrack. **Melody** is part of the background score in **Disney's** "Beaver Valley." **Catchy** tune caught the ear of **Disney** music topper **Fred Raphael**, who immediately ordered **Don Raye** to pattern lyrics to the **Paul Smith** music. Result is "Jing-a-ling, Jung-a-ling," which is being covered by all the majors. . . . **Franz Waxman**, back from **European** concert tour, returns to start scoring **George Stevens's** "An American Tragedy." His "Sunset Boulevard Suite," from the pic's score, has been prepped for disking. . . . **Columbia's Morris Stoloff** assigned **George Duning** to score **Ed Small's** "Lorna Doone." **Duning** just completed music chores on "Harriet Craig," **Joan Crawford** starrer. . . . **Frederick Hollander** will score **Columbia's** "Born Yesterday." This marks **Hollander's** first trip to the **Columbia** lot since 1942 when he clefled scores for "You Belong to Me," "Here Comes Mr. Jordan" and "Talk of the Town." Prior to the "Born Yesterday" assignment, **Hollander** was at **RKO**. . . . **Judy Canova** has been pegged for two high budget features on **Republic's** production sked. . . . **Monogram** has two musicals in the works, "Rhythm Inn" and "Casa Manana." . . . **Dimitri Tiomkin**, back from **Gotham** where he completed scoring **Laurel Productions' "Mr. Universe"**, is at work on **Stanley Kramer's** "Cyrano de Bergerac." . . . **Production** number rehearsals are under way at **Metro** on "Show Boat." . . . **Malu Gatica**, who just completed a singing stand at **Mocambo**, was inked by **Universal-International** to portray a **French cafe** vocalist in "Prisoner of War."

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The
Billboard

MUSIC POPULARITY CHARTS

PART
I

The Nation's Top Tunes

Based on reports received last three days of Week Ending September 22

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart.

HONOR ROLL OF HITS

(Trade Mark Reg.)

This Week

Last Week

- 1. GOODNIGHT, IRENE** 1
 By Huddie Ledbetter and John Lomax
 Published by Spencer (BMI)
 Records available: J. Allison, Cap 1122; Alexander Brothers, Mer 5448; R. Foley-E. Iubb, Dec 46255; Gunter Lee Carr, Dec 48167; J. Shook-D. Dillard-O. Bradley Quintet, Coral 60261; G. Jenkins-The Weavers, Dec 27077; F. Sinatra, Col(78)38892, (33)10718; D. Day-C. Dant, V(78)20-3870, (45)47-3870; L. Dee Dec 46258; J. Stafford, Cap 7142; C. Steward, Coral 60266; Leadbelly, Atlantic 917; M. Mulligan, King 886; G. Autry, Col(78)20738, (33)2-767; E. Grant, Cap(78)1158, (45)F-1158; Harmony Bells Ork, Dana 705; Mad Man Maxwell, Discovery 524; P. Gayten, Regal 3281.
 Electrical transcription libraries: Ray Anthony, Lang-Worth.
- 2. MONA LISA** 2
 By Jay Livingston and Ray Evans
 Published by Famous (ASCAP)
 From the Paramount film, "Captain Carey, U. S. A."
 Records available: Dennis Day-H. Rene Ork, V 20-3753; H. James Ork, Col(78)38768, (33)1-588; N. "King" Cole-L. Baxter Chorus & Ork, Cap 1010; A. Lund-L. Holmes Ork, MGM 10689; C. Spivak Ork, London 619; V. Young Ork, Dec 27048; B. Cole, Capitol 1104; L. Noble, Coral 60250; Alexander Brothers, Mercury 54457; M. Mulligan, King 886; J. Wakely, Cap 1151; R. Flanagan, V 20-3888; "T" Texas Tyler, 4 Star 1514; F. Culley Ork, Atlantic 918.
 Electrical transcription libraries: Norman Cloutier's Ork, Thesaurus; Dean Hudson, Lang-Worth; Dick Jurgens, Associated.
- 3. PLAY A SIMPLE MELODY** 3
 By Irving Berlin
 Published by Irving Berlin (ASCAP)
 Records available: G. & B. Crosby-M. Matlock's All Stars, Dec 27112; G. Gibbs-B. Crosby Ork, Coral 60227; P. Harris-W. Scharf Ork, V(45)47-3781; D. Shore-H. Zimmerman Ork, Col(78)38837, (33)1-656; J. Stafford-The Starlighters-P. Weston's Dixie Eight, Cap 1039; R. Paige-J. Cortez Ork-R. Charles Quartet, Admiral 1016.
 Electrical transcription libraries: Dean Hudson, Lang-Worth; Chuck Foster, Lang-Worth.
- 4. SAM'S SONG** 4
 By Jack Elliot and Lew Quadling
 Published by Sam Weiss (ASCAP)
 Records available: J. "Fingers" Carr, Cap 962; G. & B. Crosby-M. Matlock's All Stars, Dec 27112; H. Geller Ork-The Tune-Timers, Mer 5450; T. Harper-M. Klein's Dixieland Band-Four Hits and a Miss, Col(78)38876, (33)1-695; C. "Shanty" Hogan-B. Wayne-J. Pleis Ork, London 693; F. Martin Ork, V(45)47-3798; Melodeons, MGM 19743; L. Noble, Coral 60250; V. Young Ork, Dec 27033.
 Electrical transcription libraries: Bob Crosby, Standard; Dick Jurgens, Associated; Chuck Foster, Lang-Worth.
- 5. ALL MY LOVE** 7
 By Paul Durand, Mitchell Parrish and Henri Contet
 Published by Mills (ASCAP)
 Records available: H. Babbitt, Coral 60290; B. Crosby-J. Alexander Chorus-V. Young Ork, Dec 27117; X. Cugat Ork, Col 38913; D. Day-C. Dant Ork, V(78)20-3870, (45)47-3870; P. Faith, Col 38918; E. Grant, Cap 1183; G. Lombardo, Dec 27118; P. Page-H. Geller Ork, Mer 5455; R. Case Ork, MGM 10792.
 Electrical transcription libraries: Allan Holmes-Johnny Corvel, Associated; Betty Chappell, Thesaurus; Joe Reichman, Standard; Guy Lombardo, Ziv; Ralph Norman Muzak; Patti Page, Lang-Worth.
- 6. BONAPARTE'S RETREAT** 9
 By Pee Wee King
 Published by Acuff-Rose (BMI)
 Records available: G. Krupa, V(78)20-3766, (45)47-3766; L. McAuliffe, Col(78)20706, (33)2-664; P. Napoleon, Col 38891; K. Starr, Cap(78)936, (45)F-936; B. Butler, Dec 46209; Pee Wee King, V(78)21-0111, (45)48-0114; E. Grant, Cap(78)1158, (45)1158.
 Electrical transcription libraries: Jack Rivers, Standard.
- 7. CAN ANYONE EXPLAIN!** 8
 By Bennie Benjamin and George Weiss
 Published by Valando (ASCAP)
 Records available: R. Anthony Ork, Cap 1131; Ames Brothers, Coral 60253; S. Churchill, Arco 1259; V. Damone, Mer 5474; L. Green-The Honeydramers, V 20-3902; D. Haymes, Dec 27161; A. Morgan, London 766; H. Ranch Ork, MGM 10777; D. Shore-H. Zimmerman Ork, Col(78)38927, (33)1-759; Soft Notes, Mer 5464; E. Fitzgerald-L. Armstrong, Dec 27209.
 Electrical transcription libraries: Ray Anthony Ork, Lang-Worth.
- 8. LA VIE EN ROSE** 6
 By Pierre Louiguy and Mack David
 Published by Harms, Inc. (ASCAP)
 Records available: L. Armstrong, Dec 27113; O. Bradley, Coral 60241; B. Crosby, Dec 27111; R. Flanagan Ork, V 20-3889; C. Haines, Coral 60260; H. James Ork, Col(78)38768, (33)1-588; G. Lombardo, Dec 27127; M. Marrow, MGM 30227; T. Martin, V 20-3819; Melachrino Strings, V 20-3739; N. Morales, Dec 21313; E. Piaf, Col(78)38912, (33)1-743; J. Stafford-P. Weston Ork, Cap(78)1153, (45)F-1153; P. Weston Ork, Cap(78)890, (45)F-890; V. Young, Dec 24816.
 Electrical transcription libraries: Skinnay Ennis, Standard.
- 9. TZENA, TZENA, TZENA** 5
 (*Copyright in dispute)
 Records available: A. Blank-Harmonica Trio, Riviera 116; G. Jenkins-The Weavers, Dec 27077; Lantor S. Malavsky-Family Choir, Star of David 1505; M. Miller Ork & Chorus, Col 3885; The Weavers, Dec 27053; V. Damone, Mercury 5454; W. Solek Ork, Columbia 12473; G. Cates Ork, Coral 60261; R. Flanagan Ork, V(78)20-3847, (45)47-3847; Frank Wojnarowski, Dana 702.
 Electrical transcription libraries: Dean Hudson, Lang-Worth; Allen Roth Ork, Thesaurus.
- 10. HARBOR LIGHTS**
 By Jimmy Kennedy and Hugh Williams
 Published by Chappell (ASCAP)
 Records available: R. Anthony Ork, Cap 1190; J. Byrd-J. Murad, Mer 5461; R. Flanagan Ork, V 20-3911, K. Griffin, Col 38889; S. Kaye, Col 38963; S. Crosby-L. Murray Ork, Dec 27219; G. Lombardo, Dec 27208; L. Raine-C. Parman Ork, London 781; D. Washington-J. Carroll Ork, Mer 5488.
 (No information on electrical transcription libraries available as The Billboard goes to press.)

*Jenkins, Decca Records; Miller, Columbia Records; Damone, Mercury Records; Gates, Coral Records; Flanagan, Victor Records, and other disks use lyrics by Gordon Jenkins and new music and arrangement by Spencer Ross, copyrighted by Cromwell Music. Mills Music claims it owns copyright to music by Issachar Miron and Julius Grossman and has other lyrics by Mitchell Parrish which have not to date appeared on records. The Zionist Organization of America has also made claim to the music.

WARNING!

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

Release 59-39

Ships Coast to Coast, Week of October 1

POPULAR

- FREDDY MARTIN**
(Dance to the Music of) The Ocarina
Where Do I Go From You? 20-3926—(47-3926)*
- BOB DEWEY**
Get Happy
Somebody's Crying 20-3927—(47-3927)*
- BOB DEWEY**
Beloved, Be Faithful
Home 20-3928—(47-3928)*
- VAUGHN MONROE**
Dream a While
Dream a Little Dream of Me 20-3929—(47-3929)*
- PERRY COMO and BETTY HUTTON**
with Mitchell Ayres and His Orchestra
A Bush and a Peck
She's a Lady 20-3930—(47-3930)*
- PERRY COMO with Mitchell Ayres and His Orchestra**
So Long Sally
Marcheta 20-3931—(47-3931)*
- FRANKIE CARLE**
What Can You Do?
Humpty Jumpy 20-3923—(47-3923)*

COUNTRY

- CHARLIE MONROE and His Kentucky Partners**
Sugar Cane Mama
Down in Caroline 21-0391—(48-0391)*
- KITTY WELLS and the Tennessee Mountain Boys**
How Far Is Heaven
My Mother 21-0384—(48-0384)*

WESTERN

- SONS OF THE PIONEERS**
What This Country Needs
Where Are You? 21-0388—(48-0388)*

NATIONAL SPECIAL-POP SPECIALTY

- JOHNNY VADNAL**
Rob 'Em Blind—Polka
Petite Waltz 25-1175—(51-1175)*

*45 r.p.m. Nos.

NOTE: All records in this panel are listed alphabetically by song title



\$. . . 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.

7 . . . designates that record is one of RCA Victor's "Certain Seven" — among the leading numbers on the trade paper best selling retail sale charts (week of Sept. 23). Obviously, sure things!

- Bonaparte's Retreat**
Gene Krupa20-3766—(47-3766)* **7**
Pee Wee King21-0379—(48-0379)*
- Count Every Star**
Hugo Winterhalter20-3697—(47-3221)* **7**
- Cuddle Buggin' Baby**
Eddy Arnold21-0342—(48-0342)* **7**
- Goodnight, Irene**
Dennis Day20-3870—(47-3870)*
- I Need You So**
Don Cornell20-3884—(47-3884)* **7**
- I'm Movin' On**
Hank Snow21-0328—(48-0328)* **7**
- La Vie En Rose**
Tony Martin20-3819—(47-3819)*
Ralph Flanagan20-3889—(47-3889)*
Melachrino Strings20-3739—(47-3739)*
- Music, Maestro, Please**
Tony Martin20-3883—(47-3883)*
- Patricia**
Perry Como20-3905—(47-3905)* **7**
- Thinking of You**
Eddie Fisher20-3901—(47-3901)*
- Why Fight the Feeling**
Vaughn Monroe20-3880—(47-3880)*
- The Red We Want Is the Red We've Got**
Ralph Flanagan20-3904—(47-3904)*
Hugo Winterhalter20-3913—(47-3913)* **7**
Elton Britt21-0381—(48-0381)*



★ . . . 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.

- Let's Do It Again**
Frankie Carle 20-3899—(47-3899)*
No. 8 Retailers' Pick, Billboard, September 23rd.
- Lovebug Itch—Prison Without Walls**
Eddy Arnold 21-0382—(47-0382)*
No. 1 Country and Western Disc Jockeys' Pick, Billboard, September 23rd.
- Mister Touchdown, U. S. A.**
Hugo Winterhalter 20-3913—(47-3913)*
Billboard Picks, September 23rd.

TIPS

**A BUSHEL AND A PECK
SHE'S A LADY**

Perry Como and Betty Hutton
20-3930—(47-3930)*

The stars who make the hits
are on

RCA VICTOR Records

RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

SUPER VALUE!



RCA VICTOR 45 R.P.M. RECORD BONUS OFFER
Victrola attachment plus 6 one-a-month Bonus Records, plus 6 months' subscription to "Picture Record Review"—\$12.95. Everybody's going "45."

MUSIC MAESTRO PLEASE

London Lorry Raine
 Columbia Sammy Kaye
 Decca Tommy Dorsey
 Mercury Frankie Laine
 Victor Tony Martin

Others soon to follow

and STRANGERS

London Lorry Raine
 Columbia Sammy Kaye
 Decca Tommy Dorsey

Others soon to follow

BOURNE, Inc.
 799 SEVENTH AVE. NEW YORK 19.

The Billboard MUSIC POPULARITY CHARTS

Sheet Music

Based on reports received last three days of Week Ending September 22



BEST-SELLING SHEET MUSIC

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 in a film; (M) indicates tune is in legit musical; (R) indicates tune is available on records.

POSITION	Weeks to date	Last Week	This Week	Title	Publishers
11	1	1	1	GOODNIGHT, IRENE (R)	Spencer
16	2	2	2	MONA LISA (F) (R)	Famous
13	3	3	3	PLAY A SIMPLE MELODY (R)	Berlin
9	4	4	4	LA VIE EN ROSE (R)	Harms
12	5	5	5	SAM'S SONG (R)	Sam Weiss
4	6	6	6	ALL MY LOVE (R)	Mills
4	8	7	7	CAN ANYONE EXPLAIN? (R)	Valando
2	12	8	8	THINKING OF YOU (F) (R)	Remick
18	9	9	9	COUNT EVERY STAR (R)	Paxton
6	10	10	10	BONAPARTE'S RETREAT (R)	Acuff-Rose
17	11	11	11	THIRD MAN THEME, THE (F) (R)	Chappell
1	—	12	12	OUR LADY OF FATIMA (R)	Robbins
9	7	13	13	TZENA, TZENA, TZENA (R)	Copyright In dispute
6	14	14	14	NO OTHER LOVE (R)	Walt Disney
18	—	15	15	I WANNA BE LOVED (R)	Supreme

ENGLAND'S TOP TWENTY

POSITION	Weeks to date	Last Week	This Week	Title	English	American
9	1	1	1	SILVER DOLLAR	Pic Music, Ltd.	Hampshire Publishing Corp.
15	2	2	2	BEWITCHED	Chappell	Chappell
7	3	3	3	HAVE I TOLD YOU LATELY?	Leeds	Duchess
5	8	4	4	SAM'S SONG	Sterling	Sam Weiss
6	4	5	5	IF I WERE A BLACKBIRD	Box & Cox	*
16	5	6	6	DADDY'S LITTLE GIRL	Yale	Beacon
3	12	7	7	MONA LISA	New World	Famous
7	6	8	8	SENTIMENTAL ME	Cinephonic	Knickerbocker
6	9	9	9	ONCE IN A WHILE	Magna	Miller
24	7	10	10	MY FOOLISH HEART	Sun	Santly-Joy
19	10	11	11	DEARIE	Campbell-Connelly	Laurel
11	11	12	12	IF I LOVED YOU	Williamson	*
9	15	13	13	CANDY AND CAKE	Irwin Dash	Oxford Music
16	13	14	14	I REMEMBER MY FIRST LOVE	Arcadia	Leeds
20	14	15	15	QUICKSILVER	W. H. Morris	W. H. Morris
2	18	16	16	ASHES OF ROSES	Campbell-Connelly	*
11	19	17	17	YOUR HEART AND MY HEART	Lawrence Wright	*
20	16	18	18	LET'S DO IT AGAIN	Lennox	Robbins Music
1	—	19	19	I ONLY HAVE EYES FOR YOU	Feldman	Remick
1	—	20	20	HAPPY TIMES	Feldman	Harms, Inc.

*Publisher not available as The Billboard goes to press.

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Name \$10 enclosed
 Address Bill me
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Dept. 9-30-PC

THE TOP TUNES OF THE DAY

are on



TOP POPS!

	78 RPM	45 RPM
"MONA LISA" Nat "King" Cole.....	1010	F1010
"BONAPARTE'S RETREAT" Kay Starr.....	936	F936
"AIN'T NOBODY'S BUSINESS," "I'LL NEVER BE FREE" Starr-Ernie.....	1124	F1124
"SOMETIME," "NO OTHER LOVE" Jo Stafford	1053	F1053
"NOLA," "JEALOUS" Les Paul.....	1014	F1014
"ORANGE COLORED SKY," "JAM-BO" Nat Cole, Stan Kenton.....	1184	F1184
"GOOFUS," "SUGAR SWEET" Les Paul.....	1192	F1192
"I'LL ALWAYS LOVE YOU" Dean Martin.....	1028	F1028
"GOODNIGHT IRENE," "OUR VERY OWN" Jo Stafford	1142	F1142
"HARBOR LIGHTS," "NEVERTHELESS" Ray Anthony	1190	F1190

TOP WESTERNS!

HANK THOMPSON "Humpty Dumpty Boogie".....	1198	F1198
STATESMEN QUARTET "Led Out Of Bondage".....	1189	F1189
TEX RITTER "Coal Smoke, Valve Oil, and Steam".....	1188	F1188
TENNESSEE ERNIE "Cincinnati Dancing Pig".....	1174	F1174
TEX WILLIAMS "Wild Card"	1166	F1166
LEON PAYNE "Did I Forget To Tell You".....	1164	F1164
HANK THOMPSON "When God Calls His Children Home".....	1163	F1163
JIMMY WAKELY "Mona Lisa".....	1151	F1151
RAMBLIN' JIMMIE DOLAN "Wham! Bam! Thank You Mam!".....	1150	F1150
RAMBLIN' JIMMIE DOLAN "I'll Sail My Ship Alone".....	952	F952

Just released! The inimitable **Fannie Brice's** **"BABY SNOOKS"** humorous and educational children's record album

Stan Kenton AND HIS NEW DANCE ORCHESTRA



Currently touring
"EASY GO"
 coupled with
"BUT THEN YOU KISSED ME"
 78 rpm 1191 45 rpm F1191

Frank Devol and His Orchestra



"DREAM AWHILE"
 coupled with
"POWDER AND PAINT"
 78 rpm 1143 45 rpm F1143
 "LOVE LETTERS IN THE SAND"
 coupled with **"THIS YEAR'S KISSES"**
 78 rpm 1178 45 rpm F1178

Peggy Lee "ONCE IN A LIFETIME"



coupled with
"LIFE IS SO PECULIAR"
 78 rpm 1244 45 rpm F1244

Mel Tormé with orchestra conducted by Sonny Burke



"RECIPE FOR ROMANCE"
 coupled with
"DO-DO-DO"
 78 rpm 1177 45 rpm F1177

Hank Thompson "HUMPTY-DUMPTY BOOGIE"



coupled with
"DADDY BLUES"
 78 rpm 1198 45 rpm F1198
Its boogie beat has made it tops among Hank's Radio Requests

It Sticks with you!!!

MOLASSES MOLASSES

IT'S ICKY STICKY GOO



Roberta Quinlan *
and **Jan August** *at the pianola*

with orchestra and vocal group conducted by **MARTY MANNING**

* Confidentially! Slow this record down with your finger or speed control and hear how the "Icky Sticky Voice" was conceived.

backed by

"ORANGE COLORED SKY"

MERCURY
5504
and 45 rpm
5504x45



The Billboard MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Based on reports received last three days of Week Ending September 22



BEST-SELLING POP SINGLES

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.

Table of Best-Selling Pop Singles with columns for Position, Weeks Last, This to date, Title, Artist, and Record Info.

Dealer Doings

NEWS AND CHATTER . . . Brentano's, New York, Record Bar ran a cocktail party to introduce Jacqueline Francois, Vox Polydor recording artist. . . The personal appearance of Frankie Laine and Patti Page at the Riverside Theater, Milwaukee, created a terrific demand for their disks according to the Cudahy Record Shop . . . The major recording companies could do well for themselves and their dealers if they would come up with more good blues singers according to L. R. Perry's Little Record Shop, Tunica, Miss. . . Fisher Appliance, Milford, Del., staged a successful personal appearance of "Little" Jimmy Dickens. . . Disk business is picking up, according to the House of Music, Stockton, Calif., and a big winter season is predicted. . . The Ferguson Music Center, Memphis, opened a branch store in the downtown part of the city. The new shop carries best selling disks only.

WINDOW DISPLAYS . . . Weinberg Music Store, Lexington, Va., dressed up the windows to welcome the college crowd back to town. In addition to the usual banners and school colors, the shop displayed sheet music and record copies of the "Washington and Lee Swing" and the "V. M. I. Spirit." . . . United Artists Record Shop, San Francisco, set up a traffic-stopping display of puppet figures of "Doodles and Spider" TV pantomime characters well known on the West Coast. . . Dressing a window to duplicate the Treasure Island set used in the motion picture has sold plenty of disks for Fisher Appliance, Milford, Del. . . Home Furniture Company, Bristol, Va., reports that many slow-moving long playing disks sell well if displayed in the window. The same goes for foreign language disks that people are "surprised" to find available in the local disk shop.

BEST SELLER BINS . . . Pamela M. Parnandes, J. Rosenblatt and Company, Hartford, Conn., makes excellent use of The Billboard's weekly list of best selling pops by posting it over a bin that holds the top 20 releases and billing the display as "The Nation's Top Hits." The disks in the bin are numbered and labeled according to The Billboard listing with the numbering changed each week as hits move up and down the chart. The bins have become self-service merchandisers that move a load of hit disks each week.

HANDLE RECORDS? . . . "We feel many dealers overlook the customers' desire to handle records. They will pick up several disks from racks, put them on the counter and handle them. We even keep a few records in a stack on the counter as bait—and it works. They'll often disregard the racks of pop numbers and finger thru the stack on the counter until they find the one or two hits we've placed there."—Cosden & Evans, Dover, Del.

TRADE TALK . . . "One speed is actually all we need. Two speeds is certainly more than enough." . . . Burgers Music, Port Jervis, N. Y. . . "Selling year-old, dead stock Western records at three for a \$1 gets customers into the store so that they'll buy the new ones at regular prices."—Colonial Music Shop, Frederick, Md. . . "In this area Columbia is getting disks to the dealers at the same time as they ship to disk jockies. It's something we've been crying for. Why don't the others follow?"—Ann Arbor Music Center, Ann Arbor, Mich. . . "Both 45 and 33 r.p.m. albums don't seem to follow any selling pattern."—King & Folk, Port Angeles, Wash. . . "The record business is in a terrible state. I will say that if somebody doesn't do something about it, the record business will be a dead duck."—Eddie's Music House, Lake Charles, La.

CHILDREN'S RECORDS

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.

Table of Children's Records with columns for Position, Weeks Last, This to date, Title, Artist, and Record Info.

POP ALBUMS

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.

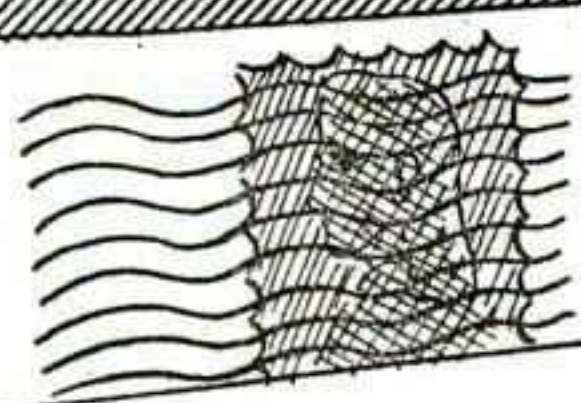
Best Selling 33 1/3 R.P.M.

Table of Best Selling 33 1/3 R.P.M. Pop Albums with columns for Last Week, This Week, Title, Artist, and Record Info.

Best Selling 45 R.P.M.

Table of Best Selling 45 R.P.M. Pop Albums with columns for Last Week, This Week, Title, Artist, and Record Info.

NEW YORK
Sept. 30



"So Long"

Sally"

Perry Como



RCA VICTOR Records



78 rpm 20-3931
45 rpm 47-3931

RCA VICTOR Records

Presents

The Star of MGM's **"THE TOAST OF NEW ORLEANS"**

MARIO LANZA in

**TWO
BIG
ALBUMS**
of the songs
from the film



DM/WDM-1395

An Album of Great Operatic Arias on
Three Red Seal Records

LA TRAVIATA

(The Drinking Song)

MADAME BUTTERFLY

(Love Duet)

L'AFRICANA

(O Paradiso)

CARMEN

(Flower Song)

MARTA

(M'Appari)

DM/WDM-1417

An Album of New Popular Songs on
Two Red Seal Records

BOOM BIDDY BOOM

**THE TOAST
OF NEW ORLEANS**

TINA LINA

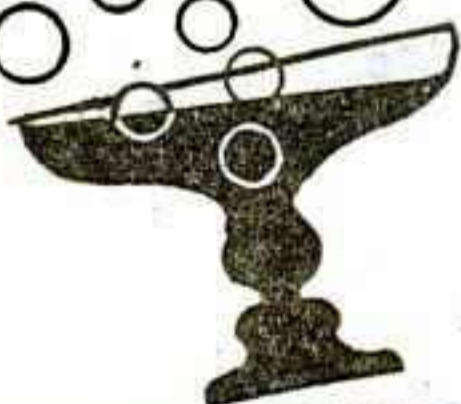
THE BAYOU LULLABY

THE Champagne Music of LAWRENCE WELK and his orchestra



I'M IN
THE MIDDLE
OF A RIDDLE

MERCURY 5487
Backed With
"PETITE WALTZ"



ONLY **Mercury** HAS THE HITS ON NON-BREAKABLE RECORDS
MERCURY RECORDS, CHICAGO, ILLINOIS • MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA

The Billboard

MUSIC POPULARITY CHARTS

Juke Box Record Plays

PART VI



Based on reports received last three days of Week Ending September 22

MOST-PLAYED JUKE BOX RECORDS

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

Weeks to date	Last Week	This Week	Record	Artist	Label
12	1	1	GOODNIGHT, IRENE	G. Jenkins-Weavers	Dec(78)27077, (45)9-27077—BMI
16	3	2	MONA LISA	Nat "King" Cole	Cap(78)1010, (45)F-1010—ASCAP
10	2	3	SIMPLE MELODY	Gary-Bing Crosby	Dec(78)27112, (45)9-27112—ASCAP
10	4	4	SAM'S SONG	Gary-Bing Crosby	Dec(78)27112, (45)9-27112—ASCAP
18	6	5	BONAPARTE'S RETREAT	K. Starr	Cap(78)936, (45)F-936—BMI
8	7	6	CAN ANYONE EXPLAIN?	Ames Bros.	Coral(78)60253, (45)9-60253—ASCAP
5	8	7	CINCINNATI DANCING PIG	R. Foley	Dec(78)46261, (45)9-46261—ASCAP
(T. Brewer, London 768; V. Damone, Mer 5477; L. Dee, Dec 46263; E. Grant, 1183; G. Krupa Ork, V 20-3906; H. Carmichael-J. Gray, Dec 27201; D. Jurgens Ork, Col 38965)					
6	11	7	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Cap(78)1124, (45)F-1124—ASCAP
(J. Indig-J. Pleis Ork, London 654; P. Gayten Ork, Regal 3258; L. Hampton Ork, Dec 24911; O. Bradley, Coral 60293; D. Washington, Mer 3187; E. Fitzgerald-L. Jordan, Dec 27200)					
5	15	7	ALL MY LOVE	P. Page	Mercury(78)5455, (45)5455X45—ASCAP
10	12	7	MONA LISA	V. Young	Dec(78)27048, (45)9-27048—ASCAP
4	9	11	HARBOR LIGHTS	S. Kaye	Col(78)38963, (33)1-784—ASCAP
14	5	12	TZENA, TZE'NA, TZE'IA	G. Jenkins-Weavers	Dec(78)27077, (45)9-27077—ASCAP
3	12	13	I'M FOREVER BLOWING BUBBLES	G. Jenkins-A. Shaw	Dec(78)27186, (45)9-27186—ASCAP
(J. Lee, Cap 1149; The Palmers, Tone 502)					
8	22	14	GOODNIGHT, IRENE	F. Sinatra	Col(78)38892, (33)1-718—BMI
1	—	14	PATRICIA	P. Como	V(78)20-3905, (45)47-3905—ASCAP
(D. Jurgens Ork, Col 38965)					
12	9	16	NOLA	L. Paul	Cap(78)1014, (45)F-1014—ASCAP
(G. Lombardo, Dec 27178)					
8	26	16	GOODNIGHT, IRENE	R. Foley-E. Tubb	Dec(78)46255, (45)9-46255—BMI
2	—	16	LA VIE EN ROSE	Bing Crosby	Dec(78)27111, (45)9-27111—ASCAP
13	22	19	SAM'S SONG	J. (Fingers) Carr	Cap(78)962, (45)F-962—ASCAP
12	12	20	BONAPARTE'S RETREAT	G. Krupa	V(78)20-3766, (45)47-3766—BMI
6	22	20	MONA LISA	C. Spivak	London(78)619, (45)30073—ASCAP
2	—	20	OUR LADY OF FATIMA	R. Hayes-K. Kallen	Mercury(78)5466, (45)5466X45—ASCAP
(R. Foley-A. Kerr Singers, Dec 14526; S. Sweetland, MGM 10737; T. Bennett, Col 38926; F. Elliott, London 752; Frieling Sisters, King 15057; K. Roberts, Coral 64053; L. Vincent, Pearl 600)					
3	16	23	I'LL ALWAYS LOVE YOU	D. Martin	Cap(78)1028, (45)F-1028—ASCAP
(D. Shore, Col 38848; M. Tilton, Coral 60258)					
1	—	23	HARBOR LIGHTS	K. Griffin	Col(78)38889, (33) 1-710—ASCAP
3	26	25	CINCINNATI DANCING PIG	V. Damone	Mercury(78)5477, (45)5477X45—ASCAP
1	—	25	I NEED YOU SO	H. Winterhalter-D. Corneli	V(78)20-3884, (45)47-3884
(Ivory Jo Hunter, MGM 10663; C. Hogan-G. Evans Ork, London 779)					
7	—	25	COUNT EVERY STAR	R. Anthony	Cap(78)979, (45)F-979; Cap(78)859, (45)F-859—ASCAP
(H. Jeffries, Col(78)38732, (33)1-555; D. Haymes-A. Shaw, Dec 27042; S. Stitt, Prestige 718; Blenders, Dec 48158; H. Babbitt, Coral 60214; H. Winterhalter Ork, V(78)20-3697, (45)47-3221)					
2	—	25	SIMPLE MELODY	Bob Crosby-G. Gibbs	Coral(78)60227, (45)9-60227—ASCAP
2	19	29	HARBOR LIGHTS	J. Byrd-Harmonicats	Mercury(78)5461, (45)5461X45—ASCAP
7	—	29	TZENA, TZENA, TZENA	M. Miller	Col(78)38885, (33)1-706—ASCAP

WARNING!

In utilizing these charts for buying purposes, readers are urged to pay particular attention to information listed which shows the length of time a record has been on the chart and whether a record's popularity has increased or decreased. This information is shown in the left hand columns under the headings "Weeks to Date" "Last Week" and "This Week." If a record has had an unusually long run, or if its current position "this week" versus "last week" shows a sharp drop readers should buy with caution.

2 GREAT NEW HITS!

AL (JEALOUS HEART) **MORGAN**

Vocal and Piano with Orchestral Accompaniment

"LITTLE RED CABOOSE"

backed by

"ROSIE THE ELEPHANT"

No. 783 - 78 rpm No. 30196 - 45 rpm 75¢ plus tax

2 GREAT SIDES THAT STARTED THE REVIVAL!

LORRY RAINÉ

The "STRANGERS" Sweetheart
Vocal with Cliff Parman's Orchestra

"HARBOR LIGHTS"

backed by

"MUSIC, MAESTRO, PLEASE"

No. 781 - 78 rpm • No. 30194 - 45 rpm 75¢ plus tax

LONDON
RECORDS

Billboard TIPS ON TOPS Says: "Blues and Rhythm Standout"



AMOS MILBURN SAX SHACK BOOGIE REMEMBER

AL 3064



RED HOT!

2 New Original Vocals by the Blues Sensation of the South BILLY WRIGHT

SAVOY #761

FORE DAY BLUES

AND

EMPTY HAND

A GREAT NEW HIT BY "MR. HUCKLEBUCK" PAUL WILLIAMS

SAVOY #758

JEEP'S BLUES

AND

PAUL'S BOOGIE

Savoy RECORD CO., INC. 58 Market St., Newark 1, N. J.

PHONOGRAPH RECORD BISCUITS

Try 'em...

That's all we ask!

HIGHER PRODUCTION—LESS REJECTS

Wood's Plastics, Inc.

410 FRELINGHUYSEN AVENUE

NEWARK 5, NEW JERSEY

Blgelow 3-3253

NEF-O-LAC RECORD COMPOUND

"THE CONSTANT QUALITY COMPOUND"

Send for sample biscuits. Try them in your own presses. Results reported by regular users tell why NEF-O-LAC is used for better records all over the world.



Molding compounds are a product of J. W. Neff Laboratories, Inc.

There's a NEF-O-LAC RECORD COMPOUND for every record requirement RIGID OR SHELLAC BREAK RESISTANT (Synthetic or Vinylite) PURE & EXTENDED VINYLs For Manufacturing 78 • 45 • 33 1/2 RPM RECORDS

BINNEY & SMITH CO.

41 EAST 42nd ST., NEW YORK 17, N.Y.

Exclusive Sales Agents for U.S., Canada, Central and South America

The Billboard MUSIC POPULARITY CHARTS PART VIII Rhythm & Blues Records

Based on reports received last three days of Week Ending September 22

BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

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

Table with columns: POSITION, Weeks | Last | This to date|Week|Week, and record titles with artists and labels.

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

Table with columns: POSITION, Weeks | Last | This to date|Week|Week, and record titles with artists and labels.

ADVANCE RHYTHM & BLUES RECORD RELEASES

- List of new releases including Apollo Theatre Jump, Kitchen Blues, Lonesome World to Me, etc.

RHYTHM & BLUES RECORD REVIEWS

- Reviews for Jerome Richardson (Bobby Plater's Ork), Percy Mayfield, Frank Cully Ork, Jimmy Liggins, etc.

The Billboard
MUSIC POPULARITY CHARTS
PART IX
Record Reviews

RATINGS (100 Point Maximum)
 90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
 40-69 SATISFACTORY • 0-39 POOR

How Ratings Are Determined Records are reviewed three times (1) for retailers, (2) for operators, (3) for disk jockeys. Each time on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. The best possible rating is 100. Maximums are subject to change depending on results of a survey of the music now being conducted. N. S. indicates a record is not suitable for approval within the market.

The Categories Point listings are maximums. Song caliber, 15; interpretations, 15; arrangement, 15; 'name' value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv't's-promotion film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.


RATINGS
 OPERATOR
 RETAILER
 DISK JOCKEY
 OVER-ALL

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS
POPULAR		
PHIL SPITALNY V 20-3920	Our Lady of Fatima This ascending reverent plea for peace here is accorded its most sympathetic treatment with the Spitalny female choir lending added religious feeling. Class treatment could make for a big family trade item in spite of its late arrival on the market.	84--89--87--77
	Ave Maria Evelyn's magic violin solos and the Hour of Charm choir sings the Schubert version in Latin to make for a sturdy standard family item.	80--80--80--NS
ELLA FITZGERALD-LOUIS ARM-STRONG (Sy Oliver Ork) Decca 27209	Can Anyone Explain? A pair of all-time greats get together for a clambake with a currently hot ballad. A delightful waxing which should grab a share among these talents' following at the very least.	82--85--80--82
	Dream a Little Dream of Me Ella and Louis make a masterful disk of this revived lovely. A future collectors' item, this one should draw heavy play with spinners, ops and fans.	85--86--84--84
DAVID ROSE ORK MGM 30259	Rose of Bel-Air Pretty mood original by Rose which is enhanced by the rich, string heavy orking. Fine dinner and all-night spinner stuff.	77--80--75--75
	Dance of the Spanish Onion Remake of one of Rose's favored originals is close to the initial disk but is a livelier recording.	77--80--75--75
TOMMY TUCKER ORK MGM 10785	Powder and Paint Bouncy slicing of a clever but lightweight novelty item.	70--70--68--72
	They Put the Lights Out Another bright novelty item of slight substance is done up in neat, bounce fashion by the Tucker organization.	68--68--65--70
FRANK PETTY TRIO (Mike Di Napoli) MGM 10793	I Tore Up Your Picture When You Said Good-Bye Fine sounding disk of this colloquial sounding trio of a light, old-hat ditty.	70--70--68--73
	Save Your Sorrow This grand oldie is treated to a spirited rundown in the old-fashioned tradition embraced by this fine trio. Good tavern trade bet.	81--81--78--83
BILLY ECKSTINE (Russ Case Ork) MGM 10796	Blue Christmas This persuasive, plaintive seasonal ballad is done warmly and simply by Billy. Should help move the song again and should draw solid reaction from Eckstine's followers. Could also score heavily in rhythm and blues territories.	87--88--87--87
	The Lonely Shepherd Billy is at his singing best for this unusual melancholy ballad. Buddy Baker's orking creates a strong background flavor. Fine fare for the Eckstine legions.	82--85--82--80
TOMMY DORSEY ORK Decca 27211	T. D.'s Boogie Woogie T.D.'s debut on Decca is a live, swinging sequel to his original smash "B. W." slicing. One of the orkster's finest recent efforts and a good bet for the boxes and spinners.	84--85--81--85
	Opus Two Another sequel, Sy Oliver's follow up to his "Opus One," is a fairly routine riffer played with bite and spark by the T.D. ensemble spotting a Charlie Shavers horn go.	75--77--72--75
ETHEL SMITH (The Bando Carioca) Decca 27197	Catana A pretty bolero by Alfred Newman is essayed tastefully by the skillful organist.	70--70--70--70
	The Samba Polka Attractive trick original by Miss Smith will have appeal for the non-discriminating samba bugs. Bando Carioca rhythm gives the workout extra drive.	74--78--73--71
DANNY KAYE Decca 27199	The Tubby the Tuba Song Kaye does a delightful job with this song drawn from the smash kid item. Should attract kiddity family trade.	77--84--80--67
	PoPo the Puppet Another cute item in the kiddity field clefied by Mrs. Kaye (Sylvia Fine) is done up brown by the versatile comic warbler.	72--75--75--65
FRANKIE YANKOVIC (and His Yanks) Columbia 38984	Hokey Pokey Polka Slight polka effort by Yankovic figures to please his Midwestern polka belt followers.	71--70--70--73
	Beloved, Be Faithful (Carl Paradiso) Fine, even tempoed reading of a waltz which is showing the symptoms should be up among the winners if the song hits.	85--85--84--86

(Continued on page 36)

THIS DECCA RECORD
Available on 45 RPM-78 RPM


"Sept. 16, 1950
BILLBOARD PICKS..."



GUY LOMBARDO

and His ROYAL CANADIANS

featuring
The Twin Pianos



in their
Sensational Version of


THE PETITTE WALTZ

COUPLED WITH

HARBOR LIGHTS

DECCA 27208 (78 rpm)
DECCA 9-27208 (45 rpm)

AMERICA'S FASTEST SELLING RECORDS!



ORDER TODAY!

"I'm Praying to Saint Christopher"



by
**Tommy
Tucker**

MGM-10767

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE. NEW YORK 19, N.Y.

Record Reviews

(Continued from page 35)

RATINGS
OPERATOR
RETAILER
DISK JOCKEY
OVER-ALL

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
GUY LOMBARDO ORK (and His Royal Canadians) (Kenny Gardner) Decca 27208	Harbor Lights Typical Lombardo dance treatment of this hit revival figures to score with the ork's hefty following.	80--80--80--80
PEARL BAILEY (Gil Evans Ork) Columbia 38969	The Petite Waltz Lombardo may have a sequel to his "Third Man" slicing in this delightful dinking of a catchy French waltz import.	88--88--88--88
LES BROWN ORK (Four Hits and a Miss) Columbia 38967	Down in the Cellar The effervescent Miss Bailey is mis-mated to a catchy rhythm ditty.	65--65--65--65
RAY BLOCH ORK Signature 15285	He Didn't Have the Know-How No How Clever Johnny Mercer lyric is handled lightly and handsomely by Miss Bailey. For her admirers, tho.	68--69--68--68
AL TRACE ORK (Nancy Wright) Columbia 38932	Sixpence Riff setting for the nursery rhyme makes for an effective dance etching of the jump variety. The Brown crew turns in a crisp, clean workout.	78--80--77--78
ROBERTA QUINLAN (Harry Geller Ork) Mercury 5480	Cabin in the Sky This great oldie is attractively essayed for dancers by the precise Brown ork. A good one for the spinners.	77--80--75--75
THE MARINERS (Archie Bleyer Ork) Columbia 38966	Hora Staccata Bloch and crew race thru the bit of instrumental exotica capably.	67--70--66--65
JAN GARBER Capitol 1202	Harlem Nocturne Slow, Ellington-mood standard by Earle Hagen is done attractively by the Bloch ork.	71--73--70--70
JANET BRACE (Milton DeLugg) King 15016	Sticks and Stones An inconsequential Trace offering.	58--57--57--59
ANTON KARAS Columbia 12478-F	When (Bob Vincent) This one's a ballad, but the impact is just as light.	56--54--56--57
GORDON MAC RAE-FRANK DE VOL ORK Capitol 1193	You Wonderful You Miss Quinlan turns in a pleasant turn with this attractive ballad from the "Summer Stock" score.	68--69--67--67
EDDIE GRANT Capitol 1183	Punky Punkin (The Happy Pumpkin) This catchy kiddie is handled most attractively by the thrush. Should please the family trade.	75--78--78--70
NAT KING COLE-STAN KENTON ORK Capitol 1184	Minnequa The fine vocal group of the Godfrey show delivers a lush harmonizing of a pretty tone-poem type ballad in the tradition of "Land of the Sky Blue Waters."	80--80--80--80
CHARLIE SPIVAK ORK London 780	Beyond the Reef Pretty ballad evokes South Pacific lagoons, masterfully chanted by the quartet.	80--80--80--80
DICK JURGENS ORK (Al Galante) Columbia 38970	Daddy's Little Boy The oncoming sequel to "Daddy's Little Girl" gets fine, sugary waltz treatment here, plus a vocal that sells the song. Should see heavy juke duty.	84--84--84--85
	Longing Attractive oldie is offered in danceable 4/4 fashion, with vocal duet and splashy piano cadenzas.	77--77--76--78
	Oceana Roll Nothing special in this modern version of the ancient opus.	60--62--58--60
	An Orange Colored Sky Promising new tune, which De Lugg co-authored, gets a lesser rendition here.	61--62--60--62
	Vienna, City of My Dreams The zither wizard of "Third Man" fame essays the familiar hunk of nostalgia in atmospheric, but otherwise undistinguished style.	65--66--65--65
	Vilia More fine Viennese schmaltz. Could do okay in the right brauhauses, and among new zither addicts.	68--68--67--68
	Honestly, I Love You MacRae sells the buoyant ballad forcefully. If the tune goes, this dinking should be up with the winners.	77--77--77--78
	Just the Way You Are (The Ewing Sisters) Clever, rhythmic novelty by Ralph Freed, writer of "How About You?", has similar charm. MacRae and gals handle it in light, relaxed fashion.	81--83--80--81
	Cincinnati Dancing Pig Colorful, gimmicky organ solo of the rhythm novelty has strong corn appeal. Regular organ addicts should go for the effects.	74--72--75--75
	All My Love Another competent pipe-organ effort. Fairly potent coupling of two promising tunes.	75--75--75--75
	Orange Colored Sky Combination of Cole's intimate style with Kenton's ensemble blasting makes for the perfect contrasts called for by this intriguing ditty. Should score, particularly with collegians and fans.	89--89--88--89
	Jam-Bo Nat goes Latin, with heavy mambo motion in Kenton's crew. Okay for Kenton and Cole regulars, but nothing momentous.	73--76--73--72
	Moonlight on the Ganges Plodding, uninspired instrumental job.	45--45--45--45
	High on the List Tommy Lynn warbles warmly and well on this pretty Burke-Van Heusen ballad; ork backing does nothing for him tho.	64--65--64--63
	Under a Polkadot Sky Neat jingle gets a dancy medium-tempo rendition from warbler Galante and the fine Jurgens crew.	72--72--72--72
	Just a Baby's Prayer at Twilight Simple, straightforward, effective warbling by Galante and smooth orking on one of yesteryear's memorable tearperskers.	80--80--80--80

(Continued on page 99)

"SHE'S A LADY"



He's a Singer!

It's a Hit!

Perry
COMO *and* **Betty**
HUTTON

with Mitchell Ayres Orchestra

and

"A BUSHEL AND A PECK"



RCA VICTOR Records



78 rpm 20-3930

45 rpm 47-3930

Do You Have **DISCOVERY** Record #531*In Stock!***MOLASSES,
MOLASSES***and***EV'RYBODY CLAP HANDS***by
Lenny Carson
and the Whiz Kids*

6207 Santa Monica Boulevard, Hollywood 38, Cal.

NOTICE TO DISTRIBUTORS

Many key areas are still available. Why not wire or call us immediately? Here's one of the fastest-selling discs of the year—more than 50,000 sold in seventeen days!

DISCOVERYThe
Billboard**MUSIC POPULARITY CHARTS**PART
XBillboard
TRADE
SERVICE
FEATURE**Record Possibilities****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.

A BUSHEL AND A PECK.....Betty Hutton and Perry Como.....Victor 20-3930
Johnny Desmond.....MGM 10800
Doris Day.....Columbia 39008

A real zippy, zingy, catchy bounce novelty ditty—the first to pop up from Frank Loesser's much heralded "Guys and Dolls" score—lives up to advance praises in these varied and striking readings. The Hutton-Como version is lighthearted and buoyed with some special material asides; Desmond's is an out-and-out rhythmic pitch and Doris's is handed a deft full-bodied ork treatment. Should be a big song.

MOLASSES, MOLASSES.....Lenny Carson and Whiz Kids.....Discovery 531
Roberta Quinlan, Jan August and Ork.....Mercury 5504

Here's a new nit-witty ditty with a kiddie twist on the "icky sticky goo" which should make a hit-and-run national clean-up. It started on the Discovery disking and Mercury jumped on it quickly, with both hustling for quick merchandising. Tune actually is a switch on the "Tisket A-Tasket" melody. London has Teresa Brewer on the song.

I DON'T MIND BEING ALL ALONE
THIRSTY FOR YOUR KISSES.....Ames Brothers.....Coral 60300

The consistent four freres Ames have a likely coupling in this ballad coupling. "Alone" is a simple, retentive oldie, and "Thirsty" is a new one. Both have strong schmaltz appeal.

OUR LADY OF FATIMA.....Phil Spitalny.....Victor 20-3920

Spitalny's initial Victor waxing, with his full complement of "Hour of Charm" girls, is the religious-toned opus that has already hit heavy pay dirt via Red Foley on Decca and a Richard Hays-Kitty Kallen version on Mercury. This polished, full-blown choral conception, in the fashion of his fabulously successful hymn album, should hit a new high for the maestro.

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. MR. TOUCHDOWN U. S. A.....Hugo Winterhalter.....Victor 20-3913
2. NEVERTHELESS.....Paul Weston Ork.....Columbia 38982
3. BACK IN YOUR OWN BACKYARD.....Patti Page.....Mercury 5463
4. BELOVED, BE FAITHFUL.....Paul Weston Ork.....Columbia 38982
5. GOOFUS.....Les Paul.....Capitol 1192
6. PATRICIA.....Perry Como.....Victor 20-3905
7. THE SHOW MUST GO ON.....Billy Eckstine.....MGM 10778
8. GET OUT AND GET UNDER THE MOON.....Maria and Nat King Cole.....Capitol 1176
9. MY SILENT LOVE.....Fran Warren.....Victor 20-3916

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. YOU'RE MINE, YOU.....Gordon Jenkins Ork-Artie Shaw.....Decca 27186
2. I NEED YOU SO.....Don Cornell-Hugo Winterhalter Ork.....Victor 20-3884
3. GOOFUS.....Les Paul.....Capitol 1192
4. PETITE WALTZ.....Guy Lombardo Ork.....Decca 27208
5. ORANGE COLORED SKY.....Betty Hutton.....Victor 20-3908
6. I'M FOREVER BLOWING BUBBLES.....Eddy Howard.....Mercury 5490
7. SAVE YOUR SORROW.....Frank Petty Trio.....MGM 10793

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. ORANGE COLORED SKY.....King Cole Trio-Stan Kenton Ork.....Capitol 1184
2. BELOVED, BE FAITHFUL.....Russ Morgan Ork.....Decca 27006
3. THINKING OF YOU.....Don Cherry.....Decca 27128
4. LET'S DO IT AGAIN.....Frankie Carle Ork.....Victor 20-3899
5. HARBOR LIGHTS.....Guy Lombardo Ork.....Decca 27208

THE COUNTRY & WESTERN DISK JOCKEYS PICK:

PICKS that appear for three consecutive weeks or three times within a six-week period will not be repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

1. I THOUGHT SHE WAS A LOCAL.....Louis Innis.....Mercury 6273
2. PRISON WITHOUT WALLS.....Eddy Arnold.....Victor 21-0382
3. TROUBLE THEN SATISFACTION....."T" Texas Tyler.....4 Star 1514
4. CRAZIEST FEELING.....Jesse James.....4 Star 1520
5. THE ROSARY.....Red Foley.....Decca 14526

MAIL IT NOW! If you have not yet mailed this week's pop chart questionnaire, please do it now.

**LONDON RECORDS HAS A DOUBLE HIT ON TAP FOR YOU, ALL FALL AND WINTER
 CLAIRE HOGAN SINGS "BABY-O, BABY-O" AND "EV'RYBODY CLAP HANDS" ON LONDON
 "EV'RYBODY CLAP HANDS" AND "BABY-O, BABY-O"-ON LONDON-SUNG BY CLAIRE HOGAN
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 "EV'RYBODY CLAP HANDS" AND "BABY-O, BABY-O"-ON LONDON-SUNG BY CLAIRE HOGAN

LONDON RECORD 782-78 rpm
 30195-45 rpm

Pubs Con TV Pix Sync Fees

(Continued from page 11)

following facets of the situation:

(1) Should the sync right be given outright, or for a limited period? The indication at present is that some limitation is preferred—say the sync right will be granted for five or 10 years.

(2) This type of sync right is the same as that which is granted for regular motion picture use. Therefore, publishers would have to consider the possibility that film companies would ask for the same type of deal accorded the TV packagers. Currently, film rates vary, according to the value of the film, and according to whether the use is visual, unlimited, etc. On Snader's productions, many of the uses are construed as full vocal and visual, and also instrumental.

(3) In the event a percentage-of-the-gross deal cannot be worked out, pubs are considering giving the licenses on a rental fee by the year. This type of deal would construe a packager's films as in the nature of a library service.

(4) The fact that films are likely to be made for TV and/or motion pictures has also become a problem. Currently, for instance, Irving Mills is considering how to handle the licensing of a foreign picture which is scheduled for release in the United States on TV and in theaters. When last contacted he thought he would handle the matter via two licenses.

Some Deals Made

The above are some of the problems confronting the pubbers in a changing show business. Snader, meanwhile, has been given the green light by Mills Music, with payment subject to whatever deal is finally worked out with Fox. Snader is also understood to be on the verge of a deal with the Warners publishing group, the deal being subject to final clearance by the Music Publishers' Holding Corporation's attorneys.

Snader, when queried, stated that, heretofore, prices for such sync rights as he obtained in the past have varied—some as low as \$20 and some ranging to \$75 per tune for exclusive American use. Snader, who regards favorably a percentage deal, said he would conclude any deal which a third party would consider equitable.

Among those present at Snader's screenings were Harry Fox; Henry Jaffe, theatrical attorney and personal manager; Lee Finburgh, professional manager for Bourne Music; Isaac Levy, radio magnate, and Jack Bregman, publisher.

SEEKS AFM OKAY

(Continued from page 14)

pressed considerable interest. Christensen pointed out that in his work as a location booker, he made a number of the major cities in the Midwest and South which were now getting network TV shows. In cities where the DuMont network's *Cavalcade of Bands* show hit, he has noticed considerable comment from ork buyers in these cities on bands which appeared on the *Cavalcade* show. While video gives a real promotional push to any band, it's especially important to a new ork or an old ork making a comeback, it was pointed out. The *Cavalcade* seg is the only band show on any of the four major TV webs, outside of the Wayne King weekly show over NBC. Thus, only 53 opportunities are available for bands to show their wares on TV, with King dominating the picture with his weekly show. Band bookers feel that interest in competitive segs of the entertainment biz, such as roller derbys, varied sports activities and the act field will get the jump on dance bands unless the union can offer some scale arrangements for remotes or some new gimmicks to employ bands on commercial teleshows can be worked out.

People, Products and Prices

RTMA Membership Reaches 302

With the acceptance of five applications last week, the membership rolls of Radio-Television Manufacturers' Association (RTMA) rose to 302. New members are Constantine Engineering Laboratories Company, Mahwah, N. J.; General Ceramics & Steatite Corporation, Keasbey, N. J.; Wright Zimmerman, Inc., New Brighton, Minn.; Tele-Tone Radio Corporation, New York, and Trad Television Corporation, Asbury Park, N. J.

Simpson Lists Sound Equipment in New Catalog

A new catalog has been issued by the Mark Simpson Manufacturing Company, Long Island City, N. Y., listing the firm's line of sound equipment. Included in the Simpson line are individual amplifiers and complete sound systems for fixed, portable or mobile installations. Power of the various systems listed include eight, 18, 27, 36 and 52-watt.

Emerson Intros \$99.95 AM-Phono Table Set

Emerson introduced a new radio-phono table model last week to list for \$99.95. The new set includes a three-speed automatic record changer and is available in a mahogany cabinet. Shipments to distributors and dealers will start shortly, according to Charles Robbins, vice-president in charge of sales.

Arvin Hikes Table Model Prices Except for FM Sets

Price increases ranging from \$1 to \$5 on all table model radios were announced this week by Arvin Industries. The two Arvin FM-only sets remain unchanged in price. In addition, the company raised the price on four radio-phono consoles by \$20.

Steelman Exec Branch Starts Move to New Plant

Steelman Radio & Phonograph Company, New York, started the move of its executive offices last week to a new plant in Mount Vernon, N. Y. The new Steelman factory, comprising 30,000 square feet will supplement the company's present plant in the Bronx, N. Y., and is designed to keep the Steelman production capacity at its peak.

RTMA Sets 30th Yr. Bally Fund for Radio-TV Week

Radio-Television Manufacturers' Association (RTMA) last week appropriated funds to publicize the 30th anniversary of broadcasting during National Radio and Television Week, October 29-November 4. As usual, the campaign for the week will include the opening of the nationwide "Voice of Democracy" contest for high school students. RTMA's advertising committee agreed to provide television sets as prizes in the "Voice of Democracy" local contests.

Detroit Distribs Spend Heavily for TV Advertising

Bernard Besman and John S. Kaplan, of Panamerican Distributors, Detroit, are launching a heavy advertising campaign for Kaye-Halbert Television, for which they recently took over Michigan-Ohio distribution. Lead-off item is purchase of 15 minutes daily and a half hour each on Saturday and Sunday on the "Jack the Bellboy" program on WJBK at a cost of around \$1,300 per week—picking up the time just vacated by Muntz TV. In addition, 1,000 bus and streetcar cards are being put out.

Delort To Sponsor WASH-FM SympHr. on LP Disks

Delort Radio Engineering Company, Washington, which like the Shrader Manufacturing Company is producing custom-made high fidelity radio-phonograph sets, will sponsor a full-hour program of symphonic music on LP records over WASH-FM Sunday afternoons starting at 12:15. Shrader, the capital area's pioneer manufacturer of custom-built hi-fi sets, has been a regular sponsor of classical music broadcasts over WQQW and WAQW-FM for some years.

Military Spending Opens Up New Fields for Sales Firms

WASHINGTON, Sept. 23.—With the sharply increased military spending program about to get underway, manufacturers in the amusement field have their best chance since the war of procuring federal contracts. A survey of government purchasing procedures this week disclosed that numerous opportunities are opening up for makers of radio-TV equipment, musical instruments, coin machines and supplies.

Federal purchasing experts stated there are two ways for manufacturers to get in on government contracts—by selling directly to Uncle Sam and by obtaining subcontracts from larger firms having government contracts. Procedure in both cases is apt to be laborious, it was admitted, but the returns are usually well worth while. This week, alone, for example, total contracts of all kinds to the tune of nearly half a billion dollars were announced.

Included in the awarded contracts were The Hallicrafters Company's \$2,500,000 for furnishing special radio sets to the Signal Corps; Molded Insulation Company, \$138,000, for furnishing transmitters to the Signal

Corps; Cincinnati Electronics Company, for making receivers worth \$677,000, for the Air Force, and to Curtiss Candy Company, \$27,000 for furnishing candy bars to the Oakland, Calif., Quartermaster.

Start in Commerce

The place to start for any manufacturer, large or small, who wants to get in on federal contracts is a field office of the Commerce Department. In these offices, located in 50 of the nation's major cities, are kept up-to-date information on what the government is buying and who is getting (See *Military Spending* on page 104)

Coy To Address Chicago TV Men

WASHINGTON, Sept. 23.—Chairman Wayne Coy, of the Federal Communications Commission (FCC), in a speech prepared for delivery in Chicago next week depicts color TV as promising to stimulate vastly the development of TV commercially. Coy is slated to deliver three talks in Chicago starting with a speech be-

Diskeries, FM Face Tough Job Selling TV Men

NEW YORK, Sept. 23.—Both the phonograph record and FM broadcasting interests have a big selling job to do on television set manufacturers, it was disclosed this week in a spot check of 754 video receivers being marketed by 75 television manufacturers. That the public has lost all interest in receiving short wave broadcasts was also quite evident in check which showed only eight video sets able to pick up short wave. Of the 754 sets now on the market only 126 will receive FM programs, and only 135 sets are equipped with three-speed record changers.

Of the total sets checked, 168 were table models. Able to pick up AM-only programs were 50 receivers, while 28 were FM-only sets and 98 were equipped with AM-FM tuners. Only eight projection sets are now being manufactured. Of the 754 video models, only 130 sets are not equipped with some form of built-in antenna.

10% Tax on TV Goes in November 1

WASHINGTON, Sept. 23.—Application to TV sets of the 10 per cent manufacturers' tax on radios goes into effect November 1, House Ways and Means Committee aids said this week. This represents a month's postponement, since it had been figured earlier that the tax would be effective October 1.

The new revenue bill, which contains the excise levy, has an involved formula for figuring when the TV tax starts. Boiled down, it means that had the tax bill been signed early this week, the tax would have started October 1. However, delay in getting the measure out of a House-Senate conference automatically pushed the effective date back.

78s Hold Up Well In Det. Store Sales

DETROIT, Sept. 23.—Maintaining a well-rounded selection of standard 78s is still paying off for the J. L. Hudson record department at a time when many stores are letting stocks reach a point of depletion. According to a store exec, a large percentage of customers is still buying 78s. These people are apparently turning to the stores that still make a definite bid for their patronage.

Christmas season is expected to prove a big stimulant to 78 sales. Gift buyers, unaccustomed to purchasing records, are likely to be chary of the new speeds because of lack of personal experience with them, the execs say. They may be more ready to buy the 78s if they know the recipient of the gift still has a standard record player—or can exchange the records later.

Definite signs of a changeover to the new speed are evident, however, in the classical department at Hudson's. The typical record collector is buying LP's for his new additions—and replacing older numbers as a record is broken. Purchases in this field are likely to be for a number of disks, running up to \$25, and record buyers appear ready to spend substantial amounts over a long period, offering a steady market.

fore the Association of National Advertisers (ANA) at the Drake Hotel at 11 a.m. Monday (25), and followed by an address at 1 p.m. before the National Electronic Conference (NEC) at the Edgewater Beach Hotel.

On the following day (26), Coy will address the Chicago Television Council.

Acts Face Rosy Future in TV

Hefty Budgets Offer Names Record Take

Morison, Pat O'Brien Just 2

(Continued from page 3)

just acts, brought about by the many new shows already on the air or being prepped.

According to insiders, many performers who get \$750 in theaters or clubs, now get up to 70 per cent of their regular weekly salaries for one TV shot. In some instances they get as much and, in a few rare cases, even more.

The webs and sponsors, aware of the upped competition, have almost all raised their budgets. The Ed Sullivan show, for example, is now racked up at \$20,000. Other shows with variety formats spend up to \$40,000 for their talent.

One of the biggest talent buyers around today is the William Morris office, which has about 10 variety shows going and about three or four more on the fire. Agency has to find enough acts to put on the Berle, Cantor, Max Liebman, Bob Hope, Jack Carter and Fred Allen shows. In the immediate future it will have to get still more for the Danny Thomas, Ed Wynn and Jimmy Durante shows. To keep up with the sharply expanded demand, the Morris office has added many new people to act as bookers and producers. In fact, the office has grown to such an extent that it has desks even in the lobbies. Its audition room now has four desks; even the turntable off the audition room doubles as a desk.

But if the Morris office has the top comedians, the Music Corporation of America (MCA) is up there too. Last year the office had six packages before the cameras. This year it will have about nine more, all with variety formats. The new shows will be Frank Sinatra, ANTA (American National Theater Wing—a 39-weeker, starting October 1), Burns and Allen, Jack Benny, Edgar Bergen, Martin and Lewis and Morton Downey. Some of these have already started, others are being prepped.

The addition of all these new shows to the old ones has started a drive among talent buyers that has put agents and acts in the driver's seat. Last year most TV contracts had clauses which forbade an act to work on any other TV show two weeks prior to the date contracted for. Some effort is being made to keep this rule in force, tho it no longer is included in contracts.

The fact is that there is such a demand that many acts make what almost amounts to regular appearances on various TV shows. Tho the bookers complain, there's little they can do about it except leave it up to the act not to hurt himself (and the show) by being seen too often. In the final analysis it becomes a question of what talent buyers call "ethics."

This sudden jump in demand for acts has put other departments of talent offices in a hole. Where before they could submit properties to cafes and theaters, they now find that many of their people have been tied up for TV dates and are unavailable. In many cases cafe ops now permit acts to take time off to do TV shows, tho they are still fighting it. One Stem cafe still insists

IN SHORT

Hollywood:

The Bachelors, Gabbe, Lutz and Heller nitery act, set as regulars on Johnny Grant's KECA-TV nightly video show. . . . Impressionist Arthur Blake was given the green light from pic producer Stanley Kramer to include a scene from Kramer's "Cyrano de Bergerac" in his nitery show. Blake will use one of the noses created for Joe Ferrer who portrays Cyrano in the Kramer flicker. . . . Bob Ecton is prepping Nino Milo's new act to be introed on Northwest bookings. . . . Eileen Barton opens November 30 at New York's Capitol, following wind-up of theater tour with Dick Haymes and Three Stooges. Capitol stand is for two weeks with options. . . . Mocambo's Charlie Morrison has re-signed Eddie Oliver's combo for an additional six months.

Here & There:

Club Orchard, Philly, ex-Club Rio, opened September 25 with Hot Lips Page. Slam Stewart and his trio are set to come in on October 2, with Savannah Churchill following on October 9. . . . Oscar Forman, ex-general manager and buyer for the William Greenfield Theaters Circuit, and Max Bronow, ex-office manager and film booker for Eagle Lion Classics Pictures, are opening Ozzie's, a cocktail lounge in Philadelphia.

The former Lorry's Cafe, Detroit, is being changed to Lorry's Music Bar, and is using a pianist for the first time. The spot is reopening after remodeling, with Anthony Novik, former owner, taking on a new partner, Eddie Lesinski.

Long Runs Wind Stem B.O.; Houses Scramble to 373G

NEW YORK, Sept. 23.—Long-run bills cut deeply into the takes of the Stem combo houses this week as the total reached a slow \$373,000 against the previous week's \$431,000. Of the larger houses, only the Roxy opened a new bill during the week.

Radio City Music Hall (6,200 seats; average \$123,000) fell below the house average for the first time in the six weeks the house has been presenting *Sunset Boulevard*, the Szonys and the Nonchalants. The take reached \$116,000.

Roxy (6,000 seats; average \$68,000) came up with \$94,000 for the opening week of *My Blue Heaven*, the ice show, Mindy Carson and Betty and Jane Kean. The previous week's take hit \$85,000.

Capitol (4,627 seats; average \$43,000) took a big drop with a \$47,000 gross for the third frame of *Summer Stock*, Noro Morales's brk, Phil Foster and Rosita Serrano. The take for the second frame hit \$75,000.

Para Down to 52G

Paramount (3,654 seats; average \$78,000) also lost ground in the final week of the bill. *Fancy Pants*, the Carmen Cavallaro ork, Jean Carroll

Nelson's Pkg. Blackhawk H. O.

NEW YORK, Sept. 23.—The Mervyn Nelson package, *Roaring 20s*, currently at the Blackhawk, Chicago, which opened there last January, has been held over until January, 1951. Following the run of that unit, Nelson will put in another package tagged *Frantic 30s*.

The latter unit will follow the format of *Jazz Train*, another Nelson show, currently at Bop City.

that none of his performers go on TV while working at the club. A Stem theater not only forbids its acts from doing TV shots but doesn't even permit the mention of TV on its stage.

So far the talent agencies haven't done anything about these, "it is forbidden . . ." clauses. But with less and less talent available to go around, it is only a question of time when the non-TV buyers and the agencies will go to the mat.

and Alan Dale accounted for a \$52,000 take. The new bill has *The Sleeping City*, Myron Cohen and the Tony Pastor ork.

Strand (2,700 seats, average \$41,000) kept above the house average, too, with \$45,000 for the third and final frame of *Tea for Two*, Gordon MacRae, Patrice Wymore and Alan Carney. The bill opened with \$72,000 and dropped to \$50,000 last week.

Palace (1,700 seats; average \$18,000) came up with a fair \$19,000 for *Sierra*, Francis Renault, Paul Gilbert, Pigmeat Markham and five other acts. The new bill has *Curtain Call at Cactus Creek*, Billy Gilbert and seven other acts.

Suit Vs. Sinatra Goes After \$\$

MINNEAPOLIS, Sept. 23.—Frank Sinatra was named defendant in a lawsuit for \$252,063.35 filed in Hennepin County District Court, Minneapolis, by National Apparel Shows, Inc. (NAS), for his alleged failure to appear at its National Fashion Show in Minneapolis Auditorium September 5 to 7 (*The Billboard*, September 16).

At the same time, NAS filed garnishment action, naming the Columbia Broadcasting System thru its Twin Cities stations, WCCO, and Music Corporation of America thru its Minneapolis manager, Charles M. Richter, in the hope of tying up money due Sinatra from these sources.

The actions started Monday, September 18, were initiated in behalf of NAS by the St. Paul law firm of Silver, Green & Goff. Lawyers served the garnishments on CBS because they understand Sinatra recently signed a \$3,000,000 television contract with that web.

This is the first of several law suits to be initiated because of Sinatra's alleged breach of contract with NAS. Sinatra, CBS and MCA have 20 days from date of service to reply to the action and to disclose what funds belonging to the singer are held by the latter two firms.

Yet to be instituted are lawsuits against MCA directly as Sinatra's agent in behalf of NAS, and an action in behalf of J. Lurye Enterprises, Inc., of Duluth, producers of the National Fashion Show.

Vaude, Pix Aid In Berlin Anti-Red Struggle

(Continued from page 4)

movies on the sector border to Germans under Russian control prompted U. S.-Berlin officials to offer live talent in connection with movies. State said the show was announced only the week before over Radio Rias, but sold 25,000 tickets to East Zone residents within 36 hours.

Featured along with *The Third Man* were prominent Berlin cabaret performers and the Rias orchestra. State said "The response of the huge crowd was unambiguously anti-Communist to such political references as appeared in the cabaret program." Applause from the Soviet-dominated Germans greeted a newsreel showing United Nations reinforcements in Korea, State added. "The whole event was an emphatic demonstration of the failure of the East to win the East Germans," the agency declared.

Philly Niteries Get Back Into Full Fall Swing

PHILADELPHIA, Sept. 23.—Major night spots here will get back into full swing this week. The Latin Casino kicked off its renovated room with Zero Mostel and Kay Armen in the lead. The Celebrity Room launched a recording name policy in putting Marian Morgan at the head of the floor show. The room also adds a series of afternoon cocktail sessions, with the Don Crist Trio coming in for the dance chores for the mid-day trade.

At the intimate Zodiac Room, operated by Jack Lynch in the Warburton Hotel, songster Dave Wilson makes his local bow. Lee Guber's Rendezvous, another intimate room, takes time out between the hot jazz crews to return Ronnie Graham, sharing the bill with his brother, George Graham, who heads his own unit. Also downtown, the Little Rathskeller ushers in the new season with a new lead in Jimmy Casanova, supported by Harry (Lifty) Lewis, Gloria Dale, Virginia Ayers and Bert St. Clair.

In the neighborhoods, Mickey (See *Philly Niteries* on opp. page)

Bumps and Grinds

CINCINNATI, Sept. 23.—Bob Edwards, local head of the American Guild of Variety Artists (AGVA), this week found himself faced with a jurisdictional problem that might tax the wisdom of a Solomon. The question is: What penalty to level against an AGVA member who slugs another with a club.

It all came about when Emerald Forrest, acro dancer appearing at the House of Rinck here, charged that, while sitting in her dressing room Wednesday night minding her own business, she was struck on the head by a club wielded by Tana Louise, stripper appearing at the same club.

Miss Forrest was treated at Christ Hospital for bruises and a cut on the nose. She then lodged her complaint with Edwards, charging the stripper with conduct unbecoming a member of the Guild. Miss Louise says "Tain't so" to Miss Forrest's charges. Meanwhile, Edwards and the local AGVA board are mulling what action to take.

NIGHT CLUB REVIEWS

Larry Potter's Supper Club, Studio City, Calif.

(Wednesday, September 6)

Capacity, 170. Prices, no cover or minimum. Owner-operator, Larry Potter. Press, Kay Biddle. Estimated budget this show, \$2,500. Estimated budget last show, \$1,800.

This is one of Larry Potter's best shows since he opened his Valley plushery four years ago. Triple bill of Nita Bieber Dancers (6), Joyce Bryant and Harry (Woo-Woo) Stevens gives patrons their buck's worth in well-balanced entertainment. Nita Bieber, formerly with Jack Cole, reflects the Cole style and technique in her troupe's dance creations. Effectively costumed, dancers offer three fast, highly polished routines that click with the customers.

Joyce Bryant, a Berle Adams find, is one of the most exciting Negro vocalists since Lena Horne. Lass shows plenty of promise, and with proper handling should climb fast. She possesses a versatile voice that ranges from a clean, legit upper register to the gutty, lower octaves. She holds the stage with the poise and bearing of a vet. In the latter respect, she has made unbelievable strides since this reviewer first caught her break-in appearance at the Oasis six months ago. Each selection is an integrated medley of allied tunes. First is a combination of *Caravan* and *I've Got Porgy*. Second, blends *Tzena, Tzena, Tzena* with a traditional Hebrew melody, and final offering is a mixture of *Pigalle, Clair de Lune, April in Paris* and *La Vie En Rose*. Cross-mating of tunes is a clever device, for it keeps interest alive thru change of pace and melody.

Miss Bryant's talents were able to withstand the handicap of poor backing from Charlita's combo (6). Sour notes, unbridled dynamics and a sagging beat threatened to mar the songstress' excellent performance. Harry (Woo-Woo) Stevens mounts a bar stool with banjo in hand to dish out good-natured corn and corral the crowd in a down-to-earth community sing. A genial lad, Stevens works smoothly with the patrons and should help spur repeat biz. Show's timing is also well-handled. Dancers open and close, while Miss Bryant and Stevens sandwich the troupe's middle number.

Lee Zhito.

Cotillion Room, Hotel Pierre, New York

(Tuesday, September 19)

Capacity, 265. Price policy, \$3 weekdays, \$2 cover Fridays, Saturdays, holidays. Owners, Pierre Hotel. Booking, non-exclusive; Stanley Melba buying. Publicity, Luxford-Wood. Estimated budget, \$1,500. Estimated budget previous show, \$1,000.

Class room reopened for the season with fanfare combining a fashion show by the American Theater Wing, celebrating its 20th anniversary, and a single act, Mimi Benzell. Room usually has two acts.

Miss Benzell, ably backed by the Stanley Melba ork, led by Manny Fiddler, did a brilliant job. Using her thrilling coloratura, she opened with a delicate *Siboney* and finished with requests, some long-hair. In between she did *Some One to Watch Over You* (a beautiful arrangement), a couple of arias, a humorous folk song thru which she strolled with a hand mike, *Summertime* and *Kiss Me Again*, all for resounding applause. If there was any fault it was overeagerness to please. But even if the gal was on too long, the customers loved it.

The lights (by Bill Richardson) were a production in themselves, helping Miss Benzell immeasurably.

Hotel has upped its prices with the fall preem, instituting a cover, and plans to use solid names in the future from its added income.

Bill Smith.

Mocambo, Hollywood

(Tuesday, September 19)

Capacity, 220. Price, \$1.50 cover. Shows at 9:30 and 12. Owner-operator, Charlie Morrison. Press, Charlotte Rogers. Estimated budget this show, \$3,000. Estimated budget last show, \$2,250.

Songstress Toni Arden, on her Coast debut, is well schooled in the art of singing and uses all the devices at her disposal to hold the crowd in her spell. Petite, ex-Shep Field's songstress is at her best in ballads. Altho she possesses a strong, full-bodied voice, she prefers to hold it back on ballads, using full voice sparingly in slow tunes and opening up all the way only on the brighter material.

Her sincerity of interpretation, sense of shading and terrific vocal control combine to make both melody and lyric count for all their worth. She opens on a blacked-out stage, is introed after the first chorus of *My Heart Stood Still* and continues thru her brace of unannounced songs. The cold opening is nothing new, it lends itself well to her style and gives show an impressive start. Other selections included *La Vie en Rose* (with a chorus in French), *When You're Smiling, My Foolish Heart*, *What Is This Thing Called Love?* and *You're Breaking My Heart*.

Miss Arden is a definite click here and should attract pic interest. She was adequately accompanied by Eddie Oliver's ork, which also supplied dance music.

Lee Zhito.

Bop City, New York

(Tuesday, September 19.)

Capacity, 900. Price policy, 98 cents admission, \$2.50 minimum. Operator, Ralph Watkins. Publicity, Ed Weiner. Estimated budget this show, \$6,000.

As a complete switch from the former policy of presenting top jazz names, this spot is now offering an original music comedy revue, tabbed *The Jazz Train*. While, at the show caught, performers could get snow blindness from staring at white cloths covering empty tables, the new policy figures to do well for the club as word spreads.

The revue is a full hour of solid entertainment, with bows due Mervyn Nelson, writer and director; Herbert Harper, choreographer; Bob Mackintosh, costume designer, and Fletcher Henderson and J. C. Johnson for the original music and lyrics.

Stand-outs are Leslie Scott, a fine bary voice; Rose Hardaway, a sensuous terper; Ann Lewis, a good singer with much stage savvy; the Choclateers, for sock terping and low comedy routines, and Fletcher Henderson for some wonderful show backing with a 13-piece band of top-flight tootlers.

The revue is based on a run-thru of the history of jazz, with the train gimmick used to hitch the six jazz phases together. Scott handles the hitching as the "engineer" and does a fine job even tho hampered by over-poetic lines.

Irene Williams showed a good vocal potential in a blues number and an excerpt from *Porgy and Bess* done with Scott. Best of the six sketches is the New Orleans blues session, which comes up with some of the sexiest bumps and grinds seen on Broadway since the Minsky days.

In between shows the Earl Bostic Sextet takes over. Bostic also has a spot in the revue.

Joe Martin.

PHILLY NITERIES

(Continued from opposite page)

Shaughnessy returns to relight Frank Palumbo's theater-restaurant, with Jack Curtis heading the show at the next-door CR Club. Sciolla's kicks off the season with the Treniers, Cozy Morley, Margie Robinson, Hank Reese, Gene Arcade and the Gene Gilbeaux Quartet. Johnny Cahill heads an all-gal revue at Mayo's Sho-Place; Ann Carroll leads off at Carroll's; Lou Daley at the Lexington, and Daisy Mae and Her Hep Cats plus Bob Petti at DuMond's.

Chez Paree, Chicago

(Thursday, September 21)

Capacity, 350. Price policy, \$3.50 minimum with a \$1.10 cover. Operator, Dave Halper. Production, Dorothy Dorben. Publicity, Bob Curley. Booking policy, non-exclusive. Estimated budget this show, \$9,000. Estimated budget last show, \$8,000.

Frankie Laine heads an excellent three-act layout here. Mr. Rhythm spearheads activity, mixing up a variety of ditties to sell to every type of patron, but it's the stuff with a beat which he sells best. His Mercury hits, of course, grabbed the salvos. His topper was *Lucky Old Sun*, which got a production assist. All lights except a baby spot on the ceiling were cut while his dramatic lyricizing riveted attention. Laine's patter between songs is better. He has a delayed delivery gimmick that is a laugh nabber. Walked off to a solid mitt after two encores.

Los Gatos are the best novelty act to work here in some time. Boys are just right for this low-stage room, where most novelty acts are lost except to ringsiders. Most of their good hand balancing and tumbling is aerial work and can be seen from anywhere in the room. They have better music for their j-bug closer, making for a bigger ending.

Dave Barry needs better opening material. He does a terrific Arthur Godfrey impress. It's so good that if it was sandwiched between a melange of other celebs, it would make less realistic apings click. His stand-ard private eye burlesque is a classic, as is his study of politicians. Walked off to a neat hand after an encore.

Johnny Sippel.

Follow-Up Review

LATIN QUARTER, NEW YORK: Napoleon Reed, Negro boy singer, in his first Stem date showed a tremendous bary voice, with tenor range, that kept the full room spellbound. His voice has brilliancy seldom heard on a cafe floor. But tho the pipes are excellent, his timing showed the need for more experience. Reed started with a flashy *Granada* then went into *La Vie En Rose* followed by a medley of Italian operatic arias. For his next set it was *Tzena, Tzena, Tzena*, ending with *Stand Up and Fight* from *Carmen Jones*. Tho all were good and all displayed sound vocal technique, they were paced in the same tempo. The audience, however, gave him almost a show stopping mitt.

Ray Pulls Yoeks

Roger Ray improves each time caught. His contrived casualness is very funny, with laughs sneaking up rather than building. The end result, however, is highly satisfactory. The boy still uses the *Guzzler's Gin* thing which is hilarious no matter who uses it. It might be advisable for Ray to drop his hoofing stuff. Not only is it superfluous but with his laugh-getting abilities he doesn't have to knock himself out physically. Of course it may be he doesn't have enough to run 20 or 30 minutes, but if that's the case the answer is more material.

Harrison and Fisher got giggles for their satirical characterizations of dance teams. Basically, however, their timing was not conducive to top results. While broadness is expected in a comedy team, there are times when this can be exaggerated. What goes in a big theater frequently becomes too obvious in a cafe where performers work close. Time and again the team telegraphed bits, removing the surprise element so necessary to such an act. The boy showed a new bit, a drum dance, that has hilarious implications. As it is now, however, it lacks the necessary punch.

The rest of the show remains basically the same.

Bill Smith.

Bistro Grosses Up 7%

WASHINGTON, Sept. 23.—Receipts of the nation's eating and drinking places jumped 7 per cent in August for the highest monthly increase since World War II, Commerce Department reported this week. As compared with August, 1949, receipts were up 2 per cent.

Commerce said that the increase was evidently due to larger amounts of money in the public pocket since panic buying is not a factor in the industry.

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VAUDEVILLE REVIEWS

Roxy, New York

(Friday, September 15)

Capacity, 6,000. Price range, 50 cents-\$1.75. Four shows daily. House booker, Sam Rauch. Producer, Arthur Knorr. Show played by Roxy house ork.

If the flicker, *My Blue Heaven*, clicks the house should do big. Certainly the stageman won't hold it back. For, despite the lack of top marquee value, the live talent hits a new high here for excellence, production and sight values.

Mindy Carson, the RCA Victor chirp, has become better known since her previous, and first, date here. Result was an exceptional mitt for practically every number. House also has given her plenty of production help. In her last number, *Touch of Your Lips*, entire house staff was on stage for a dreamy scene that hushed the audience. It was beautifully staged.

Gal opened with the fast oldie, *Says My Heart*, went into *Blue Skies*; then *My Foolish Heart* and came back for her clickeroo, *Candy and Cake*, with enthusiastic audience help on the whistling stuff. Piano backing by Andy Ackers was very good.

Betty and Jane Kean's sight gags, quickie take-offs, hoofing bits and general madness, started with giggles and wound up to hilarious yocks. Two kids are usually fine; they were never better than this time around. Mr. Ballantine, following the Kean kids, was in a tough spot, but he got them with his first bit. Tall guy's "magic" act is better each time caught. His throwaway chatter, loping pace, outraged indignation when tricks don't work and general buffoonery had the house in an uproar. If there were any dull spots in his act the audience didn't notice them; they laughed right thru them.

The first part of the stageman was given over to the icer, this time a version of *Mlle. Modiste*. Carole Lynne, a fixture here, is a graceful and lithe as ever. Phil Romayne's skating and leaps were equally thrilling. The Brandt Sisters, a couple of very pretty gals, started it off with a mirror reflection thing using a scrim between them for mirror "image" bits. It got excellent hands. Hollace Shaw, beautiful blond soprano, did a couple of Victor Herbert tunes with *Kiss Me Again* as the feature. **Bill Smith.**

Paramount, New York

(Wednesday, September 20)

Capacity, 3,654. Price range, 55 cents-\$1.50. Four shows daily; five on Saturdays. Chain booker, Harry Levine. Show played by Tony Pastor's ork.

This is a pleasant show mixed with the necessary ingredients to make it run smoothly for good responses. The hit of the bill was Myron Cohen, working in the next to closing slot. Slim, bald headed dialectician worked slowly but easily at the start setting up each story with skill. Result was a thoroly workmanlike performance that started with chuckles and built to yocks. If there's any fault in Cohen's work here it is his over-anxiety to please and not to give offense. Sometimes this makes for milk-sop build-ups. But in his dialect stories, Cohen's still the master.

The DeMarco Sisters, (5) all brunettes, and all looking good, worked hard to make an impression. They opened with a special on *Take Me Out to the Ball Game* then came *Orange Colored Sky*, *Little Girl from Little Rock* (solo) and ended with a barbershop delivery of *Sweet Sixteen*, with *Hoop-Dee-Doo* as the clincher. Their first was okay. Their second appeared a poor choice. Number needs a raucous selling job, a skill the kids do not possess. The *Little Rock* number was given a production build-up tho it too missed. It was the *Sweet Sixteen* and the *Hoop-De-Doo* that made them a hit. And they were a hit—the kids sitting

Palace, New York

(Thursday, September 14)

Capacity, 1,700. Price range, 50 cents-\$1.20. Four shows daily; five on Saturdays. RKO chain booker, Dan Friendly. Producer, Dave Benis. Show played by Don Albert's house ork.

Present show is a fair runner, building as it goes, with Billy Gilbert, in the next to closing slot, doing a bang-up job. Gilbert works with a girl (unbilled) in a chatter routine which gives him plenty of opportunity to mug and do malaprops—and the audience loved it. For his final stint, Gilbert went into his now familiar sneezes, walking off to almost a show-stop hand.

Bill opened with Ted and Flo Vallett doing their standard baton-juggling routines. The gal did the heavy work, going thru a series of acros while manipulating the sticks. Boy did his share. Both looked good and finished ahead to nice hands. Jimmy Grosso, in two, a short, slight chap, began poorly. Nervousness impeded speech; could barely be understood. Went into a series of instrumental-vocal take-offs (Dorsey-Busse-McCoy-Mooney) and mixed it up in good fashion with carbon copies of Laine, Como and Jolson. The last had a gimmick attached. Black light on hands and mouth for a black-face impression. Kid closed big. Indicates more experience necessary. Needs to tighten beginning of act.

Tyler-Thorn and Roberts showed an excellent knockabout drunk panto act. Two males and a fem worked with showmanlike skill, building for laughs with sight bits that registered solidly all the way. That the act knows its way around was seen in the precision walk-off. For the finish it got excellent hands.

Maria Neglia, a short, pretty brunette with a Mary Martin hair-do, showed admirable fiddling technique, tho little showmanship for a mass house. Gal started with a longhair number, then went into a too heavily over-arranged *Tea for Two*. Then came another longhair, and finished with *Hot Canary*. Crowd, however, liked her.

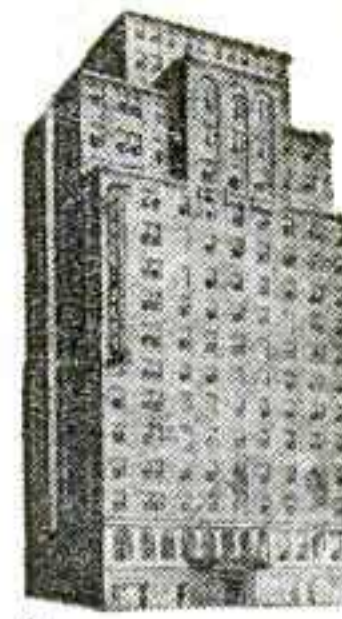
Johnny D'Arco and Parker Gee, in their return date here, put some badly needed life into the show. Their comedy chatter, right off the cob, got terrific yocks. The straightening was on the button; the comedy hit them right in the bread-basket. Boys' warbling was of an equally high order.

Nils and Nadyne, ballroomologists, did a nice job. The lifts and spins and flash bits drew attention and earned them good hands. The closing act, the Gibsons, continued to hold them with their knife-throwing act. Gal was pinned against circular board, and male framed her with knives. Used black light gimmick, spinning board to which gal was attached, and black lighted knives for clincher. **Bill Smith.**

down front yelled themselves hoarse.

Show started with the two man hoofing team, Son and Sonny. Two lads began working like they were scared of falling into the pit. And that's something to be scared of. The narrow Paramount stage has given plenty of performers the shakes. But after the lads were on for a few minutes they warmed up and did a big job with their acrohoofology getting big hands.

The Tony Pastor band with Pastor chanting up front apparently also had a lot of friends out front. The squeals came from youngsters who had seemingly already set thru one show judging from their yells of what was coming next. Pastor's gravely chanting of *Back in Your Own Back Yard*, *Kiss Me* and *Don't Worry About Strangers*, *Keep Your Eye on Your Best Friend*, met plenty of enthusiastic responses. Stubby Pastor, did a fast vocal duet with his brother, Tony, on *I Can't Give You Anything But Love*, then the boy segued into



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Pic, *The Sleeping City*.

Bill Smith.

Magic

By Bill Sachs

LORING CAMPBELL and Company opened their 26th annual tour September 11 at Indianola, Ia. Campbell, who is this season being assisted by Jack Houtz, of Salt Lake City, will show for School Assembly Service, Chicago office, for 15 weeks before Christmas and for Southern School Assemblies, Dallas, for 20 weeks after the holidays. This marks Campbell's third season with each of these bureaus. . . . Landrus the Magician, after a dip into Canada, has invaded the New England States. Following a trek thru that area he heads southward for his annual jaunt thru Mississippi and Texas. . . . Mickie Gallagher, formerly an assistant to Marquis the Magician, John Calvert and other magi, is the feature of the singlo Girl Show on the W. C. Kaus Shows, carnival company. Now using the name of Mickie Ryder, she's billed as Mickie, the Irish Colleen. . . . Clarence Auskings, vet agent, who recently closed a brief run in schools ahead of Roba Collins, magician, is now fronting Howard Ingram's Ameri-Congo Expedition, slated for a tour of the Deep South this winter. . . . Magicians in the Cincy area are staging a get-together party and ladies night program at the Norwood Federation Club House, Norwood, O., Friday evening, October 13. Sponsored jointly by members of the Society of American Magicians and the International Brotherhood of Magicians, the event will feature a dinner and full-evening show. All magi are invited. Ronald Haines, 2465 William Avenue, Norwood, O., is in charge of arrangements. . . . Park City Ring No. 100, International Brotherhood of Magicians, Bridgeport, Conn., recently installed the following officers: Walter C. Weber, president; Rudy Arnold, vice-president; Charles Esposito, secretary - treasurer; Fred Hirsh, historian, and Emil Garber, sergeant at arms.

ED BROUNE, currently playing small halls, schools and churches in the South with his full-evening show, is slated to show his wares in Philadelphia the week of October 23, his first visit to his hometown in many years. Walter Hrab continues as Broune's chief assistant. John Van Houten pilots the unit. . . . On the program presented by members of Assembly No. 22, Society of American Magicians, for the Optimist Club of Burbank, Calif., September 16, were Max Terhune, Alan Wakeling, David Steward, Geraldine Larsen, Peter and Renee Godfrey, Perry Hettell, Joe Russell, George Boston, Billy Bishop and Ann, Aubrey and Company, with Lois Houstten, and Dr. George W. Fippin. Norman Vroom and Fred Rickard served as stage manager, with show arrangements in charge of Ray Muse. Presenting close-up magic during intermission were Merville Taylor, Orlando Bagley, John Walsh, Dolf Rudin, Paul Smith, Erwin Jones, Alphonse Deleponte, Tom Tripp, William Taylor, Neil Doren and Ernest Mickie. . . . Paul Hubbard launched his new school season in Madison County, Ohio, September 12, with his Buckeye bookings slated to keep him occupied until the holidays. This marks Hubbard's 25th year in schools. . . . John Nichols Booth posts from Rio De Janeiro: "Mrs. Booth and I are enjoying a nice coastal run of 13,000 miles on the S. S. Argentine. Met quite a gang of magi in Buenos Aires." . . . L. E. (Roba) Collins infos that A. F. White has replaced Clarence Auskings on the advance of his "Mystery Circus Revue," playing schools thru Southern Illinois, Eastern Missouri and Southern Kentucky. Show is using ghost show tie-up in theaters on the week-ends. . . . Jay Robinson, vent and impersonator, was forced to close the school season with J. C. Admire's Mid-States Assemblies at Mayfield, Ky., last Friday (22), to

Moose-Financed Show Slated for Alaska's Bases

PITTSBURGH, Sept. 23.—Financed by the Loyal Order of Moose, a 30-performer revue, following a premiere in Syrian Mosque here for disabled veterans of the Espinwall and Deshon hospitals, leaves October 1 by air force plane to give performances for military personnel on a 21-day tour of Alaskan bases. Arrangements were made in co-operation with headquarters of the U. S. Air Force.

The Joe Hiller Agency here has booked talent for the show which is being organized by Col. Joseph Goetz, manager of the Capitol Theater, Cincinnati, and co-ordinator of overseas celebrity entertainment for the air force. Anton Scibilia, veteran unit producer, now in the Hiller office, is producing the show.

Talent line-up includes a chorus supplied by Cecile Lindsay, Cincinnati producer; the Turner Twins, Chester Fredericks and Bobbie, Slim Timblin and Company, Lana Ross; Randolph and Company, magician; Frank Marlow and the Jack Walton ork. Jay Stoehr will manage the tour.

U. S. Wants Acts For Bond Drive

(Continued from page 4)

that the agency will greet "with open arms" entertainers with big names, or no names, who can give some time for the campaign which will run in November and December.

Hollywood is already enlisting in the drive, but so far little has been heard from other facets of the amusement world. Screen actor Edward Arnold was in town this week to confer with Treasury officials and offer the services of the movie people. Treasury, however, would also like and appreciate the help of stage, radio-TV, nitery, vaude and outdoor show performers.

Treasury officials said that anybody who wants to help can do so by simply writing a letter to Secretary of the Treasury John Snyder, Treasury Department, Washington 25, D. C. Expenses and probably a small per diem pay will be offered, but details are still to be worked out.

Here's what Treasury has in mind for entertainers who volunteer:

"Teams" are to be sent out to the largest industrial States where they will visit industrial plants, put on shows and talk with workers. If enough entertainers sign up, additional States and additional plants can be covered. The idea is to get as many people as possible to join the Treasury program of payroll deductions for bonds. Outright purchases, of course, will also be encouraged.

The team plan will be bulwarked with the usual bond publicity drives—press, radio-TV, and the like. Slogan for the winter campaign is "Now, let's all buy bonds."

Treasury officials explain that the bond drive is a vital part of the nation's defense effort. The government is faced with the necessity of spending upwards of \$50,000,000,000 annually for an indefinite period—as long as the threat of Communism exists. A full-scale war would multiply the expenditures many times. All of the money can't come from taxes; some must come thru bonds.

Bond purchases will also help keep inflation in bounds by freezing excess purchasing power which might otherwise go into spending that would drive up the cost of living.

take treatment for an inward goitre and athroat ailment. He has been replaced by Martin the Ventriloquist.

Burlesque

By UNO

ROXY HART, new Kane Circuit feature, broke attendance records at the Roxy, Cleveland, last week. She was formerly a dancer in Chicago niteries. . . . Bette Rose is headlined with George Murray in a Hirst unit. She also started in Chi clubs. . . . Eddie Kaplan reopens the Maryland, Baltimore, September 29 with burly stock. Principals in the opening show will be Loney Lewis, Herbie Faye, Mac Dennison, Al LeRoy, Dotty Dawson, Maureen Calvert, Strut Flash, George Filmore and Hillary Dawn, all booked thru Dave Cohn. October 6 feature will be Rose LaRose, and October 20, June Allen. . . . Alan Rupert Agency, Philadelphia, has merged with Jack O'Meara Attractions, Albany, N. Y. . . . Cy Walker, following the season's close of his drive-in theaters, is working for Sportservice at the Alvin, Minneapolis. . . . New Shirley Paige girls at the Hudson, Union City, N. J., are Alice Welsh, Biane de Lapapecki, Edith Hamblin, Billie Jo Scott and Ann Amend. . . . Joe Devlin has signed to play the part of Sam in a Dick Tracy video series emanating from Hollywood.

VALERIE PARKS returns to the stage after a year's absence to open at the Hudson, Union City, N. J., October 1. . . . Tom Patricola Jr. and Dotty Mancene opened September 22 for two weeks at Belaire Castle, Jamaica, L. I., thru Nat Leipzig. It's a repeat engagement. They move to Jimmy's Cafe, Albany, N. Y., October 29. . . . Grand, St. Louis, started its season recently with a two-a-day policy under Dick Zeisler's management, and with Midge Lia, treasurer; Maury Roan, assistant; Paul Morokoff, producer; Judge Riedelberger, ork leader; Mary Veanes, chorus captain; Joe Fritz, doorman; Dick Lebis, concessionaire; John Ford, house singer, and Joe Chisom, Everett Sanderson and Twinkle and Taylor, vaude acts reinforcing the regular circuit principals, including Beverly Lane, feature; Billy Foster, Buddy Lewis, Danny Jacobs, Leah Wynn and Linda Leslie. . . . Ernie Peters, former spotlight man at the Hudson, Union City, N. J., is on tour with "Lady From Paris," operetta featuring Irene Bordoni and Patricia Bowman. . . . Winnie Garrett is back at the Ha Ha Club, Manhattan, for a month's stay. . . . Dottie Wills, tumbler; Bill and Eleanor Byrd, tapsters; Pauline Flynn, acro dancer, and Oliver and Sayles, acros, are extra attraction acts on the Hirst Wheel. . . . Harry Lang, former featured comic with "Lid Lifters" and now enacting the role of Pancho in the "Cisko Kid" series on the Coast, was a New York visitor last week. . . . Mantin Duo has returned to the States after a lengthy tour of European vaude houses. . . . David (Slim) Kerns, comic, recovered from a year's illness, is appearing in "Traffic Court," video program over WWJ, Detroit.

Blue Note in LP Swim With Hot Jazz Disks

NEW YORK, Sept. 23.—Blue Note Records, pioneer hot jazz indie, has joined the LP brigade, with six 10-inch diskings, eight selections to a record. Five of the LPs are a culling of the catalog's most successful two-beat sellers, one is a new set of Sidney Bechet-Bill Davison sides. Disks retail at \$3.75 plus tax.

Showbiz Bills On Shelf as Congress Ends

(Continued from page 3)

ful, thou a new bill is certain to be introduced.

A bill restricting broadcasts and telecasts of horse and dog races received the approval of the Senate Interstate Commerce Committee, but never received Senate consideration. Radio-TV bills getting no consideration included two Shephard bills to restrict the use of network time and force the sale of stations owned by radio equipment makers, a bill to ban rate rises on political broadcast time and the perennial Lemke measure to kick FM back to its original band.

On the international radio scene, Congress has boosted the Voice of America into its greatest prominence by approving the highest funds in its history. Further expansion next year is probable.

The only proposal directly affecting musicians got by the House but was nixed by the Senate. This was the discarded section of the Social Security bill which would have made locations rather than band leaders responsible for collecting withholding and Social Security taxes from musicians.

With the ultimate impact on the general amusement world of the Defense Production Act still to be measured, probably the most important bill to showbiz to be enacted during the 81st Congress was the Social Security bill. The biggest disappointment was the failure of the bill to reduce excises. The Social Security measure won its prominence by blanketing into the system as of January 1, 1951, all those show people excluded by virtue of being classed as independent contractors.

Webs Doubt Wisdom Of AFRA Confab

(Continued from page 4)

procedures, may possibly be moving to establish one again. The webs are dubious of the value of any privately directed body on so grave an issue. They feel, rather, that energies should be directed toward inviting government participation.

The chains also hold the opinion that AFRA should not have acted entirely on its own, but should have enlisted the aid of all talent unions, to give such a group, if it is established, maximum stature.

A final point made by the networks is that any move of this nature should be done with a minimum of publicity and not a maximum. They question the effect recent developments and the AFRA move may have on the public, fearing it may give the impression that radio and TV are crawling with Commies.

As of yesterday (Friday) none of the networks had gone on record as attending the AFRA meeting, to be held Friday (29) at the Astor Hotel here. Sentiment seemed to be that, even if they did attend, it would be on an observer basis more than on a participating basis. One firm acceptance, however, has come in—from the National Association of Broadcasters (NAB).

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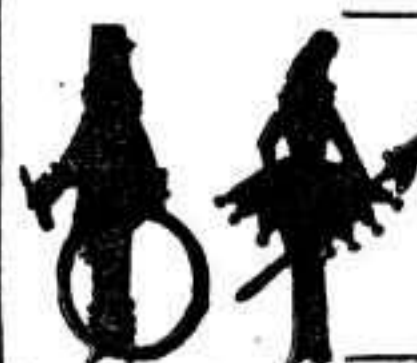
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Editorial

Restatement of Purpose

(Continued from page 4)

have the opportunity to defend themselves against charges that they are disloyal to their nation."

And here once more *The Billboard* emphasized the need for positive action against Communism.

Now we want to restate the purpose behind the editorial campaign we have pursued over the past month. We want it clearly understood that we are as much against the invasion of fundamental civil rights as is any other fair-minded citizen of this country. We are as strongly opposed to condemnation without a hearing as is *The New York Times*, *The Herald Tribune* or any one of the hundreds of others who have raised their editorial voices against the practice of firing or refusing to hire people because they are merely charged with being pro-Communists. We could not be more firmly against such practices if we wrote another million words on the subject.

Full Statements Published

If any support of this stand is needed it should certainly be evident in the fact that *The Billboard* was the only publication, trade or otherwise, which published in full the statements of Josh White, Hazel Scott and Gypsy Rose Lee, along with (in Miss Lee's case) a complete list of non-Communist and anti-Communist causes to which she had given her assistance.

Proposals Being Adopted

On the other hand we do believe that Communism is a grave and clear and present danger to this country and all its citizens. We do believe that show business, and every individual in show business, can help fight Communism. We are not certain that the suggestions for action on the part of show business people or organizations which we made in our issues of September 23 and September 9 are the partial or whole answer to the problem. We do believe the proposals make sense and we are gratified to see them being adopted in certain quarters.

We hope that the American Federation of Radio Artists (AFRA), along with the networks, agencies and advertisers who attend the meeting Friday (29) can come up with some solid answers to protecting civil rights and helping combat Communism. We hope the American Civil Liberties Union (ACLU) can find some answers. We pray that someone, somewhere—in or out of show business—will hit upon some practical steps toward a solution of the problem. In the meantime we intend to continue to do whatever little we can to:

- (1) Help keep performers from being unjustly injured, and
- (2) Help in the fight against the Reds.

'Madam' in Squall; Can't Handle Biz

NEW YORK, Sept. 23.—The squalls of disappointed ticket buyers have begun all over again. This time it's *Call Me Madam* that's on the spot. With the show's opening nearly three weeks off and no tickets yet on sale at the Imperial Theater's b.o., there is a mail order log-jam in the works to spark the usual accusations of sharp dealing.

However, here is a sum-up of the situation, according to Norman Light, the Imperial's house manager. Due to advance notices, *Madam* will bow in to an all-time high advance sale on preem night. Light estimates it between \$600,000 and \$700,000. As of this week there are 60,000 mail orders on hand, with more pouring in daily. These are being serviced at the rate of 10,000 a day by a staff of 12.

The Imperial Theater can seat 11,200 customers for eight performances weekly. At capacity for 10 weeks, which would carry to the end of the year, 112,000 pew-sitters can be cared for. However, prior to the publishing of the mail order ad, producer Leland Hayward's personal list brought in 12,000 requests for tickets. These naturally were serviced first. So, add this item to the 60,000 on hand, and figure that each request calls for only two tickets, and by simple arithmetic 144,000 people want to see *Madam* at the earliest date. It is equally obvious that about 32,000 of them can't possibly get in before next January.

This does not take into consideration the fact that most requests carry a specified price order, which frequently cannot be filled even when a choice of two or three dates is given. As Light ruefully remarks: (See "MADAM" on opposite page)

Peter Pan Producer Slams Blacklisters

(Continued from page 4)

dividuals, and secondly in some of the solutions set forth.

Personally, I am against blacklisting in any form. Period. I believe in the right to work and to be judged solely by one's ability to do one's job. I believe that blacklisting and the deprivation of a person's right to work for any political, religious or other reasons to be traditionally un-American, undemocratic and unconstitutional practice.

I believe that it is a known fact that blacklisting is a traditional weapon to weaken trade unions and that this is one of its main purposes in the current period.

Most important, I do not think that any qualifications are necessary to place oneself squarely in opposition to blacklisting. To me there is no need whatsoever to preface these remarks with any long or short statement about my being opposed to Communism or any other form of government. It is to me extraordinarily dangerous to notice the growing prevalence of an apparent need to preface one's stand against injustices with a statement, "I am not a Communist."

If the time is approaching in America when one must say, "I am not a Communist . . . I object to war"; "I am not a Communist . . . I am worried about the increased cost of living"; "I am not a Communist . . . I am for an excess profits tax"—then I believe it is time to pause and worry. To whom are we apologizing?

The second danger that I refer to seems to me to be present in the tendency to transfer the evil of blacklisting out of the hands of employers into the hands of the trade unions or the government. It seems apparent (See PETER PAN on opposite page)

Equity Raps Black Lists

(Continued from page 4)

no member shall work for an employer or agent who indulges in the practice of blacklisting.

A further resolution scored the McCarran Bill, a proposed anti-Communist measure, and urged a presidential veto, and in such event further urging members of Congress to vote against an over-ride.

A proposal to amend the Constitution, making membership recommendations mandatory on council, as well as an additional proposal to simplify such procedure, were tabled. It was felt that a full report by the constitution review committee, which will shortly be published in *Equity* magazine, should be studied by the union's whole membership before taking final action.

Strawhat Review

THE AMAZING ADELE

(Opened Monday, September 11)

WESTPORT COUNTY PLAYHOUSE, WESTPORT, CONN.

A comedy by Pierre Barillet and Jean-Pierre Gredy. Adapted and directed by Garson Kanin. Production supervised by Kip Good. Set and lighting, Herbert Gahagan. Press, Ralph Lycett. Presented by the Westport County Playhouse.

Solange Veyron-LaffiteNaomi Rirdan
Gaston Veyron-LaffiteDonald McClelland
Edmee Veyron-LaffiteLinda Watkins
Antoine Veyron-LaffiteRon Randell
AdeleRuth Gordon

On the heels of one early season flop—*The Live Wire*—Garson Kanin has done an amazing turnabout. *The Amazing Adele*, his newest effort, with Ruth Gordon turning in a sparkling performance seems to be (See THE AMAZING on opp. page)

BROADWAY SHOWLOG

Performances Thru September 23, 1950

DRAMA

	Opened	Perfs.
Daphne Lawreola	9-18, '50	8
(Music Box)		
Death of a Salesman	2-1, '49	676
(Morosco)		
Mister Roberts	2-18, '48	1,037
(Alvin)		
The Cocktail Party	1-21, '50	284
(Henry Miller)		
The Happy Time	1-24, '50	279
(Plymouth)		
The Member of the Wedding	1-5, '50	300
(Empire)		
The Medium and The Telephone	7-19, '50	77
(Arena)		

MUSICAL

Gentlemen Prefer Blondes	12-8, '50	332
(Ziegfeld)		
Kiss Me, Kate	12-30, '48	722
(Shubert)		
Michael Todd's Peep Show	6-28, '50	101
(Winter Garden)		
Peter Pan	4-24, '50	176
(Imperial)		
South Pacific	4-7, '49	604
(Majestic)		
The Cor	3-15, '50	221
(Barrymore)		
Tickets, Please	4-27, '50	172
(Coronet)		

COMING UP

(Week of September 25)

Affairs of Stat	9-25, '50
(Royale)	
Southern Exposure	9-26, '50
(Biltmore)	
Black Chiffon	9-27, '50
(48th Street)	
Season in the Sun	9-28, '50
(Cort)	

Sock 'Turandot' Opens NY Opera

NEW YORK, Sept. 23.—The New York City Opera Company got off to its 14th start for a fall season of eight weeks at the City Center Thursday (21). Coinwise, the City Center song birds appear on the up-take, with management reporting an opening night b.-o. advance of \$105,000, as compared to \$95,000 in the pre-preem till for the spring season last April.

The faithful were out in force for the troupe's initial offering, *Turandot*, with only a few scattered pews on the top shelf showing vacancies—the latter likely due to a bad weather start-off. With one exception, the cast for Puccini's Chinese fantasy was the same as last April's, when the Centerites unveiled it for the first time. Dragica Martinis, the young Yugoslavian soprano, seems easier and more assured in the title role which she created. She retains a powerful clarity in her upper register, and her highest notes carry a magnificent authority, but her performance has lost a certain rigidity which marred her first essay of the role.

Giulio Gari's Prince Calaf has likewise gained in stature. He has a splendid voice and uses it this time with restraint, even in the most taxing passages of his stint. The result was an infinite improvement from the pews. Dorothy MacNeil's slave girl is again a lovely vocal vignette. Lawrence Winters, Luigi Velucci and Nathaniel Spireza vocalize spiritedly as the artfully pseudo-comic trio, Ping, Pang and Pong, but just why Puccini gave the latter their overlong participation in his scheme of things, a reporter has often wondered.

Arie Satisfies

The single newcomer to the cast is Raffaele Arie, a young basso, late of Milan's La Scala and making his debut with the troupe. A reporter suspected that he was handed the role of the aged Timur, more to let him test his voice in the City Center than anything else. He was getting perhaps, a tune-up for his appearance as Mephisto in *Faust* late next week. At all events, the voice which came thru blind Timur's shaggy beard was completely satisfactory, even if the part gives scant scope for judgment.

Over all, *Turandot* is a splendid fixture on the Centerites' menu. They have given it just the sort of fantastic pageantry its production needs. Vladimir Rosing has staged it with taste and clarity, and the ensemble singing is out of the top drawer. Laszlo Halasz batons a strong orchestra to get the most from the score without losing the opera's dramatic values.

The company is presenting 15 works over the current schedule. Only one brand-new one, *Die Meistersinger*, has been added to the list this season. However, it includes also a completely reproduced edition of *Faust* and a revival of *Aida*. The eight-week stand here will be followed by four more in the Chicago area now that the Center management's dispute with Petrillo over orchestra jurisdictions has been successfully ironed out. Bob Francis.

"Moon" Can't Shine for Free

NEW YORK, Sept. 23.—Howard D. Richardson and William Berney, authors, filed suit in New York Federal Court last week against Edward Gould and Peeks Island Playhouse, Inc., charging illegal use of their play, *Dark of the Moon*. The complaint alleges that the defendants presented the play in Portland, Me., in August of this year without consent of the authors or payment of royalties. They ask \$5,000 damages.

It's TUB . . . and it will be BIGGER THAN EVER BEFORE beginning NOVEMBER 4

Broadway Opening

DAPHNE LAUREOLA

(Opened Monday, September 18)

THE MUSIC BOX

A comedy by James Bridie. Staged by Murray MacDonald. Sets by Roger Furse and Roger Ramsdell. Lighting by Ralph Alswang. General manager, Herman Bernstein. Stage manager, George Desmond. Press representatives, Leo Freedman, Abner Kilpstein and Robert Ullman. Presented by Leland Hayward, Herman Shumlin in association with Laurence Olivier.

Maisie MacArthur	Joyce Linden
Bill Wishforth	Robin Lloyd
Helen Willis	Eileen O'Hara
Bob Kentish	Alexander Harris
George, the Waiter	Martin Miller
Lady Pitts	Edith Evans
Ernest Plaste	John Van Dreelen
A Bored Woman	Elizabeth Ashley
A Bored Man	Ireland Wood
Mr. Gooch	Ernest Jay
Mr. Watson	Mark Stone
Vincent	Peter Williams
Sir Joseph Pitts	Cecil Parker
The Manager of Le Toit Aux Porcs	Terence Owen

To be blunt, *Daphne Laureola* adds up to another of those importations which have been hot as a pistol in London and unveil here at something less than simmering temperature. There is no question but that advance reports from the West End had a plush first-night congregation prepared to hail it with cheers. However, at the curtain any cheers were for two stellar performances and not for a garrulous and dull comedy. *Daphne* amounts to no more than a rather disappointing vehicle for the superlative talents of two top-rank British players and deserves no more than a tepid welcome.

The play is tidy-tidy in the manner in which all its characters are drawn together at the proper times and spots to enable author James Bridie to reach an amiable and credible conclusion. There are flashes of chucklesome humor and considerable literate writing, but there are longer stretches in inane talk by minor characters at the expense of the central story line, and the whole definitely runs downhill.

Briefly, Bridie appears to be concerned with the saga of a frustrated 50-year-old woman married to an octogenarian peer for reasons of security. Safety being no panacea for boredom, she seeks escape via the bottle, and during a potted interval upsets the emotional equilibrium of a pedantically romantic young Pole. A reporter concludes that the youth finds her the Daphne to his Apollo. However, like the nymph of the fable, the lady prefers practical security to a poetically passionate showdown and, when her philosophically amiable husband dies, ups and marries her heman bodyguard. This drives the youthful pursuer to a fainting frenzy. But the lady, apparently cured of much of her neuroses by her second marriage, tells him right stoutly that ladies have no desire to be put on poetic pedestals by romantic egotists. Bridie's stuffy poet, however, is still unconvinced at the finish.

In sum, *Daphne* is more than a challenge to the superlative ability of star Edith Evans and her meeting of it stamps her one of the great actresses of the English stage. Bridie's Lady Pitts is a pretty dull woman, but Miss Evans endows her with a personal warmth and magnetism to make her frequently fascinating. Also she gets terrific assistance from her co-star, Cecil Parker, who gives a truly wonderful performance as her dying husband. Parker is making his Stem stage debut, altho already well known on the screen to American audiences. At all events, Bridie's laurel bush should be sheared of an individual wreath for Parker's contribution to the best scene of the play.

Another effective Broadway debut is made by John Van Dreelen as the bothered and bewildered Polish lad. There is further good work by Ernest Jay as a bumptious bore and by Peter Williams as the bodyguard.

Daphne has been given an overall fine production and the benefit of some excellent acting, but as a

OUT-OF-TOWN OPENINGS

BLACK CHIFFON

(Opened Monday, September 11)

WILBUR THEATER, BOSTON

A drama by Lesley Storm. Directed by Charles Hickman. Settings by Larry Eddleton. Costumes by Natalie Barth Walker. Company manager, Michael Goldreyer. Press representative, Harry Davies. Stage manager, Phillippa Hastings. Presented by John Wildberg.

Roy Christie	Richard Gale
Louise	Patricia Hicks
Thea	Patricia Marmont
Allicia Christie	Flora Robson
Nannie	Janet Barrow
Robert Christie	Raymond Huntley
Dr. Bennett Hawkins	Anthony Ireland

A psychological study of a quiet type is Lesley Storm's London success, *Black Chiffon*, which brings Flora Robson back to these shores after several years' absence. This is the kind of a family story the English seem to do better than anyone else. The strains and tensions of an outwardly normal family are shown with quiet force and, despite the requirements of drama, the story is told with dignity.

The theme of *Chiffon* is not of obvious appeal, nor would any but an imaginative and skilled writer tackle it. Miss Robson portrays a mother with an extremely strong, tho not abnormal affection for her son. This devotion has been caused by her husband's inborn jealousy of the boy. When the lad is about to be married, the mother has a rief aberration in which she steals a black chiffon night dress from a department store counter.

Rather than permit a psychiatrist to testify in her behalf, and perhaps injure her boy's marriage, she pleads guilty and goes to prison for three months.

There is an unflinching delicacy and nicety of balance in both the writing and the acting of this story. Perhaps the play may originally have had a stronger emphasis on the mother-son relationship than on the theft and its consequences. As such, it would have been a cruder, less convincing play. As it stands, however, *Chiffon* is a sensitively written, well-knit drama in which the characters seem thoroly real, the action entirely believable.

Miss Robson, as the mother, is absolutely superb. The depth of her personal tragedy is shown in flashes of conflict between son and father, and when she discusses her "crime" with the psychiatrist and her family. It is a wonderfully detailed and honest portrayal. The supporting cast gives her strongest help. Anthony Ireland makes a most sympathetic and warm psychiatrist in his brief appearances. Raymond Huntley skillfully portrays the severe, cold nature of the father. Patricia Hicks, as the boy's fiancee, and Patricia Marmont, as his sister, are natural and pleasant. Only Richard Gale, as the son, seems awkward and ill at ease.

Costumes are simple. The setting is a comfortable living room. *Chiffon* won't set the world on fire. It has its slow moments in the second act. But it is honest and effective theater and should be good for a full season's run. *Bill Riley.*

'MADAM' IN SQUALL

(Continued from opposite page)

"They all want fifth row center for Friday or Saturday night." He points out that no allotments have been made to ticket brokers, and says that none will be—until the mail order jam has been cleared and the b.o. opens for business.

It seems to a bystander that if impetuous pew-buyers for what sizes up as a Broadway smash would send in their money with a request to "give me the best this will buy, at the earliest possible date"—it would save a lot of shattered tempers. If *Madam* is as good as they evidently think it is, it will be around plenty long enough for everybody to see it.

West End fire ball, it's a New York clinker. *Bob Francis.*

LITTLE BOY BLUE

(Opened Monday, September 11)

EL CAPITAN THEATER, HOLLYWOOD

A new musical comedy. Directed by George Murphy. Book and lyrics by Albert G. Miller. Music by Max Showalter. Sets designed by Rita Glover. Wardrobe designed by Odette Myrtil. Choreography by Louis Da Pron. Musical director, Leon Leonardi. Orchestra arrangements by Ruby Raksin. Presented by Paula Stone and Mike Sioane.

Guido	Buck Young
Lady Tourist	Janet Beverly
Cheer Leader	Bill Foster
Actress	Jeanette Le Vere
Contestant	John Kessler
Mannish Woman	Jeanne Mahoney
Little Man	Frank Bisho
Singing Page	Jerry Cardoni
Bobby Blue	Johnny Kirby
Texas	Bob Williams
Aunt Addie	Margaret Hamilton
Mother	Effie Laird
Dora	Maxine Semon
Harry	Jack Mendes
Molly	Carol Richards
Steve	Craig Stevens
Wife	Janet Beverly
Husband	Buck Young
Emily	Emmaline Henry
Elsie	Effie Laird
Cynthia	Cynthia Robbins
Mother	Chris Fortune
Mrs. Bongo	Bob Williams
Bongo	Jack Mendes
Mrs. Wolf	Maxine Semon
Wolf	Bob Scheerer
A Girl	Mary Ann Niles
John Krackjohn	Emory Parnell
Secretary	Chris Fortune
Joe	Frank Orth
1st Actor	Buck Young
2nd Actor	Dick Scott
Actress	Barbara Logan
Three Customers	Lee Ledford, Dick Scott, Jerry Cardoni
Hubert P. Troxel	Arthur Gilmour
Cowdrick	Bob Scheerer
Announcer	Bob Williams
Mr. Tripleday	Jan Avran
The Girls	Emmaline Henry, Chris Fortune, Barbara Logan
Salesmen	Jerry Cardoni, Buck Young, Dick Scott
Sales Girls	Jeanne Mahoney, Carol Plead
Customer	Jeanette Le Vere
Store Manager	Bob Williams
College Boy	Bob Scheerer
Shy Girl	Mary Ann Niles

Little Boy Blue is pleasant, and sometimes entertaining, but as it stands, is far from blowing its horn on Broadway. It lacks strength both in plot and score, but it's the latter that needs the hasty hypo. Furthermore, the present version is handicapped by a green cast. With the exception of a few competent vets and a couple of fine dancers, it is shy of the necessary talent to give it a proper trial. What does come to the surface is not too exciting.

Bobby Blue (Johnny Kirby) succeeds in passing himself off as radio's all-American boy for a breakfast food sponsor, but it takes a pretty news-hen (Carol Richards) to see thru the phony garb and Henry Aldrich voice. Before she can share this startling discovery with her readers, she falls in love with our hero. To make matters worse, the same sponsor signed him to a marriage-banning teevee contract, and he must either lose his impatient girl or return all the money to the sponsor that he had been paid during his years on the air. He nips his contractual ties by penning a best-selling sex thesis that out-Kinseys Kinsey.

Musicals have been known to stand up despite similarly implausible plots, but must have a strong score. There's nothing in this songbook for the customers to whistle on their way home. Such tunes as *It's Molly, By Golly* detract from the few more palatable ditties. Of the ballads, *A Year From Today, Lovely Autumn Day* and *I Can't Believe My Arms*, and of the novelties, *Knock on Wood* and the *Bartender's Song* (expertly handled by Frank Orth), could possibly stand a chance. But even these lyrics would have to be sharpened.

Both Johnny Kirby and Carol Richards are weak in the leads. Neither has sufficient acting know-how or a voice to handle the tune material. Miss Richards warms up a little towards the latter part of the first act, but Kirby remains stiff and ill at ease thruout. There are no others in the cast who can help shoulder the song load. Freshest offering of all comes from the dance department, with Bob Scheerer and Mary Ann

ROUTES

Dramatic and Musical

As You Like It, with Katherine Hepburn (Shubert) Philadelphia.
 Barrier, The (Gayety) Washington.
 Brigadoon (Metropolitan) Providence, R. I., 25-26; (Aud.) Worcester, Mass., 27; (State) Portland, Me., 28-30.
 Burning Bright (Shubert) New Haven, Conn., 28-30.
 Call Me Madame (Shubert) Boston.
 Come Back, Little Sheba (Erlanger) Chicago.
 Curious Savage, The (Wilbur) Boston.
 Death of a Salesman (Capitol) Salt Lake City, 25-26; (Aud.) Pueblo, Colo., 28; (Chief) Colorado Springs 29; (Mackey Aud.) Boulder 30.
 Devil's Disciple, with Maurice Evans (Blitmore) Los Angeles.
 Diamond Lil, with Mae West (Blackstone) Chicago.
 Gentlemen Prefer Blondes (Curran) San Francisco.
 Innocents, The (Harris) Chicago.
 Kiss Me Kate (Ford's) Baltimore.
 Lady From Paris (Erlanger) Philadelphia.
 Legend of Sarah (Locust St.) Philadelphia.
 Lend an Ear (Cass) Detroit.
 Lost in the Stars (Philharmonic Aud.) Los Angeles.
 Mr. Roberts (Forrest) Philadelphia.
 Oklahoma (Colonial) Boston.
 Olsen & Johnson (Boston Opera House) Boston.
 South Pacific (Kiel Aud.) St. Louis.
 Texas, Lil Darlin (Great Northern) Chicago.
 Two Blind Mice (Erlanger) Buffalo 25-28; (Aud.) Rochester, N. Y., 29-30.

PETER PAN PRODUCER

(Continued from opposite page)
 that this is an evil, whoever practices it. Nothing would please the perpetrators of a blacklist more than to have people blacklist themselves. Taking this a step further, I should imagine that I would be against blacklisting if the government practiced it. America was founded by people who objected to taxation without representation by a government, and civil war was fought against State government's condoning the practice of slavery.

So it seems incumbent upon the trade unions in our industry to take a strong, firm, united stand against this deprivation of the right to work—from wherever it stems. The Authors' League of America, parent body of all major writers' unions in America, has, I believe, correctly, come out strongly against any establishment of "loyalty boards" within the unions. Such loyalty boards not only transfer this evil into the people's own hands but gravely weaken the unity of any trade union which participates.

THE AMAZING ADELE

(Continued from opposite page)
 one hypo for Broadway b. o. blues. Already ticketed for the Stem, the comedy should have a long and prosperous stay.

Kanin's character comedy is an adaptation of a French farce. Tho s. r. o. for many years in Paris, the story is paperweight, but the central character is so delightful and fresh that her impact on the funnybone is immediate. Faced with a servant problem, a not-so-Gallic family hires this gem. Before 24 hours have elapsed Adele, a maid who can prophesy the future, turns the entire house upside down.

Kanin's writing, structure and comic lines are clever, but without Miss Gordon's gift for comedy the play would lose much of its impact. As the wife and husband, Linda Watkins and Donald McClelland turn in two more strong comic portraits. Miss Watkins especially, seems to have a natural zany quality. In a small part Naomi Riordan establishes herself as a first-rate ingenue. And Ron Randell, whose slight British accent is a handicap, does well as the object of Adele's affection.

Kanin's pacing makes for the most in laughs. The set, a living room in a middle-class French apartment, executed by Herbert Gahagan, catches the spirit of its inhabitants.

Leon Morse.

Niles providing excellent terpsing. Louis Da Pron's choreography and Rita Glover's settings provide gloss to an otherwise ho-hum vehicle. George Murphy's direction is unable to overcome a slow start, but keeps the pace on the up-beat thereafter. *Lee Zitto.*

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REP RIPPLES

ERWIN TOWLE opened his 16mm. pic show at Sanbornton, N. H., and will work toward Northern New York. Towle confines himself to one feature pic and plays anything that comes along but is mostly sponsored. . . . Writing from Detroit, **James A. Hastings**, old-time 10-20-30 manager says, "I read with interest comment on tent rep and will say that tent rep that I have known has been poor entertainment, as the cost of transportation and help has made managers scrimp on entertainment. Towns are too small and no manager can make money where there are more people with his show than are in the town he plays. The best and most successful managers and also performers are those that pay decent money for good stage material. You can't get good plays, or even good laughs, without paying someone to get them out. What has made **Bob Hope**, **Fred Allen** and **Red Skelton**? The answer is good material." . . . **George (Pappy) Kleber** closed his radio show and dance unit recently. The unit has been heard over Station WMAM, Marinette, Wis., for the past 10 months, Monday thru Saturday, 1-1:30 p.m. Heading the cast were **George and Goldene Kleber (Pappy and Tillie)**, **Betty Jane Kleber**, with **Texas Lee Stuart** as featured vocalist; **Ray Parrett**, **Bud Delereme**, and **Bob Southard**, announcer, with **Bill Walters** and **Pat Kehee** taking over at times. The orchestra had **Lee Stuart** on violin, **Ray Parrett** on guitar, **Bud Delereme** on accordion, **Betty Jane**, saxophone, and **Pappy** on drums. The show featured short-cast plays, vaude and variety acts. **Betty Jane Kleber** is entertaining Stout Institute, Menominee; **Texas Lee Stuart** is going to the Pasadena Playhouse and **Pappy and Tillie** plan a vacation before reorganizing their troupe.

A. L. (AL CHARITY) has been showing a museum and Ripley show in Mississippi to good returns. . . . **Ruffler**, hypnotist, reports fair biz in Ontario. He is working toward Western Canada. . . . After some fair and celebration dates, **Ernest Fox** will show his small animal trick in schools in Southwest Kansas and Northern Oklahoma. . . . **Allen G. Towne** makes his second season with a feature 16mm. pic show and his lecture opus, opening at Hillsboro, Ore. He will move south toward Southern California where he played last season. . . .

Norman Dooley will have 16mm. pix in Rhode Island and Connecticut, his second season, starting about October 1 near Westerly, R. I. . . . **Kilory**, hypnotist, who has been in Ontario the past two months, will move south and tackle sponsor and other dates, with his destination as Atlanta, where he combines his dates with a school of hypnotists. . . . Writing from Byrdstown, Tenn., **Leon Waterson** says, "Have been out since April with a platform show. Have been in four States and am on way to Texas where I hope to have biz enough in schools and halls to keep me busy this winter. I have heard that schools are tough to get into in Texas but will try them out. My show is somewhat educational and this may help. I am stronger for the platform show and have got more money this summer with this style show than I have had in several years. I endorse the idea of the writer that few people for small towns can get along if they can do something. I have had headaches enough trying to get tent outfits over the road and someone else can take it." . . . From Massachusetts, **Perley Thomas** says, "Will soon open my eighth season of feature religious pix and have most of my dates booked in formerly played sponsor towns."

Mgr. Explains Drive-In Gadgets in Preopening Ads

HARTFORD, Conn., Sept. 23. — Manager **William Dougherty** of the newly opened Torrington Drive-In Theater, Torrington, Conn., part of Lockwood - Gordon - Rosen Theaters Circuit, used the following paragraphs in advance newspaper advertising, prior to the theater's recent opening:

"Sound Volume: On the post along side of your car is your own private sound speaker. Reach out and bring it inside your car and hang it on your door. The knob on the speaker is your individual volume control. You can regulate it to suit your own hearing.

"Warning! ! ! Make Sure the Speaker is Replaced on the Post Before You Start Your Engine. You are not responsible for any accidental damage done to the speaker if you replace it on the post. We will repair it at our own expense and have it ready for the next patron."

The new drive-in theater has capacity for 600 cars.

Can You Pick 'Em?

By Doug Couden

From August, 1945, Juggler's Bulletin I sat and dozed the other night
 Way out here in the stix,
 And dreamed of vaude performers
 Replaced by moving pix.
 The curtain rose, the show was on,
 I saw those acts once more;
 Singers, dancers, comedians
 And novelty acts galore.
 There was "Trow Him Down, Mc-Klusky,"
 Sung by an Irish dame,
 And a bonnie lad from Scotland
 With a great big, crooked cane.
 A frantic, shouting, peppy gal
 Wore less and less and less;
 A troupe of Arab tumblers.
 H.B.A. will help you guess.
 They could not keep him shackled,
 There was encore and/encore,
 And the greatest juggler of them all
 From Italy's sunny shore.
 And then I caught my favorite act,
 When Rooney and Bent appeared;
 That wonderful team was together
 again
 In my dream of yesteryear.
 The curtain is down, the lights are dim
 On those lovable people of yore,
 But we'll see them again, playing big
 time
 On that golden, distant shore.

Harley Sadler Cincy Visitor

CINCINNATI, Sept. 25. — Harley Sadler, former member of the Texas State Legislature and for many years the top tent show operator in the country, was a Cincinnati visitor over the week-end to see the Hardin-Simmons College football team play the University of Cincinnati Bearcats Saturday night.

The Hardin-Simmons party, including the football team, numbered 54 and made the trip in here on two chartered planes. They arrived in Cincinnati Friday night. Saturday morning seven members of the party hopped by plane to Detroit to see the Detroit Tigers get walloped by the Cleveland Indians. It was the first major league baseball game Sadler had ever seen.

Sadler, whose tent shows have been to the tent rep business what the Ringling-Barnum show is to the circus field, plans to return to politics soon again via the Texas Legislature. Harley and Billie Sadler, having sold their former home and property in Sweetwater, Tex., now are located permanently in Abilene, where Harley is engaged in the oil business.

Williams Mapping Burnt Cork Opry

AUGUSTA, Ga., Sept. 23. — Slim Williams, veteran blackface comedian of tab and minstrel fame, is mapping plans to launch an old-time minstrel show October 20 to play the major picture houses. He plans to recruit a number of minstrel vets for the burnt-cork venture.

Williams's current unit, which has been playing pic houses in the South the last 13 months, is slated to close here tonight. Williams maintains headquarters in Augusta.

Philly Spots Get Promosh Hypo as New One Lights

PHILADELPHIA, Sept. 23. — With the summer season over, open-air theaters are emphasizing promotional activities to stimulate patronage. At the Brandywine Drive-In in near-by Wilmington, Del., 12 jet planes roared in conjunction with the opening of *Eagle Squadron*. The flyers in the overhead show were members of the original group on which the screen story is based. The air unit is stationed at the New Castle County Airport, New Castle, Del., and is known as the Fourth Fighter Group.

Also promotion-wise, Eugene Plank, manager of the Reading Drive-In, Reading, Pa., advertised extensively a "Buck Night"—admitting an automobile and all its occupants, no matter how many, for a midweek night, for \$1 admission.

While no drive-ins have shown any signs of closing down for the season, the week finds another open-airer, the Pleasant Hills Drive-In near Wilmington, Del., lighting up.

Atlanta Drive-In Opens

ATLANTA, Sept. 23. — The Roosevelt Drive-In Theater, located just past College Park on the Roosevelt Highway, held its formal opening recently.

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Sept. 9-30-50

BAXTER—Samuel, 86, theater owner, September 18 at St. Vincent's Hospital, Los Angeles. Survived by his widow, Frances.

BERGNER—Otto C., 83, organizer and director of Bergner's Military Band, which played on many important State occasions from 1890 to 1925, September 21 in Utica, N. Y. He had been secretary and treasurer of the Utica local of the American Federation of Musicians (AFM) for 24 years.

BOYCE—G. E. (Doc George), 78, former vaude ventriloquist and in recent years a booking agent in Waterloo, Ia., September 4 in a hospital in that city. Years ago he and the Great Lynnette (Dorothea Varien) toured the Midwest in vaude and later played schools and colleges. Burial in Greenwood Cemetery, Waterloo, September 7.

BRADLEY—A. C., veteran carnival and circus press and general agent and former legal adjuster for King Bros.' August 30 in New York. He trouped with numerous carnivals including Dodson Bros.' Shows and at one time was with Sun Bros. and Ringling Bros. and Barnum & Bailey circuses. Survived by his parents, of Middletown, O.

BURCHER—Harvey, Indiana and Ohio fair circuit popcorn concessionaire, September 8 at the home of his parents, Mr. and Mrs. Harry Burcher, in Blackfoot, Idaho.

BURT—Benjamin Hapgood, 68, composer and librettist, September 17 in Amityville, L. I., N. Y. A charter member of the American Society of Composers, Authors and Publishers, he was a former actor with Weber and Fields and also appeared in *Mistress Nell* and *As You Like It*. Burt wrote the libretti of *Marrying Mary*, *The Wall Street Girl*, *A Modern Eve*, *Earl Carroll's 1925 Revue* and *The City Chap*. Also to his credit are such old-time popular songs as *Well, I Swan*; *The Pig Got Up and Walked Away*; *Whoa, Josephine*; *Here Comes the Groom*; *My Gal, Irene*; *I'd Rather Two-Step Than Waltz*, *All Dressed Up and No Place To Go*, and *There's No One With Endurance Like the Man Who Sells Insurance*.

CHRISTENSEN—Halfdan, 77, one of Norway's leading actors, poets and playwrights, September 17 in Oslo. He was theatrical manager of the National Norwegian Theater from 1911 to 1923 and from 1930 to 1933. He appeared in such plays as *Peer Gynt*, *A Doll's House*, *The Wild Duck*, *Hedda Gabler* and *Pygmalion*. Many of his own plays were produced by the National Theater.

CHRISTENSEN—Antone C. (Andy), 71, retired hotel and resort man, September 12 in Salt Lake City. He was assistant manager of the Lagoon resort, Farmington, Utah, from 1909 to 1916, and was lessor and general manager from 1917 to 1927. Surviving are his widow, two sons and three daughters.

CLOONAN—Frank A., 85, set designer, September 17 in San Antonio. He had painted scenery for such Broadway shows as *Polly of the Circus* and *Brewster's Millions* and had also designed many amusement spots at Coney Island, N. Y.

COHEN—Mrs. Marcella J. D., wife of Max Cohen, general counsel and secretary-treasurer of American Carnivals Association, Inc., at her home in Rochester, N. Y., September 19. (Details in Outdoor section.)

COHEN—William Henry, 73, former vaude performer and recent stage doorman of the Music Box Theater, September 19 in New York. He made a start in vaudeville as a young man and from then on was associated with the theater in one capacity or another. For 10 years he was secretary and valet to John L. Sullivan and for many years he was a vaude comedian teamed with Harry Young and also with the team of Watson and Cohen. Joe K. Watson and Willie Cohen, as he was billed, played burlesque, vaudeville and night clubs, as well as in several Broadway shows. With the death of Watson, Cohen took a job as the Music Box stage doorman where he has been for the past eight years. He was a member of many theatrical organizations, including the Theatri-

THE FINAL CURTAIN

cal Square Club, the Jewish Theatrical Guild, National Variety Artists, the Actor's Fund and the International Alliance of Theatrical Stage Employees, among others. A sister and a brother survive.

CONNERY—John, 74, well-known actor for some 50 years, September 13 in Madison, Wis. He appeared in *Machinal*, *Bachelor Born*, *Lysistrata* and John Barrymore's *Hamlet*, was a leading man with Beatrice Morgan in the B. F. Keith New York stock company and assayed many Shakespearean roles with the companies of Charles B. Hanford and Robert B. Mantell. On radio, Connery was heard in *Great Plays*, *Aldrich Family*, *Lorenzo Jones*, *Gang Busters*, *Texaco Star Theater*, *American School of the Air*, *Five Star Final* and many others. A sister survives. Burial September 16 in Oak Hill Cemetery, Riverton, Ill.

DeCORDOBA—Pedro, 68, veteran actor who in his later years often portrayed the role of a priest, September 16, of a heart attack at his home in Sunland, Calif. A native of New York, he studied at the American Academy of Dramatic Arts there and made his first professional appearance in 1902 in Utica, N. Y., in a production of *If I Were King*. He also appeared with the William Faversham company. Since 1935, he had appeared in films, including *Captain Blood*, *Anthony Adverse*, *Maid of Salem*, *Blood and Sand*, *Uncertain Glory*, *For Whom the Bell Tolls*, *The Keys of the Kingdom*, *Comanche Territory*, *In Old Mexico* and *San Antonio*. He was the narrator for *Thru the Centuries*, the first full-length religious film in sound. At the time of his death he was preparing for his regular Sunday morning broadcast of Mass from the Immaculate Conception Catholic Church, where he served as a narrator. His widow and six children survive.

DENNY—Jack, 56, former band-leader, September 15 at the James W. Wadsworth Veterans' Hospital, Sawtelle, Calif., following a three-month illness. A native of Greencastle, Ind., the piano-playing maestro had his own band from the beginning of his career in 1927, and was featured in leading hotel rooms for many years. He retired three years ago. His widow, Merle, survives. Services and interment in Veterans' Administration Center Cemetery, Sawtelle, September 19.

ELSLER—O. L., 77, former circus, legit and vaude showman for some 60 years, September 16 in Fort Lauderdale, Fla. He has been with the Sells Bros. and Buffalo Bill circuses, was on advance for the Lincoln J. Carter, Jules Murray, Davis & Keogh and Walker Whiteside legit attractions, and managed theaters for E. D. Stair in Akron, Youngstown, O., and Washington. Later he was associated with W. S. Butterfield's vaude houses in Michigan, and with the Keith-Albee-Proctor Circuit. He retired in 1929. Survived by a daughter, Mrs. Olga E. Hornbeck. Crematory services in Fort Lauderdale.

GUY—Harry P., 80, song arranger, September 16 in Detroit. A composer and arranger for over 60 years, he had contributed to the success of such composers as Richard A. Whiting and Buddy De Sylva, and his arrangements helped bring fame to such Tin Pan Alley hits as *Sleepy Time Gal* and *Japanese Sand Man*. A son and a sister survive.

HARTZ—A., father of Mrs. Helen Evans, of the Four Evans, September 14.

HENNINGER—Frederick W., 72, long-time secretary-treasurer of Kennywood Park, Pittsburgh, September 18 at his summer home at Conneaut Lake, Pa. Surviving are his widow and three sons, Carl, Robert and Harry, all members of the park company. Burial in Pittsburgh September 20. (Details in Parks Department.)

HERNE—Chrystal, 68, retired stage actress and wife of Harold S. Pollard, editorial writer, September 19 in Boston. An actress from 1899 to 1936, she perhaps scored her greatest success in the creation of the title role in *Craig's Wife*. The daughter of James A. Herne, playwright, she first appeared on the stage in his *Griffith Davenport* and continued as leading woman opposite such stars as E. H. Sothern, Arnold Daly, Joan Mason, Granville Barker and George M. Cohan. Her New York bow was in *Sag Harbor*, under the name of Jane Caldwell, and eight years after her debut in New York she scored a success in London in the Shaftesbury Theater. Among the many hit plays with which she was associated were *If I Were King*, *Hamlet*, *Mrs. Warren's Profession*, *Arms and the Man*, *The Squaw Man*, *Polygamy*, *An Exchange of Wives*, *Expressing Willie*, *These Modern Women*, *Our Bette* and *Skin Deep*. Her last Broadway appearance was in *A Room in Red and White*. She had made some radio appearances, but refused work in Hollywood. Besides her husband, a sister and a brother survive.

KELLEHER—James, 63, advance agent on B & C Exposition Shows for the past two years, August 23 in Elmira, N. Y. He also had been on advance with Sunburst Exposition and James E. Strates shows. His widow, Anne; a son, James, and daughter, Dorothy, survive.

KELLEY—Thomas J., 63, former part owner of Club Royale, Detroit nitery, September 18 at his home near Topinabee, Mich., of a heart attack. Survived by seven children.

LAWRENCE—John, 69, manager of the Dalton Theater, Beaver Falls, Pa., since 1942, September 19 in that city. He was the owner of the John Lawrence Players Company, a tent show, and is credited with giving Red Skelton his start in showbiz. He also operated his own tab units on the Gus Sun Time years ago.

LEWIS—Ted, 48, owner-operator of Club Blue Lei, Honolulu, which he established in 1936, September 18 in Honolulu. Survived by his widow; a son, Ted Jr.; a daughter, Armanda, and his parents, Mr. and Mrs. Robert Parker Lewis, all of Honolulu.

LOWERY—Eloise, 35, formerly with Buckeye State Shows, September 16 in Baptist Hospital, Selma, Ala. Survived by her mother, three sisters and two brothers. Burial in Magnolia Cemetery, Thomasville, Ala.

LYSAUGHT—Tom, 64, vaude singer, September 12 in Pittsburgh. Known in vaude under several titles, especially "Buckwheat Cakes" and "King of Jazz," he had also gained considerable attention as a writer of some 80 songs. A brother and sister survive.

MAGER—George, 65, trumpet player, September 20 in Housatonic, Mass. He was for many years the solo trumpet player for the Boston Symphony Orchestra before his retirement this year. Conductor Serge Koussevitzky described him as "the golden voice" of the ork. His widow and a son survive.

MILLS—Eddie, 44, vaudevillian, September 21 in Syracuse. He formerly had been a member of the Barton Brothers' act and of the team of Mills, Kirk and Martin. He collapsed

after his bow at the Three Rivers Theater, Syracuse, where he was breaking in the new act of Eddie Mills and Paul Perry. His widow and a four-month-old child survive.

MORGAN—Elizabeth, 66, former pianist in an orchestra headed by her father, Norton L. Harrison, September 10 in St. John, N. B. She also leaves her husband, Charles, and three sons, all musicians.

SINK—Staley M., 42, electrician and mechanic with the Royal American Exposition Shows, September 9 in Eatonton, Ga., of a heart attack. He had been with the shows 22 years. Burial in Gastonia, N. C., September 19.

VOKES—Roy (Bubbles), 55, skater and concessionaire September 14 in Detroit of a heart attack. He was a professional roller skater years ago. In recent years he was associated with amusement parks, and operated the Hi-Striker for Harry Stahl at the Michigan State Fair, Detroit. Survived by a daughter and three brothers. Interment in the showmen's plot in Forest Lawn Cemetery, Detroit.

UPSHUR—Donald M., 38, producer of the Wayne King radio show, September 14 in Chicago. His widow, Clair, actress, and two children survive.

WOLFRAM—Mrs. Charles, 82, mother of Ted Wolfram, outdoor reporter on *The Billboard's* New York staff, September 19 in Queens General Hospital, Jamaica, L. I., N. Y. Her husband, another son, Ernest, and a daughter, Mrs. Lee Hill, also survive. Burial in Evergreen Cemetery, Brooklyn.

IN MEMORY OF

"LEE"

GORDON

Died October 2, 1948

Helen and Harry Julius

IN MEMORY OF

"LEE"

GORDON

Died October 2, 1948

Vona and Tommy Auger

IN MEMORY OF MY LOVING WIFE

LEONE

Who passed away Oct. 2, 1948

SAM GORDON

Communications to 188 W. Randolph St., Chicago 1, Ill.

HENNIES BROS.' SHOWS SOLD

McCaffery, Olson, Ohren New Owners

Hennies Plans Kiddieland

MEMPHIS, Sept. 23. — Citing ill health as his reason, Harry W. Hennies Wednesday (20) sold his 30-car Hennies Bros.' Shows to J. C. McCaffery, Paul (Olesky) Olson and Maurice (Lefty) Ohren.

Negotiations, completed at a meeting of the principals, call for the shows' delivery to the new owners after the railroad org completes its fair route October 7 at the Alabama State Fair, Birmingham, and then pulls into winter quarters at Hot Springs.

Commenting on his reason for selling, Hennies said that he had been troubled by ill health since late last year and that his doctors had advised him to quit the road for some less demanding business. Hennies said that he will open a Kiddieland in Houston and that he already has acquired a 12-acre tract for that purpose.

In acquiring the Hennies shows, the new owners also leased the shows' winter quarters, owned by Hennies, for a four-year period. Org will continue (See *Harry Hennies Sells*, page 67)

Do It on Rollers

QUEBEC, Sept. 23. — The *Skating Vanities of 1951*, which played to nearly 100,000 in 14 performances at the recent Quebec Exposition Provinciale, is, of course, a roller skating show. Hence, there's a couple of *Billboard* staffers with red faces; a head on a story in the September 23 issue erroneously tagged the show as an icer.

Rogers Expects To Garner 100G Plus at Arenas

(Continued from page 3)

Company will carry its own org.

On the 28-date tour Rogers will get a \$3,000 guarantee per performance against a 65 per cent split of the gate. Hence he will receive a guaranteed \$84,000 for his month's junket, with percentage split expected to send his take well over the \$100,000 mark. Three advance men will beat the drum. Dates were closed by Art Rush's office, which handles Rogers, with an assist from Bob Weems, of Arena Stars.

Rogers's tour opens November 4 at St. Louis Auditorium and winds up December 3 at the Birmingham Auditorium.

Fed. Court Ruling Nixing Tax on Rides To Be Aired At NAAPPB Chi Convention

Revenue Bureau Preps Appeal; Kiddieland Ops Organize

CHICAGO, Sept. 23.—Paul T. Kessler Jr., member of the Chicago law firm of Winston, Strawn, Shaw & Black, which represented Arthur E. Fritz, local Kiddieland operator, in a suit which resulted in a Federal Court ruling that amusement rides are not subject to the federal 20 per cent admission tax, will discuss the tax decision at the convention of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) here November 27. Kessler's appearance was scheduled as a result of the interest sparked thruout the country by the court ruling. In addition, the Kiddie Park Operators' Association, organized in Chicago this week, voted to maintain headquarters at the Chi convention to explain the ruling to other operators.

New Developments

Another development this week was the action of the Internal Revenue Bureau's Chicago office. A spokesman telephoned *The Billboard* that the agency will send out notices to all ride operators in the First Illinois District stating that the bureau "does not acquiesce" in the court's ruling and that operators should continue to collect the tax.

Some Chicago Kiddieland operators, upon learning of the court decision, had indicated they did not intend to continue the tax collections. Fritz stopped collecting the tax as (See *Fed. Court Ruling on page 70*)

5-Day Total Hits 286,939 At Springfield

Opener Draws 84,129

SPRINGFIELD, Mass., Sept. 23.—Thru Thursday (21) attendance at the Eastern States Exposition here was nearly 4,000 ahead of the record achieved in 1947, despite some inclement weather. The 286,939, registered in the first five days of the seven-day event, is 19,276 more than the gate for the same period a year ago. The all-time attendance record, established in 1947, is 385,612.

Comparative figures follow:

	1950	1949
Sunday (17)	84,129	73,549
Monday (18)	75,025	67,777
Tuesday (19)	30,159	32,916
Wednesday (20)	51,938	54,687
Thursday (21)	45,688	38,734
TOTALS	286,939	267,663

An all-time record for the day was established opening Sunday with a count of 84,129. Monday, Kid's Day, was bit with 75,025, but this figure was about 2,000 under the record established for the day in 1941. The 30,159 for Tuesday is notable in view of intermittent showers which fell thruout the day.

Features Draw Big

Big car auto races, promoted by Sam Nunis, a standard feature here, are counted to draw big crowds today. All show features have done big business in keeping with the size (See *ESE HEADS on page 60*)

\$583 Deficit for Weyburn

WEYBURN, Sask., Sept. 23.—The Weyburn two-day rodeo held here in July wound up \$583 in the red, according to the Junior Chamber of Commerce, sponsoring organization. Receipts were \$11,361 with expenditures of \$11,944. The '49 event showed a profit of \$1,200.

Dailey Loser to Bad Business

Org to Barn In Gonzales

Labor shortage follows Canadian jaunt — 18 scheduled dates canceled

HOPE, Ark., Sept. 23.—Dailey Bros.' Circus closed here Thursday (21) and the show train moved to winter quarters at Gonzales, Tex. The closing marked the climax of a turbulent season for the circus owned by B. C. Davenport and Harry Hammill. Business had been bad for the org during most of the season. Eighteen future dates were canceled.

The show arrived here at 8 a.m. Thursday and moved onto a soft lot. About noon a heavy rain turned the ground into a quagmire. The matinee drew a one-fourth house and the evening show played to a half house.

Small crews worked all night to load the train, which left here at noon Friday (22).

Neither of the owners could be contacted immediately, but it was pre- (See *Bad Biz Folds Dailey*, page 64)

The Rains Came:

Eastern Publicists Find Thumping a Soggy Business

NEW YORK, Sept. 23. — Fair flackers at Eastern annuals during the past two weeks were largely concerned with supplementing government weather reports.

At Reading, Pa., thumper Russ Moyer suffered the indignity of having to answer a request for a refund on press comps issued for a washed-out grandstand show. In the middle of a valiant effort to sell a rescheduled Jack Kochman thrill show, which had been washed out on two prior occasions, a local paper ran a four-column montage showing a motorboat churning along a race track which apparently was waist-deep in water.

Up at Brockton, Mass., Neil Geary continued selling the fair with undiminished enthusiasm as the plant was shuttered for a day as the result of a gale which caused extensive damage. Also concerning Geary at the time was the well-being of his wife, Betty, and their new son in a local hospital and his reporting back to

the army as a reserve officer October 1.

Ray Winans, up at Springfield, Mass., had to contend only with showers and threatening weather. Crowds were ignoring the cloudy skies and prevalent dampness and a new gate record seemed in the offing. As a result, he was able to gauge the success of the substitution of coffee for more stimulating beverages a year ago.

Mrs. Ann Howes, who has charge of the coffee department, reported that more than 1,000 cups of java will be consumed during the week-long run of the annual. Being a perfect hostess, Mrs. Howe sees that each visitor is handed a cup of hot coffee, with sugar and cream to taste. She even mentions the brand, indicating a possible good promotion job in obtaining the product.

At Brockton, under the circumstances, java ranked low as a stimulant. Over at Reading, and again in view of the circumstances since that (See *Eastern Publicists on page 70*)

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Close-Ups:

Hard-Working Ira Watts Spans Two Circus Eras in Key Posts

By Tom Parkinson

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

IT WAS RECENTLY said of circus owners: "If you know your business, they leave you alone." No one is bothering Ira Watts. Watts is superintendent of the Al G. Kelly & Miller Bros.' Circus this season. The Ozark country man usually may be found behind the biggest cigar on the lot and with a persistent grin that radiates confidence. Among active circus execs, Watts has held one of the most impressive strings of titles. But despite easy-chair positions, he knows every rope and seat plank on a show thru personal contact. He was schooled by showmen who didn't know what white-collar jobs were, and still works that way.

He recalls that when he started, office men helped put the show up before they opened the wagon in the morning. At night they helped with the tear-down after taking the money to the train. With Kelly-Miller, Watts is the man who sees that the show moves onto the lot and into operation on schedule. At the other end of the day he pilots the loading and, meanwhile, supervises reserved seat sales and makes a quick jump ahead to mark the route and check the lot in the next town.

Father's Show Folds

Watts' father was a Missouri horse dealer and knew the colorful William P. Hall, who did his horse and circus-trading in the same State. Perhaps it was that contact which prompted Ira to decide as a youth to aim for a circus career.

Altho he may have picked up some horse-trading knack from his father, it wasn't at home that he learned about show business. The elder Watts and a partner took a single flier into the field with a Crazy House they bought to play fairs. Their first date was a loser, so the partner bowed out and Ira's father turned the Crazy House into a feed bin. The son's show experience has been considerably more successful. Leaving Fair Haven, Mo., where he was born in 1895, Watts went to school in Fort Scott, Kan., and to business college in Quincy, Ill. As he had planned since boyhood, Watts joined a circus, James Patterson-Gollmar Bros., in 1917, as timekeeper. Then came an unscheduled job—sergeant major in the 319th Air Service Squadron in Scotland.

After the war Watts returned to the James Patterson Wild Animal Circus as treasurer. For 1923 and 1924 he held a similar position on Mike Golden's Golden Bros.' Circus, and next he moved over to Fred Buchanan's Robbins Bros.' Circus.

As treasurer of the Buchanan org, Watts continued to soak up circus (See *Hard-Working Ira* on page 59)



IRA WATTS

ALLAN HERSHELL

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We offer a complete Baby "Q" Carry-Us-All for only \$6,925.00—Take 2 seasons to pay—20 Jumping Horse, 2 Chariots. Carries adults. Place your order now for the fair season. Standard model, \$5,575.00 cash. R. L. Cochran of Rochester, Pa., writes: "Dear Mr. Parker—Just a few lines to tell you how well I like the new Baby "Q" Teen-Ager that I purchased recently from you. It's not only a fine machine, but if it wasn't for your low price I couldn't afford to own a Merry-Go-Round, so you have put me in business and I appreciate it very much. I paid cash for the machine and I expect to get my money back this year. Best regards, Robert L. Cochran." De Luxe, 36 foot, 2-abreast, \$9,125.00—2 seasons to pay, 3-abreast, \$10,125.00—2 seasons to pay. Also 42 foot, 46 foot, 50 foot and larger.

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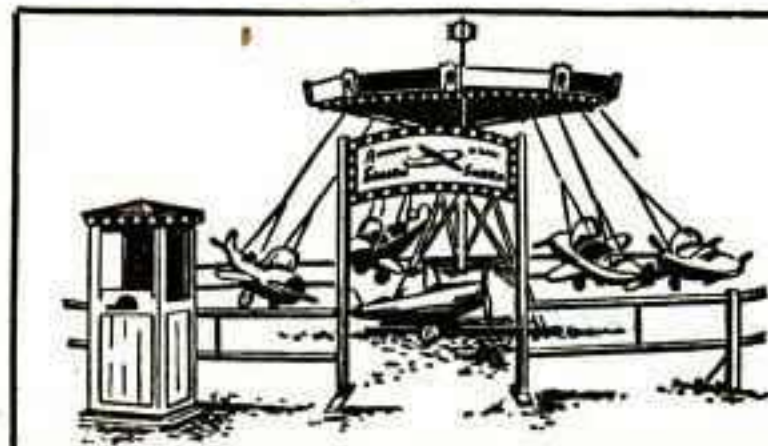
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Butlin's British Camp Biz Dips

LONDON, Sept. 23.—Annual meeting of Butlin's, Ltd., operator of a string of summer recreation camps and amusement parks thruout Great Britain, was attended by some 400 shareholders. Despite the fact that dividends nose-dived to 30 per cent, from the 60 per cent distributed the preceding year, and admission that efforts to raise \$2,240,000 needed to complete Butlin's Bahama Village—off the coast of Florida—had not yet been successful, the annual report and accounts were unanimously adopted.

William E. (Billy) Butlin, chairman, was heckled on the affairs of his latest venture, the creation of Butlin's Vacation Village on the Grand Bahama Island, and he responded by blaming the small returns there on the late (January) opening date of the vacation village and to the effect of the Korean situation on the population of the United States, from which it was expected the resort would draw most of its patronage. According to Butlin, the new resort has entertained about 17,000 visitors since its opening in January, about one-half of whom came on one-day trips and the other half spent a week at the vacation village.

Orlando Home Show Sets Miss America

ORLANDO, Fla., Sept. 23. — Yolanda Betzebe, who was named Miss America at the Atlantic City beauty contest, will cut the entrance ribbon at the Central Florida Home Show which opens a week's run here November 27, it was announced this week by the sponsoring Central Florida Builders' Exchange, Chamber of Commerce, Retail Merchants' Association and Board of Realtors.

Along with Miss Betzebe, who will appear all week, there will be daily airings from the Coliseum, site of the show, of the Johnny Olsen Luncheon Club over ABC; a water show in the new pool of the Coliseum, owned by W. R. Kemp.

The Chamber of Commerce gets the winter season under way November 16 with a stand by the Ringling-Barnum circus, first appearance of the Big Show here in 12 years. Preparations are under way by the Retail Merchants' Association for its annual Christmas parade December 1, which annually attracts more than 100,000 spectators.

Lewiston Round-Up Attendance Is 20,000

LEWISTON, Idaho, Sept. 23.—The 16th annual Lewiston Round-up, which closed its three-day run here Sunday (10), topped last year with total attendance estimated at 20,000. Larry Daniels, this city, won the all-around cowboy championship.

Meeker's Shows, in its 10th consecutive year here, drew an estimated 25,000 to its midway, according to Ralph Meeker, owner-manager.

Book 2-Night Folk Show For Atlantic Rural Expo

RICHMOND, Va., Sept. 23. — A highlight of Atlantic Rural Exposition, to open here September 28 for a 10-day run, will be a barn dance jamboree to be presented before the grandstand the nights of Saturday (30) and Sunday, October 1, said J. A. Mitchell, general manager.

Featured in the two-hour program will be such attractions as Hank Snow, Minnie Pearl, Lonzo and Oscar, the band from Grand Ole Opry; Frank Porter, MGM recording artist; Bill Strickland, of Regal Records, and local favorites. There will be more than 20 artists.

Flashbacks

25 Years Ago

Vera Earle and daughter, Mary Lee, closed with the Sparks Circus at Muskogee, Okla., the former being replaced by Hazel Bailey to sing the prima donna role in the spec. . . . The Lyons summer resort at Indian Lake, Ohio, changed hands, the new owners being G. O. Reason, Germantown, O., and S. H. Hoerner, Dayton. . . . R. E. Stewart, general agent, closed with the Metropolitan Shows in order to frame an indoor show. . . . Ben Davieson, special agent, closed with the Harry Copping Shows. . . . George Davis, formerly of the Brundage Shows, was named head pastemaker on the John Robinson Circus advertising car, and Clem Dubbs joined Bill Backell's car while it was billing Birmingham.

Ralph Bob Palm, who had been with the Hagenbeck-Wallace and John Robinson shows, reported that he had sold his business in Cleveland and planned to return to the white tops as barber and head waiter. . . . Beach Concession Company was incorporated at Michigan City, Ind., with capital stock of \$25,000 to operate recreational buildings, devices and concessions for amusement purposes. Incorporators were Rudolph W. Weller, Albert C. Wiler, Leon N. Kramer, Harry K. Kramer and Louis J. Finske. . . . Harry Snodgrass, "king of the inventories," had completed a date at Jeff's Garden, resort near Hamilton, O. . . . Fritz & Oliver Shows were booked as midway attraction for Southwest Louisiana District Fair, Lafayette. Capt. Sidney Inman was doing his water stunts at Coney Island, N. Y. . . . Al Johnson joined the C. A. Vernon Shows with eight concessions. . . . Smith Turner was handling press for the John T. Wortham Shows. . . . Staff of the Great England Shows included A. H. Murphy, owner-manager; Blondy Halloway, general agent; N. L. Marchand, secretary-treasurer; T. D. Wilson, superintendent, and Blacky Ross, trainer. . . . F. V. Degenhardt and Charles S. Wells opened an office in Chicago to furnish entertainment programs for conventions. . . . Jack Radcliff, formerly of the 101 Ranch show, was operating the Peerless Printing Company in Little Rock.

The Barths, equilibrists, played the Royal Oak Exposition, Detroit. . . . Fred E. Pearce closed his Pleasure Beach, Bridgeport, Conn., with a big fireworks display. Noble G. Parsonage was manager of the resort. . . . W. H. Sullivan was re-elected president of Washington Parish Fair Association, Franklinton, La. H. E. Hoppen was secretary. . . . Ben Krause reported he again was preparing to show in Cuba during the winter. . . . Marjorie Kemp was a featured rider with Daredevil Kemp's Motordrome with the World at Home Shows.

Deaths: Harry Brown, carnival concessionaire.

10 Years Ago

Mrs. James Buccini added palmistry on the Art Lewis Shows. She had with her Mrs. Jean Davis, reader, and Mrs. Jasper Edwards, tickets. . . . Concessionaires joining the Buckeye State Shows in Grenada, Miss., were Dave Sewell and Mr. and Mrs. Hosner. . . . At Kentland, Ind., Bob Terry joined the Gold Medal Shows with his Fun-house and two concessions, and Mr. and Mrs. Ray Duffy and Ralph and Dorothy Morocco rejoined after a four-week absence. . . . Arthur R. Hopper, director of outdoor advertising for the Ringling-Barnum show, suffered a stroke in Hot Springs, Ark., and was in the Army and Navy Hospital there. . . . Jack and Billy Meinhart, formerly of the Ringling-Barnum show, were in business in Massillon, O., manufacturing athletic banners and were also operating concessions at Northern Ohio fairs.

George (Slim) Griffin joined Dailey Bros.' Circus to take charge of reserved seats tickets. . . . Norman Carroll, formerly with Russell Bros.' Circus, worked the come-in at the annual Waurika (Okla.) Rodeo. . . . George E. Shelley was appointed publicity director for Williams Grove Park and Speedway, Mechanicsburg, Pa., by Proprietor Roy E. Richwine. Free acts at Great Northwestern Fair, North Wilkesboro, N. C., were Great Billetti Troupe, high wire; John Robinson's Military Elephants, and Winnie and Dolly, high trapeze. . . . Mrs. Signe Fellows, widow of Dexter Fellows, Ringling-Barnum press agent, entered a claim of \$15,000 in U. S. District Court, New York, against the circus company, alleging breach of involving a benefit which had been staged in Madison Square Garden for her.

Nils Regnell-Hellkvist, high fancy and fire diver, after returning to the States from Venezuela, was playing with Blotner Model Shows in Maine. . . . Flying Valentinos were in Idlewild Park, Ligonier, Pa., for the closing three weeks of the season. . . . Bonette Brothers, balloonists, were the free act at Plymouth (N. H.) Fair. . . . Lillian Strook, aerialist, and Arnesen Brothers, comedy acros, were booked by C. A. Klein for Jennerstown (Pa.) Fair.

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COLLINSVILLE, ILL.

Hard-Working Ira Watts Spans Two Circus Eras in Key Posts

(Continued from page 53)

knowledge, and his knack for show business was not unobserved; John Ringling asked him to join R-B for the 1927 season. When Buchanan learned of the offer he told Watts he was free to go if he cared to.

"That's a big corporation and you won't like it over there," Buchanan advised him. "But you'll always be welcome to come back here."

These words impressed Watts but he did like his Ringling job, in which he worked in the wagon with Charles Hutchinson and Fred De Wolf. Watts was still looked upon as a youngster in circus business when, on Christmas Day, 1929, Ringling telephoned to ask how soon Watts could get to Macon, Ga., winter quarters of Ringling's Sparks Circus. When told that he would be manager of Sparks, Watts quickly replied that he could be in Macon the next day.

Trouble hounded the new manager from the first of that 1930 season. On the show's opening jump out of Macon an arch bar broke on the flat car carrying cookhouse and stable equipment. Watts met that initial test by feeding the people in restaurants and housing the stock in the Side Show top. There were three fatal accidents on the show early in the season. And 1930 was no whizz-bang business year for anyone.

Reframes Sparks

Then Sparks, smallest of the Ringling-owned shows, was hit by curtailment orders. First word was that

Sparks would be shelved, but later Watts was told he could take the show out if he could cut it to 10 cars. Rapidity of his answer probably startled the Ringling execs; Sparks couldn't be cut to less than 15 cars, Watts told them. Then he supplied all the answers in a quick-fire question-and-answer session, the outcome of which gave Watts and Sparks the green light for 1931.

That edition of Sparks was a notable show in circus annals. For economy, the parade and spec were eliminated, and it was the first show to use recordings in place of a band. Watts termed the recordings system a success, but for further economy, loud speakers for the main show and the Side Show were wired into the same system. Thus all announcements and music for the performance were aired over the midway via the kid show speaker and Side Show bally came booming into the big top. To end this "echo," Watts clipped the branch line wires and hired a washboard band for kid show bally.

Watts's next assignment for Ringling took him to Sells-Floto as assistant manager in 1932. What Watts remembers vividly about that deep depression season was that, altho the show took a giant sea elephant to Canada early in the year, it made no money and even after reducing prices, giving parades and adding the John Robinson title in the South, the show still did no business.

Pilots Hagenbeck

He was assistant manager of Hagenbeck-Wallace in 1933 and of Al G. Barnes in 1934. Posts on the various Ringling units acquainted him with every official and boss and every piece of equipment in the vast organization. When two of the Ringling staffers, Jess Adkins and Zack Terrell, pulled out to frame their Cole Bros.' Circus, Watts moved up to the managership of Hagenbeck-Wallace for 1935. But further curtailment by Ringling took Hagenbeck off the road in 1936—and Watts went with it. For a year he operated a cafe in Memphis.

Watts insists he enjoyed cafe work but, if he did, the offer of the manager's job on another circus in 1937 sounded better and he shuttered the diner. This time he was manager of Ray Marsh Brydon's Rice Bros.' Circus.

It was Watt's first mud show experience and he notes "it was a good place to learn the truck show business." Altho many problems were different, Watts met them in an equally effective manner. Once at the head of the truck convoy, he was faced by an officer who offered alternatives of using a costly and time-consuming ferry boat or using a bridge for which a permit was required. Watts reached for a "permit" and virtually insisted on showing it. But the cop said he didn't want to see it, just wanted to know the show had one. The trucks used the bridge and Watts still wonders what he could have produced if the fellow had insisted on seeing the real thing.

Parker & Watts Bow

Sold on truck shows and bristling with new ideas, Watts, with Charles H. Parker, bought Bud Anderson's Seal Bros. and rebuilt it as the Parker & Watts Circus in 1938. This was an early-day Kelly-Miller inasmuch as it caught the imagination of circus (See Hard-Working Ira on page 66)

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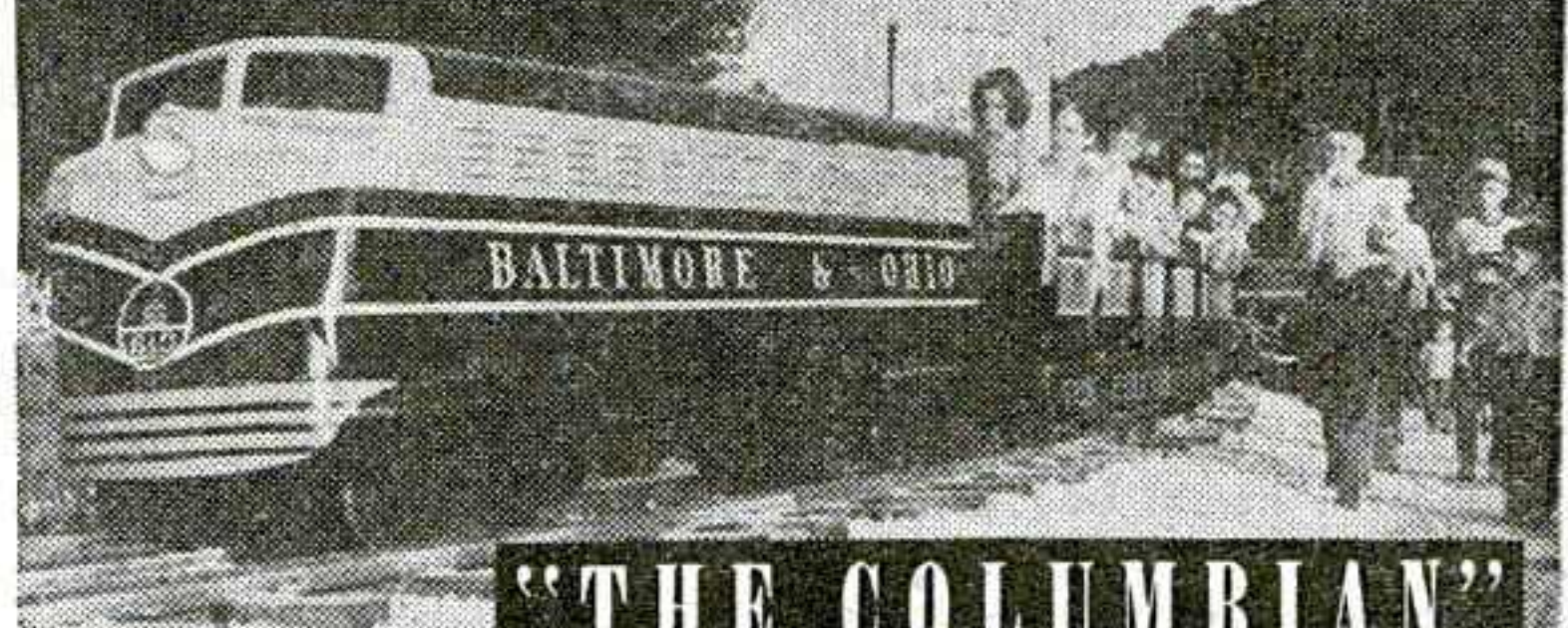
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ESE HEADS FOR RECORD GATE

5-Day Total Hits 286,939 At Springfield

Opener Draws 84,129

(Continued from page 52)

of the crowds and no shows have been lost, despite the unfavorable weather.

The third daily performance of Jack Kochman's Thrill Show was presented Tuesday to a fair crowd, even tho the decision to run was not made until long past scheduled show time. Kochman's first two performances drew big crowds. Joie Chitwood's Hell Drivers also drew big crowds Wednesday and Thursday.

Rodeo Packs 'Em

Jim Eskew's Rodeo, night feature in the Coliseum, has filled the 5,500-seat arena consistently. Rodeos have long been standard fare here. Other talent included opening-day concerts by the Goldman Band and a program of George A. Hamid thrill and variety acts.

Annual last year recorded a net profit of \$81,000. Record earnings for a single run were established in 1947 when they reached \$125,000. Show rates a \$1.25 gate admission from adults up to 6 p.m., one of the highest in the nation. Adult fee drops to 60 cents after 6. Moppets are charged 25 cents except on their special days, when they are admitted free.

For the first time the industrial (See ESE's Record on page 63)

Weather Hits Gate, Gross At Brockton

Attendance Dips 39,747

BROCKTON, Mass., Sept. 23.—A combination of rain, unseasonable cold and winds of near-hurricane velocity cut attendance at the Brockton Fair 39,747 from the record 218,424 set in 1949. The grounds were closed Monday (11) as the result of hurricane warnings. Strong winds caused considerable damage to tents used to house livestock. On Tuesday (12) rain more than halved the attendance recorded a year ago.

Attendance at the night show, featuring Martha Raye and an Al Martin revue, was reported good in view of the weather. The stage is on wheels and is trundled up close to the audience to provide more intimacy than is possible at most annuals.

Running races, with pari-mutuel betting, were again an afternoon feature. The betting handle for five days was a sparse \$242,982.

The King Reid Shows furnished midway attractions on opening Saturday and Sunday, with the World of Mirth Shows taking over the fun zone Monday for the remainder of the run. Midway business was reported good when favorable weather prevailed.

Fish Story

MINEOLA, N. Y., Sept. 23.—Manager Charles Bochert, of the Mineola Fair which ended its run Saturday (16), is still pondering over two losses reported during the annual.

Missing from the home bureau exhibit was one sewing machine, and gone from the fish exhibit was \$70 worth of tropical fish. Bochert can't figure out how anyone got away with the fish, unless he brought a net.

York Scores Big Despite Bad Weather

Grandstand Records Set

YORK, Pa., Sept. 23.—A highly successful run was chalked up by York Interstate Fair despite considerable inclement weather. The five-day annual ended Saturday (23) with a big crowd and spending about par with top figures set in 1949, President Samuel S. Lewis said.

The model covered stage in use here saved several grandstand shows and aided record attendance at several night shows when weather was far from ideal. A night show record was established Wednesday (20) despite inclement weather and failure of a power line which plunged the entire plant, with the exception of the midway, into darkness. The estimated 9,000 persons on hand for the night show sat quietly for an hour until power was restored. Features were Eddie Cantor and a Frank Wirth revue.

Premiums Top 16C

Lewis said that attendance was beyond expectations in view of rain on two days and threat of rain on others. Premiums totaled \$16,890.

Many concessionaires have already applied for space at the 1951 annual, according to Harry D. Immel, manager of concessions.

Lewis said that contemplated improvements include the placing of wires in underground conduits and

Hutchinson Gate Up 15%, Stand Receipts 10% Ahead

HUTCHINSON, Kan., Sept. 23.—With warm, clear weather all week, Kansas State Fair ended its six-day run here yesterday (22) with attendance 15 per cent above last year and grandstand receipts 10 per cent higher.

Night grandstand attractions provided most of the increased grosses, with the revue and acts booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, playing to capacity or near-capacity each of the six nights.

Afternoon grandstand attractions, including two performances of the Joie Chitwood Auto Daredevils, two Frank Winkley big car race meets and

Allentown Beats Weather To Coast Ahead of 1949

ALLENTOWN, Pa., Sept. 23.—Despite intermittent showers, the Great Allentown Fair registered a gate increase of several thousand over 1949 thru Thursday (21). Today's finale, featuring big car auto races staged by Sam Nunis, is almost sure to tax the capacity of the 8,000-seat grandstand if good weather prevails. A canvas covering for the grandstand stage, added this year, has already saved several shows, including the one staged before a sellout audience Thursday night, when a downpour commenced just at show time. Improvements to the grounds, inaugurated by Howard Singmaster,

who is serving his first term as president, are extensive. Midways have been paved and widened about eight feet to eliminate many bottlenecks. Virtually all trees have been removed from the Fun Zone, making it possible for the World of Mirth Shows to erect most of their equipment for the first time.

A special Kiddieland area, featuring 11 World of Mirth rides, has been constructed in the grove. A special illuminated front has been added, and plans for next year include sand pits and other free attractions to supplement the paid units, Singmaster said.

Several buildings have been renovated. The former horse barns, which would have cost too much to repair, were torn down and tents are being used.

Grandstand Show Clicks

George A. Hamid's night show feature, Grandstand Follies, has played to capacity crowds thruout the week. About 1,000 folding chairs are placed on the race track to care for the nightly overflow crowds. Admission for the night show is scaled from \$1 to \$2.25. Admission to the grounds is 50 cents.

Hamid acts include the Five Ammandis, acrobats; Triska Troupe, high wire; Ladd Lyon, acro-comedy; Mack, Russ and Owen, knockabout; Paul and Pauline, trampoline; Janet and Paul, aerialists; Watkins' chimpan-

Chattanooga Outpaces '49 First 4 Days

Nears All-Time High

CHATTANOOGA, Sept. 23.—Aided by perfect weather all week, the Chattanooga-Hamilton County Interstate Fair here, thru Thursday (21), the fourth of its six-day run, was running 8,000 admissions ahead of '49. Given good weather its final two days the event is expected to approach or possibly equal the '48 all-time high.

Return to a free grandstand this year was given as the primary reason for the increased attendance. A variety show, booked in thru George Hamid & Son, played to capacity at all matinee and night performances.

Two Children's Days, Wednesday (20) and Friday (22), brought large crowds of kids onto the grounds. On the midway the Johnny J. Jones Exposition was running ahead of '48 and '49.

Exhibits, including agricultural and commercial, were at a new high, according to Mrs. Maude H. Atwood, fair manager.

Puyallup Gate Surpasses '49 First Six Days

Grandstand, Midway Up

PUYALLUP, Wash., Sept. 23.—The Western Washington Fair here was outpulling '49 for the first six days of its nine-day run, with attendance thru Thursday (21), the sixth day, reported at 246,192, up 6,700 over the count to the corresponding point last year.

Except for threatening skies Tuesday morning (19), weather was excellent. Week-end patronage surpassed '49, with Saturday (16) up considerably and Sunday's gate of 70,038 constituting the second largest single day turnout in the history of the event.

Business on the midway was reported up slightly from last year. There are fewer concessions and more rides in operation than last year.

Grandstand patronage also is up, with Sam Snyder's Water Follies and six circus-type acts interspersed with the running horse races and rodeo events.

erection of additional light standards, similar to ones installed this year in the midway area.

Besides Cantor, special grandstand attractions included the Mills Brothers Thursday (14) and Xavier Cugat and his ork Friday (15). Attendance was reported excellent at all shows.

The James E. Strates Shows reported a banner week on the midway.

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Mineola Finishes Strong Despite Rain, Space Lack

MINEOLA, N. Y., Sept. 23.—Altho Mineola Fair closed strong Saturday (16) with 92,500 admissions after a five-day run, total attendance was 262,500, compared with last year's 345,000.

Fair Manager Charles Bochert laid the blame for smaller throngs on bad weather and overtaxed parking facilities. The event was struck by heavy rain Wednesday (13), holding the gate to 15,000. Hunt Bros. Circus, supplying grandstand attraction with George Keller's wild animals, was scheduled to present matinee and night shows daily, but was forced to cancel the Wednesday night show.

Bochert claimed that Saturday might have seen an all-time attendance mark for the fair, but for a sudden drop in temperature at night, since 90 per cent of the visitors were admitted before 5 p.m.

Auto traffic headed for the annual was backed up for miles on roads leading to the grounds, and fair officials felt that many potential customers grew discouraged and did not wait. Bochert said that arrangements have been completed with Nassau County officials for the addition of eight acres of parking space in time for next year's event.

Daily attendance figures were: Tuesday, 30,000; Wednesday, 15,000; Thursday, 40,000; Friday, 85,000, and Saturday, 92,500.

Wednesday rain caused cancellation of fireworks, held over until closing night. The pyro show was staged by Suffolk Novelty Fireworks Company.

According to Bochert, the Hunt org and Keller unit played to half-houses opening day; a crowd of 2,500

for the matinee Wednesday, with the evening show washed out; capacity matinees Friday and Saturday, and a three-quarters house closing night. Grandstand capacity here is 3,000.

Fair went under canvas this year, instead of housing exhibits in buildings. The Nassau County Board of Supervisors has approved plans for a \$2,500,000 administration building Bochert said this will mean the demolishing of four exhibit buildings, which were unused this year, and the yielding of a little more than an acre of ground for the new structure. The small loss of ground is more than made up by 25 acres which were pressed into service this year. He said the annual would remain tented next year.

Carthage Annual Racks Big Gains In Good Weather

CINCINNATI, Sept. 23.—With weather far better than was experienced last year, the 95th annual Greater Cincinnati Carthage Fair, September 13-16, sponsored by Hamilton County Agricultural Society, scored gains in nearly every department and finished well in the black, according to Clarence A. Peters, secretary.

This year the fair registered 50,000 paid admissions, another 25,000 came in on passes and thousands of children were admitted free. Last year about 10,000 fewer people attended, Peters reported.

Grandstand attendance held even with 1949, about 10,000 people seeing daily races, featuring top harness horses, and a program of acts supplied by the Gus Sun office that included the Nissen Nitros, trampoline; Juggling Jewels; Al Ross, clown; Trixie McCormick, rope spinning and unicycle; Betty Kay and Fritz Huber, comedy high wire; the Silverglades, clowns; Irma and Rio, unsupported ladders, and a trained dog show. Smittie's band, local group, provided two concerts daily.

Gooding Park Attractions, supplying the midway, grossed about \$5,000 more than one of the Floyd E. Gooding units did last year when rain cut carnival takes \$5,300 under the 1948 figure. The increased midway spending this year gave the fair a sum \$1,000 greater than it received in 1949.

In all, \$50,000 was offered in prizes, including two purses of \$10,000 for trotters and pacers. Boys and girls shared \$20,000 in 4-H Club prizes. The 4-H members sold 50 calves during the fair, the top calf going for \$1.15 per pound. Exhibits set records both for number and quality, said Peters, and space was sold to more than 200 concessionaires and exhibitors. A Guernsey show drew 110 entries. Another feature that received top attention by the press were displays by four military units which showed a variety of equipment.

Wednesday (13) was Hamilton County Day, with women admitted free until 5 p.m. It offered the Ohio Standard Bred Futurity, a \$10,271 stake for two-year-old pacers, and a horse show at night. Thursday was Agricultural, Industrial, County Commissioners' and Public Officials Day; Friday, School Children's Day, and Saturday, Cincinnati Day, with admissions free to children under 12.

Just prior to the fair former Ohio Gov. Myers Y. Cooper, society president, announced a five-year plant improvement plan leading up to the fair's centennial celebration in 1955. While all financial details have not been worked out, the plan is aimed at construction of a new grandstand, fencing and buildings of all kinds to make the grounds one of the most modern in Ohio.

Calif.'s \$3,000,000 Cent. Period Ends; Few Events Succeed

SAN FRANCISCO, Sept. 23.—Marked by a stormy career of bitter criticism, California's three-year long centennial period ended Saturday (9), Admission Day. Veteran showmen who had been associated with the 50th and 75th anniversary of the State's birthday were unanimous in the opinion that this year's event could not be compared with any of the previous celebrations which had set records and made history in themselves for beauty and success in showmanship.

Beginning in Colma in January, 1948, the centennial events were in some instances absolute fiascos and only one affair was voiced as a major success in every way, that of the California Constitutional Convention celebration held at Monterey in September, last year. About \$3,000,000 of State funds was pumped into the various California celebrations.

Actually, the most successful event was a district celebration staged on Mission Miracle Mile and sponsored by the Mission Street Merchants' Association. Located within walking distance of some 200,000 persons, the midway had a larger spread than any similar attraction seen here.

Arranged by Charles P. Teevin and Art Cramer, veteran showmen, the Mission celebration received no financial aid from any State or city agency. A city-wide queen contest that elected a Chinese girl queen, netted a tidy sum and the rest of the funds came from the midway at Army and Harrison streets using the combined West Coast Shows, with Mike Krekos reporting better than a 30,000 attendance with a 20-cent gate. Foley & Burke, which also showed here, did not get the nut, drawing around 8,000 for the 10 days.

Joe Olgardt, former director of concessions at the California State Fair, who acted as manager of the San Francisco City Centennial Committee, staged fireworks at Yacht Harbor and band and other attractions at the Civic Center.

Allegan, Mich., Gets 70,000 in Six Days

ALLEGAN, Mich., Sept. 23.—The Allegan County Fair wound up its six-day run here Saturday (16) with a total attendance of 70,000 and gate and grandstand receipts approximately \$1,000 below the '49 fair. Best crowd of the week was the 20,000 on the final day.

Rain on five of the six days forced cancellation of two afternoon harness race programs, but other attractions were not measurably hurt by the weather. Revue, booked in thru Ernie Young Agency, Chicago, and featuring the Sam Howard water show, was well received. Supplementing the swim unit was the Florida Trio, comedy; Dorita Konyot, equestrienne; Jacque Gordon, unicycle; Olveras, perch; Pina Troupe, teeterboard; the Winlos, comedy; Jimmy Rae, comedy acro and emcee, and Benny Sharp's ork with Joe Gerken at the organ.

Orland Annual's 25,000 Beats 1949 Gate by 500

ORLAND, Calif., Sept. 23.—The Glenn County Fair is estimated to have pulled 25,080 people during its five-day 1950 run, which ended here Sunday (17). Last year's attendance was 24,600.

A power failure, lasting an hour and a half, failed to halt the fair's closing-night program. Auto drivers parked their cars so that the lights would shine into Flaherty Hall, and the musical show, staged by Monte Brooks, of Portland, went on as scheduled.

Salt Lake City Outpacing '49 Record Gate

Coliseum Icer Packs 'Em

SALT LAKE CITY, Sept. 23.—Despite two days of rain or threatening weather, the Utah State Fair here, thru Tuesday (19), its fifth day, was outpacing its '49 all-time record, attendance-wise, and was expected to top last year's 146,000 for the full run.

Comparative figures follow:

	1950	1949
Friday (15).....	8,234	8,950
Saturday (16)...	15,892	12,156
Sunday (17)....	21,762	19,412
Monday (18)...	24,307	12,481
Tuesday (19)...	18,832	12,780

Totals 89,027 65,779

Tyson's Holiday on Ice, in the Coliseum for two matinees and one night performance daily, pulled capacity houses to each show during the first five days and reserve ducats were sold out for the entire nine-day run. Gate is tabbed at \$1.50, \$2.50 and \$3, for the 3,300 seats.

Night grandstand play was light in most cases due to competition from the icer. Wallendas, booked in thru the Barnes-Carruthers Theatrical Enterprises, Chicago, do six acts, along with either a horse show or livestock parade, plus a beauty contest. Fireworks by Thearle-Duffield Fireworks, Inc., Chicago, close each night show. Great Albanis, high act, along with the Curtis Candy Company six-pony hitch, are presented as the esplanade free attractions.

Despite being hidden behind a high wall, Monte Young rides and games were doing good business. Western Service Company, repped by Art Teece, has the eat joints on the lot.

Greater emphasis has been placed on agricultural exhibits than in recent years.

Theater - Restaurant Installed in Dallas Midway Skat'g Rink

DALLAS, Sept. 23.—A theater-restaurant seating 1,600 is the latest addition to State Fair of Texas here. The spot, named the Diamond Garter, will be set up in the skating rink at the midway entrance.

Menu will be confined to sandwiches, beer and soft drinks and the spot will open daily at 11 a.m. with free admission until 6 p.m., when a \$1 tab will go on. Three nightly old-fashioned melodramas will be the principal entertainment, altho singing bartenders and waiters will be featured thruout the day.

R. G. McElyea, head man of Amusement Enterprises, Forth Worth, will operate the show on a concession basis with Charles R. Meeker, managing director of the State Fair Auditorium, assisting on production chores. Peter Wolf will design decorations.

Eldora, Ia., Annual Ends \$1,581 in Red

ELDORA, Ia., Sept. 23.—Hardin County Fair here, August 17-19, ended with a \$1,581 deficit, C. W. Haase, secretary, announced. Total receipts were \$10,515 against expenses of \$11,686.

Loss was attributed to cold weather and cancellation of one afternoon grandstand show. Fair's financial condition was improved as a whole, and due to receipts of \$4,063 from the county and \$2,303 from other sources, the annual reported a balance of \$4,772.

BAD BIZ FOLDS DAILEY ORG

Train Moves To Gonzales

Hope, Ark., last stand of Davenport-Hammill outfit —18 future dates canceled

(Continued from page 52)

sumed that the show-owned animal acts would make Shrine circus dates at Houston and Fort Worth in November.

Trouble All Year

The closing was not unexpected. After opening in April the show played to consistently poor business on its way to Canada. Davenport told *The Billboard* then that he would close the show after its Canadian dates unless conditions improved. Later Hammill denied the show would close before November.

In Canada the circus featured Joe Louis, former boxing champion, who received a reported \$1,000 a day for several weeks. He left midway in the Canadian tour when the owners decided not to renew Louis's option unless a lower price could be arranged. Business in Canada was not good for the Dailey show, which returned to several of the towns it had played last year.

A labor shortage plagued the show after it returned to the States, and the big top was cut from five to four poles while the menagerie was side-walled. A number of staff men and performers left the circus after it returned to this country. The band was replaced with an electric organ.

At the first of its rapid moves southward, Dailey reportedly played to a few good houses in Missouri, but in general the turnouts continued small.

Rumors recurred that the show (See *Dailey in Barn on page 66*)

Larkin Named Beatty Manager After Buster Cronin Closes; Ringling Wait Paper Cuts Biz

CHARLOTTE, N. C., Sept. 23.—S. L. (Buster) Cronin closed recently as general manager of the Clyde Beatty Circus, and Red Larkin has been moved into the post. It was the second major staff change in recent weeks. Paul Eagles resigned as general agent a few weeks ago and Beatty named Bill Moore to take his place. Both Eagles and Cronin have returned to the West Coast. Meanwhile, opposition from Ringling-Barnum in this area has trimmed Beatty business somewhat. Beatty faced wait paper in Richmond, C.; Charlotte, N. C., and other stands. Biller Bros. and Polack Bros. shows also are in the area. At Portsmouth, Va. (13-14), the Beatty show drew half and three-quarter houses. In Suffolk, Va. (15), business was about the same, outdrawing Biller, which was in a week earlier, by two to one. Richmond, Va. (11-12), was a blank for Beatty, because of an approaching fair, bad weather and Ringling paper.

New Loyal Show For Latin Tour

KLAMATH FALLS, Ore., Sept. 23.—Giustino Loyal, elaborating on plans for his newly purchased circus in Puerto Rico, said this week that the org will play Central and South America.

Show will open about March 10 at San Juan, P. R., and 12 weeks will be played on the island.

Following the Polack Bros.' Charleston, W. Va., stand December 10, Loyal said, his Giustino Loyal-Repensky Family riding act moves to the Circus Atayde, Mexico City, before going to Puerto Rico. Meanwhile, Loyal, his father, Jules Loyal, and his brother-in-law, Aldemardo (Cento) Catarzi, will go direct from the Polack org to Puerto Rico.

Most of the physical equipment purchased from Jerome Wilson will be used in the Circo Gran Loyal Americano but the big top, designed by Giustino Loyal and built by United States Tent & Awning Company, Chicago, will be used. Show will be presented in one ring surrounded by 42 boxes of four seats

Biz Dwindles For King Org In S. Calif.

Earlier Towns Better

LOS ANGELES, Sept. 23.—Stands in this area have failed to give King Bros.' Circus business equal to that it had in Northern and Central California. Houses in San Fernando, Burbank and Culver City this week were light.

Heading this way from the San Francisco Bay area, the show had good business for both shows in Fresno Wednesday (13). Coalinga the next day had a light matinee but a capacity evening. Hanford on Thursday (15) had a full house at night, and Porterville the following day had good afternoon and big evening houses. Wasco, where the show played a matinee-only Sunday stand (17), was good.

The show opened in this area at San Fernando Monday (18) and went to Burbank the next day. Afternoon attendance was light both places and half to three-quarter houses were on hand both evenings.

At Porterville the show changed to a city ball park lot a few hours before the show arrived.

Harlan DeWitt, former Los Angeles fireman and until recently with Clyde Beatty, joined King Bros. at Ukiah September 6 to head the show's fire protection unit. Lloyd Center, clown, joined the Side Show and Charles Ryan, boss canvasman, returned to the show after two weeks in the hospital with an infected leg.

Adolf Fischer Tours Germany With Show

BERLIN, Sept. 23.—Adolf Fischer, who for many years played the leading circuses and vaude theaters of Europe with his trio of elephants, has been touring Germany with his own circus.

Circus Fischer features Fischer's elephants and Fischer's mixed group of trained camels, zebras, bison and water buffaloes. Other animal acts on the bill are Schafer's bears; Donna and Adolf Mark's high school horses; Fischer's Liberty horses; Klein-Adolf, jockey riding; Two Serloos, aerial novelty; Three Alandis, equestrians; the Johns, trampoline; Miss Ohavo, Japanese juggler; Dschapur and Lutha, Oriental equestrians, and Bobby and Charley, tumblers.

Schumann Org Ends TopCopenhagen Run

COPENHAGEN, Sept. 23.—Circus Schumann winds up a run since mid-May at its indoor arena here tomorrow night. The Schumanns, with only one change of bill, have played to capacity houses most of the time. Show will hit the road for a six-week tour before closing season.

The two big tent shows, Circus Moreno-Reinsch and Circus Louis Schmidt, also ended runs in Copenhagen and resumed road tours. Circus Belli followed them in here and is playing under canvas.

each. Rows of chairs and rear rows of blues complete the seating arrangement.

Members of the family will present their riding and teeterboard acts along with four turns. In addition, Loyal has inked Malaikova's wire act and is negotiating for seal and wild animal acts. Three Spanish clowns from South America will be used.

Rhythm Riders Join

Sunset Carson, movie cowboy, and his Rhythm Riders have joined for the Beatty concert and are playing to good percentages of the big show houses. The outfit gives roping, riding, shooting and hillbilly music turns.

Other Beatty staff members include Tom Plank, merchant tickets; Ray Smith, schools; J. R. Hervey, local contracting agent; Frank Lee, C. S. Primrose and Eddie Howe, press; Tommy Reale, boss ticket seller; Ray Huttick, tax box and lot superintendent.

R-B Sets Cuban Winter Run

Kansas Stands Give Good Biz

Straw house at Concordia; wait paper used against Beatty in North Carolina

DODGE CITY, Kan., Sept. 23.—Ringling Bros. and Barnum & Bailey will return to Havana, Cuba, after its regular tour, for its second consecutive winter show there. The show will open in the Sports Palace December 8, the same opening date as last year.

A one-ring program made up of Ringling's featured acts will be presented. Last year the show played thru the holidays and closed a bang-up Havana run January 4. Personnel was flown to the island while animals and five cars of show equipment were transported by boat. Last year the show faced day and date opposition (See *Ringling Sets on page 66*)

Mills Show Seeks Larger Quarters; Pa. Biz Improves

UPPER DARBY, Pa., Sept. 23.—Mills Bros.' Circus probably will not return to quarters at Circleville, O., after this season but no substitute site has been selected from among several under consideration. Circleville city officials invited the org back, it was reported, but the show was unable to get assurance of the number of buildings needed.

Meanwhile, recent days' business for the circus showed an increase. Here Monday (18) the Mills org played to a three-quarter matinee and a full house at night. At Norristown, Pa., Saturday (16), both shows drew three-quarters of capacity. In Harrisburg, Pa. (14), the matinee was full but rain interfered at night and the show drew a three-quarter house. Lewiston, Pa. (13), was blanked by rain, while State College, Pa. (12), rain held business to two half houses.

Kelly - Miller's Night Biz Big At Ind. Stands

PETERSBURG, IND., Sept. 23.—Al G. Kelly & Miller Bros. scored big night business at its final Indiana stands recently and moved on for more Southern Illinois dates. Lots, which still were soft after heavy rains in the area, slowed moves somewhat.

In here for a matinee only on Sunday (17) the circus drew a three-quarter house. At Jasper, Ind., Saturday (16) it had only a half house for the matinee but the night show attracted a full house. Elephants helped move trucks on both lots.

At Mount Carmel, Ill., Friday (15) the matinee was a weak half but at night, altho in competition with a football game, the show drew a full house.

Mount Vernon, Ind. (14), gave Kelly-Miller a three-quarter matinee and a booming straw house of 5,700 at night.

It's T&B

... and it will be backed by the

BIGGEST PROMOTION

in its 56-year history by NOVEMBER 4

Ringling-Barnum

Show had dry, hot weather for the Kansas tour and did good business. Some of the matinees were at 3:30 p.m. for the convenience of school children. Concordia gave two big houses. Sunday off in Salina was enjoyed, with all trains arriving early. In Manhattan, Jack Conley made several broadcasts from the back yard with the help of Bob Dover.

Cecil B. DeMille and his crew returned to Hollywood. Jackie Bostock left to enter the army at Camp Blanding. Nina Cristiani, Randy Concello and Curtis Genders left at Kansas City, Mo., for Sarasota. Deloros Baldwin closed to become an airline hostess at Minneapolis. Jenny and Alberto Zoppe are celebrating the birth of a son at Sarasota, Fla. Heidi Gutis, Harold Alzana, Esther Chaney, Billy Snyder, Red McKettrick, Frank Phelan, Rusty Johnson and Irene from the Side Show observed birthdays with parties.

Visitors: Dorothy and Orrin Davenport, Ala (Ming), daughter Sonja and Dick Fritz; Mitzi Fein, Adrianna and Lopez, Charley and Pepi Borza, Mr. and Mrs. Willie Willys, Bonnie (Cristiani) and Tommy Junetius and Mr. and Mrs. Louis Rosenthals and son.

Back yard scenes: Mac McCarthy's boys have the floats painted and looking like new for the Southwestern tour. Leon de Rousseau has added a series of loud revolver shots to his act before his dive. Antoinette Concello is rehearsing new web girls.

Cookhouse flag contestants are narrowing down and everyone is wondering who will win it.—MARY JANE MILLER.

Kelly-Miller

A wave of intestinal flu has affected personnel. Mr. and Mrs. Phil Enos are the parents of a boy born in Seymour, Ind., Labor Day (4), and Phil is passing out the cigars. Steward Frank Francois whipped up a tasty baked ham dinner for the Labor Day celebration.

Clown Harold Conn celebrated his birthday with a party. His son, Jerry, assisted, and guests were Mr. and Mrs. Corky Clark, John Toy, Lee Virtue, Ralph McQueen and Eddie Dullum. Mrs. Alice Cutthbert also celebrated her birthday. Mrs. Frank Cooper, wardrobe mistress, left for her home in Oklahoma City. Mrs. Laura Enos has taken over her duties. Bob King, CHS member of Richmond, Ind., spent several days on the show and worked in the ticket department.

Iza and Charles LaBird are the newest additions to clown alley. Dick Davis joined the elephant department. Lee Virtue and Eddie Dullum were guests at the home of Mr. and Mrs. Walter Chapple in Tell City, Ind., and the Chapples caught the night show. Mrs. Ira Watts is on the sick list. Leona Teodora is working in the big show ticket department. June Tearney made her debut in the Pat Knight wire act. Helene Hendricks recently made her debut in the riding act. Muggsie Gallagher Clark is back in the big show, working rolling globe, after a lengthy illness.

Visitors included Mr. and Mrs. Zack Terrell, Theol Nelson Marlowe, D. D. and Josephine Monarch, Maggie Wise, Paul Nelson, Jinx Adams, Donald Haigh, Van Wells, Clifford S. Brooks, Mr. and Mrs. Carl Sahlin Williams, Karl K. Knecht, William E. Griffin, Earl D. Griffin, Mr. and Mrs. John Protsman, Mr. and Mrs. Joseph Woyton, Ed Hollis, Harry Simpson, Bob Raupfer, Ed Hillhouse, Wallie and Sophie Wallace, R. V. and Irene Lewis, Mr. and Mrs. Ed Widaman, Mr. and Mrs. Bill Fussner, Mr. and Mrs. Lloyd Massey, Wilson Campbell and Russ Wilson.—EDDIE DULLUM.

DRESSING ROOM GOSSIP

Mills Bros.

Chi and Somay, en route to fairs, visited the Ming Sings in Altoona, Pa. Jimmy Ray traded his old car for a de luxe model. Despite a torrential rain, which put the Altoona lot under water, show was loaded and off the pond at 11:30 p.m. Frank Noel's mother visited at State College, Pa., and took Frank Jr. back to classes. Trombonist J. A. Pursley's son, John, sat in with the band as trumpeter one day.

Margaret Smith, of the Wallabies, and Chief White Eagle made a radio show in Altoona. At Harrisburg, Pa., the Chief, Senor Torres, Bill Bailey and Steve Crowe made one hospital show, while the Rickerts, Larry Benner, Alex Brock and Jack LaPearl made another. Pottstown, Pa., gave show the first dry lot in four days. School kids were out in force at Harrisburg, Lewiston and Pottstown, Pa. The band played Happy Birthday for Myrna Karsey at Norristown, Pa.

Vistors included Doc and Mildred Oyler and daughter, Margie, who rode in the spec; Mr. and Mrs. Buzz Martin; Jimmy Palmer; Cap (seal act) Huling's daughter; Jan Shafer; members of promotional staff; James Malone and party; Hallie Hastings; John Viazanko; Dr. and Mrs. Chanda; Dick Anderson; J. Rudolph Conway, Dr. C. E. Ware, Art Carr, Leo Goupee and R. L. Campman.

Siebrand Bros.

The cold weather finally forced all the girls to discard leotards in favor of slacks and sweaters for our run in Blackfoot, Idaho. Local gentry appeared to be used to the low temperatures, however, and thronged the midway.

On the sick list recently were Rosa Patine, Helen Ravell and Clara, Eugene and Iaro Hoffmann. Bill Hall seems to be a good weather prophet since he always gets his topcoat out a day or so before the mercury drops. The Patines entertained Rosa's parents during our Eastern Idaho State Fair stand. The Hodgins were recently hosts to the Razell brothers with whom they toured the West Indies on Gran Circo Americano. Birthdays included those of P. W. Siebrand and the writer. Tommy Hodgini finally completed adjusting the brakes on Jack (Koko) Fairburn's trailer prior to the longest jump of the season.

Visitors included Jake Crumley, Rose Behee, Arden Larey, Earl Dean, Robert (Red) Vinsonhaler, Mr. and Mrs. G. Strayer and Mr. and Mrs. Kenny Leach.—JOE HODGES HODGINI.

Polack Eastern

With a few days off before going into New Bern, N. C., many with the show made a dash into Morehead City, which is on the Atlantic Coast and near New Bern. Besides tanning and fishing, the dog races were popular with several, including Mrs. Bessie Polack, Mr. and Mrs. Fred Proper, Mr. and Mrs. George Cutshall, English Hitchcock, Mr. and Mrs. Eddie Boone, Claire Levine, Mr. and Mrs. Nate Lewis and Kris Krenkle.

Billy Barton and Irene Lafferty did a broadcast, and Herman Joseph, retired clown who was scheduled to do a later broadcast, was prevailed upon to supply background music for our program. He almost broke us up with his rendition of Goodnight, Irene.

On the sick list is Mrs. Chris Del Rae, who flew to New York to recuperate. Mrs. Art Barrett also was ill and left for her home in La Crosse, Wis. Wanda Joaniddes celebrated a birthday anniversary recently. Recent visitors included Carl Cartwright, Mr. and Mrs. Rutter, Dick Siscoe and Herman Joseph.—IRENE LAFFERTY.

Clyde Beatty

Show is rambling thru North Carolina. Weather has been good and business has increased during the past week. The recent stand at Portsmouth, Va., completed show's trip from the Pacific to the Atlantic in one season. While there, many visited sea food restaurants. Bernie Griggs ate so much crab meat he was on the sick list for a day.

At Clarksburg, W. Va., the Caudillo Sisters and clown alley gave a performance on the courthouse plaza at noon under Junior Chamber of Commerce auspices. Show was broadcast over WHAR. Johnny and Fay Fulghum, of Richmond, Va., visited for three days and Johnny worked in clown alley for one performance. Mr. and Mrs. Clyde Beatty celebrated their 17th wedding anniversary, and Clyde presented his wife with a huge bouquet of roses.

Irish Ryan joined to drive Harold Voise's gilly wagon. With the Polack Eastern show near by, several of their people visited here, including Bob Porter, John Harris, Walter Long, Dennis Stevens, Dime and Connie Wilson, Mr. and Mrs. Albert Fleet, Billy Barton, Jeep Ward and Mr. and Mrs. Mike Koucik. Alva Evans has been making a hit as the bride in the clown wedding. Mark Anthony is doing the table rock. Hermaline Griggs escaped injury when one of the guy lines on her loop rigging snapped during the act. The Great Barton proved a master balancer when the lights went out while he was in a handstand on a high pedestal.

Bobby Kay is getting much attention with his fan dancer clown walk-around. Sunset Carson's cowboy band joined as concert feature. Danny Denise spent Sunday in his home town with his family. Barbara White is back after a week's illness. Other visitors included Karl Cartwright, Roy O'Rork, Jimmy Salters, George and Ruby Cutshaw and Doc Holland.—LAURENCE CROSS.

Cole & Walters

Chilly days, rain and little sunshine this week. Dr. Butterfield and grandson from Minneosta visited recently. Mrs. Anderson has rejoined after a vacation in Emporia, Kan. Mr. and Mrs. Bill Wolf have a new car and trailer.

Stanley, the chimp, belonging to Tom and Tiny Twist, decided it needed a vacation, so with a loaf of bread, a jar of jelly and a spoon it left the show after its act. The Twists missed the next day's matinee, but Stanley was located near the lot. Altho he departed in a hard rain and hail storm, he seemed none the worse for his adventure.—MILDRED WELBES.

Ayres & Kathryn Davies

Show has had rain and muddy lots thru Midwest Illinois, altho biz has been good. Concession department is being handled by Willie Rawls. Corky Frazier has bought a new Nash and the writer a Ford. Mrs. Davies has left to take son, Peter, to school. Junior Rawls is drawing crowds in the Side Show, with Bob Meyers doing fire eating, vent and magic. Walter Raudenbush is producing clown, the alley including Corky Frazier, Irv Gooie and Harry Villeponteaux. On sick list are Corky Frazier and Bob Rawls.—JOHNNY FRAZIER.

Polack Western

Kennewick, Wash., was a new date for the show, promoted by Dixie Herbert, of Jimmie Rison's staff. People lined up hours before show time and during the performance were sitting on the grass in the outfield of the ball park. Date was the last outdoors event of the Polack season.

Armida Loyal, wife of Giustino, has arrived in Sarasota with the children and Mrs. Julius Loyal Sr. On the trip to Kennewick, Giustino was delayed by motor trouble. Joe Gallaso injured a finger in a zipper and required hospital treatment. Others on the sick list include Harry Dann, Billy Griffin, Hubert Castle and Nino, member of the Landon Midgets, who sprained an ankle.

Rudy Docky entered one of his boxers in a dog show at the exhibition in Vancouver, B. C., and came up with first prize. Girls of the show gave a birthday party for Simone Loyal, and Terry Collins, of Loyal-Repenski Troupe, baked a cake for the event. Ross Paul and Rudy Docky are members of a kennel club with a new kennel named in their honor.

Eddie Kohl, of the Ward-Bell Flyers remained in Seattle with relatives who took him bear hunting. Visitors included Penny Parker, Brice Santrey, Hugh Lyon, Gifford Owens, Harry Sawdon and Frenchy Manning.—FREDDIE FREEMAN.

ACTS WANTED FOR MY 1951 FAIRS AND CIRCUSES ERNIE YOUNG 203 N. WABASH, CHICAGO 1, ILL.

To Governor C. T. Hunt and Family and Staff and all Personnel with Hunt Bros' Circus THANKS for a pleasant and happy 1950 Season. Ernie Thompson Clarinetist 7129 Allentown Rd., S. E. Washington 20, D. C.

WANTED Two big top pushers. Lex Loit, please wire. CLYDE BEATTY CIRCUS Wilmington, N. C., Sept. 26; Florence, S. C., 27; Columbia, 28; Sumter, 29; or per route.

PHONE MEN! GOOD MASONIC AND VETERANS' DEAL Permanent. Absolutely No Drunkst P. O. BOX 304 KANSAS CITY, MO.

STEVENS BROS.' CIRCUS WANTS Butchers, Elephant Men, Working Men all departments, \$21.00 per week; good cookhouse and berths. Girls for Ladder and Webb, Family Act strong enough to feature. Pay every night. Curley Booth, contact Charley Smith. Dean, Lucky and Whitey, come on. Mansfield, 26; Mt. Grove, 27; Houston, 28; Willow Springs, 29; Thayer, Oct. 1; Doniphan, 2; all Missouri.

PRELL'S BROADWAY SHOWS

"BROADWAY AT YOUR DOOR"

GET WELL WITH PRELL

<p>GREENVILLE, N. C., DAY-NIGHT FAIR OCT. 2-7</p>	<p>8 MORE FAIRS TO FOLLOW</p>	<p>GREENWOOD, S. C., TOBACCO AND COTTON MARKETS DAY AND NIGHT FAIR OCT. 9-14</p>
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Novelties, Derby Racers, Rotaries, Holly Cranes, Grind Stores of all kinds, Eat and Drink Stands.
SHOWS—Wrestling, Fat Show, Midget, Mechanical City, Dark Ride, Hill-billy, or any show of merit. Posing Show also Girls for Scandals, office owned shows. Beach, let's hear from you about Dark Ride.
All answer SAM E. PRELL
 Rocky Mount, N. C.; Greenville, N. C., week October 2-7

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LITTLETON AGRICULTURAL FAIR

LITTLETON, N. C., OCTOBER 2-7

WANT	WANT
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Concessions—Ball Games, Photos, Hoop-La, Guess-Your-Age and Weight, Basket Ball, Short-Range Gallery or any legitimate Concessions. Shows—Want Colored Show with own equipment.
Address LOU RILEY, Mgr.
 Zebulon, N. C. (Fair), September 25-30

INTERSTATE SHOWS

Can Place for **EMANUEL COUNTY FAIR**, Swainsboro, Georgia, October 2-7
 With seven more fairs to go—then to our Florida fairs

SHOWS: Will give good proposition to 10-in-1 with own equipment or will furnish top and front if you have something for inside. Want to book Monkey Show, Snake Show, Class House, Motordrome, organized Minstrel Show or any non-conflicting Shows. **RIDE HELP:** Want Foremen for Roll-a-Plane, Tilt, Chairplane. Second Men on all Rides. **ALL CONCESSIONS OPEN, OPEN MIDWAY. ALSO ALL EATING AND DRINKING STANDS OPEN. CAN PLACE LARGE BINGO FOR BALANCE OF SEASON.**

All replies to H. B. ROSEN, Mgr., Madison, Ga.

PEERLESS CELEBRATION

Amusement

Want for North & South Carolina, Georgia & Florida
 Concessions: Ponds, Age, Weight, Palmistry, Eats, Grab, Popcorn, Floss, French Fries, High Striker, Jack Beal, come on. No flats. Some P.C. and others open. Shows with own transportation. Ride Help for Wheel and Merry-Go-Round with driver's license, come on. The best of treatment and sure pay.
All address WM. J. MESPELT or TOMMY SCOTT
 Amelia, Va., this week; Dillwyn, Va., Oct. 2 to 7.

ARCHIE GAYER

Please get in touch with me immediately at Adolphus Hotel,
 Dallas, Texas.
RAY MARSH BRYDON

PAGE BROS.' SHOWS

Want Hanky Panks. Operator for Funhouse and Monkey Show. Ride Help who drive.
 Ashland City, Tenn., Fair now; then per route.
W. E. (SHOTGUN) PAGE, Mgr.; CHARLES (SAILOR) CROY, Asst. Mgr.; FRED CANTRELL, Supt. of Operations.

FOR SALE

Frozen Custard (Frosted Malt) framed in Twin Coach Bus. Taylor twin-head machine, large neon sign, fluorescent lighting, refrigeration, living quarters, 26 ft. overall length, 8 ft. working space completely glassed in. Most compactly framed outfit on the road. Everything you need in one unit. Absolutely nothing else to buy. You get it all—power (14 miles to gal.), living quarters and business—in one package. Ready to go! Really nice! Giving all this away for only \$2,450.00 cash. Will deliver within reasonable radius. Best reason for selling.
 Write or Wire
K. O. FARRIS, 1130 Delaware Street, Denver, Colorado

Mrs. M. Cohen Dies; Wife of ACA Sec'y

ROCHESTER, N. Y., Sept. 23. — Mrs. Marcella J. D. Cohen, wife of Max Cohen, general counsel and secretary-treasurer of the American Carnivals Association, Inc., died Tuesday (19) at her home here.
 In addition to her husband, she is survived by a daughter, a son, her mother and a sister.

FED. COURT RULING

(Continued from page 52)
 soon as the court ruling was made. Appeal of the court decision is being readied by the Internal Revenue Bureau's general counsel in Washington. Indications are that the appeal will be filed soon in U. S. District Court of Appeals, but that it might be a year before the case comes up on the court calendar.

Legislation Looms

Meanwhile, new legislation which would subject rides to a new tax loomed as a possibility if the higher courts uphold the district court's ruling. The Treasury's Department has revealed that it is conducting a study with the view to drafting such legislation.
 Some ride operators hold, however, that even if new legislation is passed, it is unlikely that a tax would be placed on rides priced at less than 20 cents. They base this belief on sentiment which prevailed in Washington before the Korean outbreak, when downward scaling of admission taxes was under consideration.

EASTERN PUBLICISTS

(Continued from page 52)
 area is the heart of the Pennsylvania Dutch country, beer was in order—that is for all who could negotiate the booby-trapped passage from Moyer's office to the cooler located behind the third filing cabinet on the right hand side of the assistant treasurer's quarters.

NATIONAL SHOWMEN'S ASSOCIATION

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You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business. Club-rooms in the center of the amusement world.
Meetings 2nd and 4th Wednesday each month
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 Almost every one of the Eastern amusement family is a member. Are you?
Write for Information
 Initiation.....\$10.00
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CAN PLACE

Bingo, Diggers, Kiddie Rides, all Stock Concessions. Agents for P.C. All Fairs to follow. Don't miss Tabor City, N. C., Yam Festival. Helen McKinnon, answer. Fred Bell, have you forgotten us? All answer:
W. E. HOBBS
 Lynchburg, S. C.

MARIE

Am at home, please call or write.
 Will make*everything as it should be.
JACK

HELLER'S ACME SHOWS

Next week the **Great Reidsville Fair, Madison Fair, Carteret County Fair, Beauford, N. C.; Farmville, N. C.,** and three others to be announced.

Want Eating and Drinking Stands, Guess-Your-Age, Novelties and Diggers. Will book 3 Wheels and 3 Count Stores. Prefer man who does his own legal adjusting. Have all Rides we want, but will book Kiddie Train and Boat Ride. Al Bydark, holding space for your 2 Rides. Want Shows—Monkey, Motordrome, Side Show and People for Side Show; also Girl Show. Address: Walnut Cove, N. C., this week. **HARRY HELLER, Mgr.** Then as per route.

Hurry, Hurry—Want for New Mexico and Arizona

LARRY NOLAN SHOWS

Ride Help who drive, Agents for Office P.C., Outside for Skillo. Book one Major Ride, prefer Spitfire or Tilt. Use following—Hanky Panks (and Cotton is good, 10 bang-up weeks for all), Coke Bottle, Fish Pond, Duck Wheel, Glass Pitch, Country Store. Wire, don't phone: **LARRY NOLAN, Bayard, New Mex., until 30th; Douglas, Ariz., Oct. 2 to 7.** Yes, we hold contract for the big week at Tucson. Close Dec. 2, open last of February.
FOR SALE—Parker No. 10 Wheel in excellent shape, new Seats, new Motor. Priced right for cash. Loads on 16 foot bobtail. Come see it.

WANT TO BUY FOR CASH

Number 5 Eli Ferris Wheel. 32 Ft. Merry-Go-Round, with organ. Either Allan Herschell Little Beauty or Parker Baby-Q. Not interested in home-made equipment. With or without transportation. Write or wire
TONEY MARTONE
MILNER HOTEL, 219 WEST 9TH ST., KANSAS CITY, MO.
 P.S.: Curley Little, still interested.

DIXIE EXPO SHOWS

WANT FOR YADKIN COUNTY 100TH YEAR CENTENNIAL, WEEK OF OCTOBER 2.
 Parades, Beauty Contest, Free Acts, Fireworks, Free Gate. Everything in Town.
 Can place Novelties, Eating Stands, Photos or any 10¢ Hanky Panks. Shows with own outfits. Fun House, Jig Show, what have you? Low percentage. RIDES—Place two Kiddie Rides. Need Foremen on Wheel and Ridee-O, Merry-Go-Round; also Help that drives. Need Man and Wife for Illusion Show.
 Address this week, Taylorsville, N. C.

FLOYD O. KILE SHOWS

WANT FOR WINN PARISH FAIR, WINNFELD, LA., OCT. 1-7

Can place Concessions of all kinds. Grind Shows of merit. Eli Foreman, Jenny Foreman. Out till Dec. 17th.
 Ferriday, La., Concordia Parish Fair Grounds, this week. All replies per route.

C.A. STEPHENS SHOWS

CAN PLACE FOR 8 FAIRS TO GO
 CONYERS, GA., THIS WEEK; LIVE OAK, FLA., FOLLOWS—All These Are County Fairs
 CAN PLACE NOW AND FOR BALANCE OF SEASON
 SHOWS—Grind Shows, Animal, Monkey, Side Show. No junk, please.
 RIDES—Place Rolloplane.
 CONCESSIONS—High Striker, Custard, Hat Bands, Pronto Pups, Basket Ball, Long or Short Range.
 Counter Man for Bingo. One Pin Store Agent. Jack Lydic, if at liberty, get in touch. Will buy 25-kw. Diesel Plant for Florida this winter, priced right.

FAIRS **FAIRS**

MIGHTY PAGE SHOWS

NOW BOOKING FOR SHELBY, N. C., NEGRO FAIR AND OUR OUTSTANDING ROUTE OF FAIRS, THEN FLORIDA

Concessions—Hanky Panks of all kinds, especially Water Games, Eating and Drinking Stands, Penny Pitch, Bumper and String Games. Also Rotary Diggers, Six Cat, Pin Store, Swinger, Buckets, Bowling Alley and a few choice Wheels. Shows—Glass or Fun House, Motordrome or any Show not conflicting. Pocketbook Harris wants bright Chorus Girls and Musicians for fast stepping Minstrel. Rides—Fly-a-Plane, Spit Fire, Live Pony and Boat Ride. Ride Men who drive, with license, come on. Top salary if sober and can cut it.

All replies to BILL PAGE
 High Point, N. C., this week; then Shelby, N. C., Negro Fair, next week.
 P.S.: Want Broad Mob, Micky Dale, answer or come on.

SUNSET AMUSEMENT COMPANY

WANT

For MORRILTON, ARK., Right in the Middle of the Cotton, Oct. 2 to 7; Also YELL COUNTY FREE FAIR at DANVILLE, ARK., Oct. 9 to 14, and WHITE RIVER DAM CELEBRATION, Oct. 16 to 21, MIDWAY, ARK. (Mountain Home). Thousands on Project—Big Payroll.
 Hanky Panks, Percentage and Shows. Sunset Amusement Co., this week
 3rd District Free Fair, Hope, Ark.
 P.S.: Want to buy small Merry-Go-Round.

JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

Want for Limestone County Colored Fair, Athens, Alabama, with a complete line of bona fide fairs for five straight weeks. Join now as I will not be advertising again.
 CONCESSIONS WANTED: Cookhouse, Photos, Short Range, French Fries, Pronto Pups, Milk Bottle Ball Game, Hit & Miss, Cork Gallery, Bumper, Hoop-La, Pan Game, Penny Pitch, Big Six, Coke Bottles and Buckets. Want Pea Pool Agents. SHOWS WANTED: Colored Girl Show or two Girls to work in office-owned Show and any Show of merit.

All replies JOHN PORTEMONT
 CARROLL COUNTY FAIR, HUNTINGDON, TENN., THIS WEEK.

PECK AMUSEMENTS

WANT FOR THE FOLLOWING FAIRS:

Newton, Waynesboro; then the Delta, where the cotton is good—Marks, Winona, Belzoni, all Miss., and others to follow.

Wanted—Photo, Ball Games, Penny Pitch and any other Concessions working for stock. Don't wire, come on down where the money is. We are out till December.

C. S. PECK

Newton, Miss., this week; Waynesboro, Miss., next week; then per route.

JIMMIE CHANOS SHOWS

WANT

Legitimate Concessions of all kind for St. Paris, O., Street Fair. Popcorn, Cracker Jack. Two good spots to follow. All replies to
JIMMIE CHANOS, Winchester, Ind.

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

11 Rides — 8 Light Towers — 3 Diesels — 8 Shows

NOW BOOKING FOR 1951

COMMITTEES AND FAIR SECRETARIES OF MARYLAND, VIRGINIA,
 NORTH AND SOUTH CAROLINA

You Are Now All Invited to Visit the Outstanding Show of the Carolinas at the Louisburg, North Carolina Fair this week.

The Following Fair Associations, Contact Us:

Laurinburg, N. C.; Reidsville, N. C.; Leaksville-Spray, N. C.; Littleton, N. C.; Elizabeth City, N. C.; Greenville, N. C.; Warrenton, N. C.; Henderson, N. C.; Asheboro, N. C.; Camden, S. C.; Bishopville, S. C.; Newberry, S. C.; Chester, S. C. This Ad is for you Fair Secretaries of North and South Carolina, we ask you to pay this show a visit.

Louisburg, North Carolina this week (Franklin County Fair); Wadesboro, North Carolina, Oct. 2-7th (Legion Community Fair); Lancaster County Fair, Lancaster, South Carolina, Oct. 9-14th.

WANT—Grab Stands, Cotton Candy, French Fries, Photo Gallery, Popcorn. All Hanky Panks open. No Glass Pitches wanted.

All Mail and Wires to

WM. C. (BILL) MURRAY

CACTUS STATE SHOWS

WANT FOR THE CREAM OF THE COTTON SPOTS AND CELEBRATIONS IN ARIZONA

Legitimate Concessions of all kinds, also Bingo.

CHANDLER, ARIZ., Week September 25

Will book one more Major Ride. Holding contracts for some of the best spots in Arizona, including Eldorado Days in Tombstone, Ariz., Oct. 18. Earl Wells wants Skillo Agent. Babe Gallmore wants reliable ride man for Whirl.

CHARLES THOMPSON, Chandler, Ariz.

W. C. KAUS SHOWS

FAIR FAIR FAIR FAIR FAIR

Heart of the tobacco market fairs of North Carolina

Now booking for Oxford, Roxboro and Edenton, N. C., Tobacco Fairs

REMEMBER OXFORD LAST YEAR? THIS IS IT.

Want Ball Games, Bowling Alley, Fish & Duck Ponds, String Games, Pitches, Shooting Galleries, Photos, Hanky Panks of all kinds, reasonable rates. Happy Hawkins, contact Willie Lewis. Shows: Fun House, Snake Show, Animal Show, Monkey Show, Side Show or others—low percentage to us. Any Flat Ride that does not conflict with what we have, come and enjoy a good list of Fairs. All communications contact by wire.
 W. C. KAUS SHOWS, Durham, N. C., this week. RUSS OWENS, MGR.

WANT Walker County Fair, Huntsville, Tex., week Oct. 2; Cherokee County Free Fair, Jacksonville, Tex., week Oct. 9; Bowie County Fair, New Boston, Tex., week Oct. 16; East Texas Yamboree, Gilmer, Tex., week Oct. 23.

Colored Performers and Musicians, wire Doc Anderson. Salaries paid by office. Concessions that work for stock, Derby Racer, Ice Cream, Set Outfits, Ball Games, Hanky Panks that don't conflict. Shows—Want Side Show with own equipment. Will furnish complete outfit for operator with acts and own PA sets; join Huntsville. Joe Lemke, wire. Mechanical City, Dark Ride, any Pit or Platform Show that can get money. Ride Help who can drive semi trailers. All Rides come on. For Sale—Combination Motordrome, 16-Car Octopus with or without transportation, 32-Ft. Parker Merry-Go-Round (new in 1949). Address:

L. C. McHENRY, Mgr., Crescent Amusement Co.
 HENDERSON, TEXAS, FAIR, THIS WEEK; THEN PER ROUTE.

BILL HAMES SHOWS, INC.

MINSTREL PERFORMERS

RIDE HELP **SHOWS**

Can place Help on following rides—Merry-Go-Round, Ferris Wheels, Loooper, Octopus, Caterpillar, Tilt-a-Whirl, Dipper, Roll-o-Plane, Pretzel, Dodgem, Spiffire, C-Cruise, Kiddie Auto, Kiddie Planes, Kiddie Buggy, Dipper, Sky Fighter, Kiddie Boats. Can also place other useful Show Help. Can place Independent Shows not conflicting.

Address: BILL HAMES, Mgr.
 Abilene, Sept. 25-30; Lubbock, Oct. 2-7; Haskell, Oct. 9-14; Palestine, Oct. 16-21; Bryan, Oct. 23-28; Kingsville, Nov. 6-12. All Texas Fairs.

★ ★ ★ ★ **LONE STAR SHOWS** ★ ★ ★ ★

J. R. McSpadden
Manager

W. Barry
Secretary

Myrtle McSpadden
Treasurer

LAST CALL **LAST CALL**
WRITE—PHONE—WIRE
FOR NORTHWEST GEORGIA FAIR AT CEDARTOWN, GA., OCT. 2-8, INCLUDING SUNDAY
WANT WANT WANT WANT
 Hanky Panks of all kinds. Especially want Long and Short Range Gallery, Cigarette Shooting Gallery, Basketball, Novelties, Hoop-La, Pitch-Till-You-Win, Glass Pitch, Waffles, French Fries, Custard, Foot-Long Hot Dogs, Age and Scales. Can use a good clean set of Diggers. Also want Derby.
 Following Cedartown we have the big Colored Fair at Cartersville, Ga.; followed by Marion County Fair at Buena Vista, Ga. Then three more Fairs in Georgia and eight weeks in Florida.
 Want for Cartersville: Two clean Mitt Camps without eight kids or more.
 RIDES: Any Rides not conflicting with the ten we now have.
 SHOWS: Can use Animal Show, Fat Show, Unborn, Jig Show (will get well in Cartersville), Posing Show, Glass House. If you have your own equipment, will give you a good proposition.
 RIDE HELP: First and Second Men on all Rides. We have never missed a pay day. If you can drive semi and stay sober, you can have all winter's work.
 Have a 120-foot Side Show complete. What have you to put in it?
J. R. McSPADDEN
 Decatur County Fair, Parsons, Tenn., week of Sept. 25; then as per route.
 P.S.: Dutch Wilson wants Wheel and Razzle Agents. Dickie McSpadden wants P. C. Dealers. Torchy wants Girls for Girl Show.
FRED WEBSTER, CONTACT IMMEDIATELY. VERY IMPORTANT.

BUSINESS IS GOOD
WANT FOR WINDER, SANDERSVILLE, ROME AND ATLANTA, GA. ALL FAIRS.
 Caterpillar, Tilt, Scooter, Spitfire and set of Kid Rides.
 Want Big Snake, Fat Show and Wild West.
 Want Sign and Scenic Painter. Tex, answer.
SHAN BROS.' SHOWS
 Canton, Ga., this week; Winder, Ga., next.

★ ★ **CAPITAL CITY** ★

★ ★ ★ ★ **SHOWS** ★ ★ ★ ★

WANT WANT
DODGE COUNTY FAIR, EASTMAN, GA., Week Oct. 2-7
HART COUNTY FAIR, HARTWELL, GA., Week Oct. 9-14
GWINNETT COUNTY FAIR, LAWRENCEVILLE, GA., Week Oct. 16-21
WORTH COUNTY FAIR, SYLVESTER, GA., Week Oct. 23-28
 and Fairs Until Nov. 11
COTTON PRICES HIGHEST IN HISTORY
WANT Legitimate Stock Concessions of all kinds.
 Good opening for Long Range.
SHOWS—Big Snake (Lee Houston, contact me), Fun House or Glass House.
RIDES—Rockplane, Little Dipper, Cart Ride and Pony Ride.
WANT A-#1 Billposter, to join on wire, must have car.
All replies to J. L. KEEF
 Tri County Fair, Manchester, Ga., this week.

DIAMOND STATE SHOWS
CHESTER COUNTY FAIR, CHESTER, S. C., OCT. 2 TO 7
CAN PLACE
 Side Show, Minstrel Show, Girl Show, any new or novel show with equipment. Concessions—No ex this spot. It plays to better than fifty thousand. New 1950 auto given away Saturday. Can place Hanky Panks all kinds, Eating-Drinking Stands, Novelties, Percentage, Grind Stores, Wheels. Can use Ride Men that drive. Want Wheel Foreman that can up and down Twin Wheels. Place Razzle and Skillo Agents for office stores. Want Wheel and Spindle Man. Girls for Girl Show.
All address LEFTY WESTON, Cheraw, S. C., this week

HARRY'S GREATER SHOW
SMITHFIELD, N. C., LEGION CELEBRATION, OCT. 2-7
ALTAVISTA, VA., OCT. 9-14
AMHERST, VA., 41ST ANNUAL COUNTY FAIR, OCT. 16-21
 And 3 more weeks to follow.
CAN PLACE—Photos, Custard or Ice Cream, Ball Games, String Game, Hi-Striker, Bumper or any legitimate Concession not conflicting. One clean Mitt Camp.
Contact HARRY BOYLES, Asheboro, N. C., Fairgrounds

FINAL CALL **FINAL CALL**
GENERAL HELP
 for
TEXAS STATE FAIR
OCTOBER 7 — DALLAS — OCTOBER 22
16 BIG DAYS AND NITES
 Talkers, Ticket Sellers, Grinders, Canvasmen, Bally Girls, Dancers and any useful people.
DIANNE ROSS Can Use for
PEEP SHOW
 Exotic Dancers: Thelma White, Roxann Lee, Evelyn West, Marline Joann Dare, etc. Top pay. Glenn Brooks, why don't you answer my call?
CHARLES HODGES
 Can place an outstanding Freak to feature for Dallas. Dick Best, what is your best for Betty Lou for 16 days? Cortez Lorow can use Grace McDaniels, Working Acts, Novelty Acts, etc.
GINGER RAE
HAS REPLACED NORMAN WOLF and can use people capable of playing in a Dope Expose.
SATAN'S CHILDREN
 Phil McCrath or Tom Kennedy, have excellent deal for you; wire.
 All Reply in Detail to
RAY MARSH BRYDON
ADOLPHUS HOTEL, DALLAS, and proper parties will get wires.

GOLD MEDAL
Shows

CAN PLACE CAN PLACE
FIVE MORE BIG FAIRS TO GO
MURPHY, N. C., THIS WEEK; FOLLOWED BY BIG CHEROKEE INDIAN FAIR, CHEROKEE, N. C.
CONCESSIONS—Popcorn, Sno Balls, Candy Apples, Frozen Custard, Hi-Striker, Ball Games, Bucket Store, Six Cats, Pitch-Till-You Win; all other legitimate Concessions open.
RIDES—Good opening for set of Kiddie Rides.
SHOWS—Penny Arcade, Glass House, Snake Show. Have complete 20x100 Side Show Top.
Wire JOHNNY DENTON, Murphy, N. C., this week

MAGIC **EMPIRE**
Shows

WANT FOR MAURY COUNTY FAIR, COLUMBIA, TENN., WEEK OF OCT. 2, AND SIX MORE FAIRS TO FOLLOW
 Concessions of all kinds. Some P. C. open to Concessionaires with two or more Hanky Panks. Can place Skillo, Count and Peak Stores. Have opening for Spot the Spot, Swinger and Buckets. JOE HARRY BAXTER NO LONGER CONNECTED WITH OUR ORGANIZATION. Need competent Ride Help for ten office-owned Rides. Immediate opening for Wheel, Tilt and Merry-Go-Round Foremen. WANT MOTORDROME, SNAKE SHOW, MONKEY SHOW, UNBORN AND ONE MORE GIRL SHOW. Paul Boyette and D. Hale want Pea Pool Dealers, Skillo, Razzle and Roll-down Agents.
 This week, Clay County Fair, West Point, Miss. Wire or come on.
A. SPHEERIS, Owner; PAUL BOYETTE, Agent

GEM CITY
Shows

THE DIAMOND of the SHOW WORLD **THE BEST IN THE MIDDLE WEST**

WANT WANT
CONCESSIONS OF ALL TYPES
ATHENS, ALA., THIS WEEK; TO BE FOLLOWED BY MERIDIAN, MISS. (FAIR); MOBILE FAIR AND CELEBRATION—DOWNTOWN; PRICHARD AND GULFPORT, MISS. (FAIR).
Address ART FRAZIER, Concessions Mgr.

CAN PLACE AT ONCE FOR BURLESQUE SHOW
OPENING SEPT. 30, KILLEEN, TEXAS, FOR 90-DAY RUN.
 Capable Girl Show talent, Specialty Acts. Also Count Store, Skillo and Hanky Pank Agents. Sammy Epple, Gordon Curly, wire and come on. Will book all Hanky Panks. All under a circus big top. Agents, wire **SCOTT LAMB**; all others wire
HEDA JOE STARR
KILLEEN, TEXAS

LEO LANE SHOWS WANT
 For five Georgia Fairs starting Crawfordsville, Sept. 25; Jackson next. Bingo, Cookhouse or Grab, Mug Outfit, Custard, all Hanky Panks open.
 Ride Help on 8 office owned rides
 Can use operator for Monkey and Snake Show, P. C. Dealers for office.

**coming
soon.....**



- to help The Billboard's Readers select the greatest fast-selling values in Christmas Merchandise . . .
- to enable The Billboard's Advertisers cash in on Peak Christmas Merchandise Orders.

Manufacturers • Distributors • Jobbers •
Sellers of Merchandise
Do the Biggest Selling Job you have ever done . . .

Get QUICK ACTION Sales and Orders by using
hard-hitting selling ads in this and other issues of
The Billboard between now and Christmas.

*Ask any Billboard Salesman about the Christmas Merchandise Issue
or write to any office of The Billboard for further information.*

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AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

AGENTS AND MANAGERS

PUBLICITY AGENT-MANAGER — EXPERIENCED in all types of advertising, exploitation. Theatre background. Free to travel. Write, giving brief details. Box C-223, care Billboard, Cincinnati, O. All letters answered.

RINK MANAGER, 25, MARRIED, EXPERIENCED all phases rink operation, permanent and portable, Southern location preferred, draft exempt. Contact Leon Stephens, 1217 Main, Parsons, Kan.

BANDS AND ORCHESTRAS

DOC COOK'S NBC ORCHESTRA—7 MEN; location, club, school dates; metropolitan area. Box 664, Perth Amboy, N. J.

FIVE-PIECE WESTERN OR HILLBILLY BAND for tour; have worked with top Western stars; two girls, three boys; have good transportation; consider all offers; free to travel. Wire or call Johnny Johnson, Ft. Smith, Ark. Phone 5798.

CIRCUS AND CARNIVAL

BAR PERFORMER AT LIBERTY—I AM IN good condition. Louis Ozvirk, care Mr. Rodak, #13 N. State (Shoe Shop), Chicago. oc7

LADY DIRECTOR WITH TEN BEAUTIFUL Shetland and Welsh Show Ponies; flash colors, featuring "Buster," black and white beauty baby colt. Finest equipment. Now contracting Christmas pony rides for large dept. stores, motion pictures, parades, midget ponies for babies, also larger ones. Frederick Burzee, Box 1026, Poughkeepsie, N. Y. Phone 7915-R.

SIGN PAINTER WISHES TO JOIN CARNIVAL that needs painting; Jenny horses my specialty; reasonable salary; wife has French fry; sober and reliable. Julius Smith, 3075 Dix, Lincoln Park, Mich.

SOBER SAILMAKER FOR WINTERQUARTERS; also make poles, stakes, stake pullers, rope banner lines; references. Pievin, 104 W. Kinzie, Chicago. se30

MISCELLANEOUS

COIN MACHINE MECHANIC—AT LIBERTY in about two weeks, 36 years old, 13 years' experience Music, Slots, Consoles, Shuffle Alleys, Pin Games, all type Arcade. Shop or route. Will take night job anywhere. If interested, state salary and working conditions. Box C-221, care Billboard, Cincinnati, O.

MAN AND WIFE WOULD LIKE CONCESSION work; will go anywhere; permanent connection desired; what have you? Write Leon Stephens, 1217 Main, Parsons, Kan.

SITUATION WANTED AS PARTNER TO lady in who acts, such as handkerchief, cigarette, etc.; also for new Amazon slave act; subject to ideas of lady partner. T. Phillips, 3311 Broadway, Apt. 4, New York City.

YOUNG ADVERTISING GRADUATE—DESIRES any phase of radio or theatrical advertising or promotion; prefer Chicago area, will travel. Write: Sanford Demian, c/o Lutake, 8122 Luella Ave., Chicago, Ill. se30

MUSICIANS

BASS DOUBLING VOCALS—PLENTY EXPERIENCED with entertaining cocktail units; commercial, read and fake, wide vocal range, draft exempt; photo on request. Box C-229, care Billboard, Cincinnati, O. oc7

BASSMAN—STRING OR BRASS BASS; GOOD tone, beat and intonation; desire big band, combo, trio or Western; desire location; have own transportation; age 22, married, sober; available in 4 weeks; consider all offers; also instrument repairman; cut or no notice. Gene Shinsky, 2250 Cassopolis Rd., Elkhart, Ind.

COMMERCIAL VIBES, ENTERTAINER, DOUB- ling society, Latin drums if required; excellent show tune memory; congenial; established hotel combo preferred. Box C-213, c/o Billboard, Cincinnati, O. oc14

CORNETIST—30 YEARS' EXPERIENCE IN ALL lines; disappointment caused this ad; morals good. Musician, 2220 N. 13th, Omaha, Neb. oc7

WM. A. ROGERS

SILVERWARE

by Oneida, Ltd., Silversmiths
26 PIECE SERVICE FOR 6 \$ 6.75
34 PIECE SERVICE FOR 8 8.75
50 PIECE SERVICE FOR 8 12.00
Rogers Anti-Tarnish Chests, 2-Tone 1.75
Many other sets available.

EUREKA WATERLESS COOKWARE SET

14 pc. extra heavy gauge, spun virgin aluminum. Guaranteed. 32 page cook book in full color. Display folder showing \$49.95 retail price.

COMPLETE, only \$8.50
Immediate Delivery—Continuous Supply.
\$20 Min. Order. 25% Dep., Bal. C. O. D.

H. B. DAVIS COMPANY
520 Hudson St. New York 14, N. Y.
Lots of Free Parking!!

DRUMMER-VOCALIST—UNION; NAME EX- perience; will travel; single; 30 years old; cut all shows; available immediately. Box 631, Gallup, N. M.

GIRL TENOR, CLARINET, BARITONE, group vocals. Thoroughly experienced; read, tone, jazz, available immediately; \$75 minimum. Box C-224, care Billboard, Cincinnati, O.

LEAD TRUMPET — VOCALIST, AND WIFE vocalist; name band experience; both for \$125 weekly; available October 1. Box C-227, care Billboard, Cincinnati, O.

OUTSTANDING ARTIST WITH HAMMOND Organ; attractive girl; tremendous variety; unusual novelties for dancing, dining, entertainment. Serene Cole, 7100 South Shore Drive, Chicago 49, Ill. Apt. 402, Saginaw 1-2790. oc7

PIANIST WITH SOLOVOX—THE LADY THAT plays the Old Songs; completing a 15-month engagement here. Laura, Androy, Hibbing, Minn.

PIANO MAN AVAILABLE FOR SMALL COM- mercial unit; South only; union; give details. Piano Man, Magnolia Hotel, Montgomery, Ala.

PIANO MAN — SEMI-NAME EXPERIENCE, play any style, will travel, have car; available October 5. Bill Bertie, Sherman's Dine & Dance, State & C St., San Diego, Calif.

ROLLER RINK ORGANIST WITH EXPERIENCE desires permanent connection; available after Oct. 15, 1950. Box No. C-209, c/o Billboard, Cincinnati, O. oc7

TENOR—AVAILABLE OCT. 1; PREFER COMBO or tenor band; have had experience with both; single, age 22, have car, Union Local 224 Mattoon; last job with trio, tenor, piano, drums; would organize combo if needed; have excellent library for combo. Roy Ellis, Gays, Ill. se30

TENOR SAX, CLARINET—JAZZ OR COMMER- cial; neat professional appearance; draft exempt. Phone 4-6226. Lee Ulbrich, 530 E. Monroe, Jacksonville, Fla.

TROMBONIST—DOUBLING FIDDLE, VOCAL, read, fake, sweet, Dixie or Western; union, cut or no notice; draft exempt; fifteen years' experience, ten years with same semi-name band; married; prefer Houston, Tex., or vicinity. Write or wire Musician, 3821 O.S.T., Houston, Tex.

TRUMPET—EXPERIENCED; PREFER SMALL combo. Also prefer West location but will consider otherwise; married. -Box C-222, care Billboard, Cincinnati, O. oc7

TRUMPET, 29, SEMI-NAME EXPERIENCE; vocal, arranger; lead or section; prefer location work. Box #C-226, c/o Billboard, Cincinnati, O. oc21

WESTERN, HOT FIDDLE, DOUBLE RHYTHM guitar, vocals, trio parts; prefer staff job, must be permanent. Write or wire Bob McCoy, Radio Station KCOW, Alliance, Neb.

PARKS AND FAIRS

AERONAUTICAL SENSATION — OLD-FASH- ioned balloon ascension, inflated by open pit trench; multiple parachute drops; just finished entire season at leading Northern park; open for booking in South after Sept. 20th; write or wire now; in 31st season; also have references. Col. Frank L. Hiestand, 704 So. Illinois St., Greencastle, Ind. se30

AT LIBERTY — YOUNG LADY; SINGLE; Trapeze, Ladder, Platform, Rolling Globe. E. R. Gray, 671 Sweetser Ave., Evansville, Ind. se30

BALLOON ASCENSIONS, PARACHUTE JUMP- ing; modern equipment for parks, celebrations; always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. oc28

"ENGAGE" CHARLES LA CROIX, OUT- standing platform trapeze act for outdoor celebrations, etc.; for full particulars address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Ind.

GREAT CALVERT — AMERICA'S LEADING high wire performer; all bookings independent; price, \$350 weekly. Great Calvert, 164 Averill Ave., Rochester, N. Y. oc21

SENSATIONAL HIGH WIRE ACT—25 YEARS of impressive results; available parks, fairs, celebrations. Capt. Earl MacDonald, 456 Lamphier Place, Warren, O. oc28

SKY PRINCE—AMERICA'S YOUNGEST DARE devil; 110 ft. sway pole with traps; Fairs, Celebrations or balance of season with reliable carnival. Lee Slade, 2646 Park Ave., Detroit, Mich. oc7

THE LEHMBECKS—HIGH CLASS ENTERTAINMENT for indoor or outdoor events. Write 2015 Oliver St., Fort Wayne 5, Ind., for literature and particulars.

WORLD'S HIGHEST CONTORTION TRAPEZE Act. Available for late Southern fairs or balance of season with reliable carnival that can afford 3 people's salary. Gorgeous girls beautifully costumed, flashy rigging. Contact Jerry D. Martin. Billboard Office, Cincinnati, O. se30

VAUDEVILLE ARTISTS

GEROGE M. TAYLOR, VENTRILOQUIST (KNEE figure); Nellie H. Taylor, real novelty musical act; chimes, sleigh bells, trick violin, paper tearing; available after Nov. 2. Address 268 East Church St., Homer City, Pa. (Prefer indoor work.)

IMPERSONATOR—AGE 25 TO 45, VERSA- tile effeminate, neat wardrobe; write for picture. Austin James, Box 1923, Delray Beach, Fla.

IMMEDIATE DELIVERY ON THIS HOT ITEM!

PISTOL LIGHTER

THIS IS THE GOOD ONE!



EXACTLY AS ILLUSTRATED!

NEW LOW PRICE!

The Lighter We Picture is The Lighter You Get!

2 1/2" HIGH—3" LONG

\$12.00 DOZ.

SAMPLE \$1.50

PEARL HANDLE Pistol Lighter \$21.00 Doz. Sample, \$2.00

JR. SIZE PISTOL LIGHTER \$7.20 Doz. Sample, \$1.00

25% Deposit with order Balance C.O.D.

WRITE FOR FREE 1950 CATALOG!

GEM Sales Co. 533 Woodward Av. Detroit 26, Mich.

BIG GENERAL CATALOG (322 PAGES) READY

STATE BUSINESS WHEN REQUESTING COPY

- Plush Toys, sparkling Plaster, first, second and third shelf Bingo Prizes, Slum, new Jap imports and a thousand other items. All at the lowest prices.
- MA 10—Pocket Combs. Gr. \$1.00
 - MA 11—Plastic Cigarette Holders. Gr. 1.75
 - MA 12—Jap. Charm Knives. Gr. 2.00
 - MA 13—Finger Traps. Gr. 1.00
 - MA 214—Fur Trapeze Monkeys, 8 1/2 Inch. Doz. 1.85
 - MA 15—Imp. Hawaiian Leis. Gr. 1.75
 - MA 16—Jap. Flying Birds. Gr. 6.00
 - MA 17—Jap. Paper Parasols. Gr. 8.50
 - MA 101—Baseballs. Doz. 2.25
 - MA 201—Assorted, imported China Vases, Figures, Novelties, etc. Were priced as high as \$4.80 gross. At least 8 different items to every gross. Per Gross \$4.20
 - MA 202—Larger sizes. Very finely finished and glazed. Were priced as high as \$10.00 gross. At least 8 different items to every gross. Per Gross 8.50

25% DEPOSIT WITH C. O. D. ORDERS. POSTAGE EXTRA.

When requested, a change apron will be sent FREE with each order for \$25.00 or more.

LEVIN BROTHERS

Established 1886 TERRE HAUTE, INDIANA

FIFI the FAN DANCER

Introducing a Sensational NEW ITEM

This fantastic creation is gorgeously sculptured from soft flesh-like plastic material. Her lovely three dimensional figure will become lifelike and dance in the slightest breeze. Greatest 50¢ seller for Pitchmen, Salesmen, Cigar Stores, Carnivals and Fairs.

\$44.50 Gross **\$4.00** Per Sample Dozen

Or send \$1 for two pre-paid samples.

Attach this Beauty anywhere and watch her dance.

CALDWELL MFG. CO.

1516 N. WESTERN AVE. HOLLYWOOD 27, CALIF.



FINISHED PHOTOS IN 2 MINUTES

Greatest Quick Photo Invention in History!

P D Q CHAMPION PHOTOMASTER

Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER-SPEED" direct positive paper. Picture size 2 1/2 x 3 1/2 in. Complete, easy-to-operate portable photo studio.

700% PROFIT

Pictures cost 2¢—sell for 15¢ to 25¢. Folks see photos "come to life" in broad daylight. PHOTOMASTER is the dream come true for pitchmen, "muggers," etc.

WRITE TODAY! Get all the facts about the new, amazing PHOTOMASTER.

P D Q CAMERA CO. 1161 N. Cleveland Ave., Dept. BH Chicago 10, Ill.

ENGRAVERS

WITH IT SINCE 1907



ORIGINATORS OF THE ALL-ALUMINUM IDENT'S • MEN'S IDENT'S • LADIES IDENT'S • DOUBLE HEART IDENT'S (ALL-ALUMINUM) \$14.40 GROSS
MEN'S MASSIVE LARGE ALUMINUM IDENT'S \$2.00 DOZEN.

ALL ALUMINUM GRAB BAG IDENT'S \$7.00 NOT IN STOCK

SIGNET RINGS ADJUSTABLE FOR ALL SIZES NICKEL \$6.50 FINISH HIRE ORDERS SHIPPED 1 CG.



MILLER CREATIONS (Phone: BAyport 1-5338) 7739 Avalon Ave. • Chicago, Ill.

ORIGINAL "WOLF PACK"



Regulation size playing cards featuring fifty-two exciting art studies of gorgeous models in full color!

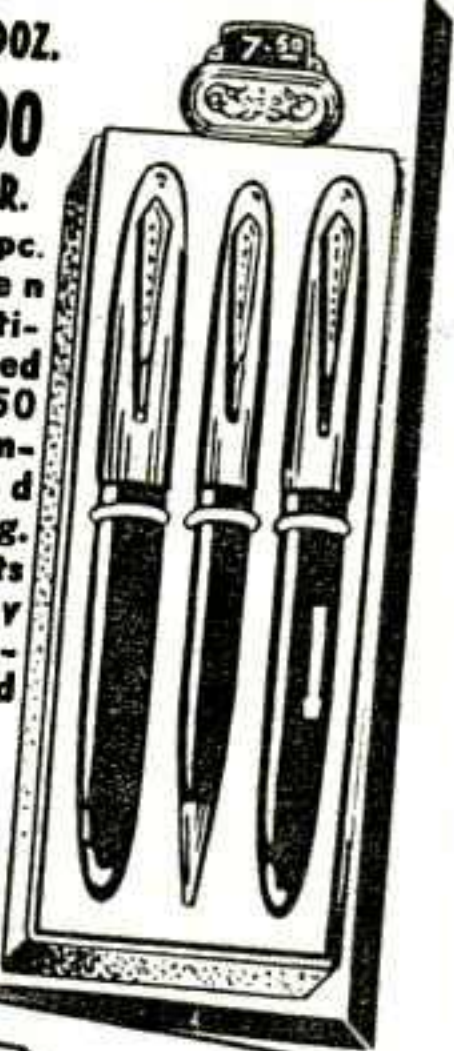
\$9.50 Doz.

Sample Pack, \$1.25

\$4.50 DOZ.

\$48.00 GR.

"Original 3 pc. Kimco Pen Sets, beautifully boxed with \$7.50 gold embossed price tag. All sets fully guaranteed"



"DREAM GIRL" LITE-UP PENCIL \$4.25 DZ. \$48.00 GR.

Small Black Handle Gun Lighter \$6.50 Doz.

Automatic Type Gun Lighter \$7.20 Doz.

Large Black Handle Pistol Lighter \$8.50 Doz.

#3902 Continental Black Handle Lighter \$10.80 Doz.

Large Pearl Handle Gun Lighter \$12.00 Doz.



- #9 Kat Mottle Balloons \$4.80 Gr.
- #11 Mottle Print Balloons 4.50 Gr.
- #14 Kat Mottle Balloons 6.00 Gr.

HOTTEST NUMBERS IN MECHANICAL TOYS THIS YEAR! IMMEDIATE DELIVERY!

- LARGE WALKING BEAR
- SMALL WALKING BEAR
- BEGGING POODLE DOG
- LARGE WALKING ELEPHANT
- ITCHY DOGS
- JUMPING FUR DOGS

25% Deposit Required With All Orders, Balance C. O. D.

Write for Football and Novelty Catalog!

KIM & CIOFFI



Football Catalog now ready—Write for your copy!

912 ARCH STREET PHILADELPHIA, PA. MARKET 7-2283



SHOOTING BALL PEN

Write it won't; shoot it will! Everyone is a prospective victim, especially the chronic pen borrower. A fast, explosive seller. 1000 laughs!

Dozen \$3.75 Gross \$41.50

Prices F. O. B. Ind'pls., include postage with order. 25% deposit with C. O. D.'s.

KIPP BROTHERS

Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, IND.

MERCHANDISE TOPICS

New York:

Skeeter the Fire Eater, is offered to the trade as a \$1.19 retailer. Skeeter, a gaily colored duck, sits on the edge of an ashtray. When a cigarette is inserted into his mouth, the heat causes the duck's mouth to close, snuffing out the lighted cigarette. After that, the bird opens its mouth, and the butt falls into the ashtray. . . . Same supplier, Iacono-Johnson Associates, is selling a flower bowl filled with soil-less growing material. If the buyer adds water and exposes to the sun, multi-colored flowers are guaranteed to grow from the bowl—a 50-cent seller.

The Butalite Corporation is the latest to hit the market with a butane lighter (for others see Merchandise Topics May 20 and September 9 issues). A \$5.95 retailer, the lighter works via the gas cartridge principle, and the manufacturer claims it is the only butane lighter that operates with a flip of the lighter lid. . . . Speaking of lighters, the Triplex Lighter Company has a \$1.25 windproof lighter featuring a gale guard and push-button flint changer. It is reported that an electric fan cannot extinguish the lighter flame. . . . Also, Zippo is offering leather-covered pocket lighters for \$5.50. The lighter leathers are furnished in either English Morocco or hand-burnished calfskin in a variety of colors. . . . Still another lighter innovation is the Beattie jet with a flame that can be pointed. Upright, the lighter flames in the usual manner, but tilted, it jets into a thin stream of flame for lighting pipes. It sells at \$5 and up.

As a 19-cent novelty, Bayshore Industries has introduced a 14-inch

replica of a diamond back rattler. . . . Microlite has shown Cowboy Jim, a 59-cent retailer. The plastic lapel pin is shaped as a cowboy's head wearing a black hat. When the lapel string is pulled, the cowboy's nose lights. The item is furnished with battery and bulb plus a plastic gun charm attached to the pull string. . . . Another new novelty is Bantamlite's miniature flashlight that looks like a candid camera. The 59-cent seller (with bulb and battery) is black plastic with a red carrying strap. . . . Oak Rubber Company has announced flying saucer balloons. Imprinted with a picture of a "man from Mars," the balloon inflates into a circular shape with streamer tail. According to the accompanying instruction card, the balloon flies, roars and zooms into space. . . . For children, Howard Products has a hobby kit that takes, develops and prints pictures. The kits sells for \$5.95 and \$7.95. . . . And, of course, we don't need to mention that the doll business is doing unusually well this season.



LARGE SIZE FINEST QUALITY BLACK HANDLE BRIGHT CHROME \$8.40 Doz.

CHECK THESE LOW PRICES

- Pearl Handle Lighters—Large \$11.40 doz.
- Pearl Handle Lighters—Med. 9.00 doz.
- Camera Lighter—Compass & Plunger 12.00 doz.
- Clever Walking Bear 7.20 doz.
- St. Steel Expansion Bands 6.50 doz.
- 3-Pc. Pen Sets—\$7.50 Tag 4.20 doz.
- 4-Pc. Pen & Knife Sets 6.50 doz.
- 5-Pc. Pen-Knife-Flash Set 10.00 doz.
- 5-Pc. Golden Traveler Sets 14.40 doz.

BALL PENS—5 Colors Metal Caps \$14.40 GROSS

2 NEW TERRIFIC NOVELTIES

- Mr. Big—Cigar Flashlight. \$4.20 Doz.
- Mme. Fatima—Make Her SHAKE and SHIMMY—SHE'S A SEXY GAL. \$4.00 Doz.

IMMEDIATE SHIPMENT—F. O. B. CHICAGO, NET 10 DAYS OR 25% CASH WITH ORDER ON C. O. D.'s.

Banner Merchandise Co.
145 So. Wells St. Chicago 6, Ill.

CHANGEABLE

MAGIC SIGN LETTERS

NEW plastic letters stick to glass without glue.
EASY sales. Sell on sight to stores, cafes and markets.
WRITE for free sample and details. Send postcard today.
GARY ENTERPRISES, Dept. 6
1319 N. Highland Hollywood 28, Calif.

All Extra Heavy Mountings

10 days' money-back guarantee if rings not as represented. Merchandise for resale only.

Only Genuine Rolled Gold Plate Sold



#B2256
Genuine 1/30 14K R.G.P. 2 White Stones. Per Doz. \$15.75

#B2172
Genuine 1/30 14K R.G.P. Medium Size Center. 4 Ruby Color Sides. Per Doz. \$15.75

#B2200
1/30 14K R.G.P. Cluster, white trim. Choice any color center—ruby, amethyst, emerald, sapphire, aquamarine, topaz, white, fire opal. Per Doz. \$6.00

NEW Catalog Listing Complete Line. Sample Assortment—\$7.50—\$15.00—\$25.00. \$1 Per Doz. Deposit on All C. O. D. Orders. Immediate Delivery—Any Quantity

DES MOINES RING CO.
1155 26th Street Des Moines, Iowa

SEND FOR Free COPY TODAY!

New 1950 Catalog

IS NOW AVAILABLE ATTENTION, CONCESSIONAIRES AND NOVELTY WORKERS

Our general catalog illustrates the latest and most complete line of Novelty and Premium Merchandise including Blankets, Electrical Appliances, Glassware, Aluminumware, Clocks, Lamps, Toys, Dolls and hundreds of other popular items suitable for Sales Board Operators Premium Users etc

GELLMAN BROS. Inc. 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

ATTENTION! ENGRAVERS -- DEMONSTRATORS

NO. 800 **5c** EACH

SAMPLE IDENT ASSORTMENT \$4.00

GRAB BAG MERCHANDISE 5c EACH

25% Deposit on all C. O. D. Orders

PLEASE STATE YOUR BUSINESS

2ND TO NONE FOR VALUES

NO. 767 **5c** EACH

Least Shipped, 1 Gross

"Brisco Pete" 604 W. LAKE ST., CHICAGO 6, ILL. FRANKLIN 2-2567
FOR SAME DAY SERVICE CALL

BULK—CONFETTI—BULK

50 LB. BAG \$5.00
100 LB. BAG 9.00

No Less Than 50 Lbs. Sold. Full Amount Must Accompany Order.

LEE BECHT

P. O. BOX 92

MT. HEALTHY, OHIO

OPERATORS!!

HERE'S A REAL PREMIUM "WINNER"



Stimulate your location play with this beautiful FIVE PIECE COSTUME JEWELRY SET. This set has everything—beautifully glistening stones expertly designed to achieve a rich and lustrous appearance. Brass construction with a 24 kt. gold plate finish. Set consists of pair of earrings, brooch pin, bracelet and necklace. All pieces designed expertly and inserted into a plush hinge box silk lined. Set also has a 29.95 price tag and a 24 kt. gold plate label. Comes in 3 colors—blue, rose and multi (assd. colored stones). We urge you to try this set. You'll never regret it. Rush your order in now and be convinced.

\$4.75 EACH

DOZ. \$54.00

A GREAT PLAY STIMULATOR!

NOTE: You can also operate this "hot" item on your route. On request we furnish free a 40 hole push card at 1 to 39 cent play that takes in \$14.50. Most ops use 2 pieces to the deal, one for location and one for winner under the seal. THERE IS GOOD PROFIT HERE.

TERMS: All goods shipped FOB Kansas City. When money is sent in full allow small amount for postage, unless you desire railway express to be used. On COD orders send 25% deposit.

STEINBERG & CO.

105 W. 9th Street
KANSAS CITY 6, MO.

Attractive Jewelry Sensationally Priced!

TAKE ADVANTAGE NOW!

Hyro Costume Jewelry means quick sales and profits for you. Examine our promotionally priced sets and be convinced.



#501 Rhinestone Necklace and Earrings—Silver & Crystal or Silver & Pearl.

\$14.50 Dz. Boxed or

\$13.25 Dz. Unboxed



#502 Antique Gold Necklace and Earrings—Pearl & Multi-Colored Stones.

\$14.50 Dz. Boxed or

\$13.25 Dz. Unboxed

Minimum order one dozen

Send \$2.00 for a sample set. Write for our catalog.

Jobbers, write for quantity prices.

25% deposit, balance C. O. D.

HYRO COSTUME JEWELRY CO.

1123 BROADWAY NEW YORK 10, N. Y.

Individual items available. Set boxes also available in 7 other style combinations. All boxes silk-satin lined with or without "Hyro, N. Y.," gold imprinted.

Authentic Reproductions of Fabulous Originals
Retail up to \$45.00
Short Time Special

BURKE S-T-R-E-T-C-H-E-S YOUR DOLLAR

DOLLAR

RX-1

Nothing but absolutely nothing has the glamour of a sparkling, dazzling diamond. And when you have almost the finest detail, has the fastest setting, has the most beautiful, has the most valuable at a price that

300 quarter carat diamonds, comparable eye catching, breath-taking beauty. All this, stone for stone, detail for detail, has been reproduced to make one of the fastest ever seen. Truly a super value at a price that would be right for the gorgeous bracelet alone. Comes with a \$45.00 tag.

RX-2

Accurate detail-by-detail copy of very expensive set. 98 gorgeous full-cut dazzling diamonds plus 20 remarkable realistic large size baguettes. Precision hand-set in sparkling rhodium or heavy gold plate at a price that would be a bargain for the necklace alone. Retail up to \$37.50.

Sample in gorgeous presentation box. **\$5.00**

6 sets, unboxed, \$3.50 set.

6 sets gift boxed, \$4.00 set.

Order by number

RX-3

A remarkable achievement. All the thrill of the dazzle... all the sparkle of the original. 8 gorgeous pearls amid the splendor of 56 select simulated turquoise and 56 realistic amethyst. Each stone hand-set as in the original in choice of sparkling rhodium or heavy gold plate. Bracelet, Necklace, Pin and Earrings (really 2 sets in one) at a price you'd expect to pay for necklace alone. Retail up to \$37.50.

RX-4

Faithful reproduction of a precious original worn by one of the richest women in Paris. Delicate tracings of brilliant simulated diamonds surrounding the full carat center brilliant and high-lighted by the tear drop pearl pendant on the tear drop pearl selected rhinestones and high-luxurious platinum-like, long-lasting rhodium finish. Available also in beautiful 24K gold plate with over 200 centers surrounded rubies and turquoise.

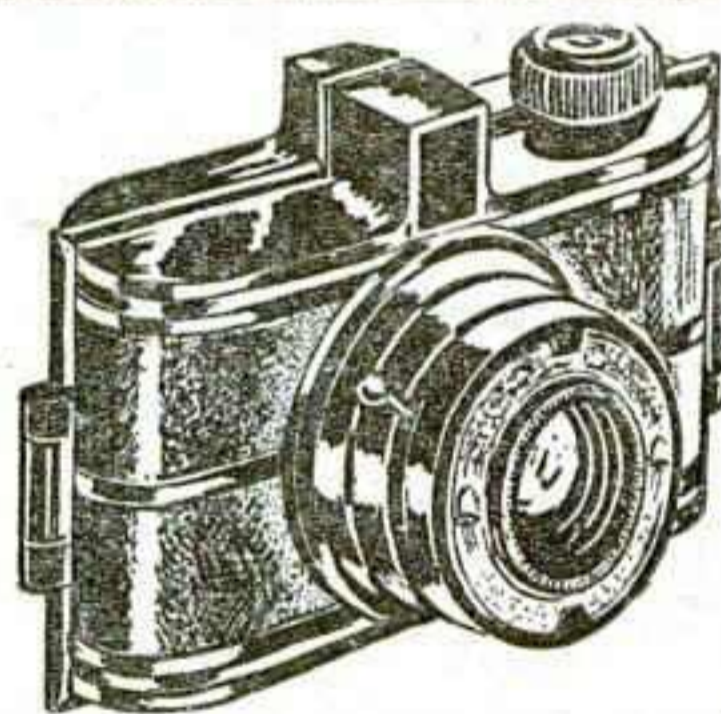
SENSATIONAL \$1.00 DOZ. CLOSE-OUTS

Retails for 60¢ Plastic Compacts with makeup. 69¢ Schnoz With Shell Glasses, better kind. \$1.00 Toilet Waters in extra fancy bottles. 75¢ Pen Knives, all nickel plated. 35¢ Genuine Nylon Tooth Brushes, individually boxed. 49¢ Sun Glasses, genuine Crookes lenses, shell frame. 25-50¢ Ass't. Figurines, wonderful selection. 50¢ Writing Portfolios, contains envelopes, paper, etc. 50¢ Scatter Pins or Earrings. 25¢ Fancy Silver Plated Ashtrays. 25¢ Crystal Salt and Pepper Shakers, chrome tops. 50¢ Military Type Hair Brushes. \$1.00 Pinaud Face Powders. 50¢ Oil Paintings, 4x4 1/2, imported from Holland, mounted ready for wall.

25% Deposit on C. O. D. Orders—FREE CATALOG ON REQUEST.

TED BURKE INDUSTRIES Dept. B-14, 10 W. 27th St., New York 1, N. Y. MU 4-6756

SENSATIONAL CAMERA OFFER! \$5.00 PER DOZEN



Because we want to empty our warehouse to make room for a brand new line, you can and should take advantage of a TREMENDOUS BARGAIN VALUE.

HERE IS AN OFFER YOU CANNOT PASS BY!

We offer a regular \$1.98 camera-retail deal that ★ Is Candid Type ★ Takes 16 pictures to the roll ★ Uses inexpensive 127 Film ★ That is handsome in more ways than one ★ That is packaged individually in a pretty-as-a-picture box—At a DEAL THAT IS DRAMATICALLY REDUCED FOR IMMEDIATE CLEARANCE!

We Want Canvassers, H to H Men, Carni Men! Look at These Prices Then Act—Right Now!

CAMERAS—\$5.00 per dozen
FILM—\$1.80 per dozen rolls
CARRYING CASES—\$1.50 per dozen

*Prices quoted by the dozen are for gross lots only. Smaller orders, add \$1.00 per dozen. Deposit of \$5.00 required on all camera orders.

GET ON THE BANDWAGON NOW—STOCK UP SUPPLY will be SHORT!

Rush your name and address with your order for this hard to get merchandise. ALL ORDERS SUBJECT TO PRIOR SALE. WANT REAL ACTION? Phone STILLWELL 6-9292.

MARNE SALES CO. Dept. BB, 4024 22nd St., LONG ISLAND CITY 1, N. Y.

CHARLES BRAND NOVELTY CO.

\$30.00 gross also 6" & 7" dolls & monkey.

\$18.00 gross

\$18.00 gross also: Duck, Rooster, Football Player,

SENSATIONAL XMAS ITEMS BRAND SUCTION CUP DOLLS

All parts of the country go for Brand suction cup dolls the year 'round and especially for Xmas. Amazing "Brand 3 Way Couple" can be mounted front, back or bottom as well as on auto radio antenna—A Brand exclusive Terrific buys at these low prices!

Headquarters for Foxtails, Comic card cat tails, Rabbits foot. Key chains, Itchy Dog, etc. 25% Deposit on C.O.D.'s Prepaid on Cash with order. Some territories open for Mfrs. representatives Write for Catalog & Price List

154 W. 27th Street, New York 1, N. Y.

#195
CRYSTAL HURRICANE LAMP

\$1.30 Ea.

\$15.00 Per Doz.

Stunning is the word for this most distinctive of all lamps. Beautiful on the mantle, piano, or suitable as prizes. Has 3/4 frosted glass shade with clear crystal crimped top. Height 15 1/4". Also available with Ruby Shade and Ruby Prisms. Specify color desired. Packed 2 to Carton (no less sold)

All orders are F. O. B. Chicago. Please include 40¢ for each pair of Lamps to cover parcel post. TERMS: 25% deposit required on all orders—balance C. O. D.

#711
NOVELTY DICE LAMP

\$1.15 Ea.

\$12.00 Per Doz.

Made of opal white glass. Colors available: black dots Height 10 in. Individually packed. 12 to a master carton. Weight 3 lbs. each lamp.

Our new 44-page 1950 Catalog just off the press. Send for your copy today —It Is Free.

SERVING THE CARNIVAL TRADE OVER 34 YEARS
M. K. BRODY
1116 S. HALSTED ST.
CHICAGO 7, ILL.
All Phones: MOntroe 6-9520

LATEST IMPORTATIONS

Lowest Prices
Immediate Delivery



#500/41 3-pc. silver antimony Table Lighter, Cigarette Urn & Tray Set \$9.00 Doz.



#200/58 Camera Lighters \$7.20 Doz.



#5825 Western Boot Table Lighter \$7.20 Doz.



#1396 Lamp Style Table Lighters. \$9.00 Doz.

#100/40 Giant Porcelain Table Lighters. \$9.00 Doz.

25% deposit must accompany all orders, balance C. O. D. No merchandise will be shipped in less than dozen lots. Write for Pre-Korea Price List.

IMPERIAL MDSE. CO.
893 BROADWAY, NEW YORK 3

NO. 1052	PISTOL LIGHTERS	DOZEN \$ 6.00
6202	AUTOMATIC PISTOL LIGHTERS	10.80
200/36	ANTIMONY SILVER JEWEL CASE	9.00
1539	ANTIMONY SILVER HORSE & RIDER ASH TRAY	9.00
1536	LARGE ANTIMONY SALT & PEPPER SETS, in Handsome Silk-Lined Display Box	10.20
481	LARGE SIZE ATOMIZER, Individ. Boxed	2.00
3022	IMPORTED BINOCULARS	4.50
827	LARGE METAL OPERA GLASSES	9.00
200	IMPORTED METAL TELESCOPES	2.40
840	3 PC. STAINLESS CARVING SETS, Attractively Boxed	10.20
500/31	ANTIMONY SILVER & ENAMEL CIGARETTE BOXES	9.00

Pipes For Pitchmen

By Bill Baker

NOELL'S ARK. . . . gorilla show owned and operated by Bob and Anna Mae Noell, has the following roster: Clifford Faust, tramp magician and Punch; Lorin Wilcox, boxing kangaroo; Red Harris, banners, cotton candy and snowballs; Herman Gravely, banners, popcorn, hot dogs and drinks; D. P. Sellers, advance agent and business manager; J. W. Roach, electrician and tickets; Helen Roach, all-round helper; Velda Mae Noell, swinging ladder; Johnnie Roach, foreman; Mack Atkins and Sam, working boys. Robert Noell is boss man, animal trainer and ventriloquist, while Anna Mae Noell handles the cartoonist, timekeeper, puppets and talking chores. Among recent visitors to the show were Mr. and Mrs. Hoxie Tucker and daughter and E. S. Holland, who operates a number of drive-in theaters in North Carolina.

FRANK CURRY . . . comes thru with his first pipe from Kinston, N. C., after returning from what he terms the Crusade, to report that the tobacco markets are no good. He adds that too many new towns opened markets and that there are too many new large warehouses in the old established market towns. Frank says that the growers sell the weed so fast that they return home in time for lunch and it's virtually impossible to set up a tip. "A few (See Pipes on page 88)

OAK-HYTEX FLYING SAUCER BALLOONS



WORKERS AVAILABLE

IT FLIES! IT ROARS! IT ZOOMS!

A GREAT item to demonstrate — and sell! Everybody wants this clever, modern novelty. Here's thrilling action — up-to-the-minute appeal! Instructions are printed on one side of balloon.

\$1280 per gro. plus shipping charge

ORDER FROM YOUR JOBBER TODAY.

The OAK RUBBER CO.
RAVENNA, OHIO.

DE-LIGHT-ful Lady Fair HURRICANE LAMPS NO. 88

IT'S GREAT—BIG—TALL—TERRIFIC

Here is a Dazzling Lamp that is taking the trade by storm. Expensive looking clear crystal glass, 17 3/4" high. Tall thin blown frosted shade. 12 full cut 6" non-breakable prisms for scintillating diamond like radiance. Get in on the ground floor. Here is a "natural" for Carnivals—Bingo—Coin Machine Operators, etc.

Prompt Delivery—Packed 2 to Carton, \$2 ea.

Min. Order—12 Lamps—\$1.75 Each (Packed 6 Lamps to Master Carton)

Terms—Net 10 days to rated firms. Or 25% cash with order—balance C. O. D. F. O. B. Chicago.

INDEPENDENT SALES SERVICE
3454 Southport Ave. CHICAGO 13, ILL.
The House of Amazing Values

BARGAINS!!

24 PC. "MALACCA" PLATE
Serv. for 6, complete with display chest, only \$2.40 EA.

GENUINE MARLIN DOUBLE EDGE BLADES
Packed 1000 per box, reduced to \$2.95 PER 1000 (Minimum order 3 M)

FRENCH OPERA GLASSES
Black with chrome trim, special \$2.88 DOZ.

BARONESS PEARLS
In gift box with seal and gold price tag \$5.25 DOZ.

MINIMUM ORDER, \$10.00
25% DEPOSIT, BALANCE C.O.D.

VALLEY SUPPLY
339 HOLT ST. DAYTON 7, OHIO

IMMEDIATE SHIPMENT ON

OAK BALLOONS

25% deposit on C. O. D. Orders. Prices Do Not Include Postage.

KIPP BROTHERS
Wholesale Distributors Since 1880
240-42 So. Meridian St., Indianapolis 25, Ind.

OAK BALLOONS

For Immediate Shipment. Write for FREE Catalog.

STATE NOVELTY CO.
618 W. St. Clair Cleveland 13, Ohio

PUNCHBOARD, PREMIUM AND VARIETY OPERATORS

VEDA offers you a quality line of SIMULATED PEARLS, exquisitely boxed. All necklaces have beautiful rhinestone clasps. Price tags and guaranty slips are enclosed in box.

Our steel boxes are covered with blue velvet and lined with white satin. Each box has a protective outer container. Terrific eye appeal!

Single Strand . . \$3.50 Ea. in Dz. Lots (\$12 tag)
Double Strand . . 5.00 Ea. in Dz. Lots (\$22 tag)
Triple Strand . . . 6.50 Ea. in Dz. Lots (\$33 tag)

Send \$17.50 for sample ass't including 1 single, 1 double & 1 triple strand.

Jobbers—Write for quantity prices.
25% Deposit, Balance C. O. D. if not rated.

VEDA PEARLS 82 Bowery New York 13, N. Y. Walker 5-3838

HALVORFOLD NOW AVAILABLE AS PREMIUMS AND ADVERTISING GIFTS

Premium houses, novelty salesmen and large users of advertising gifts are invited to write direct to the manufacturer of the famous Halvorfold regarding their needs.

More than 35 years of making the Halvorfold and similar top grade leather goods assures your satisfaction. Write today, stating item and quantity in which you are interested. JOBBERS, DISTRIBUTORS and NOVELTY SALESMEN: Ask for our proposition. Some territories still open.

HALVORFOLD-KWIKPRINT CO., Dept. 11
700 E. Union St., Station G, Jacksonville, Fla.

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WE NOW HAVE NEW WAR MAPS

These new WAR MAPS are the most timely premium, available today. We can ship anywhere in the United States and also we can give you authority on a good farm publication. Write for prices.

ED HUFF & SON
P. O. Box 7696 Dallas 10, Texas

FINE VIEW POSTCARDS

Printed from your Photograph

2,000\$19.00	12,000\$ 78.00
4,000 32.00	18,000 108.00
6,000 42.00	4 WEEKS DELIVERY	

Postage FREE on prepaid orders.

The MAYROSE Co.
923 Chandler Ave. Linden, N. J.

SALESMEN!

WRITE THREE WORDS COLLECT \$7.65

Write with Light

SENSATIONAL NEW ADVERTISING SIGN

YES, MAKE \$7.65 on 10-second demonstration to merchants. Write on glass with amazing magic crayon and presto—a 5-color advertising message takes fire and glows like a brilliant neon sign! Three sales a day and \$22.95 profit is for "lazy" men. Workers can double to triple that amount. FREE SALES KIT. Don't wait. Rush your name and address on a penny postcard for full details and complete sales kit—ALL FREE. Write Today!

MAXILUME CO., 125 W. Hubbard St. DEPT. L-139-D CHICAGO 10, ILLINOIS

COMPLETE CATALOG NOW BEING MAILED OUT

YOU MUST STATE LINE OF BUSINESS OR CATALOG WILL NOT BE MAILED OUT

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

Punch Work Demonstrators

You can make MORE money selling our PERFECTED ART NEEDLES.

Set consisting of holder and 4 points. \$23.00 per 100. All nickel plated steel. Other size points also obtainable. Sample set \$1, cash with order. Terms: 25% with order, balance C.O.D., F.O.B. Chicago. We also make Muslin Pillow and Colored Burlap Rug Patterns, Embroidery Hoops, Frames, Brushes. Eyes and other accessories.

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1160 Farwell Ave. CHICAGO 26, ILL.

LADIES' AND MEN'S MODELS



SWISS WATCHES

Sparkling new cases; genuine Swiss movements precision rebuilt and guaranteed like new!

7-Jewel \$8.45
15-Jewel \$ 9.45
17-Jewel 10.45
Rhinestone dial, add 95¢.

Elgins, Walthams, Benrus

With Beautiful Rhinestone Dials . . .

Lovely new cases with glamorous Rhinestone and simulated Ruby dials. Genuine movements rebuilt like new.

15-Jewel, \$12.45
17-Jewel, \$14.40
\$9.75 7-JEWEL

Order Round or Long Case



Order in lots of 3 or more. 25% deposit on C.O.D. Orders.

WRITE FOR FREE CATALOG!

Cel-Max
WHOLESALE JEWELERS

198 S. Main St. P.O. Box 473
MEMPHIS, TENN.

ORIGINAL ELGINS, WALTHAMS, GRUENS, BENRUS, BULOVAS!

Refinished Like New!

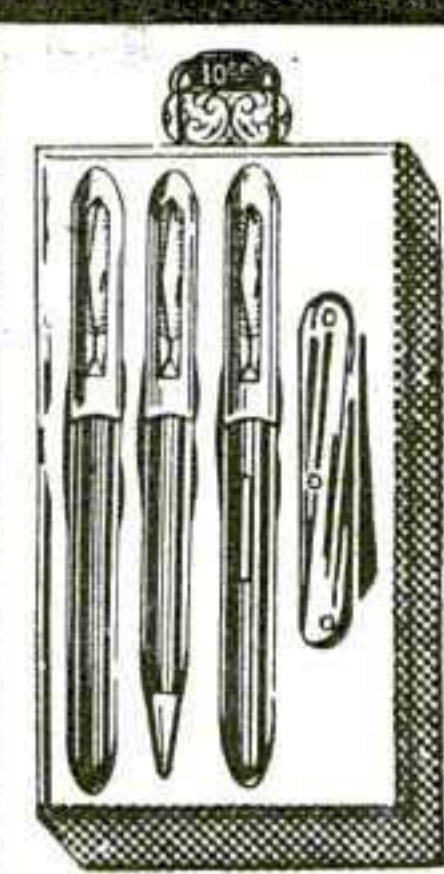


Each Watch in Excellent Condition.

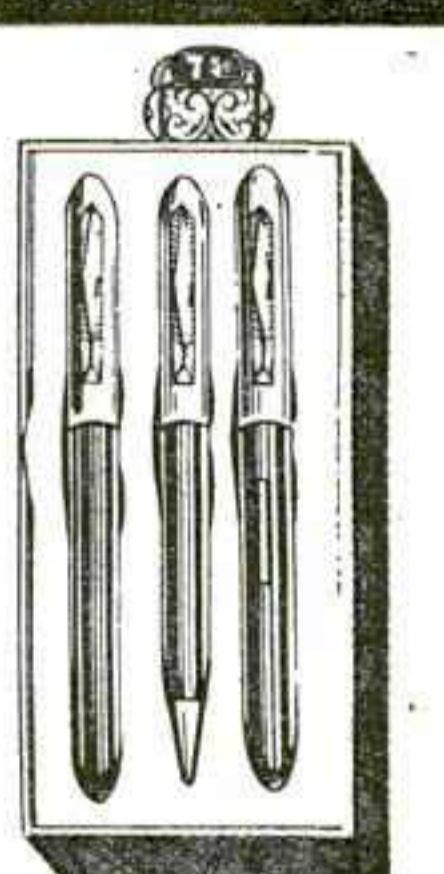
7-Jewels in Elgin and Waltham Only \$9.95

15-JEWELS, available in all the above mentioned watches, \$12.95.

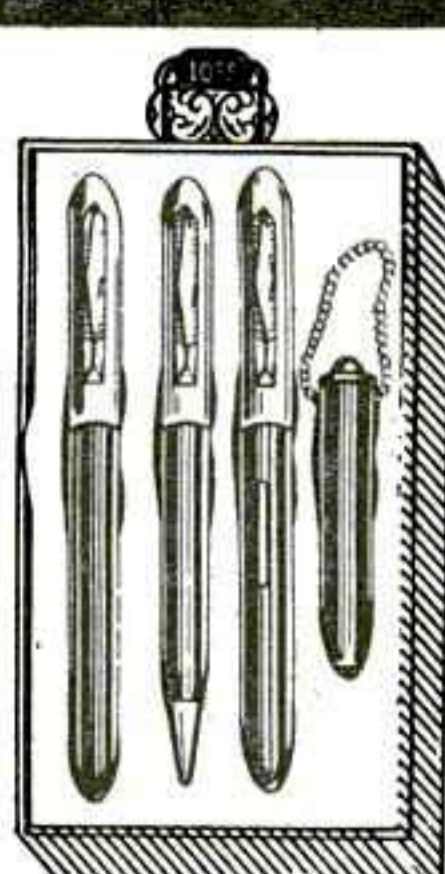
DIRECT FROM MANUFACTURER



STYLE =4-PK
4 Pc. Plastic Pen Set with Knife
Gold Price Tag \$10.00
\$64.00 GROSS
\$5.75 DOZ.



STYLE =3-CC
3 Pc. Plastic Pen Set
Lever Fountain Pen—Propel and Repel Mechanical Pencil—Ball Point Pen.
Gold Price Tag \$7.50.
\$43.50 GROSS **\$4.00 DOZ.**



STYLE =4-PF
4 Pc. Plastic Pen Set with Flashlight.
Gold Price Tag \$10.00
\$64.75 GROSS
\$5.75 DOZ.

SPECIAL

STYLE =3-M
3 Pc. All Gold Tone Metal Set
Gold Price Tag \$10.00
\$56.00 GROSS **\$5.00 DOZ.**

STYLE =4-MF
4 Pc. All Gold Tone Metal Set with Flashlight—Gold Price Tag \$10.00.
\$82.00 GROSS **\$7.25 DOZ.**

ALL SAMPLES—\$1.00

25% Deposit with order—M.O. or Cash—Balance C.O.D.—F.O.B.—N.Y.C.

INTERNATIONAL PEN CORP.

7 WEST 22nd ST. NEW YORK 10, N. Y. • CHELSEA 3-5097

★ Smart ★ Sought After **GENUINE COWHIDE BAGS**

In spite of price increase in leather and labor, we have not raised our wholesale prices yet. Stock up now for the Christmas trade. Hand tooled bags are fast becoming a fashion trend throughout the country!

Hand-Tooled, Hand-Laced Bags With Real WESTERN LOOK!

Large Shoulder Bag, Lined, Zipper (\$35 Retailer)
\$12.75

14-inch Handbag, Double Zipper, Lined (\$30 Retailer)
\$11.75

11½-inch Handbag, Zipper, Lined (\$20 Retailer)
\$8.75

8-inch Bag, Zipper Not Lined (\$5.95 Retailer)
\$2.75

6-inch Bag, Zipper Not Lined (\$4.95 Retailer)
\$2.25

Hand Tooled Wallets (\$5.95 Retailer)
\$2.75




SOLD WHOLESALE FOR RE-SALE ONLY - Money-Back Guarantee if not absolutely satisfied
SAMPLE ORDERS FILLED IN ANY QUANTITY
ORDER BY MAIL. Send check or money order in full confidence. Postpaid if remittance sent in full—or send 25% deposit, balance C.O.D.

ATLAS Novelty Mfg. Company 1128 16th St., Denver 2, Colo.

PISTOL LIGHTERS, JEWELRY AND RINGS

SEND FOR CATALOGUE

We have 81 Exclusive Styles in Expensive Looking, Flashy 14K Gold Plate and Silver Plate MEN'S and LADIES' SOLITAIRE — BRIDAL SETS — CAMEOS — SIGNETS — BIRTHSTONES — COCKTAIL RINGS. They are just what you need for Department and Drug Store Dollar Ring Sales.

Prices from \$1.00 to \$72.00 Per Doz. Also 101 New, Flashy Jewelry Items for Fairs, Carnivals and Resorts.
State Your Business.



Engagement .\$.263 Doz.
Wedding 1.63 Doz.

HARRY MAHREN RING CO.
303 5th Ave., N. Y. 16, N. Y.



Red and White Stone Combination..\$3.00 Doz.

GUARANTEED NEW WATCHES

for Jewelry, Gift, Premium Jobbers and Distributors

Again offered exclusively to Billboard wholesalers our hot, fast-selling watch values. Just check these features below.



Guarantee

- Fine, brand-new 17-Jewel Movement
- 14K RGP Case with Stainless Steel Back
- Rhinestone Dials (Asst'd Colors)
- Expansion Band—10K RGP Top, Stainless Steel Back
- Beautiful Plastic Gift Box with Velvet Interior
- Gold - Embossed \$49.75 Price Tag and Gold - Embossed 17-Jewel Label in each box
- Written 1-Yr. Manufacturer's Guarantee with each Watch

17-JEWEL, \$14.50 EA. 7-JEWEL, \$12.50 EA. Minimum order, 3 watches. For samples, add \$1.50. 25% deposit with order, balance C. O. D. No catalogs.

Same as above, but leather strap and no box—
17-JEWEL, \$12.00 EA. 7-JEWEL, \$10.50 EA.

M. SCHEER, DEPT. 34
c/o Fifth Avenue Jeweler's Exchange
34 West 47th Street New York 19, N. Y.

We also manufacture watches to your specifications

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT To obtain the Proper Listings eB Sure and State in Detail Your Business and Type of Goods You Are Interested In.

ACME PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.

CARNIVAL, NOVELTY SHOPS, PITCHMEN

When in TEXAS Visit Us

Large stock always on hand. Novelties, Premiums, Glassware, Feather Dolls, Parasols, Batons, Balloons, Horse Clocks, Spiders, Monkeys, Toys, Rodeo Souvenirs. Slum and hundreds of other items.

M. NOWOTNY & CO. 907 ROOSEVELT SAN ANTONIO 2, TEX.

"SEASON" YOUR SALES WITH THIS POPULAR PAIR!

SALT AND PEPPER SHAKERS

Authentic miniature made of porcelain and attractively trimmed in 22 carat gold. Ceramic decals in many attractive designs. Write on your letterhead for complete catalogue and prices. Suggested retail price **\$1.39**




MINIATURE BEER MUGS
Authentic miniature porcelain beer mugs to match salt and pepper shakers . . . also available in other designs . . . A real, sure-fire seller! Suggested Retail, 69¢.

BILL'S SPECIALTY MFG. CO.
433 N. 2nd ST. MILWAUKEE, WIS.

GIVE TO THE DAMON RUNYON CANCER FUND

IMMEDIATE DELIVERY



CLEVER "HESITATING" WALKING BEAR

New Low Price, in Gr. Lots . . \$6.50 Dz.
 6 Dozen Lots 6.75 Dz.
 1 Dozen Lots 7.20 Dz.

Additional Mechanical Toys

	Dozen	Gross
Lg. Walking Elephant	\$7.20	\$81.00
Lg. Jumping Fur Dog	4.80	54.00
Santa on Sled	7.20	81.00
Performing Fur Seal	7.20	81.00
Begging Fur Poodle	5.40	60.00
News Boy With Bell	7.20	81.00
Singing Bird	2.00	22.50
Lion Teaser	6.75	72.00
Jitterbug Elephant (Metal)	3.00	33.00

25% deposit with all C.O.D. Orders, f.o.b. N. Y. C. Minimum order accepted, \$10.00.

NOTE OUR NEW LOCATION!
BENGOR PRODUCTS CO.
 18 W. 23rd St. N. Y. 10, N. Y.

!!OUTSTANDING!!
 FOR SALES AND EYE APPEAL
 IT'S NEW—IT'S TERRIFIC!!

14-K. GOLD PLATE BEAUTIFUL FINISH \$4.50 DOZ.



No. 877—Heavy Mounting—Hand Set. Sparkling Full Cut Imported 1-Ct. Stone. It's a Gem and a Beauty.

No. 185 14-K. GOLD PLATE \$3.50 DOZ.



All Stones Hand Set.

HEAVY MOUNTING . . . GEM-CUT 3 ALL WHITE SPARKLING RHINESTONES, OR WHITE CENTER WITH RUBY RED SIDES. PLEASE STATE YOUR BUSINESS.

PROVIDENCE RING COMPANY
 49 Westminster St., PROVIDENCE, R. I.

BARGAIN HUNTERS ALWAYS "SEE FAUST FIRST"

Leather Goods	Combs
Gifts	Pocket Knives
Jokers Items	Carded Goods
Toys	Razor Blades
Premiums	Kitchen Gadgets
Novelties	Notions
Jewelry	Wallets
Trick Goods	

Get on our mailing list now. Send for our free catalog today.

O. FAUST 223 N. 8th Street Philadelphia 6, Pa. Dept. B-950
 Wholesale Distributors Since 1932

COIN BIG MONEY
 with HOTTEST New Shoe Ideal!

Earn big profits full or spare time showing friends and others, AMAZING new FLEXICLOGS for play, work, sportswear. Sensational wooden sandals are double-hinged so they flex with your feet! Thousands are cashing in on this terrific gift item. They sell on sight to women, men and children. Big, quick profits for you, your church, or club. Write for FREE sample offer TODAY.

FLEXICLOGS
 Dept. F-9, NEW HOLSTEIN, WIS.

PIPES
 (Continued from page 86)
 platform shows are winning dollars at night," Curry says, "and I'm working a store front here and managing to get scoffin' dough. Let's have some pipes here from the Swan boys, Ed St. Matthews, Jim O'Donnell, Jack Miles and Doc DeMille."

Who is getting the most action at the fairs?

"THE NOVELTY . . . and jewelry store, operated at 42d Street and Sixth Avenue here by Paul and Danny, is in full bloom after starting from scratch three years ago," pencils Sol Addis from New York. "The spot is displaying some lively numbers in scatter pin sets and novelties for the coming holidays. I've seen pitchmen from all over the country who stop and watch

NOW YOU CAN BUY DIRECT FROM ONE OF AMERICA'S LARGEST SUPPLIERS OF GUARANTEED RECONDITIONED WRIST WATCHES

GUARANTEED MEN'S SWISS WATCHES WITH RHINESTONE DIALS

\$7.45

15J . . . \$8.95 17J . . . \$9.95

7J . . . \$ 9.95
 15J . . 12.45
 17J . . 14.65



Outstanding, Extra Wide Nationally Advertised 10K RGP Expansion Bands, \$1.40 Extra.

- ★ ELGIN
- ★ BENRUS
- ★ BULOVA
- ★ WALTHAM
- ★ GRUEN

All new 1951 Styles beautifully cased and timed to perfection. Guaranteed like new. **WHOLESALE ONLY.** Large Quantity Users. Write for Prices.

RHINESTONE DIALS
 No Extra Charge

25% with order, balance C. O. D. Write for Our Special Promotions

J. ENGEL & SON
 59 E. Madison Chicago, Ill.

NEW WONDER TELE-VISION CLOCK

\$5.85 EACH
 Guaranteed 3 yrs.



MODEL WHC—Western Horse, Metal, 9 1/4" high, mounted on Century model 10 1/4" wide, 4 1/2" deep.

ELECTRIC WESTERN HORSE CLOCK—Overall size 11 1/2" high, 17" long, on wood base, ea. \$4.95

TERMS: 25% Dep. with order, bal. C.O.D. F.O.B. Chicago

ARCADE SALES CO. 1123 S. Pulaski Rd. Chicago 24, Ill.
 Wholesale Only—Write for Free Folder.

LADIES' FULL FASHIONED 51 GAUGE DUPONT NYLON HOSE, \$6.50 Doz.

Each pair in beautiful cellophane envelope. Packed 3 pair to a box. Latest shades. Terms: 25% with order, balance C. O. D.

GAINOR SALES CO.
 2540 Monterey Detroit 6, Mich. Phone: Townsend 8-1331

and study the spot for new ideas. Store's success stems in part at least from its workers, the roster including Professor Ruby, manager and buyer; Mack Burns, demonstrating his walking bears; Max Lichtig, a new but promising salesman; Rita Akerson; Princess Sandra, hostess; Mariam Salzberg, stock clerk, and Sam Small, sign painter."

Keep hustling and your business will keep increasing.

DAVE ROSE . . .
 after a brief silence, comes thru with the following from Blytheville, Ark.: "My wife and I worked the Iowa State Fair, Des Moines, to good results. She worked her lemonade stand but the gross was not as good as last year because of the inclement weather. It was cool and we encountered rain on several days, but I scored with my rad layout. While in Des Moines we purchased a new car. When we left Des Moines we headed South for the cotton country and opened at the fair in Blytheville September 19. Following the stand here we head for Little Rock and the big doings there. I hate cold weather when it creeps up on me all of a sudden, so Louisiana here we come. Of course, money is more plentiful up North, but I'd rather be comfortable and gross less. Let's see some pipes here from T. F. McCluskey, Jake Branholtz, H. S. Hutchinson, George and Red Gunn, Al Wilson, Bob Posey, Art Fredette, Glenn Baggerly, Eddie Gillespie, Doc Frank Clark, Joe Clark, Chet Wedge, Mary and Madaline Ragan and Curly Bartook. Thus far, the natives haven't picked much cotton in this sector. Too much rain."

Time To LIGHT UP!

TIMELITE PHONE
 unique combination **ELECTRIC CLOCK and CIGARETTE LIGHTER**



Easiest Demonstrator you ever sold

3/4 size of Real Telephone. To make fast sale, here is all you do!

- 1.) Plug in any A.C. outlet.
- 2.) Call attention to electric clock in base of "phone"; GUARANTEED self-starting movement.
- 3.) Take "receiver" off base.
- 4.) Thumb press button and light cigarette. Sells at the door! Sells in offices! Nobody can resist trying it.

Unusual low price surprises everybody—Speeds sale. An all-metal work of art—A jeweler's masterpiece in 3 attractive finishes.

Send for FREE Sales Literature—Money back guarantee if not completely satisfied. Unusual profit details!

Do It Now To Reach Your Prospect First!
ALBA ART STUDIOS Dept. B-48
 1840 S. Michigan Ave., Chicago 16, Illinois



MEN'S SIGNET RINGS
 Highly polished, gold & silver plated. Adjustable to size . . . \$7.50 gross

MEN'S STONE SET RINGS
 Asst. stones, highly polished gold & silver plated. Adjustable to size. . . \$10.50 gross

A. LEONARD COMPANY
 51 Bassett St. Providence 3, R. I.

Sell Ultra-Blue Stock Signs

Thank you CALL AGAIN

To stores; over 1000 slogans, comedy, general, religious, ultra-blue signs for homes and general display **MAKE MONEY** on our fast selling signs!

COST 6c—SELL 35c

- 15 Samples Ultra-Blue Store Signs, 7x11 . . \$1.00
- 15 Samples Ultra-Blue Religious Signs, 7x11 1.00
- 15 Samples Ultra-Blue Comedy Signs, 7x11 . . 1.00

Above Samples Mailed Postpaid.
 100 Ultra-Blue Stock Signs, 7x11, \$6.00. No COD's.
L. LOWY, 812 Broadway, N. Y. 3, N. Y., Dept. 569

"A KNIFE FOR EVERY PURPOSE"



KITCHEN SET VALUES
 Attractively Boxed, Fine Quality Stainless Steel. Imported Rosewood Handles. Guaranteed

10 Pc. Set, Each \$2.80
 Many other attractively boxed Kitchen, Carving & Steak Sets, etc.

SILVERWARE VALUES



24-Pc. Silverplate Flatware, Ea. \$2.10
 Attractive Leatherette Anti-Tarnish Chest, Ea. 1.00
 Scores of other sets in silverplate and stainless steel to 103-piece sets for every type operation—Premiums, Dealers, Auctioneers, Concessionaires, etc. Write for Catalog. 25% with orders. F.O.B. N. Y.

THOMAS A. WOLFE, INC.
 Dept. 8B, 1133 Broadway, N. Y. 10, N. Y.

WIRE WALKING DOG NEW!

\$6.60 Doz. \$6.00 Doz.
 In Gross Lots

	Per Doz.	Per Doz. Gross Lots
Walking Plush Elephant	\$8.00	\$7.20
Circus Seal With Ball	8.00	7.20
Jumping Poodle	6.60	6.00
Begging Poodle	6.60	6.00
Bear on Trapeze	7.20	6.60
Covered Wagon	7.20	6.60
Large Walking Bear	7.20	7.20

25% Deposit, Balance C.O.D., F.O.B. Chicago

AMBROSE SPECIALTIES
 1360 So. Halsted St. Chicago 7, Ill.
 Phone: Seeley 8-3688

NEW 1951 WHOLESALE CATALOG!

7000 ITEMS AT WHOLESALE PRICES

Sales tested to make more money for you. Jam packed with the latest and greatest array of Top-Flight merchandise appealing to dealers. Backed by a guarantee of satisfaction or money refunded. RUSH 50c for 1951 issue. It will be credited to you.

SPORS COMPANY
 LAMONT-LE CENTER, MINNESOTA

SWISS WATCHES FROM IMPORTER SPECIAL PRICES IN QUANTITIES



Basis, 2 pushbutton chronos \$3.35
 Men's sweep, radium, pushpins 2.95
 Calendar jeweled, automatic window . . . 3.25
 Waterproof 15J, steel back 8.25
 Waterproof, 17J, lever, incabloc 12.50
 Automatic waterproofs, 17J, incabloc . . . 17.00
 Ladies' or Men's (6x8 or 8 3/4) 17J RGP steelback, dom crystal 9.90
 Chronograph, 17 jewel, steel back 16.75
 Minimum order—one dozen.
TRANSWORLD TRADING, 565 5th Av., N.Y.

SALESBOARD SIDELIGHTS

Activity at Werts Novelty Company, Inc., Muncie, Ind., is rolling upward and demand for firm's jar and carded games, jack pot and baseball books is on the climb, officials report. . . Sam Feldman, sales manager of Harlich Corporation, Chicago, waxes enthusiastic over the new Split the Melon nickel coin board. It includes the Harlich feature which permits the operator to insert his own coins. Sam says the pick-up in business appears to be due to more than the normal seasonal push; he feels it is due in an

important degree to the unsettled conditions now prevailing.

Gam Sales Company, Peoria, Ill., is putting stress on its Sectional Play ticket games as the big order and play puller for the 1950-'51 seasons. Samuel George, Gam official, sums up the sectional story with facts of its features, which include distinct division between sections; thoro mixing so that winning numbers come in any and all sections; guaranteed mixed number sequence on each spindle to give positive mixture within each color section.

**LET
EMPIRE
PAY YOUR RENT**

**BUYING YOUR BOARDS FROM
EMPIRE WILL SURELY SAVE
YOU ENOUGH MONEY TO PAY
YOUR RENT. AND THEN SOME.**

**EMPIRE'S BOARD PRICES
HAVE BEEN SLASHED TO AN
ALL TIME LOW.**

**WRITE TO EMPIRE FOR
AMERICA'S MOST
COMPLETE LINE.**

**PUNCH BOARDS
PUSH CARDS**

EMPIRE PRESS

466 W. Superior Chicago 10.
MOhawk 4-4118

**ATTENTION
JOBBER-DISTRIBUTORS**

**We Will Not
Be Undersold**

**Complete New Fall Line
of Punchboards**

**PLAYER APPEAL,
BIG PROFITS,
LOW COST**

IMMEDIATE DELIVERY

WRITE FOR PRICE LIST

Peerless Products, Inc.
manufacturers

633 PLYMOUTH CT., CHICAGO 5, ILL.
PHONE: HARRISON 7-2575

BUY BY MAIL

**FACTORY WHOLESALE
PRICES**

No Job Lots or Close Outs

**BEE JAY SALESBOARDS
UNIVERSAL JAR-O-DO**

No Order Too Large

No Order Too Small

**JAR DEALS--PAD DEALS
R W B--LUCKY SEVEN
MATCH PAKS**

Orders shipped same day as received. We carry a complete stock for immediate delivery. WRITE, PHONE or COME IN.

WRITE FOR CIRCULAR

CAROL SALES CO.

312 E. Market St. Elmira, N. Y.

**BLACKHAWK BOARDS
JAR DEALS**

Write for list.

Galentine Novelty Co.

South Bend 24, Ind.

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

RATE—12c a Word Minimum \$2

Remittance in full must accompany all ads for publication in this column.

No charge accounts.

Forms Close Thursday for the Following Week's Issue

A-1 BARGAIN — CIGARETTE AND CANDY
Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago, Ill. no25

AT LIBERTY—MECHANIC ON ALL TYPES
coin-operated equipment; twenty years' experience; can furnish best of references; would like to locate in Florida. Box C-228, care Billboard, Cincinnati, O. oc7

CAST IRON STANDS—WEIGHT 25 LBS., \$4
each; in lots of six or more, \$3.75 each; top flanges, only 30¢ each; top plates for two vendors, \$1.30 each; top plate for three vendors, \$1.55 each; all prices f.o.b. factory; ½ deposit, bal. c.o.d. King & Co., 2702 Lake St., Chicago 12, Ill.

CASH FOR GOOD USED SEEBURG "SELECT-O-Matic 100" machines; state price, condition. Walter, 1517 Penrose Ave., Atlantic City, N. J. oc7

CIGARETTE MACHINES—FOR THE FINEST IN
cigarette machines see Central; write for details; we also buy used equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

DIGGERS — MERCHANTMEN, ELECTRO-
Holsts, Mutoscopes, Buckleys, Mutoscope hand operated, \$49.50 each; Exhibit Rotary Merchandisers, Digger Parts. National, 4243 Sansom, Philadelphia, Pa.

ELEVEN USED CORADIOS—2-HOUR PLAY-
ing, guaranteed in working order, \$20 each; \$200 for entire lot. Hotel Radio Corp., 307 Seventh Ave., New York City.

FOR SALE—MONARCH SHUFFLEBOARDS, 22"
long, \$99.50 each; National Shuffleboards, 18" long, \$99.50 each; all in first class condition; lights for shuffleboards, \$5 per set. Reliable Shuffleboard Co., 2512 Irving Pk. Road, Chicago, Ill.

MILLS AUTOMATIC FOUNTAINS, ALL ON
location, in perfect operating condition and recently repainted for excellent appearance. \$400 each with changemakers, \$365 without. Vendomatic, 2623 N. Campbell, Tucson, Ariz.

FOR SALE — 100 7-COLUMN CIGAR MA-
chines; good condition; 8 dollars each. Joseph Salerno, 94 Village Ave., Elmont, N. Y.

FOR SALE—100 USED POPCORN SEZ 104
Vending Machines; Model TC-10; in good operating condition; will sell all or part; no reasonable offer refused. Resort Distributing Co., Box 527, Gaylord, Mich.

MILLS EMPRESS PHONOGRAPH, CLEAN,
\$100; crated free. ½ with order. McGuire's, 356 Main, Dubuque, Ia.

OLD ESTABLISHED FLORIDA OPERATOR
with Eighty Phonographs wants to operate Shuffle Alleys on percentage basis. Box #C-225, c/o Billboard, Cincinnati, O.

PENNY COUNTER GAMES—MARVEL POP-
Ups, Kicker-Catchers, A.B.T. Guns, \$17.50 each. Silver Kings, filled with Gum and Fortune Balls, \$8.50 each. Good used condition. Prepaid anywhere in U. S. A. Andrew Reed, 3211 E. Ninth, Kansas City, Mo.

POKERINO — 16 TABLES, LATE, DELUXE
model, perfect condition, very clean, \$85.00 each f.o.b. Wildwood, New Jersey. Write: James Travis, 700 East Main St., Millville, N. J. se30

POPCORN ELECTRO-SERV MACHINES (6), IN
good condition. Also nickel slots and other equipment. Selling out; any offer considered. Greenwich, 319 Bleecker St., New York 14, N. Y.

STAMP FOLDERS DIRECT FROM MANUFAC-
turer; low, low prices; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

UNEEDA CANDY MACHINES, \$40; POPCORN,
\$25; Gum Machines, \$6.95; Stamp Machines, \$2.95. U.S.P., 100 Grand, Waterbury, Conn. oc21

WANTED TO BUY—8 EXHIBIT ROTARY
Merchandisers, must be A-1 and priced right. Will take delivery now or after November 11. Claude Jones, 2006 N. Louis St., Victoria, Tex.

10 S. K. HUNTER, \$20; 4 CHALLENGERS, \$10;
4 Grippers, \$7.50; entire lot, \$250. Swap Shop, 7305 Vincennes, Chicago, Ill.

15 EXHIBIT 1¢ PICTURE MACHINES, 500
cards included, \$15 ea.; 1¢ Jergens Lotion machines, ready for location, \$17.50 ea.; 1¢ Advance Ball Gum machines, filled, \$7.50 ea.; Advance 1¢ Ball Gum machines, as is, \$2 ea.; 1 1¢ 5-Jacks, like new, \$30; 3 Silver King Duck Hunters, \$20 ea.; Victory Postage Stamp machines, like new, \$17.50 ea.; 2 10¢ Advance Napkin machines with napkins, \$10 ea.; 6 Asco Hot Nut machines, \$7.50 ea.; 6 Columbus Ball Gum machines, \$5 ea.; 6 1¢ Spin-It Peanut machines, as is, \$2.50 ea. ½ deposit, balance c.o.d. Devices Novelty, 467 N. Milwaukee Ave., Chicago 10, Ill.

50 NORTHWESTERN DELUXE MACHINES,
\$10 each. Perfect condition. ½ deposit. J. C. M. Service, 2251 Wilkens Ave., Baltimore 23, Md.

50 CARD DISPENSERS, \$25 FOR THE LOT;
25 assorted Counter Games, \$75 as is, lot only; 150 pounds Heide's Imperial Candy, 20¢ pound; 3 Lollet Cash Box, \$25 each. J. Cante, 809 Montgomery St., Jersey City, N. J.

**JUST what you're
LOOKING for—
LITTLE CHIEF GAMES**

**STOP IN TO SEE US
RAKE COIN MACHINE EXCHANGE**
609 Spring Garden St., Philadelphia 23, Pa.
Lombard 3-2676

**IT'S A KNOCKOUT!
CHAMPION
JOE LOUIS CLOCK**

DISTRIBUTORSHIPS NOW AVAILABLE

- F.O.B. Brooklyn, New York
- Cast Metal Jewellers Bronze. 8 7/8" x 12 1/2" high. Felted bottom base.
- Self-starting guaranteed Westinghouse licensed movement.
- N.L. approved.
- Individually packaged, 5 lbs. each. Six to a master carton.

**WRITE-WIRE-PHONE
WORLD'S CHAMPIONS, INC.**
5478 WILSHIRE BLVD.
LOS ANGELES 36, CALIF.
AXminster 2-6524

EXCLUSIVE WORLD DISTRIBUTORS FOR JOE LOUIS PRODUCTS




THEY LOVE TO "HUNT"
Pheasant and Wild Turkey
on Punchboards, Slot Machines, in Bingo . . . You sell to clubs, taverns, etc., and you won't have to hunt profits! Sales help. Write for literature, prices and big discounts on gift chest line of Pheasant and Wild Turkey and our SPECIAL DEAL on a fresh pack of Pheasant—a cock and hen in full plumage. This will be sent, traveling expenses prepaid, to lucky winners anywhere.
SAMUEL H. MARTIN
605 Union St. Seattle 1, Wash.

FOOTBALL SENSATION!
**THE PUNCHBOARD OF
THE YEAR**
'TOUCHDOWN SEALS'
1500 Holes (Thick), 5¢ Play
DEFINITE PROFIT \$38.50

SUPERIOR PRODUCTS, INC.
2133 59 W. FULTON STREET CHICAGO ILLINOIS

**PUSH
PUSH
CARDS**

Over 275 different sizes and styles available from stock. Orders shipped same day received. FREE CATALOG—WRITE.
W. H. BRADY CO., Mfrs.
Established 1914
CHIPPEWA FALLS, WISC.

**ATTRACTIVE-UNUSUAL
PUSH
CARDS**

We stock hundreds of different sizes and styles. Orders shipped immediately. Write for FREE catalog and confidential price list TODAY!

**Designed, Manufactured by
RAY MERTZ & CO.**
525 S. Dearborn St. • Chicago 5

PROMOTERS AND OPERATORS
New Prize Fight Novelty Series. How to make over \$8,000.00 cash net profit next prize fight anywhere in U.S.A. Investment only \$211.65. Send \$1.00 bill, will mail samples (\$1.00 credit first order), complete instructions. Satisfaction guaranteed. If not satisfied, say so, refund dollar immediately. Hurry! Be first!! Be quick!! (Est. 1919) Bank references. Address: FERGUSON MFG. CO., Dept. BB, 328 N. Senate Ave., Indianapolis 2, Ind.

SALESBOARDS

1000 25¢ Charley	Prof. \$50.00	\$.69
1400 5¢ Barrel	Prof. 18.00	.79
1000 25¢ J.P. Charley	Prof. \$52.00	\$.69
1000 25¢ J.P. Charley, X Tk.		.89
1200 25¢ Texas Charley, Seal	Prof. 102.00	1.10
1000 to 1200 5¢ J.P. Boards	Prof. 28.00	1.10
1000 to 1200 5¢ J.P. Girls	Prof. 28.00	1.24

DELUXE SALES CO., Blue Earth, Minn.

**GIVE TO THE
RUNYON CANCER FUND**

**MAIL ON HAND AT
CINCINNATI OFFICE**
2160 Patterson St.
Cincinnati 22, O.



LETTER LIST

Letters and packages addressed to persons in care of *The Billboard* will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name **EACH WEEK**. Mail is listed according to the office of *The Billboard* where it is held. Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

Abraham, Angelica
Beauchamp, Carl
Berk, Irving
Bragdon, John P.
Browne, Whitey
Chasse, Joseph R.
Clark, Eugene
Conway, Rose
Corey, Joe E.
Cory, Ralph
Day, Darlene
Flynn, Joe
Goulde, Murray
Harzell, John
Harvey, Helen
Herzog Sisters
Hobson, Laura K.
Hogeboom, Peggy
Howard, Joseph
Hughes, Thomas

Parcel Post
Frebeau, Mrs. John Pease, L. D. 20c
Latch, Bill 80c
Mattix, R. W. 10c

Abram, Kenter L.
Abbott, Susie
Adams, Mrs. Marian
Adams, Wm. P.
Agin, Benj.
Alberti, Raven
Alicido, Sid
Allison, Maurice
Allen, Lois
Allen, Rafaela
Allen, Wilbur H.
Allen, Wm. H.
Anderson, Ralph
Anderson, Mrs. Roy
Andrews, Jack
Anfeyer Animal Show
Archer, Willard
Arnold, Ralph
Asberry, Bethel
Atkins, T. E.
Badger, Clarence V.
Bailey, Dollie
Bailey, Jack
Baize, Edw. N.
Baldwin, Sylvester
Ballis, Mrs. Alma
Barboe, Howard L.
Barnhill, Ena M.
Barr, Miss Candy
Barrett, Arthur
Barrett, Fred
Barrett, Lyle H.
Barrigan, Manuel
Barry, Martin E.
Bates, Fred
Bazinot, Dwight J.
Beall, Don
Beall, H. W.
Beard, Miss H. M.
Beard, James
Beardsley, Geo.
Beck, Don
Beagle, E. W.
Beeble, Alma
Bellefleur, Chas. R.
Bender, Phillip
Benjamin, Howard
Bennett, Ernest E.
Bennett, Roe E.
Berger, Harry
Bergman, Lila
Berman, Robt.
Bert, Bertha
Biggerstaff, Slim
Blake, Riley (Tex)
Blankenship, James
Blanton, Jessie
Blasingsame Wm.
Boissy, Jack B.
Boreman, Ernie
Boyd, Frank R.
Borrenpohl, Ervin
Boyd, F. H.

Cotton, Ray
Costa, Tommy or Zeke
Coulman, Donald
Cowan, Perry
Cox, Diana
Cox, Mrs. Lillian
Cox, Mrs. Maldonia
Cox, Lofton G.
Coyle, Cornelius M.
Craghead, Bobbie
Crandell, Leroy C.
Cunningham, Mrs. O. O.
Cutler, Richard Ray
Cray, Charley
Cross, Mrs. Theodore
Cutler, Mrs.
Dales, Mr. Mickey
Dalton, Delbert R.
Day, Doc
DeAngello, Mrs. Victoria
DeArment, Bill
DeFrances, Nick
DeVoss, Stanley A.
Dean, Marvin E.
Dean, Mildred
Dean, Pearl (or Snyder)
Dean, Mrs. Ruth
Dearmond, Ben M.
Decker, Ralph
Delano, P. J.
Deibert, R. E.
Delaney, Jack
Dell, Danny
Del Carmen, Carmen
Demetro, John
Demetro, Steve
Denton, Harry
Derezisic, Mr.
Detwiler, Ann
DiSilvestro, Al
Dickman, Bob
Dion, Frances
Dixon, Gerald
Dombroski, Theodore
Dombroski, Walter
Donnini, Dan
Drake, Betty
Driscoll, Joe (Great Driscoll)
Drouillon, Frank D.
Duckett, Wm. R.
Duffey, Jr., Harry
Dunham, Harold
Dunlavy, Mrs. James
Durance, Agnes
Dutty, Pleasant
Earl, Geo.
Earl, Mrs. Jack

Edgar, Geo. B.
Edwards, Harry
Edwards, J. D.
Eddie
ElKay, Magician
Elliott, Alice R.
Elliott, Miss Jackie
Ellis, W. W.
English, Stan
Enley, Eddie
Fagan, Mrs. Margaret
Faust, Cliff
Feller, Clifford
Fenton, Morris
Fineran, E. D.
Flake, H. W.
Fitzpatrick, Fred H.
Flanigan, James I.
Fogleman, S. A.
Fondenberger, Chas. Leo
Ford, Rocky
Force, Shirley
Foude, Albert
Fournier, Wm. J.
Fox, Benny & Betty
Frank, Johnny M.
Frazier, Lon Denver
Frebeau, Mrs. Johnny
Freeman, Lawrence
Fulton, J. C.
Furr, Clarence
Winnfield
Gagnon, Leo
Gallamore, Wm.
Gardner, Bill
(African Dip)
Garrett, John
Garrison, Wayne
Geer, Frank
Geraghty, Wm.
Gettys, Mrs. Lois L.
Giarino, Angelo
Gifford, Fred
Gilbert, Allen
Gilbert, Jack
Giles, Jamie
Girard, Mrs. E. B.
Glass, Irving
Glover, Mrs. J. P.
Goad, Chas.
Goodrich, W. H.
Goodrich, H. R.
Gordon, Chuck
(Hobo Charley)
Graves, C. J.
(Gravy)
Grayson, Floyd
Gray, Robt.
Green, Carl M.
Green, Mrs. Johnny
Gregory, R. W.
Griffin, Juanita
Grimes, Paul V.
Guinn, Johnnie C.
Hall, Robt. S.
Hall, Peggy
Hall, Ward M.

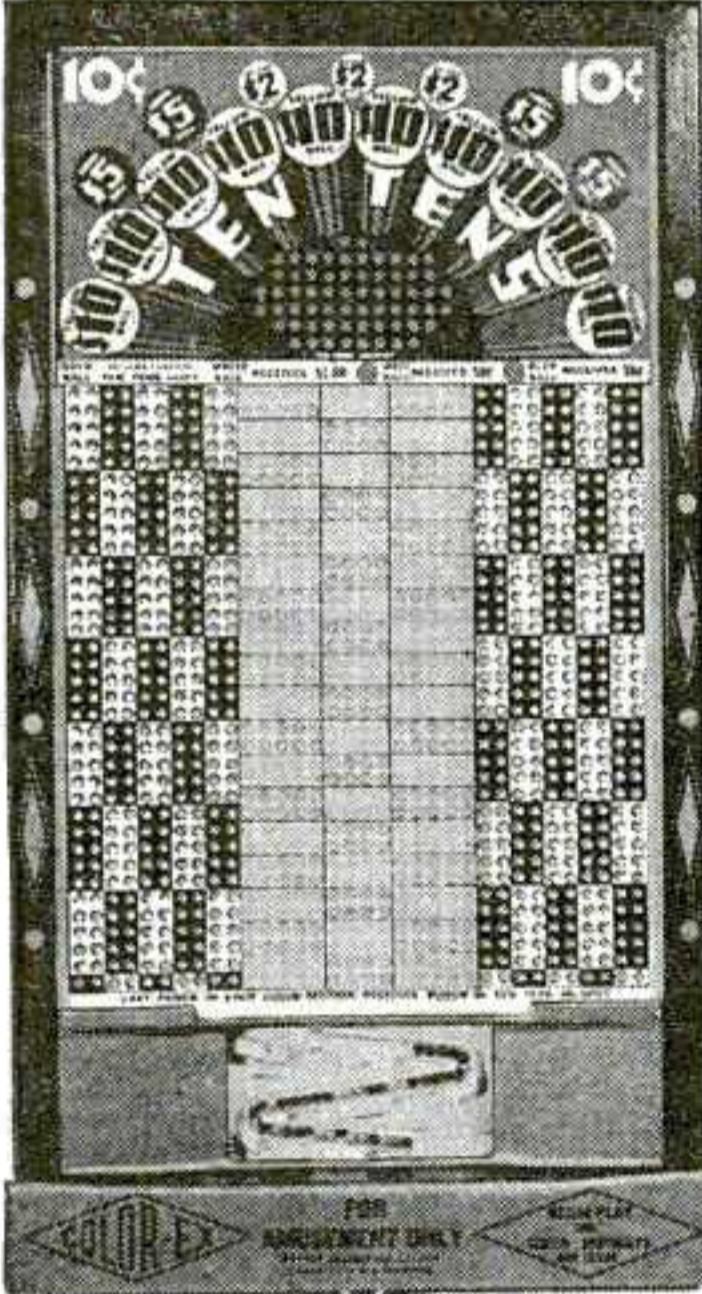
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CHICAGO OFFICE**
188 W. Randolph St.
Chicago 1, Ill.

Badall, Salvatore
Badger, Clarence
Brady, King
Brady, Robert S.
Brown, Hal
Chidester, Wm. J.
Corey, Joe E.
Davis, Frank H.
Eastman, Margaret
Fox, Benny
Hill, Donald

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ST. LOUIS OFFICE**
390 Arcade Bldg.
St. Louis 1, Mo.

Parcel Post
Wells, Benj. L. 7c

Ackley, J. W.
Aldrich, Dee E.
Aldrich, Edwin D.
Bailey, Bob
Baker, Charles A.
Ballard, J. C.
Bales, Pat
Bales, Mr. & Mrs. Pete
Barry, A. J.
Bays, E. W.
Beckner, Cecil
Beckner, Virginia
Bell, Bill
Bell, Sylvia E.
Berryman, E. C.
Blakely, Mr. & Mrs. John
Bohm, Velma
Breece, Jack
Boone, Virgil
Bridgemaw, Geo. A.
Brook, H. R.
Bruce, Mrs. Mary H.
Bryer, Mrs. Mae
Buler, Davis Elwood
Burto, Leon H.
Butler, Peaches & Whitey
Campbell, Bob
Caritez, Madam
Carpenter, Clifford R.
Carson, Rex W.
Castle, Jack D.
Castello, Anthony
Chapman, Wallace
Chisholm, Dave
Chisem, Miss Millie
Cochran, Charles E.
Combs, John
Corey, Joe E.
Courtright, Arthur J.
Cowan, R. E.
Cramer, Albert W.
Crane, Winfield
Cralley, George
Cutler, Louis
D'Angeli, Ferdinando
Dawson, Thomas
Deal, James E.
Dion, Mr. & Mrs. T.
Dorrell, James V.
Duffy, Roy T.
Durahaine, Gerald
"Frenchie"
Erickson, Eric
Evans, Tom
Finlanig, James
Finley, Mrs. Evelyn
Ford, Mr. & Mrs. Grady
Freeman, Doris J.
Fulton, James
Galligan, John
Ginter, Joseph E.
Goodwin, Max
Goodrich, H. R.
Gregory, R. W.
Greiner, T. E.
Grix, John E.
Grutel, Alfred E.
Hampton, Dudley W.
Harmon, Wm. H.
Harnett, Wm.
Harvey, Mrs. Margaret
Heth, Robert L.
Hinzman, Donzel
Horyza, Lawrence J.
Houta, W. J.
Humphrey, C. H.
Hurdell, Bill
Hurst, Milton
Jackson, Mr. & Mrs. J. G.
Jacobi, Carl M.
Jacobs, Miss Dolly
Johnson, James E.
Johnson, Mr. & Mrs. W. F.
Karn, Clifford S.
King, Luke
Keller, A. M.
Kelly-Morris Circus
Kiger, James P.
King, Doc
Kirby, Mr. & Mrs. E. N.
Kilnaes, Dargell
Kunde, Arthur
Lampugnole, Margaret
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Lewis, Mae



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Holes	Play	Description	Def.	Profit	Net Price
300	25¢	QUARTER KOLORS, THICK	Def.	\$15.00	\$.60
400	5¢	LUCKY BUCKS, THICK	Def.	7.00	.75
500	5¢	5¢ CHARLEY, THIN	Def.	17.00	.90
1000	25¢	J.P. CHARLEY, THIN	Avg.	52.00	.90
1200	25¢	TEXAS CHARLEY, THICK	Avg.	102.98	1.75
1000	5¢	SOUTH PACIFIC, GIRL BOARD	Avg.	26.89	1.75
1000	5¢	HOLD THAT LINE, GIRL BOARD	Avg.	27.20	1.75
1000	5¢	FLAMING GIRL, GIRL BOARD	Avg.	27.00	1.75
1000	10¢	TEN CENT SAW BUCKS	Avg.	45.00	1.75
1000	25¢	SIX TWO BITS	Avg.	114.28	1.75

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Loney, George
Lottridge, Harry
McCabe, Mac
McDavid, Patty
McDowell, James
McEwen, C. S.
"Mack"
McGill, L.
McGuire, Hugh E.
McKinney, Eddie W.
McLain, Buck
McLean, Mrs. Mary
McMinn, Mrs. Pat
McNeal, Jr., Mr. & Mrs. J. S.
McNurlin, John
Maldonado, Celso A.
Maloney, John Joseph
Manson, Mickey
Marcena, Pete
March, Mrs. Lillian
Maricle, Rufus A.
Marion, Thomas James
Marlow, Jack
Marks, Mike
Marr, Robert H.
Marquis, George
Marshall, R. H.
Martin, Carl G.
Martin, Jack
Martin, Lloyd H.
Martin, Mrs. Lovies
Martin, Wm. T.
Martini, Black
Martinkus, Jack
Matthews, Mr. & Mrs. Sport
Mehl, Harry George
Messick, James L.
Meyers, L. Z.
Meyers, William
Miklofche, Joseph
Miklofche, Joseph
Miles, Charlie
Miller, Charlie Kerr
Miller, Fred W.
Miller, Mike
Miller, Jahala
Miller, Walter J.
Mills, Bill
Mitchell, John & Joe
Mitchell, Pete
Mitchell, Tennis
Mix, Ruth
Montgomery, Jr., Wm. J.
Mooney, Mrs. J. A.
Mooney, Joseph A.
Moor, Mr. & Mrs. Dwight
Moore, Mrs. Juanita
Moore, Wm. (Spindle)

Murphy, V. O.
Nasworthy, Mr. & Mrs. Jack
Neal, Mrs. Mary
Nettlich, Hy
Newman, Mr. & Mrs. Chuck
Newman, Mrs. Lucille
Newman, Mrs. Margaret & Lucky
Nichols, E. or Green
Nichols, Green
Nolan, Jas.
Nolan, Robert
Nonnomacher, Mr.
Norton, Mrs. Bill
Norton, Jacob
Nowakowski, Jon
O'Brien, T. Jay
O'Dea, James
O'Neil, Clair & Beo
O'Satyrdae, Major
Osborn, Maris
Os-koo-moor, Princess
Osteen, Mr. & Mrs. Clarence
Ott, Jerry B.
Owens, Mrs. Maudine
Pabel, Anna B.
Pappas, George
Pardee, E. C.
Parker, Donald
Parshall, Dr. Eugene
Patrick, Mrs. Hazel
Patterson, Lillian
Paulus, Polly
Paxton, Pat W.
Pelkey, Christopher
Penny, III, Edward
Peterson, Caroline
Peterson, T. A.
Piercy, George F.
Pierre, Robert H.
Pohl, Mr. & Mrs. T.
Pompareni, Tony
Porter, Ernest
Porter, Harold A.
Presely, Charles A.
Price, Chester G.
Price, Wesley R.
Pruett, Billy J.
Prunyn, William
Rafferty, Mrs. Carrie
Ragsdale, Mr. & Mrs. Walter
Raiford, Allen James
Randall, Dorothy S.
Randall, Frank H.
Randolph, Berg.
Randolph, Bing
Rawlings, Mrs. Catherine
Ray, Joey
Reed, James A.
Reed, Lois
Reese, Al & Kathryn
Reimond, Frank P.
Reilly, Sr., William
Renaud, Thos. A. & M.
Renee, Cleo
Restick, James
Revolt, Paul
Rhoades, Dusty
Rich, Frank
Richards, Buddy
Richardson, Vaughn
Ridings, W. T.
Ridley, W. E.
Ritcherson, Jack
Roach, Charles
Robbins, Clarence
Roberts, Giff
Roberts, Harry
Roberts, Jack
Robinson, Jean
Robinson, Morris
Robinson, Vonnice
Robinson, Frankie
Rockwell Shows
Roeder, George A.
Rogers, Edward
Rogers, Mrs. Edward
Rogers, Hobbert
Rogers, Maurice
Rogers, Orrie L.
Rollins, Dennis S.
Root, Lester
Ross, Charles H.
Rose, Mrs. Louis
Rue, Francis Mr.
Ruel, Robert
Rupp, Frank
Ryan, John A.
Sargent, Wm. H.
Sawyer, D. Gary
Scheeff, Mrs. Mary
Schermmerhorn, Robert
Schockler, Edward
Schultz, Jr., Ralph
Scott, Mrs. B. M.
Scott, E. B.
Scott, Fat James
Setser, Marion
Shaddox, Ralph B.
Sharpe, Mrs. Anita
Shelton, Marvin
Sherken, Frank
Shirley, William E.
Shoreck, R. D.
Shores, Smiley
Shoreck, R. D.
Shores, Smiley
Short, Mrs. J. E.
Shrout, James
Siegrist, Charley
Silver, Max
Simmons, Warren F.
Sivak, Joseph M.
Smith, Anna A.
Smith, C. E.
"Honey Chile"
Smith Jr. Edward
E. & Lillian F.
Smith, Kenneth H.
Smith, Sammy
Smith, Shirley
(Pikes Amuse)
Snyder, Erving
Snyder, Eugene
Sorensen, Mrs. C. H.
Sorensen, Mrs. Willie
Soret, Mr. & Mrs. Joe
South, Mrs. Lutie
Sovan, Michael
Spain, Lee
Spears Jr., George
Spence, James F.
Spencer, C. C.
Spitelcloud, Chief
Spouse, Victor
Stacks, Ruth
Stafford, Charles
Stanley, Bud
Stein, Mrs. Jack
Stevens, E. J.
Steward, Vester
Stiman, Robert
Stockowiak, John
Stone, James
Stover, Harley
Stover, Jim
Sullivan, M. L.
Surfass, Loyde
Swain, M. S.
Swain, Marie E.
Swain, Sam L.
Swinegood, Odell
Sweeney, Edward J.
Swinford, John H.
Sytyla, Anthony
Tacker, Charlie
Tan, George
Tarbes, Max
Taska, Helen
Thomas, Col. Harry
Thompson, Bob
Thompson, Kenneth
Thornor, Betty
Thornton, Goffry
Tiger, J. G.
Tilson, Arnold
Tosra, Helen & Charles
Tovernak, Glendora
Tovarnak, John
Townner, Tom
Toysen, Donald J.
Trammel, Clyde
Tripure, James
Turnquist, Carl A.
Urch, Nick
Valentine, Freddie
Valentine, (Flying Valentines)
Van Horn, Ruth
Vaughan, Charles A.
Vaughn, Mrs. Wm.
Vaughn, William J.
Villemarie, Joseph R.
Vidila, Professor
Vivona, John
Waite, Kenneth
Walker, Honey Lee
Walls, Johnnie
Ward, J. Robert & Juliette
Warner, Mrs. Ann
Webb, Mrs. R. L.
Webb, Teddie
Weeks, Wm. R.
Weiner, Sam H.
Weller, S. E.
Welsh, Donald
Westerfield, Francis
Westerman, Ray
Wheeler, Frank
Wheeler, Edward
Willard, The
Wizzard
Williams, Harry
Williams, Joe P.
Williams, John
Wills, Claude
Wilson, Clyde H.
Wilson, G. E.
Wilson, Mrs. Lloyd
Wilson, Loyd & Betty
Wilson, Raymond
Wines, Al
Wirth, Phillip
Wise, David A.
Wolf, Slim Herman
Woodard, Norman
Woode, Henri
Woods, Harold
Woods, Leon
Woodward, (Pete)
Worthy, James
Wychoff, Virginia
Wyoming Duo, The
Yanulittis, Michael
Young, J. K.
Young, Larry
Zarlington, Mary
Zabriskie, Mrs. Hazel
Zubel, Alexander

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JOHNSON BILL SIDETRACKED

Newcomers Show Way:

Belgian Coin Trade Expansion Powered by 4 Who Find Arcade Biz, Distributing Go Together

ANTWERP, Belgium, Sept. 23.—Led by four industrious merchants who have had conspicuous success in other fields, Belgium is fast becoming the coin machine hub of Europe, a distinction, which before World War II was almost equally divided between England and Germany.

Of the four, only Sal Groenteman had any experience before 1949, and his was limited to arcade operation alone. The others, Abe Witsen, Albert Polak and Harry Witsenhursen, knew coin machines only by sight. Yet, since November, when the four organized the Belgian Amusement Company, Ltd., the enterprise has grown with such speed that it now owns two leading arcades in the heart

of Belgium's top resort area, operates routes of phonographs and games and imports a good portion of the whole of Belgium's coin machine purchases. So much so that approximately 90 per cent of the exports to Belgium this year have been handled by Belgian Amusement or its parent company in New York, International Amusement. When it is noted that thru all of 1949 only \$64,056 in equipment was shipped to Belgian interests (See BELGIAN OPS on page 106)

Los Angeles Fair Proving Ground for Coin Machines

POMONA, Calif., Sept. 23.—The Los Angeles County Fair here, set to close October 1 after a 17-day run, is serving as the proving ground for coin machines and also affording extra revenue to operators. The fair is the largest county fair in the nation and last year pulled 1,030,000 people during its half-month run.

Making its debut on fair midways here is the auto-photo machine manufactured in Los Angeles. The inventor, P. S. Allen, and his son, W.

NCMDA Org In Quarterly Meet at Chi

Elections on Agenda

CHICAGO, Sept. 23.—The first of the new series of quarterly meetings of the National Coin Machine Distributors' Association (NCMDA) will begin at the Bismarck Hotel here Monday (25) at 10 a.m. when the general membership convenes to vote on three constitutional amendments. The sessions to be held at the beginning of fall, winter, spring and summer replace the annual convention program formerly followed by NCMDA.

The amendments to be voted on are: Widening of membership requirements so as to include distributors of types of amusement games, staggered directorate terms and making all members' dues uniform.

President Lou Wolcher, San Francisco, will be in charge of the one-day meeting which also provides for an afternoon session at which new officers and directors will be elected as well as a meeting of the incoming officers with the new board.

Nevada's Sen. Malone Wins Dramatic Fight To Hold Off Final Vote on Legislation

11½ Hour Filibuster Emphasizes States' Rights

By Ben Atlas

Chief, Washington Bureau
WASHINGTON, Sept. 23.—The Johnson anti-gaming bill was sidetracked in the Senate until after the November congressional recess as the result of a dramatic one-man stand by Sen. George W. Malone (R., Nev.) who held the floor for more than 11 hours Thursday (21) and nearly four

hours the previous day to block a vote on the measure.

Malone's near-record verbal onslaught against the measure proved so effective that Senate floor leaders shortly before midnight Thursday (21) agreed, at least tentatively, to withhold action on the bill in order that the Senate could proceed with other business in the hope of reaching its scheduled recess adjournment by Saturday.

Under the rules, any legislation not yet acted upon when Congress recesses is considered "alive" until the end of the congressional term (See JOHNSON BILL on page 109)

Manufa'turers Facing Tight Supply Future

NPA Order Hits Backlogs

WASHINGTON, Sept. 23.—Coin machine manufacturers have little chance to build up a backlog of materials because of the first step taken by the new National Production Authority (NPA)—the issuance of an anti-hoarding order this week covering forest products, building materials and metals and alloys.

The restriction affects all persons or firms, except the ultimate consumer and limits holdings in the materials to a "practicable minimum working inventory." NPA explained that term means the "smallest quantity of material from which a person can reasonably meet his deliveries on the basis of his currently scheduled method and rate of operation."

Hoarding Set-Up

A firm, said NPA, will be considered guilty of hoarding if the ratio of inventory to currently scheduled operations is substantially greater than the ratio in the recent past. Coin machine makers and others using the listed materials must maintain complete records of inventories, receipts, deliveries and use and submit to NPA any such records as it may later demand.

Those who believe the inventory limitation order works a hardship on them not suffered by others in the same industry can appeal to NPA for relief.

Materials listed include steel of all types, plywood made from soft wood, aluminum, cobalt, all forms of copper including wiring, nickel, tin, manganese, cobalt, tungsten, zinc, and natural and synthetic rubber.

G. Allen are operating a battery of six of these strip photographers at a point opposite the entrance to the grandstand. The strips of photos are selling for four shots for a quarter and business has exceeded all expectations, the designer said. Altho Sunday's (17) attendance was off some 10,000 because of rain, Allen said that over 1,000 pictures were made.

The auto-photo machine was invented by Allen in 1939 but production was delayed because of the war. Now in production the machine delivers a strip of four pictures in a matter of a few seconds. The incentive of four different poses has been a good sales point here at the fair.

An operator of the Acorn bulk merchandise vender is also on the job at (See Los Angeles Fair on page 108)

Boston Distribs Report Canadian Exports Boom'g

BOSTON, Sept. 23.—Canadian export business of used equipment from the Hub is again on the upswing now that the strike situation has cleared up. Prices for used equipment range from \$35 to \$140. The market is still big, local distributors report, but demand is for five-balls and shuffle boards almost exclusively.

With reasonable freight rates and fast service out of the city, the Hub is strategically spotted to garner a big portion of the Canadian business, as these added attractions are directing more and more orders for used coin equipment into the laps of Boston outfits.

With shipments at a halt during the railroad strike, a rush of orders flooded distributors.

In the parts department, many ops have bought ahead for six months, (See BOSTON DISTRIBS, page 106)

Top Amusem't Areas Listed In Tax Survey

Texas Location Leader

WASHINGTON, Sept. 23.—Pennsylvania is the top State for amusement games, while Texas leads the country in game locations, tabulations by the Internal Revenue Bureau disclosed this week.

The agency's breakdown for States gives only the total number of taxpayers buying the special coin machine tax stamps and not the number of machines involved, so the yardstick is only a rough one. A single tax stamp, for example, might cover one or 10 machines. However, the statistics give a good idea as to the number of actual locations.

For Pennsylvania, Internal Revenue (See TAX SURVEY on page 106)

Complete Record Operation Sale

WASHINGTON, Sept. 23.—One of the largest operator transactions in recent years was completed this week when the Hirsh Coin Machine Corporation, Washington, and Phil Mason, Irvington, N. J., combined to purchase Silent Sales System's D.C. operations for slightly more than \$100,000.

In a second deal in the nation's capital Jack Sapienza bought the Keefe Coin Machine Company, juke operating firm, for \$13,000. The route consists of 21 boxes on location.

The new firm formed to take over Silent Sales will be known as the (See Operation Sales on page 106)

It's **T&B**

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beginning **NOVEMBER 4**

**EMPTIES
MACHINES
FASTER!**

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ALL SIZES**

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FULL CASH with order.

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**BRAND NEW
LUCKY BOY VENDORS**

\$9.75 Lots of 5, \$48.75
EACH Lots of 25, \$243.75
16 of 5¢ MODEL

Nut and Charm Vendors hold 5 lbs. Nuts. Ball Gum Vendors, 800 Balls Gum Fully guaranteed
1/2 Deposit Balance C.O.D.

FREE
5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE

BLOYD MFG. CO.
VALLEY STATION, KY.

**NAMA Comm. Sets
Final Plans for '50
Meeting, Exhibit**

CHICAGO, Sept. 23. — Ernest H. Fox, chairman of the 1950 National Automatic Merchandising Association (NAMA) convention committee, reported this week that its members have completed final plans for the convention and exhibit, to be held at the Palmer House here November 12-15.

Fox said the convention program will be "geared to the times." Elaborating, he added: "It is becoming increasingly difficult for an operator to make a reasonable profit due to the increasing costs of production and distribution of vendable merchandise. We at NAMA want to help the operator prepare for the future. We are planning our convention program with these things in mind."

With the 15th annual NAMA meeting opening Sunday morning, the initial session will consist of the yearly report on the association's activities to the membership, a talk by a nationally known speaker, and the report of the nominating committee on the election of members to the NAMA board of directors. Following this session, appropriate ceremonies will be held at the opening of the exhibit.

In commenting on the Sunday portion of the convention program, Fox stated: "This will leave convention business sessions on the other three days open entirely to answering squarely the problems that face automatic merchandising today."

It is also planned to hold open sessions on specialized types of vending Monday and Tuesday evenings, November 13 and 14. This is to make certain every vending operator finds his specialty covered by the convention program, Fox declared. He added that complete details on the program will be announced in the near future.

**Vendex Moves to
Newark; Biz Boost**

NEWARK, Sept. 23.—Vendex, Inc., announced this week that it had moved its offices and warehouses to the Federal Storage Building at 155 Washington Street here. Former headquarters were in Hillside, N. J.

The move was made to obtain a more centralized location, plus the need for more adequate storage facilities for perishable goods, according to Paul I. Berkley, president. He also reported that after a slow start for the first five months of this year, with sales running slightly below 1949 levels, total sales to date were approximately 23 per cent ahead of last year for the comparable period. Indications are that during the final four months of the year, sales will push annual totals 12 to 15 per cent ahead of 1948, the firm's best year to date, he added.

**Truck Leasing Assn.
To Study War Effects**

CHICAGO, Sept. 23.—The National Truck Leasing System, Inc., and its member representatives has scheduled a conference in New York next week (28 thru 30) to discuss truck leasing problems brought about by the Korean war and subsequent national emergency measures now being readied.

The meeting, to be held at the Waldorf-Astoria, will concentrate on the equipment supply outlook and the possibility of continuing the leasing of trucks. Most of the firms are producing essential goods or providing a service that is important to the nation's defense program or civilian ceremony, it was pointed out. This includes operators of candy, drink and other vending equipment, with emphasis on industrial installations.

Canadian Coinage

VANCOUVER, B. C., Sept. 23. —Jack Garland, of Nipissing, said in Commons that Canadians could save \$500,000,000 a year thru a revised coinage system. Speaking in the budget debate, Garland suggested that a 2½-cent and a 7½-cent coin be minted.

He said that about \$1,500,000 goes to waste each day in Canada. Articles are priced closest to the most convenient coin rather than to the value of the article. Under the present coinage system, he said, it all too frequently happens that when a nickel article is no longer sold at a profit it is boosted to 10 cents. The 10-cent items were boosted to 15 cents, he pointed out.

**Plan Mult. Model
Vender Show Center**

WASHINGTON, Sept. 23.—Bayne Phipps, head of Spacarb of Washington, reports he is completing plans to set up the automatic merchandising industry's first vending equipment display center. While he will be a distributor for some of the units, others will be displayed to round out the permanent exhibit "where the best in vending equipment of all types can be seen and demonstrated."

Deran Appoints Rep

CAMBRIDGE, Mass., Sept. 23.—The Deran Confectionery Company here this week appointed Alfred A. Stemke, Greendale, Wis., as its representative in Minnesota, North and South Dakota.

**A HONEY
OF A MONEY
MAKER**

**The NEW ACORN 5c
ALL CHARM
VENDOR**

No question about it... this smooth working vendor is a honey of a money maker in ALL locations. Place the Acorn 5c All Charm today and you'll operate many more tomorrow. For it is certain to produce the biggest profit harvest of 1950.
ORDER TODAY!
Complete Details on Request

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2. GOOD HOUSEKEEPING AT INGERSOLL STEEL
3. MANAGEMENT TALKS PLANT VENDING
4. PLANNED PLANT EXPANSION

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5. LOYOLA PICKS VENDERS
6. VENDERS HUMANIZE A HOSPITAL
7. VENDING AT THE "Y"

GROUP C.
8. MEMO FROM THE MART
9. VENDERS IN RADIO
10. SNACKS WITHOUT LOST TIME

GROUP D.
11. GIVE THE GI WHAT HE WANTS
12. GOBS GO FOR VENDERS
13. NEW STOPS: VA HOSPITALS

GROUP E.
14. UNDERGROUND VENDING EMPIRE
15. WE KEEP 'EM ROLLING
16. VENDING AT LA GUARDIA
17. RAILROAD WITH PLUS SERVICE

GROUP F.
18. BIG STORES FOR VENDERS
19. FILLING STATIONS MAKE TOP-GRADE STOPS
20. THREE "MUSTS" FOR THEATERS

GROUP G.
21. EMPLOYEE SLANT ON VENDING
22. MACHINES SAVE MAN HOURS
23. VENDERS HELP US GO TO PRESS
24. LOADING DOCKS ARE SOLID CUSTOMERS

GROUP H.
25. VENDERS GO TO A COUNTY FAIR
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List Candy Needed For Armed Forces

WASHINGTON, Sept. 23.—With candy being stressed as a top nutritive food for the armed forces by the Quartermaster Corps, a number of specified types of confection will be in volume demand for this purpose. What these types are is of interest to the candy operator, and the following list details the candy to be used in QM's Lifeboat, Survival, Assault, Five-in-One, Arctic and other rations:

Under the candy bar and/or disk classification, desired items are hard candy type almond, peanut and pecan items, chocolate fudge, vanilla fudge, chocolate-coated coconut, nut roll caramel nougat, caramel fudge and spun candy items, starch jelly and pectin jelly with and without fruit, almond chocolate bars, sweet chocolate and modified sweet chocolate bars.

Under hard candy, needed items are sugar, non-sugared, fruit tablets and pressed mint wafers. Pan-coated candy in demand are chocolate drops, cream centers, jelly beans, jelly drops, licorice drops, peanuts and raisins.

Miscellaneous candy items to be ordered by QM include caramels, coffee confection, sweet chocolate caps and sticks.

9-City Survey Shows Paper Cups Lead in Customer Preference

NEW YORK, Sept. 23.—In what is seen as having a bearing on the popularity of cup beverage venders, a just-completed survey by Fact Finders' Associates, Inc., revealed that paper containers are preferred over glass for beverages and ice cream at America's soda fountains. The survey, made for Lily-Tulip Cup Corporation, showed paper was the choice of 60.8 per cent. Glass was the preference of 39.2 per cent of the persons questioned.

The survey indicated women preferred paper containers to a larger degree than men. They voted 62.2 per cent for paper and 37.8 per cent for glass, while men favored paper 57.2 per cent to 42.3 per cent for glass.

Results of the study were based on interviews by independent research workers with over 3,500 persons in nine cities—New York, Philadelphia, Washington, Detroit, Atlanta, New Orleans, Houston, St. Louis and San Francisco.

Analyze Biz Pic At NAPM Meet

(Continued from page 92)
 meeting, according to NAPM President Harry T. McNamara. The 1949 exposition marked attendance by a number of foreign delegates for the first time.

Convention highlights this year will include three popcorn clinics, panel discussions for popcorn manufacturers, processors, theater operators, brokers and distributors. Social and other non-business activities will be handled by William H. Beaudot, head of A.B.C. Popcorn Company, Chicago, as social chairman, and Mrs. Beaudot as chairman of the ladies' program.

Special Clinics
 The special clinics will be scheduled thruout the three-day program, and will center on these topics: *Control of Insects Attacking Stored Popcorn; Why Old Maids in Popcorn; An Appraisal of the 1950 Popcorn Crop, and The Importance of Moisture Content and Control in Popcorn.*

Exhibitors who will make up the 1950 show include A.B.C. Popcorn Company, Biltmore Distributing Company (coin-operated Popperette self-popping vender); Manley, Inc., and many supplier firms.

NAMA Division Meets

NEW YORK, Sept. 23.—The National Automatic Merchandising Association (NAMA) cup vending division met in regular meeting at the Lexington Hotel here Friday (22) to discuss latest developments in the field. Arthur Nolan, chairman of the division's research committee, reported on the progress of his committee. E. C. Scully, chairman of the membership-finance committee, and C. S. Darling, executive vice-chairman, also spoke.

"GREATEST ADVANCEMENT EVER MADE IN BULK VENDERS"

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 Approximately 5/8"

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COLORED BALL GUM—All Sizes 25¢ or 40¢ carton, 26¢ lb. 160¢ lots, 24¢ lb. with freight prepaid. **FULL CASH WITH ORDER**

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There is a sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of string black fibre to meet the hard and constant use that it is subjected to.

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Ask about the new "Hunter" @ \$59.50.
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State Tax Calendar

(Continued from page 95)

October 15—Tobacco manufacturer, distributor and wholesaler reports due.

Missouri
 October 15—Retail sales tax reports and payment due.
 October 31—Soft drinks manufacturer tax reports and payment due.

Montana
 October 15—Personal income tax second installment due.

Nebraska
 October 10—Cigarette distributor reports due.

New Hampshire
 October 1—Personal income tax due.

New Jersey
 October 20—Cigarette distributor tax reports and payment due.

New Mexico
 October 15—Income tax due.
 October 15—Occupational gross income tax reports and payment due.

New York
 October 15—Personal income tax third installment due.

North Carolina
 October 2—Property tax due.
 October 15—Sales tax reports and payment due.

North Dakota
 October 10—Cigarette distributor reports due.
 October 20—Sales tax reports and payment due.

Ohio
 October 10—Cigarette wholesaler reports due.
 October 15—Cigarette use tax reports and payment due.

Oklahoma
 October 10—Cigarette wholesaler, retailer and vending machine owner reports due.
 October 10—Gross receipts tax reports and payment from airports due.
 October 15—Sales tax reports and payment due.
 October 15—Tobacco wholesaler, jobber and warehouseman reports due.
 October 20—Property tax reports and payment from rural electric cooperatives due.

Oregon
 October 15—Excise (income) tax third installment due.
 October 15—Personal income tax third installment due.

Pennsylvania
 October 10—Soft drinks report due.

Rhode Island
 October 20—Sales tax reports and payment due.

South Carolina
 October 10—Admissions tax reports and payment due.

South Dakota
 October 15—Occupational retail sales tax quarterly reports and payment due.

October 31—Property tax second installment due (last day).

Tennessee
 October 2—Property tax due.
 October 20—Sales tax reports and payment due.

Texas
 October 25—Admissions tax reports and payment due.
 October 25—Prizes and awards of theater tax reports and payment due.

Virginia
 October 10—Tobacco tax from warehousemen due.

Washington
 October 15—Cigarette drop shipment reports from wholesalers due.

West Virginia
 October 15—Cigarette use tax reports and payment due.
 October 15—Sales tax reports and payment due.
 October 30—Occupational gross income tax quarterly reports and payment due.

Wisconsin
 October 10—Cigarette wholesaler and manufacturer reports due.

Wyoming
 October 15—Sales tax reports and payment due.

Cup Machines Win 100% Approval in Kansas War Plant

WICHITA, Kan., Sept. 23.—An indication of "which way the beverage vender wind is blowing" may be read into the report from Spacarb's Kansas City distributor, Ed Granger. He announced the signing up of the mammoth Howing plant here for cup vending equipment, replacing all bottle machines in the plant.

Exhaustive tests were said to have been conducted prior to the change-over.



"The Magazine of Automatic Merchandising"

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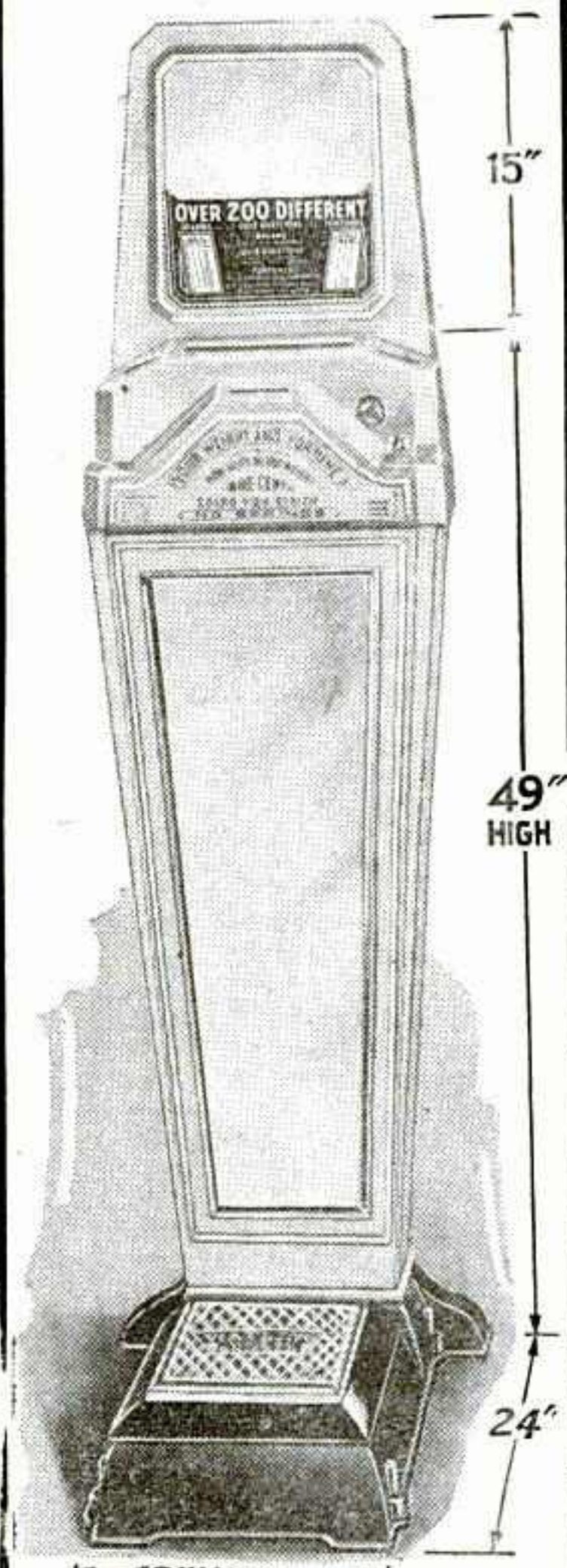
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Record Reviews

(Continued from page 36)

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
POPULAR		
TOMMY DORSEY ORK (Jack Duffy) Victor 20-3910	It All Begins and Ends With You Pleasant dance side by T. D. on an oldie. Johnny Amoroso's warbling shows improvement on this etching. Lullaby In Boogie Live dinking of a boogie novelty spots some clean, hard-hitting T. D. ork work in a fine arrangement. Jack Duffy whispers a rhythm vocal acceptably. T. D. fans will like.	70--70--70--70 77--80--75--77
LUCILLE LINDEN (Claude Hopkins) Ork Big Nickel 1005	You're Diff'rent Gal has a style, but nervousness impairs her effort. Somebody Mentioned Your Name (Bud Brees) Nick and Charles Kenny opus is crooned warmly by the ex-Mooney warbler. Production and material lack strength, however.	38--35--40--40 65--68--64--63
RALPH MARTIERE ORK Mercury 5481	Summer Night Dubin-Warren tune is cut instrumentally, featuring a fine, sweet trumpeter with strings. Scenes The golden-toned trumpeter is featured in another instrumental schmaltz opus of the in-between salon variety.	66--73--65--60 64--70--64--58
RUSS MORGAN ORK (The Heartbeats) Decca 27160	This Is the Last Time The always dependable Morgan turns on one of his own ballads for a pleasing dance side. Vocalized by vocal group and the maestro. Do I Worry? Superb, deep mood dance waxing of this fine oldie. Lead trumpet solo, Morgan's sincere vocalizing and his noted wah-wah trom make this a standout slicing with "sleeper" potential.	70--70--70--70 85--37--85--86
MILLS BROTHERS Decca 27184	I'm Afraid To Love You Typically smooth flowing Mills job on an attractive, tho not outstanding, new ditty. A Star for Everyone in Love Fine tune and another smartly styled effort by the brothers could start a stir. Certain to please Mills fans.	79--80--79--77 84--35--83--83
DON CORNELL (Bob Dewey Crk) Victor 20-3909	Au Revoir Again Dewey, Victor's answer to Sammy Kaye, sets a neat mickey background for a thoroly hammy Don Cornell rundown of a fine plug ballad. A Whistle and a Prayer Bright bounce ditty is styled in a cross between Kaye and Lombardo. Clever arrangement enhances this neat etching which is sung nicely enough by Cornell and a trio.	82--84--81--81 79--80--78--80
LEE MORSE (and Her Blue Grass Boys) Decca 27163	Don't Even Change a Picture on the Wall Bounce ballad is delivered with vigor and beat in Miss Morse's husky, low-pitched voice. Organ-string backing socks hard. Longing This one's a promising country side, as thrush pours plenty of pathos into a standout weeper ballad.	66--56--64--68 82--82--81--83
JAN AUGUST (Harry Geller's Ork) Mercury 5483	Deep Night Bravura August 88-ing, rich ork-chorus backing, and deep-voiced Henri Pierre's chanting make a pleasant beguine offering. Where Do I Go From You? Same forces deploy for an attractive rendition of a new ballad, reminiscent in part of "Third Man" and in part of "Body and Soul."	74--74--74--74 77--77--77--77
HOAGY CARMICHAEL-JERRY GRAY ORK Decca 27201	Cincinnati Dancing Pig Carmichael lends the country twang to this dance version of the nonsense rhythm bit which seems to be picking up action. Should do its share if song hits big. I'm Moving On "Chattanooga Choo Choo" ork treatment of this country boogie blues hit is one of the best of the Miller-styled efforts by Gray or any one else. Carmichael pitches in with a sparkling effort.	80--80--80--80 85--85--85--85
ELLA FITZGERALD-LCUISS JORDAN (Tympany Five)	I'll Never Be Free This bluesy item, which seems to be catching, is treated to a workou' by a powerful package of name power and talent. Tho it's not as successful as previous efforts of the team, if song goes big so will the waxing. Ain't Nobody's Business If I Do Infectious rhythm ditty, kicked off by Kay Starr and Tennessee Ernie, is stomped here by the team with an addeo kicker from Louis's alto sax and Tympany Five. Could score r & b trade.	84--85--83--83 83--85--82--83
AL JOLSON Decca 27181	Oh! Susannah Jolson sounds like a caricature of himself as he delivers the Foster tune in Uncle Remus dialect. Unimaginative ork and chorus arrangement doesn't improve matters. De Campdown Races Much like flip.	53--60--50--50 53--60--50--50
GEORGE WRIGHT King 15065	Times Square Boogie The organist swings an original boogie woogie. Sound is big and impressive with a Paramount echo; should get a play in the juke. Tenderly Pretty, lyrical organ rendition of the quality ballad.	75--74--74--78 71--70--70--73
LILY ANN CAROL-RAY BLOCH ORK Signature 15286	Way Marie Thrush delivers the fave with much buoyancy and spirit, in English and Italian. Dialect patter intro and closing adds nothing. Play a Sentimental Tune Not much substance to ballad, which Miss Carol and ork nevertheless render prettily.	75--75--74--76 65--68--64--64

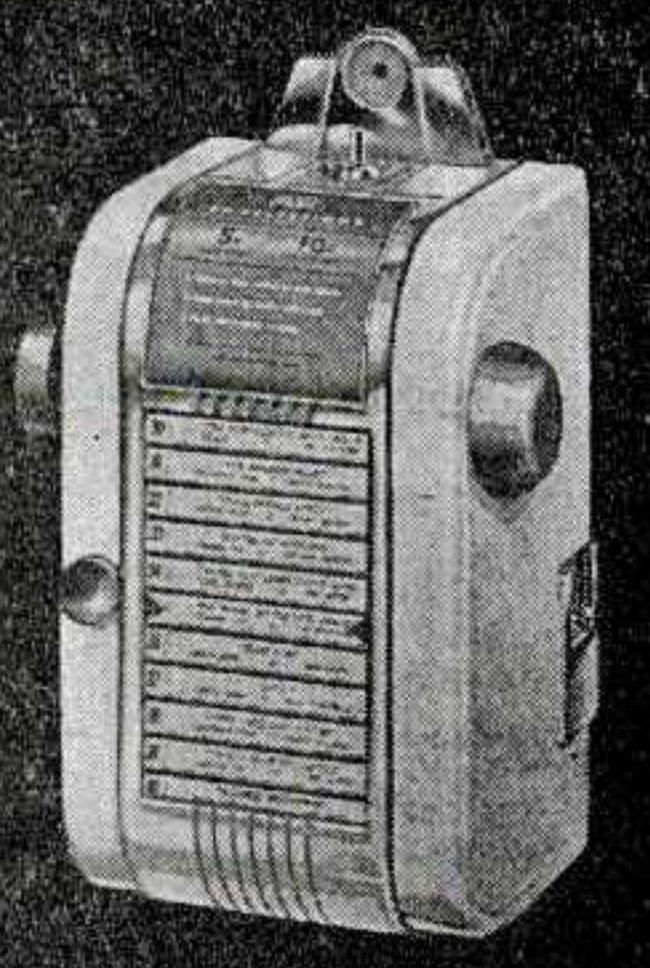
Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
POPULAR		
RUBY WRIGHT (Milton Delugg Ork) King 15062	Pony Boy Straight-away jazz version of the old rhythm novelty is unlikely to find its market, tho gal sings competently. I've Got a Feelin' You're Foolin' Nothing special in this version to start a revival of the fine oldie.	58--60--58--57 61--62--61--59
JACK PLEIS ORK London 775	Time Alone (Can Heal a Broken Heart) Choral treatment of a new and pleasant ballad with neat small ork support highlighted by Pleis' tasty keyboarding. What Is There To Say? This fine oldie is revived in a tastefully conceived ork-chorus rendition. Should please the spinners.	70--75--68--68 76--79--74--74
MR. GOON-BONES-BARNEY LANTZ Mercury 5482	Diesel Drag Bones and organ workout of an instrumental original styled in the bugle blues tradition. Goofus This oldie, now being revived via a Les Paul dinking, could pick up coin in this organ and bones rendition.	62--60--60--65 69--68--68--72
SNOOKY LANSON-EVE YOUNG (Jack Pleis Ork) London 751	I'm In the Middle of a Riddle Pleasant new waltz is treated neatly by this twosome with a tasty ork assist from Pleis. Beloved, Be Faithful "Forever and Ever" type of waltz, which has been on strong in the past few weeks, is handled liltily by this combination. Could draw its share in song hits biz.	75--75--75--75 78--78--77--79
KEN GRIFFIN Columbia 38981	Rudolph, the Red-Nosed Reindeer The popular organist's following will go for his rendition of "Rudolph," simple in the treble, heavily thumped on the bass. Here Comes Santa Claus As with flip.	66--64--66--68 64--62--64--66
HUGO WINTERHALTER'S ORK (and Chorus) Victor 20-3913	Mr. Touchdown, U. S. A. Rousing paean for the football season is beautifully executed and recorded by Winterhalter's big brass band and chorus. Catchy ditty should score plenty of play and could pick up action in collegiate quarters. The Red We Want Is the Red We've Got Another rousing, thumping slicing, this one of the "message" patriotic ditty. Musically, the finest of the slicings of this catchy melody. If song scores, so will this waxing.	86--64--66--68 86--87--85--87

(Continued on page 100)

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Record Reviews

OPERATOR
RETAILER
DISK JOCKEY
OVER-ALL

ARTIST	TUNES
LABEL AND NO.	COMMENT

CHILDREN'S	
MURL IVES Columbia (33) 4-726	Mother Goose Songs (Parts I and II) 77--80--75--NS Little LP disk is same waxing issued previously on regular 10-inch 78-r.p.m. Singular advantage is apparently space-saving. Fine kidisk fare here. Good packaging too. Sales potential depends on type of kidisk players sold in each section.
LOYD SHERMAN Columbia (33) 4-725	Hymns for Children (Parts I and II) 75--78--73--NS Another reissue in minidisk form. Same comment as for Ives disk.
EENE AUTRY Columbia (33) 4-724	Rudolph, the Red-Nosed Reindeer 80--82--78--NS Same comment again. This coupling needs no introduction. Could mean a little plus business in the minidisk version. Ops can get it without the kiddie package for new-type machines.
	If It Doesn't Snow on Christmas 75--78--72--NS As above.
MARRY BABBITT (Charles Wolcott Ork) Columbia (33) 4-723	The Teddy Bears' Picnic 74--76--73--NS There's heavy, new competition from Bing, tho this minidisk reissue coupling has some strength.
	Parade of the Wooden Soldiers 76--78--74--NS Not much competition for this one, and Babbitt does a good job.
NORMAN ROSE Guild 1001	A Train to the Zoo (Parts I and II) 80--80--80--NS Aimed at the 2-4-year-old group, this intelligently planned disk encourages response to tasteful music by combining it with subject matter tots love, such as trains, the zoo and the animals. Simple arrangements and tuneful, rhythmic melodies help. Package is an eye-catcher.

SACRED	
IMPERIAL QUARTET (Marion B. Snider) Intro 6003	He'll Understand and Say Well Done 67--67--68--NS Slow, rhythmic sacred opus is harmonized in fairly effective fashion by a competent church group.
	Waiting for His Return 69--68--70--NS Up-tempo rocker, with familiar theme, is banged out with spirit and clarity.
VALLY FOWLER-OAKRIDGE QUARTET Bullet 112	I Got Faith 73--73--73--NS Mixed group handles a simple, contagious spiritual in light, crisp manner for the hillbilly and Southern markets.
	You Must Have That Pure Religion 73--73--73--NS Similar stuff.
RED KIRBY Columbia 20740	When That Hell Bomb Falls 63--64--62--62 Subject and its development aren't likely to prove intriguing for family consumption.
	The Old Country Preacher 63--64--65--60 Homey, lightweight dedication to a familiar rural character.
T' TEXAS TYLER 4 Star 1280	That Beautiful Picture 79--80--79--75 Song for mother in Heaven makes an effective devotional throb piece for the popular warbler.
	You've Got To Live Your Religion Every Day 76--77--75--NS Lively revival hymn has appeal for most rural and Western religious buyers. Good theme for sacred disk shows.
T' TEXAS TYLER 4 Star 1281	God Put a Rainbow in the Sky 80--80--80--NS Lively hymn tune cites Biblical episodes. Tyler sings it with quality and conviction in heavy hillbilly style.
	If I Could Hear My Mother Pray Again 80--80--80--NS Group joins in for a touching opus that should see heavy activity thru the South.

SPIRITUAL	
WAN'S SILVERTONE SINGERS King 4391	Long Ago 80--80--80--NS Wonderful, profoundly felt chanting by a male group with an outstanding soloist.
	Jesus Is God's Atomic Bomb 70--70--70--NS Another slow chant, well-executed, but the material doesn't fall as naturally as flip.
BROTHER JOE MAY Specialty 373	I Want a Double Portion of God's Love 78--78--78--NS The male Mahalia strides, then shouts up a storm of fervor on an effective theme.
	He'll Be Waiting at the End for Me 78--78--78--NS Fine prayer-meeting material, not overdone elsewhere, is shouted with great intensity by the great performer.

LATIN-AMERICAN	
MACHITO ORK Mercury 5484	Mambo Is Here To Stay 78--79--77--77 Fine modern dance disk by the local mambo crew. Vocal is short, and the rhythm section keeps the dancers in mind.
	Mambo Jambo 75--72--75--78 Fine mambo coupling here, tho Machito is late with his version of the Perez Prado hit. Tempo is slightly slower than Prado's.
ARSENIO RODRIGUEZ Y SU CONJUNTO Victor 23-3309	Anabacoa (guaracha) 79--80--78--78 Native Cuban guaracha specialists toss off a wild one here, with crisp chicks and slaps, live chanting, guitars, piano, and brass. Fine rumba bait.
	Cardenas (bolero) 64--64--67--60 Slow number, sung by group most of the way, is less suitable for Yankee buyers.

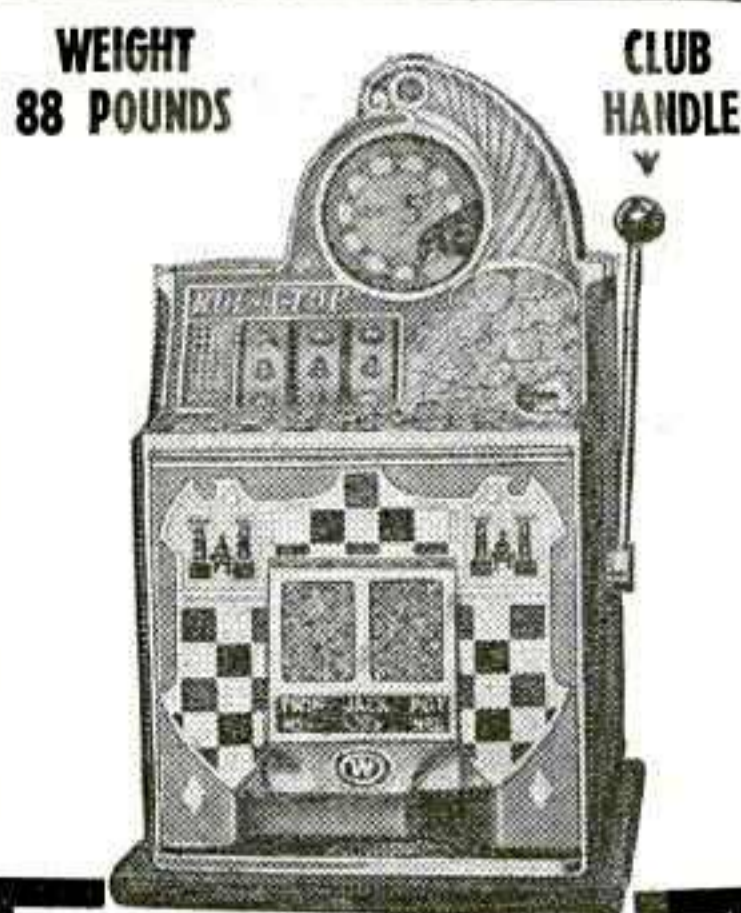
INTERNATIONAL	
REDDIE YAROSZ Jolly 101	Cabaret 76--77--75--77 Original instrumental polka is slammed out in energetic Polish style. Well recorded.
	Hula Hula 67--68--66--68 Polka with boy-girl vocal is less attractive.

Genco Rolling With Five-Ball Harvest Time

CHICAGO, Sept. 23. — Harvest Time, a new five-ball game by Genco Manufacturing & Sales Company, is now in production at the plant here and on display at all Genco distributor showrooms.

Designed with a wide open bottom playfield, Harvest Time has power bumper action and new rebound features over the entire play area. Among its other key plays are increasing values on a special kicker hole, and the fact that one ball can light up to 10 numbered scoring gimmicks and can set up as many as 10 replays. In addition the Genco game has three kicker holes, three roll-over lanes, and 10 score expanding top buttons.

Built with flipper action, scoring on Harvest Time runs into millions of points.



\$139⁵⁰

BRAND NEW ROL-A-TOPS

5c-10c-25c PLAY

Above Prices F. O. B. Chicago

WATLING MFG. CO.

4650 W. Fulton St.
CHICAGO 44, ILL.

Est. 1889. Tel.: COLUMBUS 1-2772
Cable Address: WATLINGITE, Chicago

CMI Moves

CHICAGO, Sept. 23. — Coin Machine Institute (CMI) has completed a move to new quarters at 134 N. LaSalle Street, Chicago, executive director Dudley Ruttenberg announced this week. CMI now occupies Suite 908. It's former office was on the third floor in the same building.

FIRST THINGS TO REMEMBER

You get what you pay for AND MORE with our guaranteed, fully reconditioned and completely resurfaced games.

SHUFFLE GAMES

RECONDITIONED! RESURFACED! PERFECT!

Univ. SUPER TWIN BOWLER	\$235
United SHUFFLE ALLEY EXPRESS	189
Chgo. C. BOWLING ALLEY (wide rails)	135
Chgo. C. BOWLING ALLEY (blue cabinet with Lite-a-Pins)	159
Univ. TWIN BOWLER	145
Univ. TWIN BOWLER (with Lite-a-Pins)	159
Keeney ABC BOWLER (8 or 9 1/2 ft.)	139
Chgo. C. SHUFFLE BASEBALL	125
Gottlieb BOWLETTE	89
Genco GLIDER	45

FIVE BALLS Reconditioned & Refinished!

BASKETBALL	\$129	TELECARD	\$79	CINDERELLA ...	\$49
FRESHIE	129	MAJORS OF '49 .	69	MARDI GRAS .	49
K. C. JONES	129	BIG TOP	69	TRADE WINDS .	39
SHARP-SHOOTER	125	1-2-3	69	MOROCCO	35
DALLAS	89	KING COLE	59	VIRGINIA	35
BOWL'G CHAMP	89	SWANEE	85		
EL PASO	85	SCREWBALL ...	49		
		TENNESSEE	49		

New ONE BALLS Bally TURF KING

FIRST Distributors
Joe Kling & Wally Finke

Dickens 2-0500
1748 W. North Ave.
Chicago 22, Ill.

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Please enter my subscription to The Billboard for one year, \$10.

Name \$10 enclosed
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Dept. 9-30-CM

There is no substitute for the thrill of bowling with REAL PINS and EVANS' GREAT **1951 SHUFFLE TEN STRIKE**



SIDE MECHANISM DOOR

NEW STAINLESS STEEL PIN BOARD!

8 FT. LENGTH

IDEAL SIZE FOR MOST LOCATIONS!

Patent Nos. 2181984, 2229712, 2411789 & 2327350
GIVES YOU REAL—Not Synthetic—PIN ACTION!

They carom, they teeter, they fly from the Alley!
5½-INCH PINS—AUTOMATICALLY RESET! • DIRECT VIEW AUTOMATIC SCORING COUNTER! • COMPARATIVELY NOISELESS ACTION!
• FASTER THAN EVER!

MANY NEW FEATURES! ATTRACTIVE NEW PRICES!

AUTHENTIC SCORING—Strikes—Spare—Doubles—Turkeys!
RAISED ALLEY—REAL RECESSED GUTTERS!
AUTOMATIC PUCK RELEASE delivers puck at start of game
AUTOMATIC PUCK LOCK withholds puck at finish of game

ORDER FROM YOUR EVANS DISTRIBUTOR OR WRITE DIRECT
H. C. EVANS & CO.

152 W. ADAMS STREET CHICAGO 7, ILLINOIS
SEE EVANS' CONSTELLATION AD ON PAGE 100

RECESSED CHUTE AND SAFETY PUCK—RETURN CUP PROTECTS PLAYERS!

Operators' Information on Request

RECONDITIONED PIN GAMES READY FOR LOCATION

Bowling League	\$15.00	Robin Hood	\$ 30.00
Grand Award	51.50	Star Series	169.50
Holiday	64.50	St. Louis	99.50
Humpty Dumpty	30.00	Tampico	79.50
Just 21	89.50	Telecard	69.50
Majors of '49	55.00		

BOWLING GAMES

8' United Double Shuffle	\$145.00
8' United Shuffle Alley, without lites	65.00
9½' Rock-Ola Shuffle Lane, without lites	67.50
9½' Keeney Pin Boy, without lites	77.50

CONSOLES

Mills 3 Bells, 1941	\$ 69.50	Mills Duplex, 5¢/25¢	
Baker's Pacers, P.O.	242.50	P.O.	\$195.00
Wild Bell, Keeney, F.P. & P.O.	5¢/5¢ 135.00	Gold Nugget, 5¢/5¢	
		F.P. & P.O.	147.50

NOW DELIVERING NEW EQUIPMENT
Keeney League Bowler, Bally Turf King, Universal Winner, Harvest Time, 4 Horsemen, Keeney's Electric Cigarette Vendor, Mills Wild Deuce, Mills "21" Bell, Mills Blue Bell, Mills Black Beauty, Mills Bonus Bell, New Regal Cabinets for all Mills Bell Machines, Downey-Johnson Coin Counter.

Established 1913 **ROY MCGINNIS CO.**
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FOR EXPORT ONLY

FINAL CLEARANCE ON POSTWAR PHONOGRAPHS

Approximately 100 pre-war phonographs consisting of
SEEBURG
Vogues, Envoys, Classics, Hi-Tones, Lo-Tones, Commanders, Majors, etc.
WURLITZER
616's, 500's, 600's, 850's, 950's
ROCK-OLA
Standards, Masters, Commandos
MILLS
Empress, Thrones

WE ARE INTERESTED IN SELLING LOT IN ITS ENTIRETY AT RIDICULOUSLY LOW PRICE. IF INTERESTED CALL, WRITE OR WIRE. WILL ALSO SELL IN SMALLER LOTS.

Exclusive Gottlieb, Williams & Seeburg Distributors



Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS
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USED MILLS SLOT MACHINES HIGHEST CASH PRICES PAID!

BAKER NOVELTY COMPANY

THE WORLD'S LARGEST SUPPLIERS OF CLUB EQUIPMENT

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BETTER BUYS

BUCKLEY WALL and BAR BOXES

\$19.50

BUCKLEY MFG. CO. 4223 W. Lake Street Chicago 24, Illinois

EVERY PIECE GUARANTEED

ONE BALLS	CONSOLES
UNIVERSAL WINNER, NEW WRITE	EVANS COALTOWN WRITE
BALLY CHAMPION \$349.50	BALLY DOUBLE UPS \$179.50
BALLY CITATION 209.50	BALLY DELUXE DRAW BELLS 129.50
BALLY GOLD CUPS 99.50	MILLS JUMBO PARADE 29.50
BALLY JOCKEY SPECIAL 79.50	WATLING BIG GAME 24.50
BALLY SPECIAL ENTRY 54.50	JENNINGS SILVER MOON 24.50
FIVE BALLS	PHONOGRAPHS
GOTTLIEB BUCCANEER \$ 74.50	SEEBURG '48 BLONDE \$449.50
GOTTLIEB JUST 21 89.50	SEEBURG '47 374.50
GOTTLIEB SHARPSHOOTER 109.50	SEEBURG 7850 79.50
EXHIBIT GONDOLA 64.50	SEEBURG TEARDROP SPEAKERS 17.50
GOTTLIEB SELECT-A-CARD 124.50	SEEBURG PRE-WAR BOXES 7.50

WHEN IN NEED OF GOOD EQUIPMENT, CONTACT US FIRST—
WE BUY, SELL OR TRADE.

PARKER DISTRIBUTING COMPANY
311 8TH AVENUE, SOUTH, NASHVILLE, TENNESSEE PHONE 4-0194-42-1231



GET READY FOR A BUMPER COIN CROP!

It's Genco's

HARVEST TIME

NEW REBOUND FEATURES
over ENTIRE Field.
SCORES in the MILLIONS.

INCREASING values on EXTRA
SPECIAL KICKER HOLE. Single
ball can light up ALL 10 NOS.
UP to 10 REPLAYS.

3 Kicker Holes, 3 Rollover
Lanes, 10 Score-Exploding Top
Buttons Plus New Power
Bumper Gives Continuous
Action.

NOW AVAILABLE
"SUPER BOWLING LEAGUE"
CONVERSION KIT
For Genco's Bowling League

1. DISAPPEARING PINS
2. NEW ATTRACTIVE
BACK GLASS
3. EASILY INSTALLED



SPECTACULAR POWER BUMPER

GENCO

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POWER
BUMPER
ACTION!

WRITE, WIRE, PHONE
Your Distributor, NOW!

SNAP 'EM UP! THESE BUYS MAKE FALL AND WINTER OPERATING A SNAP!

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SHUFFLE ALLEY	\$ 79.50
SHUFFLE ALLEY w/plastic pin conv.	89.50
SHUFFLE ALLEY w/disappearing pin conv.	159.50
SUPER SHUFFLE ALLEY	99.50
DOUBLE SHUFFLE ALLEY	169.50
SHUFFLE ALLEY EXPRESS, 8 ft. . .	229.50

USED ALLEY GAMES

WILLIAMS	
TWIN SHUFFLE	\$ 69.50
SINGLE BOWLER	99.50
DELUXE BOWLER	179.50

EXHIBIT	
Strike	\$165.00
Shuffle Bowl Attachment.	49.50

GENCO	
Bowling League	\$ 59.50
Glider	49.50

CHICAGO COIN	
ORIGINAL BOWLING ALLEY	\$119.50
BOWLING Alley w/plastic pin conv.	129.50
BOWLING ALLEY w/disappearing pin conv.	199.50
BOWLING CLASSIC	249.50
SHUFFLE BASEBALL	119.50
REBOUND SHUFFLEBOARD	39.50

GOTTLIEB BOWLETTE—\$89.50 • KEENEY PIN BOY—\$89.50 • UNIVERSAL SUPER TWIN BOWLER—\$219.50 • ROCK-OLA SHUFFLE JUNGLE—\$79.50

SEEBURGS	
148-ML, Blond.	\$425.00
146-S	265.00
146-W	265.00
146-M, Convert. to '48	315.00
7850 Standard..	89.50
E.S. Envoy	59.50
R.C. Envoy	69.50
Gem	49.50
Vogue	59.50
E.S. 9800 Lotone	69.50
147-S	265.00
8200 Conversion	\$ 59.50

USED MUSIC

WURLITZERS	
1015	\$259.50
750-E	129.50
850	69.50
780	119.50
950	79.50
61 Counter, w/stand . . .	39.50
500	49.50
616	39.50
Twin 12 Hideaway	39.50

ROCK-OLAS	
1422	\$159.50
1426	229.50
1424 HIDEAWAY	175.00
'39 DELUXE	49.50
'39 STANDARD	49.50
'40 MASTER	69.50

MILLS	
CONSTELLATION	\$179.50
EMPRESS	49.50
THRONE OF MUSIC	39.50
AIREON HIDEAWAY	\$119.50

MUSIC ACCESSORIES

SEEBURG		WURLITZER	
RS1-8 Teardrop Speaker . . .	\$15.00	100 Wall Box	\$ 5.00
MR VC-1 Volume Control. .	19.50	Kleertone Speaker	12.50
WRS-1Q 30-Wire Box . . .	5.00	115 Wall Box	5.00
W1-L56 Wireless Box . . .	22.50	145 Stepper w/Junc. Box	9.00
W1-L56 5c, Convert. to 3-Wire	27.50	4000 Speaker	9.50
3W1, 5-10-25c, 100 Select. Wall Box	69.50	304 Stepper	5.00
Large Mirror Speaker . . .	39.50	215 Transmitter	7.50
3W2-L56, 3-Wire Box . . .	32.50	4005 Speaker	9.50
WS-22 Wireless Box . . .	5.00	4003 Speaker	9.50
DS20-1Z, 5c 3-Wire Box	12.50	320 Wall Box	5.00
PACKARD Wall Boxes . . . \$12.50		216 Receiver	7.50
		310 Wall Box	5.00

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"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

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**A PEACH
OF A GAME!**

**NEW ... CROSS ACTION KICKER HOLES
... TUNNEL ROLLOVERS ... SPOT FEATURE**

**Plus ... TILT RESET — THUMPER BUMPERS —
FLIPPERS — HIGH SCORE**



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AT YOUR
DISTRIBUTOR
NOW!**

**CREATORS OF DEPENDABLE PLAY APPEAL!
4242 W. FILLMORE STREET, CHICAGO 24, ILLINOIS**

**COMING
YOUR
WAY!**

**BEAUTIFUL!
THRILLING!
APPEALING!
FAST ACTION!
LONG LIFE!
PREMIUM PLAY!**

SOON!

SOON!

SOON!

SOON!

SOON!

SOON!

It will be the most talked
about thing in the trade!

THE EXHIBIT SUPPLY CO.

Est. 1901

4222 W. Lake St.

Chicago 24, Ill.

WE'VE GOT THE GOODS ... MONEY MAKERS FOR YOU!

MAKE MONEY OR RETURN OUR MACHINES FOR FULL REFUND

MUSIC	CONSOLES	SHUFFLE BOWLERS
WURLITZER	Draw Bell \$ 95.00	United Super, 8 Ft. ... \$155.00
850 \$ 95.00	Big Game 30.00	United Shuffle Alley .. 65.00
750 150.00	Big Top 30.00	Chicago Coin Rebound. 95.00
600 40.00	Club Bell 30.00	Gottlieb Bowlette 75.00
616 40.00	Hi-Hand 50.00	Genco Bowling League 45.00
61 & 71 50.00	Late Evans Racer 395.00	Williams Twin 45.00
	Keeney Bonus Super	Universal Rebound ... 95.00
	Bell, 5¢ 135.00	
	Keeney Bonus Twin	
	Super Bell, 5/10¢ ... 225.00	
	Track Time 40.00	
	Fast Time 40.00	
SEEBURG	ONE BALLS	ARCADE
Hitones \$ 50.00	Champion Write	Star Series \$165.00
Lotones 60.00	Photo Finish Write	All Stars 100.00
Vogue 40.00	Gold Cup \$119.00	Seeburg Bear Gun ... 375.00
Envoys 50.00	Jockey Special 85.00	Exhibit Dale Gun 55.00
Concert Master 50.00	Special Entry 65.00	Quarter-Back 85.00
	Victory Special 35.00	Atom Jets (NEW) 125.00
ROCK-OLA		Panorams 150.00
Commando \$ 40.00		7 Hi Belgium Pool Table 45.00
Standard 39 40.00		

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TO BUY OR ACCEPT IN TRADE
WE WELCOME TRADE-INS

Packard Wall Boxes, Arrow Bells, Bally Hi-Hands, Bally Shuffle Champ, One Balls, Eurekas, Photo Finish, Late Five Balls, Brand New Five Ball Closeouts, Seeburg 100 Selectomatics and All Models Used Phonographs, Games, Shuffle-Alleys and Consoles.

NEW MACHINES

IN STOCK

Bally Turf King
Keeney League Bowler
Keeney Cigarette Machine
Chicago Coin Ace Bowler
United Twin Rebound
Genco Harvest Time
Gottlieb 4 Horsemen
Williams Georgia

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PLENTY OF MILLS SLOT MACHINES

WRITE, WIRE, PHONE

19 DEUCES WILD 5c	\$225.00
10c	235.00
25c	245.00
27 BLUE BELLS 5c	225.00
10c	235.00
25c	245.00
24 JEWEL BELLS 5c	149.50
10c	160.00
25c	175.00
54 GOLDEN FALLS 5c (hand load)	149.50
10c	159.50
25c	175.00
50c	275.00
2 MELON BELLS 10c (hand load)	160.00
25c	175.00
17 BLACK CHERRIES 5c	149.00
10c	160.00
25c	175.00
22 Q.T.'s 5c	69.50
2 Q.T.'s 10c	79.50
3 Q.T.'s 25c	99.50
15 Silver & Gold Vest Pockets	49.50

Sterling Novelty Co., Inc.
669 So. Broadway Lexington, Ky.
Ph 2-6886

ALL TYPES COIN OPERATED EQUIPMENT

Organize Merit Distrib in Chi

CHICAGO, Sept. 23.—Formation of a new firm to buy and sell amusement games of all types was announced this week by Col. Lou Lewis. Known as Merit Industries, the concern also will specialize in servicing and repairing equipment for operators on the South Side of Chicago.

Lewis stated his amusement game exchange has been started principally to serve operators in Northern Indiana and Northern Illinois. Headquarters have been established at 6520 S. Halsted Street.

Lewis has been in the trade for several years both in the East and Midwest. Among the firms he has been associated with are Mero Industries, National Shuffleboard Sales of Chicago, Coinex, ABC Music Com-

D.C. Op Headache

WASHINGTON, Sept. 23. — Operators of games, vending machines, music units and amusement pieces here have uncovered a well-organized effort to chisel coins from various machines.

The schemers have been going around the city plugging the coin return with celluloid. As a result, legit patrons who place their coins in a machine which might be empty do not get their money back. Then the celluloid boys make their rounds, removing the stoppers and gathering the coins.

Numerous customer complaints in certain locations uncovered the racket—but not the culprits.

pany, and U. S. Television Sales Company.

FIVE BALLS

Just 21	\$69.50
Pinch Hitter	59.50
Black Gold	69.50
Buccaneer	69.50
Aquacade	79.50
Super Hockey	79.50
Three Feathers	79.50

ONE BALLS

Special Entry	\$39.50
Daily Races	39.50
Jockey Special	69.50

1/3 Deposit.
BOYLE AMUSEMENT COMPANY
522 NW 3rd, Oklahoma City, Okla.

Bally's One Ball Citation . . @ \$175.00 Ea.
Bally's Five Balls Hot Rod . @ 45.00 Ea.
Keeney's One Ball Big Parlay.
..... @ 35.00 Ea.

SHUFFLE ALLEYS
Universal Super Twin Bowler @ \$195.00 Ea.
All in Top Shape. Terms: 1/3 Deposit.
C. & M. SPECIALTY CO.
832 Camp Street New Orleans 13, La.

Put New Life Into Your Shuffle Alleys!

UNITED'S

Shuffle Alley Deluxe



- Easily Installed on Location
- Takes Only 15 Minutes
- No Switches Added
- No Electrical Changes Needed
- Matches Cabinet Design

SEE YOUR DISTRIBUTOR

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

MUSIC SALE WURLITZERS

#1015's	\$260.00
#780's	110.00
#750E's	110.00
#600 in Victory Cabinet	65.00

SEEBURGS

#8800 RC, Lo Tone	\$115.00
#9800 RC	90.00
#8800 RC	90.00

Mills Empress	\$49.50
Rock-Ola Commando	87.50

T & L Distributing Co.

1321 CENTRAL PARKWAY
CINCINNATI 14, OHIO
MAIN 8751

SHUFFLE ALLEYS

Chicago Coin Shuffle Baseball	\$124.50
Chicago Coin Bowling Classic	174.50
Chicago Coin Bowling Alley with Light-Up Pin	119.50
Gottlieb Bowlette	69.50
Universal Super Twin Bowler	189.50
Chicago Coin Trophy Bowl	Write
Chicago Coin Ace Bowler	Write

FIVE BALL

Just 21	\$69.50
Serenade	39.50
Saratoga	49.50
Ballerina	34.50
Wisconsin	32.50
Trade Wind	34.50
Select-A-Card	114.50
Mardi Gras	42.50
Trinidad	29.50
Robin Hood	39.50
Hot Rods	89.50

ONE BALL

Champion	\$309.50
Citation	194.50
Jockey Special	64.50

General Distributing

1225 N. Broad Ave. New Orleans, La.

acme PHONO PLASTICS

ARE UNCONDITIONALLY GUARANTEED
AGAINST BREAKAGE FOR 3 YEARS

SOLID COLORS THRU AND THRU.
NOT SPRAYED OR PAINTED. ALMOST
1/4" THICKNESS—PERFECT FIT.

A Complete Line of Phonograph
Plastics.

ACME SALES COMPANY
505 West 42nd St., New York
LOnacre 3-4138

Don't Take Our Word for it . . .

HERE'S PROOF!

that the RISTAUCRAT '45'

Means *Added* Profit for YOU!



PLAYS 12-45 RPM RECORDS
RESTACKING AUTOMATICALLY!

Compact, portable RISTAUCRAT '45' is your answer to making the small spots pay. Here's the only **SUCCESSFUL** small music box ever made!

ILLINOIS

Bishop's
MUSIC CO. CHICAGO, ILL.

"I am perfectly sold on the Ristaucrat. A small machine is a must with all operators . . . for that spot that will not stand a big machine . . ."

PUERTO RICO

CANONICAL RECORDS

"... we would like to be your exclusive distributor in this territory."

OREGON

"... Your Ristaucrat '45' opens up a new and tremendous field . . . hundreds of locations . . ."

WISCONSIN

"... Ristaucrat has made spots we never thought would pay out big money makers now."

INDIANA

CLARY, J. MERRICK CO.
EVANSVILLE, INDIANA

"Please ship 3 more machines, tomorrow if possible . . . the phonographs are really causing a lot of excitement."

Letters From Everywhere Praise the RISTAUCRAT '45'

Distributors and operators from all over the country are raving about the mighty Ristaucrat '45'. For here is a profitable music box geared for sure, steady returns. It means a **NEW WAY** of MAKING PROFITS for you, so investigate these possibilities today!

Priced at only \$189.50—write for complete details

RISTAUCRAT, Inc.
1216 E. Wisconsin Ave. Appleton, Wis

MEET THIS YEAR'S BIG MONEY-MAKER!

Operators Say BOWL-O Earnings Are Terrific

From taverns, bowling establishments, arcades and other locations come reports of the tremendous earnings being piled up by BOWL-O, the sensational new bowling game.

Folks of all ages go for BOWL-O, with its REAL bowling thrills. BOWL-O plays fast and steadily—gets lots of repeat business.

ORDER BOWL-O NOW TO GET FULL BENEFIT!

Act now for early installation to get full advantage of this great new money-maker. Write today for illustrated literature, amazing records of actual earnings, and prices.

SUTPHEN PRODUCTS Corporation
61 West 56th Street
New York 19, N. Y.

EARNING CAPACITY \$400 PER HOUR

IT'S SMASHING ALL PROFIT RECORDS!

Bowl-O The Only **REAL** Bowling Game

\$64 QUESTION

How much do you make on your investment? Do you have long-life equipment that will be making money for you many years after it has been paid for? Well, Brother, you can have it . . . Operate the exclusive HOLLYCRANE...coin-operated, miniature model industrial crane that has everything an operator wants.

★

Write for Descriptive Circular and Free Profit Chart

COMO MANUFACTURING CORPORATION
5013-5025 N. KEDZIE AVE., CHICAGO 25, ILL.

OPERATORS-ATTENTION!

WANTED—WILL PAY TOP CASH PRICES for LATE MODEL PHONOGRAPHS!

Specify Quantity — Prices — Serial Numbers

Rock-Ola 1422 (1946)	Wurlitzer Model 1015	A.M.I. Model B
Rock-Ola 1426 (1947)	Wurlitzer Model 1100	A.M.I. Model C
Rock-Ola 1428 (1948)	Wurlitzer #3020 Wall Boxes	Bally Champions
Seeburg 1-48	A.M.I. Model A	Bally Citations

CONTACT US AT ONCE! PHONES BUCKINGHAM 1-6466, BUCKINGHAM 1-6990

NATIONAL COIN MACHINE EXCH. 1411-13 DIVERSEY BLVD. CHICAGO 14, ILLINOIS

**OPERATORS ALL SAY THE LOCATION PLAY IS TERRIFIC
IT HAS EVERYTHING!
THE NEWEST AND ONLY BOWLING GAME
WITH FREE PLAY!**



Chicago Coin's

ACE BOWLER
Featuring - FREE PLAY Plus LITED "FLY-AWAY" PINS

COMING SOON!
WATCH FOR - WAIT FOR
The **FIGHTING IRISH**
OUR NEW 5 BALL

AND FOR STRAIGHT NOVELTY PLAY!
GET OUR
TROPHY BOWL
• 1 OR 2 CAN PLAY - 10c & 20c
• DISAPPEARING PINS

CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS

**WE NEED ROOM
OUT THEY GO**
BALLY USED CONSOLES, DOUBLE-UPS,
MULTI-BELLS, SPOT BELLS,
RESERVE BELLS
WRITE FOR PRICE
BALLY CITATIONS
\$225.00
WHILE THEY LAST
WRITE FOR PRICE ON ALL GAMES
FRANK SWARTZ SALES CO.
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Phone: 4-8571



JOE ASH

IT'S SMART TO BE THRIFTY
WITH THE

WURLITZER 1250

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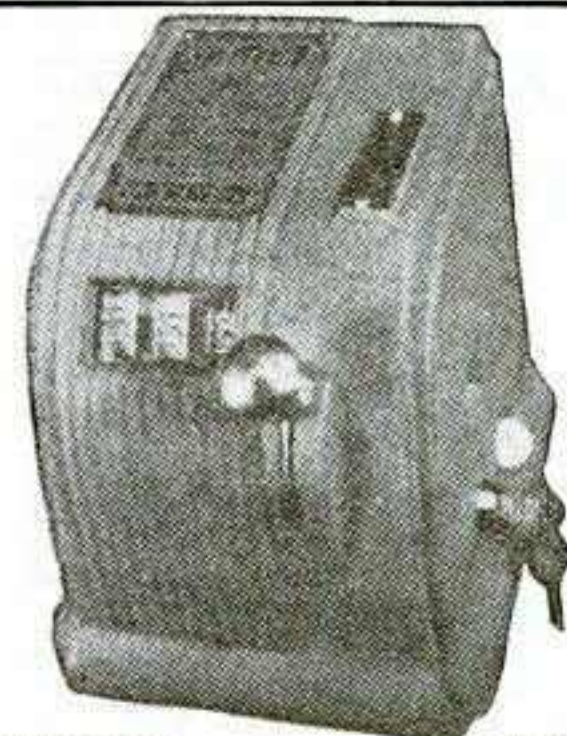
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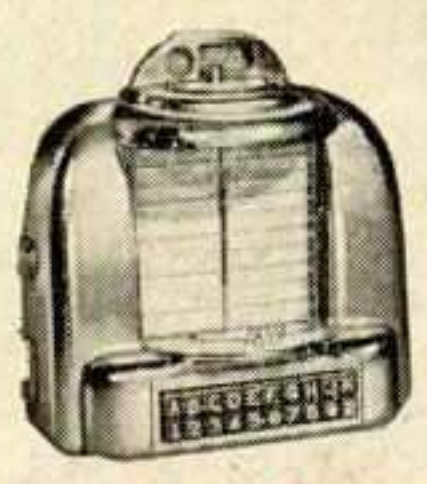


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