

# The Billboard

OCTOBER 13, 1951

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

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## NBC Operation Stem-to-Stern Revolutionizes Old Routines

### Effects to Be Felt Thruout Broadcasting

#### Repercussions Sure Among Competitors, TV, Transcriptions

NEW YORK, Oct. 6.—The effects of the National Broadcasting Company blueprint for reshaping network radio (see story in columns 4 and 5) will be manifold and will be felt thruout the industry for years to come, in the opinion of many competent trade observers.

There is little doubt, for example, that the Columbia Broadcasting System, the American Broadcasting Company and the Mutual Broadcasting System will have to make eventual re-adjustments of

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### \$129,158 in 2 Weeks for Tour Of Arena Music

NEW YORK, Oct. 6.—The giant Nat "King" Cole-Sarah Vaughan-Duke Ellington ork arena package piled up net takes totaling \$129,158 for the first two weeks of its trek completed Thursday (4). The package, which in addition to the headliners features seven acts and a line of girls, opened weakly in the Boston Garden on September 21, for a three-day stay. But, coming out of Boston, the tour

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### EDUCATORS SOUND OFF

## Yell at Record Men: 'More Music, Please'

NEW YORK, Oct. 6.—The disk needs of music educators—how to better the service of diskeries to schools and teachers—were debated with considerable enthusiasm this week by reps of major and indie diskeries and spokesmen for the Music Educators' National Conference. The conference, a department of the National Education Association of the United States, has a membership of 23,000, of whom 18,000 are active teachers in schools. Its president is Marguerite B. Hood, who presided at the session, which was attended by reps of RCA Victor, Decca, Capitol, Mercury, Children's Record Guild and others. The confab took place at the Hotel Staller Wednesday (3).

Educators presented a number of squawks. To wit:

(1) Many records suitable as educational material are deleted

### FOR WHOM DEM BUMS TOIL

## Ads Keyed to Baseball All Snafued by Whirling Tizzy

NEW YORK, Oct. 6.—The weird baseball situation this week not only threw all New York and the nation into a tizzy, but had striking repercussions among two leading tobacco companies and their ad agencies. Chesterfields and Camels, perennial rivals in the weed field, both had extensive ad campaigns predicated on the baseball race. The astounding baseball turmoil caused frantic last-minute changes under the greatest pressure at the agencies, Cunningham and Walsh for Liggett and Myers (Chesterfield) and William Esty for R. J. Reynolds (Camels).

Camels went out on a limb with the Dodgers (in the National League play-offs) and the Yan-

kees (in the World Series), while Chesterfield has been stringing with the Giants all the way, ever since Leo Durocher's club projected itself into the pennant scrap. Camels wound up out in left field along with Manager Chuck Dressen and the rest of the Dodgers when, at 4:10 p.m. Wednesday (3), Bobby Thomson's dramatic homer won the National League flag for the Giants.

The Esty agency, on the premise that the Brooklyns could not possibly blow a 13 1-2 game lead, had made TV film spots and prepared considerable printed ad copy based on endorsements by such Dodger luminaries as Preacher Roe, Billy Cox, Carl Furillo,

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## BMI Cops 5 of First 10 in Billboard Hit Honor Roll

NEW YORK, Oct. 6.—Broadcast Music, Inc., this week grabbed five of the 10 positions on The Billboard's Honor Roll of Hits—including the first, second and third slots. This is the highest hit peak the licensing agency ever attained since its formation in 1941. The current showing is all the more significant inasmuch as four of the five BMI tunes are legitimate pop songs. "Because of You", published by BMI and in first place, is a ballad. Ditto "I Get Ideas" (Hill & Range), in second place. "Cold, Cold Heart" (Acuff-Rose), which started as a country tune, did well via the Hank Williams MGM recording, but is now enjoying far greater success as a pop-

tune is slotted in third place this week, having moved up from seventh.

Remaining two are "Come On-A My House" (Duchess), novelty in sixth position, and "Sin" (Algonquin), ballad in ninth place.

Heretofore, much of BMI's Honor Roll success stemmed from songs originating in the country or rhythm and blues field.

A check-up of the Honor Roll during the past three years indicates the following:

In 1948, there were no BMI tunes on the Honor Roll at all until the end of the year, when "Hair of Gold" and "You Were Only Foolin'" appeared. They were licensed by both the American Society of Composers, Authors and Publishers and BMI. In 1949, several BMI tunes started to appear, and by October of that year

### INTERNATIONAL TV PREMIERE ON NBC'S SKED

NEW YORK, Oct. 6.—First international telecast will take place Monday, October 15, when the National Broadcasting Company lenses a 15-minute visit with Britain's Princess Elizabeth and her royal consort from Windsor, Ontario, Canada, at 10.15 a.m. EDT. Royal Canadian tour will be picked up thru NBC's Detroit affiliate, WWJ-TV, and the web is working toward having the show carried live here coast-to-coast. Program line-up will include separate addresses by the royal couple, and a human-interest view of Princess Elizabeth inspecting the U.S.-Canadian border. Governor of Michigan and Mayor of Detroit will also be on hand for telecast, along with Canadian officials. Canada's Windsor radio station, CKLW, will pick up program for the Canadian Broadcasting Corporation.

#### Diskery Answers

Diskeries effectively combated many of the educators' arguments. With regard to new speed disks, it was stated the new speeds are here to stay, and that it is unwise, economically, to produce on old

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## Change in Network Radio Is Complete

### Everything From Basic Web Set-Up to Option Time, Programing Reshaped

By JOE CSIDA

NEW YORK, Oct. 6.—The National Broadcasting Company Friday (5) revealed in broad outline, and in some phases in specific detail, its plans to reshape network radio. The plans, originally disclosed in substantial measure in The Billboard (September 22 and October 6 issues), are likely to have the most far-reaching effect on virtually every phase of radio since the original formation of the first network (NBC) 25 years ago.

In essence, the purpose of the plan is to "make network radio completely responsive to current

advertising needs." It embraces these major changes:

(1) The present NBC network minimum structure is wiped out. This consisted of 29 basic stations; another group of basic supplementary stations, individually available with the basic network; and still other of the web's total of 171 affiliates in a number of supplementary groups which were available with the basic network only in geographical clusters or combination of clusters.

Replacing this structure will be a new set-up, eliminating the aforementioned classification of network outlets. The new structure will be constituted of 40 or 50 stations, called a "primary" group. This list of deluxers has not yet been quite completed, but stations were selected on the basis of 18 separate, carefully calculated factors—such as radio homes, coverage, audience circu-

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## Sammy Kaye Grosses 750G With 2 Books

NEW YORK, Oct. 6.—Orchestra leader Sammy Kaye has grossed more than \$750,000 to date on his "Sunday Serenade Books of Poetry," a two-volume collection of poems which Kaye

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## 1 Big Union Setback Gets Yipes, Pro-Con

NEW YORK, Oct. 6.—The one-card union for all performers which Henry Dunn, of the American Guild of Variety Artists, was to have stumped for at the recent American Federation of Labor convention, was stymied by a combination of people, according to Dunn.

He charged that Pat Somers, of Screen Actors' Guild, was all set to challenge him and the "works were in to shut me up." The arguments against the one-card speech was that it was that of a local taking matters to the convention without first taking the issue up with the international. James C. Petrillo, prexy of the American Federation of Musicians, was asked for his help, but stated to Dunn that the local-first-going-to-the-international rule was a good argument.

Before Dunn left for the Coast, he was informed that this objection would arise and was also instructed that AGVA was not a

local of the Associated Actors and Artists of America; it has full autonomy; in fact, it was an international of its own, paying dues to another international. And, as such, he had a perfect right to

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## DAHLIN', YOUR HALO'S SHOWING

NEW YORK, Oct. 6.—Tallulah Bankhead, who's been taking an unmerciful kidding most of the baseball season for her Park East magazine article last spring predicting how the New York Giants would win the National League pennant—this at a time when the Durocher Dandies had dropped 11 straight—now has the last laugh. If you can call Tallu's sepulchral bellow a laugh!



# Billboard Backstage

By JOE CSIDA

To an editor the equivalent of Bobby Thomson's ninth inning pennant clinching home run against the Brooklyn is coming up with a clean beat on an important story. And our radio-television reporters (Sam Chase, Leon Morse and June Bundy) with a Durocher-type assist from me, slammed that kind of a homer in the past couple of weeks. One of the best guarded secrets in the radio-television business in years has been the National Broadcasting Company's plans for reshaping network radio. Work on the project started "way back last summer" and began to come to a head about mid-September. No trade paper or daily had a whisper of it.

We picked up small rumblings early in September and started to chase people involved. When you talked to an NBC executive about it, the reaction was as follows: Said exec turned pale, mumbled something about having urgent business elsewhere, and vanished. When you talked to 20 NBC key men about it, the reaction was the same, only multiplied by 20. The NBC affiliated station people involved had obviously been threatened with repeated Iron Maiden treatments if they so much as breathed a word about the proceedings. At least I would swear to that on the basis of the reaction we got from them.

Nevertheless, three weeks ago, in the September 22 issue, we page-one'd a piece about the plan. We said two major facets of it revolved around an adjustment in

each individual station's network rate, either upward or downward, and a change in present network option versus station option time. In that same story we said that key portions of the plan revolved around extraordinary network sales efforts, and presentation of a number of new program plans.

### Second Round

Then last week, in the October 6 issue, we did a follow-up story, with a few additional facts. Like: A plan which can be interpreted as another variation of previous attempts to get into the local spot sales picture... on new network shows especially produced as frameworks for such multi-spot advertising. Some of these, we said, would feature present NBC radio and/or TV name attractions.

We indicated that the network would be willing to take as little as 25 per cent of the money such spots brought and let the stations take the other 75 per cent. NBC still hasn't said how much it and the stations will get, but our current "guess" is 80-20 per cent. Pretty soon the fews will be revealed and we can see how close, or how far off, we were.

But if you're interested in this type of utterly immodest tale, turn to the story on page one this week in which the NBC plan, as officially announced, is detailed. See how many of the important and some not so important elements we missed in our September 22 and October 6 pieces.

### Not Even Gould

The story could easily be just

about the most important single radio story in years. And The New York Times' Jack Gould, who beats our ears off with unhappy consistency on some important stories, didn't have a word of it. Neither did any of our colleagues on other trade papers. If you're a little annoyed with us for this unabashed bragging, face it—you wouldn't be mad at Bobby Thomson if he said he felt pretty good about hitting that Branca pitch into the seats last Wednesday, would you?

But to get serious for a wind-up: we think the NBC plan is one of the finest jobs of studying a complex and fantastically difficult industry problem, and preparing an all-embracing master plan to meet that problem, that we have ever seen. There may be aspects of it which will prove unwelcome to many people.

A number of stations, for example, may hate NBC for it and transfer that hate in a small way to us for these words. But however the plan ultimately evolves, it does, in our opinion, represent one of the all-time great efforts to resolve in an intelligent, courageous manner a group of questions that sorely needed resolving. It may yet turn out that the radio industry as a whole will owe the NBC and affiliated station people who developed the plan a real vote of thanks.

Aside to Bud Barry: next time you promise to write me a Backstage piece, please keep your word, you bum!

# Radio, Legit Also in Line For Red Probe

HOLLYWOOD, Oct. 6.—Probing light of the Commie hunting House Un-American Investigating Committee will hit showbiz facets other than the motion picture industry, according to committee member Rep. Donald L. Jackson (R.Calif.). Congressman told The Billboard that the committee plans to look into some recently developed leads in radio and TV, and possibly legit, at a future date. However, Jackson said if probe does develop it will not be along the full industry lines as carried on in the picture business investigation.

Jackson indicated that the film inquiry has been completed for the most part, with some loose ends yet to be wrapped up by additional hearings in Washington. Among these will include the recall of Columbia Pictures' Producer-writer, Sidney Buchman, who will be asked to name persons he knows to be members of the Communist party. During hearings here last week, Buchman admitted to having been a Communist party member in the past, but said he was no longer a party member. While he spoke freely of his own party activities he refused "most respectfully" to name co-party associates. Buchman did not resort to the constitution's fifth amendment, but stated it was against his own conscience to turn informer. Recall is prompted as a result of his attorney making a point of a lack of quorum (due to Jackson's temporary absence from the hearing), which could block possible contempt action.

Committee's full investigating forces will swing away from showbiz, Jackson said, and will now concentrate on the defense industries.

### PROF. VIDEO

## TV Actors Coin Dough Coaching Shy Politicos

NEW YORK, Oct. 6. — Actor Michael Browne, who came east from Hollywood a year or so back to work on TV here, has found a way to cut down his video appearances yet boost his income and leave more time for his studies for his doctor's degree. Browne, three months ago, began commuting to Washington, where he picks up from \$500 to \$750 every week-end.

His duties are simply to tutor a few selected pupils in the art of projecting their personalities via TV. His students are some of the nation's top political figures, who are streamlining their personalities for the newest and most potent campaign weapon. Browne has found that some of the most seasoned campaigners were scared stiff of the cameras at first, but after a few coaching sessions they tended to go hogwild in their endeavors to appear on any and every panel show using politics.

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# London Dispatch

By LEIGH VANCE

LONDON, Oct. 6. — There are 48 theaters in and just around London's West End. Take a look at the list of shows running in them and you'd think showbusiness here was in a flourishing condition. Favorites like "To Dorothy a Son" can run to packed houses for over a year, and even weather a change of home without taking too great a dip at the box office. If a show folds in a few days or weeks, there's always another stacked up on the provincial circuit ready to take its place. Showmen's cry for a long time has been "Give us more London theaters..."

But that's not the whole picture. British Actors' Equity who estimate the number of professional actors in Britain today at 10,000, place 3,000 of those as permanently unemployed.

The remainder are employed roughly in this proportion: West End, 1,300; provincial theaters, 1,000; opera and ballet, 1,000; repertory (stock), 2,000; films, radio and television, 1,000.

But those figures do not give the true picture. Many actors double up for theater and (say) radio, while many do films, at the same time appearing on stage. One experienced middle-aged actor said to me, "I'd place unemployment at 60 per cent just now. A handful of people are constantly at work in all media, but I've never known so many competent actors out of work. The profession is woefully overcrowded."

### When They Do Work, It's for Peanuts . . .

And returns, while they are at work, are hardly lavish. The present West End minimum salary which Equity's currently fighting to up is \$12.60. An average bit-part London wage is \$28, while small part players get around \$55. A good part brings in from \$112 to \$196. Stars may make anything from \$280 to \$560 upward.

With the present cost of living, this means actors must be in steady work to live at all. This competition you would think, would bring the cream to the surface. But does it?

Take the case of Edward Leslie, 28-year-old ex-Navy man who took a government-sponsored dramatic school course after demobilization. When I saw his first public performance I wrote: "... Here is an actor to bring life to the theater. Here are presence, personality and that virility so rarely seen on the stage these days. Here, I forecast, is a star of the future."

That was in 1948. Last week, I saw Leslie again, playing in a 100-seat club theater for a token salary of \$3.40. In three and a half years, his total earnings from films and stage amounted to \$1,085—or approximately \$24 a week—just \$1.60 more than the average wage of the country. This when an actor has to have at least three suits, a telephone, live where he is in easy reach of theaters and the agents, and circulate among showfolk to keep in touch with what is going on. "And that" says Leslie, "is the hitch. I've never had the capital to be able to keep up the social angle of the job."

### Talent Is Okay, But Partying Helps . . .

Talent, it seems, isn't everything. I know at least 20 competent actors and actresses capable of holding their own with the names who head the bills. All they lack is the social sense. An actor without any talent at all won't get far, however many theatrical parties he goes to. But if it's a choice between two actors of equal competence, nine times out of 10 it's the Joe who's been seen around who gets the part.

In three and a half years, Leslie has had fairly steady work in the provinces and in the tiny club theaters which pay coffee and carefare salaries in exchange for playing shopwindow. He's had spit-and-wink parts in three major films, each of whose directors said they were pleased with his performance. He was given the juvenile lead in "Jacqueline," a quickie re-make of "Madame X," which he hoped might bring him a few life-giving notices. But at present

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# Washington Once-Over

By BEN ATLAS

WASHINGTON, Oct. 6.—Is history repeating for Commissioner Frieda B. Hennock of Federal Communications Commission? The lady commissioner, whose federal judgeship nomination has been held up in the Senate Judiciary Committee since June, had a cheerless wait three years ago, when her nomination to the FCC was bottled up until the wind-up of the Congressional session. Two Republicans — Senators Owen Brewster of Maine and Kenneth Wherry of Nebraska — chivalrously maneuvered a floor vote which resulted in the Democratic nominee's confirmation 15 minutes before the gavel fell for the final adjournment.

### Truman Wants Help On Security Info . . .

White House insiders are hinting that President Truman will invite a huddle with a delegation from radio-TV, newspapers and magazines on thorny problem of handling security information. Despite the President's stout defense of his security edict, he's reportedly concerned over wide interpretation of his remarks at

this week's news conference as imposing voluntary censorship. President's aides say creation of an emergency information council of industry representatives serving in an advisory role may be the outcome. . . . National Association of Radio and Television Broadcasters hope fully sees possibility of a national trend in Michigan State College's recent eschewing of a non-commercial educational TV channel. The college has originally asked FCC to assign VHF channel 10 in East Lansing for non-commercial educational TV, but later petitioned the Commission to assign the channel on a commercial basis so as to bring network programs to the East Lansing area.

Kefauver Amends Self; Senators Are Human . . . Representative Joseph Bryson's (D.,S.C.) new bill, toning down Senator Estes Kefauver's proposal to extract copyright royalties from juke boxes, got a companion measure in the Senate this week. The new Senate bill's author is Kefauver. . . . Capitol

Hill press got a chuckle out of Senate Foreign Relations Committee's boner in this week's press release announcing creation of a subcommittee on the North American Regional Broadcast Agreement treaty. The proposed pact, which involves the U.S.A., Latin America, Canada and some Caribbean islands, was described in the committee announcement as having three signatories—the U.S., Great Britain and North Ireland. . . . Recent visitor at office of Dr. Luther Evans, Librarian of Congress, was Herman Finkelstein, counsel for American Society of Composers, Authors and Publishers. Topic (you guessed it) was global copyright pact. . . . Honors for perseverance went to a Senate page boy who was sent from the chamber to give messages to a couple of senators one day this week. The lad hunted everywhere for the solons, and finally followed a trail to a darkened inner room of the Senate Interstate and Foreign Commerce Committee where he found his missing senators practically glued to a TV set tuned in to the World Series.

# Picture Business

By LEE ZHITO

HOLLYWOOD, Oct. 6.—There's theater TV hope for the smaller, slim-pursed exhibitor, according to Rear Admiral Timothy O'Brien (retired), director of Skiatron Electronics & Television Corporation. The Admiral, here for huddles with picture executives, told us that the Skiatron system, trademarked Theater-Vision, will bring theater TV equipment to exhibitors for a mere \$5,000 as compared to estimated costs ranging from \$20,000 to \$35,000 of other systems.

Member of the Skiatron board said the firm's theater equipment is portable, thereby saving cost on permanent installations required by the RCA and the Swiss 20th-Fox systems. He said Skiatron differs from the others in that it uses an ultrasonic cell, while both RCA and 20th-Fox employ a complete electronic system. This, he said, permits Skiatron to utilize independent light sources (arc or mercury vapor lamps) to bolster the light intensity of the image, thereby delivering a brighter picture. Screen size, aimed at the smaller houses, measures 10 by 15 feet.

According to the Admiral, Skiatron will seek to capitalize on its system's lower cost, driving in particular for the small exhibitor or

for any theater owner who doesn't want to sink too much money into TV equipment. System was developed in England during the early '30's, and had a six-month trial run at two London houses. In 1941 it was demonstrated at New York's Rialto Theater. Since then optic authority Brian O'Brien (no relation) has developed changes in the system permitting increase in light intensity. He anticipates another demonstration in New York within 90 days. Once the Federal Communications Commission gives the green light to theater TV, and provided Skiatron gets FCC's approval, firm will be able to deliver equipment within a few weeks. Manufacturing contracts, he said, have been made, pending FCC's blessings.

Exhibitors also stand to gain from Skiatron's home box-office system, tagged Subscriber-vision, according to the Admiral. If a current theatrical release is shown to home viewer via Skiatron, local theater exhibitors showing that film will get a slice of the home take. Plan is similar to the Paramount Telemeter system whereby theater men will be able to cash in on the home box-office. Skiatron will use punched plastic cards similar to IBM perforations and can be also converted to a

coin-box system similar to Telemeter. This phase of Skiatron's operation is also pending further tests and FCC approval.

One of the top picture producing plums of the decade was plucked this week by Stanley Kramer when he acquired the long sought picture rights to the life story of Franklin D. Roosevelt. Mrs. Eleanor Roosevelt was repped by the Sam Jaffe Agency in the negotiations. The late President's wife will collaborate in the film's preparation. Film will be added to Columbia's releasing schedule, but won't go into production until at least 1955, 10 years after the President's death.

Why was the film industry first to be investigated by the House Un-American Activities for Red infiltration? Rep. Donald L. Jackson (R.Calif.) explained it to us this week. According to the congressman, a committee member, Hollywood was the easiest to investigate, for the picture industry is about the only one in which 95 per cent of activity and personnel is concentrated in a single community. This, he said, facilitated the congressional investigation, for it saved piecing together otherwise scattered facts.



# Taxes Register Gains In Amusement Fields

WASHINGTON, Oct. 6. — Big gains in yields from practically all of Uncle Sam's amusement excises were chalked up in latest monthly returns, the Bureau of Internal Revenue has disclosed. Increased sales in phonograph disks, phonographs, TV and radio sets, and musical instruments are

reflected in the latest tax returns which also indicate bigger gates at legit theaters, concerts, cabarets and roof gardens.

The phono disk tax yield for August totaled \$518,711, a \$224,832 jump over previous August. Increases almost as big in proportion were shown in excise yields for radio sets, phonographs, musical instruments and admissions to theaters, concerts, cabarets and roof gardens. Declines were reported for tax collections from coin-operated devices, tobacco and alcohol.

Amusement excise collections were as follows:

	Aug., 1951	Aug., 1950	Am't of Increase
Radio, TV, Phonographs	\$ 5,165,030	\$ 4,760,963	\$ 404,067
Phonograph Records	518,711	293,879	224,832
Musical Instrum'ts.	692,647	678,700	13,947
Admission to Theaters, Concerts	34,349,136	31,739,618	2,609,518
Admissions to Cabarets, Roof Gardens	4,285,533	3,919,666	365,867

Tax yield from coin-operated devices was \$5,491,842, a drop of \$711,269 from the previous August. Alcohol taxes fell \$113,113.754, registering in August, a yield of \$200,565,940 while tobacco taxes yielded \$137,156,180, a decline of nearly \$10 million from the previous August.

# Diskery Waxes Fat on Skelton

HOLLYWOOD, Oct. 6.—Capitol Records' recently formed recording service will enjoy an estimated \$50,000 take for 39 weeks of waxing Red Skelton's Columbia Broadcasting System radio show. Firm is currently pressing 75 platters per week of the show for various sponsors under web's "Buy a Slice of Skelton" plan whereby various sponsors can pick up the tab on big national air shows.

Show is taped from its live performance at the Guild Vine Street Theater with plugs for various bankrollers added later. Fifty diskings of the show are for Bulova's sponsorship in Canada, in addition to Norge tapes for U. S. use. In addition, 10 acetates of various plugs are waxed weekly for domestic use. Acquisition of the Skelton show marks the first major air show to be snared by the recently formed recording service subsid of the Coast diskery.

# HI HO SILVER AND---WHOOPS, YOU BIG DUDE

NEW YORK, Oct. 6.—Radio City's Lone Ranger lost face with thousands of youngsters Wednesday (3) night when he dismounted his horse to make a speech at Madison Square Garden and couldn't get back on again.

The masked cowboy mounted "Silver" backstage and rode into the rodeo arena to a triumphant round of applause. However, instead of speaking from the saddle ala Hop-a-Long Cassidy, our hero elected to address the mike from the ground; following which the kids waited breathlessly for him to take a flying leap up on "Silver's" back, the way he does on the air. Instead, the dude approached the nag gingerly and promptly got his foot caught in the stirrup. He finally had to be hoisted up from behind by Tonto, and rode off—black masked but red faced—while the crowd roared with laughter.

# Rome Round-Up

By SYD STOGEI

(This column appears once each month.)

ROME, Oct. 6. — Despite the rail and civil service strike 10 days ago, increasing employment, misery, rising taxes and other economic woes (the dollar is now worth 670 lire), night club owners here insist they are more than holding their own. The Casina delle Rose awarded its own Oscars to stage and film folk last week, and 3,000 paying customers turned out to see Toto, Lea Padovani and others win Silver Masks for their work this past year. On the other hand, the town's other big club, Belvedere delle Rose, is doing so-so biz despite a good floorshow headed by the Spanish dance team, Maria Arenda and Ramon Almeda, and Doreen Lundy, British Broadcasting Corporation songstress.

Altho the Sistina Theater has been headlining a fast, two-act musical, "Maybe North, Maybe South," for the past fortnight, Rome's legit season really ground into gear this week. On Wednesday (26) Renzo Ricci's troupe, starring the popular Eva Magni, opened at the Eliseo with T. S. Eliot's "Cocktail Party." The following night (27) at the Quirino screen star Vivi Gioi marked her return to legit after an absence of several years. She has the leading role in Elmer Rice's "Dream Girl," which is being shown for the first time in Europe. Incidentally, the Rice play is directed by Broadway's Morton Da Costa.

Rome's new phone book came out this week and we note that among the movie firms is one called the "DO. RE. MI. Film Company," which is located at Via Vicenza 5.

## Milan Tops Rome as Center for Legit . . .

Altho Milan's population is far behind Rome's, it appears to be a better legit town. While all the Rome theaters were shuttered this summer, the northern metropolis had two or three plays and a musical going on right thru the heat. Compared to Rome's two plays and one musical, Milan

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# Highlight Reviews

## TELEVISION

# Opera Taken Out of Mothballs, Given Exciting Vitality by NBC

By JERRY WEXLER

One Sunday last February, this reviewer was much edified by a new idea in TV programing—a complete opera, with English lyrics, and tailored not in the dusty, centuries-old, opera-house style, but designed specifically for television. The show was the first in NBC's Television Opera series, an adaptation of Puccini's "Gianni Schicchi," a one-act opera bouffe.

On October 4, NBC-TV opened this season's opera series with a handsome, live, one-hour production of "Pagliacci," done with the same plasticity and suitability for the medium as was "Gianni"—and with the same behind-the-

scenes principals. Again, stage director Hans Busch, for his dynamic, live staging, and Townsend Brewster, for his intelligent English adaptation of the Italian lyrics, deserve big bows for their contributions to a fast-moving, intelligible opera.

Under their ministrations, the opera became what it was originally intended to be—a play with music. The play may be comedy or tragedy; but, in any case, it should have dramatic values comparable with the music. Traditionally, the stale acting, ancient costumes, tired sets, in-different direction of the usual opera performance at the Met

have been borne by music lovers as the inescapable penalty charged for hearing the great music.

"Pagliacci" was set here in scenes rather than acts, with equal emphasis on plot advancement and music. The sets were varied and believable, the costumes simple and suggestive rather than fancy and literal. The performers kept moving, and so did the camera. Close-ups were

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NBC Television Opera Theater, reviewed over NBC-TV Thursday night, October 4.

## LEGIT

# UTA Hagen Rededicates "St. Joan" In Brilliant Webster Fashion

By BOB FRANCIS

According to the records, it is 28 years since the Theater Guild sponsored the introduction of Bernard Shaw's "Saint Joan" to Broadway. In 1936, Katharine Cornell revived it under her own aegis. Now the Guild brings it back again, restaged by Margaret Webster and starring Uta Hagen.

Aside from the fact that this revival is a magnificent piece of theater, long tho it is (opening night's running time ran a bit over three hours), it is added proof of the timelessness of some of the old maestro's notions. In the early twenties, Shaw was disgusted with humanity's unlearned lessons from the first world war. On its revival, 13 years later, Hitler was readying a second holocaust. And today, with a world sitting in an armed truce,

the Shavian arraignment of stupidity, greed and cynical hypocrisy is just as potent.

For this reporter, "Saint Joan" is one of the sage's most engrossing plays. It has all the expected barbs of sardonic wit, but never has he written more poignantly moving lines than Joan's rededication of herself to her ideals after the disastrous coronation in the Rheims Cathedral, nor a more pathetically dramatic sequence than when, deserted by her "voices," she covers before her judges at the prospect of the stake. The epilog, a dream fantasy 25 years after her death when her enemies and backsliding friends admit their errors, but still concur that they would likely burn her all over again if she came back, is a wonderful

sample of biting Shavian satire. It is something that everyone in these times should want to see and think about.

## Hagen Wonderful

Whatever over-all values the revival has, however, it stamps Uta Hagen as one of our most brilliant actresses. Shaw's Maid is a test for the best, calling for a start as an ignorant, brash young girl, and building to a maturity spot-lighting every emotion from mystic courage to despair and resignation. Miss Hagen's performance is absolutely brilliant thruout, one of the best in this or any other season, and she richly

(Continued on page 40)

"St. Joan," reviewed at Cort Theater, Thursday, October 4.

## NIGHT CLUB

# Hayes-Healy, Mata-Hari Subtly Wow Waldorf's New Empire Room

By BILL SMITH

The old Wedgwood room has had a face lifting and is now the Empire Room. New lighting has been installed, including a spot directly over the dance floor; the decor is yellow with trimmings of white and gray. The major change is a new entrance at the west end of the room instead of the center doors.

The opening show of the season has sure-fire performers—Peter Lind Hayes and Mary Healy plus Mata and Hari. The latter does two shows; the former works only the supper show. The opening night crowd, however, was so big that there was no room for Mata and Hari to do the first show.

Both teams are top grade and both fit the soigneer room like the proverbial glove. Hayes and Miss Healy were in perfect command all the time. Hayes' underplaying to his wife's, Miss Healy's overplaying makes for a combo that gets the most out of comedy, playing it broad for yocks and subtle for the titters. The act consists of some new and some old material; the former was a satiric impression of "The King and I," a very funny sketch tho it apparently needs a better finish. Preceding that the couple ran thru their "Movies Are Better," "Peony Bush" and the noisy male customer commenting on the singer, Miss

Healy, who warbles out front. The major portion of Hayes and Healy's material has been caught before, as recently as at the Riviera a few months ago. But old or new, the couple's timing is so skillful, selling style so engaging and looks so refreshing that catching them again and again is a genuine pleasure.

## Mata and Hari

Mata and Hari did two numbers, both the epitome of subtle satire. (Continued on page 38)

Empire Room, Waldorf-Astoria Hotel, reviewed Tuesday, October 2.

## RADIO

# It's Fey & Cuckoo, and Wally Cox And WNEW at Self-Satirizing Best

By JUNE BUNDY

In search of new and imaginative disk jockey programing gimmicks local New York indie, WNEW, kingpin of the deejay stations, has gone far afield for suitable subjects during the last few years ranging from Freudian interpretations of popular songs to a "real gone" Manhattan hillbilly session. Having exhausted these more likely subjects, the inevitable finally happened and WNEW hit upon self-satire, via a "diskless disk jockey," one Wally Cox,

night club comic and TV performer.

Musically speaking the show is a regular cuckoo corner, with music boxes, piano rolls, bird calls and assorted bells setting up a discordant clamor that even Spike Jones might hesitate to duplicate over the air. In fact, it's quite possible that Jones would find it difficult to recreate such authentic audio atrocities. However, the "musical" portion of the 15-minute show is mercifully brief. Cox himself is a curio of rare

charm. As a disenchanting deejay, the comedian projects the whimsical bumbling humor of a young Benchley. His fey line of nasal nonsense may be a bit too elusive for the average listener, tho, so the Cox series will probably shape up as more for trade kicks than commercial possibilities.

RADIO—Reviewed Sunday (30) 10-10:15 p.m. EST. Sustaining via WNEW, New York. Producer, Dick Pack. Writer, Bill Kaland. Emcee, Wally Cox.

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## NEW TRADE PRACTICES SHAPED IN NBC REVAMP

### Radio Web Structure, Programs, Option Time, Payments Altered

Continued from page 1

lation and the economic importance of the station's market.

Three of the present group of 29 basic stations will not be on the new list of primary stations. Represented in the primary group will be stations in non-TV as well as in TV markets. NBC maintains that this new primary group represents the network's top-ranking facilities, delivers basic nationwide coverage, represents the most important U. S. markets and offers circulation in these markets at the lowest cost per thousand.

The remainder of the web's stations, at present classified as "basic supplementary" and "group supplementary," will be reclassified into a consolidated supplemental group. This group constitutes important supplementary coverage to the above-described "primary" group.

#### The "Premiums"

To the primary and consolidated supplemental group will be added a third category of what the web calls "premium" stations (the equivalent of Columbia Broadcasting System's "bonus" outlets). At present, the web has just one such "premium" outlet, but Station Relations Veepee Carleton Smith is already beating the bushes to line up as many more as possible, as rapidly as possible. The network hopes to add approximately 100 such premium outlets in a reasonably short time.

Advertisers will get these stations strictly for free. The network will pay such stations nothing for carrying shows, the accepted theory being that such outlets get their value out of the deal by having top programming made available to them.

(2) Not only is NBC realigning its facilities, but along with the realignment, affiliates will be asked to agree to have their network rates adjusted either upward or downward, depending on what the web calls "objective rate making factors" including, of course, television penetration, consistently applied.

Charles Denny, exec veepee of the web and mastermind of the over-all reshaping project, said about the rate adjustment: "While upward or downward revisions are indicated in the network rates of most stations, the formula indicates an over-all network rate which is substantially equal to the present rate advertisers pay for the total NBC network."

#### Rate Changes

New rates, of course, will be individually negotiated with the stations. Denny said, however, that some stations in the present 63 television markets will actually have their rates adjusted upward. "We were surprised to find," the exec stated, "how many stations have been underpriced."

(3) The network is also eliminating all existing requirements which prescribe which stations or combination of stations an advertiser must include in national network orders.

The only condition an advertiser must meet to buy web time in the future will be that the minimum purchase of network option time is a web of continental stations which represent 75 per cent of the gross cost of the total continental network for the periods offered. In station time periods, there will be no formal minimum requirements at all except that the network ordered must be of a type and size satisfactory to NBC.

Within the 75 per cent web option time framework, an advertiser may choose the particular facilities he needs to enable him to tailor a network to fit his over-all media and marketing pattern. In presenting this phase of the change, Denny said that both NBC and its stations planning and advisory committee believe that NBC stations can stand on their own merits without the artificial protection of a "must buy" proviso.

#### New Option Time

(4) The new plan envisions important changes in network vs. station option time periods. On weekday evenings, NBC proposes to change network option time for

Eastern and Central zone stations from 8 to 11 p.m., New York time, to 7:30 to 10:30. On weekday mornings the web proposes to add 9:30 to 10 a.m., New York time, to its present 10 to 12 noon periods. The network is also suggesting that one hour of option time on Sunday morning be thrown in.

The network hopes to achieve these changes (many of which other webs like CBS already operate under) by January 1, 1952. It also hopes to add another half hour of option time on weekdays (9:15 to 9:30 a.m., and 12:15 to 12:30 p.m.) and to change afternoon option time in Eastern and Central zones to 2 to 5 p.m., instead of the present 3 to 6 p.m. The web would like to achieve these last changes by October 1, 1952, if shifts in afternoon commercial schedules can be worked out by that time.

The network does not propose to change present option time periods in the Mountain Zone except to add the 10 to 11 Mountain Standard Time period to the present Sunday schedule.

#### Pacific Sked

In the Pacific zones, the web proposes new morning option time periods on weekdays of 9:45 to 12 noon and 12:15 to 1 p.m., Pacific Time. New weekday evening periods of from 6:30 to 9:30 p.m., Pacific Time, are also proposed. Both changes are planned for January 1, 1952. These Pacific changes, say NBC, are due to the mixed schedule of live and repeat shows.

Along with the changes in facilities, minimum requirements, and option time, the NBC plan also involves new sales and programming approaches:

(5) On the sales side, the web is simply following thru on tandem, one-shot and other selling plans, making it easier and more palatable for all types of advertisers to profitably utilize network radio. Much of this phase of the plan was revealed at an earlier press conference unveiling the web's fall selling plans, and treated in detail in another story in this issue. "The Big Show," for example, can now be bought on a one-shot basis for a total time-and-talent cost of \$21,600. Fifteen minutes of the big one can be had, one-shot, for \$12,900. Much of the web's unrestrictive, fiercely competitive new sales picture stems from hard-hitting Veepee and General Manager Jack Herbert.

A second important evening show, similarly available, is the Bill Gargan "Barrie Crane, Confidential Investigator." The whodunit time-and-talent half-hour cost for the full web is \$17,590.

#### Program Deal

(6) The program piece de resistance of the new structure is tagged "The NBC Minute Man Plan." Under MM, stations will be supplied web programs on a "pay as you sell" basis, with 119 one-minute daytime and early evening availabilities provided for sale by stations in the body of MM programs designed for that purpose.

## Promoters Draw Up Du Mont Fight Cards

CHICAGO, Oct. 6. — Boxing promoters from seven cities met here this week-end to draw up plans for a series of Monday night fight cards which would be offered to the Du Mont network. The common bond of most of the promoters was opposition to the International Boxing Club, which has a near-monopoly on fighters and cards.

The cities represented were Chicago, Milwaukee, St. Louis, Minneapolis; Kansas City, Mo.; Pittsburgh and Los Angeles. Irv Schoenwald, promoter in Chicago and Milwaukee, was making arrangements. Altho impetus for the meeting seemingly came from

MM program line-up at present is as follows: Monday thru Friday, 12-12:45 p.m., a Kate Smith show; Monday thru Friday, 12:45-1 p.m., a Hollywood interview-chatter show with a name star, as yet not selected; 1-1:30, an undetermined disk jockey show with a name performer spinning the platters; Saturday, 9 to 10 a.m., "Howdy Doody" (the effort here is to bring kid shows back to the eminent position they once held).

Evening MM shows will include the following: 6:15-6:30 p.m., Bill Gargan narrating three-to-four-minute short, short stories; 6:30-6:45, a Bill Stern sports round-up; 6:45-7 p.m., a Kaltenborn news show.

In all the foregoing shows, three one-minute announcements may be sold by the stations in each 15 minutes of entertainment, except—

(Continued on page 12)

## TV SPREADS WEALTH

### Roach Lot Hums With 6 Video Pix

HOLLYWOOD, Oct. 6.—Thanks to TV film production, the Hal Roach lot is now operating in the black. Lot is currently humming with six telepix series in production (Abbott and Costello, "Amos 'n' Andy," "Beulah," "Trouble With Father," "Racket Squad," and "Mystery Theater"). With Roach participating in production of (latter) two while others are made by firms leasing space.

Roach lot was leased by the government for service film production during the war. To get

## Ch'field Weighs Program Shift

NEW YORK, Oct. 6.—Chesterfield probably will cancel Sunday evenings 7-7:30 on the National Broadcasting Company TV web and stay with its newly acquired Thursday night 9-9:30 slot on the same network, according to trade reports. Plan was to program Bob Hope, Fred Allen and Jerry Lester in the Sunday spot and "Dragnet" on Thursday, but the client probably will move his comedians to Thursday and forget about the mystery show.

Should Chesterfield program Sundays, its show would be followed by "This Is Show Business," a Lucky Strike presentation 7-7:30 p.m. on the Columbia Broadcasting TV web, in the one-station markets. Jack Benny also is slated to do six programs in the Lucky Strike slot later in the season so Chesterfield's comics would be faced by top competition immediately afterward.

the promoters themselves, The Chicago Tribune was busy behind the scenes. Their interest came from ownership of WGN-TV, the Du Mont outlet here.

The tentative plan was to draw up a regular card of Monday night fights to be offered to Du Mont, with a set fee for each fight, regardless of the caliber of the fighters. The best name the group might offer would be Harry Matthews, a top light heavy controlled by Jack Hurley, a friend of Schoenwald.

Most of the promoters were going into the meeting convinced that they couldn't get along on boxing cards without television.

## IT HAS JUST BEGUN

### All Industry Will Feel Repercussions

Continued from page 1

one kind or another, stemming partially from the NBC blueprint and partially from the still-shaping evolution in the industry brought on by TV. Such further re-adjustments, along with the rate-reduction-and-increase, and the station reclassification aspects of the NBC plan, will unquestionably spark the greatest number of network affiliation switches the industry has seen in years.

The NBC plan, too, is expected to draw heavy fire from National Association of Radio Station Representatives' exec Murray Grabhorn, who has been vehemently outspoken against all previous network proposals which seemed to encroach on the local station spot sales picture. Whether any protest Grabhorn or the NARSR may make will have any bearing on the success of the Minute Man section of the NBC plan is a moot point.

The NBC blueprint also makes it glaringly obvious that transcription producers and packaging firms, such as Frederick Ziv, World, Lang-Worth and others, are in for some of the most rugged competition from NBC (and conceivably from other webs to follow) that they ever dreamed of in their wildest nightmares. In the past several weeks, just between the MGM-Mutual programming arrangement, and the proposed NBC Minute Man plan, the electrical transcription firms are faced with the prospect of having a substantial load of new, big name programming fare dumped on the market to stations at prices the transcription men will be hard pressed to meet.

#### See Stabilization

Some observers, particularly SPAC committee members who participated in drafting the NBC proposal, and NBC brass, are hopeful that the most beneficial effect of the plan will be a real stabilization of all radio rates at a sound level. In this same area, NBC Exec Veepee Charles Denny made it abundantly clear that he considers the plan a firm and unshakeable answer to the recent effort of the Association of National Advertisers to bring about a further downgrading of radio rates. Said Denny of the rate adjustment phase of the plan:

"The approach reflects television selectively by markets and in accordance with the degree of television saturation in those markets where it is a factor. It also reflects the varying effects of television in the evening, afternoon and morning. We have taken television fully into account, but we reject the assumption that the existence of a television set in a radio home eliminates that home from evening radio circulation. Such an assumption is contrary to the facts. Reduced to its logical conclusion, it holds that when all radio families in a station's area are equipped with television the station's rate should be zero. Such a position is opposed to the interests of advertisers because it would lead to the economic destruction of the radio medium which they need and can continue to use to great advantage."

Some of the effects of the NBC blueprint, of course, cannot be anticipated. But there is general agreement that it will have tremendous and lasting impact on many phases of the industry, possibly even some on TV.

## COLD BREW IS HOT ISSUE

### Salt Lake Affiliate of CBS Nixes Beer Shows

NEW YORK, Oct. 6.—Hopes were slight this week at the Columbia Broadcasting System that it would be able to offer its beer clients video coverage in Salt Lake City. Acting under orders from the owners of the station, the Church of the Latter Day Saints, KSL-TV, the CBS-TV primary affiliate, has refused to accept beer advertising.

This means that the Pabst fights, Blatz "Amos 'n' Andy," Schlitz "Playhouse of Stars," and Budweiser's "Ken Murray Show," all of which were expected to be shown in Salt Lake City beginning next week, will not be televised there, unless the decision is reversed. CBS-TV is, however, trying to get KDYL-TV there, to make room on its crowded schedules for the programs.

The management of KSL-TV had accepted orders from the network for the programs, according to the trade, in the hope that the owners would not interfere. When the elders of the church learned the sponsors were selling beer they advised the network that they would not carry their shows. The matter may be brought before the board of trustees of the church to affect a reprieve.

The TV station's radio adjunct,

KSL, at one time would not accept cigarette advertising on Sunday.

## CBS Angles TV Seg for Eve Arden

HOLLYWOOD, Oct. 6.—Columbia Broadcasting System Program Veepee Harry Ackerman this week started contract negotiations with Eve Arden prior to her participation in a TV film version of her "Our Miss Brooks" radio series. Pilot reel is skedded for rolling some time next month with Colgate (radio sponsor) getting first refusal on the tele pic series. Web is also preparing test reel of the "Philip Marlowe" whodunit, also to be shot some time next month. "Marlowe" leads are now being tested.

Completion of the "Miss Brooks" and "Marlowe" telepic series will give CBS four major shows on film. Web currently is filming "Amos 'n' Andy" and the Lucille Ball-Desi Arnaz show.



# Du Mont's "Story" Vs. Berle in Station Pitch

NEW YORK, Oct. 6.—The Du Mont TV web decided to switch its news quiz program, "What's The Story?" to the 8 p.m. Tuesday slot; opposite Milton Berle, starting next week (9). The reason for the move is to strengthen the line-up and get wider station clearances. With the new "Saturday Evening Post" commercial stanza, "Keep Posted," in the 8:30 p.m. slot, the web has picked up a considerable number of new outlets, and the new "Cosmopolitan Theater" ailer from 9 to 10 rounds out a potent sked.

The Columbia Broadcasting System, meanwhile, is still seeking to line up stations for its Frank Sinatra video program, which also is in the 8 to 9 period Tuesdays. With Berle carrying a maximum load, the battle for the remaining outlets in this

time slot is one of the hottest of the season. The American Broadcasting Company also has a commercial stanza in the 8 to 8:30 slot, in "Charlie Wild."

## CBS-TV Shifts Daytimers for More Strength

NEW YORK, Oct. 6.—The Columbia Broadcasting System's TV programming department this week was juggling some of its daytime video schedule to come up with a stronger line-up. Tentatively scheduled so far is Arthur Godfrey, 10:15-10:30 a.m., to be followed by Steve Allen in the 10:30-11:30 slot. Godfrey will be filmed and probably sponsored by Lever Bros. As other sponsors join, his video program will be lengthened. The important 3-4 p.m. strip may be filled by Mike Wallace and Buff Cobb, man and wife combination which has scored on CBS color TV. "Bride and Groom," now on Tuesdays, 3:15-3:30 p.m., will have to be shifted around to clear the 3-4 strip.

## Sign Hauser For ABC Segs

NEW YORK, Oct. 6.—Nutritionist Gaylord Hauser this week was set in a new 15-minute TV show, which will be bankrolled by the Minute Maid frozen juice firm from 1 to 1:15 p.m. Wednesday via the American Broadcasting Company. The web will sustain the show on Fridays, and is currently seeking a bankroller for both a Monday and the Friday edition of the stanza.

Starting date is October 31. Agency for Minute Maid is Ted Bates

## DROP PIX; GET ORDERS ANYWAY

NEW YORK, Oct. 6.—Ironic outcome of "March of Time's" recent decision to drop motion pictures for TV is that theater owners are now asking the firm to re-issue some of the old flickers. "March of Time" execs are currently screening early reels to determine which of the oldies will make the re-issue list.

## POEMS PAY

### Sammy Kaye Grabs 750G On 2 Books

Continued from page 1

has read on radio and TV. Since 1942, more than 250,000 volumes have been sold, making it the best selling book of poetry on the market today.

Sales are channeled thru Kaye's own Serenade Publishing Company, headed by Dave Kregel, manager of Sammy Kaye Enterprises. Distribution is handled by Baker & Taylor; direct contact with book stores; and direct mail. Latter is responsible for bulk of sales since Kaye plugs the book via his radio and TV shows. Altho he doesn't mention the book itself, he does invite listeners to write in for free copies of poems read on the air. Requests, which are followed up with direct-mail brochure pitches, average 2,000 a week, with a high percentage of subsequent book sale returns.

Kaye also merchandises the collection thru a special Victor album of poetry "Dusty Manuscripts" and a "Sunday Serenade" background music album for Columbia. Altho there is a restriction against the use of the book alone on radio, disk jockeys across the country have set up poetry-music sessions by utilizing the book and albums together.

## IT'S OFFICIAL NOW

# Johnson's TV Ideas On File With FCC

WASHINGTON, Oct. 6.—Sen. Edwin C. Johnson (D., Colo.), chairman of the Senate Interstate and Foreign Commerce Committee, this week formally placed in the Federal Communications Commission's TV allocations hearing record his proposal that the FCC instead of making hard-and-fast reservations of educational TV channels should require TV licensees to make available a certain amount of program time for educational purposes. Altho the senator has proffered this suggestion previously in correspondence with FCC and in public remarks, this was the first time he placed it in the commission's hearing record.

The senator declared in his brief that his plan for ear-marked educational time on commercial stations in lieu of wholly reserved educational channels is based on conclusions drawn from the "very sound and realistic approach" expressed earlier this year by J. Webb Young, Ford Foundation's TV consultant. Johnson stated that by licensing commercial TV stations to give "appropriate" time to educational programs, educators will have all the advantages inherent in this new art with none of the terrifying burdens which fall upon the telecasters. The senator indicated he has no objections to educators seeking TV channels but he is opposed to wide-scale reservations where channels will lie fallow.

He emphasized that average estimates for TV stations construction range from \$200,000 to \$500,000, and that operation would run about \$1,000 a day. Educational institutions, he declared, are already having "a most difficult time meeting their routine responsibilities, let alone assuming new burdens." The senator asserted that he was not suggesting that any educational group be precluded from applying for a channel so long as they demonstrate financial qualifications. "What I want to avoid is creating

a 'dog in the manger' situation," he stated.

Johnson requested that the FCC should allocate five v.h.f. channels and two u.h.f. channels to Denver where FCC's proposed allocations plan calls for four v.h.f.'s and two u.h.f.'s. Johnson's brief urged that one of the u.h.f. channels be reserved for educational TV. The commission's plan calls for use of v.h.f. channel for that purpose. Johnson proposed that Denver get its fifth v.h.f. channel from either near-by Boulder or Colorado Springs.

Johnson's brief was among more than 125 which poured in this week, bringing the total so far to well over 600. Four-fifths of this week's briefs constituted rebuttals, most of them involving battles for v.h.f. channels (The Billboard, Oct. 6) and eschewing FCC's proposed u.h.f. allocations for the particular communities affected.

## RESEARCH

### Polers Say 83% See Cincy Show

CINCINNATI, Oct. 6.—Eighty-three per cent of the TV audience here were tuned in to the first program of WLW-TV's "Family Theater" Monday (1), according to the research department of the Crosley Broadcasting Corporation. Another figure the statisticians came up with was that 43 per cent of the sets in use in the area were tuned to the program.

The late-hour sponsored show will unveil top film product including such movies as "Street Scene," "Rain" and "Dragnet." Only six minutes of the first program was devoted to commercials, another factor that made for great audience receptivity.

## COAST TV HYPO

### CBS Hikes Show Sked Via Sinatra

HOLLYWOOD, Oct. 6.—Columbia Broadcasting System will increase its number of Hollywood TV originations when Frank Sinatra moves his hour-long show here permanently on November 20. Sinatra will air six more segs from New York prior to making the Coast switch. Also boosting the web's three-and-a-half-hour Hollywood origination will be the six Jack Benny tele shows, all to be aired from here, starting November 4.

In addition to live show originations, web's Coast wing is also active in TV film production, with two telepix now in production and a pair in the hopper.

# WOR-tv channel 9 New York's greatest tv sports station expands its 1951 fall schedule!

programming The World Series, Brooklyn Dodgers, All-Star baseball game, boxing, wrestling, collegiate basketball, pro and collegiate football highlights, bowling . . .

The station whose main events on Tuesday, Thursday and Saturday attracted a 41% larger audience than the Madison Square Garden events during the 1950-51 season now brings you the strongest sports line-up ever seen on any tv station in New York.

- Monday Boxing, IBC bouts from St. Nicholas Arena.
- Tuesday Boxing from Westchester County Center.
- Wednesday Wrestling, from Ridgewood Grove. Basketball, from Columbia, Fordham and St. Francis College . . . from their own gyms (in December)
- \*Thursday Boxing, from Sunnyside Gardens.
- Friday Wrestling, from Jamaica Arena.
- \*Saturday Boxing, from Ridgewood Grove.

These top-premium sports availabilities guaranteed against preemption . . . at a cost any sponsor can afford.

write, wire or phone

# WOR-tv channel 9

at 1440 Broadway, in New York

\*Bouts under the supervision of one of the greatest promoters and matchmakers in the fight game, Joe McKenna.



SUPER RADIO PITCH

NBC Radio Blast at Papers, Mags & TV (Including NBC-TV)

NEW YORK, Oct. 6. — The latest instance of radio rolling up its sleeves, taking a strong offensive and slugging out at all competitors is the National Broadcasting Company radio network sound-slide film sales presentation tagged "This... Is NBC."

Thus, in one phase of the presentation, showing what \$22,000 will buy, the presentation makes these points: (1) 22G will buy a half-hour evening TV show on just 15 of the largest NBC-TV stations, delivering about 5,252,000 people, (2) Same 22G will buy a two-color full page ad in "Life," delivering 5,747,000 people, (3) Ditto 22G will buy a four-color half-page in 19 of the Metro Sunday supplement papers, delivering 7,316,000 people, and (4) same 22G will buy nighttime half-hour on the full NBC radio web and deliver 7,794,000 people.

Similarly the presentation in an "out of every 25 passers by" section points up the fact that not only NBC radio, but Mutual, Columbia Broadcasting System and the American Broadcasting Company radio webs catch more out of each 25 passers by than does NBC television.

Further tear-down of TV (NBC

and otherwise) as competition is found in the NBC radio pitch with the emphasis laid on the fact that 25 per cent of all television sets are in just two markets, and that half of all video receivers are in just seven markets.

Jones Agency Loses 2 Accounts

NEW YORK, Oct. 6.—Two accounts of the Duane Jones Agency this week made other advertising affiliations. The Biow Agency got the Hudson Paper Napkin account, and the J. T. Bonomo Company moved to the Weintraub Agency.

In all respects, the presentation is one of the hardest hitting, sales packed pitches ever set up by radio. It runs 31 minutes, and features pro announcers like Ed Herlihy, George Hicks, Ray Barrett and Ken Reppieff, as well as virtually every name performer on the NBC radio network (Martin and Lewis, Bill Corgan, etc.), plus NBC radio's own toppers, notably veepee and general sales manager Jack Herbert.

It also outlines on a dollars-and-cents basis one-time buys ("Big Show"), tandem deals, etc., which the web has been pitching even more aggressively. Presentation was tossed at the trade press Thursday (4) by exec veepee Charles Denny.

It was dreamed up by ad and promotion manager Jack Evans and produced by sales promotion supervisor Hank Shepard, assisted by Bob Hitchens. Directed by Jack Cleary, the show has special music composed by Bernard Green, art by Walt Van Bellen, film production by Ed Antonioli, and graphic art by Phil Hirsch. Program and documentary sequences were written by Howard Merrill.

CHI INDIVIDUALISTS

Mixture of Shows Rate High for September

CHICAGO, Oct. 6. — Chicago has great individualism in its video viewing, the Videodex study for September shows. Stoppette's "What's My Line?" was the top rated show here during the week surveyed. And D. Connors' late evening weather reports over WNBQ ranked among the top 10 four days out of the week.

Columbia Broadcasting System shows had a slight edge over the National Broadcasting Company in Chicago. CBS offerings were in first place four days of the week, against three for NBC, and most of the shows that placed were on CBS.

WGN placed mostly by virtue of feature films, the Du Mon's "Cavalcade of Stars" and wrestling placed also. A complete list of top 10 shows each day of the week in September according to the Videodex September report follows:

Table with columns for Day, Rank, Show Name, Time, Station, and Videodex Rating. Includes entries for Sunday (9), Monday (10), and Tuesday (11).

Table with columns for Day, Rank, Show Name, Time, Station, and Videodex Rating. Includes entries for Wednesday (5), Thursday (6), and Friday (7).

Table with columns for Day, Rank, Show Name, Time, Station, and Videodex Rating. Includes entries for Saturday (8) and Sunday (9).

EDITORIAL

NBC's Radio Offensive

For some time now, broadcasting organizations, both on the network and local station level, have gone thru the motions of a technical separation of their radio and television operations.

In effect, in at least one phase of the presentation, the "out of every 25 passers-by" section, NBC radio not only claims it reaches more than 100 per cent more people than NBC-TV but goes so far as to state that more than 100 per cent more people are reached by CBS radio than by NBC-TV.

Loud & Cocky

But the fact remains that over at NBC the radio guys have gone on the offensive. They're saying in a big, loud, cocky voice that radio is the best advertising buy around, not excepting NBC television.

On the program side, the situation is much similar, with the NBC radio program veepee, Bud Barry, having stolen a solid hunk of the thunder to which video has become accustomed, with his "Big Show" European promotion.

This latest example of radio's move over to the offensive, after the too-long period of an almost sickening defensive stand, is heartening. It bodes well for the future of radio and, indeed, of all advertising media.

NARBA Off Till '52 as Committee Studies Pact

WASHINGTON, Oct. 6.—The proposed North American Regional Broadcast Agreement treaty, which has wide implications for clear channel stations in the U. S., is definitely on the Senate's hold-over list until next year as the result of creation of a Senate Foreign Relations subcommittee this week to study the proposed pact.

headed by Senator Theodore F. Green (D., R.I.), includes Senators Bourke B. Hickenlooper (R., Ia.) and John J. Sparkman (D., Ala.)

BLACK AND WHITE

CBS Evades Color on Two Film Series

HOLLYWOOD, Oct. 6.—While other TV film producers are turning to color stock with an eye to hued tele, Columbia Broadcasting System, which for years has been thumping for color TV, is sticking to black and white production on its two film series ("Amos 'n' Andy" and the Lucille Ball-Desi Arnaz show) and intends to hold to b. and w. stock on two series ("Our Miss Brooks" and "Philip Marlowe") now in preparation.

CBS Programming Veepee Harry Ackerman explained the paradox by stating that color experts have yet to develop a color film stock that can equal in quality live colorcasts. Tests on existing color films have not passed CBS standards and web will hold off on switching to color filming until decision is reached on preferred film or new film coating is developed.

Another major reason why CBS is avoiding color film at this time is the fact that b. and w. dupes of color negatives do not deliver as good a pic quality on present day TV as original b. and w. negatives. Understood that economics also enter into the picture, with CBS as all producers, avoiding upping costs with color stock at a time when budgets are kept to the bone.

LONG SHOT

6,550-Mile Trip for Hour Show

NEW YORK, Oct. 6.—For the first time, TV will bring a piece of talent 3,000 miles across the Atlantic Ocean from England for a one-shot dramatic assignment, when Pamela Brown stars in "Susan and God" on the "Celanese Theater" October 17, 10-11 p.m. The program is on the American Broadcasting Company's TV network alternate weeks.

Miss Brown will receive a free round-trip airplane ticket in addition to an unusually high stipend for her work. The actress was featured last season on Broadway in Christopher Fry's "The Lady's Not for Burning." It will be her debut thesping stint in video.

Henock Gets FCC Support, Seen Winning

WASHINGTON, Oct. 6.—The Senate Judiciary Committee is nearing the end of its closed-door hearings on the nomination of Commissioner Frieda B. Henock, of the Federal Communications Commission, to a federal judgeship. In two more days of hearings this week, the committee heard strong testimony in Miss Henock's support.

It was learned that Miss Henock has informed the committee that she has requested appearances from a number of out-of-town witnesses whose testimony will answer objections raised by opposing witnesses at last week's closed-door sessions. Also, Miss Henock is expected to take the stand. With congressional leaders shooting for an October 20 adjournment, Committee Chairman Pat McCarran (D., Nev.) has indicated that he hopes the hearings can be completed next week.

SHARPE DEAL

Dickers for Several New Video Deals

NEW YORK, Oct. 6.—Packager Don Sharpe this week came into town to finalize two deals and to spur negotiations for several of his other properties. Sharpe will deliver prints of two filmed video programs already bought by the National Broadcasting Company for syndication.

The packager is also dickering with both the Columbia Broadcasting System and NBC-TV for the TV services of Rosalind Russell. Miss Russell is willing to do a nighttime half hour either live or film. Sharpe is also dealing with the American Broadcasting Company to make a half-hour TV dramatic show out of the current network radio program, "Defense Attorney," which stars Mercedes McCambridge. She would be featured on TV also.

Profitable TV Audience exclusive with WGAI-TV CHANNEL 4 LANCASTER, PENNA. Only TV station in—only TV station seen—in this large, rich Pennsylvania market area. Represented by ROBERT MEEKER ASSOCIATES NBC TV AFFILIATE



**JUSTICE IN JEOPARDY?**

**Ford Motor Rep Raps Public-Hearing Video**

DETROIT, Oct. 6. — An all-out condemnation of televising of hearings, such as that of the Ke-fauver Committee, was made Monday by a spokesman for the Ford Motor Company at the convention of the International Association of Industrial Accident Boards and Commissions at Greenfield Village in Dearborn. "I should prefer that millions of people be denied the benefit of televised participation in congressional hearings than that the processes of justice be jeopardized or that the essential rights of the individual be denied," William T. Gossett, vice-president and general counsel of Ford, said. His remarks were given special significance by his reference to the company's important position as a sponsor, noting especially the Ford sponsorship of the first United Nations General Assembly broadcasts two years ago. Gossett made out a strong de-

tailed case against televising court proceedings, citing the traditional assumption of innocence of the accused and "his right to privacy . . . stronger than the right of the public to be entertained or even instructed. . . . Something other than justice could readily take hold of the imaginations of witnesses, lawyers, jurors, and even judges." He brushed aside technical improvements, such as elimination of extra lighting and camera noise as less important than the effect of the unseen audience upon the participants.

**Pearson Says Senator Action Slashes Income**

WASHINGTON, Oct. 6.—Columnist Drew Pearson testified here this week that his income from his network radio show had been cut by \$150,000 a year by an alleged conspiracy of Senator Joseph R. McCarthy and 10 others to destroy his reputation. Pearson made the assertion during pre-trial hearings on his \$5,100,000 libel and damage suit against McCarthy and the 10 others.

Pearson said his radio income dropped after McCarthy allegedly picked a fight with him at the fashionable Sulgrave Club last December, when McCarthy in a Senate speech attacking Pearson called for a boycott of the commentator's sponsor. Pearson's counsel is radio attorney William Roberts. Radio lawyer Louis Caldwell is counsel for The Washington Times-Herald, which is owned by Chicago Tribune publisher Robert McCormick, who is among those named in the suit.

**Fanchon-Marco Ruled Out of ABC-Par Case**

WASHINGTON, Oct. 6.—Commissioner George Sterling of the Federal Communications Commission, in an initial decision this week, denied a request by Fanchon and Marco, Inc., owners of theaters in St. Louis and California, to intervene in the proposed merger of American Broadcasting Company and Paramount Pictures, Inc.

Fanchon and Marco had charged that the proposed merger would subject Hollywood theater owners to "unlawful" discriminations in the struggle to secure theater-TV facilities.

**Eckoware Buys Part of Sinatra**

NEW YORK, Oct. 6.—Eckoware this week bought the first 15-minute segment of the 8-9 p.m. Tuesday Frank Sinatra show over the Columbia Broadcasting TV network. The client is new to network TV.

The sale of Sinatra even before his first telecast Tuesday (9) makes the network optimistic about bucking Milton Berle and the "Texaco Star Theater." More than 20 stations have been cleared already for Sinatra whose first program from the Coast will be November 20.

**FCC Okays WPIX Duo-Power Boost**

WASHINGTON, Oct. 6.—WPIX, New York, was among several more TV stations granted permission by the Federal Communications Commission this week to increase transmitting power.

The FCC approved WPIX's power hike from visual 3.6 kilowatts, aural 2.5 kilowatts to visual 200 kilowatts, aural 100 kilowatts.

**DOUBLE SHOCK TO JANET KERN**

CHICAGO, Oct. 6.—Janet Kern, TV columnist for The Herald-American, twitted the papers this week with the charge that one of them had reviewed a TV show before it was on the air. She called it shocking.

The next day Miss Kern blushed prettily in print and offered her apologies. She had read The Billboard's review of the radio "Mr. District Attorney," and had assumed it was the TV show which came on the air after The Billboard's deadline.

**Latex Drops Second Seg**

NEW YORK, Oct. 6.—International Latex Corporation, which last week dropped the Saturday morning edition of its "Fashion Magic" TV show via the Columbia Broadcasting System, this week followed thru by axing the remaining 30 minutes, Tuesdays 3:30 to 4 p.m. Foote, Cone and Belding is the agency.

The sponsor now is reported looking into the possibility of buying the sole remaining quarter hour of "Songs for Sale" via CBS-TV.

**N. Y. TELE SCHOOL DAYS**

**Education Bd. to Test Program Over WPIX**

NEW YORK, Oct. 6.—The local Board of Education this week decided to program a thrice weekly TV educational program over WPIX, here, which may be just the start of an organized plan for teaching thru the medium. Titled "The Living Blackboard," the show begins Monday (15), 10:15-10:30 a.m. and will be programed regularly Mondays, Wednesdays and Fridays thereafter.

Presentation will be directed at junior high school and high school youngsters confined to their homes because of illness. Subjects to be taught are science, literature, vocational information and world events. The program

is to be a supplement to the school kids' home study. Tests may be given on the subjects covered.

The Board of Education is watching to see how well the program is received by local students. Its success undoubtedly would cue expansion of teaching on TV here. Edward Stasheff, veteran TV producer, now working at the Brooklyn Technical High School will supervise the program which will use regular teachers in the New York City school system.

**NEW IDEA FOR WLW-T INCOME**

CINCINNATI, Oct. 6.—WLW-T personnel were surprised recently when a man walked into the lobby at Crosley Square and asked the receptionist for a bus ticket to a nearby town.

After some explanation it developed that the man had seen all the busses parked outside the station which had brought people to WLW-T shows and mistaken the station for a bus terminal.

**TV UMBRELLA**

**Rain Won't Stop Pabst Fight Sked**

NEW YORK, Oct. 6.—Pabst Beer this week worked out an arrangement to have a stand-by fight ready for its October 10 telecast of boxing on the Columbia Broadcasting System's TV coast-to-coast web so that, in the event its major bout, in an outdoor arena, is rained out, it won't be caught without an umbrella. Rex Layne and Ezzard Charles are due to hammer away at each other under the skies from Forbe Field in Pittsburgh on that date.

Pabst, however, has a Terry Moore-Ray Barnes match ready for telecasting from the Olympia Arena in Detroit in case of rain. A camera crew will be at each match. The Barnes-Moore fight will take place in Detroit regardless of whether it is telecast, but it gives the sponsor insurance.

This arrangement would make it possible for Pabst to telecast other big outdoor fights which the client so far has been afraid to buy because of the possibility of inclement weather. Since Pabst has to make time commitments, were an outdoor bout to be cancelled the company would be left with a large facilities bill and no program.

**Carter Sale Bolsters ABC Sat. TV Sked**

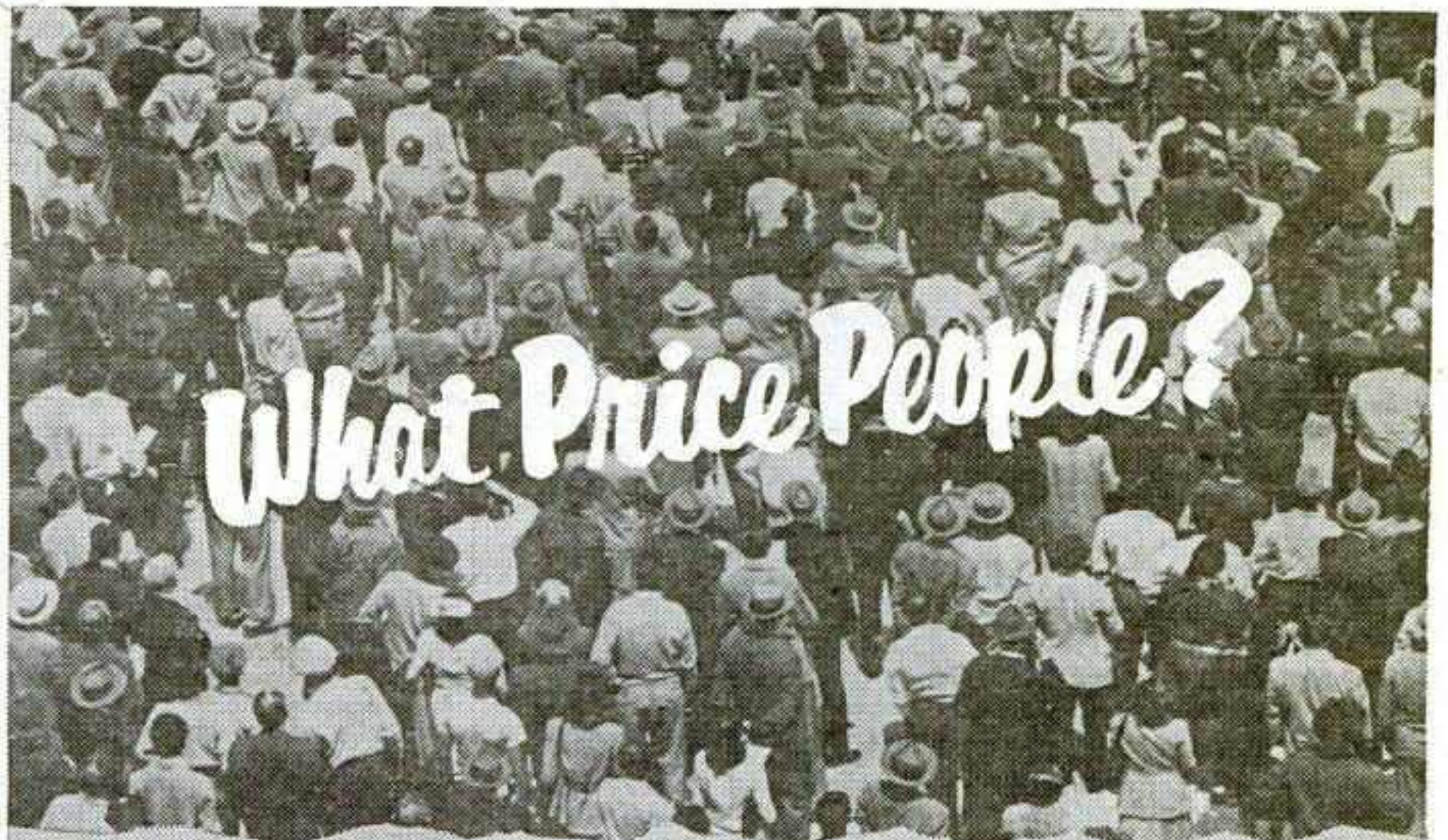
NEW YORK, Oct. 6.—The early Saturday TV lineup of the American Broadcasting Company, which seemed about exploded when three Weintraub agency clients canceled out recently, got another shot in the arm this week with the sale of the 12:30 to 1 p.m. slot to Carter's. The deal follows last week's pacting of General Mills for the noon to 12:30 period for the Betty Crocker variety show.

Two agencies will split billings for Carter's: Ted Bates, and Sullivan, Stauffer, Colwell and Bayles. No show has been selected as yet, altho a decision is expected shortly.

**Humphrey Column Goes Syndicate**

HOLLYWOOD, Oct. 6.—Hal Humphrey's radio-TV column appearing in The Los Angeles Mirror will be made available to other newspapers by the Mirror Enterprises Syndicate effective November 15.

Humphrey, a former staffer of The Billboard, has been penning radio-TV commentaries in the Norman Chandler tabloid for more than a year. Column marks the first TV syndicated newspaper feature to originate on the Coast. It will be sold on a thrice-weekly basis.



*What Price People?*

**Successful advertisers must reach people — a lot of people — a lot of people OFTEN!!! AND AT LOW COST!!!**

**WLW**

**DOES JUST THAT!**

"Television," says the national advertiser, "is affecting AM radio."—Yes, we agree—but, HOW MUCH?—WHERE?—TO WHAT EXTENT?

In the WLW Merchandiseable Area, WLW, with television going full blast, delivers advertising impressions at a LOWER cost per thousand than any other radio station—combination of radio stations—newspapers—national magazines—any TV station or combination of TV stations . . . your lowest cost per advertising impression in "1/10TH

OF AMERICA"—virtually the same cost per thousand in 1946 (before television).

The whole study is completely and graphically explained in WLW's latest analysis of "1/10TH OF AMERICA" (WLW's Merchandiseable Area), entitled "WHAT PRICE PEOPLE?"

Our national offices are currently presenting this outstanding fact-packed film. If you have not had a showing, call or write one of our offices, and a date will be arranged.

**WLW**

THE NATION'S STATION





## RCA Color Tests Stir Early FCC Plea Spec

WASHINGTON, Oct. 6.—On the eve of the Radio Corporation of America's unfolding of its latest color TV to the Federal Communications Commission and other government viewers here next week, speculation increased over the possibility that RCA will advance its timetable for a formal petition to the FCC to adopt RCA standards. RCA's heavy newspaper promotion for its color in New York City and the corporation's elaborate program for its "unofficial" demonstrations to government viewers here starting Tuesday (9) have also stepped up speculation over RCA's plans.

Next week's color shows are regarded by the FCC as strictly unofficial inasmuch as RCA has re-

frained from petitioning for formal demonstrations. RCA's color operations are in the category of field testing. The Washington, D. C., field testing was inaugurated a couple of weeks ago under personal scrutiny of RCA board chairman David Sarnoff who hailed it as a success (The Billboard, September 29). Since then, several congressmen have dropped in for a look-see at the newest color on invitation from RCA. No one at the FCC will be surprised if RCA introduces a formal color petition to the agency next month or sooner, although originally, in the wake of the Supreme Court's upholding of the FCC's adoption of the Columbia Broadcasting System standards, the RCA move had not been anticipated before early 1952.

As it did during the New York field tests, RCA is capitalizing promotion-wise on the local color tests. In ads appearing in all of the newspapers here yesterday (8) RCA asked TV set owners in the Washington area to give their reaction to RCA color broadcasts when received on black-and-white on their present sets starting Tuesday (9). RCA stressed in the ad that its color system is compatible with black-and-white TV. The corporation declared that an incompatible system would mean an outlay of nearly 1 billion (\$1,000,000,000) by present set owners to adapt their sets to receive even monochrome pictures from color broadcasts. RCA pictures appear in monochrome during the color tests.

### CLIENT KICKS

## Du Mont Show Not Carried In Home City

DETROIT, Oct. 6. — Execs of the Kaiser-Frazer Motor Company this week were threatening to move "Ellery Queen" off the Du Mont Network because the show is not televised in Detroit, the home city of the car manufacturer. Program, now on Thursdays, 9-9:30 p.m., was carried here last season on WXYZ-TV, an American Broadcasting Company affiliate, but so far this year has been frozen out. The other two TV stations here are affiliated with the Columbia Broadcasting System and the National Broadcasting Company.

Du Mont has tried to affect a swap with ABC-TV in return for carrying some of its shows on its Pittsburgh station, WDTV, but nothing has been worked out. The Kaiser-Frazer contract with Du Mont runs until about the end of the year and if the company does not get any satisfaction, a renewal on the web may not be forthcoming.

## Parsons in TV Bow Via Ciro's

HOLLYWOOD, Oct. 6.—Louella Parsons, forsaking radio after this season for TV, makes her "first exclusive" tele report from Ciro's tonight when she covers the annual photographers' ball via video film cameras. Miss Parsons this week informed Woodbury-Jergens, sponsor, she'll end their six-year association because she prefers to switch to the tele medium. Sponsor did not accept his first refusal on the movietown chronicler's TV talents, preferring to retain her on AM.

Miss Parsons filed a request for a release so that her TV filmed series could be peddled to other bankrollers. Thirty-minute pilot reel was shot last week by Dr. Ferenz Fodor's Filmcraft Productions, same film which will lens her coverage of tonight's photog ball. Tonight's footage will be edited down to a half-hour seg. Tele version of show will be carried by American Broadcasting Company, which has aired Miss Parson's radio reports.

## WJBK-TV Sells Three Shows

DETROIT, Oct. 6.—WJBK-TV has sold a package of three different television shows for 13 weeks each to the Meyer Jewelry Company, thru the Luckoff, Wayburn & Frankel agency. The format has been purposely given maximum diversification—news, sports and drama, to hit as many different audience groups as possible. Shows are "Telenews Weekly" and "This Week in Sports," both International News Service originations, and the third is "Strange Adventure," Columbia Broadcasting System syndicated mystery serial.

## POLICE HELP CAR VIDEOS IN DETROIT

DETROIT, Oct. 6.—New incentive to put television receivers in autos was unveiled Monday (1) by WXYZ-TV, in "Melodies 'n' Money," to run five nights a week at 5:30 p.m. Tie-up was made with the police department, which will spot five numbers of "courteous drivers" during the day and turn them over to the station. The numbers will be shown on the air, and drivers who call in during the show, identify their numbers, and answer the key question will get the current jackpot, with the usual consolation prize for losers. Musical background is furnished by the Leonard Stanley Trio, and Gloria Goode, vocalist.

### SCHWAB GADGET

## Video-Matics Cut Time, Cost On TV Tricks

NEW YORK, Oct. 6. — TV producer, Larry Schwab and Joseph Gidding have patented a new invention, the Video-Matic, designed to cut down on time and expense involved in setting up dissolves, fades, wipes and other tricky camera effects for video commercials. The gadget has already been tested on the Ted Steele show over WPIX here, and Schwab is currently negotiating with agency exec Bill Berns for its use by Kenyon & Eckhardt.

Based on the Houdini mirror trick, the Video-Matic is a compact 3 by 4 feet box affair with two miniature sets inside; so constructed that the camera can pick up a three-dimensional commercial on one set, then fade or dissolve at any speed desired to another with the flick of a switch. The system can be adapted to any number of different sets, and is also designed to pick up full-sized set views via a simple variation on the mirror gimmick.

#### Credit to Credits

Schwab says the invention which is particularly good for credits, cuts down on expenses by doing away with elaborate processing on films and eliminating profit-consuming time delays on dissolves, etc. The compact simplicity of the one-man operation also makes it a good bet for small-staffed video stations. On live commercials; its principal value is that it's practically fool-proof on follow-thru, since one camera can follow thru on a variety of optical effects.

#### Point of Sale

The Video-Matic was originally intended for the point-of-sale display field, and Schwab and Gidding have already started in this direction, via a deal with the Heidi Candy Company here. The confectionery outfit rents Video-Matics for window display purposes at \$50 per set a week. The fee for video use has yet to be set, and Schwab isn't sure if they will rent or sell outright to agencies and TV stations.

Meanwhile, Betts & Betts have contracted to manufacture the sets, and Schwab plans to use them on his own video show "Lights Out" shortly. Engineer Schwab has also invented a new merchandising gimmick for bars, tagged the Drink-a-Meter, which he has sold to the Old Forrester liquor outfit.

## 3d Quarter Pub Royalties Set by RCA

NEW YORK, Oct. 6.—RCA Victor's quarterly royalty statement to publishers, for the period ending August 31, 1951, is 5 per cent above the previous quarter, but is 6 per cent below the third quarter of 1950.

Other major diskeries have not yet sent out third-quarter statements to publishers.

## TV Code May Go Thru At NARTB Chi Confab

WASHINGTON, Oct. 6.—Formal adoption of the first TV code of fair practices by the National Association of Radio and Television Broadcasters TV membership is anticipated at the group's upcoming meeting in Chicago, October 19. NARTB officials, in the wake of a two-day meeting of the association's code drafters this week, said they are strongly hopeful that accord can be reached in Chicago.

Already whipped into shape is a tentative draft providing for decent children's programs, toning down sex and horror, advancing "educational and cultural" programs, decourous treatment of news and special events and presentation of controversial issues, and imposing time and frequency limitations for spot commercials. Also proposed in the current draft is encouragement of religious programming.

Altho major changes are figured likely in the present draft even before the full meeting of NARTB's members in Chicago later this month, the group is expected to stick generally to its original aim to get a voluntary code of decency in operation so as to head off further criticism, particularly from the direction of FCC and Capitol Hill. NARTB has been given strong encouragement from FCC Chairman Wayne Coy and Chairman Edwin C. Johnson of the Senate Interstate and Foreign Commerce Committee in the move to set up a voluntary code.

Latest prod came this week from FCC Vice-Chairman Paul A. Walker who in a New York

talk before the National Council of Churches of Christ, praised TV generally but added: "We must honestly recognize that much of what we see and hear on American radio and television has little cultural, educational or spiritual value, and some of it is positively harmful."

The code committee, headed by Robert D. Swezey, WDSU-TV, New Orleans, plans to confer once more on the eve of the TV membership meeting in Chicago.

## Skelton Show Preps Use of Film Inserts

HOLLYWOOD, Oct. 6.—Film inserts will be used in forthcoming segs of the Red Skelton show, and if proved successful, canned portions will be increased to a possible 50 per cent of the show's content. For the present, Skelton will use a two to three-minute film as integrated commercials in the show's mid-spot. However, the comic long has been TV film-conscious (show originally was planned to be filmed) and if inserts click, use of film will be gradually extended. Film medium, Skelton feels, would lend greater flexibility in achieving comedy effects.

Present purpose for the film inserts is to prove integrated commercials using Skelton. Film's running time will give comic a chance to switch costumes in portraying his characters. Inserts are shot on a four-day schedule by Ferenz Fodor's Filmcraft Productions. First shows comic as a laundry hand who after 15 years is promoted to tub No. 1, thanks to the sponsor's product. Insert to be used the following week portrays Skelton as a football coach whose rugged team refuses to play for fear their uniforms will become soiled. While such sugar-coated plugs could be possible via live TV, Skelton feels the film medium facilitates changing locale (he considers this in itself an advantage) in addition to providing the costume-changing time. Inserts start with the next Skelton show.

### MORE GRIEF

## Now Hadacol Is Cited on Claims in Ads

WASHINGTON, Oct. 6.—Makers of radio-advertised product, Hadacol, were charged this week in a Federal Trade Commission complaint with "false, misleading and deceptive" advertising of the vitamin-mineral product as an effective treatment for curing scores of ailments and diseases. The complaint cited the LeBlanc Corporation, Lafayette, La., makers of Hadacol, as well as Dudley J. LeBlanc, sales manager, and Richard L. Brown, general manager, and ordered the pair to appear at a hearing in Lafayette, November 26.

FTC charged that, contrary to advertising claims made in newspapers, radio commercials, and letters and circulars, Hadacol is of no value in the treatment of cancer, tuberculosis, heart trouble, etc. Commission brief stated that "The dissemination of this advertising may cause persons suffering from the described symptoms or conditions due to one of the serious ailments listed above, to delay obtaining proper treatment, resulting in serious illness and even death."

## Fuzzy Quality Seen Deterrent To Theater-TV

MIAMI, Oct. 6.—Movie theaters will not begin widespread large screen television until the reception is up to the quality of a regular motion picture, declared Mitchell Wolfson, newly-elected president of Theater Owners of America, co-owner of the Wometco chain of theaters in Florida, and president of WTVJ, local independent TV station, this week.

Eventually, he added, the screens of every movie theater in the nation will show some television as part of the entertainment program. He placed special emphasis on the point that the theater industry does not propose to horn in on the free television which fans see on their sets at home.

Instead, he said, the movies would present TV broadcasts of grand opera, New York stage shows, sports events and other forms of entertainment which might not be available thru any other channel.

## Skiatron Tests Get Under Way

HOLLYWOOD, Oct. 6.—Rear Admiral Timothy O'Brien (retired), board member of the Skiatron Electronic & Television Corporation, told The Billboard that closed-circuit tests of Skiatron's "Subscriber-Vision" (home box-office system) are now under way at New York's WOR-TV and that before the year's end station will petition Federal Communications Commission for a 90-day test of the system in the New York area. Trial run will be similar to the Zenith Phonevision test made earlier in Chicago.

O'Brien admitted he will be huddling with pic execs, but refused to divulge whether his present Coast hop is to acquire pic product to help conduct the test. He said tests will include some film fare, but will also offer sports and special events. Deal is now under way, he said, for tie-ins with major charities to televise charitable events with coin received from the tests to go to the respective charities involved.

## Italy Promised 4 TV Stations

ROME, Oct. 6.—Giuseppe Spataro, Minister of Telecommunications, has indicated that by 1953 Italy will have four modern television stations operating in northern and central Italy. The four video stations will be located at Rome, Milan, Monte Penice in the North and Turin.

At present, the only television broadcasts in Italy emanate from the Vatican City and Turin, where a private group is operating a small station.



## ASCAP-TV Case May Hit Court In Six Weeks

### Broadcasters Get Counsel Assurance On Per Program

WASHINGTON, Oct. 6. — The National Association of Radio and Television Broadcasters, it was learned this week, has received a letter from its New York TV counsel voicing assurance that the battle of telecasters with the American Society of Composers, Authors and Publishers over per-program fees is following an anticipated course to date. The case is expected to reach a hearing in federal court in New York City in about six weeks.

The letter from the New York law firms of Paul, Weiss, Rifkind, Wharton & Garrison and Sprague and Peck, attorneys for the all-industry television per-program committee, explained that ASCAP has served notice of its intention to examine before trial a number of TV broadcast station owners and other individuals. The TV legalists explained that this was one of several requests offered to the court by ASCAP after a motion had been filed stating intent to request the court to modify the revised consent decree in ASCAP's anti-trust proceedings.

The letter explained that ASCAP also asked the court to fix an interim fee pending decision as to a permanent reasonable fee and asked to be allowed, in setting per program rates, "to consider income received by broadcasters and telecasters from spot announcements adjacent to programs containing ASCAP music."

Also the licensing society asked that it be allowed to refuse per-program licenses to any station having a license with Broadcast Music, Inc.

## MGM Records "Quo Vadis" Sound Track

NEW YORK, Oct. 6.—MGM Records, which has enjoyed eminent success with its soundtrack albums from the parent company's musical movies, will take its first fling at marketing soundtrack recordings of background music with the release of a package of Miklos Rosza's writings for the MGM super-colossal \$7,000,000 job, "Quo Vadis." Rosza conducted the orchestra for the film and album. Album covers eight 10-inch 78 sides and will be issued in three speeds. Album will be used for tie-in promotions on the flick in connection with its simultaneous test road showings at the Astor and Capitol Theaters opening November 15.

## U-I Stock May Go to Decca

NEW YORK, Oct. 6.—Negotiations whereby Decca Records would acquire 125,000 shares of Universal-International were said to be continuing this week by a spokesman for the film company. The deal, if concluded, would entail transfer of the holdings of William Goetz and Leo Spitz, operating heads of Universal. The

(Continued on page 36)

## Sam Wigler Now Pubber

NEW YORK, Oct. 6.—Sam Wigler, veteran of 30 years' experience as a music man, ankled his post as professional manager for George Simon's firms this week to set up a partnership with Otis Pollard. The new firm will be called Pollmoor Music. Pollard is a former singer and manager.

(Continued on page 36)

## PLUS 4 OF 7 ON 'HIT PARADE'

NEW YORK, Oct. 6.—The adjacent story details the showing of Broadcast Music, Inc., tunes on The Billboard's "Honor Roll of Hits." On the AM and TV "Hit Parade," respectively, Thursday night (4) and tonight, BMI landed four of the seven tunes, including the top three places. No. 1 was "Because of You"; No. 2, "I Get Ideas"; 3, "Come On—A My House." "Cold, Cold Heart" was in seventh spot. About 18 months ago, BMI landed four tunes on "Hit Parade," but never before that did the licensing agency grab the top three spots. Tunes that time were "Jealous Heart," "Chattanooga Shoe Shine," "Rag Mop" and "You're Breaking My Heart."

## Xmas Campaign Set by Decca

NEW YORK, Oct. 6. — Decca Records is embarking on its annual Christmas merchandising and promotion program next week. The program is pegged for exploitation at the retailer level. It will involve elaborate floor and special tie-in mats. The promoter displays, hangers and tion will encompass, as well, a drive in behalf of the diskery's general catalog. Special emphasis will be placed on the diskery's "Lone Ranger" package, a Guy Lombardo album, a Gold Label longhair package and a Fred Waring package.

## "We Want Music," Educators Yell

Conference Seeks More, Better Items; Diskeries Claim Repertories Adequate

(Continued from page 1)

speeds especially for the educators. In the event the educators wanted single selections—as many stated—they were told to avail themselves of 45 players.

With regard to repertoire, the diskery men pointed out that never before has there existed so extensive a repertoire in all categories—including educational. Educators were advised that an examination of current repertoire would prove fruitful, and that some disks requested by the teachers were selling as low as 45¢ per year. Diskeries were adamant that they would not manufacture disks which would not make money. However, reps of teachers were told to draw up a listing of what they considered suitable material and the diskeries would manufacture whatever items they deemed worth while.

### More Tot Stuff

Under the classification of Current School Music Needs, educators stated they needed recordings appropriate for children, including new and appealing small masterpieces of music literature, instead of adaptations or transcriptions. They also pointed to a need for re-recordings of old disks not available at present. Also stressed was a need for new recordings of new contemporary material on all levels, primary school thru college.

The abrupt discontinuance of records makes it difficult to plan long range teaching programs, it was claimed. Another beef centered around the teachers' need for single manual recordings. The price of albums was prohibitive, it was stated.

Diskeries stated they were working on improving the cataloging of educational material, but held their ground on most points, claiming that repertoire was the best in history; that they could not dump the philosophy of commercialism; but that co-operation with educators, along the levels outlined, would be maintained.

## BY NUMBERS: 1, 2, 3, 6 AND 9

# BMI Cops Five of Ten Top Spots On Billboard's Honor Roll of Hits

(Continued from page 1)

"Roving Kind" achieved high positions. During the months of February thru June, "Goodnight Irene" and "On Top of Old Smoky" scored solidly. It was noted that, with the exception of "Tennessee Waltz" an Acuff-Rose copyright, the remaining tunes come from the

pubbery of Howard S. Richmond or its affiliated catalogs. Folkways catalog, for instance, includes "Irene," "Smoky" and "Roving Kind."

As the Honor Roll has been running lately, there are usually no more than three BMI songs represented. Since 1949, however, there have been few weeks without BMI representation.

The BMI foothold on the pop lists has stirred up quite a bit of Lindy's speculation. The Stern second-guessers feel that the strong BMI showing with songs of a legit nature provides firm evidence that the BMI publishers can hustle and promote in the same league with

top ASCAP pubbers, particularly in view of the key position radio deejays play in the current patterns of exploitation.

## ASCAP-ers See Peak Earnings Last 4 Months

NY Wing Estimates 3d Quarter Loot Close to 3 Mil

HOLLYWOOD, Oct. 6. — Last four months of the year are expected to boost American Society of Composers, Authors and Publishers earnings for 1951 to well over \$10,000,000, last year's record total revenue. From January 1-September 1 ASCAP took in \$9,318,643 for its royalty fund, it was revealed this week at the Society's semi-annual conclave at the Beverly Hills Hotel. Of the 500 Coast members, 360 attended.

Confab, described as "relatively calm," was attended by the Society's top brass and marred only by the untimely death of fellow-member Frank Grey (see other story). Honorary Prexy Gene Buck told the gathering that there are approximately 2,304 ASCAP

(Continued on page 36)

## Thompson Ork Dates Looming Large in N. W.

HOLLYWOOD, Oct. 6. — Entrance of Daryl Thompson as band buyer on the Coast and in Canada has virtually opened the Northwest territory to sock ork routing. Thompson, prexy of Western Amusements, Ltd., Vancouver, B. C., is now buying a minimum of 14 dates in that area and working closely with Van Tonkins, who also takes his own bookings. Tonkins promotes all Thompson's one-nighters. As Thompson's plans to extend operations into other Western States gell, the Northwest area looms as a lucrative one.

In former days, bands could secure locations only in key Northwest cities like Seattle, Portland, Vancouver, B. C., and Spokane. The time to be had, however, didn't make up enough dates for a complete tour. In most instances, promoters hesitated upon booking too many orks, as in the case of a poor draw, promot-

(Continued on page 36)

## Harry Santly To Bourne as Pro Manager

NEW YORK, Oct. 6. — Harry Santly this week was appointed professional manager of Bourne, Inc. His appointment follows the naming of Jerry Johnson to the professional managership of ABC Music, Bourne affiliate.

According to Sol Bourne, head of the firms, the two pubberies will be run as distinct entities, altho for the present both are leveling on "Unforgettable," waxed by Nat Cole and others. Ben Bornstein continues in charge of standard activities, Eddie Shaw as Coast rep for both firms. There are also traveling reps for the New England and Midwest areas.

Joe Santly, Harry's father, will continue to operate Sanson Music, in which Harry had been a partner until he came over to the Bourne post.

## Christmas Drive Is Launched on Columbia Disks

NEW YORK, Oct. 6.—Columbia Records this week launched a three-month national magazine advertising campaign for its Masterworks and selected Christmas merchandise. The schedule includes a series of double-truck spreads in Time, Newsweek, New Yorker, Atlantic Monthly and Harper's. According to Albert B. Earl, advertising manager for Columbia, the campaign is beamed at a select readership, with the total circulation reached exceeding 45,000,000.

In addition to the copy and the illustrations, which are photographs of recording sessions and singers in various roles from the recorded operas being merchandised, the ad contains a coupon offering all comers two free 7-inch LP records. One is an excerpt from the Metopera "Pagliacci" waxing, the other a sampling of the new "Porgy and Bess" recording.

Columbia dealers are being provided with easel displays showing the complete three-month schedule and reprints of the ads. The agency is McCann-Erickson.

## Marks Pubbery Files Test Suit Vs. Capitol

Precedental Case Hinges on Question Of Pre-1909 Mechanical Royalty Law

NEW YORK, Oct. 6.—The E. B. Marks music publishing firm this week took the rare step of bringing to court a dispute with a major diskery when it filed suit against Capitol Records in Southern District Court here this week.

The issue is whether mechanical royalties are payable for the Les Paul dinking of "In the Good Old Summertime," a pre-1909 copyright. The outcome of this case is expected to be precedental, since the question of mechanical royalties for pre-1909 tunes has never been definitively decided (The Billboard, September 15).

According to the complaint, filed by Abeles and Bernstein, the song was written in 1902 by George Evans and Ren Shields and assigned to the Howley, Haviland & Dresser pubbery in 1902. Both writers died before the first renewal period. E. B. Marks obtained the renewal rights in 1930 from their widows. The complaint refers to Capitol's failure to pay royalties as "infringing the renewal copyright." The Billboard story of September 15 indicated that one of the chief bases for action would be the contention that the renewal creates a new mechanical right, regardless of whether the tune was originally copyrighted before the 1909 law, which established

the 2-cent rate and the non-exclusive recording feature.

The action asks an injunction against further distribution of the record, the yielding up of the masters, an accounting of profits, damages and costs.

## Mercury Preps Fall, Winter Record Push

CHICAGO, Oct. 6.—Mercury Records here this week took a series of important steps to strengthen itself internally for the forthcoming fall-winter record push. Biggest deal worked out by Art Talmadge, exec v.p. in charge of a.&r., involves taking over the entire catalog of Sittin' In, the New York r.&b. diskery, along with its owner, Bobby Shad, who will act as Merc's new r.&b. chief.

Shad brings into Mercury over 200 masters, about 60 of which have never been released before. Merc, which has had trouble getting an r.&b. catalog together, except for singer Dinah Washington, who has scored consistently, is giving Shad a free hand, with a heavy budget set up for promotion and inking new ar-

tists. Shad will spend much of his first six months with the Chicago firm on the road, cutting sessions and contacting important r.&b. sources among d.j.'s, juke ops and retailers. Shad already has worked out artists' pacts with Memphis Slim, formerly with Miracle and Premium, and has worked out a new pact with Big Bill Broonzy.

In order to give Talmadge more time to spend in artists' relations and promotion, Nook Schrier, veteran arranger for bands like Tiny Hill and Eddy Howard, has been inked as Midwest musical director. Working with Talmadge, Schrier will schedule sessions, select studio musickers and work out arrangements for sessions. Merc has inked a slew of Midwest

(Continued on page 36)



# Tunes P.D. Here, Tied Up Abroad, Create Headaches

By JERRY WEXLER  
NEW YORK, Oct. 6.—Because of the disparity between American and European copyright laws, many of the foreign tunes picked up by American publishers for adaptation are in the public domain in this country and protected abroad—a situation often fraught with unsuspected complications.

When an American publisher finds such a European melody, his first thought might be that it is his, royalty-free, and that he will have to pay royalties only to the writer of the English lyric. However, two important considerations then crop up. First, such tunes are invariably copyright in Canada by the European owner, and since virtually every American network broadcast includes at least one Canadian outlet, it becomes almost impossible to clear the American version for network shots. Second, film synch rights in the new version usually are worthless, since any

Hollywood producer who buys a tune wants assurance that it is free and clear for the entire world.

### No Foreign Income

There is a third, more obvious drawback involved: the adapted tunes may not be performed or sold outside the United States, and a good chunk of income is thereby lost.

Foreign publishers have been learning these ins and outs and have been insisting on hefty participation in American adaptations of their tunes. Of course, when these tunes are in the public domain here, anybody may do with the number what he pleases without reference to the European publisher—but then he can't get network shots, synch payments, or foreign income.

United States copyrights law affords 28 years of protection plus 28 years renewal. Outside the United States, protection extends during the life of the composer plus a number of years, usually 50. Hence most of the situations whereby songs are free and clear here but protected abroad.

Maypole Music, thru its attorney, Harold Orenstein, recently concluded a deal with Boosey and Hawkes and the estate of Sergei Rachmaninoff which could establish the pattern for future

cases. The tune involved is "If You've Forgotten Me," a pop adaptation of a theme from Rachmaninoff's Second Symphony—p.d. here, protected elsewhere.

### B & H Terms

Terms give Boosey and Hawkes the right to copyright the work in their own name for the rest of the world. The tune is copyright under Maypole Music in the United States. There will be a mutual exchange of royalties. However, Boosey and Hawkes have the right to make all picture synch deals, including American flicks. One-third of synch income goes to Maypole. An additional proviso gives Maypole every right in Canada that usually accompanies copyright ownership, with the difference that Boosey and Hawkes does own the Canadian copyright.

The pact, thus, is a series of compromises whereby the highlight rights and interests are cross-arranged between the original and the new publisher to the best advantage of each.

Because the principals have failed to outline some such arrangement before the release of the song, quite a few recent pop tunes of European origin have occasioned, if not serious loss of income, at least considerable an-

(Continued on page 36)

## IRONIC FATE

### Grey Passes As ASCAP Honors Dead

HOLLYWOOD, Oct. 6.—It was a case of "the show must go on" Wednesday (3) at the semi-annual meet of American Society of Composers, Authors and Publishers. Conclave, at which the assemblage heard an exec committee report, went on for over four hours before it was learned by the gathered crowd that a member, Frank H. Grey, had died in the lobby of the Beverly Hills Hotel, where the confab was held.

As the dinner-meeting got under way ASCAP Coast Liaison Wolfe Gilbert was called outside and informed that Grey had passed away. Returning to the room, Gilbert confided in Sigmund Romberg and the pair decided to keep the news until the meeting was concluded to spare several members from shock.

Grey, 68, had been an ASCAP member since 1921 and cleffed over 100 overtures and piano works in addition to "Sue Dear" and "Matinee Girl" musicals.

Ironical touch is that while the gathering took one minute of silence in reverence to departed members, Grey was dying outside the room.

### MGM Records Five Artists; Maps 5 More

HOLLYWOOD, Oct. 6.—MGM Records is in the midst of one of its busiest recording periods. Coast exec Jesse Kaye completed disk sessions with five artists and is working on immediate dates with an additional five. Besides the recording whirls, Kaye is processing five upcoming Metro musicals for possible album fare.

Slated to slice sides are Billy Eckstine, Monica Lewis, George Shearing, Lionel Hampton and tyro warbler Victor Marchese. Label recently etched David Rose, Debbie Reynolds, Bob Wills, Carolina Cotton and Cindy Walker.

(Continued on page 36)

### Haynes Preps 450 Miller E.T.'s

HOLLYWOOD, Oct. 6.—Don Haynes, Glenn Miller's manager for many years, has formed Miller Transcriptions, Inc., and is packaging 450 15-minute transcriptions made by the late orkster on his various air shows. Processing of audition platters will be concluded this week and sent to radio stations for open-end participation. With Haynes in the corporation are Phil Brown and Bernie Tabakin. Price of the package is not yet set.

Of the 450 airchecks, 251 comprise full treatment of tunes never before etched by Miller. An addi-

(Continued on page 36)

## Cole-Vaughan-Duke Package Wows 'Em

Start Dull in Boston, Then Grosses Zoom Even in Dates Following JATP

• Continued from page 1

has proved one of the hottest grosses that has played this territory in quite a while.

The package followed "Jazz at the Philharmonic" in almost all of its dates, which is considered quite a tough obstacle on any pop concert route in view of JATP's powerful gate attraction each year. JATP, incidentally, cleaned up on its Eastern trek, playing 13 sell-outs in 14 concerts. JATP figures were not available at press time.

The Cole - Vaughan - Ellington package, designed for arenas and auditoriums, runs a nut of about \$24,000 per week, thus requiring tremendous grosses for both promoter and entertainer to come out on the jaunt. Originally, the tour was booked for three weeks as a test of its potency, with future dates pencilled in but subject to cancellation.

The box office comeback, after its Boston beating, provided the go-ahead for a full booking run on the package. It now is being set up into the late part of November and will probably run thru the South and part of the Midwest, but will not go West of the Rockies.

### Carnegie High

The package set an all-time money high for Carnegie Hall on September 28. Running two shows, and with Fire Department permission for 100 standees each show, the package netted about \$17,000 for its efforts for the night. The anticipated high for the tour is expected to be hit on Sunday (7) when the troupe travels to Montreal to play The Forum, a 15,000-seat house, twice in the day. The house already reports an advance of \$14,000.

The grosses, after taxes, follow: Boston Garden, September 21-22-23, \$18,000; Memorial Auditorium, Worcester, September 24, \$8,460; Rhode Island Auditorium, Providence, September 25, \$10,480; Armory, Troy, September 26, \$5,400; Mosque Theater, Newark, September 27, \$8,620; Carnegie Hall,

### Pact J. Green As Ork Front

NEW YORK, Oct. 6.—Johnny Green, head of the Metro-Goldwyn-Mayer movie studio music department and a composer of considerable stature in the popular field, will become a full-fledged recording artist for the flickery's disk affiliate, MGM

(Continued on page 36)

### D. J. RIDE FOR KOREAN G.I.'S?

HOLLYWOOD, Oct. 6.—One of this town's most air-minded disk jockeys, WMPC's Johnny Grant, this week revealed plans to fly to Korea to tape interviews with GI's and have them request a song for their relatives and/or friends. Grant expects to get the nod from Washington and will make the trek either next month or in December. Tape will be played on his afternoon show, now aired in several Midwest cities.

The speller recently returned from a week-end trip to the Canal Zone where he and a dozen other personalities entertained troops. Before the Korea flight, he will play a Midwest base and possibly go back to the Canal Zone.

### Decca Hypes DJ Promotions

NEW YORK, Oct. 6.—Decca Records is continuing its effort to effectively increase its disk jockey promotion coverage in the field. The diskery, which was one of the late starters in deejay exploitation on a saturation basis, this week added its fourth field man, Frank Kurlman, to operate out of Cincinnati and cover the South primarily for country disk promotion. Mike Conner, Decca's exploitation chief, made appointment on a visit to the diskery's Cincy and Nashville branches. Other Decca deejay field men work out of New York, Chicago and Hollywood.

### Artie Mogull Joins Dorsey

NEW YORK, Oct. 6.—Artie Mogull this week was appointed professional manager for Tommy Dorsey's music firms, the Dorsey Brothers and Embassy pubberies. The firms had been inactive for several months. Mogull was formerly associated with Eddie Kassner, and has done free-lance disk promotion and personal management.

Dorsey leaves for a one-week trip to Paris Monday (8).

## Deejay Miller Blasts Mail Order Tactics

New York Better Business Bureau Gets Complaints on Radio Platter Sellers

NEW YORK, Oct. 6.—An attack against some of the merchandising tactics used to sell disk packages via mail order on radio was launched this week in Chicago, when Howard Miller, a top disk jockey, loosed a seven-minute blast against the spellers' sales pitches. Miller let go Sunday (31) during his 11:05 p.m. to midnight show on WIND sponsored by leading disk dealers. At the same time, the New York Better Business Bureau disclosed that it has been receiving complaints from buyers of the disk packages. The BBB has discussed the complaints with both the package owners, merchandisers and radio stations carrying the sales pitches, in hopes of eliminating further complaints.

Miller's "open letter" to his listeners pointed out that some of the pitches made for the mail order packages were "misrepresentation" because the pitchmen played records by name artists on major labels and then often led listeners to believe they would get the very same records in their mail order packages. Disks are actually close copies of the hit platters. Gimmicks used to sell the mail order packages include such phrases as "How would you like to have this hit?" and "You get this very same song."

### BBB Complaint

Jim Spear, exec at the New York BBB, told The Billboard that complaints were handled by the organization by writing to the producers or sellers of the packages and the radio stations. In every case, he said, the disk outfits agreed to refund the purchase price to the complaining customer,

but further investigation often disclosed that the customer didn't get back the cost of handling, postage and c.o.d. charges. These charges, in one instance, said Spear, ran to 83 cents on a "\$2.98" package of records.

Stations contacted by the BBB have explained that it is either impossible or very difficult to restrict the use of hit disks on disk jockey shows selling the mail order packages. Stations, however, have promised to try to "clean up" the commercial copy so that listeners can clearly understand what they will get for their money.

## NAMM Sets '52 Program At Conference

NEW YORK, Oct. 6.—The 1951-'52 program of the National Association of Music Merchants has been planned and activated as a result of a two-day meeting of the NAMM executive committee held in Chicago. The committee set dates for the director's mid-year meeting, discussed regional conferences, approved chairmen for six committees and organized a new membership NAMM also tentatively approved a streamlined schedule for next year's convention and trade show. This action was taken partly as a result of suggestions made by exhibitors at this year's Chicago trade show.

### Mid-Year Confab

The director's mid-year meeting was set by the NAMM's executive committee for February 20 and 21 in New Orleans. A regional conference will be held in Atlanta on February 11 and 12, while Texas members will be polled on their wishes for a conference in that area. In the future, regional conferences will be set up upon wishes of territorial groups.

Chairmen were named as follows: Oliver H. Ross Jr., advertising; Earl Campbell, legislative; Thomas J. Holland, membership; George H. Beasley, sales training; Emert S. Rice, trade practice; A. P. Avery, tuner-technicians, and William N. Herleman, membership promotion.

The executive committee also gave tentative approval to a "streamlined" convention program for next year. The plan was to space business sessions and luncheon meetings so that attending dealers would have more time to visit exhibitor booths.

### "Flahooley" Side by Cap

HOLLYWOOD, Oct. 6.—Capitol Records, seeking to regain its estimated \$20,000 outlay on the folded "Flahooley" Broadway show, is releasing a single side from its original cast album featuring top-selling thrush Yma Sumac. Cap's \$20,000 investment in "Flahooley" is figured at \$10,000 as an advance on disk royalties and ditto sum in cost of recording-producing the original cast album. According to Cap Artist-Repertoire Veepee Alan Livingston, "Flahooley" album sales have given the diskery some returns on its outlay. Livingston expects sales of Sumac single to more than make up for the investment.

Platter to be released is "Birds" (expected to be the sales winning side), backed by "Nagala's Lament." Diskery's original pact with "Flahooley's" producers gave Cap the right to release singles out of the album in the event the show folded within 60 days of its launching. Multi-registered pipes of Miss Sumac has been responsible for making her "Voice of the Xtabay" album tops on the label's album sellers.

## Production Shifts May Offset Metals Scarcity

WASHINGTON, Oct. 6.—Makers of musical instruments may somewhat offset the reduction in steel, copper and aluminum allocated to them by exercising more flexibility in the use of these scarce materials, the National Production Authority announced this week. In a new order, M-47B, to succeed M-47A, the NPA permits manufacturers to shift their production for any calendar quarter from one product to another product of the same general group. Materials may be channeled into the production of items for which there is the highest demand, the NPA said.

### Now Effective

The new order, effective October 1, continues to prohibit the use of copper or aluminum for

any ornamental or decorative purpose, and forbids the use of greater quantities or better grades of the two materials than is necessary for functional or operational purposes. NPA approval is required when the manufacturer wishes to use materials allocated for a certain item to make another product for which he has no allotment, or which he has not sold since June 30, 1949.

The NPA has announced that fourth quarter 1951 allocations to manufacturers of musical instruments and other consumer durable goods averaged about 58 per cent of the carbon steel, 54 per cent of the copper and 46 per cent of the aluminum used during either the last six months of 1949 or the first six months of 1950.



**FORECAST**

CALLA, CALLA  
and  
BELA BIMBA  
by  
Ronnie Gilbert  
with Vic Schoen and His  
Orchestra  
27759\*

**DECCA DATA**  
YOUR WEEKLY RECORD GUIDE

★★★★★  
**FLASH!**

DIXIE  
and  
ALABAMA JUBILEE  
by  
Red Foley  
27810\*

● **AMERICA'S FASTEST SELLING RECORDS** ●

**THIS WEEK'S BEST SELLERS**

Your guide to the top records based on actual sales

WEEKS ON LIST	COUNTRY	SALES*
16	PEACE IN THE VALLEY Where Could I Go But To The Lord Red Foley	14573*
8	COCK-A-DOODLE DOO SUGARFOOT RAG SQUARE DANCE Red Foley	46349*
10	PRECIOUS LITTLE BABY Hey La La Ernest Tubb	46338*
8	I'M WITH A CROWD BUT SO ALONE Rose Of The Mountain Ernest Tubb	46343*
2	TENNESSEE BLUES SIXTY MINUTE MAN Hardrock Gunter and Roberta Lee	46363*
6	THE WEAPON OF PRAYER Jesus And The Atheist Red Foley	46357*
3	I'LL MEET YOU IN CHURCH SUNDAY MORNING GET DOWN ON YOUR KNEES AND PRAY Bill Monroe	46351*
23	JUST A CLOSER WALK WITH THEE Steal Away Red Foley	14505*
9	ROTATION BLUES Lonesome Truck Drivers Blues Bill Monroe	46344*
1	** CHEROKEE BOOGIE I WISH I'D NEVER SEEN SUNSHINE Jimmie Davis	46356*

**SEPIA**

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

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

**DECCA "BEST BETS"**

Your guide to the hits of tomorrow based on actual sales

POSITION LAST WEEK	POSITION THIS WEEK	POPULAR	SALES*
2.	1.	GOT HER OFF MY HANDS I Ran All The Way Home Mills Brothers	27762*
5.	2.	SIN The Love Of A Gypsy Arthur Prysock	27769*
4.	3.	AND SO TO SLEEP AGAIN Long Ago Dick Haymes	27731*
7.	4.	BLUE FEDORA Laura Lee Guy Lombardo	27776*
6.	5.	BE MINE TONIGHT CHIU-CHIU Lina Romay and Guy Lombardo	27744*
8.	6.	TENNESSEE BLUES COLD, COLD HEART Eileen Wilson	27761*
13.	7.	THE SWEETHEART WALTZ I Will Never Change Camarata and Don Cherry	27755*
15.	8.	THE FROZEN LOGGER Darling Corey The Weavers	27726*
14.	9.	BLUE VELVET THE MORNINGSIDE OF THE MOUNTAIN Arthur Prysock	27722*
11.	10.	LOVE IS SUCH A CHEAT LYING IN THE HAY Andrews Sisters	27760*
-	11.	DADDY Carlioca Andrews Sisters	27757*
12.	12.	MAYBE IT'S BECAUSE While We're Young Camarata and Don Cherry	27725*
-	13.	LIES, LIES, NOTHING BUT LIES Telling Me Yes-Telling Me No Eileen Wilson	27774*
-	14.	BORROWED ANGEL MY EVENING PRAYER Anita Kerr Singers	27767*
-	15.	IT'S MY LAZY DAY TELL ME WHY Russ Morgan	27764*

**COUNTRY**

2.	1.	DOWN YONDER Horse Hair Boogie Spade Cooley	46355*
3.	2.	DOWN YONDER Margie Harold Carmack	46362*
6.	3.	I'M CRYING SEVENTH AND UNION Hank Garland	46368*
5.	4.	DETOUR Address Unknown Fey Willing	46365*
-	5.	I COURTED THE SUNSHINE AND MARRIED THE RAIN EXTRAVAGANT BABY Lonzo and Oscar	46359*
-	6.	I'LL MEET YOU IN CHURCH SUNDAY MORNING GET DOWN ON YOUR KNEES AND PRAY Bill Monroe	46351*

**SEPIA**

2.	1.	CHEROKEE BOOGIE HOBO BOOGIE Joey Thomas	48236*
4.	2.	TRUST IN ME COCK-A-DOODLE DOO Louis Jordan	27784*
-	3.	THE DAY ISN'T LONG ENOUGH I GOT IT BAD Tamara Hayes	27780*
-	4.	THE GLORY OF LOVE You And I The Starlings	48241*

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

**THIS WEEK'S BEST SELLERS**

Your guide to the top records based on actual sales

WEEKS ON LIST	POPULAR	SALES*
5	SMOOTH SAILING Love You Madly Ella Fitzgerald	27693*
4	I GET IDEAS A Kiss To Build A Dream On Louis Armstrong	27720*
8	PEACE IN THE VALLEY Where Could I Go But To The Lord Red Foley	14573*
12	VANITY Powder Blue Don Cherry	27618*
15	BECAUSE OF YOU Out O' Breath Gloria De Haven and Guy Lombardo	27666*
7	KISSES SWEETER THAN WINE When The Saints Go Marching In The Weavers	27670*
24	ON TOP OF OLD SMOKEY Across The Wide Missouri The Weavers and Terry Gilkyson	27515*
10	IN THE COOL, COOL, COOL OF THE EVENING Misto Cristofa Columbo Bing Crosby and Jane Wyman	27678*
14	SWEET VIOLETS Lonely Little Robin Jane Turzy	27668*
12	DIMPLES AND CHERRY CHEEKS Night On The Water Andrews Sisters and Guy Lombardo	27652*
5	BLACK STRAP MOLASSES How D'Ye Do And Shake Hands Danny Kaye • Jimmy Durante Jane Wyman • Groucho Marx	27748*
7	BALLIN' THE JACK On The Riviera Danny Kaye	27597*
10	I WANT TO BE WITH YOU ALWAYS Satins And Lace Andrews Sisters and Red Foley	27609*
3	SWEETHEART OF YESTERDAY MARY ROSE Guy Lombardo	27719*
1	** I DON'T STAND A GHOST OF A CHANCE WITH YOU I'm Lucky I Have You Ink Spots	27742*

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

**NEW RELEASES**

**SINGLES**

Dixie Alabama Jubilee Red Foley 27810*
Cold, Cold Heart Louis Armstrong 27816*
We Wish You A Merry Christmas The Weavers 27783*
One For The Little Bitty Baby Don Cherry 27783*
The Lamp Of Faith With Anita Kerr Singers Sin Ain't Nothin' But The Blues With The Jordanaires 27807*
Why Didn't I? Jane Wyman and Orch. Directed by Dave Barbour 27804*
Blow Out The Candle 27804*

Kissin' Bug Boogie Aboard The Sentimental Train Sy Oliver 27809*
I'll Wait For You With The Balladiers and Gem Tone Trio Birds Of A Feather Cliff Ayers 27808*
San Antonio Rose Bully Of The Town Grady Martin 46375*
I Believe Ray Heatherton and The Song Spinners I Want To Thank You, Lord 14591*
Won't You Let Jesus Take Your Hand Mervin Shiner with The Jordanaires Get Together With The Lord 14592*
Highway Of Sorrow Sugar Coated Love Bill Monroe 46369*

The Hot Guitar Entitled Ted Brooks 46374*
You Do The Dreamin' My Heart Will Never Forget The Blenders 48244*
God Bless My Daddy The Grass Is Getting Greener Cecil Gant 48249*
Whiskey And Gin What's The Reason (I'm Not Pleasin' You) Dickie Thompson 48250*
Give Me A Little Kiss, Will You Huh? Dick Haymes and Helen Forrest Oh! What It Seemed To Be 23481*
I Don't Stand A Ghost Of A Chance With You Tony Martin 25379*

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

**ALBUMS**

GOD IS MY SHEPHERD Songs of the Church Sung by Frederick Jagel with Ashley B. Miller, A.A.G.O., Organist A-883 9-272 DL 5363 \$4.15 \$3.75 \$3.00
CHILDREN'S SET The Choo Choo Song and Guess Who I Am Sung by Mervin Shiner Orchestral Accompaniment directed by Roy Ross Children's Set K-35 • One 10-inch 78 RPM Decalite Record • Price \$1.00 Children's Set I-159 • One 45 RPM Record • Price 95¢ †Decalite: Unbreakable under normal use

A GREAT  
NEW GROUP

**THE ANITA KERR SINGERS**

Sing

**BORROWED ANGEL and MY EVENING PRAYER**

Decca 27767 (78 RPM) and 9-27767 (45 RPM)



## KEYS TO SUCCESS

## Tannen's Country Tune Catalog Rings Big Coin

NEW YORK, Oct. 6.—In an unobtrusive way, Nat Tannen's Keys Music has become the Northern nerve center for country music, with representation for some 30 country pubberies. Tradesters opine that Tannen ships more music from his headquarters on West 54th Street here, in the red brick building that houses Rosalie Allen's Record Shop, than some of the giant catalog firms.

Tannen this week completed arrangements to act as selling agency for Ridgeway and Vanguard, firms in which Pee Wee King is interested. He also made

a similar deal with Martin Block Music, with Jimmy Wakely, and is negotiating for the agency for a Tennessee Ernie-Cliffie Stone pubbery.

Among the pubberies for whom he acts as agent are Frank Music, owned by Frank Loesser; Lois, J. & C. and Armo, affiliates of King Records; Glenmore, owned by Russ Morgan; Gene Autry's Western Music; Red Foley's Grannywhite Music; Joe Diamond's Forrest Music; 4 Star, a subsid of 4 Star Records, and many others. He is also Eastern representative for Acuff-Rose. Among the tunes for which Tannen is now handling distribution of sheet music are "Cold, Cold Heart," "I'm Waiting Just For You," "Slowpoke," and other country, and band pop hits.

As Keys Music, Tannen has a guarantee deal with Broadcast Music, Inc., and the performances of his own copyrights are on a continuing upbeat. Tannen left Bourne, Inc. some three years ago to establish his own pubbery, after he became interested in country music while on the road for Bourne.

## "School Opera" Done by Wilder And Sundgaard

NEW YORK, Oct. 6.—Schirmer's has commissioned Arnold Sundgaard and Alec Wilder to write what the trade calls a "school opera," that is, one which is playable by amateur groups, with vocal and instrumental ranges limited for easy performance. The work, under the working title "The Lowland Sea," is near completion. Most of the dialog is to be spoken, with music for "punctuation." There are also a number of set songs.

The commission was inspired by the success of "Down in the Valley," written by Sundgaard and Kurt Weill. Created for the same purpose, as a school opera for amateur performance, the work is reported to have had more than 1,000 performances, with 9,000 complete scores and 16,000 choral parts sold. Most of the tunes in "Valley" are public domain. The songs in "Sea" are all originals, many of them in pop tune form, and Schirmer's may exploit them pop-wise.

Except for a few gratis try-out performances by selected groups to afford the writers to iron out the bugs, a performance fee will be charged any group wishing to put the opera on.

## CAPAC Turns License Vise

TORONTO, Oct. 6.—The Composers, Authors and Publishers Association of Canada is tightening up on the licensing of music. Evidence was completed this week and judgment reserved in a suit brought by the CAPAC against the Kiwanis Club, which operates the Casa Loma, tourist attraction and site of many social functions. CAPAC seeks \$450 in copyright fees which it says is due since the income from the operation of the castle does not fully lie within the law which exempts those organizations whose income goes to charitable or educational purposes.

Harold Manning, counsel for CAPAC, claimed the activities of the club were not charitable, "but mercantile."

The importance of the suit's going in favor of CAPAC was demonstrated recently when there was a threat to stop all music being played at the London Western Fair.

## Fair Collections

CAPAC had a Supreme Court of Canada decision which gave it the right to collect copyright fees from fairs, particularly that of London Western Fair. The fair opened this fall "without first obtaining from us a license to perform certain copyright music," said Bill Low, general manager of CAPAC.

An injunction was then obtained by CAPAC against the fair which stopped all forms of copyright music from being performed at the fair. The papers were served on the fair at 8 p.m. on the second day, and a few hours later the whole matter was settled. The Western Fair was then allowed to proceed in its performance of the music.

Low said that most of the other Canadian fairs had obtained licenses, and "any that haven't will be prosecuted to the fullest limit of the law."

## NO ROOM FOR BLUE AT WCTU

NEW YORK, Oct. 6.—When Blue Barron was touring Georgia a few weeks ago, his trumpet man and demon record exploitation specialist, Harold (Dracula) Green, pulled a king-sized faux pas in Atlanta. As soon as the band hit Atlanta, Green headed for the nearest radio station with a package of records under his arm to exercise a little charm on any available disk jockeys. His eye caught a large sign reading "WCTU," and he hustled in and asked the receptionist, a prim, elderly lady, who her chief platter spinner was. "Young man," she observed stiffly, "I don't know where you think you are, but this is the Women's Christian Temperance Union. Have a leaflet."

## 2 Chi Jockeys Prep Record Promotion Wk.

Designed as Good Will Gesture to Disking Industry

CHICAGO, Oct. 6.—Local d.j.'s Howard Miller, free-lancer, and Jim Lounsbury, WIND, are setting plans for a record promotion week which they hope will set a pattern for similar efforts across the country. Wishing to repay the efforts of all segs of the disk business for the promotion they've received from the supply of good disks available to them for their shows, Miller and Lounsbury have cooked up a plan to project the week of November 4-10 as Chicago Record Week.

Boys, working with local record distributors, are planning to stage a number of events, with the big show slated for the Aragon Ballroom November 5. Mercury Records has definitely contributed Ralph Marterie's 17-piece band for the evening, while Decca is flying in Don Cherry. Tentative artists representing other labels include Johnny Desmond, MGM; Rosemary Clooney, Columbia; Margaret Whiting, Capitol, with other labels yet to be heard from.

The evening's dancing and 90-minute show will be handled by Bill Polk, ex-GAC one-night booker now doing free-lance promotion. The show-dance will cost \$1.50 per person and it's expected to jam the 6,000 capacity Karzas terperly. Loot collected at the door will go to defray promotion and artist expense, contracted by the diskeries in bringing the artists in. Lounsbury and Miller are currently enlisting the aid of fellow d.j.'s, juke ops and record retailers in putting over the drive.

## Sked Four Bands For Pasadena Aud

HOLLYWOOD, Oct. 6.—Four orks are skedded to highlight the month of October at Pasadena Civic Auditorium. Bands are Ada Leonard, Friday and Saturday (5-6); Bob Mohr, October 12-13; Mark Carter, October 19-20, and Bob Keene, October 26-27. Bands are reportedly getting scale.

Other events next month include a Spanish concert, Burton Holmes travelogs, a sacred music affair and various civic functions.

## Burton Teen-Age Revue for Camps

HOLLYWOOD, Oct. 6.—A 70-minute musical, packaged by Al Burton, this week was p.cted by Associated Booking Corporation and set for the San Diego Naval Training Center, November 25. Revue, tagged "Young and Willing," features a cast of 21 teenagers and was bought with an eye on Army camp dates. It is being peddled for approximately \$1,000-\$1,250.

Highlighted in the musical are the Adrian Adorables (6), Aura San Juan, Barbara Luke, Shirley Barton, Nancy Lee McCollum, Professor Lamberti Jr., the Ramettes, Darlene Paulson, Tony Lovello and Bobby Crocker's band. Shows will be emceed by either Burton or Eddie Ryan. Bud Barton is associate producer.

## TV-PHONO MERCHANDISING

## Upward Sales Trend Gives Hope of Market Stabilization

NEW YORK, Oct. 6.—TV dealers are beginning to believe there may be a shortage of merchandise by the end of the year or early next year. After months of hope, prayer and some activity on the part of manufacturers and distributors plus governmental edicts, the predictions of a stabilized market and subsequent shortages are beginning to look like solid thinking. From coast to coast retailers are experiencing a pick-up in sales which many thought would never come.

Now that sales are definitely increasing, manufacturer inventories and production are decreasing while the government continues to siphon off basic materials at a faster rate; it is beginning to look like the TV business may even take on the aspects of a seller's market. While a good portion of the sales being made these days are based on somewhat eased credit restrictions, price and promotions, even the most conservative retail shops are selling more sets faster than they have done at any time this year. Talk about UHF, color and other new developments no longer seems to keep customers from buying TV sets. In many quarters it is believed that the public has heard so much, but seen so little, of the new developments that money for immediate purchases is loosening up continuously.

The TV set sales would, in normal market times, pick up in the

fall of the year, the current increase in sales is much better than had been expected by most tradesters. In the meantime, production figures for the month of August showed that the TV industry had turned out less sets that month than in any month in the last year and a half.

## Coast Tours Mapped for Duke, Satchmo

HOLLYWOOD, Oct. 6.—Coast and Northwest junkets are being mapped for Duke Ellington and Louis Armstrong to frame their skedded locations at the Oasis. Ellington is slated for the jazz nitery January 14 with Satchmo preceding on December 18.

Associated Booking Corporation's initial one-nighter for Ellington is Pomona (Calif.) Claremont College, January 12 for \$2,500. Present plans are to bring Ellington thru Canada and down to Southern California with Armstrong kicking off here and working up thru the Canadian area. Orksters will be routed via Western Amusements' Coast loop.

ABC this week set Jack Teagarden for Metro's "Glory Alley." Satchmo is already cast in the film for an acting-tooting role and this marks the second recent pic the pair worked together, other being MGM's "The Strip." Teagarden will do thesping as well as play the trombone.

## BONUS

## Patti Page Pays 4G To Troupe

NEW YORK, Oct. 6.—Who was it that said show business is a thankless business? Patti Page upset theory to the tune of over \$4,000 this week when, in appreciation for their contribution to a successful five week tour of Loew theaters in the East, she paid her troupe a bonus of a full week's salary. The event took place on her closing day at the Loew's house in Syracuse.

Patti, who bought her accompanying show for the trek on which she got something like \$10,000 against a split of the grosses, had Guy Mitchell (he got \$3,000 per week), comic Jay Lawrence, the Don Henry Trio and Mary and Ralph Carnevale, a dance act. They played Milwaukee, Pittsburgh, Providence, Rochester and Syracuse. Patti continues her tour with Mitchell hanging on but with different accompanying acts. She's currently at the Capitol Theater, Washington, D. C.

## Decca Acquires Ayres' "I'll Wait"

NEW YORK, Oct. 6.—Decca Records has secured a master made by Cliff Ayres of a ditty called "I'll Wait for You" from the Jubilee diskery, which is operated by Jerry Blaine. The diskery has stirred some noise in this sector.

In addition to acquiring the master, the diskery also made a recording deal with warbler Ayres. The deal was made for Ayres by Joe Diamond, who represents the singer.

## Melodi Puts Danish "Kate" Hits Into Album

COPENHAGEN, Oct. 6.—The smash hit scored by the Danish version of Cole Porter's "Kiss Me, Kate" at the Norrebro Theater, has resulted in a local record firm, Melodi, making up an album of song hits from the show.

Six hit tunes sung by Paul Bundgaard and Hedvig Volmer, singing leads of the show, with accompaniments by Bruno Jubelsky's orchestra from the Norrebro, have been pressed and placed on sale.

## Hank Williams Inks Pic Pact

NEW YORK, Oct. 6.—Hank Williams, who has been one of hottest oature artists on wax the past two years, signed a five-year movie deal with MGM pictures, parent company of the MGM disk diskery which records him. Williams is one of the regulars on the "Grand Ole Opry" show. Frank Walker, MGM Records' prexy, represented the flickery for the inking of the singer.

## Molina-Dega Execs Trek East to Set Up Gotham Office

HOLLYWOOD, Oct. 6.—Billy MacDonald and attorney Al Pearson were slated to leave for New York to set up Eastern offices for the Molina-Dega Agency. It was not definite whether the pair would absorb another agency, go into partnership with a Gotham-based outfit or establish a branch of their own. After January 1, Molina-Dega will be known as Consolidated Artists Corporation.

If expansion plans are carried out without difficulty, MacDonald will hunt for talent to boost his already-solid stable. Inked exclusively are Chucho Martinez, Perez Prado, Ada Leonard, Lorraine Cugat, Carlos Molina, Luis Arcaz and the Las Tres Diamantes. The booking agency, which at present operates from the Coast, is co-owned by Molina and MacDonald.

Former partner Igor Dega was bought out recently by the current owners.

## Portland Symphony Signs Guest Stars

PORTLAND, Ore., Oct. 6.—The signing of six guest artists for the 1951-'52 Portland Symphony season, which opens with a concert here Monday (15), was announced this week by James Hart, manager.

Soloists signed were Helen Traubel, Metropolitan soprano, October 29; Jan Pearce, Metropolitan tenor, November 12; Joseph Szigeti, violinist, December 10; Solomon, pianist, January 7; Marian Anderson, contralto, February 11, and Rudolph Firkusny, pianist, March 3.

Conductor James Sample begins his third year with the ork to open a season comprising about 35 concerts. The orchestra has a budget of \$150,000 to be met from contributions and box office receipts. Hart said \$90,000 would be raised thru concerts, tours and subsidies, the remainder thru contributions.



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'KING'  
COLE

CAPITOL #1808



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# Music as Written

## Cincy AFM Local 1 Re-Elects Sidell Prexy . . .

Robert L. Sidell was re-elected president of Local 1, American Federation of Musicians, Cincinnati, Tuesday (2). Sidell had been assistant to the late Oscar Hild, and succeeded him as prexy of the 1,300-member union after the latter's death about a year ago. Sidell also is managing director of the Cincinnati Summer Grand Opera Association.

## Don Weavers Open New Rustic Ballroom . . .

The Rustic Barn Dance, new ballroom, has been opened by Mr. and Mrs. Don Weaver at Harrison, Mich. The policy will feature square as well as round dancing, operating Wednesday, Friday and Saturday nights. The Drifting Troubadours have been booked for an indefinite engagement at the new spot.

**"THE GIRL IN THE WOOD"**  
FRANKIE LAINE  
(COLUMBIA)  
TERRY GILKYSO-KATIE LEE  
(DECCA)

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146 W. 54th St. New York 19, N. Y.

## Richard French Named AMP Pub Director . . .

Richard F. French has been appointed director of publications of Associated Music Publishers, Inc., wholly owned subsidiary of Broadcast Music Inc., by M. E. Tompkins, AMP president.

## Evans Buys Toronto Promenade Shop . . .

Ownership of one of the best known record music stores in Toronto, the Promenade Music Shop, has been transferred to its manager, Lang Evans. In the deal, Gill Low sold out to Evans.

## New York

Ben Selvin, general manager of Southern Music, is scheduled to enter Roosevelt Hospital Wednesday (10) for minor surgery.

Boston deejay Norm Prescott married Elaine Shumrack at Beacon House in Boston Saturday (6). . . . RCA's Steve Sholes left Saturday (6) for two weeks of country and blues recording in the South—one week in Nashville, one in Atlanta. . . . Esoteric Records has released an LP recording of a "poetic play for naked dancers" by William Butler Yeats, with music by Lou Harrison. Title is "The Only Jealousy of Elmer," and the recording stems from an experimental performance at Reed College in Oregon. . . . Ralph Marterie, in town visiting the deejays, guested on the Perry Como TV show Wednesday (3). . . . Goddard Leiberson, exec veep at Columbia Records, left Friday (5) for a two-week visit to England. . . . English pubber Reg Connelly will be here in November, and will discuss a mutual exchange deal with Larry Spier, who recently set up his own pubbery.

George Lee, who came to New York when Bobby Mellin closed his Hollywood office several months ago, will return to the Coast next week to reopen the branch. Mellin, riding on "It's No Sin," changed his mind about Coast representation when the Los Angeles plugs failed to materialize. . . . Ted Brooks, country guitarist who developed on the Bama label, has been signed to a Decca deal, and several of his Bama masters, including "The Hot Guitar," were turned over to his new wax masters. . . . Mugsy Spanier will bring his Dixie crew into Nick's in Greenwich Village here for six weeks, with a two-week option. He opens October 14. . . . George Pall, former flack for Frank Dailey's Meadowbrook, left the music-band business to take a job as a whiskey salesman in Newark, N. J. . . . Arthur "Guitar Boogie" Smith was in town last week for a pair of MGM recording sessions, which were supervised by MGM topper, Frank Walker.

Tim Gayle is handling press and disk exploitation for Decca artist Jane Turzy.

Tommy Edwards, whose MGM diskings of "Morningside of the Mountain" and "It's All In The Game" have stirred an interest in warbler, has been set for several playdates. Sunday (7) he played the Community Chest Drive in Buffalo. Monday (8) he opened at the Hi-Hat nitery, Boston, for a week. Late in November he will work a week each at the Seville Theater, Montreal, and the Casino Theater, Toronto. . . . The Whipoorwills, vocal group which worked the Frank Sinatra TV show and has worked in a package with comic Ben Blue, will record with Milton DeLugg for MGM next week. Same diskery made sides with the former Johnny Long vocal group, The Beachcombers. . . . Mr. and Mrs. Tommy Dorsey left Monday (8) for

a one week flying trip to Paris. . . . Freddie Schaeffer and an all-girl band will take over the podium at Frank Dailey's Meadowbrook on October 19 for four weeks, sharing the bill with Al Morgan. Ork is from the midwest and is the first all-girl crew to show in the East for dance dates since the Ina Ray Hutton days.

## Chicago

Herb Pauley, for years operator-owner of the Turnpike Casino, Lincoln, Neb., has notified booking offices that H. J. Nourse has leased the operation and is responsible for all dates after October 1. . . . Francis Conway, veteran one-night promoter at Sauk City, Wis., has leased a ballroom in Madison for the winter. He intends to concentrate on Madison, but will also promote in Sauk City. . . . Harry James broke bones in his hand during a softball game played at Appleton, Wis., September 18, but he had the hand bandaged and played the full one-nighter for Cooney Esler at Nightingale Ballroom, Kaukana. Esler reported that James did right well even if his right mitt was encased in gauze and adhesive.

Jimmy Martin, local distributor who handles Sharp disks, has inked Cathy Cole, nitery single, to the waxery, and Elaine Rodgers and Danny Parker, local radio warblers. Sharp has added Supreme Distributing, Cincinnati, and Midwest Distributing, St. Louis and Kansas City. . . . Earl Glickman has organized a new diskery here, Vocalise Records, which will release foreign language material on LP's. First release is an album of Jewish poetry, done by Dina Halpern, legit actress. . . . House and Garden mag will carry 28 pages of editorial on music in its December issue. The National Association of Music Merchants is working closely with the publication on the special music promotion. . . . M. R. Winkelman, who opened a resort ballroom at Crystal, Mich., this summer, intends to work week-end one-nighters during the winter.

Al Trace, the orkster-songwriter, is going into personal management in addition to his other chores. He is handling Lola Ameche, Mercury thrush. McConkey Artists, which books Miss Ameche, is setting her thru the Midwest. She is currently at Towne Room, Milwaukee. . . . Don Reid is back on the bandstand at the Balinese Room, Galveston, Tex., following three weeks in the hospital because of a ruptured appendix. . . . Bill Bailey, country music promoter, together with Ted Browne, veteran music man, is reactivating Standard Music, a BMI affiliate.

Eddie Hubbard, the d.j., will continue in the 10-11 p.m. slot over WIND, even tho Chesterfield dropped the show when Hubbard resigned to go free lance. Hubbard, who worked the show for the ciggie sponsor for six years, will continue on a participating sponsorship set-up starting October 6. Spot is the oldest continuous d.j. shot, manned by one man for a single sponsor, and was considered a top disk plug. WIND execs inked Hubbard to continue when Chesterfield dropped the show. . . . Sharon Pease, the music paper columnist and piano teacher, has released a new three-in-one piano folio on six piano standards for Buddy Morris Music. . . . The Hyde Park Hotel is

## GAC Sets 1-Night Hilo Hattie Pkg.

HOLLYWOOD, Oct. 6.—General Artists Corporation has entered a new field for one-nighter revenue. A Hilo Hattie package is skedded to play a date for the crew of the USS Valley Forge Wednesday (10) at Balboa Park Ballroom, San Diego. GAC has provided talent for other ship parties, some of which take place aboard ship. With Hattie are the Polynesians (3) and Carlisle and the Beachcombers ork (13). Ship shindigs usually shell out between \$850-\$1,000. The Valley Forge's budget for this particular affair is \$1,700, which also includes refreshments and rental of the hall. At one time the agency set Tony Pastor for a vessel date, but plans were canceled when the ship got as far as Honolulu and was called back to Korea for duty.

expanding its capacity of the Caribbean Room from 65 to 100 persons and is keeping Mary Frances Kincaid as entertainment. . . . Pubbers Wes Rose (Acuff-Rose) and Charley Adams (Ridge-way) were visitors last week.

## Detroit

Martin Kapuge is featured in four new sides just released by Zora Records—all Serbian folk songs. . . . Rudy Vallee is scheduled to open Tuesday 9 at the Hotel Statler Terrace Room, with Steve Kiskey's orchestra. . . . Mary Tudor, organist, reopened Tuesday 2 at Bagozzi's Everjoy Chop House. . . . The Gotham Trio moved into Rawson's, Windsor, for a return appearance with a new dance policy six nights weekly. . . . Marion Wright, organist, is new at the Woodward Avenue Brass Rail.

## Hartford, Conn.

The Nick Grossi Trio is providing music at the Old Colony Restaurant, East Hartford, on Fridays and Saturdays. . . . Buddy De Sarro's Trio is playing at Friar's Restaurant on Thursday, Friday, and Saturday nights.

## Hollywood

Pete Condoli left Don Haynes' personal management and is considering turning thesp. . . . Bible-tone Records' promotion exec, Don Becker, in town to plug Ken Carson's "The Lord's Been Good to Me," and set up record exploitation. . . . Carl Haverlin here next week for a National Association of Radio & Television Broadcasters conclave. BMI Director of Station Relations Glenn Dolberg arrived Saturday (6) for the same affair. . . . Karen Elliott, High Time Records chirp, selected

## ISR Pacts Van Kampen

HOLLYWOOD, Oct. 6.—International Sacred Recordings this week pacted Van Kampen Press, of Wheaton, Ill., to exclusively handle its sales in this country and Canada. Van Kampen's minimum yearly order is in excess of 350,000 platters guaranteeing ISR an annual gross of \$150,000. Deal was set by Robert Van Kampen, company topper, and ISR Prexy Paul Hewitt. ISR previously sold directly to the houses.

Contract becomes effective immediately. Van Kampen sent six men into the field for promotion, ISR sending four. Van Kampen, who built his org into a million dollar outfit, is a director with the Aluminum Company of America and has other Midwest business interests.

## BMI, Peer File Glenmere Inn Suit

NEW YORK, Oct. 6.—Broadcast Music, Inc., and Peer International filed suit in New York Federal Court against the Glenmere Inn, Chester, N. Y., for allegedly infringing on two of Peer's copyrights by performing same without a license.

The action, seeking an injunction and damages sustained, asks not less than \$250 for each claim. Tunes, allegedly performed in August, were "Prisionero Del Mar" and "Tres Palabras."

## Gordon Burdge Joins ABC Corp. in Ad Post

HOLLYWOOD, Oct. 6.—Gordon Burdge, former prexy of ABC Eagle Record Company and Coast rep for Majestic Records, is handling advertising and promotion for ABC Eagle Corporation, a new local outfit set up to produce tele sets. Corporation next week will elect officers and announce fall sales plans. Eagle also will engage in the production of a timer tube for use in electric clocks. Corporation has no connections with Burdge's defunct diskery. Burdge told The Billboard he is planning to reactivate his plattery. However, a Local 47, American Federation of Musicians, spokesman says Burdge has not contracted the union for the issuance of a diskery license.

as "The Gal They'd Like to See," by Company C-440 at Camp Roberts. Singer worked in a camp show over the week-end. . . . Cantor Mose J. Silverman, of Chicago, sliced an album of religious songs, "Songs of My People," for MGM. . . . Alex North is scoring "Death of a Salesman." . . . Metro inked Wolfgang Martin to a term contract. Martin will work with Kathryn Grayson on vocals for "Lovely to Look At" and coach other talent for future productions. . . . David Rose scored "Just This Once" at Metro.

"The 5,000 Fingers of D. T." will be scored by Frederick Hollander for the Stanley Kramer Company. Music incorporates a conglomeration of rhythms from boogie to the waltz. . . . Nine of the 10 cleffings in WB's "About Face" were co-penned by Charles Tobias and Peter DeRose. The other tune was cleffed by Joel Gray and Paul Smith. . . . Vernon Duke-Sammy Cahn combo completed "I'll Be Loving You" and "Who Can Tell? for Warners' "She's Working Her Way Through College." . . . Denise Darcel cut "Mon Cheri" for MGM's "Young Man in a Hurry." Ditty is an Earl Brent cleffing. . . . Mario Lanza's next film, "Because You're Mine," gets underway next week. Joe Pasternak is winding up final preparations. . . . Bob Savage took on Charlie Alpert as his p.m. . . . Palladium execs and praisers gave out close to 1,200 passes for Sonny Burke's opening Tuesday (2).

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Al Morgan . . . . . Decca  
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**OUT IN THE COLD AGAIN**  
**SANTLY-JOY, INC.**  
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Recorded by  
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MGM #11031  
**TANNEN MUSIC, INC.**  
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# COLUMBIA'S

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

(Based on actual sales figures for week ending October 5th)

### ✓ POPULAR

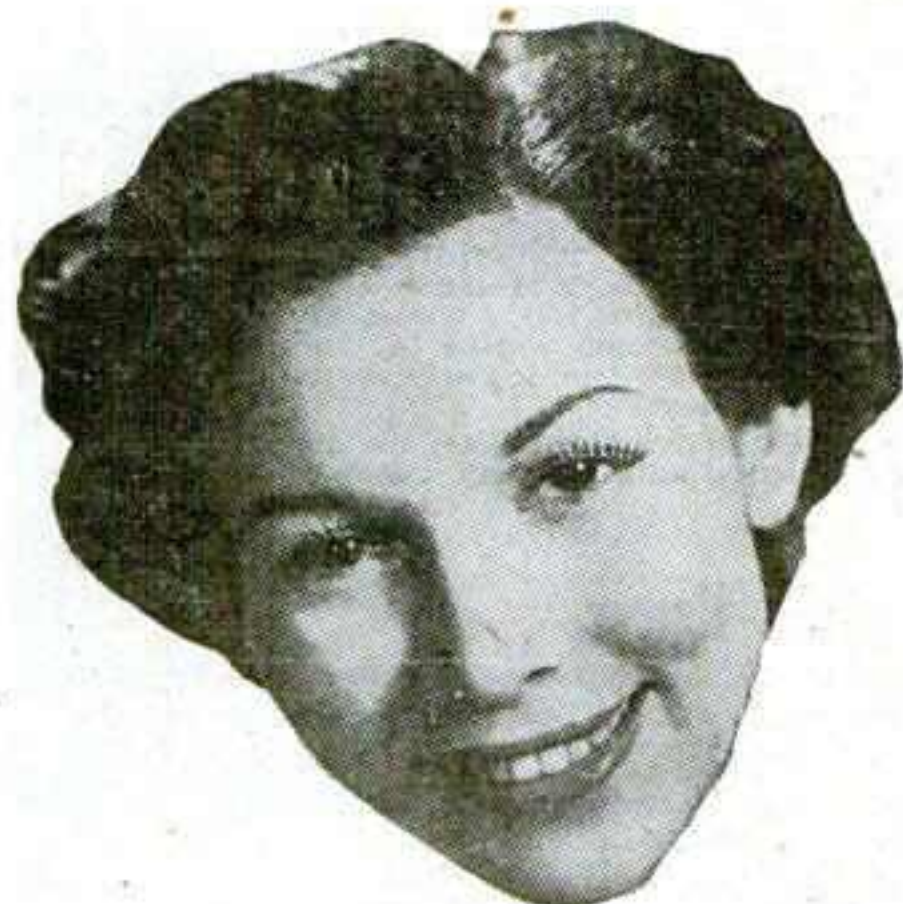
- ✓ COLD, COLD HEART WHILE WE'RE YOUNG  
TONY BENNETT  
39449—4-39449
- ✓ I WON'T CRY ANYMORE BECAUSE OF YOU  
TONY BENNETT  
39362—4-39362
- ✓ GAMBELLA HEY, GOOD LOOKIN'  
JO STAFFORD—FRANKIE LAINE  
39570—4-39570
- ✓ BLUE VELVET SOLITAIRE  
TONY BENNETT  
39555—4-39555
- ✓ SIN JEALOUS EYES  
SAMMY KAYE  
39567—4-39567
- ✓ DOWN YONDER WAY UP IN NORTH CAROLINA  
CHAMP BUTLER  
39533—4-39533
- ✓ I WISH I WUZ MIXED EMOTIONS  
ROSEMARY CLOONEY  
39536—4-39536
- ✓ WHEN REACHING FOR THE MOON  
CHAMP BUTLER  
39546—4-39546
- ✓ COME ON-A MY HOUSE ROSE OF THE MOUNTAIN  
ROSEMARY CLOONEY  
39467—4-39467
- ✓ IF TEARDROPS WERE PENNIES I'M WAITING JUST FOR YOU  
ROSEMARY CLOONEY  
39535—4-39535
- ✓ MY LIFE'S DESIRE SHANGHAI  
DORIS DAY  
39423—4-39423
- ✓ LONGING FOR YOU  
MARY ROSE SAMMY KAYE  
39499—4-39499
- ✓ GOT HIM OFF MY HANDS KISS ME GOODBYE, LOVE  
DORIS DAY  
39534—4-39534
- ✓ CASTLE ROCK DEEP NIGHT  
FRANK SINATRA  
39527—4-39527
- ✓ ALWAYS, ALWAYS THERE SHE GOES  
PERCY FAITH  
39556—(4-39556)
- ✓ JEZEBEL ROSE, ROSE, I LOVE YOU  
FRANKIE LAINE  
39367—4-39367
- ✓ DEEP NIGHT PLEASE BE KIND  
DUKE ELLINGTON  
39545—4-39545
- ✓ MY TRULY, TRULY FAIR WHO KNOWS LOVE  
GUY MITCHELL  
39415—4-39415
- ✓ SWEETHEART OF YESTERDAY BELLE, BELLE, MY LIBERTY BELLE  
GUY MITCHELL  
39512—4-39512
- ✓ WHAT IS A BOY WHAT IS A GIRL  
ARTHUR GODFREY  
39487—4-39487

### ✓ FOLK

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

### ✓ RHYTHM & BLUES

- ✓ COCKTAILS FOR TWO WALKIN' HOME  
ARNETT COBB  
6823—4-6823
- ✓ OLD WOMEN BLUES HEY, LITTLE GIRL  
THE TRENIERS  
6826—4-6826
- ✓ WHISKEY AND GIN TELL THE LADY I SAID GOODBYE  
JOHNNY RAY  
6809—4-6809
- ✓ THE MASQUERADE IS OVER TALKIN'  
CHRIS POWELL  
6818—4-6818
- ✓ YOUR FOOL AGAIN THE SUN SHINES ONCE AGAIN  
SUGAR-TONES  
6814—4-6814



A GREAT { ARTIST! RECORD!

TONY ARDEN *Singing*

"ONCE"

Coupled with

"NEVER"

with Percy Faith and His Orch.



39577  
4-39577



# COLUMBIA RECORDS

FOR MUSIC THAT SENDS 'EM—TO YOU!



*Disk Jockeys...*

*Thanks for the  
greatest thrill  
of our lives in  
voting us the*

**"TOP GROUP"**

*in your  
Annual Poll*

*Gratefully,  
George Shearing*

*..... The Touch of Genius .....*

**GEORGE  
SHEARING  
QUINTETTE**

*Exclusive* **MGM Records**

**Personal Manager JOHN LEVY**

**Direction SHAW ARTISTS CORP.**

**Public Relations MIKE HALL**

**Record Promotion NAT LORMAN**

## **THE BILLBOARD** Music Popularity Charts

### **HONOR ROLL OF HITS**

Trade Mark Reg.

#### **The Nation's Top Tunes**

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Based on reports received October 3, 4 and 5.

Last  
Week

This  
Week

#### 1. 1. Because of You

... By Arthur Hammerstein and Dudley Wilkinson—Published by Broadcast Music (BMI)

RECORDS AVAILABLE: L. Baxter, Cap 1493; T. Bennett, Col 39362; Bob Crosby, Coral 60440; G. De Haven-G. Lombardo, Dec 27666; J. Desmond, MGM 10947; J. Pearce, V 10-3426; R. Barber, Mercury 5643; E. Becker-E. Light Ork, Remington R-25005; T. Smith, United 104; E. Butterfield, Coral 60561.

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

#### 2. 2. I Get Ideas

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

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

ELECTRICAL TRANSCRIPTION LIBRARIES: Guy Mitchell, Associated.

#### 3. 3. Cold, Cold Heart

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

RECORDS AVAILABLE: T. Bennett, Col 39449; T. Fontane, Mercury 5693; H. Williams, MGM 10904; Eileen Wilson, Decca 27761; Fontaine Sisters, V20-4274.

ELECTRICAL TRANSCRIPTION LIBRARIES: Leon Payne, Lang-Worth.

#### 9. 4. (It's No) Sin

... By George Hoven and Chester Shull—Published by Algonquin (BMI)

RECORDS AVAILABLE: Four Aces, Victoria 101; Four Knights, Cap 1806; E. Howard, Mer 5711; A. Prysock, Dec 27769; B. Williams-Quartet, MGM 11066; S. Kaye, Col 39567; A. Morgan, Dec 27794.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dean Hudson, Lang-Worth.

#### 4. 5. Loveliest Night of the Year

... By Paul Francis Webster and Irving Aaronson—Published by Robbins (ASCAP)  
From the MGM film "The Great Caruso."

RECORDS AVAILABLE: A. Blyth, MGM 30352; P. Faith Ork, Col 39192; M. Lanza, V 10-3300; H. O'Connell, Cap 1408; A. Shelton, London 937; E. Smith, Dec 27583; F. Waring, Dec 27507; B. Hart, Merit 307; A. Kunz-E. Light Ork, Remington R-25006.

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

#### 8. 6. Down Yonder

... By L. Wolf Gilbert—Published by La Salle (ASCAP)

RECORDS AVAILABLE: C. Butler, Col 3953E; H. Carmack, Dec 46362; J. Fingers Carr, Cap 1777; L. (Piano Roll) Cook, Abbey 15053; S. Cooley, Dec 46355; F. Martin, V 20-4267; F. Petty Trio, MGM 11057; Eddie Smith, King 986; C. Watts, Mer 5695; G. Willis, V 21-0420; W. Wolfe, Rich-R-Tone 1022; Del Wood, Tennessee 775; The Honky Tonks, V 20-4284.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dean Hudson, Lang-Worth.

#### 7. 7. World Is Waiting for the Sunrise

... By Ernest Seltz & Eugene Lockhart.

RECORDS AVAILABLE: P. Botkin, Decca 27730; L. Paul-M. Ford, Cap 1748.

ELECTRICAL TRANSCRIPTION LIBRARIES: Allan Jones, Lang-Worth; Red Nichols, Lang-Worth; Bertrand Hirsch, Lang-Worth; Cote Glee, Lang-Worth; Joe Sodja, Lang-Worth; Manhattan Nighthawks, Thesaurus; Johnny Guarnier, Thesaurus; Matty Malneck, Standard.

#### 5. 8. Too Young

... By Sid Lippman and Sylvia Dee—Published by Jefferson (ASCAP)

RECORDS AVAILABLE: F. Allison, V 20-4105; P. Andrews, Dec 27569; T. Arden, Col 39271; N. (King) Cole, Cap 1449; J. Desmond, MGM 10930; R. Hayes, Mer 5599; D. Vaughan, Coral 60393; V. Young Ork, Dec 27366; C. Moody, King 977; L. Arcazar Ork, V(45)51-5480; S. Jones, V 20-4209; L. Hope, Aladdin 3103; E. Light Ork, Remington R-25003.

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

#### 6. 9. Come On-A My House

... By William Saroyan and Ross Bagdasarian—Published by Duchess (BMI)

RECORDS AVAILABLE: R. Clooney, Col 39467; R. Hayes, Mer 5671; K. Armen, Federal 14001; E. Fitzgerald, Dec 81216; B. Keyes-F. Coombs Quintette, Savoy 793; L. Prima, Robin Hood 111; K. Starr, Cap 1710; The Three Suns, V 20-4199; W. Saroyan-R. Bagdasarian, Coral; M. Katz, Cap 1788.

ELECTRICAL TRANSCRIPTION LIBRARIES: Vincent Lopez, Thesaurus.

#### - 10. Sweet Violets

... By Cy Cohen and Charles Grean—Published by E. H. Morris (ASCAP)

RECORDS AVAILABLE: T. Baker-E. Light Brigade, Remington R-25002; Janette Davis, Col 39488; D.-Brew-C. Parman Ork, Mer 5673; D. Shore, V 20-4174; Jane Turzy, Dec 27668.

(No information on electrical transcription libraries available as The Billboard goes to press.)

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**DEALERS!  
OPERATORS!  
DISC JOCKEYS!**

# Capitol Buyer's Guide

**COMING UP FAST!**

	<b>78</b>	<b>45</b>
	rpm	rpm
"ANGRY," "DON'T TELL HIM WHAT'S HAPPENED TO ME" Kay Starr .....	1796	F1796
"UNFORGETTABLE," "MY FIRST AND LAST LOVE" Nat "King" Cole .....	1808	F1808
"FAT MAN BOOGIE," "MY SILENT LOVE" Billy May .....	1794	F1794
"HEY, GOOD LOOKIN'," "COOL, COOL KISSES" Tennessee Ernie and Helen O'Connell .....	1809	F1809
"(IT'S NO) SIN," "THE GLORY OF LOVE" The Four Knights .....	1806	F1806
"TELLING ME YES, TELLING ME NO," "DON'T FAN THE FLAME" Peggy Lee and Mel Torme .....	1738	F1738
"UNDECIDED," "JUST A MOMENT MORE" Ray Anthony.....	1824	F1824

**HOT SELLERS!**

**POPULAR**

"THE WORLD IS WAITING FOR THE SUNRISE," "WHISPERING" Les Paul and Mary Ford .....	1748	F1748
"BECAUSE OF YOU," "SOMEWHERE, SOMEHOW, SOMEDAY" Les Baxter .....	1760	F1760
"KISSIN' BUG BOOGIE," "WOMAN IS A FIVE LETTER WORD" Tennessee Ernie .....	1775	F1775
"TOO YOUNG," "THAT'S MY GIRL" Nat "King" Cole.....	1449	F1449
"DOWN YONDER," "IVORY RAG" Joe "Fingers" Carr.....	1777	F1777
"HOW HIGH THE MOON," "WALKIN' AND WHISTLIN' BLUES" Les Paul and Mary Ford .....	1451	F1451
"OKLAHOMA HILLS," "ASK ME! (BECAUSE I'M SO IN LOVE)" Dinning Sisters and Bob Crosby .....	1766	F1766
"JOSEPHINE," "I WISH I HAD NEVER SEEN SUNSHINE" Les Paul and Mary Ford .....	1592	F1592
"COME ON-A MY HOUSE," "SOUND OFF" Mickey Katz.....	1788	F1788
"FOR ALL WE KNOW" "WHOO-EE LOO-EE-SIANA" Voices of Walter Schumann .....	1593	F1593
"MAKE BELIEVE LAND," "I'LL ALWAYS REMEMBER YOU" Nat "King" Cole .....	1747	F1747

**WESTERN & FOLK**

"LOVE THIEF," "HOW DO YOU FEEL!" Hank Thompson .....	1745	F1745
"YOU TRIED TO RUIN MY NAME," "ASLEEP AT THE SWITCH" Boots Faye and Idaho Call .....	1772	F1772
"KENTUCKY AND YOU," "JOURNEY'S END" Jimmie Skinner .....	1764	F1764
"TENNESSEE BLUES," "ROCK ALL THE BABIES TO SLEEP" Tex Ritter .....	1783	F1783
"GOT A LITTLE LIGHT," "SALVATION HAS BEEN BROUGHT DOWN" James and Martha Carson.....	1791	F1791
"DONE ROVIN'," "FAITHFUL FOOL" Merle Travis .....	1800	F1800
"I WANT TO BE NEAR YOU," "THE COCKER SPANIEL POLKA" Tex Williams .....	1799	F1799
"I'M HURTIN'," "RIDIN' WITH THE BLUES" Skeets McDonald .....	1771	F1771



Week Ending  
**OCTOBER 13, 1951**

Hot Sellers based on  
Actual Sales Reports

**THE BIG ONE TO WATCH!**

**LES PAUL & MARY FORD**

Hit After Hit and here's More—

**"JUST ONE  
MORE CHANCE"  
and  
"JAZZ ME BLUES"**

78 rpm No. 1825 • 45 rpm No. F1825



WESTERN & FOLK



78 rpm No. 1816 • 45 rpm No. F1816

MARGARET

JIMMY

**WHITING and WAKELY**

pair up for a smash hit on

**"LET'S LIVE A LITTLE" and "I DON'T WANT TO BE FREE"**

**NEW RELEASES ON Capitol**

A new Arthur Murray Album!

**ARTHUR MURRAY  
FAVORITES  
DANCE SET**

RHUMBA—CHUY REYES & HIS ORCH.  
FOX TROTS—BILLY MAY & HIS ORCH.  
WALTZES—FRANCIS SCOTT & HIS ORCH.  
MAMBO—THE RICO MAMBO ORCH.

ALL OF ME  
IF I HAD YOU  
MAMA I'VE  
LULU'S BACK IN TOWN  
78 RPM NO. C24781 • 45 RPM NO. C4781 • 33-1/3 RPM NO. L281

THE NEARLY WAS MINE  
CHARMAINE  
MAMBO MURRAY  
MY SILENT LOVE  
78 RPM NO. C24781 • 45 RPM NO. C4781 • 33-1/3 RPM NO. L281

NOW AVAILABLE IN 78 RPM ALBUM

**LES PAUL  
THE NEW SOUND Vol. 1**  
78 RPM C24781

BRATH  
WHAT IS THIS THING CALLED LOVE  
HIP-BILLY BOOGIE  
BY THE LIGHT OF THE SILVERY MOON  
CARAVAN  
LOVER  
THE SWISS WOODPECKER  
THE MAN ON THE FLYING TRAPEZE  
33 1/3 RPM

THIS ALBUM WAS PREVIOUSLY RELEASED  
ON 45 RPM NO. C24781 AND 33-1/3 RPM NO. L281

POPULAR		78 rpm	45 rpm
<b>NAT 'KING' COLE</b> <small>with Chorus and Orchestra Conducted by Les Baxter</small>	<b>O. K. FOR TV</b> <small>From the N. Y. Musical "Top Banana"</small> <b>I STILL SEE ELISA</b> <small>From the N. Y. Musical "Paint Your Wagon"</small>	1815	F1815
<b>MARGARET WHITING and JIMMY WAKELY</b>	<b>LET'S LIVE A LITTLE</b> <b>I DON'T WANT TO BE FREE</b> <small>with Orchestra</small>	1816	F1816
<b>DEAN MARTIN</b> <small>with Orchestra Conducted by Dick Stabile</small>	<b>SOLITAIRE</b> <b>I RAN ALL THE WAY HOME</b>	1817	F1817
<b>LES BAXTER</b> <small>His Chorus and Orchestra</small>	<b>WHEN</b> <small>Vocal by Dick Stevens</small> <b>IF YOU'VE FORGOTTEN ME</b>	1818	F1818
<b>YMA SUMAC</b> <small>with Orchestra</small>	<b>BIRDS</b> <small>In special decorative sleeve</small> <b>NAJALA'S LAMENT</b>	7-1819	6F-1819
<b>PETE DAILY'S CHICAGOANS</b>	<b>CHICKEN RAG</b> <small>Instrumentals</small> <b>PEGGY O'NEIL</b>	1820	F1820
WESTERN & COUNTRY			
<b>GENE O'QUIN</b>	<b>I'M LONESOME FOR YOU</b> <b>IT'S NO USE TALKIN' BABY (I'M THROUGH)</b>	1821	F1821
<b>JENKS CARMAN</b>	<b>HILO MARCH</b> and <b>JUST ANOTHER GOOD DREAM GONE WRONG</b>	1822	F1822



# THE BILLBOARD Music Popularity Charts

## Records Most Played by Disk Jockeys

... Based on reports received October 3, 4 and 5

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

POSITION	Weeks   Last   This	to date   Week   Week	TITLE	Artist	Label
13	1	1	1. BECAUSE OF YOU	T. Bennett	Col(78)39362; (45)4-39362; (33)3-39362—BMI
8	2	2	2. WORLD IS WAITING FOR THE SUNRISE	L. Paul-M. Ford	Cap(78)1748; (45)F-1748—ASCAP
10	6	3	3. COLD, COLD HEART	T. Bennett	Col(78)39449; (45)4-39449; (33)3-39449—BMI
15	3	4	4. COME ON-A MY HOUSE	R. Clooney	Col(78)39467; (45)4-39467; (33)3-39467—BMI
3	10	5	5. SIN	E. Howard	Mercury(78)5711; (45)5711X45—BMI
9	4	6	6. BECAUSE OF YOU	L. Baxter	Cap(78)1493; (45)F-1493—BMI
19	5	7	7. I GET IDEAS	T. Martin	V(78)20-4141; (45)47-4141—BMI
3	10	8	8. AND SO TO SLEEP AGAIN	P. Page	Mercury(78)5706; (45)5706X45—ASCAP
7	8	9	9. DOWN YONDER	Del Wood	Tennessee(78)775; (45)45-775—ASCAP
26	7	10	10. TOO YOUNG	Nat (King) Cole	Cap(78)1449; (45)F-1449—ASCAP
25	19	10	10. LOVELIEST NIGHT OF THE YEAR	M. Lanza	V(78)10-3300; (45)49-3300—ASCAP
15	13	12	12. SWEET VIOLETS	D. Shore	V(78)20-4174; (45)47-4174—ASCAP
11	27	13	13. VANITY	D. Cherry	Dec(78)27618; (45)9-27618—ASCAP
7	9	14	14. WHISPERING	L. Paul	Cap(78)1748; (45)F-1748—ASCAP
2	—	15	15. UNDECIDED	Ames Brothers-L. Brown	Coral(78)60566; (45)60566—ASCAP
4	12	16	16. SIN	Four Aces-A. Alberts	Victoria 101—BMI
6	20	17	17. BECAUSE OF YOU	J. Desmond	MGM(78)10947; (45)K-10947—BMI
4	—	18	18. I GET IDEAS	L. Armstrong	Dec(78)27720; (45)9-27720—BMI
16	14	19	19. SHANGHAI	D. Day-P. Weston	Col(78)39423; (45)4-39423; (33)3-39423—ASCAP
1	—	19	19. COLD, COLD HEART	E. Wilson	Dec(78)27761; (45)9-27761—BMI
9	23	21	21. WHILE YOU DANCED, DANCED, DANCED	G. Gibbs	Mercury(78)5681; (45)5681X45—ASCAP
1	—	21	21. CALLA, CALLA	V. Damone	Mercury(78)5698; (45)5698X45
1	—	21	21. SIN	S. Churchill	V(78)20-4280; (45)47-4280—BMI
2	22	24	24. DOWN YONDER	C. Butler	Col(78)39533; (45)4-39533; (33)3-39533—ASCAP
5	—	24	24. IN THE COOL, COOL, COOL OF THE EVENING	Bing Crosby-J. Wyman	Dec(78)27678; (45)9-27678—ASCAP
1	—	24	24. ROLLIN' STONE	P. Como	V(78)20-4269; (45)47-4269—ASCAP
1	—	27	27. AND SO TO SLEEP AGAIN	A. Stevens	V(78)20-4283; (45)47-4283—ASCAP
1	—	27	27. DOWN YONDER	F. Martin	V(78)20-4267; (45)47-4267—ASCAP
3	29	29	29. BLUES (FROM AN AMERICAN IN PARIS)	R. Flanagan	V(78)20-4247; (45)47-4247—ASCAP
10	23	30	30. LONGING FOR YOU	V. Damone	Mercury(78)5655; (45)5655X45—BMI
1	—	30	30. BELA BIMBA	P. Munsel	V(78)20-4255; (45)47-4255

## England's Top Twenty

POSITION	Weeks   Last   This	to date   Week   Week	English	American
9	1	1	1. TOO YOUNG	Jefferson
7	2	2	2. TULIP AND HEATHER	J. J. Robbins Sons
12	3	3	3. MY TRULY, TRULY FAIR	Santly-Joy
6	4	4	4. SWEET VIOLETS	E. H. Morris, Ltd.
8	5	5	5. CHRISTOPHER COLUMBUS	American
10	7	6	6. UNLESS	Bourne
13	6	7	7. TOO LATE NOW	Felst
17	9	8	8. MY RESISTANCE IS LOW	Morris
16	8	9	9. LOVELIEST NIGHT OF THE YEAR	Robbins
9	12	10	10. A BEGGAR IN LOVE	Santly-Joy
2	15	11	11. BECAUSE OF YOU	Broadcast Music
19	10	12	12. WITH THESE HANDS	Ben Bloom
17	11	13	13. IVORY RAG	Ardmore
16	13	14	14. I APOLOGIZE	Crawford
30	14	15	15. BE MY LOVE	Robbins
2	17	16	16. SHANGHAI	Advanced Music
3	16	17	17. THERE'S NO BOAT LIKE A ROWBOAT	Bourne
32	20	18	18. GOOD LUCK, GOOD HEALTH, GOD BLESS YOU	Dartmouth
3	—	19	19. KENTUCKY WALTZ	Peer Internal
18	18	20	20. ON TOP OF OLD SMOKY	Folkways

## VOX JOX

By HAL WEBMAN

### Guest Gab

Jay McMaster, WMEX, Boston, played host to a "real dog" recently—the canine Flame, who barked right up to the mike. Mike D'Angelo, WMGW, Meadville, Pa., has "found it a good policy to interview record salesmen traveling thru town—of late Ozzie Sharpe, of Coral, and Joe Okla, of Capitol were on the show." Joe Deane, WHEC, Rochester, N. Y., pulled a triple-threat program last month, via a three-way guest shot with Don Cornell, Patti Page and Guy Mitchell all on the same show. Jack Gale, WTBO, Cumberland, Md., interviewed a Peruke on one of his shows recently. The parrot-like bird, which has a vocabulary of 60 words, sang a duet with Jack on his theme "Time on My Hands." Next guest "canary" will be a talking crow.

### Gimmix

Rod McKuen's sponsor (the Outlaw Photography Studio) sent out elaborate invitations for the public to view his "Lonesome Guy" broadcast from the photo outfit's studios. The remote is aired over KROW, Oakland, Calif. Joe Monroe, KENT, Shreveport, La., is auctioning off an old Japanese language disking of "Tokyo Boogie Woogie," which ex-KENT deejay Chuck Denson sent him from Tokyo. Cash will go to Joe's "Get Chuck out of Japan Fund." Top offer to date: 18 cents. Glenn Elliott, WPEO, Peoria, Ill., has been spinning Tony Martin's recording "Over a Bottle of Wine" for four weeks now and still no listener has taken up his offer to stop playing the platter on receipt of a letter asking for same. Bob Byron, WPEP, Taunton, Mass., collected \$700 for New England's child cancer drive, via a six-hour marathon air stint. Joe Vincent, WHOS, Decatur, Ala., plays old records and asks listeners to identify lead instruments on each platter. Winners receive albums from local record store. Bud Wendell and Joe Berg, WJMO, Cleveland, are running a "beautiful mother" contest, with kids sending in snaps of "Mom." The gag is that most gorgeous mater "wins" a duel date with Berg and Wendell. Bob Brown, WOC, Davenport, Ia., is playing oldies dating from 1938 back as a special new feature for his daily afternoon seg "Playing Favorites."

### Gab Bag

Nice words about our recent Disk Jockey Supplement from Bob Carpenter WKBB, Dubuque, Ia.; William A. Martimer, WRAK, Williamsport, Pa.; Pat McGuinness, WJNO, West Palm Beach, Fla., and Jerry Hickman, KORC, Mineral Wells, Tex. The last named deejay also would like to know if it would be okay for his station to play LP and 45 r.p.m. records—wants to hear what other stations have done about the problem. Jim Travis, WJMM, Lewisburg, Tenn., is looking for copies of the oldies "Painting the Clouds with Sunshine" and "Chasing Shadows." "Last time I heard the latter," he adds, "Arthur Godfrey was using it as a theme on his afternoon Columbia Broadcasting System show back in 1945." John Utley, WFMY, Greensboro, N. C., is doing five hours of disks sessions daily, and wants some records. The deejay also would like to hear from song pluggers in regard to "some good new stuff" for his TV variety show "This 'N' That." Utley is conducting a contest, asking listeners to write a letter stating why he shouldn't sing. The prize is a copy of a record which Utley has been blending vocally with The Weavers' "On Top of Old Smoky."

(Continued on page 24)

## Best Selling Sheet Music

... Based on reports received October 3, 4 and 5

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

POSITION	Weeks   Last   This	to date   Week   Week	TITLE	Artist
15	1	1	1. BECAUSE OF YOU (F) (R)	Broadcast Music
14	3	2	2. I GET IDEAS (R)	Hill & Range
22	2	3	3. LOVELIEST NIGHT OF THE YEAR (F) (R)	Robbins
7	6	4	4. COLD, COLD HEART (R)	Acuff-Rose
3	7	5	5. DOWN YONDER (R)	La Salle
3	9	6	6. (IT'S NO) SIN (R)	Algonquin
25	4	7	7. TOO YOUNG (R)	Jefferson
6	10	8	8. IN THE COOL, COOL, COOL OF THE EVENING (F) (R)	Burke-Van Heusen
13	5	9	9. SWEET VIOLETS (R)	E. H. Morris
8	12	10	10. LONGING FOR YOU (R)	Ludlow
11	8	11	11. SHANGHAI (R)	Advanced
2	14	12	12. AND SO TO SLEEP AGAIN (R)	Paxton
9	11	13	13. MAKE BELIEVE (F) (R)	T. B. Harms
1	—	14	14. TURN BACK THE HANDS OF TIME (R)	Choice
37	—	15	15. IT IS NO SECRET (R)	Duchess
5	15	15	15. BELLE, BELLE, MY LIBERTY BELLE (R)	Santly-Joy

## Songs With Greatest Radio Audiences (ACI)

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

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

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And So to Sleep Again (R)	Paxton—ASCAP
Ask Me (R)	Harman—ASCAP
Because of You (F) (R)	Broadcast Music—BMI
Bela Bimba (R)	Goday—BMI
Blue Velvet (R)	Meridian—BMI
Bonne Nuit (F) (R)	Burke-Van Heusen—ASCAP
Cold, Cold Heart (R)	Acuff-Rose—BMI
Come On-A My House (R)	Duchess—BMI
Deep Night (R)	Advanced—ASCAP
Don't Cry Little Girl	Beacon—BMI
Down Yonder (R)	La Salle—ASCAP
Getting to Know You (M) (R)	Williamson—ASCAP
Ghost of a Chance (R)	Mills—ASCAP
Got Her Off My Hands (R)	Remick—ASCAP
How High the Moon	Chappell—ASCAP
I Get Ideas (R)	Hill & Range—BMI
I Wish I Wuz (R)	United—ASCAP
In the Cool, Cool of the Evening (F) (R)	Burke-Van Heusen—ASCAP
It's All in the Game (R)	Witmark—ASCAP
Kiss to Build a Dream On, A (R)	Miller—ASCAP
Mary Rose (R)	Shapiro-Bernstein—ASCAP
Maybe It's Because (I Love You Too Much) (R)	Berlin—ASCAP
Morning Side of the Mountain (R)	Remick—ASCAP
Out of Breath (R)	Valando—ASCAP
Shanghai (R)	Advanced—ASCAP
Tinkle Song (R)	Vinrob—ASCAP
Too Young (R)	Jefferson—ASCAP
While You Danced, Danced, Danced (R)	Spitzer—ASCAP
Wonder Why, I (F) (R)	Robbins—ASCAP
World Is Waiting for the Sunshine, The (R)	Crawford—ASCAP
You'll Know (F) (R)	Chappell—ASCAP

## Songs With Most TV Performances (RH Tele-Log)

The Richard Himber (RH Tele-Log) is based on the monitoring of all programs telecast by the American Broadcasting Company, Columbia Broadcasting System, DuMont and National Broadcasting Company network stations in New York and Chicago. Point totals are derived in the following manner: Every time a song is performed on a sustaining show, instrumentally, it receives a credit of 5 points; when performed vocally on a sustainer it receives 10 points; when done instrumentally on a commercial show it receives 15 points and, when done vocally on a commercial show it gets 20 points.

(Week of September 27 to October 3)

1. Hello, Young Lovers—Williamson	70
2. I Get Ideas—Hill & Range	70
3. Too Young—Jefferson	70
4. Because of You—BMI	65
5. In the Cool, Cool, Cool of the Evening—Paramount	65
6. Sweet Violets—Morris	60
7. Wonder Why—Robbins	60
8. My Truly, Truly Fair—Santly	55
9. Cara, Cara, Bella, Bella—Sansone	50
10. Come On-A My House—Duchess	50
11. Cold, Cold Heart—Acuff-Rose	40
12. Longing for You—Ludlow	40
13. Shanghai—Advanced	40
14. Loveliest Night of Year—Robbins	30
15. We Kiss in a Shadow—Williamson	30
16. A Ghost of a Chance—Mills	25
17. Belle, Belle, My Liberty Belle—Oxford	20
18. Be My Love—Miller	20
19. Castle Rock—Wemar	20
20. Go, Go, Go—Famous	20
21. Got Her Off My Hands—Harms	20
22. How Many Times—Paxton	20
23. I Whistle a Happy Tune—Williamson	20
24. Jezebel—BMI	20
25. Maybe It's Because I Love You—Berlin	20
26. Out of Breath—Valando	20
27. Surprising—Roncom	20
28. Twenty Three Starlets and Me—Lion	20
29. Don't Put a Tax on Girls—Felst	10
30. Painting the Clouds With Sunshine—Witmark	10





The Romantic Voice of...

# EZIO PINZA

A SMASH on Television! . . . A SMASH on Records!

## "I STILL SEE ELISA" and "MY CONCERTO"

RCA RECORD  
20-4313  
47-4313

This week's

### New Releases ... on RCA Victor

Release 51-41

Ships Coast to Coast, Week of October 14

**POPULAR**

**PERRY COMO**

It's Beginning To Look Like Christmas  
There Is No Christmas Like A Home Christmas  
20-4314—(47-4314)\*

**SPIKE JONES and his City Slickers**

Rudolph The Red-Nosed Reindeer  
My Two Front Teeth 20-4315—(47-4315)\*

**COUNTRY-WESTERN**

**DALE EVANS**

Thirty Two Feet-Eight Little Tails  
Fuzzy Wuzzy 20-4308—(47-4308)\*

**THE OKLAHOMA WRANGLERS**

Hoot Owl Boogie  
You Don't Want Me 20-4309—(47-4309)\*

**JACK HOLDEN**

Won't You Come Into My Heart  
With A Ring In My Pocket 20-4310—(47-4310)\*

**BLUES-RHYTHM**

**TNT TRIBBLE and his Crew**

Cocoa Moe Joe  
That's What Makes Me Love You So  
20-4311—(47-4311)\*

**JIMMY McHAIL**

Ge! I Wish  
Bouquet Of Roses 20-4312—(47-4312)\*

**CHILDREN'S**

**WILF CARTER (Montana Slim)**

The Night Before Christmas-(In Texas, That Is)  
Pumpkinhead 45-5322—(47-0292)\*

**DALE EVANS**

Thirty Two Feet-Eight Little Tails  
Fuzzy Wuzzy 45-5323—(47-0293)\*

**POP-SPECIALTY**

**NICOLA PAONE and his Gang**

New Year Song  
Christmas Serenade 20-4307—(47-4307)\*

**RED SEAL SPECIAL**

**MARIO LANZA**

Oh, Holy Night  
The Virgin's Slumber Song, Op. 76 10-1582

**TREASURY**

**KNUTE ROCKNE**

Knute Rockne Talks To His Team  
Notre Dame Victory March 42-0018—(27-0018)\*

**NEW ALBUMS**

**JIMMIE RODGERS**

Jimmy Rodgers Memorial Album No. 1 WPT-21\*

Jimmy Rodgers Memorial Album No. 2 WPT-22\*

Jimmy Rodgers Memorial Album No. 3 WPT-23\*

**BENNY GOODMAN, TOMMY DORSEY, ARTIE SHAW, GLENN MILLER**

Up Swing WPT-17\*—(LPT-12)\*\*

**BENNY GOODMAN, TOMMY DORSEY, LARRY CLINTON, SAMMY KAYE, ARTIE SHAW, FREDDY MARTIN, DUKE ELLINGTON, GLENN MILLER**

Smoke Rings WPT-18\*—(LPT-13)\*\*

**"FATS" WALLER**

"Fats" Waller Favorites WPT-19\*—(LPT-14)\*\*

**TOMMY DORSEY**

Tommy Dorsey All Time Hits WPT-20\*—(LPT-15)\*\*

\*45 r.p.m. cat. nos.—\*\*33½ r.p.m. cat. nos.

Going Strong...

\$ indicates records which according to actual sales, are recognized hits. The trade is urged to keep ample stock of these records on hand, or to re-order promptly when current stocks begin to approach the "sold out" stage.

- Heart Strings/Somebody's Been Beatin' My Time  
Eddy Arnold ..... 20-4273—(47-4273)\*
- Turn Back the Hands of Time  
Eddie Fisher with Hugo Winterhalter's Orch. .... 20-4257—(47-4257)\*
- I Get Ideas  
Tony Martin ..... 20-4141—(47-4141)\*
- Rollin' Stone/With All My Heart and Soul  
Perry Como ..... 20-4269—(47-4269)\*
- Loveliest Night of the Year  
Mario Lanza ..... 10-3300—(49-3300)\*
- Slow Poke  
Pee Wee King ..... 21-0489—(48-0489)\*
- (It's No) Sin  
Savannah Churchill ..... 20-4280—(47-4280)\*
- Over a Bottle of Wine  
Tony Martin ..... 20-4220—(47-4220)\*
- I Wanna Play House With You/Something Old, Something New  
Eddy Arnold ..... 21-0476—(48-0476)\*
- Down Yonder/Take Her to Jamaica  
Freddy Martin ..... 20-4267—(47-4267)\*
- Sweet Violets  
Dinah Shore ..... 20-4174—(47-4174)\*
- Humming Bird  
Johnnie and Jack ..... 20-4251—(47-4251)\*
- Unwanted Sign Upon Your Heart  
Hank Snow ..... 21-0498—(48-0498)\*
- The Blues from An American In Paris  
Ralph Flanagan ..... 20-4247—(47-4247)\*
- Aw C'mon/And So to Sleep Again  
April Stevens w. Henri Rene ..... 20-4283—(47-4283)\*

Coming Up...

★ indicates records which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top selling hit category. The trade is advised to watch these records carefully in order to maintain stock consistent with demand.

- Vanity  
Tony Martin ..... 20-4246  
The Operators Pick, Billboard, October 6th.
- Blues (From "An American in Paris")  
Ralph Flanagan and His Orchestra ..... 20-4247—(47-4247)\*  
Records Most Played by Disk Jockeys, Billboard, October 6th.
- The Old Soft Shoe  
Dinah Shore-Tony Martin ..... 20-4268—(47-4268)\*  
The Billboard Picks, September 29th.
- I Want To Be Near You  
Ray Nobel and His Orchestra ..... 20-4248—(47-4248)\*  
The Disk Jockeys Pick, Billboard, September 29th issue.
- It's All In the Game  
Dinah Shore  
Most Played D. J. Records, Variety, October 3.

**TIPS**

**I STILL SEE ELISA/MY CONCERTO**

Ezio Pinza with Norman Leyden's Orchestra . . 20-4313—(47-4313)\*



Six of the "Super Seven" have hit our Best Selling List (note at left). We are adding another tune and making it a deluxe "Super 8."

THE BLUES from "AN AMERICAN IN PARIS" has hit the most played disc jockey chart in The Billboard. It is on our best selling list—so watch it—it's a natural.

The picture "An American in Paris" opened last week in New York to such rave reviews as "The best in years," "A dream come true," etc. Here is the only record that ties-in with the show that uses the theme from "An American in Paris." Watch it—

grow—  
and grow—  
and grow—

The stars who make the hits  
are on

# RCA VICTOR Records



RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



# THE BILLBOARD Music Popularity Charts

## Best Selling Pop Singles

... Based on reports received October 3, 4 and 5

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

POSITION	Weeks   Last   This	to date   Week   Week	Record	Artist	Label
17	1	1	1	BECAUSE OF YOU I Won't Cry Anymore	T. Bennett Col(78)39362; (45)4-39362; (33)3-39362—BMI
12	2	2	2	COLD, COLD HEART While We're Young	T. Bennett Col(78)39449; (45)4-39449; (33)3-39449—BMI
20	4	3	3	I GET IDEAS Tahiti My Island	T. Martin V(78)21-4141; (45)47-4141—BMI
9	3	4	4	WORLD IS WAITING FOR THE SUNRISE Whispering	L. Paul-M. Ford Cap(78)1748; (45)F-1748—ASCAP
5	7	5	5	SIN Arizona Moon	Four Aces-A. Alberts Victoria 101—BMI
27	5	6	6	LOVELIEST NIGHT OF THE YEAR La Donna E Mobile	M. Lanza V(78)10-3300; (45)49-3300—ASCAP
4	10	7	7	SIN My Wife and I	E. Howard Mercury(78)5711; (45)5711X45—BMI
15	6	8	8	COME ON-A MY HOUSE Rose of the Mountain	R. Clooney Col(78)39467; (45)4-39467; (33)3-39467—BMI
2	17	9	9	TURN BACK THE HANDS OF TIME I Can't Go On Without You	E. Fisher V(78)20-4257; (45)47-4257—ASCAP
9	11	10	10	WHISPERING World Is Waiting for the Sunrise	L. Paul Cap(78)1748; (45)F-1748—ASCAP
11	9	11	11	BECAUSE OF YOU Unless	L. Baxter Cap(78)1493; (45)F-1493—BMI
7	8	12	12	DOWN YONDER Mine All Mine	Del Wood Tennessee(78)775; (45)45-775—ASCAP
27	12	13	13	TOO YOUNG That's My Girl	Nat (King) Cole Cap(78)1449; (45)F-1449—ASCAP
4	13	14	14	AND SO TO SLEEP AGAIN Write Me One Sweet Letter	P. Page Mercury (78)5706; (45)5706X45—ASCAP
15	14	15	15	SWEET VIOLETS If You Turn Me Down	D. Shore V(78)20-4174; (45)47-4174—ASCAP
11	16	16	16	DETOUR Who's Gonna Shoe My Pretty Little Feet	P. Page Mercury(78)5682; (45)5682X45—BMI
2	20	17	17	UNDECIDED Sentimental Journey	Ames Brothers-L. Brown Coral(78)60566; (45)9-60566—ASCAP
3	29	18	18	DOWN YONDER Way Up in North Carolina	C. Butler Col(78)39533; (45)4-39533; (33)3-39533—ASCAP
2	22	19	19	SIN I Don't Believe in Tomorrow	S. Churchill V(78)20-4280; (45)47-4280—BMI
15	19	20	20	SHANGHAI My Life's Desire	D. Dav-P. Weston Col(78)39423; (45)4-39423; (33)3-39423—ASCAP
5	15	21	21	I GET IDEAS A Kiss to Build a Dream On	L. Armstrong Dec(78)27720; (45)9-27720—BMI
1	—	22	22	BLUE VELVET Solitaire	T. Bennett Col(78)39555; (45)4-39555; (33)3-39555—BMI
2	—	22	22	COME ON-A MY HOUSE Sound Off	M. Katz Cap(78)1788; (45)F-1788—BMI
10	23	24	24	VANITY Powder Blue	D. Cherry Dec(78)27618; (45)9-27618—ASCAP
2	24	24	24	CALLA, CALLA It's a Long Way (From Your House to My House)	V. Damone Mercury (78)5698; (45)5698X45—ASCAP
2	—	26	26	IN THE COOL, COOL, COOL OF THE EVENING Misto Cristoforo Colombo	Bing Crosby-J. Wyman Dec(78)27678; (45)9-27678—ASCAP
5	—	27	27	BECAUSE OF YOU Out of Breath	G. Lombardo-G. DeHaven Dec(78)27666; (45)9-27666—BMI
9	18	28	28	BELLE, BELLE, MY LIBERTY BELLE Sweetheart of Yesterday	G. Mitchell-M. Miller Col(78)39512; (45)4-39512; (33)3-39512—ASCAP
1	—	28	28	OVER A BOTTLE OF WINE You'll Know	T. Martin V(78)20-4220; (45)47-4220—ASCAP
1	—	30	30	IT'S ALL IN THE GAME All Over Again	T. Edwards MGM(78)11035; (45)K-11035—ASCAP

## Best Selling Classical Titles

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

LAST	THIS	Week	Week	Record	Label
1	1	1	1	The Great Caruso, M. Lanza, RCA Victor Ork, C. Callinicos, conductor	V(33)LM-1127
2	2	2	2	Leoncavallo: Pagliacci, A. Luciani, R. Tucker, G. Valdeno, T. Howard, C. Harvout, Metropolitan Opera Assn. Ork., F. Cleva Alder, director	Col(33)SL-113
5	3	3	3	Gershwin Porgy & Bess, L. Winters, C. Williams, I. Matthews, A. Long, W. Coleman Ork and Chorus	Col(33)SL-162
3	4	4	4	Rachmaninoff: Concerto for Piano and Ork No. 2 in C Minor, A. Rubinstein, NBC Symphony Ork, V. Golschmann	V(33)LM-1005
4	5	5	5	Gounod: Faust, Metropolitan Opera Ork, Kurt-Adler-Fausto, F. Cleva, cond	Col(33)SL-112

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

LAST	THIS	Week	Week	Record	Label
1	1	1	1	The Great Caruso, M. Lanza, RCA Victor Ork, C. Callinicos, conductor	V(45)WDM-1506
2	2	2	2	Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork, Pierre Monteux, conductor	V(45)WDM-920
3	3	3	3	Puccini: Highlights From Madame Butterfly, L. Albanese, J. Melton, L. Browning, RCA Victor Ork	V(45)WDM-1068
5	3	3	3	Tchaikovsky: Nutcracker Suite, E. Ormandy, conductor Philadelphia Ork	V(45)WDM-1020
—	5	5	5	Toast of New Orleans, M. Lanza, RCA Victor Ork, C. Callinicos, conductor	V(45)WDM-1395
—	5	5	5	Caruso (Treasury of Immortal Performances), E. Caruso	V(45)WCT-11

## DEALER DOINGS

### Buffalo Opening

When dealer **Bernie Simon** opened the fourth store in his music house chain in Buffalo, he staged one of the biggest opening-day promotions ever put on by a record-radio-TV store. Thru the co-operation of major record companies, Simon obtained recorded congratulatory messages from such disk artists as **Frankie Laine, Vaughn Monroe, Billy Williams, Patti Page, Les Paul, Mary Ford, Ray Anthony and Marion Morgan.** Deejays on Western New York stations are playing the transcribed messages and advertising the new shop and its merchandise. The campaign will run thru to October 18 from the opening day Thursday (4). Other gimmicks employed by Simon were a personal appearance by **Bill Farrell**, 500 orchid corsages to early-bird women customers and a free radio-TV-phono combination to be presented to the lucky number holder by Buffalo's Mayor **Joseph Mruk.** Simon, in addition to three other music house stores, operates the record department in Sattler's department store.

**Austin McCoy**, former rhythm and blues topper for Mercury Records, opened a record store in Roger Young Village, Hollywood housing project. Store, McCoy's Record Mart, will be formally opened in early October. Initial inventory is several thousand platters, including r. and b., top pop and country and Western plus top Spanish etchings. Young Village has a 5,000 population.

## VOX JOX

Continued from page 22

**Phyllis Fuller**, WSLB, Ogdensburg, N. Y., "would like to know why the only record service we get is from Victor and Columbia. Capitol, Decca and Mercury are practically nil around here. Sure would like to have them start to 'Come on-a My House!'" **Louis A. Barile**, WKAL, Rome, N. Y., laments the fact that Columbia has failed "to follow up with more fine sides a la 'South of the Border' and 'Down South Camp Meeting.' Here we jocks thought a new era in music was beginning to swing."

**Dick Sullivan**, WDHN, New Brunswick, N. J., writes, "On Saturday I received a fair-sized package from Decca and everybody gathered around for the big opening. Well, same old story—we received our single monthly record." **Kenneth Read**, WADE, Wadesboro, N. C., and frau welcomed a new baby daughter last month **Susan Marie**.

### Tips on Fan Clubs

**John Wrisley**, WFGM, Fitchburg, Mass., pens, "I've discovered that a good will builder is participation with the kids in fan clubs. Don't join them—just use your show in a small way as a clearing house for news and notes about the clubs and their 'heroes.' If you use info on all the fan clubs in your area, then you're not showing partiality. I've helped the kids form clubs for **Guy Mitchell** and **Vic Damone** to date. I know their publicity men and write to them for info on 'state presidents,' 'club correspondents,' etc. Then I pass the news along over the air, and the kids love it—hence steady followers. You can also get small pictures of the most popular disk stars and work up a gimmick to distribute them. It increases your mail-pull and insures that the kids will stay with you. After all... the kids control that radio dial—particularly during afternoon platter show time."

## Best Selling Children's Records

... Based on reports received October 3, 4 and 5

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

POSITION	Weeks   Last   This	to date   Week   Week	Record	Artist	Label
11	1	1	1	ALICE IN WONDERLAND (One Record)	K. Beaumont-E. Wynn V(78)Y-437; (45)WY-437; (33)LY-1
87	2	2	2	CINDERELLA (Two Records)	I. Woods and Others V(78)Y-399; (45)WY-399
44	3	3	3	TWEETY PIE (One Record)	M. Blanc-B. May Cap(78)CAS-3074; (45)CASF-3074
3	4	4	4	TWEETY'S PUDDY TAT TWOUBLE (Two Records)	M. Blanc Cap(78)DBX3102; (45)CBXF-3103
21	5	4	4	LONE RANGER VOL 1 (He Becomes the Lone Ranger) (One Record)	G. Trendle Dec(78)K-29; (45)1-152
52	7	6	6	BOBO ON THE FARM (Two Records)	P. Colvig-B. May Cap(78)DBX-3076; (45)CBXF-3076
21	10	6	6	LITTLE RED CABOOSE (One Record)	Sparkie-R. Carter and CBS Ork Col(78)MJV-105; (45)4-105
3	12	6	6	HENERY HAWK (One Record)	M. Blanc Cap(78)CAS-3098; (45)CASF-3098
21	6	9	9	LONE RANGER VOL II (He Finds Silver) (One Record)	G. Trendle Dec(78)K-30; (45)1-153
167	7	10	10	BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance Pinto Colvig Cap(78)BBX-34; (45)CBXF-3030; (33)DBX-114
27	7	11	11	PETER AND THE WOLF (Two Records)	Sterling Holloway V(78)Y-386; (45)WY-386
3	10	11	11	FERDINAND THE BULL (One Record)	D. Wilson Cap(78)CAS-3095; (45)CASF-3095
3	12	13	13	WOODY WOODPECKER'S PICNIC (Two Records)	M. Blanc Cap(78)DBS-3091; (45)CBSF-3091
51	—	13	13	BUGS BUNNY MEETS HIAWATHA (One Record)	M. Blanc Cap(78)CAS-3072; (45)CASF-3072
55	15	15	15	JOHNNY APPLESEED (Three Records)	Dennis Day V(78)Y-390; (45)WY-390
1	—	15	15	ELMER ELEPHANT (One Record)	M. Blanc Cap(78)CAS-3099; (45)CASF-3099
40	—	15	15	LITTLE ENGINE THAT COULD (Two Records)	P. Wing V(78)Y-384; WY-384

## Best Selling Pop Albums

... Based on reports received October 3, 4 and 5

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

LAST	THIS	Week	Week	Record	Label
1	1	1	1	SHOW BOAT Original Cast-K. Grayson-A. Gardner-H. Keel	MGM(78)MGM-84; (33)E-559
2	2	2	2	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" M. Lanza-RCA Victor Ork	V(78)DM-1506; (33)LM-1127
3	3	3	3	ON MOONLIGHT BAY D. Day-J. Smith-P. Weston	Col(78)C-267; (33)CL-6186
4	4	4	4	NEW SOUND VOL. II L. Paul-M. Ford	Cap(78)CCN-286; (33)H-286
7	5	5	5	KING AND I Original Cast	Dec(78)DA-876; (33)DL-9008
5	6	6	6	RICH, YOUNG AND PRETTY J. Powell-D. Darrieux-F. Lamas	MGM(78)MGM-86; (33)H-86
6	7	7	7	VOICE OF THE XTABAY Yma Sumac	Cap(78)CD-244; (33)H-244
7	8	8	8	SOUTH PACIFIC Mary Martin-Ezio Pinza	Col(78)MM-850; (33)ML-4180
9	9	9	9	CARNEGIE HALL JAZZ CONCERT VOL. I and II B. Goodman	Col(33)SL-160
—	10	10	10	OVER THE RAINBOW Les Brown	Coral(78)CP-600; (33)CRL-56026

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

## Classical Reviews

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

**FAURE: TRIO IN D MINOR, OP. 120. 68**  
**RAVEL: TRIO IN A MINOR—Albeniz**  
 Trio (1-12")  
 Mercury (33) MG-15089  
 Each of these is a piano trio—one of the lesser performed species of chamber music, but one that can be greatly rewarding when such works as the Ravel and Faure are concerned. The Ravel, the trio form notwithstanding, is a "big" work in every sense—it is laden with emotion and meaning, and it rises and falls in a moving dynamism. The performance is alive, perceptive, and is recorded with close-up fidelity and verve. The Faure, gentler and more in the classic-romantic vein, is equally worthwhile, a deep, moving work for all its placidity.

**HAYDN: SYMPHONY NO. 45 ("Farewell"), 74**  
 Munich Philharmonic Ork—Alois Melichar, Cond. (1-10")  
 Mercury (33) MG-15028  
 The composed some years before the renowned series of symphonies in the 80, 90 and 100 opus numbers, the "Farewell" is perhaps as popular, and deservedly so, as some of its celebrated successors. This is the work written with an epilogue so constructed that the musicians begin to leave the stand as the symphony draws to its close, leaving finally only two violins to finish with a pianissimo ending. Aside from this theatrical aspect, the work has scope, dignity and melodiousness equal to anything in the Haydn repertoire, and the Munich plays it with great spirit and sensibility, with Conductor Melichar turning in a fine-grained, unselfish and thoroughly classical reading. ...

**ENCORES BY ARTHUR RUBINSTEIN— 78**  
 (1-12")  
 Victor (33)LM-1153  
 Liszt: Liebestraum; Mendelssohn: Spinning Song; Chopin: Nocturne in E-Flat; Liszt: Valse oubliée; Schubert: Impromptu in A-Flat; Debussy: La Plus que lente; Rachmaninoff: Prelude in C-Sharp Minor; Chopin: Fantasie-Impromptu.  
 This is both scholarly and tasteful piano played by a master at concertizing who knows full well the tastes of the average concert-goer. Rubinstein's choice of selections could not have been more perfect from the dealer's point of view. While it's true that there are many and varied versions available of these same pieces, the combination of Rubinstein and the pieces is top counter fare.

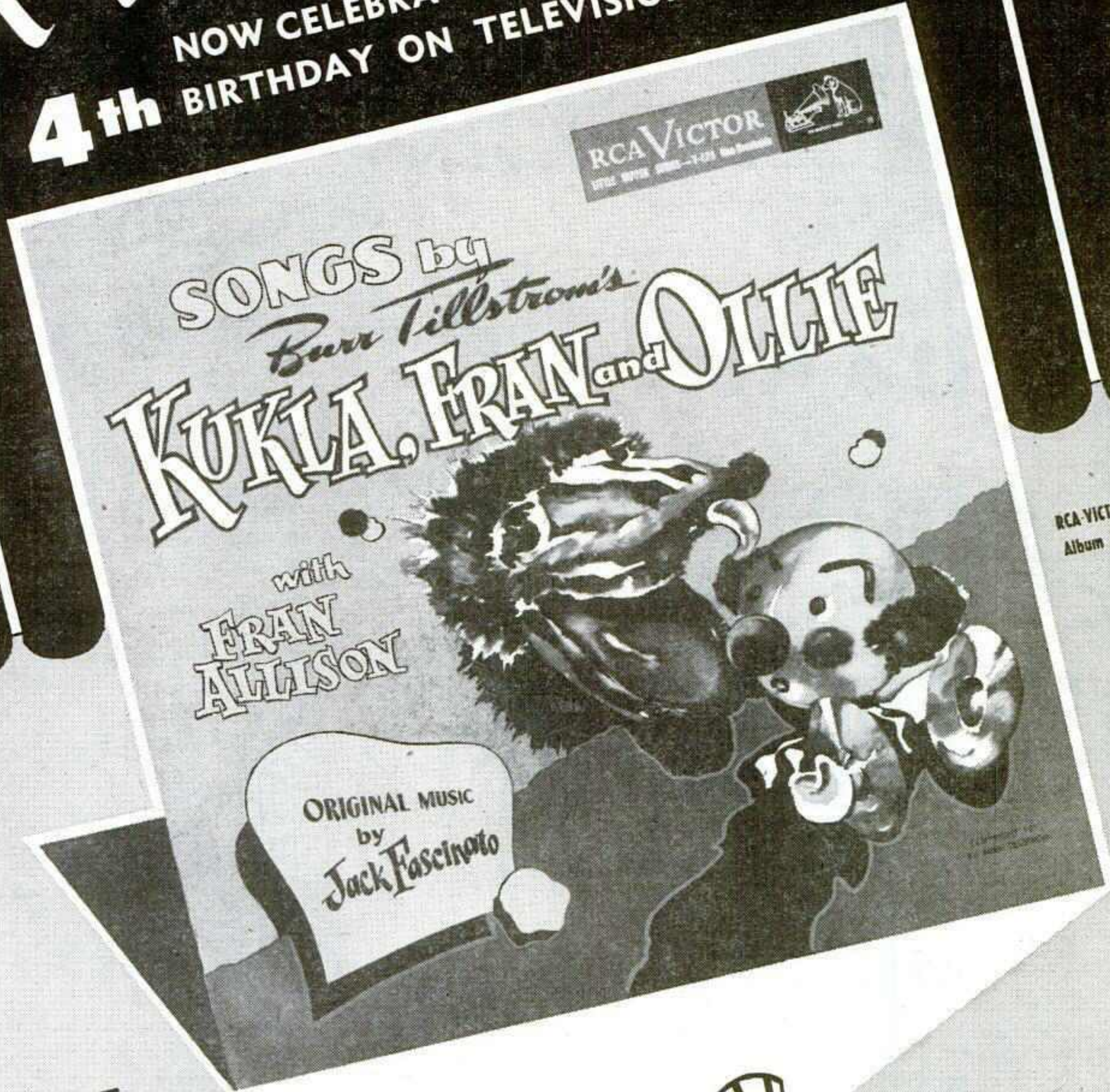
**RICHARD STRAUSS: DON JUAN, OP. 20, 80**  
**WAGNER: DIE GOTTERDAMMERUNG—SIEGFRIED'S RHINE JOURNEY—NBC**  
 Symphony Ork-Arturo Toscanini, Cond. (1-12")  
 Victor (33)LM-1157  
 The obvious customer draw here is Toscanini and the NBC Symphony Ork. The Strauss work is strongly represented in catalogs with five other versions available. Which of the interpretations is the best is for the individual customer to decide. The "Gottterdammerung" selection may draw as many buyers because the competition is not nearly as heavy. In both cases, the performances are more Toscanini than Strauss or Wagner, but the maestro has always sold on his individualism. Recording is fine.

(Continued on page 82)



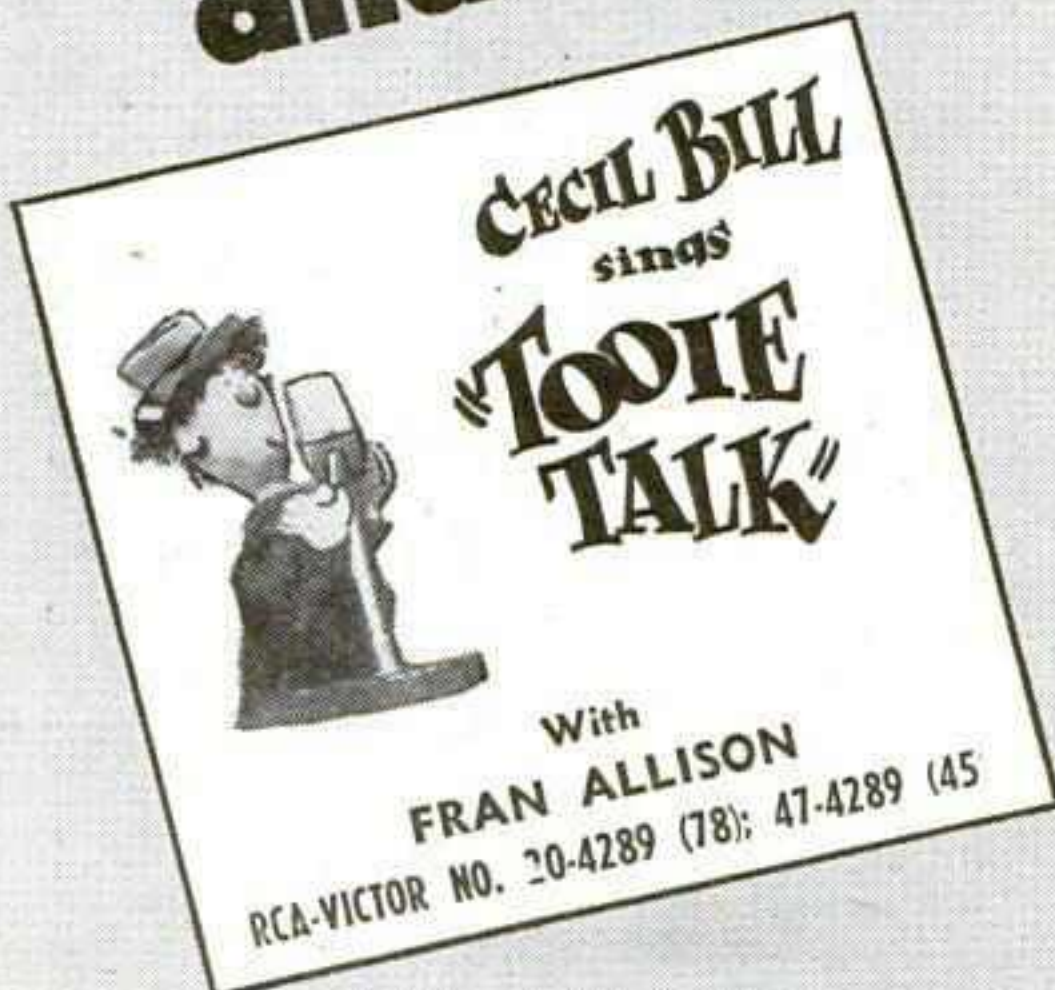
# BURR TILLSTROM and KUKLA, FRAN and OLLIE

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4th BIRTHDAY ON TELEVISION WITH

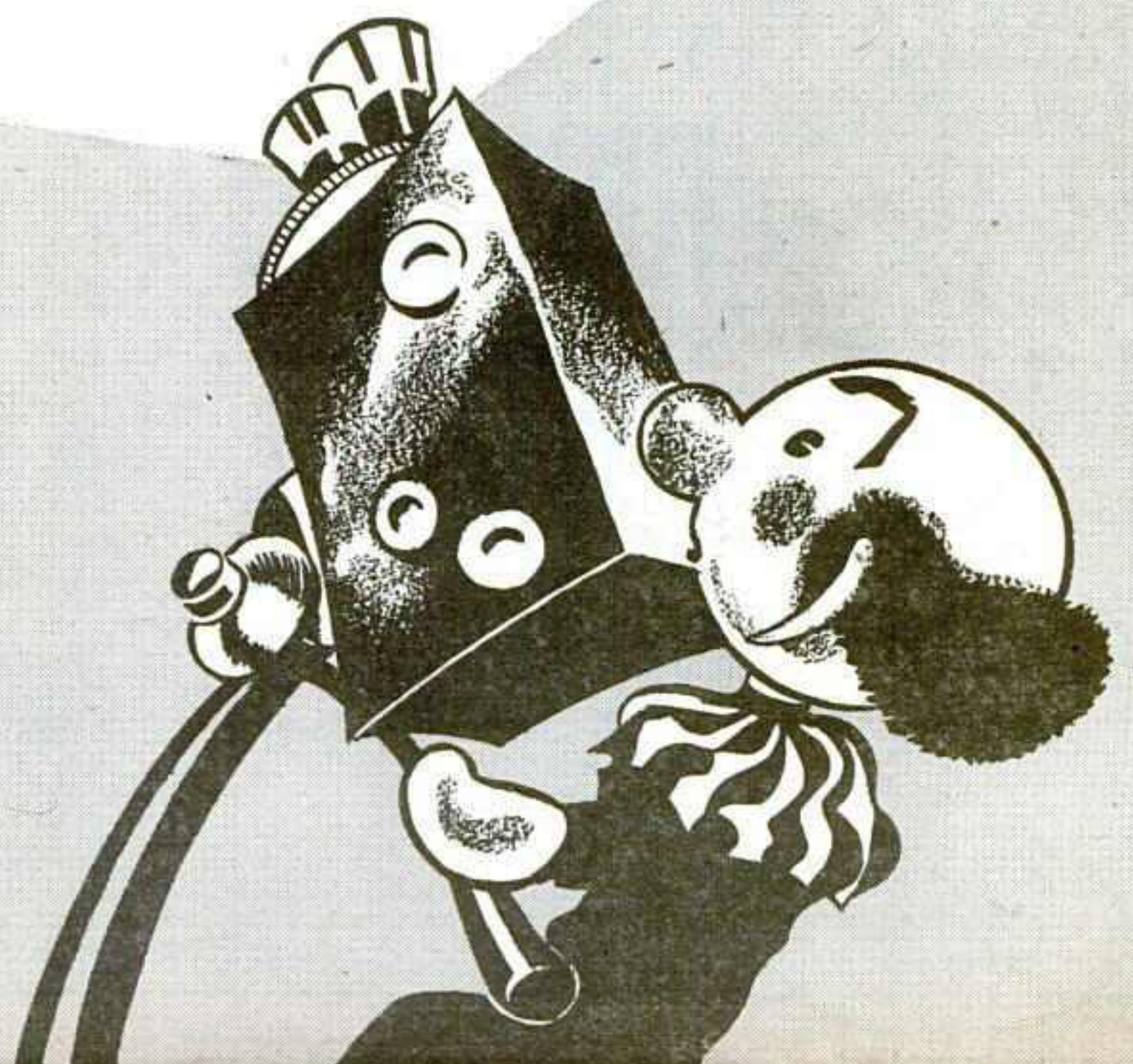


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WY-425 (45)

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NBC-TV—Monday thru Friday  
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**It's Hot!**

**"OUT IN THE COLD AGAIN"**

WITH  
**RICHARD HAYNES**

MERCURY • 5724X45

Coupled With "ONCE"

**THE BILLBOARD Music Popularity Charts**

**• Best Selling Pops by Territories**

Based on reports from key dealers in each of these cities, secured via Western Union messenger service.

Each week, The Billboard in co-operation with Western Union, secures last minute sales reports from top dealers in the nation's largest record markets. Altho the number of stores queried in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the over-all local picture being unduly influenced by the report of a single store.

**NEW YORK**

1. BECAUSE OF YOU  
T. Bennett—Columbia
2. COLD, COLD HEART  
T. Bennett—Columbia
3. I GET IDEAS  
T. Martin—Victor
4. WHISPERING  
L. Paul—Capitol
5. WORLD IS WAITING FOR THE SUNRISE  
L. Paul-M. Ford—Capitol
6. SWEET VIOLETS  
D. Shore—Victor
7. SIN  
Four Aces-A. Alberts—Victoria
8. TOO YOUNG  
Nat (King) Cole—Capitol
9. SHANGHAI  
B. Crosby—Decca

**CHICAGO**

1. SIN  
E. Howard—Mercury
2. BECAUSE OF YOU  
T. Bennett—Columbia
3. COLD, COLD HEART  
T. Bennett—Columbia
4. I GET IDEAS  
T. Martin—Victor
5. WORLD IS WAITING FOR THE SUNRISE  
L. Paul-M. Ford—Capitol
6. DOWN YONDER  
D. Wood—Tennessee
7. COME ON-A MY HOUSE  
R. Clooney—Columbia
8. WONDER WHY  
V. Damone—Mercury
9. WHILE YOU DANCED, DANCED, DANCED  
G. Gibbs—Mercury

**LOS ANGELES**

1. BECAUSE OF YOU  
L. Baxter—Capitol
2. I GET IDEAS  
T. Martin—Victor
3. WORLD IS WAITING FOR THE SUNRISE  
L. Paul-M. Ford—Capitol
4. LOVELIEST NIGHT OF THE YEAR  
M. Lanza—Victor
5. COME ON-A MY HOUSE  
R. Clooney—Columbia
6. AND SO TO SLEEP AGAIN  
P. Page—Mercury
7. DOWN YONDER  
C. Butler—Columbia
8. WHISPERING  
L. Paul-M. Ford—Capitol
9. COLD, COLD HEART  
T. Bennett—Columbia

**DETROIT**

1. BECAUSE OF YOU  
T. Bennett—Columbia
2. SIN  
E. Howard—Mercury
3. COLD, COLD HEART  
T. Bennett—Columbia
4. WORLD IS WAITING FOR THE SUNRISE  
L. Paul-M. Ford—Capitol
5. I GET IDEAS  
T. Martin—Victor
6. LOVELIEST NIGHT OF THE YEAR  
M. Lanza—Victor
7. SMOOTH SAILING  
E. Fitzgerald—Decca
8. TURN BACK THE HANDS OF TIME  
E. Fisher—Victor

**WASHINGTON, D. C.**

1. BECAUSE OF YOU  
T. Bennett—Columbia
2. I GET IDEAS  
T. Martin—Victor
3. COLD, COLD HEART  
T. Bennett—Columbia
4. TURN BACK THE HANDS OF TIME  
L. Paul-M. Ford—Capitol
5. COME ON-A MY HOUSE  
R. Clooney—Columbia
7. IN THE COOL, COOL, COOL OF THE EVENING  
Bing Crosby-J. Wyman—Decca
8. SIN  
E. Howard—Mercury

**DENVER**

1. I GET IDEAS  
T. Martin—Victor
2. BECAUSE OF YOU  
T. Bennett—Columbia
3. LOVELIEST NIGHT OF THE YEAR  
M. Lanza—Victor
4. BECAUSE OF YOU  
L. Baxter—Capitol
5. SWEET VIOLETS  
D. Shore—Victor
6. COME ON-A MY HOUSE  
R. Clooney—Columbia
7. DETOUR  
P. Page—Mercury
8. SIN  
E. Howard—Mercury

**PITTSBURGH**

1. BECAUSE OF YOU  
T. Bennett—Columbia
2. TURN BACK THE HANDS OF TIME  
E. Fisher—Victor
3. COLD, COLD HEART  
T. Bennett—Columbia
4. SIN  
Four Aces-A. Alberts—Victoria
6. I GET IDEAS  
T. Martin—Victor
7. OUT IN THE COLD AGAIN  
R. Hayes—Mercury

**PHILADELPHIA**

1. BECAUSE OF YOU  
T. Bennett—Columbia
2. COLD, COLD HEART  
T. Bennett—Columbia
3. SIN  
Four Aces-A. Alberts—Victoria
4. WORLD IS WAITING FOR THE SUNRISE  
L. Paul-M. Ford—Capitol
5. TOO YOUNG  
Nat (King) Cole—Capitol
6. TURN BACK THE HANDS OF TIME  
E. Fisher—Victor
7. LOVELIEST NIGHT OF THE YEAR  
M. Lanza—Victor
8. I GET IDEAS  
T. Martin—Victor
9. COME ON-A MY HOUSE  
R. Clooney—Columbia

**ATLANTA**

1. BECAUSE OF YOU  
T. Bennett—Columbia
2. SIN  
S. Churchill—Victor
3. I GET IDEAS  
T. Martin—Victor
4. COLD, COLD HEART  
T. Bennett—Columbia
5. TURN BACK THE HANDS OF TIME  
E. Fisher—Victor
6. AND SO TO SLEEP AGAIN  
P. Page—Mercury
7. CASTLE ROCK  
S. Oliver—Decca
8. I NEVER WAS LOVED BY ANYONE ELSE  
H. Winterhalter—Victor

**ST. LOUIS**

1. SIN  
Four Aces-A. Alberts—Victoria
2. BECAUSE OF YOU  
T. Bennett—Columbia
3. TURN BACK THE HANDS OF TIME  
E. Fisher—Victor
4. DOWN YONDER  
D. Wood—Tennessee
5. AND SO TO SLEEP AGAIN  
P. Page—Mercury
6. UNDECIDED  
Ames Brothers-L. Brown—Coral

**NEW ORLEANS**

1. BECAUSE OF YOU  
T. Bennett—Columbia
2. I GET IDEAS  
T. Martin—Victor
3. COME ON-A MY HOUSE  
R. Clooney—Columbia
4. COLD, COLD HEART  
T. Bennett—Columbia
5. SHANGHAI  
B. Williams—Columbia
6. WHISPERING  
L. Paul—Capitol
7. WORLD IS WAITING FOR THE SUNRISE  
L. Paul-M. Ford—Capitol
8. WONDERFUL WASN'T IT  
F. Laine—Columbia
9. CASTLE ROCK  
F. Sinatra-H. James—Columbia

**DALLAS-FORT WORTH**

1. LOVELIEST NIGHT OF THE YEAR  
M. Lanza—Victor
2. BECAUSE OF YOU  
T. Bennett—Columbia
3. COLD, COLD HEART  
T. Bennett—Columbia
4. DOWN YONDER  
D. Wood—Tennessee
5. WORLD IS WAITING FOR THE SUNRISE  
L. Paul-M. Ford—Capitol
6. SIN  
E. Howard—Mercury
7. BECAUSE OF YOU  
L. Baxter—Capitol
8. COME ON-A MY HOUSE  
R. Clooney—Columbia

**BOSTON**

1. BECAUSE OF YOU  
T. Bennett—Columbia
2. SIN  
Four Aces-A. Alberts—Victoria
3. COLD, COLD HEART  
T. Bennett—Columbia
4. WORLD IS WAITING FOR THE SUNRISE  
L. Paul-M. Ford—Capitol
5. TURN BACK THE HANDS OF TIME  
E. Fisher—Victor
6. LOVELIEST NIGHT OF THE YEAR  
M. Lanza—Victor
7. DOWN YONDER  
F. Petty Trio—MGM

**SEATTLE**

1. BECAUSE OF YOU  
T. Bennett—Columbia
2. I GET IDEAS  
T. Martin—Victor
3. WHISPERING  
L. Paul—Capitol
4. UNDECIDED  
Ames Brothers-L. Brown—Coral
5. DOWN YONDER  
C. Butler—Columbia
6. COLD, COLD HEART  
T. Bennett—Columbia
7. COME ON-A MY HOUSE  
R. Clooney—Columbia



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA



# THE BILLBOARD Music Popularity Charts

## • Most Played Juke Box Records

... Based on reports received October 3, 4 and 5

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

POSITION	Weeks Last	This to date	Record	Artist	Label
16	1	1	BECAUSE OF YOU	T. Bennett	Col(78)39362; (45)4-39362; (33)3-39362—BMI
9	4	2	COLD, COLD HEART	T. Bennett	Col(78)39449; (45)4-39449; (33)3-39449—BMI
8	3	3	WORLD IS WAITING FOR THE SUNRISE	L. Paul-M. Ford	Cap(78)1748; (45)F-1748—ASCAP
15	2	4	COME ON-A MY HOUSE	R. Clooney	Col(78)39467; (45)4-39467; (33)3-39467—BMI
15	6	5	I GET IDEAS	T. Martin	V(78)20-4141; (45)47-4141—BMI
7	7	6	DOWN YONDER	Del Wood	Tennessee(78)775; (45)45-775—ASCAP
11	5	7	DETOUR	P. Page	Mercury(78)5682; (45)5682X45—BMI (Foy Willing, Dec 46365; J. Watson, Rich-R'-Tone, 1025; Wesley Tuttle, Cap 1804)
3	13	8	SIN	E. Howard	Mercury(78)5711; (45)5711X45—BMI
8	9	9	WHISPERING	L. Paul	Cap(78)1748; (45)F-1748—ASCAP (G. Jenkins, Decca 27585; F. Froba, Decca 2700)
26	8	10	TOO YOUNG	Nat (King) Cole	Cap(78)1449; (45)F-1449—ASCAP
4	16	11	I GET IDEAS	L. Armstrong	Dec(78)27720; (45)9-27720—BMI
15	10	12	SWEET VIOLETS	D. Shore	V(78)20-4174; (45)47-4174—ASCAP
21	12	12	LOVELIEST NIGHT OF THE YEAR	M. Lanza	V(78)10-3300; (45)49-3300—ASCAP
15	11	14	SHANGHAI	D. Day-P. Weston	Col(78)39423; (45)4-39423; (33)3-39423—ASCAP (Billy Williams Quartet, MGM 10998; Bing Crosby, Dec 27653; Buddy Morrow, V 20-4192; H. Babbitt-Modernaires, Coral 60521; Bob Crosby, Cap 1525)
6	14	15	BECAUSE OF YOU	L. Baxter	Cap(78)1493; (45)F-1493—BMI
4	17	16	SIN	Four Aces-A. Alberts	Victoria 101—BMI
2	19	17	UNDECIDED	Ames Brothers-L. Brown	Coral(78)60566; (45)9-60566—ASCAP (Ray Anthony, Cap 1824)
3	22	18	AND SO TO SLEEP AGAIN	P. Page	Mercury(78)5706; (45)5706X45—ASCAP (April Stevens, V 20-4283; D. Haymes, Dec 27731; M. Whiting, Cap 1784)
3	27	19	TURN BACK THE HANDS OF TIME	E. Fisher	V(78)20-4257; (45)47-4257—ASCAP
8	18	20	BELLE, BELLE, MY LIBERTY BELLE	G. Mitchell-M. Miller	Col(78)39512; (45)4-39512; (33)3-39512—ASCAP (Merv Griffin, V 20-4217; Bobby Wayne, Mer 5690)
6	15	21	BECAUSE OF YOU	G. Lombardo-G. DeHaven	Dec(78)27666; (45)9-27666—BMI
6	25	21	SIXTY MINUTE MAN	Dominoes	Federal(78)12022; (45)45-12022—BMI (York Brothers, King 970; Elliot Lawrence, King 15115; Roberta Lee-H. Gunter, Dec 46363)
2	25	21	DOWN YONDER	C. Butler	Col(78)39533; (45)4-39533; (33)3-39533—ASCAP
13	19	24	I WON'T CRY ANYMORE	T. Bennett	Col(78)39362; (45)4-39362; (33)3-39362—ASCAP (Georgie Auld, Coral 60446; Billy Williams Quartet, MGM 10928; Eileen Wilson, Dec 27546; Dick Brown, Jubilee 4025; Dinah Washington, Mer 8211; Little Jimmy Scott, Roost 615; L. Becker-E. Light Ork, Remington R-25005)
2	27	24	SENTIMENTAL JOURNEY	L. Brown-Ames Brothers	Coral(78)60566; (45)9-60566—ASCAP (H. Garland, Dec 27426; Red Kirk, Mer 6358)
2	29	26	CASTLE ROCK	F. Sinatra-H. James	Col(78)39527; (45)4-39527; (33)3-39527—BMI (Four Deep Tones, Coral 65061; D. Barbour, Cap 1716; R. Marterie, Mer 5658; J. Hodges, Mer 8944; Fontane Sisters, V 20-4213)
8	21	27	LONGING FOR YOU	S. Kaye	Col(78)39499; (45)4-39499; (33)3-39499—ASCAP (Russ Morgan, Dec 27703; L. Baxter, Cap 1731; C. Mastic-M. Ayers Ork, V 20-4219; E. Smith, Dec 27786; G. Cates, Coral 60546; L. Clinton, Broadway 1008; L. Becker-E. Light Brigade, Remington R-25001; T. Tucker Ork, MGM 11021; V. Damone, Mer 5655)
9	—	27	LONGING FOR YOU	V. Damone	Mercury(78)5655; (45)5655X45—BMI
4	22	29	I'M WAITING JUST FOR YOU	R. Clooney	Col(78)39535; (45)4-39535; (33)3-39535—BMI (Bob Crosby, Cap 1595; Cass Daley-H. Carmichael, Dec 27743; H. Hawkins, King 969; K. Marvin, Mer 6353; L. Millinder, King 4453)
2	30	29	MORNING SIDE OF THE MOUNTAIN	J. Garber	Cap(78)1594; (45)F-1594—ASCAP (M. Griffin-H. Winterhalter, V 20-4181; Tommy Edwards, MGM 10989; A. Prysock, Dec 27722; P. Weston, Col 39424)
1	—	29	SIN	B. Williams	MGM(78)11066; (45)K-11066—BMI
19	24	29	MY TRULY, TRULY FAIR	G. Mitchell-M. Miller	Col(78)39415; (45)4-39415; (33)3-39415—ASCAP (Russ Morgan, Dec 27630; F. Martin, V 20-4159; V. Damone-G. Bassman, Mer 5646; Art Mooney, MGM 10984; Dick James, London 1050; G. Auld, Coral 60515; Ray Anthony, Cap 1583; L. Becker-E. Light, Remington R-25001)



# UNUSUAL!

# EXCITING!

# 'BABY'

(DID YOU HEAR ME)

A New "Pop" Hit By

# DINAH WASHINGTON

A Must for EVERY Disc Jockey Show!

Coupled With "Just One More Chance"

MERCURY 5736 • 5736X45



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MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA





**3  
BIG  
HITS!**

**HANK WILLIAMS**

singing

**"CRAZY HEART"**

and

**"LONESOME WHISTLE"**

MGM  
11054 (78)  
K11054 (45)



**LOUVIN BROTHERS**

singing

**"ROBE OF WHITE"**

and

**"YOU'LL BE REWARDED OVER THERE"**

MGM 11065 (78)—K11065 (45)



**JOE (Cannon Ball) LEWIS**

singing

**"WHATEVER HAS BECOME OF YOU"**

and

**"TRUCKDRIVERS' NIGHT-RUN BLUES"**

MGM 11071 (78)—K11071 (45)

**M-G-M RECORDS**

THE GREATEST NAME  IN ENTERTAINMENT

701 SEVENTH AVE., NEW YORK 19, N. Y.

**• Best Selling Retail Folk (Country & Western) Records**

... Based on reports received October 3, 4 and 5

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
10	1	1	1	ALWAYS LATE Mom and Dad's Waltz	Lefty Frizzell	Col(78)20837; (45)4-20837; (33)3-20837—BMI
7	4	2	2	MOM AND DAD'S WALTZ Always Late	Lefty Frizzell	Col(78)20837; (45)4-20837; (33)3-20837—BMI
13	3	3	3	HEY, GOOD LOOKIN' My Heart Would Know	Hank Williams	MGM(78)11000; (45)K-11000
16	2	4	4	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V(78)21-0476; (45)48-0476—ASCAP
24	5	5	5	I WANT TO BE WITH YOU ALWAYS	Lefty Frizzell	Col(78)20799; (45)4-20799; (33)3-20799—BMI
28	8	5	5	COLD, COLD HEART Dear John	Hank Williams	MGM(78)10904; (45)K-10904—BMI
1	—	7	7	TRAVELIN' BLUES Baby Yodel	Lefty Frizzell	Col(78)20842; (45)4-20842; (33)3-20842—BMI
17	7	8	8	LET'S LIVE A LITTLE Nothing as Sweet as My Baby	Carl Smith	Col(78)20796; (45)4-20796; (33)3-20796—BMI
9	10	8	8	MR. MOON If Teardrops Were Pennies	Carl Smith	Col(78)20825; (45)4-20825; (33)3-20825—BMI
2	—	8	8	SLOW POKE Whisper Waltz	Pee Wee King	V(78)21-0489; (45)48-0489—ASCAP
<b>Coming Up</b>						
1.				CRAZY HEART	Hank Williams	MGM(78)11054; (45)K-11054
2.				KISSING BUG BOOGIE	Tennessee Ernie	Cap(78)1775; (45)F-1775
3.				HEART STRINGS	E. Arnold	V(78)47-4273; (45)20-4273

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

... Based on reports received October 3, 4 and 5

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
10	1	1	1	ALWAYS LATE	Lefty Frizzell	Col(78)20837; (45)4-20837; (33)3-20837—BMI
16	2	2	2	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V(78)21-0476; (45)48-0476—ASCAP
13	3	3	3	HEY, GOOD LOOKIN'	Hank Williams	MGM(78)11000; (45)11000
7	3	4	4	MOM AND DAD'S WALTZ	Lefty Frizzell	Col(78)20837; (45)4-20837; (33)3-20837
21	7	5	5	COLD, COLD HEART	Hank Williams	MGM(78)10904; (45)K-10904—BMI
3	8	6	6	SLOW POKE	Pee Wee King	V(78)21-0489; (45)48-0489—ASCAP
18	8	7	7	LET'S LIVE A LITTLE	Carl Smith	Col(78)20796; (45)4-20796; (33)3-20796—BMI
3	6	8	8	DOWN YONDER	D. Wood	Tennessee(78)775; (45)45-775—ASCAP
23	—	8	8	I WANT TO BE WITH YOU ALWAYS	Lefty Frizzell	Col(78)20799; (45)4-20799; (33)3-20799—BMI
9	—	10	10	CRYIN' HEART BLUES	Johnnie & Jack	V(78)21-0478; (45)48-0478—BMI
<b>Coming Up</b>						
1.				CRAZY HEART	Hank Williams	MGM(78)11054; (45)K-11054
2.				TRAVELIN' BLUES	L. Frizzell	Col(78)20842; (45)4-20842; (33)3-20842—BMI
3.				SAN ANTONIO ROSE	J. Maddox	Dot(78)15001; (45)45-15001

**Breakin' for a HIT!!!**

**JOHN GREER**

with

**"HAVE ANOTHER DRINK AND TALK TO ME"**

RCA VICTOR  
20-4293  
47-4293

The Big New Hits are on  
**RCA VICTOR RECORDS**



# THE BILLBOARD Music Popularity Charts

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

... Based on reports received October 3, 4 and 5

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
14	3	1	1	HEY, GOOD LOOKIN'	Hank Williams	MGM(78)11000; (45)K-11000
11	1	2	2	ALWAYS LATE	Lefty Frizzell	Col(78)20837; (45)4-20837; (33)3-20837—BMI
9	2	3	3	MOM AND DAD'S WALTZ	Lefty Frizzell	Col(78)20837; (45)4-20837; (33)3-20837
17	4	4	4	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V(78)21-0476; (45)48-0476—ASCAP
5	6	5	5	SLOW POKE	Pee Wee King	V(78)21-0489; (45)48-0489—ASCAP
10	4	6	6	MR. MOON	Carl Smith	Col(78)20825; (45)4-20825; (33)3-20825—BMI
14	—	7	7	PEACE IN THE VALLEY	Red Foley	Dec(78)46319; (45)9-46319; (78)14573; (45)9-14573—BMI
9	—	8	8	CRYIN' HEART BLUES	Johnnie & Jack	V(78)21-0412; (45)48-0412
4	10	9	9	DOWN YONDER	Del Wood	Tennessee(78)775; (45)45-775—ASCAP
1	—	10	10	I'M WAITING JUST FOR YOU	H. Hawkins	King(78)969; (45)45-969—BMI

### Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category.



1.	HUMMING BIRD	Johnnie & Jack	V(78)20-4251; (45)47-4251
2.	WEAPON OF PRAYER	Louvin Brothers	MGM 10988
3.	ANOTHER FOOL STEPS IN	J. Wakely	Cap(78)1762; (45)F-1762—BMI

LATEST RELEASE  
IN THE MOOD—instrumental  
EVERYBODY THINKS YOU'RE AN ANGEL  
Capitol #1814 F1814



**OLE RASMUSSEN**  
and his "NEBRASKA CORNHUSKERS"  
FEATURED VOCALIST  
**TED WILDS**

FIFTH YEAR  
**KXLA**  
PASADENA, CAL.

A Smash Hit  
for All Markets...

# Red Foley

and His Nashville Dixielanders



Singing ...

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and "DIXIE"

DECCA  
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America's Fastest Selling Records

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# THE BILLBOARD Music Popularity Charts

## • Most Played Juke Box Rhythm & Blues Records

... Based on reports received October 3, 4 and 5

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

POSITION	Weeks	Last	This	to date	Week	Week
21	1	1.	SIXTY MINUTE MAN	Dominoes	.....	Federal(78)12022; (45)45-12022—BMI
4	4	2.	GLORY OF LOVE	Five Keys	.....	Aladdin(78)3099; (45)45-3099
12	2	3.	CHAINS OF LOVE	J. Turner	.....	Atlantic 939—BMI
5	4	3.	SMOOTH SAILING	E. Fitzgerald	.....	Dec(78)27693; (45)9-27693
11	6	5.	"T" 99 BLUES	J. Nelson	.....	RPM 325—BMI
13	7	6.	DON'T YOU KNOW I LOVE YOU	The Clovers	.....	Atlantic 934
3	3	7.	I GOT LOADED	Peppermint Harris	.....	Aladdin(78)3097; (45)45-3097—BMI
7	9	8.	BLOODSHOT EYES	W. Harris	.....	King(78)4461; (45)45-4461—BMI
1	—	9.	FOOL, FOOL, FOOL	The Clovers	.....	Atlantic 944
16	7	10.	I'M WAITING JUST FOR YOU	Lucky Millinder	.....	King(78)4453; (45)45-4453—BMI

## • Advance Rhythm & Blues Record Releases

Ammons Boogie—Gene Ammons (Echo Chamber) Prestige 901	Lazy Woman Blues—Ralph Willis (Goodbye Blues) Prestige 906
As Time Goes By—Earl Coleman (Guilty) Prestige 905	Lost—The Cabineers (Each Time) Prestige 904
Be Fair to Me—Dinah Washington (Saturday Night) Mer 8249	My Buddy—Four Tunes (Early in) V 20-4305
Crabapple, The—J. J. Jones (Poincianna Rock) Mer 8247	My Heart Will Never Forget—The Blenders (You Do) Dec 48244
Don't Fool With My Heart—Charles Brown (Seven Long) Aladdin 3092	Night and Day—Lowell Fulson (Stormin' and) Aladdin 3104
Each Time—The Cabineers (Lost) Prestige 904	Poincianna Rock—J. J. Jones (The Crabapple) Mer 8247
Early in the Morning—Four Tunes (My Buddy) V 20-4305	Saturday Night—Dinah Washington (Be Fair) Mer 8249
Echo Chamber Blues—Gene Ammons (Ammons Boogie) Prestige 901	Seven Long Days—Charles Brown (Don't Fool) Aladdin 3092
Forever—Billy Valentine Trio (She's Fit) Dec 48243	She's Fit 'n' Fat 'n' Fine—Billy Valentine Trio (Forever) Dec 48243
Goodbye Blues—Ralph Willis (Lazy Woman) Prestige 906	Stormin' and Rainin'—Lowell Fulson (Night and) Aladdin 3104
Guilty—Earl Coleman (As Time) Prestige 905	Worry, Worry, Worry—Joe Houston (Hard Time) Mer 8248
Hard Time Baby—Joe Houston (Worry, Worry) Mer 8248	You Do the Dreamin'—The Blenders (My Heart) Dec 48244
I Got It Bad—Allean Phillips (You're for) Regent 1040	You're for Me—Allean Phillips (I Got) Regent 1040

## RHYTHM AND BLUES NOTES

By HAL WEBMAN

The R & B night club field really is leaping at this moment. Bookers report that the ever-expanding string of R & B niteries is sapping the talent they have at hand. In fact, the only problem confronting bookers is to come up with a sufficient amount of talent to meet the operators' demands. These niteries operate on disk talent policies. Most R & B disk talent these days have been cropping up from left field. Consequently, even a hit disk can't immediately bring a price for an unproven talent. And the basis for the conversion of so many clubs to R & B talent is the fact that the attractions come at so reasonable a tariff.

One of the increasingly popular gimmicks being forwarded on the R & B night club route at this point is a "new disk singers' policy." The Hi-Hat Club in Boston, which operated for years on a straight jazz policy, converted several weeks ago to this warbler scheme and has been doing well with the idea. The Regal Club, Columbus, is adapting a similar policy beginning October 10 with Okeh Records' Earl Williams leading off. Operators pitch to public is built on a "see the stars of tomorrow today" idea.

RCA Victor, whose R & B activity has been steadily increasing, continued to add to its roster this week in a deal made with Lillian Claiborne, who runs the DC diskery out of Washington, D.C. RCA made a deal to take over two artists and their masters from the DC firm, T.N.T. Tribble and The Heartbreakers, a vocal group. The Tribble master acquired was a ditty tagged "Cocoa Moe Joe" and the group's efforts included "Heartbreaker" and "Wanda." Victor will not make use of these masters; diskery's Steve Sholes already has re-recorded them for release shortly. RCA also inked Jimmy McPhail, a protege of Washington, D. C., deejay Jackson Lowe.

Bobby Shad last week took over the R & B recording duties at Mercury Records. The former Sittin' In Records' boss made a deal to bring about 200 masters along with him under his new Mercury arrangement. (For full details see the regular editorial columns of the music department) ... Cootie Williams' will take out his new band for seven weeks of one nighters with The Dominoes for operator Ralph Weinberg beginning October 12. ... Willis Jackson will work the Savoy Ballroom, New York, for two weeks beginning October 19 while his package partner, thrush Ruth Brown, takes a vacation.

Heavyweight champion Jersey Joe Walcott, who made a pair of religious diskings for Decca with Marie Knight, helped get the disk off last week with a fast deejay tour of the Metropolitan New York area. ... The Orioles and the Amos Milburn band will make up a one-nighter package which will hit the midWest on October 17. ... The Lynn Hope Quintet has been signed for six two-week playdates during 1952 at the Showboat niterie, Philadelphia. ... Tiny Grimes set for 10 days in the Midtown Hotel, St. Louis, beginning October 26.

Joe Turner and Floyd Dixon played a one-nighter Sunday (7) at the Elks on Central Avenue. ... Deejay Hunter Hancock last week (4) kicked off a talent show at the Cotton Club. Hancock will emcee weekly affairs similar to his chores at the Barrel House. Cash awards and diskery auditions go to winners. ... Aladdin Records sliced sides last week with Peppermint Harris and Johnny Moore and the Blazers. Dickery's Eddie Mesner left on the week-end for a six-week talent hunt thru 35 cities. ... Modern's Jules Bihari Thursday (4) cut four sides in San Francisco with Helen Humes. ... Lou Chudd, Imperial Records' topper, back from a cross-country trek Monday (8).

### R&B Records to Watch

In the opinion of The Billboard's music staff the following records have the best sales and performances potential among the rhythm and blues records received this week:

DIGGIN' THE BOOGIE  
Piano Red.....RCA Victor 22-4265  
BE FAIR TO ME  
Dinah Washington.....Mercury 8249

## • Best Selling Retail Rhythm & Blues Records

... Based on reports received October 3, 4 and 5

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

POSITION	Weeks	Last	This	to date	Week	Week
20	2	1.	SIXTY MINUTE MAN	Dominoes	.....	Federal(78)12022; (45)45-12022—BMI
8	1	2.	GLORY OF LOVE	Five Keys	.....	Aladdin(78)3099; (45)45-3099
14	3	3.	CHAINS OF LOVE	J. Turner	.....	Atlantic 939—BMI
19	4	4.	DON'T YOU KNOW I LOVE YOU	The Clovers	.....	Atlantic 934
4	—	5.	SMOOTH SAILING	E. Fitzgerald	.....	Dec(78)27693; (45)9-27693
17	5	6.	I'M WAITING JUST FOR YOU	Lucky Millinder	.....	King(78)4453; (45)45-4453—BMI
2	—	7.	FOOL, FOOL, FOOL	The Clovers	.....	Atlantic 944
3	—	8.	I GOT LOADED	Peppermint Harris	.....	Aladdin 3097—BMI
1	—	9.	I'M IN THE MOOD	J. L. Hooker	.....	Modern 835—BMI
8	6	10.	"T" 99 BLUES	J. Nelson	.....	RPM 325—BMI

## • Rhythm & Blues Record Releases

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.	TUNES COMMENT	REVIEWS
<b>EARL BOSTIC ORK</b>		
Flamingo	84--84--84--84	KING 4475—Bostic applies his successful formula to the standard; he does it as an alto sax solo, on heavy echo. Trick of a heavy, staccato beat instead of the expected dreamy, legato effect makes this a real ear grabber.
I'm Getting Sentimental Over You	80--80--80--80	More heavily echoed alto, a Bostic solos expansively on the good oldie.
<b>RAMP DAVIS</b>		
The Blues Has Got Me	83--83--83--83	MODERN 832—Davis chants persuasively on this catchy side, chief feature of which is the staccato, Latin-buckdance beat, which swings potently.
Bayou Dance	81--81--81--81	Same attractive beat is used here, with variations, for a winning instrumental effort, featuring tenor and BB.
<b>THE TRENIERS</b>		
Old Women Blues	82--82--82--82	OKEH 6826—The twins have a strong entry in this rewrite of Bessie Smith's "Young Woman Blues." They get tremendous projection and Gene Gilbeaux backs up superbly. Could be.
Hey, Little Girl	71--72--70--72	The boys turn in a strong reading of a blues which has been making the rounds in several versions for the past couple of months. Good, but not likely to give battle to the several good previous versions.
<b>THE FOUR TUNES</b>		
Early in the Morning	81--83--80--81	VICTOR 20-4305—This slick vocal group builds a fine beat on a good, polished blues effort spotting a romping tenor sax solo. If exploited, could step.
My Buddy	83--83--83--83	A fine bass, not unlike The Ravens' Jimmy Ricks, carries the load on an exceptionally good and distinctive reading of the great oldie. Another likely effort.
<b>RALPH WILLIS (Brownie McGhee)</b>		
Goodbye Blues	72--72--70--74	PRESTIGE 906—Willis chants a slow blues in old-fashioned southern style, accompanying himself on guitar in a chord style, while Brownie McGhee puts down a walking boogie figure on another guitar. Limited, but definite appeal here.
Lazy Woman Blues	68--68--67--69	Another blues at slightly faster tempo, done in the same pattern but without quite the same impact as flip.

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### A HIT!

### See the Polls!

SAVOY #810

## 'HEY, LITTLE GIRL'

backed with

## 'GOTTA FIND MY BABY'

By BILLY WRIGHT

SAVOY #814

## 'ROCKIN' CHAIR BLUES'

backed with

## 'SINNERS HOP' (Part I)

By Paul Williams and His Hucklebuckers

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

### Going Strong!

## T-TOWN TWIST

by

ROY MILTON

#407

Specialty records

### MAHALIA JACKSON'S GREATEST

## "IT IS NO SECRET"

and

## "HIS EYE IS ON THE SPARROW"

Apollo #246

### APOLLO RECORDS

457 W. 45th St., New York 19, N. Y.

### TAKIN' OFF FOR A HIT!!!

## "IN MY REAL GONE ROCKET"

backed with

## "TUCKERED OUT"

CHESS #1469

### JACKIE BRENSTON

### CHESS RECORD CORP.

750 E. 49th St. Chicago 15, Ill.

### AN OVERNIGHT HIT!

## "SAN ANTONIO ROSE"

and

## "BULLY OF THE TOWN"

by JOHN MADDOX

and The Rhythmasters

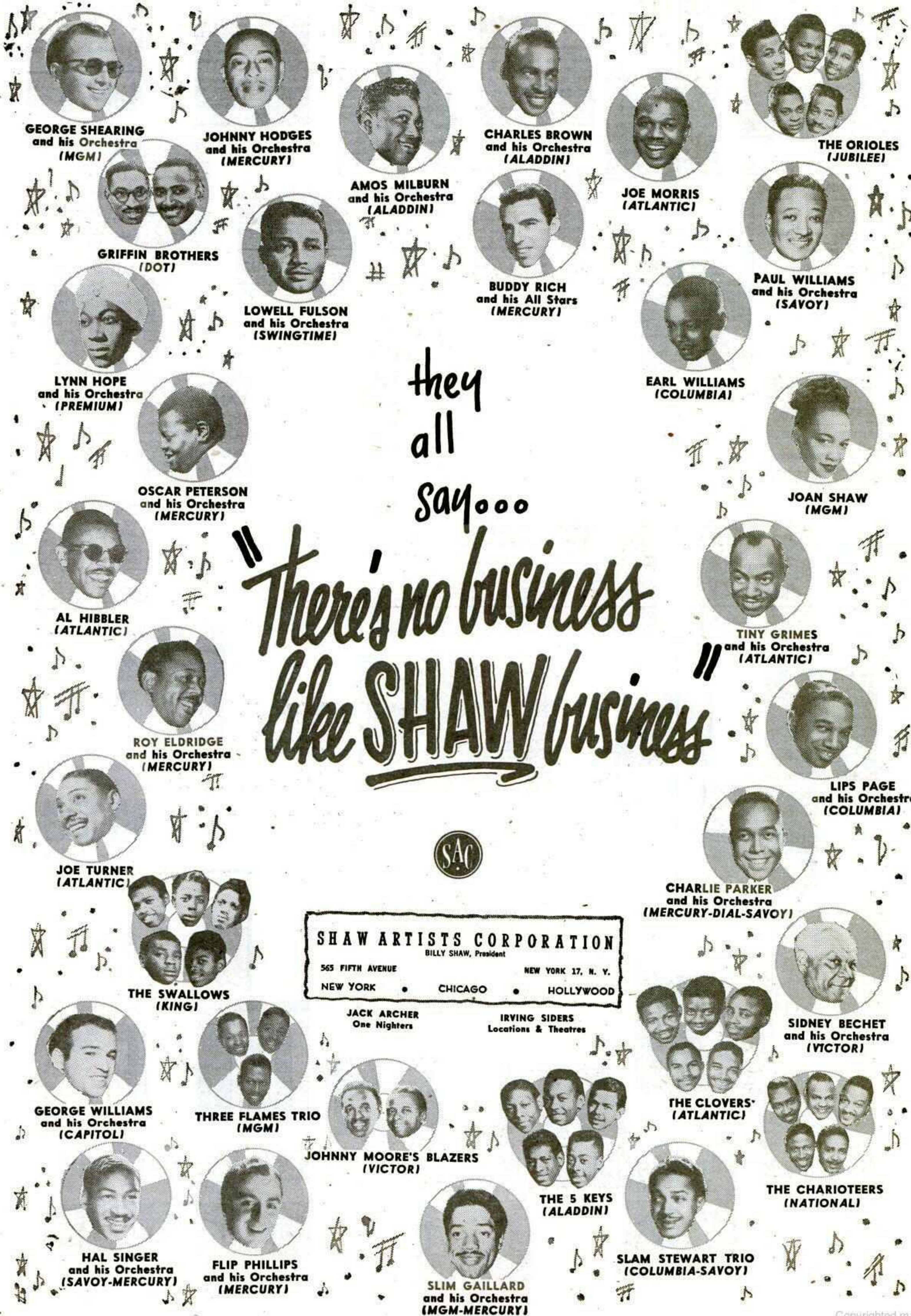
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THE BILLBOARD

Music Popularity Charts

Advance Record Releases

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

POPULAR

- Always, Always—June Valli-H. Winterhalter (Now, Now) V 20-4298
Annabelle—The Satisfiers (Call of) Dubonnet 4024
Bela Bimba—Ronnie Gilbert (Calla Calla) Dec 27799
Beyond the Blue Horizon—Hugo Winterhalter (I Never) V 20-4288
Bill—Sophie Tucker (Life Upon) Mer 5709
Blue Velvet—Tony Bennett (Solitaire) Col 39555
California Moon—Dennis Day (Never) V 20-4285
Call of the Range—Bill Harrington (Annabelle) Dubonnet 4024
Calla Calla—Ronnie Gilbert (Bela Bimba) Dec 27799
Caravan—The Mulcays (Drifting and) Coral 60578
Cold Turkey—Florian Zabach (Ida Sweet) Dec 27775
Daddy—June Christy-Stan Kenton (Street of) Cap 1823
Don't Blame Me—Sarah Vaughan (If You) MGM 11068
Drifting and Dreaming—The Mulcays (Caravan) Coral 60578
End of a Love Affair—Dinah Shore (Getting to) V 20-4286
Every Little Movement—Lew Marcus (Pretty Baby) Regent 188
Farewell to Yokohama—Johnny Long (Love Is) Mer 5720
Getting to Know You—Dinah Shore (The End) V 20-4286
Hangin' Around With You—Art Lund (Just Call) MGM 11075
I Don't Want to Be Free—Margaret Whiting (Let's Live) Cap 1816
I Never Was Loved by Anyone Else—Hugo Winterhalter (Beyond the) V 20-4288
I Ran All the Way Home—Dean Martin (Solitaire) Cap 1817
I Still See Elisa—Nat (King) Cole (You're O.K.) Cap 1815
I Want Another Chance With You—Blue Barron (Paint Yourself) MGM 11074
Ida Sweet as Apple Cider—Florian Zabach (Cold Turkey) Dec 27775
If You Could See Me Now—Sarah Vaughan (Don't Blame) MGM 11068
If You've Forgotten Me—Les Baxter (When) Cap 1818
I'm From Texas—Tommy Tucker (Little Boy) MGM 11067
It's All in the Game—Ralph Marterie (Tenderly) Mer 5716
Jazz Me Blues—Les Paul (Just One) Cap 1825
Just a Moment More—Ray Anthony (Undecided) Cap 1824
Just Call Me Tex—Art Lund (Hangin' Around) MGM 11075

- Just One More Chance—Les Paul-Mary Ford (Jazz Me) Cap 1825
Let's Live a Little—Margaret Whiting-Jimmy Wakely (I Don't) Cap 1816
Life Upon the Wicked Stage—Sophie Tucker (Bill) Mer 5706
Little Boy—Tommy Tucker (I'm From) MGM 11067
Little Jumping Jack—Three Suns (Painting the) V 20-4287
Love Is Here to Stay—Johnny Long (Farewell to) Mer 5720
Never—Dennis Day (California Moon) V 20-4285
No Time for Lovin'—Four Hits & A Miss (Twilight Till) Lariat 1051
Now, Now, Now—June Valli-H. Winterhalter (Always, Always) V 20-4298
Once—Billy Eckstine (Out in) MGM 11073
Oriental Blues—Jan August (San Antonio) Mer 5725
Out in the Cold Again—Billy Eckstine (Once) MGM 11073
Paint Yourself a Rainbow—Blue Barron (I Want) MGM 11074
Painting the Clouds With Sunshine—Three Suns (Little Jumping) V 20-4287
Popcorn Man—Nicola Paone (Toni's Tarantella) V 20-4279
Pretty Baby—Lew Marcus (Every Little) Regent 188
San Antonio Rose—Jan August (Oriental Blues) Mer 5725
Solitaire—Tony Bennett (Blue Velvet) Col 39555
Solitaire—Dean Martin (I Ran) Cap 1817
Stay Close to People—Al Jellane (The Touch) Carousel 2006
Street of Dreams—Stan Kenton (Daddy) Cap 1823
Tenderly—Ralph Marterie (It's All) Mer 5716
Toni's Tarantella—Nicola Paone (The Popcorn) V 20-4279
Touch of Your Lips—Al Jellane (Stay Close) Carousel 2006
Twilight Till Dawn—Fred Darian (No Time) Lariat 1051
Undecided—Ray Anthony (Just a) Cap 1824
Ups an' Downs—Satisfiers (Why) Dubonnet 4025
When—Les Baxter (If You've) Cap 1818
Why?—Bill Harrington (Ups an') Dubonnet 4025
You're O. K. for T. V.—Nat (King) Cole (I Still) Cap 1815

CLASSICAL

- Rossini: Stabat Mater Album—Paul Schoeffler-Anton Dermota-Vienna State Opera Ork-Jonathan Sternberg, cond. (1-12'') Oceanic (33) OCS-24
Saint Saens: Cello Concerto in A Minor (Op. 33) Album—Maurice Gendron-Vienna State Opera Ork-Jonathan Sternberg, cond. (Haydn: Cello Concerto) (1-12'') Oceanic (33) OCS-23

- Sousa: Stars and Stripes Forever—V. Horowitz (Brahms: Waltz) V (45) 49-3424
Richard Strauss: Don Juan Album—Arturo Toscanini-NBC Symphony Ork (1-12'') (Wagner: Die Gotterdammerung) V (33) LM-1157
Set Svanholm: Famous Wagnerian Tenor Arias Album—RCA Victor Ork-Frieder Weissmann, cond. (1-12'') V (33) LM-1155
Gladys Swarthout Sings French Operatic Arias and Songs of the Auvergne Album—RCA Victor-Jean Paul Morel, cond. (1-12'') V (33) LM-1156
Tchaikovsky: Swan Lake—Stokowski & Ork (Chopin: Les Sylphides) V (45) 49-3368
Verdi: La Traviata Album—Licia Albanese-Jan Peerce-Robert Merrill-NBC Symphony Ork-Arturo Toscanini, cond. (2-12'') V (33) LM-6003
Vivaldi: Juditha Triumphans Album (3-12'')—Symphony Ork of Scuola Veneziana-Angelo Ephrikian, cond. (3-12'') Period (33) SPLP 533
Wagner: Die Gotterdammerung and Siegfried's Rhine Journey Album—NBC Symphony Ork-Arturo Toscanini (Strauss: Don Juan) (1-12'') V (33) LM-1157
Wagner: Tristan und Isolde Album—Kirsten Flagstad-Elizabeth Hogen-Philharmonia Ork-Issay Dobrowen, cond. (1-12'') V (33) LM-1151

RELIGIOUS

- Blessed Assurance Album—Sister Rosetta Tharpe (1-10'') Dec (33) DI-5354; Blessed Assurance; Amazing Grace; Rock of Ages; Let the Lower Lights Be Burning; In the Garden; There's a Fountain Filled With Blood; Throw Out the Life Line; What a Friend We Have in Jesus
Four Books in the Bible—Carl Story (If You) Mer 6359
If You Don't Love Your Neighbor—Carl Story (Four Books) Mer 6359

LATIN AMERICAN

- Rumba with Pancho Album—(1-10'') Dec (33) DL-5346; Gumboogie; Bien Bien Bien; Dark Eyes; Green Eyes; Frenesi; Down Argentina Way; Minnie from Trinidad; LaVeada
Sha-Wan-Ga Mambo—Noro Morales (Up and Down) Dec 27766
Up and Down Mambo—Noro Morales (Sha-Wan) Dec 27766

HOT JAZZ

- I've Got You Under My Skin—Terry Gibbs (Serenade in) Savoy 818
Later for the Happenin'—Illinois Jacquet (Speedliner) Mer 8951
Moonglow—Muggsy Spanier (Sunday) Mer 5717
Serenade in Blue—Terry Gibbs Sextet (I've Got) Savoy 818
Speedliner—Illinois Jacquet (Later for) Mer 8951
Sunday—Muggsy Spanier (Moonglow) Mer 5717

CHILDREN

- Little Engine That Could—Burl Ives (Old Witch) Col MJV 113
Old Witch, Old Witch—Burl Ives (The Little) Col MJV 113

London Dispatch

By LEIGH VANCE

Continued from page 2
the film is shelved owing to distribution contract troubles.

4-F's Got Gravy, G's Quickly Forgotten . . .

The position of actors of Leslie's age, type and experience is generally about the same. While they were serving in the war, the 4-F's and misfits gathered experience and built themselves reputations which helped them weather that first wave of patriotic fervor which clamored to see the ex-serviceman on stage.

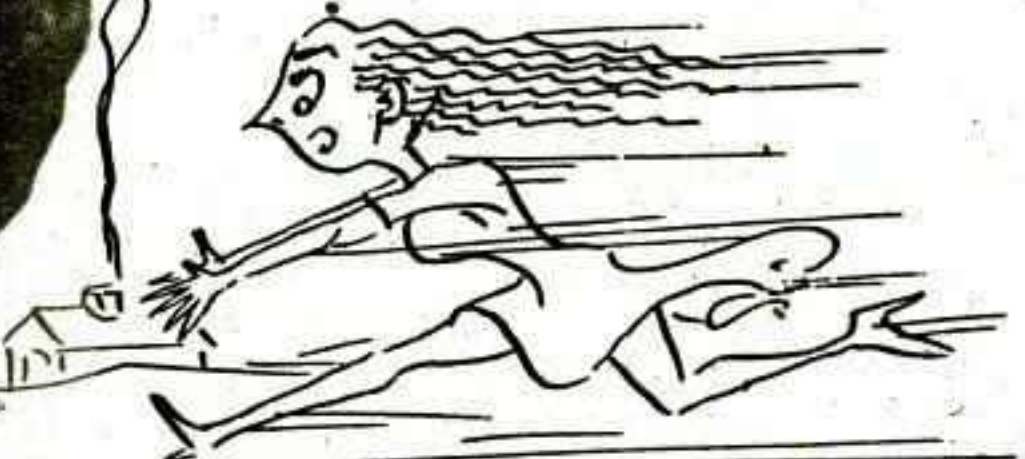
By the time Leslie had finished his dramatic school training, managers and agents were too busy playing safe with names who could at least boast a few years' experience to try out the newcomers. There were some attempts to build new names. Those actors lucky enough to get taken up by the film companies found themselves boosted to stardom. But with the collapse of Britain's film finances these fledgling stars were thrown out into the theater where (with no more stage experience than the Leslies) they were able to capture the fatter parts on their film reputations.

That, you may say, is rough luck. It is also bad business. Until managers here learn to look further than the end of the bar for new talent, legit won't be getting the lifesblood it needs.

King Records Inc. logo and text: best sellers, DE SUXE, Federal Records, Top Selling Artists, THE DOMINOES, LUCKY MILLINDER, WYNONIE HARRIS, ROY BROWN, EDDIE SMITH AND THE CHIEF, MOON MULLICAN, BOB NEWMAN, HAWKSHAW HAWKINS, COWBOY COPAS, KAY ARMEN, LARRY FOTINE, ELLIOT LAWRENCE, distributors, King Records Inc.



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SARAH VAUGHN

Singing . . .

"I RAN ALL THE WAY HOME"

coupled with "JUST A MOMENT MORE"

COLUMBIA 39576-(4-39576)

COLUMBIA RECORDS

FOR MUSIC THAT SENDS 'EM—TO YOU!





# THE BILLBOARD Music Popularity Charts

## • The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

**I CAN'T HELP IT**  
THERE'S ALWAYS ROOM AT OUR HOUSE..... Guy Mitchell-Mitch Miller Ork...  
Columbia 39595

"Help It" is a touching ballad performance of a standout torch tune written and recorded originally by Hank Williams. As with any great tune, it is as much pop as country, and Mitchell sells it sincerely to a simple arrangement. "House" is the French horn side, a rousing, folksy affair which figures to continue in the line of the Mitchell-Miller excitement numbers.

**NEVER**..... Dennis Day.....  
RCA Victor 20-4285

This is a sound-track recording from the forthcoming 20th Century-Fox film, "Golden Girl," and Day outdoes himself in a belting performance of this big ballad, with outsized studio backing to enhance.

**JUST ONE MORE CHANCE**  
**JAZZ ME BLUES**..... Les Paul-Mary Ford.....  
Capitol 1825

"Chance" is Miss Ford's side—a reasonably straight and very sincere performance of the ballad standard, which the done in the usual multiple-dub style, is nevertheless not gimmicky in feeling. "Jazz" is a Paul many-guitars instrumental, and figures to get play.

**BEYOND THE BLUE HORIZON**..... Hugo Winterhalter Ork.....  
RCA Victor 20-4288

A very exciting, up-tempo treatment of the oldie, with woodwinds, brass, rhythm and no strings, plus chorus, this is a real ear-catcher, and augurs to get a big launching from the deejays.

## • 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. TWENTY-THREE STARLETS.....Merv Griffin-Hugo Winterhalter Ork.....  
Victor 20-4270
2. BOOGIE-WOOGIE MARCH.....Buddy Morrow Ork.....  
Victor 20-4272
3. OLD SOFT SHOE.....Tony Martin-Dinah Shore.....  
Victor 20-4268
4. WITH ALL MY HEART AND SOUL.....Perry Como.....  
Victor 20-4269
5. GAMBELLA.....Jo Stafford-Frankie Laine.....  
Columbia 39570

## • 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. HEY, GOOD LOOKIN'.....Frankie Laine-Jo Stafford.....  
Columbia 39570
2. ROLLIN' STONE.....Perry Como.....  
Victor 20-4269
3. WITH ALL MY HEART AND SOUL.....Perry Como.....  
Victor 20-4269
4. GAMBELLA.....Frankie Laine-Jo Stafford.....  
Columbia 39570
5. BELA BIMBA.....Patrice Munsel.....  
Victor 20-4255

## • 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. SENTIMENTAL JOURNEY.....Ames Brothers-Les Brown Ork...  
Coral 60566
2. SOLITAIRE.....Tony Bennett-Percy Faith Ork.....  
Columbia 39555
3. BLUE VELVET.....Tony Bennett-Percy Faith Ork.....  
Columbia 39555
4. HEY, GOOD LOOKIN'.....Jo Stafford-Frankie Laine.....  
Columbia 39570
5. I WISH I WUZ.....Rosemary Clooney.....  
Columbia 39536

## • The Country and Western Disk Jockeys Pick

PICKS that appeared for three consecutive weeks or three times within a six-week period will be repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

1. SOMEBODY'S BEEN BEATING MY TIME.....Eddy Arnold.....  
Victor (45) 47-4273
2. HEART STRING.....Eddy Arnold.....  
Victor (45) 47-4273
3. HUMMING BIRD.....Johnnie and Jack.....  
Victor 20-4251
4. ME AND MY BROKEN HEART.....Carl Smith.....  
Columbia 20862
5. LET YOUR CONSCIENCE BE YOUR GUIDE.....Johnnie and Jack.....  
Victor 20-4251

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**TOMMY TUCKER**  
and his Orchestra

LITTLE BOY  
I'M FROM TEXAS

78 RPM—MGM 11067  
45 RPM—MGM K11067



**ART LUND**

HANGIN' AROUND WITH YOU  
JUST CALL ME TEX

78 RPM—MGM 11075  
45 RPM—MGM K11075



**ART MOONEY**  
and his Orchestra

THE TINKLE SONG  
DADDY

78 RPM—MGM 11072  
45 RPM—MGM K11072



**MONICA LEWIS**

LA BOTA  
A KISS TO BUILD A DREAM ON

78 RPM—MGM 11061  
45 RPM—MGM K11061



**BILL HAYES**

NEVER  
I LOVE YOU, I LOVE YOU, I LOVE YOU

78 RPM—MGM 11064  
45 RPM—MGM K11064



**TEX BENEKE**

UNFORGETTABLE  
ONE OF THESE DAYS ONE OF YOUR  
DREAMS IS BOUND TO COME TRUE

78 RPM—MGM 11060 • 45 RPM—MGM K11060

## RED HOT

- |                        |                         |                   |
|------------------------|-------------------------|-------------------|
| BILLY ECKSTINE         | ENCHANTED LAND          | 78 RPM—MGM 11028  |
| FRANK PETTY TRIO       | I'VE GOT MY MIND ON YOU | 45 RPM—MGM K11028 |
| TOMMY EDWARDS          | DOWN YONDER             | 78 RPM—MGM 11057  |
| BILL FARRELL           | PRECIOUS                | 45 RPM—MGM K11057 |
| BILLY WILLIAMS QUARTET | IT'S ALL IN THE GAME    | 78 RPM—MGM 11035  |
| DAVID ROSE             | ALL OVER AGAIN          | 45 RPM—MGM K11035 |
| and his Orchestra      | BLUE VELVET             | 78 RPM—MGM 11062  |
| ROBERT Q. LEWIS        | BE MINE TONIGHT         | 45 RPM—MGM K11062 |
| HANK WILLIAMS          | (It's No) SIN           | 78 RPM—MGM 11066  |
| JOHNNY DESMOND         | IT'S OVER               | 45 RPM—MGM K11066 |
|                        | TENDERLY                | 78 RPM—MGM 30384  |
|                        | THE FLYING HORSE        | 45 RPM—MGM K30384 |
|                        | WHERE'S-A YOUR HOUSE    | 78 RPM—MGM 11056  |
|                        | THERE SHE GOES          | 45 RPM—MGM K11056 |
|                        | LONESOME WHISTLE        | 78 RPM—MGM 11054  |
|                        | CRAZY HEART             | 45 RPM—MGM K11054 |
|                        | I WANT TO BE NEAR YOU   | 78 RPM—MGM 11027  |
|                        | I WILL NEVER CHANGE     | 45 RPM—MGM K11027 |

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## THE BILLBOARD Music Popularity Charts

### Record Reviews

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

**How Ratings Are Determined** Records are rated four ways: (1) over-all; (2) as to their value for disk jockeys; (3) for retailers, and (4) for operators. Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. N. S. indicates record is not suitable for a specific usage.

**The Categories** Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; interpretations, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv't's—promotion firm, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
<b>DENNIS DAY (Lionel Newman Ork)</b>		
<b>Never</b>		89--90--88--88
VICTOR 20-4285—This is a soundtrack recording from Day's coming "Golden Girl" flicker. Day has never made a better record. Song's a strong ballad and Day's bravura warble of it to a big background could make this a top-selling item.		
<b>California Moon</b>		81--83--80--80
(Henri Rene Ork) Day is hardly the same guy on this quite appealing schmaltzer. He sells quite competently, tho, with Rene providing the pretty orking. Song's from the same flick.		
<b>TONY BENNETT (Percy Faith Ork)</b>		
<b>Blue Velvet</b>		88--88--88--88
COLUMBIA 39555—The hottest lad on wax at the moment could keep his hit streak intact with this croon of a very pretty new ballad. Faith supports beautifully with a fine mood-setting backdrop.		
<b>Solitaire</b>		85--85--85--85
Bennett does another straightforward warble on a handsome new ballad with a fresh lyric idea. If the song catches, it could make another winner for Bennett.		
<b>LES PAUL &amp; MARY FORD</b>		
<b>Just One More Chance</b>		87--87--86--88
CAPITOL 1825—This is Miss Ford's record—the great oldie is done as a slow, comparatively straight vocal, with dub-backs of her voice and Paul's guitar, but the tricks and flash are at a minimum. Result is a very compelling torch side that could hit on sheer sentiment.		
<b>Jazz Me Blues</b>		85--85--84--86
LES PAUL The Dixie standard is done as a multiple-guitar instrumental, and stands up as a worthy successor to "Josephine," "Nota," et. al.		
<b>RONNIE GILBERT (Vic Schoen Ork)</b>		
<b>Calla Calla</b>		85--86--85--85
DECCA 27799—Miss Gilbert, the femme from The Weavers, debuts as a single of promise with a reusing coverage on the clever anglicized version of a traditional Jewish marriage air. If tune catches big, this version will get its chunk out of the Vic Damone exclusive.		
<b>Bela Bimba</b>		85--86--85--85
Another top-notch coverage effort by Miss Gilbert on an infectious ditty introduced by Patrice Munsel. Schoen's orking is superb, as is the recording sound. Could help kick over the song. Miss Gilbert could be an important, solo artist.		
<b>MARGARET WHITING-JIMMY WAKELY</b>		
<b>I Don't Want To Be Free</b>		85--85--85--85
CAPITOL 1816—The Whiting-Wakely team turn in a stand-out performance on a country-grounded ditty which Wakely had a hand in writing.		
<b>Let's Live a Little</b>		87--87--87--87
The pop market should go big for this duetting of the country and Western click. The pair get off a truly superior performance.		
<b>JAN AUGUST</b>		
<b>Oriental Blues</b>		85--87--84--87
MERCURY 5725—Right in the groove of the click piano disks, this August waxing sounds like a winner. August's tinkling, tympani sounds and gimmicks add up to an infectious item.		
<b>San Antonio Rose</b>		80--82--79--82
Quick and competent coverage on the Western being revived via the Dot label's disk. If the tune gets started again this should get action.		
<b>BILLY ECKSTINE (Hugo Winterhalter Ork)</b>		
<b>Out in the Cold Again</b>		85--85--85--84
MGM 11073—Billy wraps up the lovely revival in his old style—one full chorus and an original tag. He sings well to the tasty Winterhalter background. Winterhalter's presence is indicative of the three-year vintage of the recording. Should do well for Billy, particularly in r&b areas.		
<b>Once</b>		84--85--84--83
With Russ Case at the helm, Eckstine runs down in big style a fine new ballad. Good song, good warble but the over-all doesn't stack up to Eckstine's par.		
<b>HUGO WINTERHALTER ORK</b>		
<b>I Never Was Loved By Anyone Else</b>		84--86--82--85
VICTOR 20-4288—Hugo's ork-chorus forces project a mighty spirit as they roll out a new 6/8 item, partly "Ramolin" Wreck of Georgia Tech" and partly "The Marine Hymn." Rousing item which could cause a stir. Fine recording technically.		
<b>Beyond the Blue Horizon</b>		87--88--87--87
This stacks up as Hugo's most likely solo wax to date. He's poured several refreshing new sounds and ideas into this revival of a strong standard. Superb recording sound could help start this one rolling big.		
<b>BLUE BARRON ORK (Johnny Goodfellow-The Blue Notes)</b>		
<b>I Want Another Chance With You</b>		83--84--82--82
MGM 11074—In a tasty mood reading, Barron's organization makes an impressive revival of a schmaltzy oldie. Goodfellow carries the solo vocal in handsome, Como-ish style. Should do well.		
<b>Paint Yourself a Rainbow</b>		73--73--72--74
The Barron crew knocks out a pleasant enough bright bouncer. Nothing special, tho.		
<b>LES BAXTER ORK (Dick Beavers)</b>		
<b>When</b>		82--83--81--82
CAPITOL 1818—The Benny Davis-Abner Silver ballad is delivered in virtuoso style by Beavers, the Baxter ork and chorus. An admirable disk.		
<b>If You've Forgotten Me</b>		79--80--78--79
Another good ballad here with the chorus and an un-named fem chanter fashioning a warm performance in the style of Stan Kenton's "Laura."		
<b>THE THREE SUNS</b>		
<b>Painting the Clouds With Sunshine</b>		80--80--79--81
VICTOR 20-4287—The Suns come up with one of their best sides in quite a while with a tidy revival of a fine oldie. They use an amplified guitar to provide a repeated riff gimmick, a la "Peg O' My Heart." Good instrumental disk.		
<b>Little Jumping Jack</b>		77--77--76--78
This catchy instrumental novelty is played and whistled with appropriate buoyancy by the threesome.		

(Continued on page 76)



# THE BILLBOARD Music Popularity Charts

## Album and LP Reviews

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

### POPULAR

**78** NORTH: A STREETCAR NAMED DESIRE—Music from the motion picture sound track ork conducted by Ray Heindorf (1-10") Cap (33) L-289

The generally excellent notices received by the flick version of Tennessee Williams' stage play adds greatly to the counter-potential of this disk containing background music from eight of the film's scenes. The music, for the most part, is in the modern in its use of dissonances, harmonics and rhythm patterns. It will sound to many like a combination of modernism, jazz and classicism. The selections use jazz instruments played with jazz feeling as well as standard symphonic instruments played with the scholarly approach. It's mood music, sad music, somewhat eerie at times, but highly listenable. As program music taken from film scores this is one of the more intriguing items. The label's promotional guns will be blasting away on this.

**74** LATIN RHYTHMS—ETHEL SMITH (1-10") Decca (33) DL-5124

Mambo Jambo; Cuban Cutie; The Green Cockatoo; Blame It on the Samba; La Bamba de Vera Cruz; Tic-Toc Rhumba; The Samba Polka; Catana. Accompanied by a fine South American rhythm section, Miss Smith knocks out some choice rumba, samba, bolero, etc., on the Hammond organ. She has a good working knowledge of these tropical dance modes, and works out neat, if stylized, arrangements for the organ. It is not our contention that the hip mambo fans will take to this album, but rather a generous cross section of pop music fans who learn their L-A rhythms via MGM musicals. The gamut of organ tonalities and the flexibility of the Hammond in particular, afford a pleasing variation in sound and beat under Miss Smith's expert ministrations. Danceable and listenable material here, in sum.

**72** MOONLIGHT ON THE CAMPUS—Elliott Lawrence Ork (1-10") Decca (33) DL-5353

Moonlight on the Campus; It's Dark on Observatory Hill; The Whiffenpoof Song; Little Fraternity Pip; Down the Old Ox Road; Flirtation Walk; The Beer That I Left on the Bar; The Halls of Ivy. Timed for the opening of the school season, this package of dance tunes should find a fairly good sale in many a college town. The Lawrence band has played dates at enough schools to have built a disk following for this type of fox-trot package, aimed at the campus dance set. Tunes are all familiar. Two, "Whiffenpoof" and "Flirtation" are instrumentals; two more, "Ivy" and "Beer" are sung by male choruses. Rosalind Patton handles the rest with finesse. Jocks could use these from now till spring.

**70** VIENNESE WALTZES OLD AND NEW—Macklin Marrow and the MGM Orchestra (1-10") MGM (33) E-94

Lehar: Gold and Silver Waltz; Godowsky: Alt Wien; Strauss: Emperor Waltz, Fledermaus Waltzes; Waldteufel: Skaters Waltz; Kreisler: Liebesleid; Lanner: Heartstrings Waltz, The Romantic Waltz. This, the third pop concert package conducted by Macklin Marrow for the MGM label, should do about as well as the first two sets. There is nothing outstanding either in the music or performances. Tunes are familiar; perhaps, overly familiar. The performance is good, but routine. Yet the combination of a lush ork and familiar waltz music should, in itself, make this good catalog material.

**70** HARK! THE YEARS—Frederic March, Narrator. Produced by G. Robert Vincent and Walter Rivers. Written by Irve Tunic (1-12") Capital (33) S-282

This, the latest attempt to repeat the success of "I Can Hear It Now," misses the mark as did others. Strictly speaking, this is not quite the same matter as "I Can Hear It Now," which utilized, acted and narrated history. "Hark!" uses with a minor exception, only on-the-spot recordings of the actual events. However, its historical authenticity does not endow it with high listenability or sustained interest. It is simply the sum of its parts, a potpourri of recorded history the innumerable separate snatches presented to chronological sequence. Frederic March's narration doesn't weld things together. It does give one pause to hear the bugle that blew at Balaclava, Bryan making the closing lines of his Cross of Gold Speech, and other animations from our history books, but the bemusement passes soon.

**55** BLIND BLAKE (5-10") Art (78) AL-3

J. P. Morgan; Jones (Oh, Jones); Yes, Yes, Yes; Pretty Boy; Run Come See; Love, Love Alone; Lord Got Tomatoes; Pigeon; Watermelon Spoilin' on the Vine; Never Interfere With Man and Wife. This is an offbeat item spotting a collection of songs of the Bahamas. These ditties are calypso in nature, tho they are not quite as free in style nor are they as improvisational in character as are calypso. Several of the songs actually fall into a blues pattern to conventional beats. Blind Blake is a street troubadour, who has accumulated something of a cult among the tourists who trek to the Royal Victoria Hotel in Nassau in the Bahams. He sings all of the selections in this package in quite a charming clipped English and is supported by a rhythm quartet which also serves as vocal ensemble where necessary. Ditties vary in types but generally are humorous while stating a moral. Folk collectors and some of those who actually heard Blake in his home haunts will provide the biggest market for this set.

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# Tunes Create Headaches

Continued from page 14

noyance and expensive delay and long-range negotiation.

### One Example

One such tune, which must remain anonymous because negotiations are currently in process of being closed, is based in part on a European melody, the writer of which is still alive. The publisher with title to the original copyright was willing to facilitate a deal clearing the tune for broadcast and sale in Canada, but there was protracted delay and difficulty in getting the writer's okay.

Only after the tune has been out for several months, is the Canadian situation now being cleared—by means of the original publisher getting the Canadian copyright.

The tune might have fared much better—and it still has earmarks of success—had these matters been cleared up before it came out.

Some recent hit tunes which suffered from similar complications include "There's No Tomorrow," "Tell Me You Love Me," "You're Breaking My Heart," "Bring Back The Thrill," and others.

### More Snafues

George Paxton, publisher of "There's No Tomorrow," had to pay the Italian publisher of "O Sole Mio," from which the tune was taken, a hefty 5 per cent of American coin to publish outside the United States.

Sammy Kaye, who published "Tell Me You Love Me," based on "Vesti La Guibba," was not allowed by the original publisher of "Pagliacci" to perform the tune in Europe or Canada, the latter restriction resulting in the loss of network shots here. Bobby Mellin had to give the Italian publishers of "La Mattinata," from which "You're Breaking My Heart" was taken, such a strong foreign deal that his foreign earnings have been nil.

"Bring Back The Thrill" has still not been released abroad because the original European publisher of the tune from which it was adapted has been holding out for a deal involving a heavy share of American earnings, and Maypole Music, publishers of "Thrill," have preferred not to publish it abroad on such a basis.

## MGM Records

Continued from page 14

This is one of the few times diskery has had so many artists in town at one time.

Musicals in the works are "Singing in the Rain," "Belle of New York," "Skirts Ahoy," "Lovely to Look At" and "The Merry Widow." Latter quintet soundtracking may also be retitled as single platters.

MGM's Frank Walker will visit the local office the end of the month for a two-week huddle with Kaye.

## Haynes Preps

Continued from page 14

tional 50, included in Miller medlies, were also not waxed by the batoner. Stations will be offered the package on a minimum 13-week sked, running transcriptions at least three times weekly. Haynes acquired the rights to the acetates from the Miller estate and has tagged the shows, "Glenn Miller's Moonlight Serenade."

Del Sharbutt handles the intros along with Miller himself. The dubs feature the original Miller ork, Marion Hutton, Ray Eberle and the Modernaires.

Series affords a large group of persons the opportunity of hearing the late maestro for the first time—teen-agers whose knowledge of the Miller styling was fathered by disk jockeys following the orkster's death. Collectors specializing in Miller etchings will be able to tape the air segs and so further their collections.

Haynes, in addition to peddling the transcriptions, continues his personal managing of Vido Musso, Buzz Adlam and others.

## Pact J. Green

Continued from page 14

Records. Green, at one time a band leader and a radio house conductor, hasn't appeared on records with full artist's billing in a decade. He has records in the Decca catalog. His first coupling for MGM, already sliced, will feature a pair of his own songs, both oldies: "Hello, My Lover, Goodbye" and "Easy Come, Easy Go." Green, incidentally, is an accomplished pianist as well as conductor-arranger.

## ASCAP-ers See

Continued from page 13

members, highest the membership has ever been.

Society royalty earnings were upped this year by the tele net contributions which turned over close to \$2,000,000. No new disbursement plan has been worked out for presentation to the government. Society's directors' meet is sked for early next month in New York.

NEW YORK, Oct. 6. — The third quarter melon of the American Society of Composers, Authors and Publishers was estimated this week as close to \$3 million—slightly above the \$2,750,000 figure of the second quarter.

Checks for the writer membership of the society were scheduled to be mailed today. Pubbers' checks are to go out next week.

## Thompson Ork

Continued from page 13

ers had no chance of making up the loss.

Now, with Thompson buying a package of dates, he can afford to take a slight loss or break even, inasmuch as he is bound to come out in the black on an over-all picture.

General Artists' Corporation is routing their bands that work the Palladium thru the Northwest. Ray Anthony this week (2) got under way a junket at Santa Maria, Calif., which frames a two-weeker at the Thunderbird in Las Vegas. GAC will also send Ralph Flanagan thru the territory at the conclusion of his upcoming Palladium stand. Bands previously were hesitant about working Los Angeles area, as there was little else they could do once out here. Associated Booking Corporation has experienced lush Northwest bookings with Lionel Hampton and Les Brown.

## Mercury Preps

Continued from page 13

artists during the past six months, such as Doris Drew, Bob Connally, Skip Farrel, Jack Fulton and Buddy Charles, in addition to such vet Merc names as Howard and Hill, who spend the bulk of their time in this area. Schreier is the arranger of the Howard version of "Sin."

Veteran Chi music contactman, Benny Miller, currently on the West Coast, will replace Irwin Berke as professional manager of Merc's new Argyle Music, a recent BMI affiliate, November 1. Berke left Merc last week, with Talmadge handling the reins until Miller arrives.

## Wigler Pubber

Continued from page 13

ment associate of Nat Cole, Illinois Jacquet and others.

One of Pollmoor's first tunes is "Merry Christmas Everywhere," written and recorded on Mercury by Frankie Laine. The disk, released for last Christmas, has been re-listed for this season, and Wigler is re-focusing attention on the tune via tie-ups with "Care" and "Voice of America."

Negotiations are under way for a Broadcast Music, Inc. affiliation. Wigler is also re-activating Ford Music, in which he was once associated with Eli Oberstein.

## What's Mantovani's 1st Name—London Contest

NEW YORK, Oct. 6. — London Records is staging a special contest involving English orkster Mantovani, key jocks and their listeners. The hoop-la is part of the diskery's special promotion of the Mantovani instrumental disking of "Charmaine."

The contest asks listeners to send in the first name of Mantovani—billed on disks under his family moniker only. Listeners able to submit the correct name receive one of the Mantovani LP albums issued by London.

## Fischer Issues Singing Book By Jo Stafford

NEW YORK, Oct. 6.—Thrush Jo Stafford's book, "Easy Lessons in Singing," has been published by Carl Fischer. Deems Taylor wrote the foreword, and Fred Heider, American Broadcasting Company writer-producer, assisted in compilation of the tome. The book deals with correct voice ranges, group singing, pitch, phrasing, mike technique, etc.

## On the Stand

### Sonny Burke

(Reviewed at Palladium, Hollywood, October 3)

Records: Decca. Key playdates, Pacific Square Ballroom, San Diego, Calif. Personal manager, Tom Mack. Booked by Music Corporation of America. Press: Red Doff. Feature billings, Pete Candoli, trumpet; Clint Neagley, Hugo Loewenstern, alto sax; Don Raffell, tenor sax; Tommy Romero, drums; Johnny Mandragon, bass; Laurindo Almeida, guitar; Joe Guerrero, Ivan Lopes, bongos; Jo Ann Greer, Don Burke, the Cheerleaders (5), vocals; Sonny Burke, piano.

Trumpets: Pete Candoli, Carlton McBeath, Mickey Mangano, Ollie Mitchell. Trombones: Paul Tanner, Ray Heath, Johnny Halliburton, Jimmy Priddy. Reeds: Clint Neagley, Hugo Loewenstern, Don Raffell, Hammond Russum, Bob Lawson. Rhythm: Tommy Romero, drums; Johnny Mandragon, bass; Laurindo Almeida, guitar; Joe Guerrero, Ivan Lopes, bongos; Sonny Burke, piano. Arrangers: Burke, Nelson Riddle. Vocals: Jo Ann Greer, Don Burke, Cheerleaders (Ray Bailey, Dale Young, Tom Roddy, Willi Thomas, Niki Stevens). Leader: Sonny Burke.

Sonny Burke, well known in the trade as a pianist, composer and arranger, took the lid off his new band October 2. Burke has one of the finest collections of musicians man for man, in what may be termed "a musician's band." Several changes are in order to make this a commercial outfit. However, as Burke may not travel, he could get by. A slow start, attendance-wise, points up the fact that the Burke name may not be a strong draw with the man on the street. Band has no distinguishing quality, but this, too, is something the maestro can work out.

Burke is concentrating on jump arrangements and more than enough on vocals. Latter is due to Burke's numerous disk sessions, arrangements of which comprise the bulk of his book (85 numbers). Brass predominates in a Kenton-like manner with parts for a fifth trumpet being cleffed. On the ballads played, results are tops. Burke's varied chord changes on such songs as "Sidewalk Shufflers" displays the orkster's clever talents.

In the vocal department there are no worries. The Cheerleaders (three guys, two gals) handle more than half the vocals in excellent fashion. Pretty Jo Ann Greer and Don Burke show they can belt out both ballads and up tunes.

Ork's book needs more medlies and some additional pop tunes to satisfy the younger set. At present band has plenty standards and Latin selections. Insertion of more sweet tunes would also enhance ork's commercial chances. Tho Burke plays an occasional piano, he should do more. As it stands now, Burke isn't too much at ease fronting the large ork (18) and tickling the ivories might be just the thing to hype the band's presentation.

Arrangements of "Mulholland Drive," "September Song" and especially Jo Ann Greer's version of "Tennessee Blues" are on the solid side. Failure of Burke to draw during the week might be laid to lack of promotion or the fact that Burke's musical exploits never broke thru the trade circle. At any rate, the band shows much promise and is a credit to Burke. Joe Bleeden.

## Organize New TV Tune Unit

NEW YORK, Oct. 6.—Steve Krantz and Stephen White, the boys who wrote Broadcast Music, Inc.'s new TV Sketch Book (a compilation of production ideas for the presentation of songs on TV), are setting up their own TV song production outfit. New firm will furnish exclusive production scripts (complete with special lyrics and gimmicks) to agencies, program men and song pluggers in search of a new way to freshen up a current pop hit on TV.

Partners will continue in present posts at WNBC and WNBT here; White as radio producer-director, and Krantz as TV writer-producer. Both are ex-WNEW staffers, having had extensive training in musical programming at the indie.

## U-1 Stock to Decca

Continued from page 13

management of the film company would not be affected.

Decca top brass to date have refused to confirm that negotiations have been underway. U-I film execs stated that the film company could give no official statement inasmuch as the negotiations were being conducted by "individuals" and aimed at a transfer of stock owned by individuals. U-I spokesman added, however, "that anyone could assume the confabs are underway."

Should Decca acquire the holdings, for which a bid of \$2,000,000 is reported to have been made, the stock, together with shares reported already held by Decca prexy Milton Rackmil, would make the diskery the largest holder of Universal stock.

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## Opening of TV Link Aids Coast Niteries

Early Look at Tele Followed by Trips To Clubs; Biz at Most Spots Up 10-20%

HOLLYWOOD, Oct. 6.—Opening of the tele relay link joining the Coasts has hyped nitery biz. Shows previously shown here in mid-evening now come across at the dinner hour with the result that local cafes are jumping. Ops expect to do a fall trade even greater than their fine summer. A Billboard survey of the chief clubs shows business to be up 10 to 20 per cent over the summer. Last quarter of the year looms as lucrative for owners, with a flock of names slated to work this area.

The Strip continues to be the entertainment mecca with Ciro's, Mocambo and Cafe Gala pulling 'em in. Ciro's Herman D. Hover said that this year has been almost 20 per cent better than any other year. Spot maintains its name policy, currently featuring

Lisa Kirk, Lili St. Cyr and the Nicholas Brothers take over Friday (12) with Dean Martin and Jerry Lewis, Guy Mitchell, Ames Brothers and Kay Thompson slated to work later this year. Mocambo, too, reports increased patronage. Club's Sunday amateur nights have done well. Spot did okay with Ella Logan, Beverly Hudson and now with Gallagher and Long. Gala, one of the smaller niteries, is established as a top intimate nitery, catering to both the man on the street and celeb crowd. Bobby Short, Bobby Troup, Robert Clary, Portia Nelson, Odette Myrtil and Felice Shaw all filled the till for Owner Jim Dolan.

### All See Big Season

Cocoanut Grove and the Biltmore Bowl, with a more regular and tourist following, join their Strip brethren in prognosticating sock fall business. Grove's Tuesday Hawaiian night gimmick along with the Biltmore's new fem line provide the niteries with drawing power.

Major night spots in the San Fernando Valley, Charley Foy's and Larry Potter's, are holding up. Clubs expect to blossom when the Valley-to-Los Angeles super freeway is completed, thus alleviating the transportation bottleneck. Richi Brothers and Lucille wind up this week at Potter's after nine successful weeks. Cafe follows with Joe Cappo, Florence Hin Low and the Four Nightingales. Foy's, by keeping up its nostalgic atmosphere, is a steady place for old-timers and tradesters. Recent yock bill of Noonan and Marshall and Bedell and Mattson had the ropes up most of the time.

Most consistent of all niteries are the two jazz hangouts, Oasis and Tiffany Club. Oasis recently revealed its tentative fall booking and announced a radio-tele program from the club (The Billboard, October 6), pointing up the fact that this bistro will be spending money. Tiffany attendance averages 3,000 weekly with admission varying from 60 cents to \$1.50, depending on marquee strength. Biz here is up more than 10 per cent. Almost all blues attractions available on the Coast work either of these clubs, e.g., Lionel Hampton, King Cole, Count Basie, Duke Ellington, Dorothy Donegan, Billy Williams Quartet, Stan Kenton, June Christy, Louis Armstrong, Vido Musso and Ella Mae Morse.

### Small Ops Get Biz

Small cafes—Band Box, Bar of Music and Zamboanga—do particularly sock business during the week. Top local burly club, Strip City, turns them away consistently, as does the Colony Club in Gardena. Other stripperies—Manchester Club, York Club and El Rancho—are also in the black.

With the downward trend of Dixieland music, cocktail lounges formerly featuring Dixie have switched to jazz combos. Joe Cozzo and his Three Dimensions bowed this week (5) at the Haig. Dave Brubeck foursome is at the Surf Club and Mel Henke continues at the Encore. The Hangover is working with a group

## IS JUDY AN "ACT OF GOD"?

NEW YORK, Oct. 6.—When is it an act of God and when isn't it? That was the problem that had the RKO theaters and American Guild of Variety Artists huddling last week. RKO wanted a clause freeing it from all obligations from other acts set for the Palace theater on the Judy Garland show in the event Miss Garland was unable to appear.

To back its stand, RKO cited the "Act of God" clause. AGVA refused to go for it. It demanded acts be bought on a straight contract, pay or play basis, whether Miss Garland appeared or not.

Before sitting down for final talks, AGVA topper Henry Dunn demanded \$215 for Kay Medford, who had been booked some months ago but was canceled out. Sol Schwartz, RKO theaters head, paid. Later he agreed to issue play-or-pay papers to all acts booked on the Garland show.

## Hamid-Morton Circus to Be AGVA Picketed

NEW YORK, Oct. 6.—A mass picket line will be placed around the Hamid-Morton Circus, in Philadelphia, Sunday (7), according to the American Guild of Variety Artists, because George Hamid has refused to negotiate a minimum basic agreement with the union.

AGVA reps have been talking with Hamid for many months in an effort to get him to sign, but has refused, said AGVA. A few weeks ago an AGVA rep threatened to pull one of Hamid's shows if he didn't comply. Hamid, according to AGVA, dared them to do their worst.

In the meantime, the Steel Pier, one of Hamid's enterprises, has been placed on the AGVA national unfair list.

## McConkey Peddling "Dagwood" Family

HOLLYWOOD, Oct. 6.—Arthur (Dagwood) Lake, his wife, Pat, and their two children have inked a three-year p.a. pact with McConkey Artists Corporation. Four some will work expositions, fairs, private gatherings, aiming at family trade. MAC is peddling the act on the Coast for \$7,000-\$10,000 weekly, and in the East for \$15,000.

Initial date by MAC is Pacific International Exposition, Portland, Ore., October 6-13 for \$10,000. Other bookings include Bend, Ore., October 16, \$2,500; Klamath Falls, Ore., October 17, \$2,500, and Jerry Jones Rendezvous Ballroom, Salt Lake City, October 19-20, \$2,500. The Oregon dates are private affairs. A St. Louis junket is also in the works.

comprised of Ray Bauduc, Charlie Teagarden, Jess Stacy and other jazz tootlers.

## Dunn Says He Was Muscled Out of 4-A 1 Big Union Plan

Pat Somerset of Screen Actors' Guild Denies It

Continued from page 1

bring the matter to the floor under "good and welfare."

Dunn further said that, if he persisted in going ahead, Somerset would bring up a copy of "Counterattack" to show that the one-card stand was part of a new Communist line. Somerset, according to Dunn, was prepared to quote that newsletter which stated that a group of Commie AGVA'ites had met in New York recently and voted for the one-card. "What could I do?" said Dunn, "I was stymied."

Somerset, SAG's assistant executive secretary, said Dunn's statements were distortions of the truth. The SAG was opposed to the one big union.

### Somerset Statement

"We are opposed," said Somerset, "to the bringing of the one big union issue before the AFL convention in the manner in which Dunn proposed. But statements re the Communist issue and the Guild's intentions had Dunn followed his original plan are distortions of the truth and give incorrect picture. The fact is that we opposed Dunn bringing the one big union proposal on the floor of the AFL convention because it had no business there, particularly because such a proposal properly can come before the AFL national convention only by action of an AFL international, in this case the Associated Actors and Artists of America. Thus Dunn and AGVA were completely off base in trying to force this matter before the AFL convention.

"We learned of the alleged Communist front meeting angle in this matter only after repeat after we had made clear to Dunn our opposition to his proposed method of bringing the one big union issue before the AFL convention. We did not repeat not tell Dunn re alleged Communist front meeting in New York proposing the one big union in the entertainment field. He read about it himself in the "Counterattack" article issue of Septemebr 14, in the presence of several convention dele-

gates.

"Naturally we also were interested to learn during the convention that apparently a New York meeting of an alleged Communist front had apparently proposed one big entertainment union. But had we been forced to take the convention floor to answer Dunn, our main objection to Dunn's proposal would have been based on the fact that it was completely out of order. Had we referred to Communist support of the one big union proposal, we would have made clear that we did not think for one minute that Dunn was fronting for Communists but that we felt he was misled, misguided and ill-advised in bringing up this matter which had no business at the convention.

### Heller vs. Union

"Incidentally, many other delegates at the convention, including George Heller, vice-president of the Four A's, advised Dunn not repeat not to make the one big union talk he originally had planned. The Guild believes that actors can take care of their own union problems.

"There are some performers who would like to see the Screen Actors' Guild, Screen Extras' Guild and Actors' Equity Association in particular wiped out and merged into one big industrial type of union covering the entire entertainment industry. But the overwhelming majority, at least of performers in Hollywood, want nothing to do with Mr. Dunn's proposal, which far from reducing costs would mean that most performers would have to pay far more than their present modest dues."

## Miami Clover Op Plans Kayo To Competitors

MIAMI, Oct. 6.—Jack Goldman, owner-operator of the Clover Club here, back from a talent-buying spree in New York this week, announced his plans to outbid and out-promote all local competitors.

Already signed for the Clover are Frankie Laine, Spike Jones, Patti Page and Billy Gray. The Jones revue will launch Goldman's big-name parade, November 1.

Goldman also made a pitch for Lena Horne to come in at about the same time as Josephine Baker makes her return at Copa City. In addition, the op offered \$20,000 per week for Martin and Lewis who in the past have been virtually exclusive with Ned Schuyler at Copa City and the Beachcomer.

## AGVA Sets New Ice Show Scale

NEW YORK, Oct. 6.—The new scale for ice shows has been set with the contract recently negotiated by American Guild of Variety Artists with the Sonja Henie Icer, now rehearsing in San Bernardino, Calif., opening at San Francisco's Cow Palace October 16.

The new schedule will call for \$50 rehearsal pay to all chorus; \$75 per week for chorus with a guaranteed period of employment; \$100 for each chorus member who does a bit, and \$125 minimum for all principals.

## Cafe Ops Balk At Insurance Bite by AGVA

Numerous Problems Begin Growing Out Of New Policy Plan

NEW YORK, Oct. 6.—Cafe operators in Pittsburgh have virtually decided to deduct the premiums from actors' salaries with which to pay the insurance which the American Guild of Variety Artists have demanded.

Under the AGVA insurance plan cafes are to pay up to \$3 per week per person hired on a weekly basis. Club date bookers pay \$1 per man per show.

Pittsburgh ops claim that acts getting \$1,000 or more per week can well afford to pay for their own insurance. AGVA heads are already doing a burn and have threatened to take action against any ops that take such a step.

In other portions of the country performers find they have less and less jobs because of what they claim is the insurance bite. Bookers responsible for paying the \$1 per man per show are extremely reluctant to use any but singles. Result is that two, three or larger acts are being shunted aside.

In other cases, club date acts claim their insurance coverage has been deducted from their salaries with threats made that if they complain they'll "never work again."

In the meantime AGVA has scheduled meetings of representatives on a regional scale to be addressed by Victor Connors, who is the virtual head of AGVA today, to acquaint them with the insurance and get them to cooperate in the field. New York meetings with representatives from Pittsburgh, Buffalo, Boston, Philadelphia and New Jersey start today (6). West Coast meetings were held last week. And next week similar meetings will be held in Chicago.

## Road Package Gets 25 Weeks

NEW YORK, Oct. 6.—The Harry Adler package, "Leon and Eddie's Night in Manhattan" booked by Baum-Newborn, will have about 25 weeks when it starts on the road. So far the only definite date is the Thunderbird, Las Vegas, a three-weeker, starting February 21, but Frank Sennes has agreed to give it 16 weeks and additional dates are being set.

The show being sold for \$7,500, will carry these people: Larry Daniels, Francine White, Crosby Sisters, Kenny Davis, Christian and LaMonte, Myrna Bell and a Kathryn Duffy line. Adler, who is producing the show is looking for one more comic.

## Extra Added

### New York

Judy Garland was all set to hire the Winter Garden for a one-"man" show before the Palace deal started rolling. . . . Milt Deutsch is the new exclusive booker at Last Frontier, Las Vegas. . . . Grossinger's planning an international settlement. Last season it had guests from 12 foreign countries and 35 States. . . . Frank Warren's deal with MGM Records also calls for her to do three pictures for Metro, according to her manager, Barbara Belle.

Sonny King got offers for the Chez, Chicago and Arrowhead Inn, Arrowhead, Calif., as a result of his Copa date. And just before the Copa deal, he was all set to quit the biz. . . . New York cafes

doing New Year's Eve biz World Series week. . . . Max Meth ork will be the pit band at the Palace new two-a-day policy. . . . Woods and Bray closed their Wisconsin motel and going into rehearsal with their new dance act.

Peter Stoner, news editor of radio Station WLCR, Torrington, Conn., has become house manager of the Palace Theater, that city, replacing George J. Harvey, resigned.

### Hollywood

Ginger Lee Agency is off the American Guild of Variety Artists' unfair list. Outfit was on for seven months for failure to live up to guild regulations. . . . Lionel (Continued on page 42)



**Terrace Room, Hotel New Yorker, New York**  
(Thursday, October 4)

Capacity, 400. Price policy, cover charge \$1 to \$2. Shows at 7:45 and 11:45; Saturday matinee 1:15. Operator, Hotel New Yorker. Booking, non-exclusive. Publicity, Doris Vinton. Staged and directed by Dolores Palet. Estimated talent budget, \$2,500.

If anyone has any doubts about the efficacy of ice shows in the limited space available on a niter floor, Alice Farrar and Jimmy Carter, skate-adagio duo in the new Terrace Room disprove it. The pair displayed a routine that was one of the most successful of its kind to be seen. Impeccably poised from the beginning, they worked into such daring and graceful spins and lifts that the business-like crowd was unrestrained in its applause.

Sid Krofft, also on skates, put on his intricate puppet works, which included a clever strip tease, a cake walk, and one of the doll's lighting and puffing a cigarette. Krofft worked the strings as delicately as if he were playing a harp. The act looked good, but the layout being what it is, it caused many strained necks.

A cute red-head known only as Karen seemed to have the function of simply prancing around the ice and ogling ringsiders, which she did well enough. The 4-girl line went thru their simple patterns in good fashion. Theme of the show was "Round the Town," which gave Mme. Berthe a wide range for costuming, from rodeo to ballet, all in fine taste.

Music was only fair. Pat Terry emceed and sang a few pops. The p.a. system seemed to have played him dirty, because he sounded metallic. Tommy Reynolds (9) cut the show and played for dancing with vocal assist from Eleanor Russell. Adrian Rollini Trio relieved. Gene Plotnik.

**Highlight Reviews**

The week's Highlight Reviews appear on Page 3, this issue.



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**Night Club-Vaude Reviews**

**Radio City Music Hall, New York**  
(Thursday, October 4)

Capacity, 6,200. Price range, 80 cents-\$2.40. Four shows daily. House booker and senior producer, Leon Leonidoff. Show played by Raymond Paige house ork.

The new show backing, "An American in Paris," new Metro flick, starts off with a sensitive presentation based on Beethoven's life and works, bridges thru with a ballet, and ends with a Times Square night scene. Each division is well handled and expertly produced.

The Beethoven portion has performers behind a scrim enacting the composer's life, while the Raymond Paige symphony ork plays some of the better known portions of the famous "Fifth Symphony." It came off very well, but a great deal of the eye-effect is due to Raymond Paige's acrobatic conducting. Latter is as much a showman as he's a musician. In fact, if it wouldn't shock the Music Hall's sense of decorum, Paige should work in a spot. The combo of the music plus Paige's fiery leading, would be a thrilling thing to see.

The second portion was the always splendid ballet, this time high-lighting the efforts of Olga Suarez, frequently caught in night clubs, who came to notice in "Song of Norway." She was ably joined  
(Continued on page 42)

**Mocambo, Hollywood**  
(Wednesday, October 3)

Capacity, 220. Prices, \$1.50 cover. Shows at 10:30 and 1. Owner-operator, Charlie Morrison. Press, Charlotte Rogers. Estimated budget this show, \$3,500. Estimated budget last show, \$3,500.

Current bill is a sparkler. Harold Lang and Helen Gallagher, the most refreshing duo to play the spot since the Champions, provide unusual sheen with their polished song-dance routines. Packing a load of high-speed entertainment into a quarter hour, they sock home with Broadway-flavored dance creations that show originality and imagination. Youthful pair perform with zest, pulling down the house with each selection. Ringsiders favor the sailor-and-gal routine, providing a rib-tickling take-off on gob versions of the dance.

Chuy Reyes adds luster with his engaging Latin piano selections backed by his combo. "September Song" gets an ear-worthy treatment among the pop items, but Reyes Steinway is at its brightest in the south-of-the-border bracket. Group chimes in vocally on a rhythmically catching original novelty, "Take Your Girl to the Mocambo."

Eddie Oliver's competent ork provides smooth dance music and capably backs Lang and Gallagher.  
Lee Zhitto.

**Eddy's, Kansas City, Mo.**  
(Reviewed Friday, September 28)

Capacity, 225. Cover, \$1; minimum, \$1.50. Floorshows at 9:30 and 11:30 p.m. Owned and operated by Eddy Brothers, Inc. Booking, non-exclusive. Estimated budget this show, \$1,500.

The Eddy Brothers have concocted an outstanding floorshow at their downtown spot. It's a double double-header—two duo acts of unusual merit.

The hour long bill got off to a running start with several fine tap routines by George Church and Marilyn Hale, one of the classiest dance acts to hit town in a long time. Well-costumed and excellently routined, the duo was a solid hit here.

Carroll-Gorman  
As the terpsiters bowed off, breathlessly, to terrific applause, Carroll and Gorman came on, and finished with the capacity crowd yocking it up. The parodists were very funny, genially suggestive, but not objectionable.

Some of their parodies are classics. The two, in addition to their special material, did well with standard tunes. Tho the act was terrific here, it should do even better in a smaller room.

Tony DiPardo's orchestra cut a difficult show in a grand manner, and played for dancing before and after showtime.  
Phineas Rosenberg.

**Sugar Hill, New York**  
(Wednesday, October 3)

Capacity, 400. Price policy, \$2.50-\$3.50 minimum. Shows at 8:30 and 12:30 (three on Saturdays). Operator, Harry Steinman. Booking policy, non-exclusive. Publicity, Kurt Hofman. Estimated talent budget this show, \$6,500.

The old China Doll went thru a metamorphosis and has gone Harlem with a bang. The stage has been raised; the old dragons have been junked; new lights added and a show, "Smart Affairs of 1952," produced, written and staged by Larry Steele, using a cast of 27 has come in to turn the joint upside down.

The all-Negro show has much to recommend it; it has noise, fire, excitement and some notable talent. What it lacks is speed and what it has too much of is an over-verbose emcee and inadequate spotting of acts for best results.

The production numbers with 12 gals are exciting to watch. The kids work with a verve and enthusiasm that is infectious. The fact that they're flashily costumed doesn't detract from their sight-appeal. After a sizzling opener the Jimmy Tyler ork took over (Tyler on tenor sax) for a torrid band number that started temperatures rising.

**"Drum Rhythm"**

Then there were the Fountaine Brothers, a couple of good looking kids who can dance well in any company. Also there were the Congaroes, a mixed-four J-bug act cavorted and screamed and generally raised enough steam to keep anything going. The topper was "The Rhythm of the Drums." The lyrics were dull and the basic music was ballad in tempo. But what made it the hit of the two and a half hour show, was the production that went with it. While Steele chanted the lyrics, a gal writhed thru a sensual series of movements. This segued into a blazing drum number, with the line in barbaric costumes while another gal and a boy went thru what amounted to almost an orgy. Ten minutes of double skin beats plus the raw elementals of a frenetic-boy chases-girl scene is bound to raise anybody's temperature. After all a man "ain't made of wood!"

A Charleston challenge number which followed was mildly in-  
(Continued on page 42)

**Oriental, Chicago**  
(Thursday, October 4)

Capacity, 3,200. Price policy, 50 to 98 cents daily. Five shows daily. House booker, Charley Horan. Show played by Sherman Hayes' house band.

Current two-weeker is an economy budget revue that plays as well or better than some of its contemporaries which cost three times as much. Tho the Kean Sisters haven't acquired star billing hereabouts, they're on their way, with this, their third stint locally, bringing them nearer the top. Except for their standard "South America Take It Away," the gals do almost all new lines.

The show-stealer here is Nino, "the wonder dog." The mutt, who looks like some alley hybrid, worked eight minutes without a trainer on stage. He navigates four different-sized inflated balls across the stage by treading the top of the ball a la a log burler. As an encore, the canine goes to the middle of the stage on his hind legs and does four complete flips. He bows off, goes into the wings and returns, to take several more bows, which got howls from pew-sitters.

**Terrific Baritone**

Mercury warbler, Bobby Wayne, has a terrific pair of deep baritone pipes, but he needs work on stage presence. However, the youngster showed promise on selling songs with dramatic appeal.

Adrian and Charlie, in the opening slot, are just right for carrying out the carnival theme in the stage backdrops, done so well by Stage Director Will Harris, correlating with the flicker, "Texas Carnival." The act continues to stand out among trampoline teams.

Sherman Hayes' bandmen do well with a "Thank-You" medley, celebrating Hayes' first anniversary here, but a carnival music opener would have been more fitting with the backdrop and pic.  
Johnny Sippel.

**Roxy, New York**  
(Thursday, October 4)

Capacity, 6,000. Price range, 50 cents to \$2. Four shows daily. House booker, Sam Raush. Show played by house ork.

Josephine Baker brought her fabulous assortment of small talents back to Broadway for the first time since she took the town's heart in the confines of the Strand Theater last year. It certainly can't be denied that Miss Baker is a powder-puff singer and a hardly adequate dancer. But, so what?

She's got a magic that's spelled in a word—showmanship. There are dozens, even hundreds, who have superior tonsils and terp ability. But you can count on your hands the entertainers who can kill an audience with geniality, intimate conversation and the perfectly executed twist of the wrist or hip. In her hour on stage, Miss Baker went thru her now familiar repertoire of French, Spanish and Yankee ditties and  
(Continued on page 39)

**Olympia, Miami**  
(Wednesday, Oct. 3)

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

Easily the best show here in months, current bill features Tennessee Ernie in the top slot. Balance of the show also did well with the Jaywalkers, Byrnes and Dooley, Roy Benson and Olive White.

The entire bill, of course, belongs to Tennessee Ernie, who—after his first number—copped a big mitt for his "Mr. & Mississippi," "Tennessee Waltz," "Shotgun Boogie" and "Mule Train." His opening was drowned out by the too-loud brass in the band, but after the initial tune the hands were big.

The Jaywalkers—three sprightly lads—filled the comedy spot in an unusual and slick manner. A very funny team, they punched out unique impressions of a boxing bout, a duel, and acrobats, for a hefty hand. Comedy, too, seemed the forte of sleight-of-hand artist Roy Benson. His double-talk explanations of tricks pleased the crowd.

Show-openers, Byrnes and Dooley, got the proceedings started nicely with a round of song and dance. In a solo spot, in addition to emceeding the bill, was Olive White. She sang standards and special material, played the violin and clarinet, and made with the chatter.  
Herb Rau.

**Blue Sails Room, Sans Souci Hotel, Miami Beach, Fla.**  
(Tuesday, Oct. 2)

Capacity 300. Show at 11:30. Price policy, no cover, no minimum. Booking, non-exclusive. Owner-operators, Harry Mufson and Ben Novak. Publicity, Irv Mandell and Stu Newman. Estimated talent budget, \$300.

Musical comedy actress Sylvia Karlton made her bow as a supper club soloist in this plush spot, and came thru with colors flying. She's a gal to bear watching, with a hefty potential of becoming an important addition to the New York-Chicago-Hollywood night club circuit.

The blue-eyed blonde moved here two days after completing a fortnight's run of "Pal Joey" at the Roosevelt Playhouse here. She's versatile, looks good on the  
(Continued on page 42)

**Latin Quarter, Boston**  
(Sunday, September 30)

Capacity, 400. Price policy, \$3.50-\$4 minimum. \$1 cover Saturdays. Shows at 8:30 and 11:30; three on Saturdays. Operators, Eddie Meister, Lee Fields, Willie Oxman. Exclusive booker, Nick Aqngfa. Publicity, Anne Fulchino. Estimated talent budget this show, \$10,500.

Louis Armstrong and Joe Frisco should be enough to keep business going. Impression on show caught, however, was that neither really had a chance to pull out all stops. Armstrong, backed by  
(Continued on page 39)

**Chicago, Chicago**  
(Friday, October 5)

Capacity, 4,200. Price policy, 50 to 98 cents daily. House booker, Nate Platt. Show played by Gay house band.

The two-week experiment, currently being conducted here, with the "Roaring Twenties" miniature legit musical which just closed 18 months at the Blackhawk, Loop bistro, indicates that the show may do okay in hinterland theaters and other niteries, but its future in other big houses is problematical. The eight-person cast and the skimpy silken fan backdrops which looked big on the Blackhawk's small floor, are lost here. Too, pew-sitters here go for names and cast, while qualified, is virtually unknown.

It took the audience 15 minutes to get over the surprise of seeing a legit-type vehicle. Applause was meager at first but toward the end the hands were good and bow-off was hefty. When the entire cast is on for the dance marathon routine, this big house's proscenium looks okay, but when only one or two were on, it looked skimpy.

Show isn't for a family type audience, in that the story and lines are full of angles that would keep mama busy explaining thru-out. Instead of routing this one thru more theaters, Al Borde, show's booker, should try to entice niteries seeking a good revue at a middle-level budget.

Cast is young and enthusiastic. Jesse Elliot sparkles, showing a versatility in comedy and drama  
(Continued on page 42)

**Empire Room, Waldorf-Astoria, New York**  
(Tuesday, October 2)

Capacity, 400. Price policy, \$2 cover after 9:30 p.m. Shows at 9:30 and 12:30. Owners, Hilton chain. Exclusive booker, Merriell Abbott. Publicity, Paul Stewart. Estimated talent budget this show, \$5,000.

Continued from page 3

The first was their standard East Indian dance; the second was their equally standard Carnegie Hall concert. In between, to permit costume changes, two boys came on for modern terp of a fight. The lads are no stage wait. They're excellent dancers. Mata and Hari, besides being class dancers, are also genuinely funny with a gift for the subtle nuances of the dance that wins chuckles right along. Their lush costumes, excellent panto and gracefulness added to their highly imaginative and funny material registered all the way.

Emil Coleman, back on the stand, was the same affable fronter as of old. His show cutting was right on the button. Mischa Borr's relief stints helped keep the dance floor jammed

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# Hocus-Pocus

By BILL SACHS

**JAY JAXON**, vent, following a successful tour of Wisconsin, rambled into Astoria, Ill., for October 3-4 stands before heading for Benton Harbor, Mich., where he is slated to perform Saturday and Sunday (6-7). . . . **Charles Ruben** cards from Los Angeles that he was honored recently by "Genii," West Coast magic journal when the magazine ran a series on his original escape idea. He adds that television in that section has been partial to magic, with four of his friends and himself making appearances recently. He says that **Deil O'Dell**, ace lady magus, has a weekly sponsored

TV show and that he has tried to get the movie studios to make a **Houdini** biographical pic but without success. . . . **Dr. C. S. Karland Frischkorn**, owner of Karland's Three-Ring Magic Circus, motored to his home in Norfolk with **Prof. and Mrs. Raymond Shannon**, of Long Island University, from his recent medical convention in Chicago. While en route he was a luncheon guest of **John J. McMannis**, master collector of magic, and took in the latter's collection. "Ed Miller could add his swell collection of magic to McMannis' and it would be one of the world's seven wonders," the doctor says. . . . Over 800 school children from Monongahela, Pa., turned out to witness Birch, the Magician, display his wizardry at a high school showing sponsored by the city's Optimist Club as part of its Boys Work Fund Benefit campaign.

. . . The **Rae-Jo-Lene Entertainers**, magic show, last week opened their fall tour of theater and benefit dates. In addition to the four persons connected with the unit, **Harry Slauson** has been added to route the show into Southern territory for the fall and winter. Slauson is advance agent and general manager; **George Croiser**, one-armed magus; **Lady Marie**, art demonstrator; **Princess Jo-elene**, doll house illusionist; **E. Slauson**, publicity director, and **Lula Mae Slauson**, assistant. **Tom, Wonder Boy of Magic**, formerly with the show, is playing Army service clubs and camps. He is in the Army Air Force and is stationed at Lackland Air Force Base, San Antonio.

**HOUDINI CLUB**, of Wisconsin, held its 13th annual convention September 23 at the Medford Hotel, Milwaukee. **Joseph J. Chopp**, professor of science at Wisconsin State College, Whitewater, was elected president; **Adam Hudzinski**, Milwaukee, secretary, and **Clyde Stoneman**, Kenosha, treasurer. Named to the board of directors were **Ralph A. Seher**, **Earl Volker**, **Baldwin Daly** and **J. J. McCloskey**, all of Milwaukee; **Gale Ofis**, Ashland; **Oscar W. Dahl**, Racine, and **Dr. Harold Mann**, Beloit. Special concluding magic show at

the public service building auditorium Sunday afternoon was presented to 250 orphans from three Milwaukee county children's homes. Next year's confab will be held in Whitewater the last week in September. . . . **Dr. Stanley Jaks** will be featured at the first of the lecture series sponsored by The Magicians' Guild in Werdermann's Hall, New York, October 17. Jaks will demonstrate and explain many of his exclusive effects in close-up magic. . . . **Card Monder's** "Den of Living Nightmares," spook show, has finished up five weeks for Fox Midwest dates and is heading back to the West Coast to play its pre-Halloween engagements for Fox in Phoenix and Tucson, Ariz., and San Diego for the third time. United Artists will present the show at the United Artists Theater and Loew's State, Los Angeles, Halloween night. **Wonder** says that the unit has been playing to good business this year despite the fact that the show has been following some pretty sorry excuses for spookers in its key towns. The McIlwain Agency, Hollywood, has been handling the show's bookings. . . . **Dr. Ray Amy's** "One Thousand Nightmares" spook show, featuring **Zorella**, mentalist, has been added to **Dusty Dawson's** All-Star Western Revue. Amy has five fem assistants. **C. W. Krause**, who is in advance of the unit, has it booked until Christmas.

## Roxy, N. Y.

Continued from page 38

her ever-surprising, amazing wardrobe. She simply hypnotized a full dinner-show house. **Pat Henning**, a comic who has been a regular at the Paramount Theater, went thru his familiar routines as the funny-man replacement for **Leo De Lyon**, who made the theater rounds with **Miss Baker** last season. Henning's stuff was quite effective spaced between **Miss Baker's** costume changes. His material could use some freshening up. After all, how long can it be funny that his uncle let his eyebrows grow, etc.?

The Szonys, a brother and sister terp act, has been around before and, as always, impresses with a truly class turn. The couple beautifully blends light ballet with acro stunts and builds to a logical and winning wind-up. Pic, "A Millionaire for Christy." **Hal Webman**.

# Caught Again

**BILL MILLER'S RIVIERA**, **FORT LEE, N. J.** — **Tho Dick Haymes** is one of the better pop singers in the business, it's hard to believe that he'll be the kind of draw **Bill Miller** needs for the tail end of the season. Haymes opening Thursday (4) was well-attended by the trade, but pretty much ignored by the general public—even with the World Series crowd in town. The chanter worked hard and was fairly impressive on ballads. His rhythm tunes were not as good, but still better than most chanter's offering these days.

Voice or no voice, Haymes still fails to impress as a top-flight performer for cafes. He lacks the warmth needed to bridge the gap between the floor and the customers. Haymes used **Tony Martin's** gimmick of begging off by asking the customers to dance while he worked as a band-singer running thru a batch of standards. This is a great gimmick for a sock act which actually has to beg-off. It worked great for **Martin**, who, says Haymes, suggested it. Trouble was, however, that **Tony** didn't tell Haymes how to be another **Martin**.

**Cy Reeves**, making his debut here, lacked material strong enough to get the yocks which his delivery deserved. The guy's slow, deliberate style would have done a big job with better material. His story telling was good for some giggles and his special material "I'd Love to Be a Trumpet In Phil Spitalny's Band" was able to get a neat mitt, but his **Stephen Foster** parody bits on Brooklyn fell flat.

The **Veirelas** monkey act got laughs as the animals ran thru banana, Latin-American, hat, toy piano and ukelele bits. The act went off to a big mitt with one of the monks playing a tune recognizably on an electric organ. **Walter Nye's** band cut an okay show for the acts, but played loud enough on production numbers to have been heard on the other side of the George Washington bridge.

**COPACABANA, NEW YORK:** The World Series mobs from out of town must have thought the **Copa** was the second Yankee Stadium the way they piled in on Thursday (4) the day three new acts opened here. Even the new disk jocks, **Joy Hodges** and **Sherm Feller**, helped fill the long empty lounge. In any case, the music trade was out in full gettings plugs from spinners who for once don't philosophize.

Downstairs, maitre d' **Joe Lopez** had his hands full. It was a third show, but the way they kept pouring in it seemed like a middle show on a big opening night. The new acts were **Sonny King**, **Paul** and **Eva Reyes** and the **Mary Kaye Trio**, in addition to **Joe E. Lewis**, the headliner.

**King** worked with an ease and assurance that was impressive to see. To his normal bary singing he's added comedy bits the audience accepted gleefully. But one bad tasting line, which he didn't need, hurt him. The boy finally has his break. It would be too bad if he blew it by over-confidence. His routine consisted of oldies and his old standby "Donkey Serenade." The latter, all dressed up with new bits, got him off to big hands.

### Twos & Threes

**Eva** and **Paul Reyes'** standard Latin comedy terps, ending with their established "Shoeing the Mare," clicked. The **Mary Kaye Trio** (two boys plus **Miss Kaye**, using bass, guitar and accordion) started off with "Deed I Do" and the out-of-towners applauded cheerfully. In fact, about everything the three did received enthusiastic responses from the **Copa** regulars who seemed mystified by the be-bop and mugging. Basically, the **Mary Kaye Trio** is a good cocktail lounge act. It seems hardly the kind of act that could make a regular **Copa** crowd sit up and take notice.

**Pupi Campo** supplied Latin-American music. **Joe Martin**.

# Burlesque Bits

By UNO

**BETTY HOWARD**, who started in burlesque as a chorine at the Troc, Philadelphia, four years ago, was back there last week as the feature. **Quaker City** is her home town. . . . In Hollywood, **Collette and Joy Dawson** returned to the Bomb Shelter and **Mona Rae** moved into the Red Feather, where **Mary Blair** replaced **Skip and Linda**. . . . **Loney Lewis** has joined "Two on the Aisle" as understudy for **Bert Lahr** and replacing **Al LeRoy** who returned to the Hirst Circuit. . . . **Mr. and Mrs. Harry Markovich**, of the big New York concessionaire family, celebrated the engagement of their daughter, **Clare**, student at New York University, to **Herbert J. Pfeffer**. . . . **Marty Collins**, comic, formerly of Collins and Peterson, in vaude for many years and prior to that in burly on the major wheels, has been booked for 20 weeks on the Hirst Circuit. **Harry Peterson**, his partner for 26 years, is ill at home from a heart attack and not expected to return to the stage. **Larry Norman**, Collins' new straight man, undoubtedly will be his teammate in the future. . . . **Joe Hammond**, formerly of the Columbia wheel and dad of **Diane Morgan**, of the Casino, Boston, is rehearsing for a return to burly.

**JACK FAUER** booked **Princess Kuvanna** for the Mayfair, Dayton, O., opening September 28. Also **Luciene Clark** for the State, Canton, October 5, and **Shirley Wayne** for Tirza's Wine Bath at State Fair of Texas, Dallas, October 6-21. Revue also includes **Oscar Lloyd's** four **Kay Gorham** girls, **Mary Maughan**, **Barbara Lee**, **Roslyn Viola** and **Ginger Shelton**. . . . **Cheyneu** has inked a contract with the **Alice Kirkman** Agency of California. . . . Screen Art Films soon will release a short-reel pic, tagged "Broadway Burlesque", shot on the Coast. It will feature strippers, blackouts and comedy bits. This will be the fifth burly film shown in recent months. The others are "Rage of Burlesk", "Hurly Burly", "International Burlesque" and "Hollywood Burlesque". . . . **Bill Treadwell**, author of the book, "Fifty Years of American Comedy," owns one of the largest gag files in the country and also is personally acquainted with most of burly's old-time comics. . . . **Howard Montgomery**, after three weeks of TV on the **Jackie Gleason** program, returned to burly replacing **Pat Burns** in the **Harry Clexx** unit on the Hirst Circuit with **Burns** shifting to the **Manny King** unit. . . . **Pal Brandeaux**, show producer, is about to close a deal with **Law Walters** to supervise latter's road attractions. . . . **Leo Lee**, former burlesker, is managing the Hour Glass Grille, Newark, N. J.

**GAYLE PAGE** and **Bobb Lang** were visited on opening night

## Latin Quarter

Continued from page 38

**Russ Phillips**, **Deacon Jones**, **Barney Bigard**, **Cozy Cole** and **Earl Hines** gave out with "Home in Indiana," "Blueberry Hill," "Steak Face" and others. The audience got a taste of the tremendous velocity, drive and brilliance in his playing, plus some fine solo work by **Phillips** and **Cole** and a mixed grill of Dixieland and commercial. Superb showman as well as musician, his scat-singing of "That's My Desire," with **Velma Middleton**, brought boff returns. The mike used by the group could be eliminated. They're good and loud enough without mechanical distortion.

**Frisco** did a very subtle horse-playing bit with appeal mainly to the followers of the platers, and a Frisco dance. But he, too, never really uncorked his best. **Celia Cabot**, an **Imogene Coca** type, got mild responses to her India-rubber antics opening, tho gal has possibilities with proper material. **Stuart Morgan** dancers ran thru their standard adagio neatly. "Guys and Dolls" finale brought out the **Arden-Fletcher** line and **Cabot** in "Take Back Your Mink," with attention drawn to credit card on table for local fur retailer who supplied the pelts.

Bob Taylor.

at the Rainbow Room, Phenix City, Ala., by **Everett and June Lawson**, former burleskers, who now operate their own magic show. . . . **Lester Mack** has signed for the role of the policeman in the third company of "The Moon Is Blue." . . . **Gayety**, Columbus, O. (Kane Circuit), cast for the week of October 5 featured **Bonnie Blue**, with **Bob Collins**, **Mona Mason**, **Beverly Dawn**, **Princess Kuanna**, **Dee Darling**, **Sam Gould**, **Bert Berry** and **Paul Coslow**. . . . **Freddie Fulton** will tender an award in the nature of a plaque signed by well-wishers to boxing champ and war hero, **Barney Ross**, at the Fulton Studio, New York, October 20. Also to be honored the same evening is **Abner Silver**, songwriter. . . . **Manny Davis** is the owner and operator of the only two Saturday nighters on the Hirst wheel, the Plaza, Reading, and Lyric, Allentown, Pa. . . . New show at Strip City, Hollywood, features emcee **Rod Rogers**, **Jo Ann Michaels**, **Nickki Chen**, **Ruby Lee** and **Rene Martin**. **Gay Dawn** continues in the strip's spotlight. Club last week expanded seating capacity from 185 to 275. . . . **Virginia Mayo** plays a stripper in Warner's pic, "She's Working Her Way Thru College."



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## Sides and Asides

The New York Drama Critics' Circle, meeting at the Algonquin last week, elected the following officers for the season: **Gilbert Gabriel**, "Cue," president; **Joseph Shipley**, "New Leader," vice-president; **George Freedley**, "Theater Arts," secretary; **Tom Wenning**, "Newsweek," treasurer. . . **Ronald Howard**, son of the late **Leslie Howard**, will make his Broadway debut in "To Dorothy a Son." **Stella Andrews** has also been signed for a leading role in the **Roger MacDougall** play, which **Herman Shumlin** plans to open in New York the week of November 19. . . Because of a film commitment, **Denholm Elliott** will not appear in the New York run of

"A Sleep of Prisoners" at the St. James Church beginning October 16. His role in the **Christopher Fry** play will be taken by **Donald Harron**, a Canadian actor. . . **Elliott**, who won a Donaldson Award for his debut in "Ring Round the Moon" on Broadway last season, will have a leading role in the London production of **Andrew Rosenthal's** "The Third Person." . . **Irving Grossman** and **Diana Goldberg**, Yiddish stage stars, are planning a Broadway musical on an American-Jewish theme. Written by **Julie Berns**, the show has not yet been titled. . . The New York Repertory Company, recently organized by **Robert Weinstein** and **Thomas Clancy**, will open at the Cherry Lane Theater October 18 with "Othello." . . "A Little Evil," folk comedy by **Alexander Green-dale**, which won an award from the American National Theater and Academy, will be brought to the Stem in January by **H. Clay Blaney** and **Leonard Altobell**, with the latter directing. . . **Roger Clark** will bring "Collector's Item" to the Stem this season. The play about the antique business by **Alfred Golden** and **Lillian Day** toured the British provinces last spring and was seen on television here before that with **Walter Slezak** in the leading role.

## Italy Grants 76G Subsidies

ROME, Oct. 6.—The Italian Government announced this week that it had granted subsidies totaling \$76,800 to 11 legit stage troupes for their work last year in promoting interest in the Italian theater. The largest single subsidy, amounting to \$12,800 went to the National Theater Company, starring **Vittorio Gassman** and directed by **Guido Salvini**.

Grants of \$8,000 each were received by companies headed by the following stars: **Gino Cervi**, **Andreina Pagnani**, **Ruggero Ruggeri**, **Emma Gramatica** and **Renzo Ricci**. **Cesco Baseggio's** Company and the **Rome Little Theater Group** were awarded \$4,800 each.

For presenting "shows of dignified quality in text and superior stage sets," four musical comedy companies, including the **Wanda Osiris** and **Renato Rascel** troupes, were granted a total of \$22,400.

Levenson has filed an infringement suit against the producers of "Bagels and Yox," **Al Beckman** and **John Pransky**, charging that certain material used in the show by **Larry Alpert** was lifted from his copyrighted monolog, "The Wedding." Federal Judge **William Bondy** this week reserved decision on a motion by Levenson's attorneys, **Rosenman** and **Mandel**, for a temporary injunction.

Levenson has asked for an injunction, accounting and dagames.

## Miami Theater Cancels Plans

MIAMI BEACH, Oct. 6.—Since its recent fracas with the Miami Federation of Musicians, the Roosevelt Playhouse here has cancelled future plans to stage musicals in its converted movie theater. The current stage production is "Skylark," with **Constance Bennett** in the lead role.

The trouble arose when the musicians' union insisted the "Pal Joey" company add six local bandmen to its two-piano orchestra. The show went on, but the half-dozen instrumentalists merely stood by, the Playhouse declining to use their talents.

## Katzell Files 278G Liability Bankrupt Plea

NEW YORK, Oct. 6.—William Katzell, Broadway producer, filed a voluntary petition of bankruptcy this week. He listed liabilities of \$278,770 to 93 creditors, two of them secured. Among the unsecured creditors were **Sammy Fain** for \$784, the **William Morris Agency** for \$638, and three New York restaurants for a total of \$600. A good number of his debts were incurred in the production of "Alive and Kicking," which ran for 47 performances in January, 1950.

Katzell attested that he was now unemployed. His assets total \$4,055.

## "Lil" Is Show Train October Destination

BRIDGEPORT, Conn., Oct. 6.—The New Haven Railroad's Show Train for October will run on Friday (19), with the destination "Diamond Lil" at the Broadway Theater.

Tickets went on sale September 29 at all of the road's station ticket offices, with the usual proviso that tickets may be purchased at box office prices if the purchaser also buys train ticket.

## Dramatic & Musical Routes

Bell, Book & Candle (Great Northern) Chicago.  
Barefoot in Athens (McCarter) Princeton, N. J., 12-13.  
Black Chiffon (Hartman) Columbus, O., 9-11; (Auditorium) Louisville 12-13.  
Candida (American) St. Louis.  
Darkness at Noon (Gayety) Washington.  
Death of a Salesman (Astor) Syracuse, N. Y., 9-10; (Strand) Ithaca 11; (Strand) Elmira 12-13.  
Fiedermaus (Opera House) Boston.  
Four Poster (Playhouse) Wilmington, Del., 11-13.  
Faithfully Yours (Forrest) Philadelphia.  
Glad Tidings (Hanna) Cleveland.  
Guys and Dolls (State Fair) Dallas, Tex.  
Kiss Me, Kate (Metropolitan) Providence, R. I., 8-10; (Bushnell Auditorium) Hartford, Conn., 11-13.  
Love and Let Love (Plymouth) Boston.  
Mr. Roberts (Royal Alexandra) Toronto.  
Member of the Wedding (Erlanger) Chicago.  
Moon Is Blue (Harris) Chicago.  
Moon Is Blue (Shubert) New Haven, Conn.  
Oklahoma (Colonial) Boston.  
Paint Your Wagon (Shubert) Boston.  
Pay Off, The (Walnut St.) Philadelphia.  
Peter Pan (Lyric) Baltimore 10-13.  
South Pacific (Shubert) Chicago.  
Top Banana (Shubert) Philadelphia.

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Peter Pan (Lyric) Baltimore 10-13.  
South Pacific (Shubert) Chicago.  
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## Broadway Openings

### REMAINS TO BE SEEN

(Opened Wednesday, October 3)

#### Morosco Theater

A comedy-melo by **Howard Lindsay** and **Russel Crouse**. Staged by **Bretaigne Windust**. Setting by **Raymond Sovey**. General manager, **Herman Bernstein**. Stage manager, **Hugh Rennie**. Press representatives, **Lo Fridman** and **Abner Klipstein**. Presented by **Leland Hayward**.

**Edward Miller** ..... **Karl Lukas**  
**Benjamin Goodman** ..... **Howard Lindsay**  
**Dr. Charles Gresham** ..... **Warner Anderson**  
**Waldo Walton** ..... **Jackie Cooper**  
**Dr. Chester Delapp** ..... **Ross Hertz**  
**Robert Clark** ..... **Alexander Lockwood**  
**Fred Fleming** ..... **Joseph Latham**  
**Tony Minette** ..... **Frank Campanella**  
**Morris Rosenberg** ..... **Paul Lipson**  
**Jody Revere** ..... **Janis Paige**  
**Hideo Hayakawa** ..... **Harry Shaw Lowe**  
**Valeska Chauvel** ..... **Madeline Morka**  
**Al, the Porter** ..... **Ossie Davis**  
**Lieutenant Casey** ..... **Kirk Brown**  
**Detective Davis** ..... **Hugh Rennie**  
**Detective Watson** ..... **Jonathan Brewster**  
**Detective Weiner** ..... **Lew Herbert**  
**Patrolman Johnson** ..... **John Bouie**  
**Mrs. Bright** ..... **Edith Bell**

Since nobody else will likely say it about the latest **Lindsay-Crouse** effort, "Remains To Be Seen," because anyone else will avoid such a limping cliché, this reporter will. The comedy will remain to be seen at the **Morosco Theater** for a long time to come. It is the sort of thing that the pair does best—juiced-up laugh lines and situations which keep a pew-sitter bouncing around on a chucklesome surf-board, knowing he is being taken for a ride, but liking it all the way. The **Stem** can always use a funny who-dunnit. The team has a hit.

Actually, there is less "who-dunnit" to "Remains" than a fine mixture of robust farce, light comedy and a lusty melo wind-up. It takes no great mental strain to tab the culprit fairly early in the proceedings, but the authors have decorated the demise of their victim—who appears to have been a somewhat nauseous, bawdy character—with a variety of trimmings, such as a love interest comprised of a lady who sings with a band and a hep-cat, amateur drummer who manages a Park Avenue apartment house, a cop with a yen for pornographic literature and a staid attorney in quest of his youth. In addition, there is a medico with a yen for the deceased's mistress, the lady in question, and sundry members of the police force and domestics. They all add up to quite a handful to manage script-wise, but **Messrs. Lindsay** and **Crouse** are more than equal to the task, and their combined nonsense balances an equation for a full evening's entertainment. Once they have set up their yarn, which takes about half an act, there is a twist and quirk to bounce up any slightly dull moment.

#### Excellent Casting

Much praise can be given the **Stem** bow-in of **Janis Paige**. She is called upon to carry the major portion of the comedy assignment, and she brings it off with colors flying as the slightly hard-boiled, fem singer from the sticks. Giving her the part was a canny piece of casting, and she more than lives up to the choice. Excellent casting, too, is **Jackie Cooper** for the hep lad with a way with the drums. **Cooper** has come along wonderfully legit-wise in the last few years and developed a fine sense of under-playing values which make his scenes with the ebullient **Miss Paige** comedy stand-outs.

Co-author **Lindsay** took over the role of the attorney a few days before the road try-out opened. As usual, he doesn't miss a trick in projecting laugh-line or situation. It is to be hoped that other commitments won't force him to put in a substitute for a long time to come. **Karl Lukas** likewise adds materially to the fun as a cop whose literary tastes eventually save his life.

There are other sound contributions from **Warner Anderson**, **Ross Hertz**, **Paul Lipson**, **Harry Shaw Lowe** and **Madeleine Morka**. In fact, the whole cast is generally fine due to the sustained direction of **Bretaigne Windust**, who has had a cagey way with "previous **Lindsay-Crouse** piecer.

**Leland Hayward** has backed "Remains" with an excellent production complete with a handsome, secret-passage, library set by **Raymond Sovey** in just the groove for a melo-thriller.

Bob Francis.

### SAINT JOAN

(Opened Thursday, October 4)

#### Cort Theater

A drama by **George Bernard Shaw**. Staged by **Margaret Webster**. Settings by **Richard Harrison Senie**. Costumes by **Elinor Robbins**. Original score by **Lehman Engel**. Production supervised by **Theresa Helburn** and **Lawrence Langner**. Business manager, **Edward Choate**. Stage manager, **Thelma Chandler**. Press representative, **George and Dorothy Ross**. Presented by the **Theater Guild**.

**Robert de Baudricourt**, Squire of **Vaucouleurs** ..... **James Daly**  
**His Steward** ..... **Burton Mallory**  
**Joan** ..... **Uta Hagen**  
**Bertrand de Poulengy** ..... **Preston Hanson**  
**The Archbishop of Rheims** ..... **Frederic Worlock**  
**The Duke de la Tremouille** ..... **Norman Roland**  
**A Page** ..... **Joseph Dooley**  
**Gilles de Rais, "Bluebeard"** ..... **Frederic Warriner**  
**Captain la Hire** ..... **Paul Ballantyne**  
**The Dauphin, afterwards Charles VII of France** ..... **John Buckmaster**  
**Duchess de la Tremouille** ..... **Sylvia Farnham**  
**Dunois, "The Bastard of Orleans"** ..... **Robert Pastene**  
**Page to Dunois** ..... **Tom Hughes Sand**  
**The Earl of Warwick** ..... **Andrew Cruickshank**  
**John de Stogumber** ..... **Dion Allen**  
**Peter Cauchon** ..... **Bishop of Beauvais** ..... **Alexander Scourby**  
**Page to Warwick** ..... **Tarry Green**  
**The Inquisitor** ..... **Frederick Rolf**  
**Canon D'Estivet** ..... **John Straub**  
**Thomas de Courcelles** ..... **Canon of Paris** ..... **Frederic Warriner**  
**Brother Martin Ladvenu** ..... **Kendall Clark**  
**The Executioner** ..... **Preston Hanson**  
**A Soldier in Warwick's Army** ..... **James Daly**  
**A Gentleman** ..... **Paul Ballantyne**  
**Ladies, Courtiers, Monks, Doctors, Assessors: Martine Bartlett, Joseph Dooley, Jill Melford, Martin Waldron, Nancy Wickwire, Van Williams, Sylvia Farnham, John Straub, Norman Roland, Jon Dawson, Burton Mallory.**

Continued from page 3

deserved the cheered encomiums which were hers at the final curtain.

Under **Margaret Webster's** sensitive direction, the **Guild** has provided its star with excellent support. **John Buckmaster's** Dauphin is a delightful jibe at a vacillating weakling. **Alexander Scourby** and **Andrew Cruickshank** add telling contributions as **Joan's** clerical judge and her nemesis the cynical **Earl of Warwick**. Outstanding also is **Dion Allen's** bigoted, remorse-haunted clerk, and **Frederick Warlock's** archbishop of **Rheims**. Other players rating more than honorable mention are **Frederic Warriner**, **Paul Ballantyne**, **Robert Pastene**, **Frederick Rolf** and **Kendall Clark**.

Productionwise, **Richard Harrison Senie's** settings, while not elaborate, are well gaited to the vignette action of the play, and **Elinor Robbins' costumes** are handsomely colorful for the period. However, **Miss Hagen** could play the **Maid** in red flannels on a bare stage and still be brilliant.

"Saint Joan" is something to be seen and savored. **Bob Francis**.

## BROADWAY SHOWLOG

Performances Thru October 6, 1951

### DRAMAS

Affairs of State (Music Box)	9-25, '50	431
Diamond Lil (Broadway)	9-14, '51	27
Lace On Her Petticoat (Booth)	9-4, '51	49
Remains to Be Seen (Morosco)	10-3, '51	5
Saint Joan (Cort)	10-4, '51	4
Stalag 17 (48th Street)	5-8, '51	175
The Moon Is Blue (Henry Miller's)	3-8, '51	243
The Rose Tattoo (Martin Beck)	2-3, '51	281

### MUSICALS

A Tree Grows in Brooklyn (Alvin)	4-8, '51	195
Bagels and Yox (Holiday)	9-12, '51	33
Borscht Capades (Royale)	9-17, '51	24
Call Me Madam (Imperial)	10-12, '50	412
Guys and Dolls (46th Street)	11-24, '50	361
Seventeen (Broadhurst)	6-12, '51	124
South Pacific (Majestic)	4-7, '49	1020
The King and I (St. James)	3-19, '51	221
Two on the Aisle (Mark Hellinger)	7-18, '51	91

### COMING UP

(Week of October 7)

Music in the Air (Ziegfeld)	10-8, '51
Glad Tidings (Lyceum)	10-11, '51

## Off-Broadway Review

### BUNDLE FROM HEAVEN

(Opened Tuesday, September 18)

#### Originals Only Playhouse

A new play by **Deborah Frankel**. Staged by **Tom Hill**. Sets executed by **Rose Barbara Lynch**. Stage manager, **Miss Lynch**. Produced by **Tom Hill** and **Donald Stuart**. Presented by **Originals Only**.

**Henry Weatherall** ..... **Winfield Green**  
**Margot Weatherall** ..... **Marge Dolan**  
**Sampson** ..... **Bernard Siller**  
**Agnes** ..... **Dana Hansen**  
**Dr. Paulson** ..... **Ralph Lowe**  
**Jane** ..... **Muriel Dorne**  
**Tony** ..... **William Dolan**  
**1st Oriental** ..... **John E. Pike**  
**2nd Oriental** ..... **Phil Hatkin**  
**Constable** ..... **Phil Shaffer**

It is difficult to determine just what **Deborah Frankel's** "Bundle From Heaven," as showcased by **Originals Only**, is good for. True, it has a modicum of entertainment value, but if the purpose of a showcase is to offer a work for further interest elsewhere, a big poser arises—where's the elsewhere? "Bundle" is much too light for Broadway, and it would take a very progressive little community to put up with the play's subject matter.

"Bundle" starts off with a psychiatrist's wrong diagnosis that one of the women can be cured of her quirks if she has a baby. Thereupon, the gentlemen of the cast make various sallies—attempts toward an act of mercy. When it is discovered that the fem actually is in an interesting condition, the situation develops into an "it-was-you" situation. Along the way some knot-tying jiu-jitsu is practiced on the fem, which, of course, arouses suspicions, and a couple of improbable Orientals come in to untangle the gal (tho this reporter suspects their real purpose is to toss in a little low comedy). All knots, of course, are untangled at the last, including the question of the

(Continued on page 42)

## Highlight Reviews

The week's Highlight Reviews appear on Page 3, this issue.



## Drivin' 'Round the Drive-Ins

WITH open-airers in the Philadelphia area going into weekend operations, all are featuring "spook shows" for the Saturday midnight attraction. . . . Medina Drive-In near Easton, Pa., has assigned the booking and buying of pictures to the Liggett-Florin Booking Service, New York. . . . Drive-in operators in Schuylkill County in Eastern Pennsylvania helped score a major victory in succeeding to get a place on the general election ballot in November for the question of Sunday movies. The Borough Council in Schuylkill Haven, Pa., accepted a similar petition last year, but it was knocked out by a decision of the county courts just before election time because of legal flaws in the application. . . . Further action against the Sunset Drive-In, Chambersburg, Pa., was promised by the Franklin County district attorney of the open-airer continued its alleged weekly violation of the Sunday movie laws. The drive-in management has been paying a \$50 fine each Sunday

during the season for violating the Sunday movie law, but if this practice is continued, "further action" will be taken, it was said.

**CONSTRUCTION** has begun on the superstructure of a new outdoor theater being built at the corner of Philips Highway and Longwood Road, Jacksonville, Fla., by Joseph Ripley, local contractor. New theater is expected to be completed within three months, Ripley stated. . . . Martin Theaters have purchased several acres of land at the intersection of the Augusta and Lincolnton Highway on the outskirts of Washington, Ga., and preliminary plans have been completed for the construction of Wilkes County's first open air theater. . . . Kentucky's Secretary of State has issued a charter to Skyway Drive-In Corporation, Buechel, which proposes to operate motion picture theaters. Authorized capital stock is \$80,000. Sam and Emile Steinfeld and Rosemary Haas were listed as the incorporators.

## Rome Round-Up

By SYD STOGEL

**Continued from page 3**  
is currently offering theater-goers four plays and two musicals, plus the American skating show, "Holiday On Ice." Last week's newcomer in Milan was Wanda Osiris' widely heralded musical, "Galantry," which had been held up by censors for almost a month. Jean Paul Sartre is in town on a visit, as is Lois Andrews. . . . Mike Todd planned in to do a three-dimensional color film. . . . Winchell might do well to check the persistent marital rumors concerning Rossellini and Bergman. . . . Rossellini is still having bankroll troubles with his "Europa 51," and this department promises not to mention the film again until it is definitely started. Altho Rossellini won't talk, the latest dope is that he's going to finish "The Evil-Killing Machine," shooting of which stopped when la Bergman arrived in Italy. . . . In the meantime he is making the first part (Envy) of a film titled "Seven Sins," which is being megaphoned by Rossellini and four other directors. They are Marcel Carne, Yves Allegret, Noel Noel and Eduardo De Filippo.

Lucky Luciano has announced he is writing the story of his life and he sez he's not gonna pull any punches in the bio. One of the major American flick companies is trying to buy the Luciano story, but Lucky won't mark his X on the dotted line. . . . Thanks to RKO, Italians are seeing stateside fight pix with remarkable little delay. That company, we might mention, has a nice line-up for the current season here, with eight technicolor and 12 black-and-white flicks skedded for Italian screens. Lux has an even dozen pix ready for distribution locally and CINES has five films on hand, including "The City Defends Itself," which was shown at the Venice Festival.

### RAI Announces Prospects On Radio and Video . . .

Prexy Cristiano Ridomi, of the Italian radio network, RAI, has indicated that by the end of this year RAI will have 3,600,000 subscribers. He also predicted a big jump in manufacture of FM radio sets. As far as television is concerned, the average Italian will have to wait another year or two before enjoying national video. The only television station in Italy is at Turin. . . . Milan is going to have a "Little Scala" Theater next year. The idea is to present opera and stage plays which cannot be produced at the original Scala. . . . The plan to stage opera and symphonic concerts at the Coliseum in Rome has been turned down by the Historical Monuments Bureau, which seems to fear that paying customers will ruin the relics that have withstood wear and tear for centuries.

The Italian movie-making habit of using non-professionals as actors has caught up with Jean Renoir. The French director now says the only "professional" who'll appear in his forthcoming "Carriage of Gold" will be Anna Magnani. Renoir starts shooting the Prosper Merimee classic during the next fortnight at Venice. . . . Renzo Ricci (now starring in "Cocktail Party" at the Eliseo) has some ambitious plans for this season. He intends to give Italian versions of Shaw's "Antony and Cleopatra," Shakespeare's "Caesar and Cleopatra" (with Eva Magni as Cleo), Koestler's "Darkness at Noon," and, if possible, a Christopher Fry play. . . . New taxes announced by the government last week include a 7 per cent increase in ticket prices.

night (17) boxing match between Lee Sala and Joey De John. Main auditorium is 240 feet long and 138 feet wide, with a 65-foot-high columnless roof and an elaborate stage. Concession stands and two cocktail lounges are part of the building, and basement exhibit space totals 80,000 square feet. Due to a strike at a Jamestown, N. C., door factory, 280 inside doors were missing on opening day.

## Face-Lifting Highlight of Mineola Bow

MINEOLA, N. Y., Oct. 6.—Skaters visiting Long Island's Mineola Roller Rink during the early days of its 18th season have generally been enthusiastic in their praises of a summertime refurbishing job.

Except for wood panelling which has been a Mineola trademark for years, they find the entire interior done over in three shades of pink. Indirect lighting has been beautified by the addition of a huge modernistic reflector over each fixture. The organ booth, presided over by Bobbie Weedon, has been glamorized by painting the instrument white and illuminating with soft blue light.

Operators are again Earl Van Horn, Harry Bickmeyer and Inez Van Horn. Main instructors are George and Gladys Werner former United States senior dance champions and the nation's first gold medalists, along with Jean White Van Horn, an ex U.S. Senior ladies champ.

The Earl Van Horn Dance and Figure Club starts its 1951-'52 campaign with nine national titlists.

## Trolley Fare Hike Hits Pitt Lexington; Using Pole Cards

PITTSBURGH, Oct. 6.—With patrons of Lexington Roller Skating Palace confronted with increased trolley fares, the rink is using advertising to bring people in, reports Wendel Ruhlman, general manager.

Under the increased fare schedule trolley riders must pay two increased fares and purchase (formerly free) two transfers. Add refreshments and the price of roller skating runs well over \$1. Fares here are 17 cents each; transfers are three cents.

Ruhlman believes many rink patrons come from non-white collar families of six paying \$65 minimum for rent, and feeding and clothing four children.

To bolster attendance, the Palace is using posters on poles and is passing out handbills at the door. This advertising has proved less expensive than a mailing list.

On Saturday mornings, Lexington has a 20-cent admission from 10:30 to 1. In the afternoon it is 35 cents.

WASHINGTON, Oct. 6.—After a lapse of four years, ice hockey is returning to Uline Arena here, reported Arena Manager Bob Foster. The sport kicks off October 23 with a game between the Washington Lions and Boston Olympics. Jack Riley, former hockey player, will manage the Lions.

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STATEMENT OF THE OWNERSHIP, Management, Circulation, etc., required by the Act of Congress of August 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946, of The Billboard, published weekly at Cincinnati, Ohio, for October 1, 1951.

State of Ohio, County of Hamilton, ss.  
Before me, a notary in and for the State and county aforesaid, personally appeared E. W. Evans, who, having been duly sworn according to law, deposes and says that he is the Business Manager of The Billboard, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown on the above caption, required by the act of August 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946 (Section 537, Postal Laws and Regulations), to wit:  
1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, The Billboard Publishing Co., Cincinnati, Ohio, Editor, E. S. Littleford Jr., New York City, Managing Editor, R. S. Littleford Jr., New York City, Business Managers, E. W. Evans, Cincinnati, Ohio, and W. D. Littleford, New York City.  
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3. That the known bondholders, mortgagees, and other security holders owning or holding 1% or more of the total amount of bonds, mortgages, or other securities are: None.  
4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds or other securities than so stated by him.  
5. That the average number of copies of each issue of this publication sold or distributed, thru the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above is 67,162.  
E. W. EVANS, Business Manager.  
Sworn to and subscribed before me this 27th day of SEPTEMBER, 1951.  
LAWRENCE W. GATTO,  
Notary Public, Hamilton County, Ohio.  
(My Commission expires July 15, 1953)

## Roadshow Rep

**CAPT. BILLY MENKE** and his showboat, Goldenrod, were the subject of a feature book review in the September 23 edition of The St. Louis Dispatch's "Between the Book Ends" column. The piece details Menke's life as king of the Mississippi River showboat men. . . . Ernest Bolduc writes from Providence, R. I., that he would like to see the roster of the Frank J. Harvey 10-20-30 show for the year 1907. This was a rep show that had Maisie Cecil playing the leads. . . . Herman Hollis reports from Clayton, N. Y., that he had a fair season in that mountain resort sector with his pic and novelty show. Hollis currently is operating a small pic and animal show which he will present under auspices in Ontario, with mid-October slated as his starting date. Hollis, an old-timer in the business was in advance of the one-day stand show, "Side Tracked," and other road and rep shows.

**F. F. CHISHOLM** advises from Butte, Mont., that his platform show has been doing good business in that area when weather permits him to work. He plans to work an indoor solo show of the spook and mystery type this winter. He also plans to try some school dates. "I met several shows, including the Geary Family Show, which is a smooth trick and was doing business," Chishold writes. "Also met Mike Cowell who was working a busking show the past summer. He does a good job of holding an audience." . . . Ford Wasson, solo worker, opens

his winter tour near Clovis, N. M., and will move North for some sponsor dates that he has lined up.

## Canton Opens New Building With Ice Show

CANTON, O., Oct. 6.—Canton Memorial Auditorium, new \$1,250,000 building, opened Tuesday (2) with "Holiday on Ice" as the attraction.

The opening came off altho considerable painting and brick work remains to be done on the structure. Ohio Sports Service, Inc., holder of concession contract, trucked several loads of portable equipment from Buffalo to get into operation prior to completion of building's concession stands.

Auditorium will be dedicated officially November 4, when Canton Symphony Orchestra will present a concert, but this week's starter was complete with ribbon cutting ceremony by Mayor Thomas E. Nichols and participation by William E. Strasser, who played in the band at the opening of the old Auditorium in 1907.

Plans call for a charge of 25 cents per car at the building's 400-car parking lot. Money goes to maintenance fund. Funds from the American Federation of Musicians' recording and transcription fund will be used to finance the symphony concert in November.

## Syracuse Aud Has Capacity Debut Crowd

SYRACUSE, Oct. 6.—Capacity crowd of 9,000 persons was on hand in the main auditorium Wednesday night (12) for dedication ceremonies at Onondaga County's \$4,000,000 war memorial here.

Scheduled for Thursday (13), official opening day, were two addresses by Gen. Lucius Clay, head of the Crusade for Freedom and former U. S. High Commissioner to Germany, and concerts by a 150-member Army field band, with admission free. Slated to run thru the week was a Cavalcade of Industry exhibit in the basement exhibit hall. The first commercial event to take place in the auditorium will be a Monday

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# The Final Curtain

**BARKER—Bradley,** 68, radio's top animal imitator for 20 years, September 29 at his home in New York. Earlier he was a movie actor and director, handling 15 two-reel comedies for Pathe and the all-talkie, "Mother's Boy," starring Morton Downey. At the same time he also tried sound effects, providing them in a number of films. While playing his first radio part he rendered a few seal bark and was switched from a straight role to animal imitator. His widow survives.

**BUTLER—Capt. James,** 61, who was chief pilot of the Steamer Island Queen, owned by Coney Island Amusement Park, Cincinnati, at the time of its destruction on the Ohio River at Pittsburgh in 1947, and since then captain of the Delta Queen, passenger steamer on the Ohio and Mississippi rivers, September 29 in Good Samaritan Hospital, Cincinnati. Captain Butler signed as first mate of the Island Queen in 1941. Survived by his widow, two sisters and a brother. Services October 3 and burial in Walnut Hills Cemetery, Cincinnati.

**FOSS—Verna Mitchell,** 60, former Ziegfeld Follies dancer, September 30 in Los Angeles. She was the mother of the late Geneva Mitchell who was featured in both Ziegfeld and Shubert shows in the 1920's. Survived by a son, Clifford G. Mitchell, and sisters, Mrs. Alice Gainer, Mrs. C. G. Jenks, Mrs. John R. Lafferty, Mrs. Calvin Cassler.

**FOSTER—Annie Ward,** in Detroit, September 29, following a lengthy illness. She headed a school of dancing in Detroit, established by her mother, for about 25 years until her death. A nephew, Charles Ward, survives. Interment at Battle Creek, Mich.

**FROSINI—Pietro,** 66, accordion player and composer, September 29 at his home in New York. Born in Sicily, he studied music in Italy and came to America at the age of 20, appearing as a single in vaudeville and giving a command performance for King George VI of England. He also played frequently on Station WOR, New York. His compositions included "The Jolly Caballero" and "The Accordion World March." He was a member of the American Society of Composers, Authors and Publishers.

In loving memory of husband and father  
**SAM GLUSKIN**  
who passed away a year ago  
October 15, 1950  
WIFE, LEE, AND SON, BURL

**GORDON—Rose,** wife of Mike Gordon, prop checker on "High Moon" for Stanley Kramer, October 3 in Los Angeles. Also surviving is a son, Gene. Interment in Hollywood Cemetery.

**GRAUER—Adolph,** 77, father of radio announcer Ben Grauer, October 1 at Lake Mahopac, N. Y. In addition to his son, his widow, a daughter and another son survive.

**GREY—Frank,** 68, member of the American Society of Composers, Authors and Publishers since 1921, October 3 in Beverly Hills, Calif. Grey clefied over 100 overtures and piano selections and wrote several musicals, among them being "Matinee Girl" and "Sue, Dear." Rites in Hollywood.

**GROSSMAN—Bernard L. (Bernie),** 66, song and special material writer for movies, October 2 in Hollywood, Calif. His numbers included "That Dreamy Barcarolle Tune" and "There's Something About You Makes Me Love You." Three sisters survive.

**GUSKIN—Reuben,** 64, manager of the Hebrew Actors' Union since 1919, October 4 at his home in New York. His widow, two daughters and a son survive.



In Loving Memory of Our Father  
**C. N. HILL**  
WHO PASSED AWAY  
OCTOBER 10, 1946  
GREATLY MISSED BY HIS  
Sons  
**H. P. and C. O. Hill**  
and Daughter,  
**Cleone Hill Johnson**

**HAMLIN—William Hugo,** 66, former stage manager and show director for Sid Grauman's Los Angeles and Hollywood theaters, September 27 in Los Angeles. He was a silent movie player for the Vitagraph Corporation of New York before and during World War I. His widow, a son and two daughters survive.

**HIGGINS—Alfred H. (West),** 66, widely known in outdoor show business, at his home in Lancaster, S. C., September 20, following a lengthy illness. His widow, Ruby, three daughters and one son survive. Burial in West-side Cemetery, Lancaster.

**HOLLAND—Sidney,** 53, who spent 30 years in theater work in Cleveland and New York, September 28 in the former city. He took courses in managerial work at the Paramount Studios school in New York and later did publicity and managed theaters for Paramount Pictures in that city. He was manager of the Fairview Theater, Cleveland, for the last three years. His widow, a son and a daughter survive.

**HUGHSTON—Regan,** 76, retired Shakespearean actor, October 2 at his summer home in Siasconset, Mass. He took stage roles under the management of David Belasco and with J. E. Dodson, Laurette Taylor, David Warfield and Jane Cowl. He belonged to the Lambs and the Players in New York. His widow and three step-daughters survive.

**KELLEHER—Mrs. Martin H.,** wife of the Hartford, Conn., motion picture theater owner, in West Hartford, Conn., September 25.

**KRING—Paul,** of Richmond, Ind., and formerly with the Broadrick-Felsen Revue, at his home in Richmond September 30.

**LEEFERS—Madeleine (Madeleine Lewis),** actress, recently in Cedar Rapids, Ia., after a long illness. She appeared in principal roles with several Midwest stock companies and toured Iowa for many years with the Boyd B. Trousdale Players. More recently she was active in radio. Survivors include her husband, Bert Leefers, of WMT, Cedar Rapids, and a son, Lewis Holtman.

**LINDON—Elvin,** 67, owner of Elvin Manufacturing Company, patent medicine firm, September 30 at St. Francis Hospital, Cincinnati, following a brief illness. His widow, Barge; a daughter, Mrs. Everett Billman; two sons, Ova and Dorsa Lindon, and three sisters survive. Burial in Spring Grove Cemetery, Cincinnati, October 3.

**LOLLAR—Mrs. Callie C.,** 74, mother of Roy E. Lollar, concessionaire with Johnny T. Tinsley Shows, in Atlanta October 2. Burial in Nashville. Also surviving are three sons, two daughters, four brothers and a sister.

In Memory of a True Friend  
**TOM MIX**  
Who Crossed the Great Divide  
October 12, 1940  
**James E. Hunt**

**MOONEY—James,** 78, former vaudeville song and dance man and tune writer, September 26 in New York. With his wife, the late Ida Holben, he played vaude houses in America and abroad from 1896 to 1927 in an act billed as Mooney and Holben. He published many songs during his career and was admitted to ASCAP in 1950. His best-known piece was "I Had a Hat When I Came In, and I'll Have a Hat When I Go Out," published in 1941. He later appeared as one of the 12 victims of the Brewster sisters in the New York production of "Arsenic and Old Lace."

**NEUMANN—Astrid,** 61, renowned Danish operetta star, in Copenhagen September 26. She appeared in many of the operetta hits at the Casino Theater and was starred in one of Max Reinhardt's productions there.

**NUGENT—Edward F.,** 76, veteran showman, in St. Mary's Hospital, Huntington, W. Va., September 21. Burial in Rose Hill Cemetery, Ashland, Ky. One son, Charles Nugent; a brother, James W. Nugent, and a sister, Mrs. Nora Winkler, survive.

**OSTERMAN—Capt. William,** 80, retired bandmaster, September 30 in Santa Monica, Calif. Survived by his widow, Mary Teresa, and daughters, Mrs. Hazel O. Phelps and Mrs. Alice O. Berry. Rites at Elks Temple, Santa Monica.

**PLOTNIKOFF—Eugene,** 73, well-known conductor in America and a cellist under Tchaikovsky before 1900, September 29 in New York. Upon arrival in New York he was a cellist at the Capitol Theater and later became conductor of the orchestra there. Eventually he became conductor of the City Symphony Orchestra, the New York Festival Orchestra and conducted in the Works Progress Administration Theater of Music. In 1934 he was conductor for the Russian opera season of the Art of Musical Russia, Inc. Starting in 1937 he was leader of the New York Mandolin Symphony Orchestra.

**ROCAMORA—Suzanne,** 71, top musical comedy actress and cabaret singer before World War I, October 5 in New York. Her career started in New York at the turn of the century as leading lady for Nat Wills in "Son of Rest," a musical with a supporting cast of 100 persons. In the cabaret field she appeared at the opening of the Martinique Hotel and also was featured at Churchill's Restaurant and the Cafe Des Beaux Arts, all in New York. She also headed her own vaudeville act. After her marriage to George P. Pfeiffer in 1919 she retired and devoted herself to charitable work, particularly with the Actors' Fund of America.

**TILDEN—Milano C.,** 73, legit actor and movie director, September 30 in New York. Born in Paris, he began his career with Richard Mansfield in "Monsieur." For the next 14 years he appeared with E. H. Sothern and Julia Marlowe in Shakespearean

roles. Following their retirement he spent 10 years as actor and stage manager with Guy Bates Post in "Omar the Tentmaker" and "The Masquerader." He later went to Hollywood as technical director for MGM and also worked as a free-lance actor and makeup artist. In New York in 1923 he took the lead in a revival of "The Fatal Wedding," in which his daughter, Georgiana, had the featured role as a child. A succession of Broadway productions under George S. Kaufman, Sam H. Harris, Moss Hart and the Theater Guild followed. His widow, a daughter and a son survive.

**VIOHL—Christian W.,** 78, musician and father of Christian W. Viohl Jr., formerly with Al G. Field and Nell O'Brien minstrels, in Wilmington, Del., September 27 of a heart attack.

**WEBER—Harry,** 53, clown with circuses, fairs and carnivals, at Pittsburgh Saturday (29). He had retired about a year ago because of illness. Surviving are his widow, Loretta Weber; a son, Harry; a daughter, Mrs. Clarence Lewis; two sisters and a brother. Burial at Pittsburgh.

## Marriages

**BROWN-GARRETT—**Bennie Brown and Rose Garrett, September 29 in San Antonio. Both are members of the All-Girl Championship Rodeo.

**HAWKS-JUDGE—**William B. Hawks, film writer, and Frances Koshland Judge October 3 in West Los Angeles.

**MIDDLETON-MAYE—**Ray Middleton, who starred in "South Pacific" during the second year of the musical's run on Broadway, and Carolyn Maye, who appeared with him in the musical "Love Life" and more recently in "The King and I," October 2 in New York.

**ROSEN-FEINSTEIN—**Leonard Rosen, salesman with David Rosen & Company, Mercury Records distributors in Philadelphia, and son of Harry Rosen, manager of the record department, and Marlene Feinstein, nonpro, September 23 in Philadelphia.

**STOLLER-HATCHER—**Alvin Stoller, drummer in Bob Crosby's ork, and Mary Hatcher, music-comedy actress, September 23 in Westwood, Calif.

## Births

**BOYD—**A son, Roger E. Jr., to Mr. and Mrs. Roger E. Boyd August 31. Parents are ride and concession operators.

**HADDIX—**A son, Bruce Wylie, to Mr. and Mrs. Charles Haddix September 11 in San Francisco. Father is on the sales staff of Station KLX, Oakland, Calif.

**HILLHOUSE—**A son, Stanley Jay, to Mr. and Mrs. J. D. Hillhouse recently in Dallas. Father is manager of Maple Theater there.

**KEMP—**A son, William Thomas Jr., to Mr. and Mrs. William F. Kemp September 25 in St. Joseph Hospital, Albuquerque, N. M. Father owns Station KVER, Albuquerque.

**LOWE—**A daughter, Beverly Marlene, October 3 to Mr. and Mrs. Clay B. Lowe, concessionaires with the Central American Shows.

## Divorces

**JOHNSTON—**Kathryn Grayson, actress, from Johnny Johnston, actor, October 3 in Santa Monica, Calif.

**SPATARI—**Margaret Mignon Spatari, magician, from William Spatari, October 5 in Los Angeles.

## Bundle

Continued from page 40

father, who turns out to be the gal's secret husband, some movie lover named Gregg Sgerwood.

If the question for showcasing the play seems dubious, certainly the same can not be said for a number in the cast. Dana Hansen is a fine, polished actress and should be an asset to any Broadway cast. Ralph Lowe is also a smooth performer, and Marge Dolan and Muriel Dorne display good talent, tho a little rough around the edges.

Production-wise, Rose Barbara Lynch has executed the finest set the group has had. Tom Hill's direction, too, is solid, with the exception of a few out-of-place farce sequences.

After almost a year of showcasing, it seems as tho Originals Only will go right on. Maybe with continued work, better playwrights will be willing to give the group a crack at production. "Bundles" is not a total loss and seems okay for the type of audience the group draws, but the future of this play seems almost nil. Dennis McDonald.

## Sugar Hill, N. Y.

Continued from page 38

teresting but there was little that could follow the drum number. Also on the credit side were Derby Wilson, the Four Tunes and Marian Bruce. Wilson's ingratiating personality overcame some of his atrocious gags. His hoofing was excellent. But it was his likable mannerisms as he kidded himself and his gags which pulled him ahead.

Marian Bruce, a tall, slim, pretty gal, showed a fine voice on standards, but her songs were slotted so poorly and she was lit so badly that she missed being the hit she deserved.

### Tiring Emsee

Larry Steele, the general factotum of the show, is a pleasant enough chap and undoubtedly quite talented. But his long intros and milking bits were so tedious they frequently stopped the show cold. In fact, every act did too long. Such a sock singing combo like the Four Tunes were in trouble because of a hackneyed opener, "I Get My Kicks on Route 66," and didn't really hit until they did their RCA diskings, "Cool Waters."

Butterbeans and Susie, a standard two-act on the Harlem time, drew yocks as a starter which dwindled down into just titters because of too much time onstage.

Basically the show is a potential box office bet. To live up to it, it needs sharp pruning and the limiting of each act to a minimum of time. It needs the same speed it had in Atlantic City and Miami Beach.

La Playa group does the Latin stuff, and some of the customers mombing around are almost as exciting as the performers. The Jimmy Tyler band cut the show in good fashion. Bill Smith.

## Chicago, Chicago

Continued from page 38

and good dance ability. Priscilla Dodge and Erv Foster do okay as a comedy team. Ken Remo has a flexible singing voice that warrants parts in better legit productions. Lynn Jolson failed to impress as the sultry vamp. Jackie James is strong on blonde beauty, but weak on the pipes, especially when she tries hitting the high ones. Joel Friend has a kind of young Bogart approach that carries impact. Ray Arnett did okay on a ballet routine, but his rhythm ballet tap should be cut from the show. Narrator Mel Erens should move back from the mike for his patter. He cracked dreadfully during the production.

Fact that the house has booked in two standard acts before the revue even gets started makes the transition from vaude to this legit type stuff even stranger. Producers should have found one name that could have been welded into the show. Tim Herbert and Don Saxon definitely could have been worked into this show, especially the former, for he did right well in summer legit here. The twosome's new act has plenty of possibilities, but Saxon is just a foil for Herbert's clowning.

The Rudenko Brothers opened with their standard juggling. Boys have added a blacked-out stage closer, in which they exchange illuminated electric firebrands that won a good bow-off hand.

Pic "Jim Thorpe, All American." Johnny Sippel.

## Radio City, N. Y.

Continued from page 38

by Michael Maule, a little chap who did a series of outstanding entrechats for big hands.

In the next series, the stage was given over to Les Diagoras, one of the best hand-to-hand acts caught here in a long time. Two boys do one arm lifts and balances while juggling rings and Indian clubs in such a manner that they drew applause in the middle of their act time and again.

Third and last scene started with Dick Stewart, bary, and Tony Starman, hoover, in a top hat and tails routine. Both boys did good jobs. This segued into the standard Rockette precision terpery. The gals came on thru a large cut out of a top hat on the drop. It finally ended with a smash Times Square scene done on two levels backed by a series of mirrors. Upper level showed the busy streets, electric signs, traffic lights and bustling crowds. Underneath was the subway, with stairs leading down. On this level the Rockettes came back again for a black light cane number, finally spelling out New York, and off to a solid hand. Bill Smith.

## Extra Added

Continued from page 37

Hampton held over thru Friday (12) at the Oasis. . . . Joe Cozzo Trio opened Friday (5) at the Haig. . . . Thrus Ann Shelton skips local cafes following her Las Vegas stint to play the Shamrock Hotel, Houston. . . . Nick Lucas bows at the Mapes Hotel, Reno, Nev., Thursday (11) for two weeks. . . . Janet Dee is the latest to organize a camp show, kicking off last month (29) with a week-end at Camp Roberts, Calif. . . . Dick Peirce takes over as house band at the Thunderbird Hotel, Las Vegas, October 25. . . . New show at Larry Potter's included Joe Cappel, Florence Hin Low and the Four Nightingales. . . . Nicky Stewart is back after three weeks in Honolulu.

Toni Arden is tentatively set to go into the Mocambo, Hollywood, early in November. Gal wound up her stint at the Mapes Hotel, Reno, Nev., Friday (12) and bows at the Last Frontier, Las Vegas, October 19 for two weeks. Prior to her Strip booking, Miss Arden will do radio guest shots.

## Here and There

Larry Adler, harmonica virtuoso, heads a big bill at the weekly Humor Parade in the K. B. Hall, Copenhagen. This is Adler's first date in Denmark. . . . Other acts in the line-up include Krista and Kristel, fem trapeze duo; the (6) Boxing Ladies; Lord and Reeves, comedians, and Willy Sorenson's orchestra. . . . Peanuts Holland, American trumpet player and singer, has been held over for a second month at the National-Scala cabaret.

## Miami

Joan Edwards tops the Olympia vaude show on October 10. . . . Warbler Sylvia Karilton, fresh from the cast of "Pal Joey" at the Roosevelt Playhouse here, heads the entertainment bill at the Sans Souci's Blue Sails Room. . . . Ann Brewster is thrashing at the Saxony's Shel-i-Mar Room. . . . Brouseards restaurant is hosting a dinner on October 13 for the Variety Children's Hospital. . . . The Pad-dock Club reopens this week with pianist Eddie Barnes and exotic dancer Jessica Rogers in top spots. . . . Hoofers Bourbon and Baine are clicking at the Clover Club, where Gracie Barrie moves into the headline spot on October 12.

## Blue Sails Room

Continued from page 38

floor, and all she needs are satisfactory arrangements. At the moment, she's backed up by the Arne Barnet Trio, which failed to show her off to best advantage. Management said, however, that fresh musical backgrounding will be forthcoming shortly from Sacacas' orchestra, the room's regular band.

The Trio, which opens the show, is okay on serious music, but falls flat on comedy and novelty. With spinet, guitar and bass—and interspersed vocals by all three men—they strum out a neat "Mambo Jambo" and "Jezebel," but their special material numbers need considerable work.

Miss Karilton opened with "Little Man You've Had a Busy Day," followed with an aria from "La Boheme" and "I Didn't Know What Time It Was," and finished big with "Chiribiribim." Altho originally pacted as a fill-in before next week's American Legion convention in Miami and Miami Beach, club operators now plan to hold her at least two weeks. Herb Rau.

## Midsummer

Continued from page 40

Titania, and Thayer David a dignified, stately Duke. Since the farce has been underlined, Fred Gwynn as Bottom has the best moments of the evening, playing the role to the rustic hilt along with the expert clowning of Edward Finnegan, Earl Montgomery and Paul Sparer. For a foil, the terping of Shelagh Dewar, Roderick Dewar and the other sprites has moppet-lure.

But from beginning to end it is Marre's evening, pointing up and enlivening the verse with action and business to brush away the dust of centuries. Bob Taylor.



## Detroit Fair Mulls '52 Plans Despite Probe

DETROIT, Oct. 6. — Michigan State Fair is going ahead with its plans for 1952 despite the appointment this week of a "one-man grand jury" to investigate operation of the annual which has come up for considerable criticism in the press in recent years.

Circuit Judge Chester P. O'Hara was named this week by Attorney General Millard to conduct a probe of the fair's operations following a request by Gov. J. Mennen Williams that the fair be investigated.

Attraction plans for next year will be discussed at a meeting of the board of managers October 18. While the policy of using name attractions is expected to continue, switch to a contest rodeo as a grandstand attraction is under consideration, according to Manager James D. Friel. Next year's budget will also be discussed at the meeting.

## Grayville Wins With Oil Show

GRAYVILLE, Ill., Oct. 6.—Final tabulations on the second edition of this city's three-day Tri-State Oil Show revealed that 1951 attendance was just under last year's totals. A free gate prevailed in 1950, whereas this year's event worked under a pay gate. Labor Day attendance totaled 50,000. This year children under 12 years old were admitted free, but adults were tagged with a 50-cent, plus tax, admission fee.

Event is a civic, non-profit affair, and any monies accrued over the nut are applied to the following year's production costs. Topping the entertainment line-up was Republic Pictures' Rex Allen, the Sons of the Pioneers and Betty Taylor, West Coast TV starlet; Al Ross, acro tramp clown, and the Sky Princess, high act.

Turner Bros.' Shows again provided the rides and concessions on the midway and obtained heavy play following a delayed set-up opening day. The coronation ball, a dance staged in honor of Oil Show King Rex Allen, and the newly selected Queen, Mary Helen Carney, of New Harmony, Ind., was presented at a tented dance pavillion at Memorial Park showgrounds. Lyle Mitchell's orchestra provided the music.

On the final night at the dance pavillion, a Square Dance Jamboree was staged with music provided by C. S. McWhirter's orchestra. Rex Allen, Sons of the Pioneers and Miss Taylor highlighted special entertainment session at each dance.

A parade of floats, bands, marching and riding units and mobile industrial displays opened the event. John D. Finch again worked with the general chairman and executive committee, as well as handling talent representation, publicity and entertainment. Finch served as the committee's Hollywood representative in negotiating and completing the arrangements for the appearances of the name talent.

Vanell Smith, another extroper, handled the program and emceed the festivities.

## SNOW CLOSES THRILL SHOW

REGINA, Sask., Oct. 6.—Hollywood Daredevils, auto thrill unit, blew the last two weeks of a Western Canadian tour because of a heavy September snowfall and returned to its Montreal home base. Stunters had already played many night dates in the West, but had been dogged by rain and cold.

Tommy McClure, emcee and publicity, renewed acquaintances with many people he had met as water show impresario with Patty Conklin's and Jimmy Sullivan's midways.

## KANGAROO, YES; BUT DEER, TOO?

FRANKFORT, Ky., Oct. 6.—Just what kind of a deer—or what kind of a circus—the attorney general of Kentucky had in mind isn't said. Nevertheless, he has ruled that deer being exhibited in the Blue Grass State by a circus must carry a license "as part of his personal baggage."

## Wirth Slates Miami Event

NEW YORK, Oct. 6. — Frank Wirth, head of the talent agency bearing his name, this week announced that he again will handle the Variety Club Show in Miami in February.

Wirth denied that he had ever booked the Miami Shrine Show, as erroneously reported in the last issue of The Billboard. The Shrine doings will be staged this year by the Jerome H. Berger Agency, Miami, for the first time.

Wirth left here Thursday (4) for his home in Miami where he plans to take a lengthy rest and build up his strength after a recent illness.

## CHARLOTTE TABS RECORD MARKS

TV Star Faye Emerson Credited With Record First Day Crowd

CHARLOTTE, N. C., Oct. 6.—An attendance equal to the best in years past seemed likely for the Southern States Fair as the annual opened today for the final sessions of a five-day run.

Fair got off to a record-breaking start Tuesday (2) in beautiful weather which has continued throught the week. Record 75,000 opening turnout was credited in large part to video star Faye Emerson by Dr. J. S. Dorton, general manager.

The TV personality, whose primary interest is plugging the sale of Pepsi-Cola, officiated at the opening ceremonies. Altho she made numerous appearances in town, thousands were on hand to catch a glimpse of the glamor girl at the fair.

Attendance was not as big as hoped for on Wednesday and Thursday, despite the excellent weather. Fair execs opined that many persons who would normally attend on these days turned up on Tuesday instead to see the celebrity. Attendance on both Wednesday and Thursday nights was exceptionally strong, however.

With big car auto races slated for today, the fair is a cinch to draw a tremendous crowd. Final day is usually the biggest of the run.

Business for the James E. Strates Shows on the midway was reported well ahead of last year. The night show, a George A. Hamid production featuring the Roxyettes, is also doing big business.

Joie Chitwood Hell Drivers are the track feature tonight. Unit packed the stand at Shelby, N. C., also staged by Dorton, despite a messy track resulting from rain. Show and fair personnel pitched in to put the track in the best shape possible. Jack Kochman's Hell Drivers packed the stand Wednesday (3).

Novel feature is a wild life exhibit, framed thru Dorton's efforts, which has won favor with the public both here and at Shel-

## Hagenbeck Names A. J. Schumann Sole Rep in U. S.

PITTSBURGH, Oct. 6.—Arnold J. Schumann, of Allison Park, a suburb, has been named sole representative of the Carl Hagenbeck Zoo in the United States, it was announced here this week.

Appointment stems from a meeting between Schumann and Lorenz Hagenbeck, head of the Hamburg, Germany, animal firm, who visited here recently.

## Record-Breaking Throng Turns Out For Dallas Rural Youth Opener

DALLAS, Oct. 6.—State Fair of Texas opened its 66th exposition for a 16-day run here Saturday (6) with largest throng of farm and ranch kids in its history on hand for the sixth annual Rural Youth Day.

It's difficult to accurately estimate rural youth crowd—composed of Four-H club members, Future Farmers and Future Homemakers from practically all of the State's 254 counties—but fair officials guessed about 95,000 kids arrived early in the morning via special train, school bus, truck and car. For first time, fair and Dallas businessmen served kids hot lunch—more than 90,000 hamburgers with trimmings. Serving took about two hours; special griddles turning out about 4,500 hamburgers every six minutes. Kids were quartered in many neighboring towns as well as every possible space in Dallas. About 4,000 remained over night.

Opening day also was Press and Radio Day, with approximately 2,500 newspapermen and radio station owners and their families on hand. Press-radio guests got annie oakleys to "Guys and Dolls," "Ice Cycles," Aut Swenson Thrillcade, midway

shows and Southern Methodist-Missouri football game.

### 50,000 Fans Expected

About 50,000 football fans were expected in Cotton Bowl for first SMU home game of season Saturday night (6). Loss of first two games to Georgia Tech and Ohio State was expected to cut down on football attendance. SMU showing against Notre Dame at South Bend October 13 probably will determine attendance at SMU-Rice game October 20.

As the nation's largest annual exposition got under way, fair officials refused to predict possible attendance, but given good weather, and the 129,000 annual attendance increase fair has had every year since 1946, a annual could easily hit 2,300,000 for a new record. Last year's attendance was 2,176,519. Canadian National Exhibition in Toronto broke single-day attendance record of 289,307 fair set last year with 294,500 on September 1 this year, and fair has no hopes of exceeding that mark. Special events and football games are more evenly spaced this year than last, when two football sellouts in 75,311-seat stadium on second Saturday of fair contributed to single-day world's record mark.

Opening day visitors include Tex Colbert, president of the Chrysler Corporation which has big exhibit in Auto Show, and C. R. Smith, president of American Airlines. Both are native Texans.

### Heavy Advance Sales

"Guys and Dolls" opened with better than \$200,000 in advance sales in the till and Auditorium Manager Charles R. Meeker Jr.,

## Joyce Sets Can. Tour for Carter

PHILADELPHIA, Oct. 6.—Jolly Joyce Agency here reports that Wilf Carter (Montana Slim), Western recording singer, will return to Canada for another tour under the direction of Curley Sheppard beginning October 15 for dates in towns north of Ottawa.

Joyce Agency reports that Carter, with his Western-styled show, played the Colliseum in Ottawa for the third time this year on September 23 and packed the 4,000-seat auditorium.

## Gotham Rodeo Biz Rises 10% Over '50

NEW YORK, Oct. 6.—Officials of the World's Championship Rodeo, which opened at Madison Square Garden here September 26 and runs thru Sunday (21), claimed this week that the gross going into the Wednesday (3) matinee was 10 per cent ahead of the comparable period during last year's edition.

The upward swing in the take marked a reversal of the trend that saw last year's rodeo business decline well under the 1949 receipts. Worth noting was the fact that this year's rise was scored despite competition from sizzling baseball attractions and weather only a bit less warm. While accustomed to the usual loss of patronage to the world series, this year the rodeo had to contend with a three-day play-off series in the National League that was a top-drawer feature in its own right.

Business for the run to date has been picking up steadily. Figures quoted by the Garden claim 75,453 persons for the first four days and six shows of the rodeo, and the number was offered as a first-week record. A rodeo spokesman said that altho the advance sale this year had not been too

strong it was about 5 per cent ahead of 1950.

The Lone Ranger and Tonto will be the feature attractions thru tomorrow (7), and indications are that the team has done more to bolster matinees than the Gene Autry troupe used in previous years. The afternoon show yesterday (5) was said to be particularly strong. Vaughn Monroe and his orchestra take over the feature slot Monday (8).

## Smith Injured in Cincy

CINCINNATI, Oct. 6.—Ladd Smith, stunter in the Joey Chitwood thrill show, suffered internal injuries Sunday (30) while performing at Carthage Fairgrounds here. Police took him to Bethesda Hospital and he was released following treatment.

predicted show would come close to matching record set last year of "South Pacific," which did \$395,000 gross for 24 performances in 16 days. This was a record for the indoor theater in this country. Clarence Linz reported his "Ice Cycles" advance ticket sale was 50 per cent better than for last year, when show had 16 sell-outs for 23 performances in 5,500-seat arena.

Aut Swenson Thrillcade opened in front of Grandstand for 17 performances with Henry Watson as promoter.

Midway, flashed with more neon than ever before, opened with 33 rides, including Velare Sky Wheel at entrance to main fun zone. Ray Marsh Brydon brought in 24 shows. (See story in Carnival section.)

The 187-acre fairgrounds was described by T. C. Sands, official fair electrician for 15 years and connected with the fair for 30 years, as being even more brilliantly lighted than Texas Cen-

(Continued on page 51)

## Sunbury, Pa., Expo Slated

SUNBURY, Pa., Oct. 6.—Second annual Pennsylvania Week Industrial and Mercantile Show will be staged at Island Park Pavilion here October 15-20. Pavilion, normally used as a skating rink and for other indoor activities, is located between Sunbury and Northumberland.

Event, sponsored by the Rotary Club, reportedly drew 25,000 in 1950. Talent will be presented on a center stage and door prizes given to stimulate attendance.

Frank H. Caravella is president of Island Park.

## Hospital Care Over for Wallard

ALBANY, N. Y., Oct. 6.—Lee Wallard, winner of the Indianapolis Memorial Day big racing classic, was released from a hospital Tuesday (2) partly recovered after 37 skin grafts covering about half his body. Wallard was critically burned in a race at the Reading (Pa) fairgrounds four days after winning the 500-miler.

The surgeon who performed eight major and five minor operations on Wallard said it might be a year before recovery is complete. However, the champ is expected to be able to get around on crutches in a couple of months.

Wallard said he hasn't given up the idea of racing again.

## Waco Event Maps Plans

WACO, Tex., Oct. 6.—Along with amusement features there will be junior poultry and rabbit shows and merchants-manufacturers exhibits at the Disabled American Veterans Fall Festival in Scenic Wonderland here, October 23-28; said Eugene Brown, chapter commander and chairman of the event. Admission and parking will be free.

## Strates Takes Top 1950 at Charlotte

CHARLOTTE, N. C., Oct. 6.—James E. Strates Shows, on the midway of the Southern States Exposition, have been socking away a healthy gross all week. Thru yesterday, County Children's Day, the fun zone gross was reported well ahead of last year by fair execs.

Shows got off to a big start on Tuesday (2) when city school children and adults combined to provide a record 75,000 opening day crowd. Big attraction was the appearance of Faye Emerson, video personality familiar to thousands in the area who have viewed her Pepsi-Cola shows.

Show looked splendid here and all units were bagging dough. Expanded show attractions, including Terrell Jacobs' Wild Animal Circus, won considerable favor with fair officials.

Unit, which plays all three events managed by Dr. J. S. Dorton, including the State Fair at Raleigh and the Cleveland County Fair, Shelby, managed to just about equal last year's gross at the latter event, despite rain on closing Saturday, normally, the best-grossing day of the run.

Show had Monday (1) to get all units in top shape for the opening here. After opening Tuesday the best takes were racked up in night play on Wednesday and Thursday (3-4) and on Friday, County School Children's Day.

A record one-day take is possible today if the good weather holds, since a banner crowd can be expected, including a big percentage of midway-loving adults.

Rides have been doing especially well since the show got into Southern territory.



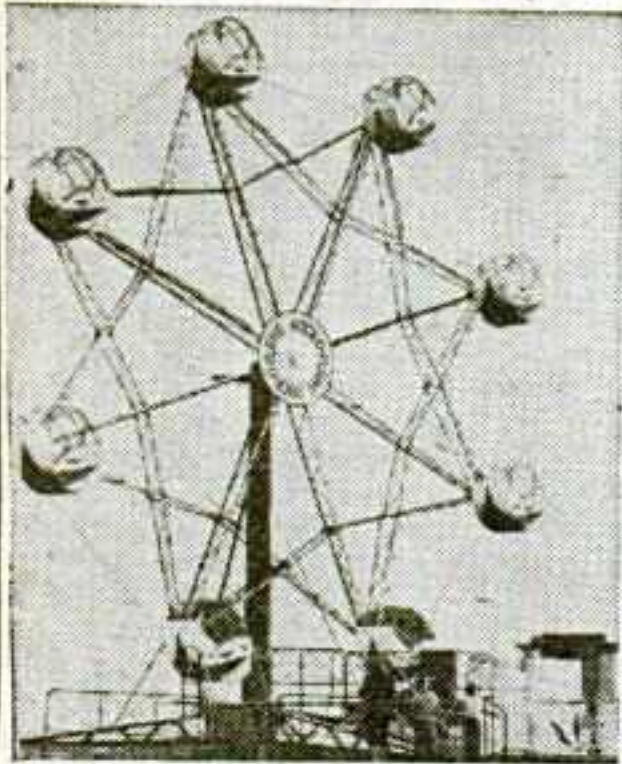
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### CLOSE-UP: LEO C. DAILEY

## Great Falls Exec Sparked Spencer, Ia., Fair Rise

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

By HERB DOTTE

THIRTEEN years ago, Leo C. Dailey, now and for the past four years secretary-manager of the North Montana State Fair at Great Falls, left Spencer, Ia., and the post of secretary of the Clay County Fair.

In his wake Leo left a fair plant matched by few county fairs, a well-balanced program pattern, and a powerful advertising-publicity policy which has enabled the Spencer annual to maintain its rating as one of the outstanding county fairs in the nation.

Leo would be the first to disclaim credit for the foundation he set for the Spencer event. But the records show that the groundwork was largely his and, again judging by the records, it took quite a bit of doing.

When he first became secretary at Spencer in 1927, the facilities were inadequate, annual gross receipts ranged only as high as \$60,000 and no great enthusiasm generally prevailed for the event.

#### Dynamic Person

A dynamic person, Leo proceeded to perk up the fair. First, he sparked an advertising-publicity campaign which lifted the event out of a well-worn rut. He overhauled what had passed as an advance campaign, then pushed thru an intensive and extensive schedule of newspaper advertising.

Up to the time he took over, the fair had advertised yearly only in three newspapers, in or close to Spencer. Leo, a firm believer in the power of advertising, placed fair advertising in no fewer than 103 newspapers in some 30 counties during his first year as secretary.

Moreover, he sparked special fair editions in several papers, with one paper running a 96-pager immediately prior to the fair's opening. That special edition still is carried by that paper, and it continues to be a whopper, both advertising-wise and publicity-wise for fair and newspaper alike.

Leo's vigorous advertising methods paid off handsomely from the outset. Attendance soared, public



LEO C. DAILEY

enthusiasm mounted, and receipts jumped sharply. For several years before he left Spencer, the fair's annual receipts were about \$130,000, more than twice as much as when he took over. Profit meanwhile ranged up to \$30,000, more than half of the fair's entire receipts in the years before he took over the reins.

#### Launches Bldg. Set-Up

In '29—the year of the stock market crash—Leo headed up the sale of a \$22,000 stock issue by the fair for the erection of a 4-H Club building that could sleep 300 boys.

Two years later, by which time the effects of the crash were pronounced, Leo headed up another stock sale, this time a \$55,000 issue, with the money used in a fund to build a new 5,000-capacity steel and concrete grandstand.

Both issues bore 8 per cent interest and each has long since been retired. Together the issues enabled the modernization of the Spencer plant and greatly accelerated the fair's growth.

In his years as secretary, the operation of the fair was largely a one-man job, compared to the now highly departmentalized operation. But, Leo possessed tireless energy. He not only handled the fair but simultaneously served as secretary of the Chamber of Commerce and headed up the Retail Credit Association. These two jobs called for much work, too, for in them Leo spear-headed campaigns for various civic betterment programs.

#### Barnstorms For Roads

He barnstormed for improved roads in the Spencer area and was successful. He directed money-

(Continued on page 54)

## Out in the Open

Ben S. Allen, purveyor of Posters, Inc., products, reports on a lavish press party staged at Bookbinders, famed Philly eatery, in honor of Bill Vail, vet promoter of auto races who is currently handling track events at Alcyon Speedway, Pitman, N. J. Among those gathered to pay homage to Vail were Allen, Jake Lambing and Ed Broomhead, Philadelphia Evening Bulletin; George Walsh, WFIL-TV; LeRoy Miller, WFIL; Dave Wilson, Philadelphia Inquirer; Ralph Easton, Alcyon office manager; Ben Emory, track publicist; Matt Guokos, WPEN, and Tom Ryan, Camden (N. J.) Courier-Post.

Jack Rosenthal, co-owner of Palisades (N. J.) Park, who has been on a European jaunt, joined the party of Mayor Vincent Impellitteri, also on a Continental trip, in Italy.

W. B. (Bill) Naylor, veteran circus and carnival press agent, closed with the Amusement Company of America, the former Henries Show, at Chattanooga, and

has joined the Polack Bros.' Circus, Eastern unit, at Mobile, Ala.

Bill de L'horbe, National Amusement rep, was a New York visitor recently, after stopovers at funspots at Myrtle Beach and Baltimore. Bill plans to get down to the Alabama State Fair, Birmingham, where he has ride interests. . . . Ken Wilson, of the Miniature Train Company, handled his firm's display in conjunction with the Theater Owners' Association meeting at the Hotel Astor, New York. Outdoor theater ops have provided a new and lucrative field for the sales of moppet rides, particularly minnie trains.

Joseph H. Hughes, George A. Hamid & Son field rep, returned from New England to spend a couple of days at the New Jersey State Fair. He next heads for Simcoe, Ont., to supervise talent presentations at the fair there. Included in his plans is a visit with the Frank Conklins at their Ontario farm before returning to Gotham and prepping sales trips for the new season. Annuals serviced by him have nearly all enjoyed excellent runs, Hughes said. . . . Arthur Campfield, New York canvas firm head, visited the New Jersey State Fair Friday (28). . . . Stanley W. Wathon has returned from Montreal where he viewed the opening of his act, the Three Manleys.

Amusement Enterprises, Inc., has been chartered with the corporation department in the office of the Secretary of State of Delaware to operate a park. Capital is listed at \$2,000.

T. Dwight Pepple, general agent for Polack Bros.' Circus, was in Chicago Thursday (4).

W. H. (Bill) Kittle, manager of the Colorado State Fair, Pueblo, has returned to Pueblo after a post-fair vacation on the West Coast.

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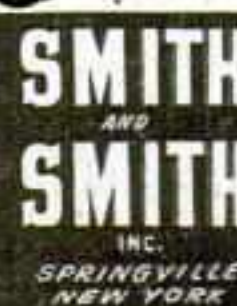
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White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling Markers, extra, 75¢.
- Set Numbered Ping Pong Balls... \$12.00  
Replacements, Numbered Balls, ea. .30  
3,000 Jack Pot Slips (strips of 7 numbers), Per 1,000 ..... 1.25  
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3,000 Small Thin "Bingo" Cards, 5 colors, loose only, no pads, size 4x5, M ..... 1.50  
Plastic Markers, Red or Green, round or square, 3/4" diameter, M ..... 2.50  
Scalloped Edge, Green only, M ..... 2.00  
Smaller Size, 3/4" diam, Red or Green Plastics, M ..... 1.50  
Adv. Display Posters, size 24x36, Ea. .15  
Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for ..... 15.00  
Thin, Transparent Plastic Markers, Brown, 3/4-inch, Per M ..... 1.00  
Weatherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 5 colors, loose, not tabbed, M. . . . 2.25  
Round white N, J, C, A, R, D boards, 2 sizes; 1/2 inch diam. 1800 to lb.; larger size, 3/4 diam. 1000 to lb. Either size, lb. .... 85  
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TO THE LEFT, above, is Al Martin, the outdoor attraction booker of Boston. To the right is Al Martin, co-owner of the 20th Century Shows. Their pictures appear by way of correcting an error in last week's issue in which a close-up of Al Martin, of the 20th Century, was used with a picture of Al Martin the booker.

## Talent Topics

**Adam Vilands**, of the **Three Vilands**, hand balancing, is confined to a Quincy, Ill., hospital with a fractured foot and three broken ribs suffered in an automobile crash near that town. **Maria**, fem side of the act, is still being treated for internal injuries, and **Bruno**, third member of the trio, suffered a severely cut eye and internal injuries. The act will be out of circulation for several months.

Four **Cresonians**, teeterboard, were in Chicago Thursday (27) after playing late fair dates for **Charles Zemater**. Three members of the act, **Bill, Jack and Betty**, were with the former Six Cresonians, while **Skippy** is an addition to the reframed act. . . . **Eric Fillmore**, juggler, was also a Chicago visitor the same day. . . . **Vagabonders**, trampoline; **Ethel D'Arcy**, high act, and **Lemke's** chimps were the free attractions at the Eureka, Ill., Pumpkin Festival.

**Bert and Corinne Dears**, high act and slack wire, closed their summer season at the Denver, Ind., Fall Festival and have stowed their outdoor rigging for the winter. The duo opened their indoor season at Joplin and Springfield, Mo., American Legion circuses the week of October 2, and will then move to the Sioux City, Ia., Police Circus for **Frank Wirth**. Following that the Dears will join the **Orrin Davenport** organization for Wichita, Kan., the week of November 4.

The **Great Cepler Family**, high act, left Huntsville, Ala., September 29 after closing at the fair there for Los Angeles to join the **E. K. Fernandez Circus**, which left the West Coast October 4 for its tour of Hawaii.

High-diver **Jimmy Jamison** was in New York last week for a few days following a series of dates at fairs with **Tom Packs Circus**, **Polack Bros. Eastern Unit** and several stands sponsored by political clubs and churches around Chicago. Jimmy is mulling further Shrine dates.

**Joe and Bebe Siegrist**, high performers, have closed their season for **J. C. Michaels** after playing dates in Missouri, Kansas and Nebraska, and again have signed with Michaels for 1952. The **Siegrists** will winter around Wichita, with **Fred and Bette Leonard** and the **Coopers**. Joe infers his new pole rigging worked well during the season and also adds that his daughter's flying act, the **Flying Eldonas**, is still on the road for Michaels.

When the disappearing staircase, key prop in **Lottie Mayer's** **Disappearing Water Ballet**, was lost en route from Tulsa to Eldorado, Ark., the act was performed by the gals jumping into the tank instead of the gradual fadeout effect gained from the stairway. Show has had a good season and, despite rain and cold, hasn't missed a performance all season.

**Adrianna and Charley**, trampoline, opened at Chicago's **Oriental Theater**, Thursday (4). . . . **Kermond Brothers**, tumblers, and **Rudells**, trampoline, are with the "Skating Vanities of 1952," roller skating show.

**Mrs. Hank Craig** reports that part of her husband's chimp act has been booked by **E. K. Fednandez**. Hank was the chimp trainer

at the World Jungle Compound, Thousand Oaks, Calif., for the past three years. Another part of Hank's act was booked for **Ina Ray Hutton's** all-girl television show, with **Thelma Craig** handling the monks.

**Emil and Evelyn**, teeterboard, are playing the **Olympia**, Miami. . . . **Noble Trio**, bars, are on the bill at the **Casino**, Toronto.

**Juggling Jewels and King Reynolds**, booked by **Stanley W. Wathon**, New York, are playing their last Canadian date at **Kingston**, Ont.

### Cincy Zoo Additions

CINCINNATI, Oct. 6.—A pair of African antelopes and a scarlet macaw, tropical bird, arrived at Dayton Municipal Airport, Vandalia, O., this week, en route to the local zoo. They are part of a transaction in which the zoo sold the Fort Worth Zoo a year-old giraffe, receiving \$3,500 and the animals and bird. The giraffe died near Erlanger, Ky., in transit to Fort Worth about a month ago.

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Blue Grass: Moulton, Ala.  
Bluff City: (Fair) Hornersville, Mo.  
Brewer's United: (Fair) Brenham, Tex.; (Fair) El Campo 15-20.  
Burke, Harry: (Fair) New Roads, La.  
Burkhart: Kaiser, Ark.; Turrell 15-20.  
Capital City: (Fair) Montezuma, Ga.; (Fair) Fitzgerald 15-20.  
Cavalcade of Amusements: (Fair) Wilson, N. C.  
Central Am. Co.: (Fair) Pembroke, N. C.; (Fair) Scotland Neck 15-20.  
Cetlin & Wilson: (Fair) Spartanburg, S. C.; (State Fair) Macon, Ga., 15-20.  
Cherokee Am.: Independence, Kan., 8-10; Broken Arrow, Okla., 12-13; Claremore 15-20.  
Coleman Bros.: Middletown, Conn.  
Coleman, C.: Alexandria, La.; (Fair) Ferriday 15-20.  
Coney Island: (Fair) Macon, Ga.; (Fair) Buena Vista 15-20.  
Cotton States: Bokchito, Okla.  
Crafts Expo.: (Fair) Fresno, Calif.  
Cumberland Valley: (Fair) Summerville, Ga.; season ends.  
Dixie Midway: Dillon, S. C.  
Drew, James H.: (Fair) Swainsboro, Ga.; (Fair) Metter 15-20.  
Diddle, D. S.: O'Donnell, Tex.; Tahoka 15-20.  
Dumont: Wadesboro, N. C.  
Dyer's Greater: Marianna, Ark.; McCory 15-20.  
Dyer's Lotta Hoey: Hernando, Miss.  
Eastern Am. Co.: Topsham, Me.  
Eddie Expo.: Pembroke, N. C.  
Ferris, Carl D.: (Fair) Roanoke Rapids, N. C.; (Fair) Bishopville, S. C., 15-20.  
Fidler's United: Lonoke, Ark.; England 15-20.  
Fleming, Mad Cody: Tifton, Ga.; (Fair) Waycross 15-20.  
Franklin, Don: Angleton, Tex.; (Fair) Bryan 15-20.  
Gem City: Anniston, Ala.; (Fair) Alexander City 15-20.  
Gentsch, J. A.: Belzoni, Miss.  
Georgia Am. Co.: Monticello, Ga.; Butler 15-20.  
Gladstone Expo.: West Point, Miss.; (Fair) Yazoo City 15-20.  
Gold Medal: Winder, Ga.  
Golden Nugget: Stanfield, Ariz.  
Gooding Am. Co., No. 1: (Fair) Lancaster, Ohio.  
Gooding Am. Co., No. 2: Henderson, Ky.  
Gooding Am. Co., No. 3: Bradford, O.  
Groves Greater: (Fair) Runtion, La.; (Fair) Many 15-20.  
Gooding Greater: (Int'l Dairy Show) Indianapolis, Ind.  
Gooding Park Attrs.: (Fair) Columbus, Ga.  
Grand American: Poplar Bluff, Mo.; Pocatontos, Ark., 15-20.  
Great Lakes: Water Valley, Miss.  
Greater Dixieland: (Fair) Mansfield, La.; Natchitoches 15-20.  
Greater Midway: Dillon, S. C.  
Hames, Bill: Mashall, Tex.  
Harrison Greater: (Fair) Smithfield, N. C.; Robersonville 15-20.  
Heller's Acme: Farmville, N. C.; (Fair) Washington 15-20.  
Heth, L. J.: (Fair) Monroe, Ga.; (Fair) Covington 15-20.  
Hiawatha: Yorktown, Ind.; Upland 15-20.  
Hill's Greater: Hobbs, N. M.  
Hottle, Buff: (Fair) Franklinton, La.; (Fair) Oak Grove 15-20.  
Howard Bros.: Quaker City, O.  
Inland: Parma, Mo.; Rector, Ark., 15-20.  
Interstate: Hartwell, Ga.  
Jollytime: McKenney, Va.; (Fair) Amherst 15-20.  
Keystone Expo.: Society Hill, S. C.  
Kile, Floyd O.: (Fair) Pitkin, La.  
Lane, Leo: Blackshear, Ga.  
Lane, Sammy: Canalou, Mo.  
Lawrence Greater: Petersburg, Va.; Winston-Salem, N. C., 15-20.  
Lee Am. Co.: Robertsdale, Ala.; Quincy, Fla., 15-20.  
Magic Empire: (Colored Fair) Brownsville, Tenn.  
Manning, Ross: Nashville, N. C.; Conway 15-20.  
Marion Greater: (Fair) York, S. C.; (Fair) McCormick 15-20.  
Marks, John H.: (Fair) South Boston, Va.; (Fair) Greenville, S. C., 15-20.  
Midway of Mirth: Marvell, Ark.  
Mighty Hamontree: Midway: (Fair) Greensboro, Ga., season closes.  
Mighty Page: Williamston, N. C.; Ahsokie 15-20.  
Miller, Ralph R.: Simmesport, La.  
Mimic World: Ringgold, La.  
Moore's Southwestern: (Fair) Searcy, Ark.; San Augustine, Tex., 15-20.  
Oklahoma Expo.: Grandfield, Okla.  
Page Bros., No. 2: Bemis, Tenn.; Humboldt 15-20.  
Palmer: (Fair) Dillon, S. C.  
Palmetto Expo.: Moncks Corner, S. C.; (Fair) Smoaks 15-20.  
Pan-American: North Long Beach, Calif.  
Peck Am. Co.: Charleston, Miss.; Shaw 15-20.  
Pee Dee: Denton, N. C.  
Penn Premier: (Fair) Lancaster, S. C.; (Fair) Laurinburg, N. C., 15-20.  
Powelson Greater: (Osceola & Oakland Park) Columbus, O.  
Prel's Broadway: Chase City, Va.  
Raines Am.: Ringgold, La.  
Royal American: (State Fair) Jackson, Miss.  
Royal Crown: Rome, Ga.  
Royal Duke: Augusta, Ga.  
Royal Expo.: (Fair) Milledgeville, Ga.; (Fair) Statesboro 15-20.  
Siebrand Bros.: Rowell, N. M.  
Smith, George Clyde: (Colored Fair) Henderson, N. C.; (Fair) Mebane 15-20.  
Snapp Greater: West Monroe, La.  
Southern States: Donalsonville, Ga.; (Fair) Adel 15-20.  
Southern Valley: Winstboro, La.  
Strates, James E.: (Fair) Rock Hill, S. C.; (State Fair) Raleigh, N. C., 15-20.  
Star Am. Co.: Earle, Ark.  
Stephens, C. A.: (Fair) Jackson, Ga.; (Fair) Wrightsville 15-20.  
Sunshine: Macon, Ga.  
Tassel, Barney: Yanceyville, N. C.; Red Springs 15-20.  
Thomas Joyland: Kingwood, W. Va.  
Tidwell, T. J.: Snyder, Tex.  
Tinsley, Johnny T.: (Fair) Thomaston, Ga.; (Fair) Roanoke, Ala., 15-20.  
Tivoli Expo.: (Fair) Danville, Ark.; (Fair) Paris 15-20.  
Turner Bros.: (Fair) Kennett, Mo.  
20th Century: (Fair) Minden, La.; (Fair) Tallulah 15-20.  
Victory Expo.: (Fair) Seminole, Tex.  
Virginia Greater: (Fair) Louisburg, N. C.; (Fair) Edenton 15-20.  
Vivona Bros.: Salisbury, N. C.  
Wallace Bros.: Clarksdale, Miss.; Jackson 15-20.  
Wallace & Murray: Thomson, Ga.; Hawkinsville 15-20.  
West Coast: San Francisco, Calif.; Visalia 16-21.  
Wilson Greater: Coolidge, Ariz.; Eloy 17-21.  
Wolfe Am.: Clarksville, Ga.; (Fair) Royston 15-20.  
World of Mirth: Winston-Salem, N. C.

## Circus Routes

Send to  
2160 Patterson St.  
Cincinnati 22, O.

Beatty: Clyde: Pampa, Tex., 8; Borger, 9; Belen, N. M., 11; Santa Fe 12; Albuquerque 13; season ends.  
Capell Bros.: DeQuincy, La., 10.  
Cole & Walters: Mountain View, Mo., 9; West Plains 10; Gainesville 11; Pippin, Ark., 12; Harrison 13; Marshall 14; Clinton 15.  
Hagan-Wallace: Tallahassee, Ala., 9; Greensboro 10; Demopolis 11; Butler 12; Thom- asville 13.  
Hamid-Morton: (Arena) Philadelphia, Pa., 8-13.  
Jacobsen & Kayda: Hastings, Neb., 9; Omaha 10; Atlantic, Ia., 11; Des Moines 12; Ottumwa 13; Cedar Rapids 14; Water- loo 15.  
Kelly-Miller: Waverly, Tenn., 8; Paris 9; Huntington 10; Lexington 11; Humboldt 12; Dresden 13; Fulton, Ky., 14.  
Kelly-Morris: Holy Springs, Miss., 10.  
King Bros.: Montgomery, Ala., 8; Selma 9; Aliceville 10; Fayette 11; Jasper 12; Haleyville 13; Russellville 15; Florence 16; Cullman 17; Scottsboro 18; Fort Payne 19; Gadsden 20.  
Mills Bros.: Thurmont, Md., 9; Frederick 10; Overlea 11; Glen Burnie 12; Rock- ville 13; Silver Spring 15; Arlington, Va., 16; Manassas 17; Orange 18; Fredericks- burg 19; Hopewell 20.  
Polack Bros.: Eastern: (Ball Park) Annis- ton, Ala., 8-9; (Ball Park) Oak Ridge, Tenn., 11-13; (Auditorium) Chattanooga 17-20.  
Ringling Bros. and Barnum & Bailey: Lake Charles, La., 9; Lafayette 10; Baton Rouge 11-12; New Orleans 13-14; Mobile, Ala., 15; Gulfport, Miss., 16; Hatties- burg 17; Tuscaloosa, Ala., 18; Birming- ham 19; Montgomery 20.  
Rogers Bros.: Orlando, Fla., 10; Tampa 11-12; Fort Myers 13; season ends.  
Wallace & Clark: DeKalb, Tex., 11; Lin- den 12; Atlanta 13.

## Misc. Routes

Ice Capades of 1952 (The Arena) Clevel- and, O., 8-14; (The Arena) Philadelphia, Pa., 17-Nov. 3.  
Ice Follies of 1952 (The Arena) Chicago, Ill., 4-30.  
Noell's Ark Gorilla Show: Hope Mills, N. C., 8-10; Lumber Bridge 11-13.  
Skating Vanities of 1952 (Auditorium) St. Paul, Minn., 9-14; (Arena) Milwaukee, Wis., 16-21.

### Multiplex Faucet Co. Serving the Trade 46 Years

a 3 1/2¢ Profit on a 5 Cent Sale!  
**The Multiplex ROOT BEER BARREL**  
FOUR SIZES: 8 GAL. 17 GAL. 45 GAL. 60 GAL.  
Advertises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally large Profit. Capture volume business and profits with the Multiplex.  
**Exclusive!** Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.  
Other DISPENSERS for COCA-COLA, GRAPE, ORANGE, HIRTS, DR. PEPPER, ETC.  
**Manufacturers: MULTIPLEX FAUCET CO. 4325-B Duncan Ave. St. Louis 10, Mo.**

**TRAILERS FOR ALL PURPOSES**  
Fully equipped. Priced to suit your pocket book.  
WRITE FULL INFORMATION  
**CALUMET COACH CO.** 11575 S. Webash Ave. Chicago 28, Ill. Phone: Waterfall 8-2212

**Popcorn-Cotton Candy-Candy Apples-Snow Cones**  
The most modern, up-to-date line of equipment and supplies for you at money saving prices; the most complete line in the business. Send a postal card for our 73 page Concession Supply Catalogue and tell us what you need.  
**GOLD MEDAL PRODUCTS CO.** 318 E. THIRD ST. CINCINNATI 2, OHIO

**FLAMEFOIL TENT FABRICS ARE . . .**  
*Flame Resistant*

Approved by Underwriters' Laboratories, Inc., California Fire Marshal and other fire prevention authorities.  
Flamefoil resists flame, water, weather, mildew.  
Manufactured under patents No. 2,044,176 and 2,299,612. Others pending.

Write for samples and name of nearest supplier  
**PHILADELPHIA TEXTILE FINISHERS, INC.**  
Ford and Lafayette Sts. Norristown, Pa.

**TENTS**  
ALL SIZES—ALL TYPES  
Materials on hand to make for PROMPT DELIVERY.  
Either dyed in colors or "CHEX FLAME." Underwriters approved flame, water and mildew-treated ducks.  
WRITE TODAY  
S. T. JESSOP GEO. W. JOHNSON

**UNITED STATES TENT & AWNING CO.**  
2315-21 W. Huron CHICAGO 12  
Chicago's Big Tent House Since 1870

**SHOW TENTS**  
*Central Canvas Company*  
516-518 EAST 18th ST.  
Kansas City 6, Missouri  
Phone: Harrison 3026  
HARRY SOMMERVILLE

**D. M. KERR MFG. CO. CONCESSION TENTS**  
1954 W. Grand Ave. Chicago 22, Ill.

**JOHN BUNDY**  
Formerly With HAUSS-STANDARD CHEVROLET CO., NOW PRESIDENT AND GENERAL MANAGER  
YOUNG-MALLET MOTORS, INC. CHRYSLER-PLYMOUTH AGENCY  
Several Models and Makes of NEW AND USED TRUCKS  
"SPECIAL FINANCE PLAN FOR SHOWMEN"  
YOUNG-MALLET MOTORS, INC. 806 St. Louis Ave., East St. Louis, Ill. (Phone: Bridge 5313)

**Amazing Cash Profits**  
With Excel's Electric CORN POPPER  
Keep your cash register ringing! For a small investment you reap BIG PROFITS! Ideal for ANY location, permanent or temporary; does the work of a machine SIX TIMES its low price; uses AC or DC current, any cycle, 17" by 17" by 25", it occupies small space, weighs only 30 lbs., comes complete with cord and plug ready to connect. Beautiful gray melaleuc finish, nickel trim, many other features. Fully guaranteed. Salesmen, write for proposition! ALSO AVAILABLE FOR FIRST TIME—Excel Warming Cabinet.  
**Excel Mfg. Corporation** DEPT. B-1013 MUNCIE, INDIANA

Less than 7 days left!  
... to take advantage of an outstanding **XMAS SALES OPPORTUNITY** in a market of **67,549** Active Cash-With-Order Xmas Buyers  
**The Billboard**  
Date of Issue: OCT. 27  
Distributed: OCT. 23  
Adv. Deadline: OCT. 18  
Wire or Phone Space Reservation . . . then RUSH AD COPY to—  
**The Billboard**  
New York 19, N. Y., 1564 Broadway, PLaza 7-2800.  
Cincinnati 22, Ohio, 2160 Patterson St., DUnbar 6450  
Chicago 1, Ill., 188 W. Randolph St., CEntral 6-8761  
Hollywood 28, Calif., 6000 Sunset Blvd., HOllywood 9-5831  
St. Louis 1, Mo., 390 Arcade Bldg., CHestnut 0443  
Detroit 1, Mich., Fox Theatre Bldg. WOODward 2-1100

**DON'T WAIT . . . It May Be Too Late!**  
FOR COMPLETE, RELIABLE **INSURANCE** FOR ALL **OUTDOOR SHOW BUSINESS . . .**  
Contact the **McGOWAN AGENCY**  
For 15 years specialists in outdoor show business insurance problems  
A-1338, 175 W. Jackson Blvd. CHICAGO, ILLINOIS  
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**TABLES & STEEL OR WOOD CHAIRS**  
Folding or Non-Folding  
Prompt delivery. Minimum order 4 doz. Ask for prices, tell number needed. ADIRONDACK CHAIR CO.  
1140 B'way, N. Y. (27 St.), Dept. 5, MU 3-1985



## 65 Companies Reserve Space For NAAPPB Trade Exhibits

CHICAGO, Oct. 6.—Sixty-five companies, including 15 newcomers, have reserved exhibit space at the trade show of the National Association of Amusement Parks, Pools and Beaches. The show will be held in conjunction with the NAAPPB convention here November 25-28.

Paul Huedepohl, NAAPPB secretary, said a sell-out of the show was expected. About 10 more companies are expected to come in within the next month and last minute reservations always are sought on the eve of the convention, he said.

Last year at this time reservations numbered 79. A year ago 140 booths were reserved, while this time about 130 have been taken. Huedepohl said the trade show usually has about 75 companies reserving 135 booths by convention time.

### Games, Premiums Set

Prominent this year in the reservation list are manufacturers and distributors of games and premiums.

Firms which will be exhibiting for the first time this year or after extended absences from the show will include:

All-American Enterprises, Oklahoma City; Bank & Wilan, Inc., Charleston, W. Va., dispensing machines; Birthdays, Inc., Nashville, vending machines; Bloom Bros. Company, Minneapolis, premiums; John A. Boyd, Pittsburgh, premiums; Dudley Sports Company, New York, game; Electro-Pitch Company, Inc., Philadelphia, game; Fischer & Porter Company, Hatboro, Pa., swim-

ming pool equipment; Gonder Ceramic Arts, Inc., New York, premiums; Phil Gordon Importing Company, Atlanta, device; Hildreth Pulling Machine Company, Chicago, candy pulling machine; Edwin W. Lane Company, Chicago, premiums; Lily-Tulip Cup Corporation, New York; Ray S. Oakes & Sons, Lyons, Ill., games, and Star Fireworks Company, Danville, Ill.

### Reservations List

Following is a complete list of those who have made reservations:

A.B.T. Manufacturing Company, Chicago; Ahrens Manufacturing Company, Grinnell, Ia.; All American Enterprises, Oklahoma City; Allan Herschell Company, Inc., North Tonawanda, N. Y.; Anchor Supply Company, Evansville, Ind.; Anderson Rubber Company, Akron; Animated Display Creators, Inc., Minneapolis; Bank & Wilan, Inc., Charleston, W. Va.; William B. Berry Company, Boston; Bert's Electric Automatic Snow Cone Machine, Dallas; Birthdays, Inc., Nashville; Blevins Popcorn Company, Inc., Nashville; Bloom Bros. Company, Minneapolis; John A. Boyd, Pittsburgh; Capitol Projector Corporation, New York; R. E. Cham-

(Continued on page 65)

## 100G Sought To Plug A. C. Winter Appeal

ATLANTIC CITY, Oct. 6.—A more intensified campaign to attract visitors to Atlantic City during off-season months is under way. Contributions totaling \$100,000 to plug the city as a health and pleasure resort are being solicited by campaign workers, said Joseph I. McDonell, general manager of the Atlantic City Co-Operative Advertising Campaign, sponsor of the program.

This year's goal is an increase of 40 per cent over the amount collected last year. Stating that last year's campaign showed "gratifying results" in more winter visitors and thousands of inquiries, McDonell said a better campaign has been planned for the approaching months.

Several media of advertising are being used, including radio, television and newspapers. Media found best from experience in the previous campaign will be used this year.

## Lagoon Employees Win Scholarships To Utah University

SALT LAKE CITY, Oct. 6.—Three young men are studying this year at the University of Utah under scholarships awarded by Lagoon park to "outstanding employees."

The scholarships, valued at \$100 each, were awarded after a panel of six judges made an extensive survey to select the winners. Judges were named by Lagoon officials. Park Manager Peter Freed said similar scholarships had been awarded in previous years and that at least one is given annually.

Recipients this year were Peter Vlahos, Earl Grossen and Bob Rose. They have been employed at Lagoon for the past three seasons.

## Wildwood Nixes Luxury Tax Bid

WILDWOOD, N. J., Oct. 6.—Wildwood does not plan any sales or luxury tax, Mayor W. Harry Steele Jr., declared this week, in view of the fact that near-by Ocean City and Asbury Park in Northern New Jersey have launched plans to adopt the tax by referendum at the November election. Mayor Steele said the matter had been informally discussed by the City Commission and it was decided to withhold action on a luxury or sales tax.

## LAGOON BOWS; MISS AMERICA WAS LIFEGUARD

SALT LAKE CITY, Oct. 6.—Lagoon funspot stepped into the Miss America limelight this week with newspaper ads pointing out that the winner, Colleen Hutchins, was a lifeguard at the pool this season. Spot congratulated the beauty and noted that it was not surprised by the "judges' good judgment." It also pointed out that her sun tan had been acquired at Lagoon. Miss Hutchins won the national event at Atlantic City last month.

## Ocean Beach Nets 185G; 18G Over '50

Menghi Named To Succeed Lee As Superintendent

NEW LONDON, Conn., Oct. 6.—Net income for the past season at Ocean Beach Park, city-owned-and-operated funspot, amounted to \$185,854.27, or an increase of \$18,410.04 over the 1950 receipts.

August Menghi has been named acting superintendent of the park, replacing Meredith Lee, who has resigned. A replacement will be announced soon for park activities director Leslie Morson who also has resigned.

## Foreign Goods To Be Vended At Palisades

NEW YORK, Oct. 6.—Looking forward to the 1952 season, Irving Rosenthal, co-owner of Palisades (N. J.) Park, said that products of various nations would be displayed and offered for sale at regular intervals in the park in a scheme similar to one employed by Macy's department store here this year.

Macey's recently opened an Italian Fair, with that country's manufacturers occupying a good portion of one floor. Rosenthal plans the same type of set-up.

Work has been started by park Superintendent Joe McKee on a kiddie Roller Coaster that also will accommodate adults. Irving said the device would be a scaled replica of a major ride. He is still searching for a money-making major ride to be installed at the head of the midway.

## Pool Operators Favor Change In '51 Tax Bill

CHICAGO, Oct. 6.—Swimming pool operators who belong to the National Association of Amusement Parks, Pools and Beaches have protested a provision in the proposed federal revenue bill which would exempt municipally owned pools from the 20 per cent federal admission tax.

The senate's version of the bill would allow the exemption, but Sen. Robert C. Hendrickson, of New Jersey, has offered an amendment which would retain the tax on city-owned pools. The proposals also would apply to skating rinks and other places providing facilities for physical exercise.

Vernon D. Platt and David Sternberg, Pennsylvania pool operators, went to Washington to appear at the committee hearings. In response to telegrams sent to pool operators by the NAAPPB, (Continued on page 65)

## 1951 Best Post-War Year at Atlantic City

ATLANTIC CITY, Oct. 6.—The resort this week finished counting the luxury tax on summer business and it indicated the best season of the post-war years. Despite the hubbub of gambling and racket probes, vacationers poured into the resort and their spending provided most of the \$715,312.79 collected in city luxury taxes since June 1. This beat last summer's collections of \$622,011.91, and was \$13,832.17 better than the 1947 period, the best previous post-war summer.

Luxury tax on hotel and rooming house bills, alcoholic drinks, cigarettes and amusements is regarded as the best gauge of the city's resort business—the biggest industry in town. Much of the tax comes from the Boardwalk where shops, eateries, amusements and concessions nestle between hotels.

The big summer business brought the city up from a slight slump for the first five months of this year. Until June 1, tax receipts were running \$17,237.30 behind those for the same period in 1950.

### Holiday Not Counted

Since the city allows a month for taxpayers to hand over tax money, receipts totaled so far only bring the tax up to August 31, ex-

cluding from the total the big take over the banner Labor Day week-end.

Local bankers reported \$9,135,024 taken in after the week-end alone, or \$1,623,989 more than last year's holiday week-end. City banks found deposits since June 1 to mid-September amounted to \$251,642,000, which is \$33,938,000 ahead of the same period in 1950.

The good reports came as a surprise to boosters who lamented that the gambling probes and racket notoriety were bad for business.

## Knoxville Spot Tabs 1st Profit, Official States

KNOXVILLE, Oct. 6.—City-owned Chilhowee Park here netted \$41,800 thru September 26 to score about \$6,000 more than its appropriation from the city. Ira McCollister, city welfare director, said he anticipated a profit of up to \$10,000 by the end of the year.

It was the first time the park showed a profit, McCollister stated. Gross for the park restaurant was \$36,300, making a profit of \$13,700 for the same period, he said.

During the past four years, the spot has added a zoo, started a program of rotating rides annually, created a parking lot by filling in a lake, rebuilt the Administration building for use as a sports arena, and installed new paving and drainage systems.

DETROIT, Oct. 6.—Walter O. Briggs, prominent industrialist, has been renamed to the Detroit Zoo Commission for a four-year term by Mayor Albert E. Cobo. Briggs has held the post since the present organization was set up in 1924.

## Holidays Give Rocks' Fair \$\$

NEW YORK, Oct. 6.—Jewish holidays observed this week gave Rockaways' Playland here satisfactory business as the spot continued its campaign to make pay activities following the regular season.

Holidays were responsible for a number of local residents having Monday (1) and Tuesday (2) free from their jobs. The park got a fair share of them despite afternoon showers Tuesday. Rockaways' management said the spot was getting a goodly amount of car trade in addition to those living in the Rockaways area.

Rides open include the Pretzel, H-Bomb Rocket, Goat, Bubble Bounce, Skooter, Cuddle-Up and eight children's devices. Two food stands, a few games and the Penny Arcade also were open.

**SKEE-BALL**  
Reg. U. S. Pat. Office  
America's Favorite Skill Game  
for  
Parks, Resorts or Location  
Capacity 80 Games Per Hour  
5c or 10c coin slots optional  
PHILADELPHIA TOBOGGAN CO.  
130 E. Duval St.,  
Philadelphia 44, Pa.

**MINIATURE GOLF**  
A client of mine outside the United States wishes to build a Miniature Golf Course. He is seeking plans, blueprints, photographs, information that will help him. Have you anything to offer?  
**BIM POND**  
24 W. 45 St. New York 19

**IDEAL LOCATION**  
For group game, similar to Fascination.  
Write  
**BOX D-96**  
c/o The Billboard Cincinnati 22, O.

**Permanent Kiddieland WANTS LITTLE DIPPER**  
To book for 1952 season on percentage  
**BOX 999**  
c/o Billboard, 390 Arcade Bldg.  
ST. LOUIS, MO.

## Due to Wreck—Want Now for Nation's Boom Spot

Eleven acres, fifteen years' lease, no competition or gate. Year around action.  
Dipper, Tilt, Spiffire, Eli Wheel, Pretzel, Caterpillar, Funhouse, Revue, Ex Cafe, Rink, Dance Hall, Canvas ok. Join or wire; open now. Ex Photo, Hi-Striker, Basketball, Bottles, African or Girl Dip, Hoop-la, Scales, Age, Duck Pond, Long Range Gallery, Hankies, Pea Pool, Pan Game. No Flats. Supported by all; billions cash projects. Best folks on earth to live and deal with. Get well here for life. Ref.: tops. All replies

**General Manager**  
**NEW FUNLAND AMUSEMENT PARK CO.**  
Office, 1244 Green St. (Phone 29536), Augusta, Ga. This is it.

## AMUSEMENT PARK FOR SALE

Suburban Park, Manlius, N. Y.

Only Amusement Park near Syracuse; 78 acres complete with 12 rides, all concessions, dance hall, roller rink, bar, large parking field. Established over 50 years; 27 years under present owner who wishes to retire. Terms to reliable parties; \$70,000 will handle, balance like rent. Write

**FRED W. SEARLE, Owner** Manlius, N. Y.

## High Quality KIDDIE RIDES

ROTO WHIP — SPEED BOATS — PONY CARTS  
GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

**W. F. MANGELS CO., Coney Island 24, N. Y.**

## FOR SALE

**Well Established Amusement Center In Coney Island**

Pokerino, Skee-ball, Shuffleboards, Penny Arcade.

Inquire **PENNYLAND, 1658 Broadway, New York 19**

## FOR SALE

1 Sky Diner Ride. Make offer. Good shape.  
One Aerial Boat Ride. Make offer.  
One Thriller Ride for sale. Make offer.

**CERBINI TRANSPORTATION CO.**  
2840 West 8th St., Coney Island, N. Y.

Day Phone: E5planade 2-7274, ask for Bob Adler; Night Phone: HOLLIS 5-5900, ask for Frank Cerbini.



# Kelly-Miller, Campa Clash; "Air Forces" in Opposition

## Rogers, Davenport Routes Cross As Shows Tangle in Tennessee

WINCHESTER, Tenn., Oct. 6.—A three-way opposition clash between Al G. Kelly & Miller Bros., Campa Bros. and Rogers Bros. circuses centered here Monday (1) when Kelly-Miller and Campa Bros. day and dated.

It brought the first "combat" between circus air forces, with K-M and Campa each using a plane with loudspeaker, and bore some of the earmarks of old-time opposition. Campa Bros. generally came out second best.

At Winchester, Kelly-Miller signed auspices of the Rotary and Lions clubs. K-M billing and newspaper ads were out a week ahead of Campa's, but the Campa agent bought all available spot

announcement time on the Winchester radio station. Members of the K-M auspices groups who had regular radio programs turned their time over to the show, and for a week the station was swamped with advertising about evenly divided between the two circuses.

### Campa in Early

Ben Davenport's Campa outfit moved in Sunday (30) and announced via its recently acquired cub airplane than an unscheduled performance would be given that day. The Campa plane dropped leaflets which included a free-ticket coupon.

Also in the air was the Kelly-Miller plane, equipped with loudspeaker, and the aircraft continued operations the next day over Winchester and nearby towns.

Campa drew a three-quarter house for its Sunday show while Kelly-Miller was playing to a straw house for the matinee-only stop at Manchester Tenn., Sunday (30).

With both shows in Winchester Monday (1), Campa blew its matinee and Kelly-Miller attracted a

straw house. Factor here was that the K-M auspices' profits were to go to the high school band, and schools were dismissed early so that school busses could take youngsters to the Kelly-Miller lot.

Campa had a fair night house Monday and Kelly-Miller drew another straw turnout.

### K-M Alters Route

An original version of the Kelly-Miller route would have put both shows in Fayetteville, Tenn., Tuesday (2). However, a switch put Kelly-Miller in Fayetteville Saturday (29) and Shelbyville Tuesday (2). Campa Bros. airplane scattered "wait" leaflets at Fayetteville in opposition to K-M.

Meanwhile, Campa and Rogers crossed paths at two towns. At South Pittsburgh, Tenn., Campa played Saturday (29) to a pair of one-quarter houses, and Rogers Bros., came in Wednesday (3) to draw houses of 500 and 1,000. It was reported that local persons took down some of the Campa paper three days before the show date.

Several Campa trucks were stalled en route to South Pittsburgh because of tire trouble, but new tires were delivered and matinee was on time.

### Rogers 1st in Pulaski

Rogers and Campa were two days apart at Pulaski, Tenn., with Rogers coming in Monday (1). Under American Legion auspices, Rogers played to half and three-quarter houses. Campa Bros. had a one-third matinee and three-quarters night Wednesday (3) at Pulaski.

Si Rubens' Rogers show also had two half houses at Corinth, Miss., Saturday (29); two three-quarter houses at New Albany, Miss. (28), and a near-capacity and straw house at Kosciusko, Miss. (26).

Kelly-Miller played Murfreesboro, Tenn., Friday (28) for a three-quarter matinee and capacity night house.

Owners and personnel of the shows exchanged visits during the times they were close together.

## Late Closing Seen for King

MACON, Ga., Oct. 6.—Floyd King, co-owner of King Bros. Circus, indicated here that the show will have an exceptionally long season, continuing until Thanksgiving Day and perhaps longer.

He reported that business in the South during the past six weeks had equaled the big New England grosses rolled up by the show, which again will winter at Central City Park here.

## Schumann Closes Copenhagen Run After 185 Shows

COPENHAGEN, Oct. 6.—Circus Schumann wound up its long indoor run here Sunday (30) with a packed house which staged a real send-off for the big cast, the circus management and personnel, most of whom were gifted with bouquets.

Schumann opened here May 11 for a run of 143 days, with 185 performances which were witnessed by close to 500,000 spectators. At least 120 sellouts were chalked up.

Circus Schumann opened its post-season road tour Friday (5) at Aalborg for a stand of 10 days, to be followed by 10-day runs at Aarhus and Odense. Closing date will be November 11.

Schumann Liberty and high school horses have been signed up for Tom Arnold's Mammoth Circus in the Harrington Arena, London, which opens December 22. Liberty horses will be handled by Albert and Paulina Schumann, while high school horses will be put thru their paces by Max and Vivi Schumann. Director Ernest Schumann is planning a visit to New York this winter.

### DESPITE AD

## Ringling in But Brunk's Fares Well

CLOVIS, N. M., Oct. 6.—Henry L. Brunk, the man who placed an advertisement in The Billboard to "warn" Ringling Bros. and Barnum & Bailey that his show, Brunk's Comedians, would day-and-date R-B here, observed that "the ad did not run the Big One away from the date."

But Brunk wasn't complaining. The week brought some of the best business he has had since the war. On Monday (24), when the circus was in, Brunk had a turnout.

"Believe this or not, the circus had a wonderful day's business, too," Brunk conceded.

## Alvarado Plans Winter Junket

FRANKFORT, Ill., Oct. 6.—Plans were completed here this week to present the Alvarado Wonder Circus indoors this winter, with opening scheduled for sometime this month. The show recently completed its outdoor tour playing to towns of from 500 to 1,800, population.

Operated by Tonio Alvarado, the show's line-up included the Bakers, clowns; Marie Rosa and Donnie Pasco, rolling globes; Lady Barbara and her trained dogs and ponies; the Len-Patrick, trampoline; Lois Lee and Jerry Dawn, contortion; Donnie Pasco, Spanish web; Tonio Alvarado, tight wire; Conchita Escalante, upside-down balancing; La Pasca and Mario Rosa, trapeze; Ming Toy, foot slide; Loretta LaPearl, and her boxing and dancing dogs; Fearless Falcons, high wire, and Margo Macedo, unicycle.

## POLACK WESTERN TABS SELL-OUTS IN DENVER

DENVER, Oct. 6.—Denver gave Polack Bros. Western Unit the same sort of lucrative business that marked the show's six-month tour of the Pacific Coast. Packed houses prevailed from the opening on Monday (1) and strong advance sale for the final days insured sell-outs thru the finale Sunday (7).

Show opened on the heels of a three-day Shrine convention. Jack Joyce's camels were in the Shrine parade and ceremonials Saturday (29). This year's Denver run was a day longer than last year's. General admission prices were upped from \$1 to \$1.20 and reserves were scaled at \$1.75, \$2.40 and \$2.75.

Second longest jump of the season brought the show here from Klamath Falls, Ore., a distance of 1,350 miles. Three days at Klamath Falls yielded a substantial increase over last year, with capacity business at all performances and a boost in general admission price to \$1.25, according to Managing Director Loufs Stern.

Roseburg, Ore., new on the route this year, proved to be one of the best two-day stands of the season. Played at the Douglas County Fairgrounds, it was the show's 15th and final outdoor date of the season. Roy E. Bellow, Roseburg circus fan, was general chairman for the Shrine, and Art Hansen handled the promotion.

Business in the tri-city area of Kennewick, Pasco and Richland, Wash., gave the Shrine a 40 per cent increase in its take over last year. The run was extended this year from two to three days. Dixie Hebert was in charge of the advance. A gain over last year also was registered at Seattle.

Joe O'Donnell jumped from Seattle to Enid, Okla., to handle promotion for a two-day date following Denver. Enid is another new spot for Polack. George Westerman, again in charge of the Denver date, will move early next week to Springfield, Ill., to start work on his final date of the season.

## TEXANS TACKLE TRIPLE THREAT

DALLAS, Oct. 6.—Three reporters watched the three rings of Ringling Bros. and Barnum & Bailey Circus to do a three-column review in The Dallas Times-Herald here. Each staffer wrote a separate story about the acts he saw. The triple-barrelled results were published Saturday (29) in adjacent columns under a headline reading, "Circus Seen in Entirety for First Time as Six Eyes View Big Top's Three Rings."

## H-M Draws Strong Houses At Wilmington

WILMINGTON, Del., Oct. 6.—Despite cold weather, the Hamid-Morton Circus pulled greater attendance during its September 24-29 stand at Wilmington Ballpark than did Polack Bros. Circus during 1949 at the same date, according to William C. Kirk, general chairman of the circus committee for the Shrine Club of Delaware and the Delaware Shrine Temple Committee.

Show was presented nightly and every afternoon except opening day. Kirk said 2,000 persons were on hand Thursday night; 2,500 Friday evening and 3,000 for the Saturday matinee. At the Wednesday, Thursday and Friday matinees about 4,000 underprivileged children were guests of the Shrine Club and local businessmen.

Presentation was the fourth sponsored by the Delaware Shrine Club since the end of the war. Polack played the armory here twice and the ball park once. Kirk said Polack's 1949 offering was for seven performances.

## York Business Off for Mills

YORK, Pa., Oct. 6.—Attendance for Mills Bros. Circus here Wednesday (3) was less than one-quarter of capacity at each show, with classes in the afternoon and a pageant at night keeping school kids occupied. Township fire company was auspices.

At Phoenixville, Pa. (27), however, the show pulled near-capacity audiences for both shows, despite cloudy weather. Kiwanis Club was auspices.

## Sarasota Seeking R-B Movie Premier

SARASOTA, Fla., Oct. 6.—The Sarasota Chamber of Commerce and others here have urged Paramount Pictures to stage the premier of "The Greatest Show on Earth," Ringling movie, at Sarasota.

The picture is now being edited and is expected to be released early in 1952.

## Ringling Boom Run Continues in Texas

SAN ANTONIO, Oct. 6.—Texans flocked to Ringling Bros. and Barnum & Bailey Circus at every stand this week, adding to the run of top business which started when the show left California three weeks ago.

Dallas failed to fill the top, but there were four near-capacity houses during the three-day stand (28-30). First show there, Friday (28) matinee, pulled only a half house, lowest score of the week. The night show was nearly full. Saturday brought two more near-capacity houses, and on Sunday the aggregation registered a near-full matinee and three-quarter night house.

Ringling used a new city-owned lot for the first time. Site was adjacent to the Union Railway Terminal and only a mile from the central downtown area. Lot was clearly visible from win-

## Beatty Shuffles Closing Plans To Frame Unit

### Animals to Stay In Albuquerque Until Indoor Bow

PONCA CITY, Okla., Oct. 6.—Clyde Beatty Circus has cancelled its Gallup, N. M., stand and will close instead a day earlier at Albuquerque, Saturday (13). Show will lay over in Albuquerque, and most of the train will leave there for California quarters late Sunday.

Beatty's cats, elephants, ring horses, ponies and some rigging and props will be moved to the fair grounds at Albuquerque, where they will be prepared for appearance with the Orrin Davenport Show at Wichita and Kansas City. The arrangement will eliminate the long rail haul which would be involved if the indoor unit were prepared at the Beatty quarters on the Coast.

Good business was chalked up at most spots in Oklahoma this week. The show drew half and three-quarter houses at Holdenville (28), but at McAlester on Saturday (29) Beatty had a three-quarter matinee and full night house.

At Ponca City the matinee was delayed two hours by a late arrival, but nevertheless the Tuesday (2) business was at the near-capacity level for each performance.

## King Tabs Top Ga. Business, Straws Concert

MOULTRIE, Ga., Oct. 6.—Near-capacity matinee and full night house was the King Bros. Circus score here Monday (1). Kiwanis Club auspices put enthusiastic audiences in the seats.

Phenomenal attendance for the King concert was reported at Eastman, Ga., Friday (28). Straw house caught the night performance of the main show and it was still a straw house when the concert got under way. The after-show line-up includes Pierce Indian Duo, Cowboy Jimmie Karro, Wrestler Gypsy Duke Dekeno and Sgt. Red Wright, judo expert, with Col. Harry Thomas directing.

At Augusta, Ga. (27), show had a disappointing half-house for the matinee but a near-capacity house at night. Larry Sunbrock Rodeo was in Augusta five days earlier. Also, Ringling-Barnum is scheduled to play there October 24, and newspapers carried wait ads. Civitan Club sponsored King's appearance.



# Dressing Room Gossip

## Rogers Bros.

Jackie Tolliver is now doing her cloud swing in program. Billy Barton has built a new cloud swing rigging. The Anchias Troupe will return to Cuba at end of the season. Barton will go to Cleveland and Shorty and Peggy Sylvester to Houston. The writer's monkey again mangled his left arm while being taken out of his cage. Six stitches were required. We played day and date with the Blue Grass Shows at the Corinth, Miss. Fair. Visits were exchanged. Visited the free acts—Wells brothers, Chico, Walcott and the Strato-Stars at the fair. Henry and Ida Mae Crowell, Lew Kish and the Sparton Family visited. Last named were on their way to Campa Bros.' Circus. Herb Seirs was around for a few days. Roy and Mary Valentine, of Flying Romas, visited in Clarksdale, Miss.—H. VILLEPONTEAUX.

## Polack Eastern

Lot was a long way out in Pensacola, Fla., and plenty of rain. The Aussies had a field day at the swimming pool and Brenda Goring won the high-diving contest. Most of the trailerites were at the beaches, and Rudy Ducky and his Boxer basketball dogs were in the gulf bathing. Cries from on-lookers noticed the appearance of four sharks cutting thru the water at high speed and Rudy and his dogs just made the beach in time. (Continued on page 65)

## Plunkett

Show is in the ninth month of its season. A new seal has been ordered by Capt. Fuzzy Plunkett to replace one which died. Gloria Plunkett's trailer turned over in a North Dakota lake and three tractors were needed to get it back on the highway. There was little damage and in three hours it was as good as new.

In Hyannis, Neb., a two-day stand, show gave its second parade of the season, which helped business considerably. In South Dakota, the canvas truck broke down and for several days the show had to shuttle equipment, but no matinees were missed. The dog tent and some flags caught fire but the blaze was put out before much damage was done.

Kennedy Swain has purchased (Continued on page 65)

## Clyde Beatty

Everyone is looking forward to the closing date now that the final route is out, and Vic Robbins is delivering those mysterious long letters in his daily mail delivery. Looks as tho many of the folks are getting contracts for the winter dates. Clyde Beatty and Joe Walsh are busy with the new cats and have them working okay in the act. Incidentally, Joe Walsh is happy now that his wife is visiting for a few days. She didn't bring the twins along, however, as it was too long a trip for them at two months of age. Jack Wright is daily repairing the props and ring-curbs. Alva Johnson has compiled one of the best season's route books this writer has ever (Continued on page 57)

## Polack Western

Show opened in the spacious Denver City Auditorium the day after the closing of the Central State Shrine Convention. Jack Joyce's camels participated in the ceremonial and parade. Managing Director Louis Stern held open house at the Brown Palace Hotel for many Shriners. Morgan Berry, director of the Seattle Zoo, gifted Peggy and Mac McDonald with a large carved teakwood elephant. The Richard Freys entertained Chester and Joe Sherman, Dennis Stevens and Harry Dann with a chicken dinner. Ken and Joyce Van Houten, former Polack employees residing in Denver, visited their many friends.

Viola Watson, of the concession department, is on the sick list. (Continued on page 57)

## Ringling-Barnum

Texas has proved it loves the Big One by giving us big business the past week. Lubbock and Amarillo were both straw houses and turnaways. Day and dated with the fair at Amarillo. Tex and Dolly Copeland enjoyed the day at Amarillo, Tex's home town when they visited with his many friends. Dallas was a big three-day stand with the lot only a few blocks from town. Hubert Castle and wife, Mary, entertained a large number of their circus friends at their ranch home in Dallas with a midnight barbecue. Castle has been waiting all sea- (Continued on page 57)

## Kelly-Miller

Most personnel visited Ben Davenport's Campa Bros.' Circus and were Davenport's guests at Campa's Sunday evening (30) performance in Winchester, Tenn. Inasmuch as show day and dated the Campa show, their personnel were guests of the Millers at our Monday matinee.

Visits also were exchanged between Rogers Bros.' personnel and our folks when we played Shelbyville, Tenn., and the Rogers (Continued on page 65)

## A BUMS' FAN, NO DOUBT

SAN ANTONIO, Oct. 6. — Clown Emmett Kelly, with the Ringling-Barnum circus, claims he didn't miss hearing an inning of the play-off between New York and Brooklyn for the National League baseball title. He planted a small portable radio in the sack of cabbage he uses in his act and kept an ear tuned to the games as he munched cabbage leaves during performances of the show.

# Under the Marquee

Hunter Jareau's newspaper, The Alexandria, La., Town Talk, carried a memo to readers when Clyde Beatty Circus was there, explaining that a circus spends much money in each town it plays. Jareau wrote about a talk with Fred Donovan, legal adjuster with Beatty. . . . Mr. and Mrs. Otto Zange of McKees Rock, Pa., are vacationing at Atlantic City. They caught Mills Bros.' in Pennsylvania. . . . Polack Bros.' Eastern Unit is being billed over a 50-mile radius around Mobile, Ala., for its stand there October 1-4. . . . Billy Barton, aerialist who worked out a new act while with Rogers Bros.' Circus, will close with that show and will appear on "Super Circus," Chicago TV show, October 21. On October 29 he starts a two-week engagement at Alpine Village, Cleveland.

Frank Austin, former pastemaker and lithographer on Cole Bros.' Circus, has joined Bill Wilcox on the advance of the Wallace & Clark Circus.

All grandstand performers at Washington State, Fair, Yakima, were guests of Mr. and Mrs. Harry Chipman at their Circus Inn there. . . . Frank T. Kelly, cookhouse waiter for many years with various circuses, is waiting table at Purdue University, Lafayette, Ind.

George Kirkwood, concessionaire with Polack Bros.' Eastern Unit, had the novelty privileges at Ladd Stadium, Mobile (Ala.), football game between L. S. U. and Alabama September 29 and reported satisfactory business for the event. . . . Ringling-Barnum is tentatively booked for Mobile, Ala., October 15 while the Kelly-Morris Circus will play Prichard, Ala., under fire department auspices, October 22. Paul Eagles made advance arrangements for R-B several weeks ago. . . . Elmer Simpson and Pat O'Grady attended the Ringling-Barnum show at Amarillo, Tex., and visited with a number of the folks.

Robert James Varner, eldest son of Henry H. Varner, of Akron, has joined Campa Bros.' Circus after closing with T. J. Tidwell Shows in Sweetwater, Tex. . . . Billy Todd, circus drummer, has signed with Raymond Augilar's band to play Hawaiian dates with the Fernandez circus. . . . Leon Long visited Harvey Langford and Charles Weathsbay, musicians, on the Side Show of the Al G. Kelly & Miller Bros.' Circus at Hopkinsville, Ky., September 28.

Phil Marcus, who spent the season in advance of the Clyde Beatty Circus, stopped off in Cincinnati last week between trains while en route to his home in Springfield, Mass., where he will winter. Phil visited John

and Harry Anderson, of Enquirer Printing Company, and The Billboard's Queen City office. Marcus said that he visited with Roland Davis, former advance agent, at the latter's home in Shawnee, Okla. Ray Shea worked with Marcus in advance of the Beatty show.

The part played by Paul M. Conaway, Macon, Ga., attorney for shows and former newspaperman and press agent, in covering a murder story for The Macon News some years ago will be recounted Wednesday (10) on the National Broadcasting Company program, "The Big Story."

Ernie Burch, Ringling clown, is in Santa Monica Hospital, Santa Monica, Calif., where he will be confined for about six weeks to recover from an operation on his leg. He left the show at Los Angeles.

Thomas Arenz, Benton, Ark., snake farm operator visited on Hagen Bros., Clyde Beatty and Rogers Bros.' circuses in Little Rock. Eddie and Eileen Hendricks, riders, and Doc Hammond, Christmas parade producer, visited the snake farm recently.

Boswell Bros. Circus, which has been playing to capacity business, opened at Cape Town, South Africa, and will stay thru Saturday (13). Ten new acts will arrive in mid-November for the show. The circus, which has used recorded music until now, has signed a 10-piece band and will play Johannesburg during the Christmas season. . . . Rev. Frank (Continued on page 57)

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Shrine Circus Office

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Want Arcade, Glass Blowers, Kiddy Rides, American Palmistry.

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Want two good exhibit space Salesmen, Heel and Toe only.

Want all types of straight sales Concessions, Demonstrators, Promoters and Phonemen start Oct. 22. 20% and 5% bonus.

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Circus Office, County Hall, Charleston, S. C., after Oct. 20.

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(Reference: Dun and Bradstreet)

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Nashville, N. C., this week; Conway, S. C., Oct. 15-20.

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## Richmond Crowds Up 20% Over '50

**Fine Weather Builds Top Grosses For Midway and Grandstand Shows**

RICHMOND, Va., Oct. 6.—Favored by the best weather in several years, the Atlantic Rural Exposition, which ends its eight-day run tonight, is adding up perhaps the best of its postwar turnouts.

Thru yesterday, J. A. Mitchell, general manager, reported that attendance was 20 per cent ahead of last year. Today's featured big car races, staged by Sam Nunis, are expected to lure capacity crowds, as in the past, and so send the final count well over the top.

While the weather has been blustery at times, annual was fortunate in escaping a tropical hurricane moving up the Coast this week from Florida where it left heavy damage. Yesterday was summery and the outlook for today is the same.

Thru yesterday, Mitchell re-

## New Gate, Gross Records Tabbed At Iowa Park

IOWA PARK, Tex., Oct. 6.—Texas-Oklahoma Fair closed its six-day run here Saturday (29) after breaking all past attendance records and racking up a thumping gross that topped 1950 figures by 115 per cent, according to Ted Overbey, manager. Total front gate count was estimated at 183,000, while the midway gross, where Alvin and Lowell Vandike's Victory Exposition Shows held forth, aggregated \$48,271.

"Top Hat'n Spurs" revue pulled strong crowds to its seven shows in the Coliseum after tabulating a strong advance ticket sale of 3,500. Each day there was a continuous program of special events and 22 bands participated during the week.

### Events Go Big

Annual's Hereford show drew 219 entries vying for \$5,000 in prizes. The quarter horse event was a complete sellout. Latter was marred by the death of Dr. Sprott, judge and one of the fair's attorneys, in an accident. C. D. Allen, also a fair attorney, was injured in the accident.

Plans for next year are already being formulated, according to Overbey. Plant improvements will include an expansion of general exhibit space and enlargement of the women's building along with work on the Hereford building and new coliseum.

Victory Exposition Shows, which had 20 major rides, 16 shows and over a hundred concessions, was again signed for '52. Negotiations are under way with Dudley Productions, Dallas, and the Music Corporation of America for the '52 coliseum attraction.

## Discuss Exhibits At Chicago Trade Show Conference

CHICAGO, Oct. 6.—Carole May, of May & Woodhouse, who represents the Middle West Fair Circuit in the sale of exhibit space, was a speaker at the Trade Show Conference in the LaSalle Hotel here Monday and Tuesday (1-2). Miss May spoke on "Something New Has Been Added to Fairs and Expositions."

Fair executives at the two-day conclave, included Jack Reynolds, who will leave the Wisconsin State Fair on January 1, to take over the reins of the Eastern States Exposition, Springfield, Mass.; Adrian Potter, in charge of space sales at the Eastern States Expo, and E. P. (Ned) Green, manager of the California State Fair, Sacramento.

D. M. McMasters, director of the Chicago Museum of Science and Industry, and former staffer at the Chicago Railroad Fair, was also a speaker at the conference.

Ira Woodhouse, of May & Woodhouse, left Chicago, Friday (5) for the State Fair of Texas, Dallas.

ported that the Cetlin & Wilson Shows on the midway were running about \$10,000 ahead of last year. A midway stunt on Wednesday (3) involving the acceptance of confederate money for shows and rides, resulted in wide-spread publicity.

The commercial exhibit, which Mitchell has concentrated on since taking over the helm this year, is the biggest ever with 90 participants. The showing of farm machinery extends for nearly a mile with all major makes represented.

George A. Hamid's "Grandstand Follies of 1951" has been drawing capacity audiences thruout the week with two shows necessary to care for the crowds on Wednesday. Motorcycle races were the track feature last Sunday.

### Building Restricted

Building restrictions this year nixed the possibility of adding new structures, Mitchell said. However, embellishments are numerous and the adroit use of available material has resulted in an eye-pleasing presentation.

Annual this year is using "The Official State Fair of Virginia" in conjunction with its incorporated title. It is likely that much of its future publicity will be built around the shortened title, "State Fair."

A new special events arena has been constructed and is being used principally for 4-H Club boys and girls events and similar competitions.

Acts featured in front of the grandstand include the Loof Rios, Norbertys, Mia and Matti, Amanda Brothers, Irah Watkins, Brockways, Paul Kohler and Jini, Art Matheus and the Peggy Taylor Trio.

## Saskatoon Ex Nets \$84,424

SASKATOON, Sask., Oct. 6.—The Saskatoon Industrial Exhibition expects to chalk up a thumping \$84,424 profit on its 1951 annual, about \$14,000 more than the surplus recorded for the 1950 fair, directors learned at a recent dinner meeting.

The year-end financial statement will probably reveal that the board now has \$210,000 in bonds, \$57,800 in an emergency reserve fund and \$60,500 in a special fund to pay for the new \$19,000 livestock pavilion, or total liquid assets of \$328,300.

A. M. McIntyre, chairman of the grandstand committee, urged that grandstand seating be increased and a new attractions platform be built. Another \$800 will be spent on racetrack improvements.

## All Depts. Register Hikes at Greensboro

GREENSBORO, N. C., Oct. 6.—Crowds at the Greensboro Fair have been running considerably ahead of last year. Event, which opened Tuesday (2) and closes tonight, is likely to top all previous events since the war.

A mammoth new building, constructed by Billy Graham, evangelist, was used to house the best cattle exhibit ever framed here. The evangelist is slated to come in to hold a revival meeting for a month after the fair.

Altho Graham owns the building, fair execs are believed to be dickering with the preacher to take over the structure as a permanent improvement to the plant after he has made use of it. The cost of the structure was around \$50,000.

The George A. Hamid "Showtime Revue" has been doing excellent business thruout the run. Hamid has personally been directing activities at the fair.

The World of Mirth Shows on

## OPS WON'T LIKE THIS

RICHMOND, Va., Oct. 6.—Someone who visited the Atlantic Rural Exposition, being staged here September 28 thru today, Thursday (4), either had a powerful yen for pork products or was in revolt against present meat prices.

Attendees at the annual disclosed that three giant hams placed on exhibit were stolen. By yesterday (5) there still was no trace of hams or meat burglars.

## Pomona Gate, Mutuel Handle Tops '50 Mark

**Total Attendance Of 1,076,654 Beats Past Two Years**

POMONA, Calif., Oct. 6.—Los Angeles County Fair wound up its 17-day run here Sunday (30) with a total front-gate count of 1,076,654, topping last year by 16,776 and beating '49 attendance, by 49,188.

Shortly after the run got under way, daily attendance figures pointed to another record year. This was halted early, however, by a week of blistering heat followed by a period of cool nights which cut into patronage. At the end of 13 days, the count was only 1,810 ahead of the same period in '50 and the problem quickly became one of the fair's turnstiles holding their own.

Pari-mutuel handle for the 14 days of racing showed an increase over last year and the year before, but again the '48 figure remained unchallenged. Total wicket handle was \$6,894,665 compared with \$6,053,286 last year and \$5,609,574 in '49. Top handle was \$6,915,644. A comparison of daily wagering, however, showed the recent run surpassed each day last year except the closing Saturday in '50 when \$722,357 was handled.

Grandstand entertainment featured Blackstone the Magician for three nights, followed by six days of wrestling and then the Barnes-Carruthers revue came in for the final eight days. Attendance at the latter was satisfactory.

## Ky. Annual Chartered

FRANKFORT, Ky., Oct. 6.—Pennyroyal Fair, Inc., Hopkinsville, Ky., has obtained a charter to promote agricultural fairs and exhibitions. It is a non-stock corporation. Incorporators are Harold Thurmond, Lucian G. Peden, E. G. LaMotte, Mrs. Carver Smithson and W. Irvin Munday.

## 150,000 Gate Seen For Danbury Event

**Daily Marks Shattered as Fine Weather Aids Annual in Bid to Top 123,141**

DANBURY, Conn., Oct. 6.—New attendance marks on each day thru Thursday (4) indicated that the Danbury Fair might attain a 150,000 paid gate before ending its nine-day run tomorrow. Fair weather, interrupted only by a light sprinkle last Sunday and a shower Tuesday (2), has aided the annual.

Tip-off on the appeal of this year's event was noted opening Saturday when the paid gate hit 14,590, more than 2,000 above the previous opening day mark set in 1948. Another record was set Sunday with 36,421 paid. Previous record was bested by about 400.

Monday (1) attendance was 8,849, almost double last year and 600 ahead of the previous mark set in 1948. Another record was set Tuesday (2) with 7,941.

Total attendance upwards of 40,000 is expected today and tomorrow. With good weather, execs believe they can eclipse the opening day marks with stock car races on both afternoons providing the principal attraction.

### Yearly Increase

Attendance has climbed consistently under the owner-management of John W. Leahy. In 1947 the paid gate hit 114,444. Last year a new mark was set with 123,141 paid. These figures are the result of strict accounting, with the fair offices equipped with mechanical gadgets that give an accurate count of attendance within minutes. Passes are held to a minimum and only a handful of free admissions are granted.

Leahy is continuing his \$1.20 general admission, tax included, with children admitted for half-price, except on Friday when 6,000 school tickets are distributed, with moppets under five admitted free.

Included in the one charge are free parking, admission and 78 free shows. While many of the latter could hardly be classed as sterling attractions, there are more than enough interesting ones to eliminate the possibility of even the dyed-in-the-wool fault-finder registering a complaint.

### Free Grandstand

Also included this year on each day, with the exception of the two Saturdays and two Sundays, is free admission to the grandstand. Circus programs used the past couple of years have been

## Raleigh to Run Despite Local Water Shortage

RALEIGH, Oct. 6.—The State Fair will go into operation here Tuesday (16) as scheduled despite an acute shortage of water locally.

W. Carper, city manager, questioned the advisability of staging the event in view of water needs of the city which are already seriously threatened by a prolonged dry spell. However, Dr. J. S. Dorton, fair manager, pointed out that the fairgrounds include a lake and several wells and that the event, even tho the event draws about 400,000 and several thousand persons are involved in its operation, it can take care of its own water needs.

## Salt Lake Annual Becomes Test Area

SALT LAKE CITY, Oct. 6.—Utah State Fairgrounds began operation a: an auto driving course this week as the State Fair closed its doors on the most successful season in history.

Road tests for drivers' licenses now are being staged on the grounds, Joseph W. Dudler, commissioner of public safety, said today, instead of near the State capitol.

The shift was ordered to relieve crowded parking and office facilities at the capitol, and because of difficult road conditions during the winter on the steep hills around the capitol grounds.

abandoned. Saturday and Sunday bills featured stock car racing on the new one-third mile dirt track. Track was constructed this year by filling in the waterway which Leahy constructed several seasons ago to stage motorboat races. Races on opening days drew excellent attendance.

Annual is one of the few to restrict operations to daylight hours.

### Transportation Shows

Eye-filling decorations introduced in recent years have been supplemented with additional features. Leahy adopts a theme each year. This year it was "Old Home Week." A transportation show, featuring one of the first wood burning locomotives, which the fair bought last winter, and other units beginning with an Indian drag and leading to the automotive age, is new this year. It will become a permanent feature.

C. Irving Jarvis, assistant manager, reported space sales this year at a record high. The many booths and outdoor areas were jammed. Concession line-up was extensive and in keeping with the State's strict laws.

Fair rates excellent publicity annually, including lavish displays in the staid New York Times and New York Herald-Tribune.

## Laurel, Miss., Gets Record Attendance

LAUREL, Miss., Oct. 6.—South Mississippi Fair drew the curtain on its six-day run here Saturday (29) after setting a new attendance record at both its gate and grandstand and getting a big midway gross.

Three top attendance days were Tuesday, when city schools were closed; Friday, colored and rural kids' day, and Saturday, when patronage was hyped by a car giveaway.

Night grandstand show, booked thru Boyle Woolfolk Agency, Chicago, and managed by George B. Flint, played to overflow crowds each evening. Acts included Victoria Troupe, cyclists; Barons, Ristley; Ala Ming, tight wire; Three Milos, high act, and Paul Stadlerman, ventriloquist-emsee.

Amusement Company of America Shows played the midway here under its former name, Hennies Bros.' Shows and racked up big takes. Lash LaRue's Western unit and Evelyn West's gal show led in earnings.

## Longview, Tex., Gets Away Strong

LONGVIEW, Tex., Oct. 6.—Gregg County Fair racked up a record opening day attendance here Monday (1) when an estimated 6,300 people poured onto the grounds, Lloyd Williams, president of the sponsoring Junior Chamber of Commerce, announced.

First day attractions included a six-band parade in the afternoon and a "Miss Gregg County Fair Queen" contest in front of the grandstand which pulled 3,200 in the evening.

Schafer's Just-for-Fun-Shows is on the midway with six major and six kiddie rides.

## American Royal To Open on Sked

KANSAS CITY, Mo., Oct. 6.—American Royal Livestock and Horse Show, faced with cancellation several weeks ago as the result of the flood, will get under way here Saturday (13) for an eight-day run.

A clean-up crew is removing tons of debris and mud from the lower floors of the American Royal building and horse and cattle stalls have been rebuilt in a race against time. A total of \$125,000 is offered in prizes, \$50,000 of which is for the horse show.



# Atlanta Running 13% Ahead of '50

ATLANTA, Oct. 6.—With the weather breaking right, the Southeastern "Fair a Ganza," under the direction of Mike Benton, racked

up an attendance gain of 13 per cent thru Tuesday (2) over the same period last year. The annual opened September 27 and closes tomorrow (7).

Al Wagner's Cavalcade of Amusements was on the midway, and the gross was reported as running about 13 per cent ahead of the 1950 take. The shows on Cavalcade were getting a solid play, with the "Bonnie Boyia Revue" grabbing top money.

The annual opened with a tremendous balloon parade in the downtown section of Atlanta that wound up at the fairgrounds. The balloons featured fairy tale and comic strip characters, and the event drew heavy attendance. The grandstand show featured Jack Kochman's auto thrillers for four matinee performances and 10 night shows. Kochman's take was reported as 15 per cent ahead of the 1950 sum as of Tuesday. Other stand attractions included the Billy Ward Flyers; Diana, Goddess of the Air; Sky King; Bette Blue and Bounce Smith, singing duo; Frances Wallace, pianist, and Happy Steinischen's brass band.

Fireworks displays were presented nightly by the Ohio Fireworks Company, and Tom Moore's radio show, "Ladies Fair," was presented before the grandstand this afternoon. Exhibit space was jammed with displays from 34 States and three foreign countries. Women manned education exhibits, and home exposition displays were offered by 18 women's organizations thruout Georgia. The largest Brahma cattle display in the world drew a heavy throng of farmers.

## Blackfoot Event Tops '50 Receipts At Gate, Midway

BLACKFOOT, Idaho, Oct. 6.—Gate and grandstand receipts at this year's edition of Eastern Idaho State Fair here September 11-15, exceeded 1950 income by \$13,018, the board of directors announced.

Total receipts this year were \$43,819 compared with \$40,801 a year ago. Total paid admissions, plus free front-gate passes, brought the total attendance to 101,990, compared with 92,840 in 1950.

In addition to a bigger gate and grandstand take, Siebrand's Circus and Carnival paid the largest percentage ever recorded by a carnival here and total income from commercial exhibits and concessions hit an all-time high.

A complete auditor's report will be published by the end of October, according to Mrs. Ruth C. Hartkopf, secretary-manager. Board members attending the meeting included E. R. Buehler, Pocatello, president; Jack Moore, Idaho Falls, vice-president, and Claude G. Johnson, Blackfoot.

# Records Tumble First Six Days At Albuquerque

## Bets Top Million; Midway Takes and Grandstand Biz Up

ALBUQUERQUE, N. M., Oct. 6.—Fourteenth annual edition of the New Mexico State Fair was eclipsing its predecessors, attendance and income-wise, thru Thursday (4), sixth day of its nine-day run.

Sunday (30) yielded the biggest single day's gate in the event's history, with the paid count reported at 52,489, which topped the previous high of 48,714 set on Kids' Day, Monday, of last year. Kids' Day this year also bettered the attendance for that day last year, returning a total count some 900 more. Weather during the first six days was perfect, except for a high wind one night.

Mutual betting soared to record highs. The total bet during the first six days was \$1,191,056, compared to \$945,391, the previous high set last year. On Sunday (28) the totes registered \$249,711, the biggest single day for betting on record. Fair is one place in the U. S. where pari-mutuel betting is held on a Sunday.

Night grandstand business thru the first six days was up over last year. Nightly attractions are a rodeo staged by Buetler Brothers, of Elk City, Okla.; fireworks by Thearle-Duffield Fireworks Company, Chicago, repped by Art Briese, and two acts, the Grotfents, high wire, and Miss Rietta, swaypole. Factor in the higher night grandstand business is that the stand offers a capacity of about 10,000, compared to 8,000 last year. Even with the increased grandstand capacity, it was necessary to turn some people away Sunday night (30).

Midway business is up, too. Rides and grosses of Siebrand Bros.' Shows were reported 12 per cent higher in the first six days than last year.

Leon Harms, fair secretary, estimated that if weather held good thru the final three days of the fair it would wind up with a gate of close to 350,000. Present record is 335,000, chalked up last year.

# Ark. Livestock Show Gets Weather, Eyes Peak Gate

LITTLE ROCK, Oct. 6.—The Arkansas Livestock Show and Rodeo was headed for an all-time record attendance here Friday (5), the fifth day of its six-day run, with Sen. Clyde E. Byrd, secretary, predicting that if the weather continues to hold good the event will surpass last year's attendance by between 30,000 and 40,000.

Weather thru the first four days was ideal. The temperature hit 92 degrees Friday afternoon and slowed up the record-breaking gate pace. The heat also produced the only rodeo crowd that did not fill the Coliseum to capacity. All of the previous six performances had jammed the building, and the ones slated for tonight and tomorrow afternoon and night were assured sellouts. Rodeo is produced by Homer Todd, Fort Smith, Ark.

Concessionaires generally reported their business up 30 per cent over last year. Rides and shows of the Royal American Shows turned in a 20 per cent higher take in the first four days than they did in the same period last year. An even greater increase in business was reported by RAS games concessionaires. Annual event Wednesday (3)

registered the biggest single day's gate in its history, with attendance hitting 58,000. Three rodeo performances were staged that day, Veterans Day, with two afternoon shows and one night show totaling an attendance of 18,000.

## Macon, Ga., Event Gets New Grounds

MACON, Ga., Oct. 6.—Middle Georgia Colored Fair is skedded to open Monday (8) at its new fairgrounds on Pio Nono avenue here. Fair, sponsored by Homosophian Club, business men's luncheon and civic club, had outgrown its old site at First and Amos streets, according to C. W. Sellers, fair manager. Bob Sickels' Coney Island Shows were set for the midway.

## Charter N. C. Annual

CHARLOTTE, N. C., Oct. 6.—Piedmont Fair Association, Inc., has been chartered here by the Secretary of State. A non-stock corporation, principals include A. S. Grier, T. E. McKinney and Ned Davis, all of this city.

# COME ON-A MY HOUSE

DANBURY, Conn., Oct. 6.—Unlike many other fair execs faced with a paid attendance of 125,000 plus, General Manager John W. Leahy and his right-arm assistant, C. Irving Jarvis, at the Danbury Fair, have their names and titles, office and home addresses and phone numbers prominently displayed at the main entrance. The execs meet all comers, well wishers as well as those with a beef, and present a united and armored front against the chiseling efforts of pass seekers without show of embarrassment.

Seldom are they to be found in offices, and even then the doors are likely to stand open. To make doubly sure that he'll miss nothing, including the 3 a.m. arrival of cattle exhibitors, Leahy sleeps on the grounds during the show.

## Meridian, Miss., Gets Away Strong Attendance-Wise

MERIDIAN, Miss., Oct. 6.—Mississippi Fair and Dairy Show got off to a big start here Monday (1) with the biggest opener in eight years, attendance-wise.

Night grandstand show, booked thru Boyle Woolfolk Agency, Chicago, has 16 acts. Line-up includes Connors Duo, rolling globe and dogs; Chico, juggler and foot slide; Four Angels, balancing; Duke Family; Ala Ming, wire; Barons, Risley; Acro Comiques, comedy knockabout; Little Georgian, trapeze; Two Freddys, juggling; Wells Bros., bars; Victoria Troupe, cyclists; Duke Duo and the Sky Princess, high acts.

Horse racing took over the race track the first half of the week with big car auto racing due in for three final afternoons. Gem City Shows are providing the midway attractions.

## Rochester, N. H., Tabs Record Gate

ROCHESTER, N. H., Oct. 6.—Total attendance at Rochester Fair exceeded 100,000 according to the fair management. This is the largest gate in the event's 76 years of operation. It was noted that already record-breaking attendance figures skyrocketed after several newspapers blasted alleged gambling and improper shows. The opening day count hit a new high with 18,000 while the final day brought a crowd of close to 22,000.

# Birmingham Attendance Matches '50, Midway Up

BRIMINGHAM, Oct. 6.—Alabama State Fair, thru Thursday (4) fourth of a six-day run, was matching its 1950 attendance pace and was doing it despite strong opposition from two night baseball play-off games between the local team and the Houston ball club.

Weather has been ideal all week, and Monday, Teacher's Day, saw a record opening crowd pour onto the grounds, according to R. H. McIntosh, secretary.

Barnes-Carruthers night revue, in front of the grandstand for all six nights is racking up big grosses. Monday's opener played before a record crowd for that night. Tuesday and Wednesday were hurt slightly by the ball games but Thursday and Friday came up with full houses. Show is climaxed each night by Thearle-Duffield fireworks displays.

Big car auto races, staged by National Speedways (Al Sweeney-Gaylord White), drew a three-quarter stand to their Friday (5) meet and will come back today with another race program. Afternoon grandstand events the first four days were free.

Rides in the permanent amusement park are breaking records consistently while Amusement Company of America, formerly here under the Hennies title, is running 15 per cent ahead of last year. The Evelyn West Show is leading the back-end, with Lash Larue's Western unit second and the

# Dallas Opener Pulls Record Youth Turnout

Continued from page 43

tennial Exposition in 1936. Sands is using colored illumination in general lighting for first time.

## Feature Exhibit

Friday (5) a 1902 model counterpart of first car in Texas repeated 30-mile run from Terrell to Dallas exactly 52 years after first auto took to Texas highways: The car then went on exhibit in antique car section of Auto Show. Car was driven by G. P. Dorris, early St. Louis car manufacturer now in his 80s, who drove car on the original Texas trip.

Chrysler corporation had press party Thursday (4) and buffet dinner Friday (5) to launch its Auto Show exhibit. Sigma Delta Chi, honorary journalism fraternity, had annual dinner for Press Day visitors Friday (5).

Free attractions at fair included Storybook of Texas Agriculture, Science-Engineering Show, Home, Industrial and Electric shows in General Exhibits Building, Natural Gas exhibit and five permanent museums at Fair Park, Museum of Fine Arts, Museum of Natural History, Health Museum, Hall of State, and Aquarium.

International Harvester had 225 by 90 foot tent up for periodical 40-minute free show. Harvester exhibit is most ambitious ever presented by the company at any fair, firm officials said. Other farm implement displays brought total farm machinery displays to about 75,000 square feet.

## Free Acts

On Magnolia Midway Stage, Three Milos and the Aerial Gibsons presented first of twice daily free acts.

Telephone company had \$500,000 exhibit including new push-button dial phones in General Exhibits Building and Hav-A-Tampa Cigar Company had a complete cigar factory in Foods Building.

Pan-American National Hereford Show began in new \$125,000 livestock judging pavilion, along with American Saddle Horse Show and shows for Aberdeen-Angus, Shorthorn and Brahman cattle. Dairy cattle and junior livestock will be judged second week of fair.

As fair opened, fair publicity department had three press rooms in operation—the main publicity office in the Foods Building, where Wanda Jarrett was handling radio and television; the new working press room in the Picnic Pavilion, with Publicity Director Thad Ricks in charge, and the livestock publicity office adjacent to the old judging arena, where three Texas A&M College journalism students were serving as interns under Bob Davis, in charge of livestock publicity. In

addition, Pollyanna Hughes, handling women's news, had desk and facilities in Women's Building.

## Rick's Busy Day

Head Press Agent Thad Ricks, had a busy time opening day, handling 2,500 Press Radio Day visitors from 9 a.m. to 3 p.m. and helping with Missouri Alumni reception at 5:30 p.m. Ricks is a graduate of University of Missouri.

National Dahlia Show was skedded for Women's building Sunday (7) and Monday (8). Governor of New Mexico was among entrants.

Upcoming events for first week of expo include:

Mexico Day, Monday (8), with free soccer game in Cotton Bowl followed by fireworks—all Mexican consuls in Texas have been invited; people in Mexican national costume will be admitted to grounds free.

Parade of Champions, climax to Hereford show, Tuesday (9). Governors of several States who'll be on hand for Governor's Day as guests of Fair President R. L. Thornton.

Dallas Day, Wednesday (10); Jaycees have sold about 75,000 "State Fair Keys" admitting purchasers to grounds at will and giving them half-price admission to "Ice Cycles," Thrillcade, and midway shows.

U. S. Sen. Lyndon Johnson will be speaker at annual State fair banquet Wednesday night (10).

Elementary School Kids Day is Friday (12). Texas-Oklahoma football game, a sell-out for months, will be Saturday afternoon (13). This is expected to be fair's biggest day.

Expo opened with usual barrage of fine publicity, including exceptionally strong radio and television coverage. Special State fair editions of Dallas daily newspapers will appear Sunday (7).

There *is* a Reason Why **BARNES-CARRUTHERS** Produces more shows than any other Fair Production Agency ★ Find out for yourself **BARNES-CARRUTHERS** Theatrical Enterprises, Inc. 159 N. Dearborn St. Chicago 1, Ill.

**NATIONAL HOME SHOWS INC.** America's Outstanding Trade Exposition Organization PRODUCING HOME SHOWS, ATTENDED BY MILLIONS, IN FIFTY LEADING CITIES Sponsors, Show Managers, Space Salesmen, Exhibitors, Write: Grover A. Godfrey, Pres. Home Builders Auditorium 2109 Live Oak St. Dallas, Texas

Want **CONCESSIONS** Want **COVINGTON COUNTY FAIR** Andalusia, Ala., Week Oct. 22-27 All open except Cookhouses, Bingo and Popcorn. Want Demonstrators, Palmistry, Age and Scale, Six Cat. Novelties, Hanky Panks of all kinds and Wheels working for stock. **3 BONA FIDE FAIRS TO FOLLOW** Dale County Fair, Ozark, Ala., Oct. 29-Nov. 3; Geneva County Fair, Geneva, Nov. 5-Nov. 10; Legion Fair, Jay, Florida, Nov. 12-Nov. 17. WIRE—WIRE— **MARION (PAUL) BOYETTE, Andalusia, Ala.**

**NEW MERIDIAN FAIR & CATTLE SHOW** OCT. 15 THRU 20 AT BUCKWALTER STADIUM, MERIDIAN, MISS. This fair is endorsed by the following organizations: Superintendent of County Schools, Superintendent of City Schools, Meridian Chamber of Commerce, Meridian Retail Merchants' Assn., Principals of County Schools, 4-H Advisory Board, Vocational Teachers, Meridian City Council, Home Demonstration Council, Council of Garden Clubs, M. E. Rhodes, Supt. of County Schools, in chairman of Fair Board, which has been chartered in the name of Meridian Fair & Cattle Show, Inc. Gooding Greater Show on the midway; Ernie Young's State Fair Revue of 1951, grandstand attraction; City School Day, Oct. 16; Children's and Teachers' Free County School Day, Oct. 19; children and teachers free. Over \$6000.00 in prizes and premiums. Best Cattle Show ever to be held in Meridian. Write **CHAS. BUCKWALTER, P. O. Box 1887, Meridian, Miss., or Phone 3-3370.**



## 33 Rides, 26 Shows on Midway As Dallas Fair Opens 16-Day Run

DALLAS, Oct. 6.—Midway at the 16-day State Fair of Texas opened Saturday (6) with 33 rides and 26 shows. Ray Marsh Brydon brought in the shows. Rides include Velare Bros.' Sky Wheels, spotted just inside entrance to main fun zone.

Brydon put about \$5,000 into neon signs to flash up shows, biggest expenditure he has ever made on neon.

Diane Ross is featured in "Latin Quarter Revue" which includes 11-piece mariachi orchestra from Mexico City. Other girl shows include Divena, behind old Sally Rand front, at end of midway; Jean Gemay; Tirza and Wine Bath; Antionnette and Arctic Girls in frozen-in-ice show.

## Royal Am. Rides, Shows Up 20% At Little Rock

First Four Days Get Peak Crowds, Perfect Weather

LITTLE ROCK, Oct. 6.—Ride and show business for the Royal American Shows was up 20 per cent over last year here this week in the first four days of the six-day Arkansas Livestock Show and Rodeo. Game concessionaires reported an even greater upturn in business.

Record-breaking attendance and perfect weather accounted for the sharp upturn in business. Last year the fair was marred by off-weather on two days and the previous year it caught heavy rains almost every day of its run.

Biggest day of the first four was Wednesday (3), Veterans Day, when the stock show pulled about 58,000 persons for the largest single day's crowd in its history. Kids' Day Thursday (4), with all Little Rock schools closed for the occasion, provided the second best day.

Visitors to the lot included Tom Parker and Eddie Arnold and his company. Early arrivals among Royal American personnel were greeted by them at one of their two performances Sunday (30).

Frank Morrissey, RAS press agent, was visited by his wife and three-year-old son.

## Gate Up, \$\$ Off for Marks At Hickory

HICKORY, N. C., Oct. 6.—Catawba County Fair, which closed here September 29, provided John H. Marks Shows with a sizeable attendance rise over 1950, but per capita spending dipped nearly 25 per cent.

Shows moved here from Albemarle, N. C., and were up by noon Monday, September 24, opening day. Weather threatened that night, but the crowd was comparatively large. Tuesday, Children's Day, was bigger than the same event last year, but the rest of the week failed to live up to the start. Wednesday and Thursday nights were partially lost to rain, and cool weather Friday and Saturday held down the take for those days.

Attendance figures for the annual were not released, but it was believed that they were ahead of previous years. Concessionaires and ride and show operators reported takes below 1950. Most of the mills in this region are operating only four days a week, making money scarce.

Free outdoor show, fireworks and a local talent contest were provided by fair management. A new Funhouse and an Unborn Show were added for this date. Owner Marks and Allan A. Travers, general agent, discussed plans for 1952 here.

Shows with owners or managers include: Latin Quarter, Diane Ross; Bagdad (Jean Gemay), Al Neuman; Divena, Sam Rayburn; Motordrome, Sam Caldwell; Desira, Joe Sciortina; Side Show, Glenn Porter; Tirza, Leona Duvall; Parisian Midget Follies, Mrs. Ike Rose; Cannibal Girl, George

## Ernie Farrow Tops '50 Take

YAZOO CITY, Miss., Oct. 6.—Wallace Bros.' Shows will wind up their season at Jackson, Miss., October 19, after reaping increased grosses at all fairs played this year, according to E. E. (Ernie) Farrow, owner-manager. Org is at Yazoo County Fair this week.

Farrow recently purchased a 54-acre farm south of Jackson, Miss., and a quonset-type building will be erected for a winter quarters work shop and warehouse.

Shows carry 15 rides, 6 light towers and 7 shows.

Vogstead; Jig Show, John Till; Life Show, Joe Pankiw; Monkey Circus, Ed Rommel; Giant Turtle, Tim Kittering; Crime Car, Tom Hughes; Geek Show, Cuban Mack; Strip Fina, Walter Hale; Torture Show, Glenn Porter; Glass Blowers, C. B. Maples; Big Snake and Little Horse, Bill Dusin; Lord's Last Supper, Jessie Marsh; Monkey Drome, George R. Sharpe; Ka-We-Ba, Jack Stevens; Bovine Exhibit, Bill Webber; Arctic Girls and Hitching Post, Archie Gayer.

Fred Tennant Jr., midway superintendent for the State fair, said Lindsay-Pugh-Murphy has about 50 games in operations. There about 75 food concessions on grounds.

On Friday (5) before fair opened, fair publicity department distributed bulletin signed by Fair General Manager James H. Stewart to all midway concessionaires, show personnel and other workers. Bulletin welcomed folk to fair, explained fair's policy and operation and listed expected big days when rush would be on, so midway folks could get prepared.

## Shows Pile Up \$\$ At Northern Fairs

Top Crowds, Free Spending Boost Some Earnings Near 1947 Levels

NEW YORK, Oct. 6.—Northern fairs will mostly be all out and over with tomorrow's closing of the Danbury, Conn., annual. Nearly all have enjoyed a bountiful year with big free-spending crowds and midway inhabitants at these events have benefitted accordingly.

The season has fulfilled its pre-opening promise of lucrative takes and dispelled entirely the pessimism voiced by some before the first gates swung open. While the season hasn't been tagged a bonanza, the earnings registered by most have easily topped last year and provided a welcome and needed addition to many depleted bankrolls.

Nearly everyone, it seems, has surpassed last year's grosses. Many show owners report that the season's takes are the best since the fabulous 1947 tour. Not co-operating at any time was the weather which contributed a fairly wet and cooler-than-average summer.

### Rain Hurts

It is notable that fair grosses surged ahead of last year in many instances, despite the fact that lucrative days were lost to rain. It seemed that nothing short of a cloudburst could hurt attendance at most annuals and patrons spent money freely, tho carefully.

Earnings were surprising in view of reported decreases in retail sales in most areas. Some owners held that the more or less

stabilized prices of midway entertainment, and its relatively low cost, prevailed over the public's general reluctance to pay excessively high prices for consumer goods. While the cost of living has soared, the hordes of children turning out for their special days at annuals, usually contributed a gratifying high per capita spending.

A general shortage of help has resulted in increased operating costs and less efficient operation.

(Continued on page 56)

## C&W TURNS REBEL

### 30G in 2 Hours Set \$ (Confederate) Mark

RICHMOND, Va., Oct. 6.—An all-time record gross, surpassing the fondest dreams of the dreamiest carnival manager, was set at the Atlantic Rural Exposition Wednesday (3) by the Cetlin & Wilson Shows which earned an unbelievable \$30,000 in two hours time, between 1 and 3 p.m.

But it's all a joke, suh. At least mostly, since the bulk of the money was confederate, the rebel South's legal tender which has long since lost its value, even in the deepest recesses of the darkest bayous.

The stunt, a "Rebel Afternoon," was dreamed up and staged by Richmond W. Cox, show publicity director, with the co-operation of owners Jack Wilson and Izzy Cetlin. While it gave treasurer Bill Hartzman in the office wagon only a nominal amount of cash backed by Fort Knox gold, the event paid off big in publicity.

This is the first Southern spot

## Fairs Up 15-25% For Page Bros.

SAVANNAH, Ga., Oct. 6.—Page Bros.' Shows are nearing the end of their fair season here after racking up grosses that topped 1950 business by 15 to 25 per cent, W. E. Page, co-owner, announced this week.

Shows took delivery on a new Chevrolet truck at Ashland City, Tenn. Circus Side Show is topping shows, with the Tilt-a-Whirl leading rides.

Owner Page is negotiating with Kelly-Miller Circus to buy an elephant to be used as a free act and kiddie ride. Monkey show added a new top recently.

## Buck Ends Winning Season at Danbury

Increases Registered at All Annuals Overcome Loss of Good Days to Rain

DANBURY, Conn., Oct. 6.—With an 18 per cent lead over last year going into the final days of the Danbury Fair, the O. C. Buck Shows were virtually assured of top earnings here. The show's tour has been the best in several seasons, Owner Oscar Buck reports, despite the loss of good earning days to rain.

Fair attendance has been up here each day and a 150,000 paid gate before tomorrow's closing is likely if the weather remains clear. With more than 51,000 paid

on the first three days, including a bumper 36,000 on Sunday, the midway got away to an excellent start. Play on week-days is relatively light, with the exception of yesterday when 6,000 school children increased the tempo.

Weather has been good except for a sprinkle on Sunday and a shower on Tuesday afternoon. Today and tomorrow offer the promise of big grosses since they rank among the first four days in attendance. Stock car races scheduled for the two days may well build the crowds to record proportions.

### Day Play Only

All fair activity here is limited to daylight hours with the annual closing its gates shortly after dark. Midway units have only an hour at the most when the spectacular lighting can be utilized to attract additional patrons. However, crowds arrive early and activity gets under way early.

Buck's fair season got off to a flying start at Gouverneur, N. Y., when grosses soared 15 per cent despite one day of rain. At Elmira, N. Y., earnings were up nearly

(Continued on page 56)

## Southern Fairs Drop Sharply For Groscurth

VICKSBURG, Miss., Oct. 6.—Blue Grass Shows, after topping 1950 grosses at northern fairs by 25 to 30 per cent, are experiencing a drop-off in earnings at Southern fairs, according to C. C. (Specs) Groscurth, owner. And the tighter spending is becoming more evident as the org moves further south, he said here this week.

Mrs. Groscurth was released recently from a Clarksville, Tenn., hospital where she was confined for a week following an automobile accident in which she and her husband were injured.

Strata-Stars, high act, is being carried as the free attraction. Staff is unchanged with Groscurth listed as owner-manager; Morris Stokes, office manager; Cash Wiltse, advance agent, and Ep Glosser, business manager.

Recent visitors included Alfred Koontz, Mr. and Mrs. Charles Hodges, Bud Davis and Harry Wilson.

## Weather Hits Hickey Takes At Top Spots

MERIDIAN, Miss., Oct. 6.—Gen City Shows are getting good business when the weather is okay, but many of their top dates this season were hurt by rain and cold, Thomas J. (Tom) Hickey, owner-manager, announced. Org is playing the Mississippi Fair and Dairy Show here this week.

Bright spots this year were Champagne and Salem, Ill., Florence, Ala., and Lawrence, Tenn. At Florence the org broke all records, including those previously racked up by railroad shows. Lawrence also came up with a new all-time gross record.

Org will close in Hattiesburg, Miss., November 11, following fairs in Anderson, Alexander, Antalooa and Selma, Ala.

Staff, in addition to Hickey, includes Don Greco, concessions superintendent; Art Frazier, business manager; Bill Williams, assistant manager; Ralph Lockett, general agent; George Leonard, press agent; Arthur McGuire, electrical superintendent, and Red Mitchell, head mechanic.

Shows here include Diane Ross and her monkey; Bertie Bert's Side Show; Fat Head Williams' Minstrels; Jack Gallupo's Posing Show; Dick Hyland's Unborn; George Hardin and Siamese cattle; Jack Davies' Illusion Show; Lee Erdman's Snake and Single-O shows; Ray Brumley's Funhouse, and Al Kennedy's Arcade.

## WOM Notes Record Pace at Greensboro

GREENSBORO, N. C., Oct. 6.—Midway grosses at the Greensboro Fair are considerably ahead of last year, Frank Bergen, general manager of the World of Mirth Shows reported here yesterday. With today's earnings yet to be tabulated, there is a good possibility that the best mark since the war may be registered here, he said. Take has been stimulated by the best crowds here in several years. The weather has been good thruout the week and the prediction for today is good.

This is the first Dixie annual for the org on its current trek and the business for rides has picked up, as expected. All units have been getting money here, including Bernard (Bucky) Allen's front end.

The fair this year for the first time made space adjacent to the main entrance and executive offices available for the erection of a kiddieland. Show group 10 moppet units and the new feature was well received with the gross for the juvenile units going far

ahead of the earnings registered last year.

Undecided yesterday was the possibility of extending run of the fair thru tomorrow. A year ago the fair was shortened a day when the opening was switched from Monday to Tuesday to allow the World of Mirth ample time to train in here from the New Jersey State Fair, Trenton. Both annuals are operated by George A. Hamid.

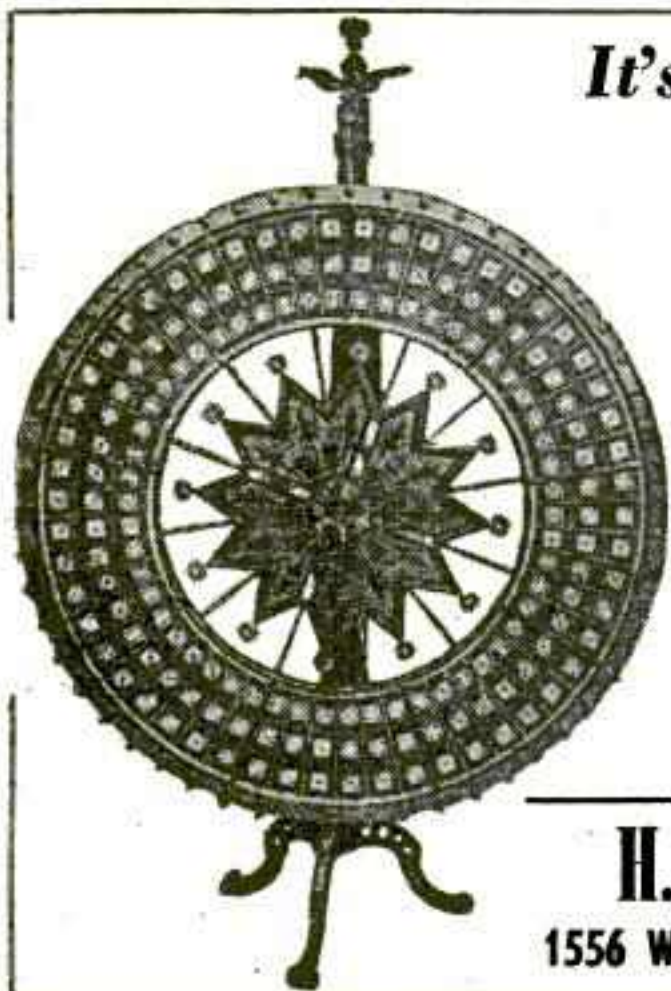
Few obstacles are seen to extending the run since the shows are slated to open next Tuesday at the Winston-Salem (N. C.) Fair. The move is a relatively short one and could be made easily if the show loaded out of here tomorrow night.

Bergen reported that business last week at Trenton was well ahead of a year ago. The fair drew huge crowds in fair weather and the closing Saturday provided a big share of the take as did opening Monday, a record kid's day.









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**VIRGINIA GREATER SHOWS**  
The Show With The Proud Reputation

Want at Once for  
**EDENTON, N. C., FAIR**

Big Soldiers' Pay Day, Oct. 15-20—Dillon, S. C., Bona Fide County Agricultural Fair. WANT X on Custard, X on Novelties. All Hunky Panks open. Will book Octopus, Chairplane and Rolloplane. Want Snake Show, Unborn Show, Louisburg, North Carolina this week. All mail and wires to  
**WM. C. (BILL) MURRAY**

**WALLACE BROS. SHOWS**  
"America's Most Spectacular Midway"

WANT FOR MISSISSIPPI STATE NEGRO FAIR  
**JACKSON, MISS., OCT. 15-20**

Can place Stock Concessions of all kinds. Will book Independent Shows not conflicting. Want Ride Help on all Rides, must drive. All wire  
**E. E. FARROW, MGR.**  
CLARKSDALE, MISS., THIS WEEK

**GLADSTONE EXPOSITION SHOWS**

WANT YAZOO, MISS., COLORED FAIR, OCT. 15-20  
WANT CANTON, MISS., COLORED FAIR, OCT. 22-27

Concessions—Hanky Panks of all kind, Cook House, Grab, Snow, Ball Games (none on show), Coke Bottle, Scales, Buckets, Swinger, etc. Shows of all kinds with own equipment, Snake, Monkey, Animal, Life, etc. Ride Help, come on.  
West Point, Miss., all this week. Wire, don't phone.  
**Jack Oliver, Gen. Agent** **F. Poole, Mgr.**

**LAST CALL!**  
**NEW MERIDIAN FAIR & CATTLE SHOW**  
OCTOBER 15-20—MERIDIAN, MISS.

No Ry. Circus showing Meridian. Want all kinds of Merchandise Concessions, Hanky Pank type. Good opportunity for Pitchmen and Demonstrators, Photos, Chocolate Dip. Ex open on Short Range and Kitchen Gadgets.  
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Phone and Wires—c/o Fairgrounds, Franklinton, La., after Friday.  
Mail to—918 21st Ave., Meridian, Miss.

**PERRY AND LEE WESTERN HILLBILLY JAMBOREE**

Want at once for Auditoriums and Buildings—All winter's work. Western Entertainers, Hillbilly Bands, Singers, etc. Carson Family, Greer Sisters, Green Valley Boys and all others. Wire or phone at once.  
**HANK CARLISLE**  
P.O. Box 144, Farmington, Mo. (Phone 713M)  
P.S.: Bozo Harrell, contact at once, no time to lose.

**PECK AMUSEMENTS WANT**  
For Shaw, Miss., and others to follow

Concessions: Glass Pitch, String Game, Darts, Cork, Hit and Miss, Color Block. All Hanky Panks open, working for stock. For Sale: 1949 1 Ton Chevrolet Panel Truck with low mileage and in good shape. Make a good sound car. **Charleston, Miss., this week; Shaw, Miss., Oct. 15th-20th.**

**JOHNNY T. TINSLEY SHOWS**  
Attention, Ride Men!

I AM NOW CONNECTED WITH THE JOHNNY T. TINSLEY SHOWS AND WOULD LIKE TO HEAR FROM ALL OF MY FRIENDS WHO WORKED WITH ME ON OTHER SHOW. ALL ADDRESS  
**BOB FISHER, General Supt.**  
JOHNNY T. TINSLEY SHOWS, THOMASTON, GEORGIA, THIS WEEK.

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CONCESSIONS, BINGO TENTS, RIDE TOPS, MOTORDOMES, SHOW TENTS

**ANYTHING IN CANVAS**  
California Approved Flameproof Materials Available. Tents and Booths for Benefit and Local Celebrations. NO CHANGE IN MANAGEMENT FOR FIFTY YEARS. 5 DAYS' SHIPMENT ON MOST SIZES

**ANCHOR SUPPLY CO., INC.** EVANSVILLE, INDIANA

**Great Falls Exec Sparked Spencer, Ia., Fair Rise**

Continued from page 44

raising drives for a hospital, and lined up patrons who underwrote the cost of hospital rooms. Too, he played a big part in starting a building and loan association and led a campaign that gave Spencer its first butane gas plant.

His prime interest, tho, was the fair—and the fair movement. During his years at Spencer, he found time to serve also as president of the Fair Managers' Association of Iowa.

When he left Spencer in '38, he did so to become general secretary of the Chamber of Commerce in Sioux City, Ia. He remained in that post until '45, turning next to the insurance business with which he was associated for three years until he took over the position of secretary-manager of the Great Falls fair.

Since moving to Montana, Leo has developed another love besides fairs. It is Montana—particularly the Great Falls area—and he sings the praises of it with all the ardor of a master salesman. In this he is joined by his wife, who voices the same feeling.

**Retrospection**

Now 60, Leo in looking back over his years in the fair business allows as how he had a sound, if unplanned grounding for it. In his teens at a State normal school at Platteville, Wis., he studied journalism and played the violin. He became a newspaperman in Spencer and that in turn led to the job of fair secretary. His violin playing in his school years induced him to organize an orchestra. For a year the ork was on the road, giving Leo much show business know-how.

The Daileys have one child, a

daughter, and three grand children. The highpoint of a Great Falls fair for Leo is when they come from their home on the West Coast to enjoy the fair.

Leo has taken an active part in Great Falls civic life, over and beyond his position with the fair. He is a director of the Shrine Club and is a member of the Rotary Club, Elks Club and the American Legion.

**L. J. Heth Sets Records In Tenn., Ga.**

CARROLLTON, Ga., Oct. 6.—L. J. Heth Shows have racked up big grosses since July 4 and set new records at four fairs this year, Dickson, Oneida and Jamestown, Tenn., and Marietta, Ga., Owner Heath said this week. Business in the early days of the West Georgia Fair here however, is not up to expectations.

All fairs played thus far in '51 have again signed the Heth org for next year. Annuals left on the route include Monroe, Covington, Cordele and Dublin, all in Georgia, and Brundidge, Ala., where org will end it tour November 10. Physical properties will be stored in the Heth-owned Birmingham winter quarters.

Show is moving on 29 trucks and had the following rides here: Merry-Go-Round, Twin Ferris Wheels, Caterpillar, Octopus, Rock-o-Plane, Little Dipper, Sky Fighter, Live Ponies and Kiddie Autos, Planes and a Train. Two searchlights are being used and the Sensational Meteors, high act, is the free attraction.

Back-end units include wild life, snakes, minstrels, Fun House, Glass House, Side Show and a gal revue.

Staff lists Heth as owner; Joe Fontana, manager and general agent; Floyd R. Heth, concessions manager; Earl D. Backer, special agent; William Bozeman, electrician, and Paul L. Reynolds, chief mechanic.

**Va. Greater Gets Winner At Warrenton**

WARRENTON, N. C., Oct. 6.—Two solid school days, free-spending crowds and ideal weather gave Virginia Greater Shows a good week at Warren County Fair here, ending September 29.

School kid days were staged Thursday and Friday, September 27-28. Concessionaire Ralph Jones joined, as did R. Saunders, with a Girl Show. Mary (Caledonia) Brown, of the "Cotton Club Revue" purchased a new car.

Visitors here included Mr. and Mrs. Dick Gilsdorf; Dr. A. H. Fleming, of Louisburg (N. C.) Fair Association; Mr. and Mrs. C. W. Pate, Dillon (S. C.) Fair Association, and Mr. and Mrs. Wallace Goodrich, Suffolk, Va.

**Johnny Tinsley To Close Nov. 6**

HOGANSVILLE, Ga., Oct. 6.—Johnny T. Tinsley, owner-manager of the shows bearing his name, announced this week the org will probably close November 6 in Luverne, Ala., after playing the four fairs left on its '51 route. Annuals to come include Thomaston, Ga., and Roanoke, Alexander City, and Laverne, Ala.

Show's still dates this year consisted mostly of playing under Atlanta Boys' Club auspices in and around that city and after 16 weeks, shows moved into its fair route. Griffen and Newmañ, Ga., came up with the top grosses thus far among the annuals.

Bob Fisher's Fearless Flyers are the free act here. Staff, in addition to Tinsley, includes H. S. Thompson, business manager; Mrs. Johnny T. Tinsley, treasurer; E. H. (Texas) Smith, secretary; Bob Fisher, superintendent; Jimmy Miller, electrician, and Bill Cheek, billposter and lot man.

Show-owned rides include a Merry-Go-Round, Rolloplane, Caterpillar, Fly-o-Plane, Rock-o-Plane, Kiddie Autos and Kiddie Planes. William Hegeman has three kid rides booked on, Boats, Jeep and a Train.

Back-end line-up included Bill Collier's Motordrome; Sammy Green and his minstrels; the Mark Williams Side Show and Pop Brevoes's wild life. Show-owned snake and monkey units are operated by Pop Baker and Bill Schaff.

**San Antonio Expo Inks Don Franklin For Third Year**

ROSENBERG, Tex., Oct. 6.—Don Franklin, owner of the shows bearing his name, announced here this week that the org has again been awarded the exclusive contract for all rides, shows and concessions at the San Antonio (Tex.) Livestock Exposition, February 15-24.

Org's '51 fair route has been successful, according to Franklin. At Wharton, Tex., last week, show set up a new earnings record for the six years it has played the spot. New record grosses were also made at the Texarkana, Tex., Four-States Fair. Glen Porter's Side Show was top money-winner at the latter spot.

A new midway layout will be used at the San Antonio Expo in February, Franklin said. Under a rearrangement, the midway will now come within 15 feet of the main building instead of being restricted to 60 feet as in the past. In addition, the area has been completely paved.

Bill Chalmers joined at Wharton for the balance of the season with his Side Show, snakes and cookhouse.

**Cody Fleming Show Continues Winning At McDonough, Ga.**

MCDONOUGH, Ga., Oct. 6.—Mad Cody Fleming Shows are running 30 per cent ahead of last year at the Henry County Fair here this week, despite polio and bad weather, according to Cody Fleming, owner.

Increased gross here is a repeat of business at other fairs but increased operating costs are holding down profits. Org has five fairs in Georgia, including the big one at Waycross. Fleming show has been out since April 29 and will close November 10 in Tipton, Ga., and will come out later than usual next year.

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**TENTS—SIDESHOW BANNERS**  
USED CONCESSION TENTS  
10x16, 10x18, 10x20, in stock for  
**IMMEDIATE DELIVERY**  
Flameproof Material.  
All Excellent Condition.  
Bernie Mendelson—Charles Driver

**O. Henry Tent & Awning Co.**  
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**IT'S TIME TO TALK TURKEY**  
And We're Ready With  
120 Number Wheels . \$30.00 Ea.  
180 Number Wheels . \$35.00 Ea.  
Both types ready for immediate delivery.

Large Plush Toys and Dolls now being used at Turkey Raffles and proving to be big winners. We have RAFFLE TICKETS, Singles, Twos, Threes and Fours.  
25% with order, Balance C.O.D.  
**WRITE FOR OUR COMPLETE CATALOG.**

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Private Facilities  
Beach, Pool, Solarium Overlooking the Ocean. All Rooms Nicely Furnished. Every Room With Private Bath — Informal —  
A Sincere and Cordial Welcome from Your Old Friend and Showman  
**MAX GOODMAN**  
Owner-Manager  
Write now for information.

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is being offered for sale for limited time only, after which if not disposed of will be sold at auction. It is priced to sell now and is excellent for exhibition purposes, featuring Engraved Knights Armor, fine Statuary, many Antiques, 37 Animal Heads, 12 large Freak Animals, 7 small Freaks, 150 Mounted Birds, old Harness Store Horse and innumerable objects of curiosity and wonder, all to be sold without reserve. For complete details or appointment to inspect contact

**WENDELL S. SIMPSON**  
Auctioneer  
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LAWTON, OKLA.—40,000 SOLDIERS NOW THRU ARMISTICE DAY

**WANT**  
GIRL SHOW OPERATOR  
With two Girls and have own equipment. AGENTS  
For Pitch-Till-You-Win, Blower, WILL BOOK  
Buckets and Swinger, Hanky Panks of all kinds.  
(HEDY JOE, CONTACT)  
**ROLAND SMITH**  
Warren Hotel, Lawton, Okla.  
(Phone: 300)

**WANT TO BUY Used Major & Kid Rides**

**MUST BE IN A-1 CONDITION—**  
BOX 687, c/o THE BILLBOARD  
1564 Broadway New York 19, N. Y.

**Grand American Shows WANTS**

AGENTS FOR GRIND STORES. Pins, Rolldown, Skilios. CAN PLACE SHOWS OF ANY KIND. Opening Poplar Bluff, Mo., Wed., Oct. 3 Will be out until the snow flies.  
H. N. (FOOTS) REEVES, Mgr.

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For information concerning whereabouts of  
**CLINTON PARK**  
Important Contact  
**C. N. AYOTE**  
2000 Lincoln St. Saginaw, Mich.

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Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog.  
1920 Stewart Ave., S. W., on Highway 4, going south Atlanta, Georgia.  
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**PLASTER**

Load your trucks here for fairs. Bright colored, heavily tinselled plaster. Cash and carry. Large, 30'; medium, 15'.

Phone: Gainesville, Georgia, 584-R-20  
Wire or Write  
**FLETCHER SHIRLEY**  
Route #1 Alto, Georgia



# MARKS SHOWS

MILE LONG PLEASURE TRAIL

WANT FOR

GREENVILLE, S. C., FAIR, week of October 15  
 MONROE, N. C., FAIR, week of October 22  
 GREENWOOD, S. C., FAIR, week of October 29  
 CAMDEN, S. C., FAIR, week of November 5  
 and Fairs until close of season

SHOWS

Motordrome, Mechanical Show.

CONCESSIONS

Novelties and legitimate Concessions of all kinds.

RIDE HELP

Can place Ride Help at top salary.

All replies to

MARKS SHOWS

South Boston, Va., this week; then as per route.

WANT FOR

West Virginia's Gayest, Greatest, Amusement Event!

## FREE FALL FESTIVAL

### FIELD HOUSE COLISEUM

HUNTINGTON, W. VA. 6 DAYS AND NIGHTS

DECEMBER 3, 4, 5, 6, 7, 8

WANT FREE ACT AND ATTRACTIONS THAT CAN WORK INDOORS; CAN ALSO PLACE MIDGET CLOWN

RIDES: Want Hurricane, Wheel, Merry-Go-Round, Rolloplane, Tilt or other flat Ride. All must be equipped with Electric Power Units.

KIDDY RIDES: Want Sky Fighter, Boat Ride, Train, Pony Cart, Airplane and Kiddy Auto Ride.

CONCESSIONS: Want Hanky-Panks, Duck and Fish Ponds, Ball Games, Dart Games, Short Range Lead Gallery, Cork Gallery, Photo, Jewelry, Pitch Til-U-Win, Hi-Striker, Age and Scales, and other Merchandise Stores. Will place bona fide American Palmistry.

SHOWS: Want high-class pay Shows—Monkey Show, Midget Show, Mechanical City, Magic or Illusion Show. And for the amusement of 20,000 matinee kids want Punch & Judy Show, Mickey Mouse, Puppet Show, or pay shows of like nature.

This is a call for real showmen to participate in a great money-making opportunity scheduled in a new million-dollar coliseum located in the heart of population in West Virginia's largest and most prosperous city. Remember, Free Gate Admission and no carnival here in the past 4 years. What are you waiting for?

Address all communications to

FRANK T. GRIFFITH, Festival Director

Memorial Field House, Huntington, West Virginia.

# NORTH EAST FLORIDA STATE FAIR

JACKSONVILLE, FLA.

NOVEMBER 5th THRU NOVEMBER 11th

WANT

COOK HOUSES—GRAB STANDS—  
 LEGITIMATE HANKY PANKS—  
 CANDY FLOSS—SNOW BALLS—  
 AND DIRECT SALES.

CURTIS L. BOCKUS, 707 St. Johns Apts., Jacksonville, Fla.



WANT FOR WINSTON-SALEM AND HIGH POINT TO FOLLOW

CONCESSIONS

Eating and Drinking Stands and Hanky Panks of all kinds; Candy Floss, Snow Balls, Custard and Six-Cats. Everything open.

SHOWS

Colored Girl Shows.

HELP

Want Flyoplane and Caterpillar Foremen. Can always use useful Ride and Show Help.

RIDES

Can use Dark Ride and Ponies

All replies to LAWRENCE GREATER SHOWS, Petersburg, Va., this week

## CAPITAL CITY SHOWS

Want—for Following Fairs—Want

FITZGERALD, ASHBURN, DAWSON AND CAIRO, ALL GEORGIA, AND LIVE OAK, FLA.

CONCESSIONS: Hanky Panks of all kinds, Six Cat, Buckets that work for stock. Good opening for Long and Short Range Galleries and Cookhouse that caters to show people.

SHOWS: Side Show, Wild Life, Mechanical or any Shows not conflicting. Whitey Sutton, contact. Want 2 more Girls for Girl Show. Salary \$100 a week.

RIDES: Kid Train, Little Dipper, Second Men who drive semis, for all sides.

FOR SALE: 60 Kw. General Motors Diesel Light Plant, perfect condition. Can be seen in operation on show. Reason for selling: have bought two larger plants.

All replies to J. L. KEEF

Macon County Fairgrounds, Montezuma, Ga.



Still Playing Bona Fide Fairs

WANT FOR

Pulaski County Fair, Hawkinsville, Georgia, Oct. 15-20. One of Georgia's best county fairs. Horse Racing, etc. Coffee County Fair, Douglas, Georgia.

CONCESSIONS OF ALL KINDS—2 Mitt Camps, exclusive; Fun House, Motordrome, Lester and Boots Evans, contact. Can always use experienced Ride Help who can drive semis. Contact

AL WALLACE or FITZIE BROWN, this week Thomson, Ga.; next week Hawkinsville, Ga.

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 Pasadena Livestock Show, Fair & Rodeo  
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# THE MIGHTY GEM CITY SHOWS

WANT FAIRS

WANT FAIRS

WANT FAIRS

ORGANIZED VETERANS' FAIR, ALEXANDER CITY, ALA., COVINGTON COUNTY FAIR, ANDALUSIA, ALA.; WITH SELMA FAIR AND COTTON FESTIVAL, SELMA, ALA., TO FOLLOW.

SHOWS—Shows of all kinds, especially Mechanical City, Animal Show, Glass House and Fun House.

RIDES—Will book any Ride not conflicting. Want capable Ride Help who can drive semis.

CONCESSIONS—Can place Concessions of all types, also Hanky Panks of all description. Especially want Ball Games, High Striker, String Game. No exclusives on anything.

All come on or wire immediately.

THOMAS D. HICKEY, Mgr.

ANNISTON, ALA., this week; then Alexander City, and as per above.

THE DIAMOND of the SHOW WORLD

THE BEST IN THE MIDDLE WEST

# VIVONA BROS. Combined SHOWS

Want for ROBESON COUNTY AGRICULTURAL AND INDUSTRIAL EXPOSITION, Lumberton, N. C.; AMERICAN LEGION NEWBERRY COUNTY FAIR, Newberry, S. C., and 4 more fairs to follow.

WANT Cat Rack, Buckets, Glass Pitches, Hi Striker, Penny Pitches, Short Range, Long Range Shooting Gallery, Basket Ball, Jewelry, Ball Games, Hats, Derby and Hanky Panks of all descriptions.

WANT Cotton Candy, Popcorn, French Fries, Eating and Drinking Stands.

WANT Wild Life, Motordrome (Curley Sayre, contact immediately), Mechanical City, Monkey, Unborn and any Grind Shows not conflicting. Hitler's car, contact.

WANT Ferris Wheel Foreman for balance of season. Can use useful Ride Help for balance of season. Want Diesel Man (Young Jimmie Zabraskie, contact at once).

Wire or write JOHN VIVONA

Salisbury, N. C., this week; Lumberton, N. C., next week; then as per route

# PENN PREMIER SHOWS

worlds \* cleanest \* midway

SCOTLAND COUNTY FAIR, Laurinburg, N. C., October 15-20

Home of Camp McCall Army Base with 80,000 soldiers here and big pay day.

CONCESSIONS

WANT all types of legitimate Concessions except Cookhouse, Bingo and Custard. Can place Grab, Drinks, Eats, Water Games, Ball Games and any other legitimate concessions.

SHOWS

WANT TO JOIN ON WIRE—MAN WITH GIRLS FOR GIRL SHOW. ALSO PLACE GIRLS FOR OFFICE-OWNED SHOWS. Can place Monkey Show, Arcade or any Shows not conflicting.

RIDE HELP

Can place reliable Ride Men who drive semis.

Address all mail and wires to LLOYD D. SERFASS, PENN PREMIER SHOWS  
 Lancaster, N. C., this week, followed by Laurinburg, N. C., Fair, then Carthage, N. C., Fair.



**Eddie Young's**

**Crown Shows**

**Royal Shows**

"AMERICA'S FINEST CARNIVAL"

**WANT FOR COOSA VALLEY FAIR, ROME, GEORGIA, OCTOBER 15 THRU 20**

**CONCESSIONS** Cookhouse, Grab, Floss, Novelties, Snow Cone, Popcorn, Candy Apples, Ice Cream, Ball Games, Fish Pond, Darts, Hoopa-la, Jewelry or any Hanky Pank Concessions.

**RIDE HELP** First and Second Men for office-owned Rides. Can use two good Wheel Men. Must be sober and drive semi trucks.

**SHOWS** Any well framed, worthwhile Grind Show. Also Motordrome.

All replies: **E. L. YOUNG, GEN. MGR.**  
General Forrest Hotel, Rome, Ga.

**C.A. STEPHENS SHOWS**

**WANTED FOR JOHNSON COUNTY FAIR, WRIGHTSVILLE, GA., OCT. 15 TO 20; COLQUITT COUNTY FAIR FOLLOWS**

CONCESSIONS working for stock. RIDES—Need Second Men on all Rides, Foreman for Swings. SHOWS—Place any worthwhile Show. Place Wild Life, Monkey, Snake, Fun House. Need Side Show Acts. Also Half and Half. Can place Mechanic for the balance of season. Seven weeks' work. Must see Show over the run and have tools. Jackson, Ga., this week.

**GOLD MEDAL Shows**

**FOUR MORE BIG FAIRS TO GO**

**DECATUR COUNTY FAIR, BAINBRIDGE, GA., followed by**

**JACKSON COUNTY FAIR, MARIANNA, FLA.**

**Then the Big One,**

**HOUSTON COUNTY FAIR, DOTHAN, ALA.**

**Then BAY COUNTY FAIR, PANAMA CITY, FLA.**

**EVERYTHING OPEN**

**WIRE JOHN DENTON, WINDER, GA.**

**CANDLER COUNTY FAIR, Metter, Ga., Oct. 15 to 20**

**LAURENS COUNTY FAIR, Dublin, Ga., Oct. 22 to 27**

**OCMULGEE FAIR, McRae, Ga., Oct. 29 to Nov. 3**

**APPLING COUNTY FAIR, Baxley, Ga., Nov. 5 to 10**

Want Legitimate Concessions of all kinds. Exclusive Novelties are open. Address

**JAMES H. DREW SHOWS**

Swainsboro, Ga., Fair, this week.

**ROYAL EXPOSITION SHOWS**

Middle Georgia Fair, Milledgeville, Ga., this week; Bulloch County Fair, Statesboro, Ga., next week.

Booking Shows, Rides and Concessions.

Contact **J. P. BOLT**

**Girls—GIRLS—Girls**

Dancing Girls for two girl shows, office-owned shows; salaries guaranteed every week. Best of working conditions. Six more fairs and then Florida for the winter. Wire or come on.

**ANDY ZANE**

Care Penn Premier Shows, Lancaster, S. C., this week; Laurinburg, N. C., next week.

**WANT CARNIVAL EQUIPMENT**

Small Merry-Go-Round, No. 5 Ferris Wheel, Tilt-a-Whirl, 100 Kw. Caterpillar, Light Plant and Electrical Equipment for 10 Ride Show.

**Michigan Model Shows**

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**WANT FOREMAN FOR OCTOPUS**

Will be out until Armistice Week

**LOUIS CUTLER**

c/o Kilo Shows, Pitkin, La., this week.

**FOR SALE FROZEN CUSTARD OUTFIT**

Built on Ford truck. Electro-Freeze Machine. Large Model. Nicely Flashed. Priced right. Can be seen in operation at Macon and Columbus, Ga., Fairs or write

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**12 CAR RIDE-O**

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One of the most beautiful and prosperous parks in the South, will accommodate seven Rides and other Concessions. For complete information write

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**LATEXO, TEXAS, FAIR**

October 10-11-12-13

Wants Hanky Panks of all kind on the school house grounds. Then other choice fall and winter spots to follow. Come on.

**SPECKS HOLBROOK**

**Phone Men and Women**

Also help for personal contact. Proven deal. Work 10 months a year. Ads, book, tickets, percentage only. No advances. Pay your own wires and calls.

**F. P. OESTREICHER SR. (Mumble)**

406 Washington St. Gary, Ind.

**Buck Winner**

• Continued from page 52

18 per cent altho terrific rains were encountered. The take at Malone was ahead even tho rain fell on Tuesday and Wednesday and again on Thursday night to drive away the grandstand crowds just as the night show broke.

At Rhinebeck, N. Y., Buck reported the gross was 35 per cent ahead of last year thru Friday. An all-day drizzle on Saturday and heavy rains at night cut heavily into the winnings, but the take remains about 10 per cent ahead. An increase of about 10 per cent was registered at Bath, N. Y., despite rain on Children's Day and Thursday.

**Barrington Up**

Barrington, Mass., was very good with fine weather and good crowds contributing a 20 per cent increase. Bridgeton, N. J., earnings soared 25 per cent, partly as the result of the new midway layout which gave all units a better shot at patronage.

Considerable bad weather was encountered during spring dates, but the over-all tour of the shows has been good, nevertheless, Buck said. Excellent returns at all annuals made the difference, as usual.

Units were in here several days early, thus providing for the usual tidy set-up and a chance to take advantage of the early crowds.

All paraphernalia will go from here to Buck's Troy, N. Y., winter quarters where refurbishing will begin immediately. New canvas and two new major show fronts are included in present plans. Work on the fronts will get under way immediately, Buck said.

**Shows Tab**

• Continued from page 52

but some owners point out that these can be borne as long as revenues remain high. With the closing of some Northern shows, those touring the South are expected to benefit by securing more help.

Those shows ending their tours have mostly banked a good season. Those continuing thru the South have a shot at additional earnings or perhaps losses, altho the latter seems an outside chance with early reports indicating that the Dixie annuals are following the pattern set by their Northern counterparts.

While the earnings for shows and rides have been up, the good news was not always echoed by the front end. Curtailment of operations in many areas sometimes sliced the winnings thin. Operators who have long counted heavily on bingo revenues felt the pinch badly when this source was eliminated thru legislation in many areas.

**C&W Turns Rebel**

• Continued from page 52

boys, the South will rise again." Good weather prevailed thru-out the week and the midway units were reported some \$10,000 ahead of last year going into yesterday when excellent weather prevailed and a big crowd was on hand.

A record gross for the eight-day event seemed likely with a continuance of good weather today. Final attraction today is the staging of big car auto races by Sam Nunis. One of the biggest crowds of the event can be counted on for the finale.

Show earnings, which hit a record pace thruout the Midwest, have maintained that tempo in the East. Earnings here indicate that Southern spots will also contribute to the generally excellent season documented to date.

**WANTED For WEST SIDE NUT CLUB FESTIVAL**

Evansville, Indiana, October 15 to 20

Two or three clean, entertaining Shows. Particularly interested in Monkeys, Python, Fat Family and Platform Shows. Address inquiry

**GOODING AMUSEMENT COMPANY**

1300 Norton Avenue Columbus, Ohio

**A. M. P. SHOWS**

Have good opening for Bingo, Water Games, Jewelry, Penny Pitch and others not conflicting. Want at once Girl Show. Have equipment. Can place Minstrel and Animal Shows. Want Agents for Count Store, Wheels, Six Cat and Skillo. Also want P.C. Agents. All replies to A. M. Podsobinski, Hartsville, S. C., this week; Summerville, S. C., next week.

**MIGHTY PAGE SHOWS**

**WANT FOR AHOSKIE, N. C., OCTOBER 15 THROUGH 20, FOLLOWED BY TRENTON, N. C. THESE ARE TWO OF THE BEST FAIRS IN EASTERN NORTH CAROLINA.**

**CONCESSIONS:** Eating and Drinking Stands, Custard, Novelties, French Fries, Glass Pitch, Jewelry, Photos, Long and Short Range, Rat Game, Rotary Diggers, Water Games, Ball Games, or any Hanky Panks, Buckets, Swingers, Grind Stores and a few choice Wheels open. All Concessions will operate here. Can place one Mitt Camp.

**SHOWS:** Motor Drome, Wild Life or Life Show. Acts for Side Show, Girls and Canvas Help for Girl Shows.

**RIDE HELP:** All Help that drive. Especially need Foreman for Spit-fire. Those joining now will be given preference on our unit going South after our regular season ends.

**ALL REPLIES: BILL PAGE, WILLIAMSTON, NORTH CAROLINA**

**BARNEY TASSELL UNIT SHOWS**

**WANT FOR WEEK OCT. 15, RED SPRINGS, N. C.,**

the only show playing this year—Major Rides, Concessions of all kinds and Shows of merit. Don't let size of towns fool you. Can place a few Percentage Dealers and Counter Men or Women for Bingo. Join that big, little show.

Wire this week, Yanceyville, N. C.

P. S.: Those joining now given preference for my annual Florida dates.

**HELLER'S ACME SHOWS**

BEAUFORT COUNTY AGRICULTURE FAIR, WASHINGTON, N. C., OCT. 15-20; CARTERET COUNTY FAIR, BEAUFORT, N. C., OCT. 22-27; JACKSONVILLE, N. C., BIG ARMY BASE PAY DAY WEEK, OCT. 29-NOV. 3, THEN THE BIG LEGION ARMISTICE DAY CELEBRATION, NOV. 5-10. Town decorated, Fireworks, Parades. Biggest Armistice Day Celebration in North Carolina. Then Augusta, Ga., two weeks, then Florida.

WANT Shows and Concessions of all kinds. Custard and Eating Stands. Can always use good Ride Men.

Address **HARRY HELLER, Gen. Mgr.**  
FARMVILLE, N. C., this week.

**ROYAL DUKE SHOWS**

THE CENTER OF THE H BOMB PROJECT

Can place set Kiddie Rides. SHOWS: Want Ten-in-One, Snake Show, A-1 Girl Show. Must have three or more Girls. CONCESSIONS: Want Cookhouse, Palmistry, Arcade, Age, Scale, any and all Hanky Panks. Place well-stocked Bingo. HELP: Want Second Men for Wheel, Octopus, Flying Scooter, Merry-Go-Round, Foreman for Rolloplane. Mulligan Romeo, wire or come on. Place Girls office-owned Girl Show. This show positively plays Florida. Now holds seven charted fair contracts and plays two more Army-Marine pay days. Address **Royal Duke Shows, Augusta, Ga., this week, then per route.**

P. S.: Kirk can place Razzle, Pin Store and Skillo Agents. Also Spindle Player.

**LONE STAR SHOWS**

**LORIS, S. C., ALL THIS WEEK; WHITEVILLE, N. C., OCT. 15-20**

Want Hanky Panks of all kinds. Top salaries to Ride Help on all Rides who can drive semis. Can always place Shows with own equipment. This show out all winter in Florida. Address all mail and wires to Loris, S. C.

**J. R. McSpadden, Mgr.** **Bill Porter, Bus. Mgr.**

P. S.—No collect wires.

**GIRLS—WANTED—GIRLS**

Have all winter work for you in nice night clubs. Will teach to dance and furnish wardrobe to any Girl who is interested. Very good salary.

**SINGERS CHARACTER STRIPPERS CONTACT**

**RUBY WHITE THEATRICAL AGENCY**

16 MARKET PLACE, BALTIMORE 2, MD. PHONES

Office: Mulberry 9808; Home: Valley 3761

**RALPH R. MILLER CAN PLACE**

Kiddie Rides, Cook House, Bingo and Six Cats open, \$25.00 week exclusive. All other Concessions \$15.00 week. No exclusives. Place Wheel Foremen and Truck Drivers, Electrician who can handle two LeROI 25 Kw. Plants. For Sale—40x60 Middle Piece for Circus Top, \$150.00.

Simmesport, La., week Oct. 8; Ville Platte, La., Colored Fair, week Oct. 15th.

**WANTED**

For Quincy, Fla., Oct. 15 thru Oct. 20; Port St. Joe, Fla., Oct. 22 thru Oct. 27; Tallahassee, Fla., Oct. 29 thru Nov. 3rd. Kiddie Rides, prefer Kiddie Ferris Wheel and Boat Ride. Can also place clean Show for Tallahassee, Fla. Answer Robertsdale, Alabama, Oct. 8 thru Oct. 13th.

**LEE AMUSEMENT CO.**

N. L. CRESOM, OWNER

**CAN PLACE**

Fast-stepping Candy Floss Operator; Harold D. Weaver, Hy-mie, can place you, answer.

**AL WAGNER CAVALCADE OF AMUSEMENTS**

Wilson, North Carolina, this week; Orangeburg, South Carolina, following.

**DANCING GIRLS**

\$100.00 a week. Also Men Grinders and Ticket Sellers for two Girl Shows. Phone or wire

**EDDIE GREENO**

Capitol City Show, Montezuma, Georgia.

**TIVOLI EXPOSITION SHOWS CAN PLACE**

FEW MORE CONCESSIONS for Paris, Ark., Free Fair

Also 2 OR MORE SHOWS. What have you?

Address

**H. V. PETERSEN, Mgr.**

Danville, Ark. (Free Fair), this week; Paris to follow.

**Wanted Immediately BINGO CALLER**

Percentage proposition. Contact A. R. Whiteside, care

**Heller's Acme Shows**

Farmville, N. C., this week.

**Edward M. "Jack" Lance**

At Randolph Hospital, Asheboro, N. C.

where he will be confined for several more weeks, would like to hear from his many friends in Show Business. At the same time he thanks all those who have helped him since his accident.



**W.G. WADE SHOWS**

**Wish All Our Friends and Associates A Very Pleasant Winter Season**

**G. P. O. BOX 1488, DETROIT 31**

**FOR SALE FOR SALE**

One eighteen car streamlined Caterpillar, in tip top shape, has been used about sixty weeks. Five thousand cash. Also Major Ride on order of Ferris Wheel, ideal for a park. First Twelve Hundred takes it. This Ride is in first class shape, ready to make money for you. I have transportation for above Rides if you want it. Rides can be seen near Mansfield, Ohio. Lots of extra parts for Rides. Address

**RIDE OWNER**

Eddystone Hotel, Detroit, Mich., until Oct. 24th.

**FOR SALE**

**Cookhouse Complete**

Kitchen mounted on semi, priced to sell. Can be seen at Kenneth, Mo., Oct. 8-13.

**MRS. ROGER FINGAR**

c/o TURNER BROS.' SHOWS

**CENTRAL AMUSEMENT CO. Wants**

**FOR FIREMEN'S 14TH ANNUAL PEANUT FESTIVAL, SCOTLAND NECK, N. C., OCTOBER 15-20, AND 9 MORE FAIRS TO FOLLOW.**

WANT Hanky Panks of all kinds. Shows, what have you? Can place Motordrome. Want Girls for Girl Show. Want Minstrel Show People. Concessioners, don't miss this fair. Free Acts plus Fireworks nightly. All contact

**SHERMAN HUSTED**

Pembroke, N. C., Fair, this week; Scotland Neck Fair, October 15-20; then as per route.

**L.P. HETH Shows**

*cleanest show on earth*

**WANT FOR THE FOLLOWING FAIRS**

COVINGTON, CORDELE, DUBLIN, ALL GEORGIA; AND BRUNDIDGE, ALABAMA

SHOWS: Side Show, Motordrome, Monkey Show, with own outfits, or any other Grind Show not conflicting.

HELP: Ride Men who are semi-trailer drivers.

CONCESSIONS: Arcade, Frozen Custard, Popcorn, Long Range Gallery, Candy Apples, French Fries, Ice Cream Bar, Hanky Panks of all kinds.

All Replies: MONROE, GA., Now; COVINGTON, GA., next week.

**WANTED TO JOIN AT ONCE**

Cook House, will sell exclusive to right party. Also few more Hanky Panks.

Ride Help on all rides; preference to those who have license and can drive trucks. All answers to

**JOHN B. DAVIS, SOUTHERN STATES SHOWS**

Donalsonville, Ga., this week;

Cook County Fair, Adel, Ga., next week.

**HARRISON GREATER SHOWS**

**WANT FOR AMERICAN LEGION TOBACCO FESTIVAL, OCT. 15-20, ROBERSONVILLE, N. CAR., IN HEART OF TOBACCO BELT, WITH SIX MORE FAIRS AND CELEBRATIONS TO FOLLOW**

Want Concessions of all kinds, open midway. Want Candy Floss, French Fries, Popcorn, Candy Apples, Age, Scale, Glass Pitch, Penny Pitch, Ball Games, Novelties. A few choice concessions open. Will book any Grind Show with own outfit. Want Foreman for Octopus and Rotiplane. Top salary, long season South. Want A-1 Show Carpenter and Builder, Bert Miller, get in touch at once. Al Swanson, get in touch with Johnny Watkins. All mail and wires to **FRANK HARRISON, Manager; CURLEY GRAHAM, Business Manager, Smithfield, N. C., this week; then as per route.**

**GEORGIA AMUSEMENT COMPANY**

Will book Glass, Pitch or Slum Spindle, Hoop-La, Coke Bottles, Custard, Novelties, Mitt Camp, Duck Pond, Ball Games, Penny Pitch, French Fry, Fronto Pups, Jewelry. Shows: Want Big Snake, Ten-in-One, or what have you? Rides: Will book any non-conflicting, also want Fun House, Want Ride Help on all rides. Monticello, Ga., Oct. 8 thru 13; Butler, Ga., Oct. 15 thru 20; Hahiria, Ga., Oct. 22 thru 27; Blakely, Ga., Oct. 29 thru Nov. 3; all fairs, and two more to be announced later. All replies

**H. H. SCOTT**

P.S.—Russell Powers no longer connected. Notice Bingo owner, if you are not booked come on to Monticello, Ga., and if you do not gross (\$500.00) the rest of the week just pay committee money.

**DIESEL AND ELECTRICAL OPERATOR**

**WANT FIRST-CLASS CATERPILLAR DIESEL OPERATOR**

Must know his stuff, be sober and able to lay out electricity and power for the show. This is one of the top Shows on the road, with a long season. Now playing fairs and will be out late and open early in 1952. Top salary for capable Man. Address

**BOX 111**

c/o The Billboard, 390 Arcade Bldg. St. Louis 1, Mo.

**WANT**

**FOR AMHERST AGRICULTURE FAIR, AMHERST, VA., OCT. 16-20, 1951**

Open midway, Hanky Panks of all kinds, \$26.00. Book Six Cats, Buckets, Swinger, Age and Weight, Coke Bottle, Pitch-Till-Win, Custard, French Fries, Photo, Kiddie Rides, come on. Any Show with own outfit. **McKenney, Virginia, this week; Amherst, Virginia, Fair, next week. All replies to**

**W. R. PRICE, Jollytime Shows**

**McKENNEY, VIRGINIA**

# Under the Marquee

• Continued from page 49

Jennings, of the Stamford Hill Congregational Church, London, pens that while in America he had a happy stay with the Ringling-Barnum circus, during which time he gathered material for a book on circus life. He recently was made chaplain of the British Circus Ring.

Charles (Jonesy) Jones, of Cleveland, will handle the prop chores on Tom Packs' St. Louis Show and the Orrin Davenport dates opening at Wichita, Kan. . . . Earl Shipley, clown and this season agent for a thrill show, started work Monday (1) as national outdoor representative in the Midwest for the AGVA. He'll work out of AGVA's Chicago office.

Matt Saunders, veteran circus press agent, who manages the Loew-Poli-Palace Theater, Bridgeport, Conn., is co-chairman of the Fairfield County Theater Manager's group, which is in charge of the campaign for "It's Movietime, USA," when leading film players will make personal appearances thruout the nation.

Roy Barrett, Happy Kellems, Roy (Mickey) McDonald, Hop Green and Mr. and Mrs. Charlie Baker clowned the National Dairy Cattle Congress, Waterloo, Ia., thru Saturday (6) and will make the International Dairy Exposition, Indianapolis (9-13). Later, Barrett will play Houston, Fort Worth; Granite City, Ill.; Miami and St. Louis.

W. T. (Tommie) Randolph, Gladewater, Tex., fan, caught the Wallace & Clark Circus at Grand Saline, Tex., and Ringling-Barnum at Dallas. . . . Bette Leonard, president of the Circus Historical Society, advises that the CHS 1952 convention is to be at Baraboo, Wis. . . . The Hyman-Michaels Company, Chicago, which bought the Dailey Bros.' Circus train, has scrapped some of the cars and sold others but retains several which could be used by shows.

Wilfred Donovan, of Toronto, reports he recently obtained the high wire rigging used by William E. Handy and is seeking a museum, collector or high act which might want it. He recalls that Handy used the rigging and bicycle to cross Niagara Falls.

Basil Jack, Scandinavian circus operator and father of Teddy Rhodin, director-owner of Sweden's Zoo Circus, was guest of honor at a special performance of the Zoo Circus Friday (27) in Lund, Sweden, celebrating his 80th birthday. After the performance a dinner was tendered him at Malmo, with 100 guests in attendance.

## Clyde Beatty

• Continued from page 49

seen. It contains a complete list of the personnel, along with the route for the past three seasons, also plenty of pictures and data about the show and its happenings along the route. Bound with a three-color binding.

Johnny Cline has the new pony drill working okay. Mrs. Si Rubens with her parents paid us a visit in Shawnee, Okla. The Great Barton has returned to the show after two weeks off. Mamma Caudillo raffled off a hand-made Mexican drawn-work table cloth, with Charles Cox being the winner. Bob (Yerkes) DeWayne has received his greetings from the President and is to report for induction October 12. Harry Golub is taking his Side Show to the Hawaiian Islands immediately after closing day. They are to plane from Los Angeles. Mrs. Doc Osborne is on the sick list with an infected leg. Red Gates and Colonel Blake spent the day on the lot in Cushing, Okla. — LAURENCE CROSS.

## Ringling

• Continued from page 49

son to barbecue his midgets but as the party ended, all midgets were accounted for. The Elks Club in Dallas held a party for circus friends and an initiation for new members. The following are new members: Harold (Tuffy) Genders, Joe Reynolds, Bones Brown, Woody Royal, Walter (Codgy) Uniot, Bill McGough, Jack Leach, Dick Weathersen and Johnny Logan.

The musicians' union of Dallas gave its 33d annual chili party, and Merle Evans and members of the band attended. Kay Burslem celebrated her birthday with a dressing room party, also Faye Romig Snyder.

Visitors: Bobbie Peck McGough, the Bokara Troupe, Yetty and Arthur Wallenda, Don Edwards, Norbert Kreish, Mr. and Mrs. Unus, Jimmy Armstrong's mother and sister, Charlene and Bandy Danville and children, Mary Castle and daughter, Mr. and Mrs. Dan McGuire — MARY JANF MILLER.

## Polack Western

• Continued from page 49

Recent birthdays: Harry Dann and Frieda Wiswell for whom the girls threw a surprise party. Chester Sherman proved to be a virtuoso on the backstage piano. The Natals' trailer was demolished en route to Denver. Recent visitors included Slim Lewis, the Richard Freys and daughter, Janice; Morgan Berry, Ken and Joyce Van Houten, Ray and Lucia Jolliff, Frank and Venice Dean and Paul S. Brown.—HARRY DANN.

## CRAFTS 20 BIG SHOWS

NOW BOOKING CONCESSIONS FOR

### ARIZONA STATE FAIR (Phoenix)

Crafts 20 Big Shows have been awarded the 1952 contract to play the midway at the NATIONAL ORANGE SHOW, California's first and largest Spring Date.

MARCH 6 TO 14, 1952

### CRAFTS 20 BIG SHOWS

7283 BELLAIRE ST. NORTH HOLLYWOOD, CALIF.

PHONE SUNSET 2-3131

## ALABAMA AMUSEMENT

Out all winter. Will play Alabama and Florida. All defense cities on the Gulf Coast. We play right in the heart of the cities. This week, Opp, Ala.; Geneva, back of the courthouse, Bonifay Fair, Fla., on the streets. Fort Walton, Fla., in the heart of city. Will catch Nagel Field play day. Then into Mobile. This is strictly a Hanky Pank Show.

Ride Foremen wanted for Octopus and Ferris Wheel. James Short, Blackie Woodward, Al Glover, join on wire. CONCESSIONS WANTED—Want Man and Wife to take over Popcorn. Also Agents for various Concessions. Grab joint wanted. Earl Killinger, can place your Grab and Glass Pitch. Can place Hi-Striker, Add-Em-Up-Darts, Cork Gallery, Pitch-Till-U-Win, Cane Rack, Hoop-La, Jewelry and Novelties. One of each kind only. Shorty Baker, come on. Those joining now will be given preference playing Mobile in and out. No time to write, join on wire. **Wire MANAGER, ALABAMA AMUSEMENT, Opp, Ala.**

## MAD CODY FLEMING SHOWS

WANT FOR THE BIG DIXIE FAIR, WAYCROSS, GA., OCT. 15 TO 20; QUITMAN, OCT. 22 TO 27; OCONEE FAIR, DUBLIN, GA., OCT. 29 TO NOV. 3.

Custard, Few 10 Cent Stock Concessions. NOTICE: I will sell this Show with Title or without to party with Spot Cash. No give away. But young, capable party can pay for it in year. Reason—This makes 46 years and would like a rest. Nearly all 52 Fairs booked. Or if I keep show, am in market for 2 more Modern Rides for Spot Cash. Tifton, Ga., this week.

# GEORGE CLYDE SMITH Shows

MEBANE COUNTY-FOUR COUNTY FAIR, Mebane, N. C., Week October 15 to 20

WANTED—Ball Games, Fish and Duck Ponds. All Concessions open except Bingo and Custard. WANT—Snake Show, Illusion Show, Minstrel Show, Geek Show. WANT—Pony Ride, Truck and Tractor Drivers, Hanky Pank Agents, General Ride Help. All replies to **GEORGE CLYDE SMITH SHOWS, Fairgrounds, Henderson, N. C., this week; Fairgrounds, Mebane, N. C., next week.**

## FIDLER'S UNITED SHOWS

WANT FOR ENGLAND, ARK., ANNUAL FESTIVAL, OCTOBER 15-20.

Hanky Panks of all kinds, Cookhouse, Candy Floss. Can place Shows with own equipment, especially want Side Show, Snake Show and Athletic Show. Need Tilt-a-Whirl and Wheel Foremen now, must drive semis. (Bob Evans, contact me). Bob Hoard, get in touch with me.

**Sam Fidler, Mgr., Lonoke, Ark., this week; then England, with DeWitt, Ark., to follow**

## ROSS MANNING SHOWS

CONWAY, S. C., FAIR, OCT. 15-20

Can place Eats, Hanky Panks, Short Range and Novelties. Reasonable rates. SHOWS: Can place Monkey Show, Drome or any Grind Show.

Write or wire

**ROSS MANNING or WILLIE LEWIS**

New Ricks Hotel, Rocky Mount, N. C.

FOR SALE

## BAZUKA or STRATO GUN

Concession. 5 guns counted on '46 Chev. truck, '49 motor, ready to go, good rubber, everything 100%. Stored at Myrtle Beach and will deliver to 500 miles. Booked for next season but time to make money back this year. Illness reason for sale. Any sensible offer accepted.

**D. M. PARKER, P.O. BOX 353, LITTLE RIVER STA., MIAMI, FLORIDA**

## MARION COUNTY FAIR

Buena Vista, Ga., week Oct. 15; other fairs to follow; out all winter.

Georgia and Florida  
Want Bingo and Concessions all kinds, Lead Gallery, Mitt Camp, Six Cat Agents. Winter rates fairs. Want Shows, Girl Show Performers and Musicians for Minstrel Show. Good Ride Help all rides. **Middle, Ga., Colored Fair, Macon, Ga., this week.**

## CONEY ISLAND SHOWS

## PAGE BROS.' SHOWS No. 2

Want any and all Hanky Panks, any Grind Shows, Swinger, six Cat, Buckets. No percentage, Gypsies or Skillos. Need Point and Coupon Agents. Can place Girl Show or any Grind Shows with own transportation and outfits. Can place any useful Show People. Anyone I know, come on. Bemis, Tenn., this week, telephone 29121; Humboldt, Tenn., next, telephone 341; Sardis, Tenn., next.

**A. "HOPPY" CHAPMAN, Mgr.**

## GREATER MIDWAY SHOWS

Want for Clio, S. C., Indian Fair next week and six more to follow, with all winter's work in Georgia and Florida. Come and get your winter B.R. here. Can place several more Stock Concessions, any Show with own outfit. Place one or two more Rides that do not conflict. All address

**FRANK DICKERSON**

Dillon, S. C., this week; Clio, S. C., next.

FOR SALE

## GLASS HOUSE or CRYSTAL MAZE

Built on 35 foot semi trailer. Good for truck show with booster breaks. Plenty of glass, good canvas, at a bargain. Can be seen in operation on Cetlin & Wilson Shows, Spartanburg, S. C., Oct. 8-13, or per route.

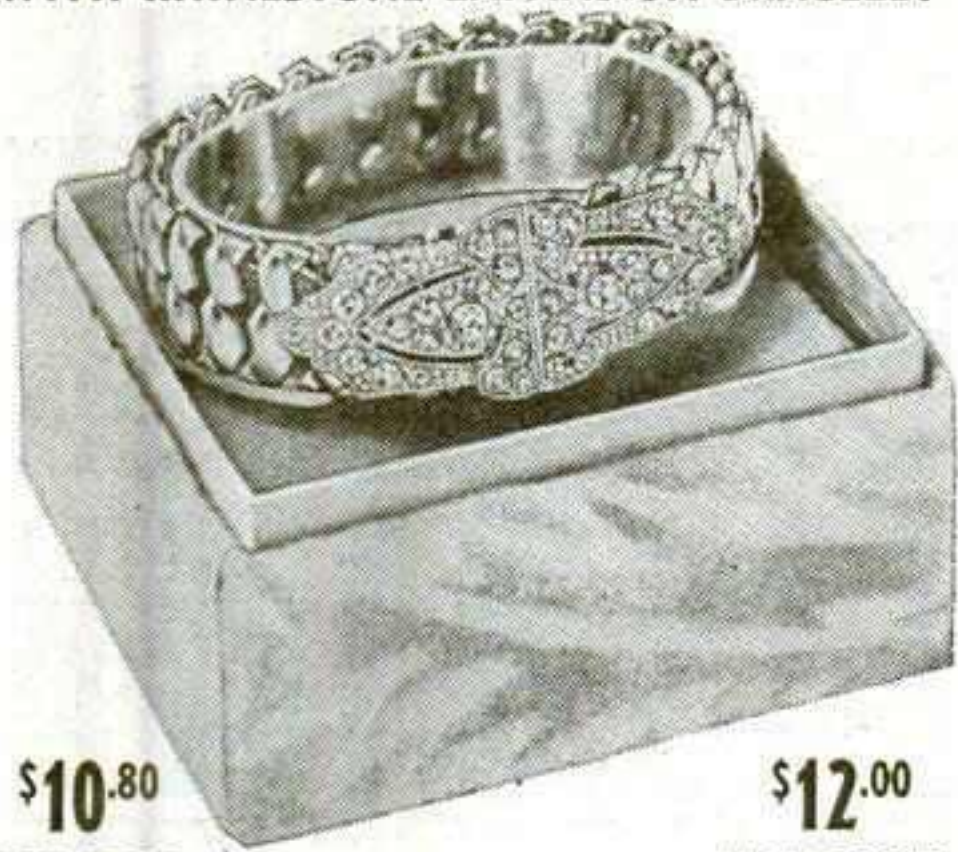
## EARLY CHAMBERS

<b>STOCK TICKETS</b>	Most of the stumbling blocks people complain about are under their hats.	<b>SPECIAL PRINTED</b>
One Roll ..... \$ 1.50	<b>Manufacturers of</b>	Cash With Order Prices:
Five Rolls ..... 4.50	<b>TICKETS</b>	2,000 ..... \$ 6.90
Ten Rolls ..... 6.50	of every description	4,000 ..... 7.90
Fifty Rolls ..... 22.00	<b>THE TOLEDO TICKET COMPANY</b>	6,000 ..... 8.75
100 Rolls ..... 40.00	114-116 Erie St.	8,000 ..... 9.60
<b>ROLLS 2,000 EACH</b>	Toledo (Ticket City) 2, Ohio	10,000 ..... 10.50
Double Coupons		30,000 ..... 15.50
Double Prices		50,000 ..... 20.50
No C.O.D. Orders		100,000 ..... 33.00
Size: Single Tkt., 1x2		500,000 ..... 133.00
		1,000,000 ..... 258.00



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## YOUR PROFITS WITH RHINESTONE EXPANSION BRACELET



\$10.80

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PER DOZ. BOXED

The greatest profit maker anyone can offer. It's the newest sensation on the market... a real hot, sure-fire money-making item. Every woman wants one of the genuine rhinestone expansion bracelets at Sterling's inflation-defeating price. Available in 4 styles... \$10.80 per doz. bulk... \$12.00 per doz. boxed in gorgeous, rich velvet package that conveniently opens for display. BE WISE—ECONOMIZE... BUY NOW!! While prices are low. It's money in your pocket. State your business. 25% deposit... balance C.O.D. 4 samples... \$5.00. Free catalog on request.

STERLING JEWELERS

44 E. LONG STREET

COLUMBUS 15, OHIO

## POT OF GOLD NEW BEACON LEOPARD DESIGN BLANKET

54x72 Packed 30 to Case \$3.50 EACH IN CASE LOTS OF 30 \$3.60 Each in Less Than Case Lots \$4.00 for Sample Postpaid

Case Lots of 30 No. 140 TOBAS... \$3.25 No. 144 Midway... 3.25 No. 145 Magnet... 4.10 No. 146 Mingo... 4.10 Less Than Case Lots, Add 10¢ Per Blanket. For Sample Add 50¢ Per Blanket.

Write for our New 1951 No. 61 Catalog now. State business in first letter.

WISCONSIN DELUXE CO. 1902 N. Third Street, Milwaukee, Wisconsin

## PICK YOUR PROFITS!

### CHEWING GUM LINE!

★ Cellophane Wrapped  
★ Fresh from the Factory!  
★ All Flavors and Types— PLUS Bubble Gums— 1c, 2c, 5c Items!

### HALF OF STANDARD BRAND PRICES!

All sizes Ball & Vending Gum! Ask for Our New Catalog!

AMERICAN CHEWING PRODUCTS Corp.

4th & Mt. Pleasant Ave., Newark 4, N. J.



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### BUY DIRECT FROM MANUFACTURER

Outstanding tie offerings in smartest designs and eye-catching color combinations for fast selling action. GENUINE HAND-PAINTED TIES—selling up to \$5.00 each retail... \$10.50 Doz. ABOVE TIES in 3 dozen lots... 9.45 Doz. LATEST STYLE PANEL TIES, full cut... 7.45 Doz. Others From \$4.50 to \$17.50 Doz.

HOSE PRICES PER DOZEN 51 GAUGE 15 DENIER WOMEN'S NYLON HOSE in 3 doz. lots \$8.50 ABOVE HOSE—sample box 3 pairs... 2.75 60 GAUGE 15 DENIER WOMEN'S NYLON HOSE... 10.00 ABOVE HOSE—sample box 3 pairs... 3.00 (Guaranteed finest first quality)

YOUR MONEY BACK If you can do better.

ORDER NOW Prepaid shipment on all orders of \$10.00 or more—immediate delivery. TERMS: Net 30 days to rated firms; unratified firms 25% deposit, balance C.O.D.

I. WOLFMARK, Dept. 88, 931 Roosevelt Rd., Chicago 8, Illinois



## GET READY FOR HOLIDAY PERFUME BUSINESS!!

Golden Moments perfume in beautiful 2 oz. bottle with large dark mahogany stained cap. Matching brown lithographed label and carton. A rich, exotic, oriental fragrance. Great Sales package. Ideal for direct to home, coupon workers, specialty workers, crew managers, store demonstrators. Your cost 49c each.

White Gardenia perfume in same package without carton. Your cost 39c each. Coupon and mats supplied on Golden Moments only. Send \$1.00 for postpaid sample of both of these outstanding packages GOODIER CO., 400 North Bishop, Dallas, Texas

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### THURSDAY NOON IN CINCINNATI

### FOR THE FOLLOWING WEEK'S ISSUE

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## ACTS, SONGS & PARODIES

ARRANGING FOR BAND ORCHESTRAS—Piano Vocals; manuscripts corrected and prepared for publication; school songs; send manuscript for estimate; prompt service. Val's Arranging Studio, 310 W. 10th St., Sarasota, Fla. oc20

ATTENTION! SMART SONGS, PARODIES, Monologs, Ventriloquial Dialogs, etc. State list required. Tizzard, 110 W. 76th St., New York, N. Y.

BEST COMEDY VALUE — "SHOWMAN-Emcee Collection." Includes 1952 Entertainer's Catalog and monthly "Informor"; \$1 complete. Sebastian, 5138 Cahuenga, North Hollywood, Calif. oc27

"EMCEE" MAGAZINE — CONTAINING Band Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$2; add \$1 for four stacked back issues. Emcee-B, P. O. Box 983, Chicago 90.

FOR M.C.'S.—BOOK CONTAINING OVER 500 quips, jokes and stories told in night clubs. \$2. A. H. Burd, P.O. Box 1298, Chicago 90, Ill.

## AGENTS & DISTRIBUTORS

AAA BEST DEAL TALKING CARDS—SAMPLE 25¢; \$1.80 per doz.; \$12.50 a gross. Columbia Wholesale Supply, 7250 Melrose, Hollywood 46, Calif. oc13

AAA LADIES' NYLONS AVAILABLE IN all gauges and deniers; new fall styles and colors. Write for price list. Alan-Gale Hosiery Co., 409 South 5th St., Philadelphia Pa. oc13

AAA SENSATIONAL TALKING CHRISTMAS and Birthday Cards; pull tape and cards say "Merry Christmas"; 150% profit; retails 25¢; sample 25¢, five for \$1 and wholesale prices. Minas, P.O. Box 18214, S. Los Angeles 33, Calif. oc13

ADVERTISING BARGAINS — ADVERTISE in 100 newspapers for total cost of \$6; many other bargains; nationwide coverage; send for free booklet. Tri-State Service, 1420-E Investment Bldg., Pittsburgh 22, Pa. oc13

ALUMINUM SPIRAL SPINNERS—3/4" wide, no seams to rip; 10-foot sample and big-profit details, \$1; trial dozen 20-foot lengths, \$12.60; 10-foot lengths, \$7.56; red, green, blue, gold, colors assorted as desired; stock for Christmas rush; State franchises available; cash orders postpaid 1/4 deposit on c.o.d.'s. Cox, Box 871, Ellwood City, Pa. oc13

AMAZING, ATTRACTIVE TALKING XMAS Cards; sample, 25¢; dozen, \$1 prepaid; make quick money; everyone buys. Shafer Co., Box 723, Kansas City 10, Mo. no10

ART STUDIES THAT ARE DIFFERENT — In beautiful album; sample album, \$1; large selection, quantity prices. Jay's, Box 684, Dayton, O. oc27

ARTISTS MODELS CHRISTMAS CARDS; new, exciting, unusual; 8 assorted samples, \$1; quantity prices. Jay's Service, Box 864, Dayton, O. de18

BEAUTIFUL MEXICAN JEWELRY SETS—Big profit, sell on sight; sample set, \$2; Mexican Money Bracelet, \$1; heavy Men's Rings, 60 cents; postpaid; all refundable. Montezuma Crafts, Box 4, Los Alamos, N. M.

BIGGER PROFITS—SELL KOEHLER Business Signs; over 1,500 varieties; free catalog; 15 samples, \$1 postpaid; Christmas Cards. Koehler, 335 Goetz, Lemay 23, Mo. no2

BUY YOUR HOSIERY DIRECT — ALL gauges and denier, from \$1 a dozen and up; also men's and ladies' Anklets, all sizes, colors and grades; satisfaction guaranteed or money refunded. S. F. Pollard (S-1741) Co., 1258 Market St., Chattanooga, Tenn. oc20

CARDED MDSE. HEADQUARTERS—Aspirin, Combs, Handkerchiefs, Pocket Knives, Pipes, Shoes, Razors, Razor Blades, etc.; over 1000 items; write for price lists. Maloney & Sons, 1063 W. Broad St., Columbus 8, O. oc20

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," X-L, Boston 19, Mass. np

DO YOU NEED MONEY? \$35 IS YOURS for selling only 50 boxes of our 300 Christmas Card line; this can be done in a single day; free samples; other leading boxes on approval; many surprise items; experience unnecessary; free samples; personalized Christmas Cards, Stationery, Napkins; write today; it costs nothing to try. Cheerful Card Co., 349 White Plains, N. Y. oc13

ENTICING ARTISTS MODELS, PHOTOGRAPHED as you like them; 18 unusual exclusive full length shots, only \$1; none free. Perry Pelton, Dept. 105, Box 5967, Chicago 7, Ill. np

FOOTBALL CONCESSIONAIRES — SELL Rain Capes, army surplus, 3 for \$1; \$7.50 per 100; no c.o.d.'s. Charlie White, Fort Oglethorpe, Ga. oc20

HI-PROFITS — GIFTS, JEWELRY, UNUSUAL novelties; hot Xmas sellers; fast repeaters; free catalog; details. Pilot Plastics, BB 67, Fulton St., N.Y.C. de1

LADIES' FULL FASHIONED NYLON HOSE, first quality, 51 gauge, 15 denier, \$7 per dozen; irregular, \$6 per dozen in good colors; satisfaction guaranteed or merchandise can be returned if not 100% satisfied. Terms: Cash with order or 25% deposit for c.o.d.'s. Southern Hosiery Co., P.O. Box 642, Huntsville, Ala.

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for a full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 6, de29

"QUICKSALE" BARROOM COMEDY SIGNS; zestfully illustrated money makers; 22 samples and wholesale prices airmailed, \$1. Sebastian, 5138 Cahuenga, North Hollywood, Calif. no3

3 min. PHOTOS Never a breakdown with guaranteed Amco Quick Cameras. Patented features mean more profits. Obtain list of bargains. New, U.S. Patent. Low Price. Beautiful, Durable. Also portable Cameras. American Stamp & Novelty Mfg. Co. 4301 Rossmoyne, Houston 6, Tex.

NYLON HOSIERY BARGAINS—10,000 DOZ. Mill Close Out Prices; Mill Rejects, \$1.25 per doz.; Better Grade, \$3.50 per doz.; Select Grade, \$6.50 per doz.; these prices on 10 dozen lots or more; sample order 5 pair Mill Rejects, 3 pair Better Grade, 3 pair Select Grade for \$4; postpaid if check with order. Allen Hosiery Co., P.O. Box 1676, Chattanooga, Tenn. oc13

REALLY COMIC XMAS CARDS—FAST sellers; \$1 will bring you 3 sample sets. Midstates, Box 412, Bloomington, Ind. oc27

SALESMEN DISTRIBUTORS—FAST SELLING Costume Jewelry direct from factory; big picture catalog free. Pickcraft, B-19 Bank, Attleboro, Mass. oc27

SELL NEW-USED CLOTHING FROM HOME, auto-store. Men's Suits, \$125; Leather Jacket, \$85; Overcoats, \$50; Dresses, 18; Ladies' Coats, 38; other bargains; catalog free. S&N, 605-L, 12th Place, Chicago 7. np

SELL NEW OFFICE DEVICE! \$5 PROFIT on each \$7.50 sale; steady repeater; enables business men to do in their own office costly work heretofore sent out; write for free sales manual and details. Fidelity Merchandise Agency, Inc., P. O. Box 566, Roanoke, Va.

SIGN SALESMEN — HOT NEW ITEM! Amazing new changeable plastic letters, stick to glass by themselves; send name for free sample. Garee Enterprises, 6912 Hollywood, Los Angeles 28.

SPECIALTY, CALENDAR SALESMEN—Increase your income 20% with our Advertising Pencils, no postals, please. Styles, 933 Taylor Ave., Alameda, Calif.

TALKING XMAS CARDS—SALES TERRIFIC! says "Merry Christmas" in loud clear voice; also Happy Birthday Get Well. Hello Sweetheart; samples 25¢, dozen \$1.20, gross \$12. Allied Sales, 311-C N. Desplaines, Chicago 6. de22

UP TO \$75 WEEKLY—AMAZING PENCIL, writes four colors, red, blue, green, orange; sample 25¢; 20 year guarantee given with beautiful \$1 size Ball Point Pen, brilliant metal cap; sample 25¢, or eight samples, four pencils, four pens, \$1 postpaid. Louis Balogh, 1703B Roosevelt, Valparaiso, Ind. oc13

WRITE PRIVATE LABEL DEPARTMENT, Quaker Medicine Co., 220 George St., Cincinnati, O., now for gross price list on Laxatives, Liniments, Salves, Herbs, Tonics; Bounce Flavoring, \$14 gross up. Premiums, Deals.

50¢ WALNUTS, PECANS, ALMONDS, Cashews, Pistachios, Salted Peanuts, Roasted Peanuts; whole or Ground Black or White Pepper, \$3 dozen; 25¢ size, \$1.50 dozen; 15¢ size, 90¢ dozen; order from this advertisement. Perfect Foods, 538A North Central Park, Chicago.

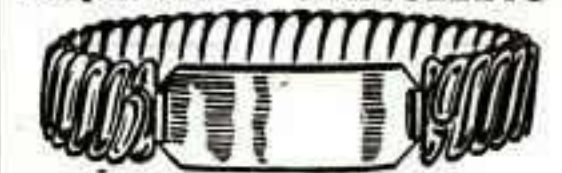
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Unbelievably Priced Irresistible sellers at their low, low price. In an assortment of lively metallic colors, they'll give months of writing pleasure. There are handsome profits for you, \$9.00 Gross too.



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A big seller with relatives, friends and sweethearts of boys in the armed forces. Well constructed with a highly polished Chrome finish. Perfect for the Xmas gift season. \$6.50 Doz.

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Compare in looks and performance to much more expensive lighters. Sturdily constructed in heavy nickel plate, with collapsible windproof shield. Big holiday sellers. \$10.80 Doz.



### CONFEDERATE Pennants & Flags



IT'S THE LATEST RAGE IN THE SOUTH Confederate Flags 4"x6" 80c doz. \$9.00 gross 12"x18"—\$2.40 doz. \$27.00 gross

Confederate Pennants 7"x18" \$10.00 per 100 9"x27" \$12.50 per 100 Samples \$1.50 prepaid

Write for complete novelty price list. 25% with order, balance C.O.D.

BENGOR Products 18 W. 23rd St. New York 10, N. Y.

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Will supply six more experienced Coupon Operators, Newspaper or Ducats, with a 49c WINNER. If I take you on you must work this WINNER for 49c and no more. Write me a little about yourself and I will send you sample and reading matter. I am the sole originator of this WINNER. Middle West and West Coast operators preferred.

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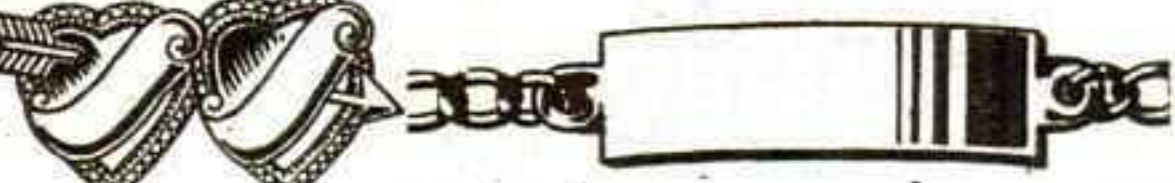
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NO. 902 EXPAN/ION IDENT/ WAF 108 22 6r. Now \$72.00 6r. NO. 910 SWEETHEART BRACELET \$14.40 6r. NO. 776 \$14.40 6r/7 NO. 954 \$14.40 6r/7 NO. 788 \$14.40 6r/7 25% DEPOSIT 42 DAYS ON ALL C.O.D. ORDERS

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Send for catalogue. State your business.

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### WORKERS' TOOL TIE SLIDES

Highly polished 18 Kt. gold plated, two tone finish (white and gold) in attractive display boxes. \$2.50 price tagged. Six different implements—sell on sight. Dozen \$4.50 #901 Gross Lots \$51.00 25% deposit — money order, balance C.O.D. Allow for postage on prepaid orders. Write for list of hot specials!

IMPERIAL MDSE. CO. 893 Broadway New York 3, N. Y.



**Genuine Imported Butterfly Wings** are used exclusively in the manufacture of the exclusive **Guaranteed Sales line of BUTTERFLY WING JEWELRY** \$4.20 DOZ. up to \$36.00 DOZ.

Available in necklaces, bracelets, brooches, earrings, compacts, ash trays, cuff buttons, tie slides, etc. About 400 different and fast-selling repeat styles that are sweeping the country like a tornado.

Do not forget your boxed jewelry sets for the Fall and Christmas Season. We have one of the finest selections available anywhere—ask for information.

For quick, sure profits be sure to sample order our **TURQUOISE and MOSAIC JEWELRY**. Minimum sample (1 piece)—\$1. Dozen assorted samples—\$4.75.

Be sure to try our \$25.00 or \$50.00 sample assortment of jewelry. Money refunded when merchandise is returned if you are not satisfied.

We stand behind our name—No Sales Final—Money back guarantee on all purchases within 10 days if not satisfied. State your business. 25% deposit with order, balance C.O.D.

**Guaranteed Sales**  
2 East 23rd St., Room 202  
New York 10, N. Y.

**WANTED—OLD STYLE COIN-OPERATED** elec. Violin, also rolls. Wm. P. Feese, Lexington, Neb.

**100% PROFIT—BUY LOW-PRICED QUALITY** service and dress watches from us at wholesale and sell directly to consumer at your own price; free catalog. Modern Technical Supply, 55 BB West 42d St., New York 18.

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**BLACK LEOPARD, CHEETAH, LION CUBS,** Lions, Indian Leopard Cats, Leopards, Puma Cubs, Wildcats, Chimpanzees, Bear Cubs, Striped Hyena, Pygmy Hippo, Guanoes, Greens, Sooty Mangabays, Snake Dens, Boas, Chase Wild Animal Farm, Egypt, Mass. oc20

**CAGE MONKEYS—CINNAMON RINGTAILS,** \$20; Lemur (Pop Eyes) Monkeys, \$20; Squirrel Monkeys, \$20; Sloths, \$30; Marmosets, \$2.50; Green Monkeys, \$35; Red Coatimundis, \$38.50; Siamese Raccoons, \$25; Giant Anteaters, \$175; write for complete list. Tropical Hobbyland, 1525 N. W. 27th Ave., Miami, Fla. oc20

**PLENTY SNAKES, ALLIGATORS, ARMA-** dillos, Iguanas, racing Terrapins, Giant Hog Toads, Mexican Bearded Lizards, Prairie Dogs, Gila Monsters, Raccoons, Ringtail Cats, Deodorized Skunks, Doves, Peafowl, Monkeys, Jaguar Cubs, Jungle Rats, Rabbits, Guinea Pigs, Rats, Mice, Coatimundis. Telephone 141 Otto Martin Locke, New Braunfels, Tex. oc20

**SPECIAL—YOU CANNOT REFUSE ONE** Giant Mexican Bearded Lizard and One Heavy Bodied Seven Footed American Boa Constrictor, both for thirty-five dollars; also Young Squirrel Monkeys, suitable for pets, twenty-five dollars each; fond and domestic Animals and Snakes of all kinds, Big Horns our specialty; fifty percent deposit. Tarpon Zoo, Tarpon Springs, Fla. oc20

**TRAINED CHIMPANZEE—RIDES TRI-** cycle, ponies, table acts; 10 yrs. old; anyone can handle; great attraction; \$600. Box 666, New Westminster, B. C., Canada. oc13

**YOUNG HARDY SEALS, SEA LIONS** available Trainer-Trainer Homer F. Snow, Snow's Sealitorium, 1538 Golden Ave., Hermosa Beach, Calif. oc13

**WILL BUY MALE LIONS, ONE TO TWO** years old; also good proven breeding Lions. Meems Bros. & Ward, Sparkill, N. Y. oc13

**YOUNG, ACCLIMATED PENGUINS AT** hand. The Penguin Farm, Route 2, Bellairs, O. The only farm of its kind in America oc13

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**ADVERTISE YOUR PRODUCTS BY RADIO!** No risk! Pay commission for orders received; 400 broadcasters; nationwide market; data, 106 Simon, Suite 103, 59 Park Ave., New York City 16. oc20

**ADVERTISE IN 40 WEEKLY NEWS-** papers, 24 words, only \$3.50; Texas or elsewhere, M. R. Pennebaker Agency, Box 870, Kerrville, Tex. oc20

**ANXIOUS TO RAISE MONEY? EARN** money? Save money? Collect money? Copyrighted "Money Manual" shows how 65 successful ways! Stop worrying, start "collecting"! Only \$1 (Guarantee: Bank \$600, six months) Idea Treasury, 59-B Park Ave., New York City 16. oc27

**BIG PROFITS—MAKE FAST-SELLER CHE-** nille Monkey Trees Christmas Poinsettias, Santos; literature free. Velva, Bohemia 6, N.Y. oc27

**BOWLING OPPORTUNITY, ALEXANDRIA,** Louisiana; for sale, due to owner's health, 12 lane Brunswick de luxe equipment; installed 1949; fireproof building, completely air conditioned; full restaurant, ample space for cocktail lounge; resurfaced last month; no competition; area population 75,000; air base 6 miles; Camp Polk 50 miles; priced to sell; terms if required, Sam K. Jacobs, P. O. Box 1465. oc20

**COLLECT CASH WITHOUT SELLING—** Free plan, Industries 71, Box 929, Long Beach 1, Calif. oc20

**AUCTIONS AND COMMUNITY SALES** listed in big Directory giving towns and days held, \$1. Will Simpson, 2705 Jule, St. Joseph, Mo. oc20

**FOR SALE—GIFT SHOP, WHOLESALE** and Retail; established owner desires to retire on account old age. Fleischman's 906 Tampa St., Tampa, Fla. oc13

**HIGHLY PROFITABLE PIN BALL, JUKE** Box, Shuffleboard route in Southern New Jersey; also includes arcade and park locations; must sell because of illness. Box C60, The Billboard, 2160 Patterson St., Cincinnati 22, O. oc20

**HOSIERY, SOX, ETC., WHOLESALE;** write for prices; we have Night Gowns; sell retail for \$11; we will send sample at \$4.50 each; you must order sample before; wholesale price list. G. W. L. S., P. O. Box 335, Canton, O. oc20

**MUST SELL GOOD GOING TAVERN AND** modern Roller Rink; six 100x120; near West Bend, Wis., Rt. 4, Phone 7391. oc20

**NEW ELECTRIC MACHINE BAKES** greaseless doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs 60 pounds; fine investment; free recipes. Norbert Ray Co., 3605 South 15 Ave., Minneapolis 7, Minn. np oc20

**PROGRESSIVE MAIL TRADE MAGAZINE** tells how to sell by mail Sample, 25¢ with opportunity mail Mello 767-B Leith Flint 5, Mich. oc13

**START A VENETIAN BLIND LAUNDRY—** Profit opportunity for lifetime business; new machine method; free booklet on request. L.B. Co., 442 N. Seneca St., Wichita 12, Kan. oc27

**COSTUMES, UNIFORMS WARDROBES**

**BUNDLE CLOWN ODDS, \$7: MUMSTREL** Suits, \$7; Chorus Costumes, Wigs, ten Curtains, Oriental Striptease, Orchestra Coats, bargains Wallace, 2416 N. Halsted, Chicago oc20

**FORMULAS & PLANS**

**25 PITCHMEN FORMULAS, \$1: FORMULA** Catalog and Chemical Instruction Sheet, 106 J Belfort, 216 W Jackson, Chicago 6, Ill. oc20

**10,000 FORMULAS AND TRADE SECRETS** all combined in a 900 page book, only \$4.98; no c.o.d. Vaciera, 79 Lodi St., Hackensack, N. J. oc20

**FOR SALE SECONDHAND GOODS**

**ABOUT ALL MAKES POPCORN MACHINES** available from \$35; Candy Corn Machines, Peanut Roasters, Sno-Cone Machines, Krispy Korn 120 S Halsted, Chicago, Ill. no10

**Rugs, \$32.50 ea.** Buy DIRECT from Reliable Importer, Glowing Oriental production, extra-heavy 9x12 room size RUGS! Perfect Quality. Woven through to back of durable, fine selected Rayon-Money-Maker today. ALL SIZES AND COLORS. If not satisfied money refunded within 3 days. Write TODAY for free wholesale price list and catalog. 25% deposit with order, balance C.O.D. if not rated. oc20

**LO-US TRADING CO.**

Dept. B-36, 1627 Locust St., St. Louis 3, Mo.

**NEW, USED POPCORN MACHINES—PEA-** nut Roasters, aluminum geared Popping Kettles; copper candy, caramel corn Kettles. Northside Sales Co., Indianapolis, Iowa, de15

**FOR SALE—SECOND-HAND SHOW PROPERTY**

**A-1 BURLESQUE PANORAMA, ODD, UN-** usual novelty; 8 16mm. movie film; send for free list. V. Russell, 2024 15th St., San Francisco 3, Calif. oc20

**ALL 16MM. SOUND—7,500 REELS FEAT-** ures, Shorts, Serials, \$5 reel; some \$3; DeVry, Natco Projectors, \$150. Roshon, 128 North Court, Memphis 3, Tenn. oc13

**BARGAINS—USED 16MM. SOUND SUB-** jects, Panorams, Shorts, Comedies, Features, Specialties; hundreds of titles; free list. Gaines, 5105-B Mulford, Skokie, Ill. oc13

**CASH PAID FOR MOVIE FILMS, EQUIP-** ment, Posters, Slides, regardless of age or condition. Johnny Allen, 19 Demarest Pl., Maywood, N. J. oc20

**FOR SALE—FREAK PUP (DEAD): 1 MA-** tured pup with back half of another pup attached to stomach; born Sept. 29, 1950; preserved in formaldehyde. Fred Smith, Box 486, White Pigeon, Mich. oc20

**FOR SALE—PORTABLE SKATING RINK** and Office Building for less than book cost. Approximately \$1,000 in skates, practically new. Can be moved easily anywhere at little cost. Due to owner's health must be sold at once. Price \$3,000 if you act now. J. J. Nivens, 421 South St., Gastonia, N. C. Phone 5-2086. oc20

**FOR SALE—ONE 10 CAR KIDDIE RIDE** and Trailer, complete, used 6 months. \$1,200. Tim's Cafe, Marissa, Ill. Phone 129. oc20

**SEVERAL COTTON CANDY MACHINES** and Poppers; one Creter's Popper, \$41; will trade. What have you? James Rosetter, Albany, O. oc20

**SEVERAL HUNDRED PAIRS RINK** Skates, Floor Sander, Popcorn Machine, Soft Drink Bar, Coca-Cola Coolers, Microphones, Benches, etc. Fairfield Roller Rink, P. O. Box 345, Lancaster, O. oc20

**TESTED BUILDING PLANS, ILLUSION—** Doll House, \$3; 4 Escapes, \$5; Sawing Woman (3 methods), \$3; all 3, \$10. Rides, Concessions; free 48-page Catalog. Brill, Box 875, Peoria, Ill. oc20

**THEATER CHAIRS, SCREENS—FOLDING** Chairs, Projectors, Tents, Sidewall Bleachers. Wanted Folding Chairs. Lone Star Film Co., Box 1734, Dallas, Tex. oc20

**16MM SOUND PROJECTORS—NEW LOT** factory rebuilt Bell & Howell, Ampro and Victor, \$150; Holmes 35MM Mazda or Arc, new condition Russell Schlecht 1840 Morse Ave Chicago, Ill. oc20

**16MM RENTALS—LOWEST RATES QUAL-** ity Pictures; if you're paying too much, get our prices. Rogers Films, Box 3526, East Atlanta, Ga. no3 oc20

**INSTRUCTIONS BOOKS & CARTOONS**

**ENTERTAIN WITH TRICK CHALK STUNTS** and Rag Pictures that glow in the dark; catalog 25¢ Baldo Art Service Oshkosh, Wis. oc13

**MAGICAL APPARATUS**

**A BRAND NEW #23 CATALOG—MIND-** reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Graphology, Magic; 144-page illustrated catalog. Buyer's Guide, both 50¢ wholesale. Nelson Enterprises, 336-B S. High, Columbus, O. no10 oc20

**BE A MAGICIAN—LARGE PROFESSIONAL** Magic Catalog for latest tricks, 35¢. Ireland, B-109, N. Dearborn, Chicago 2. oc20

**FLOATING CIGARETTE TRICK—CIGA-** rette floats in air; with instructions, 25¢; Rubber Beer Bottle, \$1 Jack Eastwood, 694 1/2 Jefferson, Chillicothe, O. oc20

**MR Z. COMPLETE ONE MAN MIND-** Reading Act; no equipment, no skill, no peeks, no one ahead, no confederates, \$5 Sterling Magic Co., Royal Oak, Mich. oc27

**SUB-MINIATURE RADIOPHONE FOR** Mentalists; weighs less than pound; easily concealed; illustrated brochure, specifications, price Nelson Enterprises, 336 South High, Columbus, O. no10 oc20

**VENTRILOQUIAL (\$45) UP; PUNCH** figures, \$12 each dressed; Marionette Heads, Books, Wigs, Acts, Eves, etc. Spencer, 3240 Columbus, Minneapolis, Minn. oc20

**MISCELLANEOUS**

**"BELLY TANKS," \$9.95; STEEL; SIX** foot, 55 pounds, or ten foot, 115 pounds; free picture Buck's Auto Parts, Merced, Calif. oc27

**FELT PENNANTS WITH ANY NAME IN** gold letters, 50¢ (3 for \$1.25); send name wanted. Paul W. Horne, 210 5th Ave., New York 10, N. Y. oc20

**SMALL MERRY-GO-ROUND, NEW; LITTLE** Star, money maker; not a toy, \$350. Shertren, 712 Ramage, West Hollywood, Calif. oc20

**WANTED—CASH IN ON YOUR DIS-** carded Marquee Lights; dark red glass, full color Caps or Hoods for S/14 Lamp. Buck X-ograph Co., 8709 Xograph Ave., St. Louis 21, Mo. oc20

**5 in 1 SCREWDRIVER KIT!**

**EVERY MECHANIC, HOME OWNER, CAR OWNER, NEEDS one — WANTS one — BUYS one!**

*Sells On Sight!*

**BREAKING SALES RECORDS FROM COAST-TO-COAST**

Precision made from hardened tool steel.

Comes complete with plastic pouch.

Has a blade for every size and type of screw.

Vise-grip chuck locks blades securely in place.

**\$7.20 PER DOZ.**

**CASH IN NOW!**

Bestest money-maker in years! No mechanic or hobbyist can resist the appeal of this tremendous buy! Even housewives see the utility and value of 5 SCREWDRIVERS IN ONE! Kit has 3 standard blade screwdrivers and 2 "Phillips" type screwdrivers. Handle holds each blade with vise-like grip. Tremendous orders from dealers prove this the most sensational tool value ever offered.

**25% Deposit with order. Bal. C.O.D., F.O.B. Detroit.**

Write For Our Big Wholesale **FREE CATALOG!**

**GEM Sales Co. 533 Woodward Detroit 26, Mich.**

**ZERAH BROS. Special!**

**EXQUISITELY STYLED LADIES DIAMOND CUT WHITE RHINESTONE WATCHES**

Brilliantly studded square and Baguette cover... Rhodium finish

Beautifully styled Blue Velvet Plush Gold trim box Retail Price Tag... \$1.00 Guarantee Certificate extra.

**\$13.95** IN LOTS OF 3 SAMPLE \$1.50 EXTRA

**ZERAH BROS. - 602 MISSION STREET - SAN FRANCISCO 5, CALIFORNIA** YUkon 2-0640

25% deposit with order—Balance C.O.D.

**For Fast Selling POPULAR ITEMS**

SEE OUR **NEW CATALOG No. 100!!**

JUST OFF THE PRESS! Full of Carnival Novelties, Premium Merchandise, Costume Jewelry, etc. WRITE FOR CATALOG No. 100!

**N. SHURE CO. 200 W. ADAMS STREET CHICAGO 6, ILLINOIS**

**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, Cans, Ball Game Specials, Bingo Merchandise

**Catalog Now Ready—Write for Copy Today**

**IMPORTANT:** To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

**ALCME PREMIUM SUPPLY CORP.** 1111 South 12th St. St. Louis 4, Mo.

**SENSATIONAL PROFITS !! EVERY DAY!!**

**No. 877 A Real Money Maker \$4.50 doz.**

No. 877—Heavy mounting. Hand set. Sparkling. It's a beauty. Gold finish.

**No. 301 AN EYE CATCHER** Imitation Brilliant White Stone \$2.90 DOZ.

Gold Finish Special \$33.00 Gross Please state your business. Deposit with all C.O.D. orders. Above 7 samples prepaid \$1.00.

**PROVIDENCE RING COMPANY** 49 Westminster St., Providence, R. I.

**MA9718—High Flying Metal Propeller Gross 3 80**

**MA3234—Two-Tone Metal Whistle Gross 1.35**

**MA8071—Jumpy Jitter Beans, Gross 1.00**

**MA7990—Trick Coin Box, Doz. 75**

**TOBA—Beacon Blanket, Each 3.25**

**MIDWAY—Beacon Blanket, Each 3.25**

**MINGO—Beacon Blanket, Each 4.10**

**MAGNET—Beacon Blanket, Each 4.10**

Write for new catalog State business. 25% deposit with all C.O.D. orders

**LEVIN BROTHERS** Established 1886 **TERRE HAUTE, INDIANA**

**LOW PRICED HIT! HURRICANE LAMPS EACH PAID BOXED**

**\$2.50 PAIR BOXED**

Minimum Order 6 Pairs 75% deposit with order

Distinctive Crystal Hurricane Lamps, high with White or Ruby Globes Each pair individually boxed.

**ROBEL SALES CORP.** Dept. B 264 Canal Street New York 13, N. Y.

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**to take advantage of an outstanding XMAS SALES OPPORTUNITY** in a market of **67,549** Active Cash-With-Order Xmas Buyers

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Date of Issue... **OCT. 27**  
Distributed... **OCT. 23**  
Adv. Deadline... **OCT. 18**

**1951 XMAS MERCHANDISE SPECIAL**





### COIN MACHINE OPERATORS! NEW 18" CLUB BAG

Genuine Texan Saddle Club Bag. Beautifully made with luxurious saddle stitching. Checkered cloth lining with inside pockets. Full length zipper with brass lock key.

\$54.00 Doz.

Samples, \$5.00 Each

25% deposit, bal. C.O.D. If not for resale, add Federal Tax.

A REAL BUY AT THIS NEW LOW PRICE!  
New Fall Catalog Now Ready. Write for yours today!

**CUTLER & COMPANY, INC.**

928 Broadway...New York 10, N. Y.



### !!MAKE MONEY-BIG DEAL!!

NEW "GADGET" BRACELETS

12 Different Styles All New

\$7.20 DOZEN LOTS

\$72.00 GROSS LOTS

25% deposit with order, balance C.O.D.

### IMPERIAL MDSE. CO.

893 Broadway New York 3, N. Y.

### MUSICAL INSTRUMENTS, ACCESSORIES

CONN SILVER PLATED BB SOPRANO Saxophone for sale or trade for Eb Alto or Baritone. Glasnapp, Box 741, Fargo, N. D.

FOR SALE—USED LESLIE VIBRATONES. Hammond B-40 Speakers and Glenntones. Midwest, 5355 Madison, Chicago 44, Ill. oc13

### PARTNERS WANTED

UNENCUMBERED LADY, BETWEEN 35-45, to help finance and operate Wild Life Show; have mug, pony ride on now; this will stand close investigation. Write Box C-466, care Billboard, Cincinnati, O.

### PERSONALS

ATTENTION, JACK SCHENCK — MOST urgent. Contact Bess Altman, 763 Eastern Parkway, Brooklyn, N. Y.

HANDSOME NU-LACE IMPROVES SHOES. Slip your shoes on and off without untying; 25¢ pair; state length, color. Send to Elias-T-Lace, 914 W. 4th, Pittsburgh, Kan.

### PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS, BACKGROUNDS, DP Paper, Chemicals, Mounts; Photo Novelties; new and used DP Cameras. Miller Supplies, 1535 Franklin, St. Louis 6, Mo. oc20

COMPLETE SUPPLIES—D.P. OPERATORS Drex and Eastman Paper; prompt service. Lone Star Photo Co., 2406 Elm St., Dallas, Tex. oc13

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices; Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoors and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1930. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. oc27

DIRECT POSITIVE COLOR—IF YOU HAVE not as yet set up a Direct Positive Color Studio, or converted your location booth to True to Life Direct Positive Color Photos, you are missing out on the fastest money making business in the country today. With the coming of color television the days of black and white photography are over; this is your chance to become the most exclusive photographer in town. Write Direct Positive Color, Box 765, Columbus 16, O.

FOR SALE — DOUBLE CAMERA WITH Booth, f 4.5 lens, film to gross more than cost; \$250. Kern, 410 Barth, Richland, Wash.

LOW COST PHOTOMOUNTS—PRICES PER 100 2x3, \$2.25; 3x4 and 3x5, \$3; 5x7, \$4.60; 8x10, \$10.50; free samples. Penn Photomounts, 335 Woodland, Glenolden, Pa. no10

PHOTO BOOTH OUTFITS CHEAP—ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. oc27

THE EASTMAN IMPROVED TYPE DIRECT Positive Paper available in all sizes; Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. oc27

### PRINTING

REPRESENTATIVES FOR SALE OF FINE Embossed Seals; flat and special gummed labels; quality products; designed for your customer's individual needs. KCS Co., 606 E. Clybourn St., Milwaukee 2, Wis. oc20

SAVE ON BUSINESS CARDS WITH distinctive appeal; classy simulated engraving; five lines black, two red, only \$5.95 thousand postpaid; free samples. Heavener's, Colmar 4, Pa.

SMART SHOWMEN USE EMBOSSED BUSINESS cards; 1,000, \$4; guaranteed satisfaction; free sample. Lewis, 4932 North Eighth St., Philadelphia 20, Pa. oc27

WINDOW CARDS—14x22 AND 11x14 The Bell Press, Winton, Penna. oc20

WINDOW CARDS, PROGRAMS, HERALDS: Photo-Offset Printing. Cato Show Printing Co., Cato, N. Y. no3

### \$150.00 FLASH

Only \$6.65 ea



Complete with band and box. Brand new Swiss movement, Jeweled dial, 10K R. G. P. case, stainless steel back, Luminous hands, dome crystal, matching expansion band, Plastic gift box.

Orders under 12 watches add \$1.00 ea 10% deposit, balance C.O.D.

### AETNA WATCH CO.

64 W. Randolph St. Chicago 1, Ill.

### WE MANUFACTURE SHRINE CIRCUS FEZ

Novelty Fezzes for All Occasions, Perfectly Blocked—Looks like real Fez. Also PENNANTS for All Occasions.

THE G. B. FELD CO. 2137 E. 90th St. Chicago 17, Ill. Phone: ESsex 5-4884

### WANT TO MAKE REAL MONEY?

You can positively make \$50.00 a day and up selling a brand new item going to every type of food and beverage store, factories, laboratories, hospitals, etc. First time advertised. Write for free details today to

JOHNSON-HARTMANN Dept. BB-915 53 West Jackson Blvd., Chicago 4, Ill.



Big Profits Own your own business stamping key checks, name plates, social security plates. Sample with name and address, 25¢

Bart Mfg. Co. 303 Degraw St. Brooklyn 2, N. Y.

### TABLES & STEEL OR WOOD CHAIRS

Folding or Non-Folding Prompt delivery. Minimum order 4 doz. Ask for prices, tel number needed. ADIRONDACK CHAIR CO. 1140 B'way, N. Y. (27 St.), Dept. 4, MU 3-1385

100 LETTER HEADS AND 100 6 3/4 ENVELOPES, Hammermill Bond, five lines copy, \$2.25 postpaid. Dickover Printing Lithographing, 5233 Cleveland, Kansas City 4, Mo.

### SALESMEN WANTED

AD MATCHES! SELL AMAZING DESIGNS: 20, 30, 40 and 240-light book matches; bigger spot cash commissions; every business a prospect; repeats; start without experience, men, women; full, part time; busy nothing; sales kit furnished. Match Corp., Dept. D-54, Chicago 32, Ill.

HIGH LUSTER SHINE IN JIFFIE TIME. One polish for all color shoes; send 25¢ for samples; some territories open. Jiffie Products Co., 43791 Romeo Plank Road, Mount Clemens, Mich. oc13

1001 NEW AND DIFFERENT STYLES GOLD plated Scatter Pins and Earrings, \$30 gr.; for pierced and unpierced ears; sample dz., \$3; rhodium plated dazzling rhinestone sets, gift boxed, \$22 dz. sets; sample, \$4; plain and fancy Compacts, \$6 dz.; Pin and Earring Sets, gold plated, beautifully gift boxed for volume sales, \$7.20 dz.; cash with order; 25% deposit, bal. c.o.d. Berkshire Mfg., 352 Columbus, Pittsfield, Mass. oc27

### SCENERY & BANNERS

NIEMAN CARNIVAL, CIRCUS BANNERS—The best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago, CA 6-2544. oc13

### TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, DESIGNS, Colors, Needles, Outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83d St., Los Angeles 3. no17

COMPLETE PROFESSIONAL TATTOOING outfits with 15 lesson course on tattooing; supplies; illustrated information free. Mill Zeis, 728 Lesley, Rockford, Ill. oc27

### WANTED TO BUY

CALLIOPE WANTED—AMERICAN LEGION Post needs one. Fairmount Trailer Sales, Fairmount, Minn.

MUTOSCOPE CROSS COUNTRY DOUBLE Drive, Mobile, Metal Typer, Bally-Under Sea Raider; Seaburg-Bear Gun; Exhibit-Six Shooter; Exhibit-Gun Patrol; Exhibit-Dale Gun; Astro-Scope, new model. Automatic Amusement Co., 728 4th Ave., San Diego, Calif.

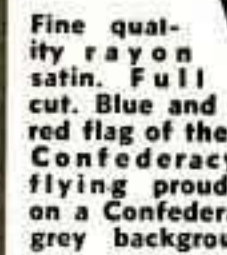
ROTOWHIP AND MANGEL KID MERRY-Go-Round, Pretzel Ride; have Street Car and Handcar Ride for sale. F. Shafer, Washington, Ind.

WANTED TO BUY—SET OF DEAGAN ORGAN Chimes, in good condition; state full details. Otto Boone Music Co., Kentland, Ind.

### "YOU'LL" FROM DIXIE SHOW'EM YOUR COLORS THE CONFEDERATE REBEL NECKTIE

\$8.75 Per Dz.

Sample \$1.00



Fine quality rayon satin. Full cut. Blue and red flag of the Confederacy flying proudly on a Confederate grey background.

You Yankees can sell plenty of REBEL NECKTIES at FOOTBALL GAMES and CONVENTIONS.

TERRIFIC AT FOOTBALL GAMES, PARTIES AND CONVENTIONS.

25% Deposit, Balance C.O.D. GLENCO SALES P.O. Box 835 Bluefield, W. Va.

### BINGO SUPPLIES and EQUIPMENT

IMMEDIATE DELIVERY!  
• Electric Flash Boards  
• Electric Bingo Blowers

Wire or write for Catalog

John A. Roberts & CO. INC. 817-823 Broadway, Newark 4, N. J.

### MIRROR FINISH NICKEL PLATED 5 SPORTS CHARM BRACELETS



ACTUAL SIZE—3 TIMES LARGER  
#407—5 FOOTBALL BRACELET  
#408—5 BASKETBALL BRACELET  
#409—5 ROLLER SKATE BRACELET

\$3.25 Dozen \$36.00 Gross  
No Less Than 1 Doz. Sold of any Number. Write for new catalog. State Business. 25% Deposit With Order, Balance C.O.D.

SALPRO COMPANY 1844 S. 55th Ave., Cicero 50, Ill.

### MANUFACTURERS OF AMERICA'S BRIGHTEST COLORED FELT RUGS

Lowest prices. Sample \$2.50 Postage prepaid. EASTERN MILLS, Box 154, Chelsea, Mass.

# Mechanical TOYS

### CHECK THESE LOW PRICES!

Send \$10.00 for complete set of 25 samples, postpaid.

	Gross	Dozen
Jumping Dogs	\$36.00	\$3.25
Begging Dog	36.00	3.25
Large Walking Bear	48.00	4.50
Small Walking Bear	36.00	3.50
Crawling Soldier	39.00	3.50
Hopping Squirrel	54.00	4.80
Performing Circus Seal	64.00	6.00
Tumbling Fido	54.00	4.80
Walking Polar Bear with Cub	67.50	6.00
Santa Claus and Sled	72.00	6.50
Dog Chasing Cat	42.00	3.75
Harlem Tap Dancer	48.00	4.50
Cowboy on Horse	39.00	3.50
Combing Hair Monkey	24.00	2.25
Pecking Chick	18.00	1.75
Running Mouse	18.00	1.75
Egg Laying Duck	39.00	3.50
Singing Canary	39.00	3.75
Jumping Frog	24.00	2.25
Beetle Bug	24.00	2.25
Robot Man	32.00	3.00
Sanjo Playing Monk	54.00	4.80
Walking Elephant	48.00	4.50
Rollover Cats	54.00	4.80
Baseball Catcher	33.00	3.00

### NEW CATALOG NOW READY

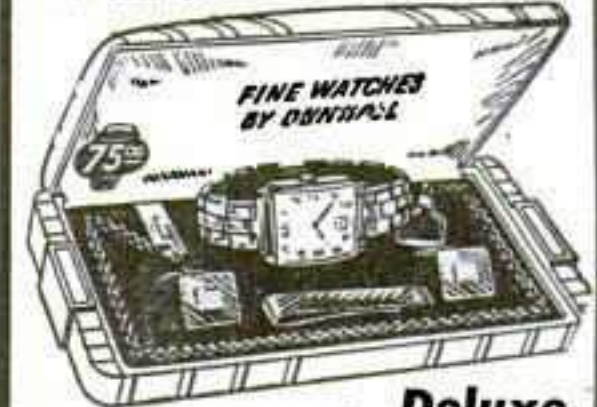
State your business. Prices do not include shipping charges. Include postage with order. 25% deposit required on C.O.D. orders.

## KIPP BROTHERS

Wholesale Distributors Since 1850  
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

### SENSATIONAL VALUE! Men's WATCH SET

\$75 retail tag with each set.



Complete Deluxe WATCH and JEWELRY Ensemble \$9.90

Deluxe WATCH \$6.30

Brand new nationally advertised expansion band  
Lustrous double-gold plated cuff links, key chain and tie holder  
Large plush lined deluxe gift case  
Written service guarantee  
Copy of \$75.00 retailer  
5 day money-back guarantee

Wholesale only, 6 watches minimum. \$1.00 additional for samples. 25% with order, balance C.O.D.

BROOKS Products 92 Liberty Street New York 6, N. Y.

### JUST OFF THE PRESS! NEW CATALOG

for Engravers • Demonstrators Fair Workers

WRITE FOR YOUR COPY OF CATALOG No. 106

Containing complete selection of engraving jewelry especially for the engraver, demonstrator and fair worker.

Also CATALOG No. 56

Contains most everything in merchandise for the jeweler.

(STATE YOUR BUSINESS)

All Orders Shipped Same Day Received

BIELER-LEVINE

5 No. Wabash Avenue Chicago 2, Illinois

ALL PHONES: Central 6-7966

### For Imported Mechanical Toys

Write to ANDREWS & GEORGE COMPANY, Inc. 1416 Alaskan Way Seattle 1, Wash.

### RED HOT SELLERS! FIMMER ANDERSON'S 5¢ COMIC CARDS

5¢ COMIC CARDS  
— 99 SNAPPY NUMBERS —  
100 FREE CARDS WITH 90¢ ASST @ 10¢ TO BE SHIPPED THROUGH YOUR JOINER

H.K. KITTRELL CO. INC. WATERLOO, IOWA

### MORE BRILLIANT THAN DIAMONDS



"Rutile," not an imitation diamond, but a man-made "Gem" in a class by itself. It is clear in color and has much more brilliancy than a diamond.



Men's 14k gold mounting \$25 additional.  
Ladies' 14k gold tiffany style setting \$12 additional.

### SPECIAL OFFER! 1 WATCH FREE with every 12 watches

Elgin • Benrus • Gruen • Bulova • Waltham Watches

Heavy 1/20 14K R. G. P. rings with imitation rubies and whites that look like the real thing. Formerly sold to \$36 doz. wholesale. (Tray FREE with every 2 doz.) \$12.95

For men and women, new model watches, case and dials. Reconditioned and guaranteed like new. Complete with leather straps. \$9.95 EA.

FREE WHOLESALE CATALOG Wholesale only—\$1 additional for samples. 25% with order, balance C.O.D. 5-day money back guarantee if not satisfied.

Joseph Bros. 5 S. Wabash Ave. Dept. B-13 Chicago 3, Ill. Chicago's Largest Watch Builders

### OUR CATALOG IS BRIMMING!

From cover to cover with elaborately boxed real money-making promotional items for Store Workers—Carnival and Fair Workers—Punchboard and Mail Order House specializing in Boxed Pearls and Jewelry Sets—Expansion Ident. Bracelets—Lighters—Men's and Ladies' Zircon and Cameo Rings in Gold Plated—Sterling and Gold Filled.

OUR CATALOG IS MAILED TO DEALERS ONLY. STATE YOUR BUSINESS AND YOUR PERMANENT ADDRESS McBRIDE JEWELRY CO. 303 5th Ave., N. Y. 16, N. Y.

### NEW! 1951 Catalog

Our general catalog illustrates the most complete line of Novelty and Premium Merchandise, including Blankets, Electric Appliances, Aluminum Ware, Clocks, Lamps, Toys and hundreds of other items.

SEND FOR FREE COPY TODAY! GELLMAN BROS. 10 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

### FLASH! Copy of \$650 Diamond Ring Watch

Now \$12.95—Lots of 3. Beautiful Plush Box Included. Sample—\$15.00 Ea 25% Deposit—Balance C.O.D.

NATIONAL DIST. CO. 421 CALUMET BLDG. MIAMI, FLA.

### COMPLETE REVISED CATALOG No. 512 Being Mailed Out

Write for Your Copy Today Be sure and mention your type of business so as to get proper listing. We have a most complete line of all Carnival Games and Merchandise for immediate shipment.

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.



# FALL LINE OF HOT ITEMS NOW READY

A Completely New Line of the Very Latest in **JEWELRY**

- NECKLACES ● PINS
- BRACELETS
- EARRINGS ● PEARLS
- NECKLACE & EARRING SETS

BOXED AND PROMOTIONAL JEWELRY  
Prices from \$2 per dozen and up.  
Write TODAY for our complete price list. 25% deposit with all orders, balance C.O.D.

**SUPERIOR MERCHANDISE CO.**  
113-114 W. Fourth St., Cincinnati 2, O.

NEW FOUR-COLOR DESCRIPTIVE 6-PAGE BOOKLET CONTAINING 35 DIFFERENT ELECTRIC CLOCKS, LAMPS, NOVELTIES.

WRITE FOR FREE COPY

**BRONZE WESTERN SADDLE HORSES**

Height and Dozen Price

10 1/2" 8 1/2" 5 1/2" 4 1/2" 2 1/2"  
\$21.00 \$16.00 \$6.50 \$4.00 \$1.80

25% Deposit Required With Order F.O.B. Chicago. Wholesale Only.

**COOK BROS.** 816 W. Maxwell St Chicago, Ill.

## WATCH SPECIALS!

14 K. GOLD-PLATED JEWELLED WATCHES

With Fancy Matching Expansion Band.

Brand New Imported Swiss Jeweled, Radium Dial, Sweep Second Hand, Unbreakable Crystal and Removable Pins.

Men's SHOCK-PROTECTED JEWELLED MOVEMENT WATCHES

Same as above except with stainless steel back.

Either Watch \$4.50 Ea.

10% Dep., Bal. C.O.D.

**BURTON SALES CO.** 843 W. Madison St Chicago 7, Ill.

## ARMY FOOTBALL SUPPLIES

Any College. Any Team! FOOTBALL BADGE, illus. . . Per 100, \$8.00

**GOLD PLATED FOOTBALL**, Large, Beautiful Finish, Gr. . . \$3.95

We carry full line of Sporting Goods.

**PLASTIC FOOTBALLS**, Per Gr. . . \$2.25

**PENNANTS**, Heavy Felt With Tie-Backs, 12x30", Stock of 120 Leading Colleges. **PENNANT CANES**, Per 100 . . . \$1.50

**RIBBONS**, Any Color . . . 25¢ Per Yd. in 100 Yd. Rolls

**RABBITS**, "EAST", With Key Chains (Extra Large) . . . Per 100 \$5.00

**CELLULOID ANIMALS**—Tigers, Bulldogs, Donkeys, Rams, Lions. Gross . . . 9.50

**CELLULOID FOOTBALL DOLLS**, 4", Ass't. Colors. Gross . . . 9.00

**CELLULOID FOOTBALL DOLLS**, 6", Ass't. Colors. Gross . . . 18.00

We carry full line of the St. Patrick's Day Merchandise.

1/4 Deposit, Balance C.O.D., F.O.B.

**R. WORTON NOVELTIES** 900-902 Gerard Ave., New York 52, N. Y. Phone: Jerome 8-6712

## Beauty in 3rd Dimension



A selection of figure studies in breathtaking 3rd Dimension. These pictures come to life when viewed through the magic viewer. Realistic depth and beauty only 3rd Dimension can provide. Send 25c for Magic Viewer & Samples FREE LISTS

**STAND-OUT** 141 N. La Brea Ave., Los Angeles 36, Calif Dept.-8

## HELP WANTED—ADVERTISEMENTS

RATE—15c a Word Minimum \$3

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

**CAREER OPPORTUNITY SELLING INDIVIDUALLY prescribed cosmetic service; full or part time; established 20 years. Write Box 30, Mount Vernon, N. Y.**

**GIRL ACCORDIONIST OR STEEL GUITARIST** to travel with well organized Western girl unit; must be professional. Write Box #C-463, c/o Billboard, Cincinnati 22, O. oc20

**LEAD TRUMPET, STRING BASS, Trombone, Lead Alto, doubling tenor; semi-name Midwest commercial band; state previous bands, etc. Box #CH-141, Billboard, Chicago. oc13**

**MUSICIANS WANTED—ALL CHAIR**, willing to travel; selected work; one-nighters and location. Paul Moorhead Agency, Inc., 777 Ins. Bldg., Omaha, Neb. oc27

**MUSICIANS FOR WESTERN BAND**—Steel, Hoedown Fiddler, Rhythm-Guitar who calls square dances. Contact Joe Mpyo, 75 Aldis St., St. Albans, Vt.

**SHEET WRITER, PAPER MEN—AMERICA's leading independent vet monthly offers attractive two-pay deal with 100% commission. Contact Circulation Manager, Veterans Report, 1025 Vermont Ave. N.W., Washington 5, D. C.**

**TRUMPET MAN FOR ESTABLISHED TENOR-styled territory band; traveling by car. Contact Jess Gayer's Orchestra, 2023 N. Houston, Grand Island, Neb. oc13**

**TWO MALE TUMBLERS, WORK WITH GIRL** acrobat-dancer; give full background experience. Stevens, 1407 W. Jarvis, Chicago 26, Ill. oc13

**WANTED—MALE SINGER FOR WESTERN Swing Band; must play solid dance rhythm guitar; prefer double fiddle; year 'round job. Florida State Barn Dance, 4414 W. Crest St., Tampa, Fla. oc13**

**WANTED—TRUMPET, TENOR, DRUMMER**. Work limited territory; home each night; salary. Hank Winder, 8333 Cass St., Omaha, Neb. no3

## AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

### AGENTS & MANAGERS

**N. Y. DIRECTOR-PRODUCER—DRAMA** and musicals; will work out of town. P. C. Freer, 3 Baruch Place, N. Y. C. 2, N. Y. oc20

### CIRCUS & CARNIVAL

**CIRCUS DRUMMER—AVAILABLE** Balance season; indoor circus; experienced, modern; union. Write, wire Dave Frederickson, Gen. Del., Mansfield, La.

**PAMAHASIKAS FAMOUS BIRDS, ALSO** the Society Circus Dogs, Pony, Monkeys. Geo. E. Roberts, Circus Manager, Pamahasikas Studio, 3504 N. 8th St., Philadelphia 40, Pa. Tel. Sagmore 2-5536. oc27

### MISCELLANEOUS

**ALL-ROUND ENTERTAINER—OPEN** FOR engagements around New York City at clubs, cafes, private parties; concert harmonica player and automatic harpist. Mr. Charlie Murphy, P. O. Box 188, Cooper Station, New York 3, N. Y. de22

**BOOK BOB TOMLINSON—ONE MAN** Vaudeville Show; juggler, ventriloquist, magician, rope twirler, accordionist; for all occasions. 162 North State, Chicago, Ill. Tel. Dearborn 2-2734. de22

**COMIC, EMCEE, VOCALIST AND DISK** Jockey; 350 pounds of merriment. Can work any or all; army's biggest soldier (press clippings), now out and ready for work; Western preferred, but will do any kind work anywhere. Karol "Tiny" Hays, P. O. Box 81, Washington, Ill. Phone 84F09.

**POPCORN MAN AVAILABLE—SINGLE** (age over 40), sober, reliable; experienced all types poppers. "Hob" Rankin, c/o Court Square Station, Whiteville, N. C.

### MUSICIANS

**BASS, DOUBLING VOCALS—SEMI BAND** exp. quartet vocal and solo experience; neat, 26 years of age, draft exempt, reliable, single; only good offers considered. c/o Musician, 8452 Kingston Ave., Chicago, Ill.

**EXPERIENCED PIANO MAN—UNITS**, clubs, etc.; all essentials; dependable. Box C-464, care Billboard, Cincinnati, O.

## Simulated PEARLS

- 1 STRAND . . . . . \$1.50
- 2 STRAND . . . . . 3.00
- 3 STRAND . . . . . 4.50
- DROP EARRINGS (Asstd.) . . . . . 2.00

25% Deposit. Balance C. O. D.

**ELVEE MANUFACTURING CO.** 866 SIXTH AVE. NEW YORK 1 Murray Hill 6-4177-8

**All Extra Heavy Mountings** 10 days' money-back guarantee if rings not as represented. Merchandise for resale only. Only Genuine Rolled Gold Plate Sold

**#B2276** Genuine 1/30 14K R.G.P. 3 Medium Size White Stones. \$19.75 Per Doz

**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

## PRICE WAR BRONZE WESTERN SADDLE HORSES

We introduced these Horses to The Billboard readers in 1947. No Terms—Cash with order. Money Back Guarantee. Send \$5.00 for ass't. samples Post paid. ALSO HAVE BRONZE DOGS. All prices F.O.B. N.Y.C. LET'S GO, BOYS

- 10 1/2" High \$19.00 dz.
- 8 1/2" High \$14.50 dz.
- 6 1/2" High \$7.00 dz.
- 5 1/2" High \$5.75 dz.
- 4 1/2" High \$3.60 dz.
- Above Prices Beat Them All. WHY PAY MORE?

**C. GAMEISER** Bdx 1324 Church St. N.Y.C.

**HAMMOND ORGAN AND DRUM DUO**—Play Bach to boogie; Miami preferable; able to cut shows; 3 weeks' notice requested. "K" Lewith, Victoria Hotel, Plainfield, N. J. oc20

**LEAD TENOR, CLAR.—SOCIETY TONE**, conception; play second flute; fully experienced, age 29. Box C-462, The Billboard, Cincinnati 22, O.

**NOT AT LIBERTY BUT LOOKING** FOR something better. The Memory Trio; organ, sax and guitar; doubling bass, piano, banjo, piano-accordion, violin, clarinet, vega baritone, mandolin, etc.; experienced, sober and dependable; suitable and adaptable for any type of music; Western, old-time or modern; references if needed; please state everything in full, whether you reply by letter or wire; will answer all replies. Larry Schaff, Gen. Del., Opp, Ala.

**ORGANIST—OWN HAMMOND; FEMALE**, union; available now; reliable; any location. Write Organist, 128 W. Court St., Flint, Mich.

**ORGANIST WITH HAMMOND ORGAN—16** years' experience; male; terrific novelties; extraordinary variety; recently completed 74-week engagement; available immediately. Suite 220, South 110 Madison, Spokane, Wash.

**OUTSTANDING ARTIST WITH HAMMOND** Organ; attractive lady, tremendous variety, unusual novelties, for dancing, dining, entertainment. Serene Cole, 7100 South Shore Drive, Chicago 49, Ill. Saginaw 1-2790. oc20

**PIANIST—COMMERCIAL STYLE, NOVELTIES**, ragtime solos, classical, combo or band; college graduate. Willard E. Conner, Royaltown, Minn. oc13

**PIANIST—AVAILABLE IMMEDIATELY**; experienced; read, fake, cut shows; prefer Southwest location; reliable, sober, union. Write or wire Frank Jeffe, 21 Belvidere St., Apt. 4, Boston, Mass. oc13

**TENOR CLARINET, VIOLIN AVAILABLE**—Locations, go anywhere; hotel type bands, no lead or jazz; experienced, dependable. Floyd Tenhoff, 212 8th, Orange, Tex. oc20

**TENOR SAX, ALTO, CLAR.—AVAILABLE** immediately; tone, read, draft exempt; prefer old-time or commercial band. Musician, Palmer Hotel, Grand Island, Neb.

**2 BEAT ALL-AROUND DRUMMER; GO** any place if steady. Write or wire Frank Schalk, 1 5th St., N.E., Minot, N. D. oc13

### PARKS & FAIRS

**BALLOON ASCENSIONS, PARACHUTE** jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. oc20

**"ENGAGE" CHARLES LA CROIX, HIGH-** class outstanding Trapeze Act. Available for Outdoor Celebrations, etc. (platform required). For full particulars, address: Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

**3 FEARLESS STARS—WORLD'S HIGHEST** contortion trapeze act; 1 man, 2 girls; available for Southern fairs and carnivals. Contact Jerry D. Martin, Billboard office, Cincinnati, O. oc27

### VOCALISTS

**GIRL VOCALIST—AVAILABLE IMMEDIATELY**; experienced, reliable, sober, young, attractive; willing to travel; state all in first. Box #C-459, Billboard, Cincinnati, O.

## SENSATIONAL

# ON-OFF SAFETY FLASHER LANTERN

SPECTACULAR MONEY MAKER ON 1-SECOND DEMONSTRATION

RED FLASHER



New Amazing... **HANDILITE** Long Needed Invention... a "Goldmine" for Salesmen & Distributors

Revolutionary new invention brings new protection to motorists and money-making opportunity without parallel for live Agents—Salesmen—Distributors. **HANDILITE**... the flashing ON-OFF Safety Lantern ends danger of night accidents when car is parked for emergency repairs. Casts a powerful 1,000-foot beam... plus flashing red warning signal visible a mile away! 3-WAY ACTION. Red flasher light only—or both flasher and white beam—or beam light only at a turn of the switch.

**MOTORISTS • FLEETS • SPORTSMEN • VACATIONISTS—ALL WANT THIS SAFETY LANTERN ON SIGHT** Millions of motorists need HANDILITE now. Saves lives—averts rear-end collisions. Every person owning a car or truck wants it on spectacular 1-second demonstration. Unequaled as utility, emergency or spot light in homes, on farms. Sportsmen—vacationers' fast buyers. Use as boat light, on fishing and hunting trips, camping, and in trailers. Huge profits in direct sales and sales to stores for resale. Get details and sample offer. Don't delay. Write or rush coupon!

The Handilite Co., Dept. 1410 Sturgeon Bay, Wisconsin I want to get in on HANDILITE. Rush me facts and sample offer at once.

NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ Zone \_\_\_\_\_ STATE \_\_\_\_\_

Mail Coupon for Free Facts

**THE HANDILITE CO.** Dept. 1410, Sturgeon Bay, Wis.

## BARGAINS!

**FREE!** SEND FOR OUR LATEST CATALOG **NEW 68 PAGE CATALOG!** WRITE TO DEPT. B

**O. FAUST** WHOLESALE DISTRIBUTORS SINCE 1932 223 N. 8th ST. PHILA. 6, PA.

## SILVER PLATED 32-Pc. SERVICE FOR EIGHT

5 Knives 8 Soup Spoons \$5.10 10 Sets or More  
8 Forks 8 Teaspoons \$5.50 Set  
2288 Sample Set \$5.50

**34-PC. SERVICE FOR EIGHT**  
5 Knives 8 Soup Spoons \$5.50 10 Sets or More  
8 Forks 8 Teaspoons \$5.50 Set  
2088 Sample Set \$6.00

Chest as illustrated No. 1088 • Each \$1.00 **ROHDE SPENCER CO.** 223-225 W. Madison St Chicago 6 Ill

## YOU CAN MAKE \$42.00 CASH PROFIT SELLING ONLY 24 RELIGIOUS NECKLACES

Sells on sight. Miraculous, Sacred Heart and other medals encased in EVERLASTING Plexiglas. 18" gold plated chain with lock. Gift boxed. Sample pendant \$1.00. (Retail \$2.50.) Sample sent first class mail for fast delivery. Money back guarantee. FREE CATALOG of proven best sellers. Write now. Get started at once making big money. Send \$1.00 for sample and catalog. **STEPHEN PRODUCTS CO., 1947 Broadway, Dept. B-27, New York City 23, N. Y.**

## ... to take advantage of an outstanding XMAS SALES OPPORTUNITY

in a market of **67,549**

Active Cash-With-Order Xmas Buyers



Wire or Phone Space Reservation... then RUSH AD COPY to—

## The Billboard

New York 19, N. Y., 1564 Broadway, Plaza 7-2800 Cincinnati 22, Ohio, 2160 Patterson St., Dunbar 6450 Chicago 1, Ill., 188 W. Randolph St., Central 6-8761 Hollywood 28, Calif., 6000 Sunset Blvd., Hollywood 9-5831 St. Louis 1, Mo., 390 Arcade Bldg., Chestnut 0443 Detroit 1, Mich., Fox Theatre Bldg., Woodward 2-1100

Date of Issue... **OCT. 27**  
Distributed... **OCT. 23**  
Adv. Deadline... **OCT. 18**





**Thanks** for the wonderful response to our announcement on the new

# TEMPLE FALL-WINTER 1951-'52 CATALOG

featuring  
**BENRUS  
BULOVA**  
and other  
nationally  
advertised  
name brands



**28** beautifully illustrated pages... hundreds upon hundreds of superbly packaged items... many exclusive with Temple and obtainable **ONLY** from Temple.

**GREATEST CATALOG IN PREMIUM HISTORY**  
**WRITE FOR YOUR COPY TODAY**  
Drop In To See Us When In Philadelphia

**TEMPLE COMPANY** 708 Sansom Street Philadelphia 6, Pa. Market 7-6519

## SCOOP! THOUSANDS SOLD FOR \$10.00 EACH A PUSHOVER AT THIS NEW LOW PRICE!

A CHRISTMAS NATURAL

### TOY TELEVISION

REAL ACTION PROGRAMS

Featuring **GENE AUTRY—WOODY WOODPECKER—ANDY PANDA** and many more favorites.

**FULLY AUTOMATIC — MOTOR DRIVEN**  
Big easy-to-see 4x3 screen. Beautiful, large RED Plastic Cabinet—size 10"x6"x7". One FREE 6-Minute film included with each TV set. Ready to run—any child can operate. Individually carton boxed. SELLS ON SIGHT!

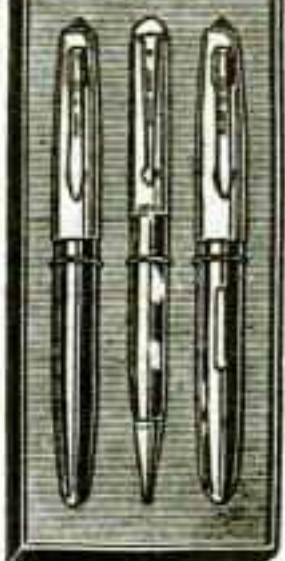
**LIMITED QUANTITY — ORDER NOW**  
**GAINES "SIXTEEN" FILMS. Dept. B**  
5105 MULFORD STREET SKOKIE, ILLINOIS



**ONLY \$39.00 DOZ.**  
15 Additional Films \$1.50 SHIPPED F.O.B. CHICAGO 25% Dep., Bal. C.O.D.

**SAMPLE SET WITH ONE \$4.50 FREE FILM** post paid  
5 Added Films... 75¢

### DIRECT From Manufacturer SENSATIONAL VALUE



Beautiful 3-piece set. Hooded point fountain pen, automatic pencil and precision ball pen. Assorted colors. Attractive box.

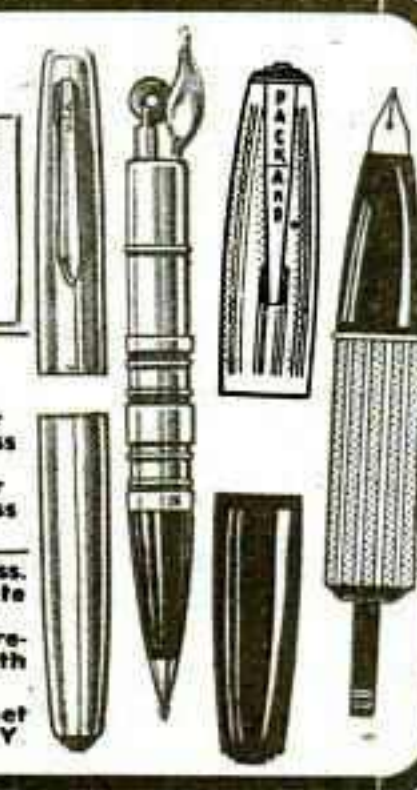
PER GROSS **\$39.00** Up  
Sample set \$1.00

**These Pens Sell Like Wildfire!**  
Combination ball pen and lighter. **\$42.00** gross  
New 1951 Vacuum Filler Fountain Pen. **\$36.00** gross

Two-Piece Sets, \$36.00 per gross. Send \$5.00 for the Complete Sample Set.

Orders filled the same day as received. Send 25% deposit with the order.

**PACKARD PEN CO.** 27 East 22nd Street New York 10, N. Y. SPring 7-7180



### LEADING SELLERS IN FUR COATS

**JACKETS CAPES • SCARFS**  
**ALL GENUINE FURS**  
Our new 1952 Sure Fire Line is our greatest variety of best sellers for you. Latest styles. All sizes. Write for FREE NEW COMPLETE CATALOG! Satisfaction guaranteed or money refunded. Prompt deliveries.

**H.M.J. FUR CO.**  
150-B W. 28th St., New York

### TEAR GAS

**A REAL SURE-FIRE SELLER!**  
**THUGS AND THIEVES BEWARE!**

This tear-gas pencil gun discharges smothering clouds of tear gas to instantly stop, stun and incapacitate the most vicious man or beast. An effective substitute for dangerous fire-arms; leaves no permanent injury. Needed in Stores, Banks, Autos and Homes to Protect Life and Property. No skill required. Handle as a profitable side line; watch it grow. Start Now! Send \$4.25 for complete demonstrating outfit of Automatic Pencil Gun with 10 demonstrators and 3 powerful Tear Gas Cartridges, guaranteed. Thousands in use. Order your outfit TODAY! Not sold to minors. HAGEN SUPPLY CORP., Dept. BB-1013, St. Paul 4, Minn.

### HOTTEST ITEM IN YEARS

**CONFEDERATE FLAG DECALS \$27.50** per M  
10c Retail

Finest production! Glossy, lacquer finish! Also complete decal line: States, stock signs, girls, etc. Generous supply of assorted Sample: 25¢.

**BOX 58** Morris Heights Station Bronx 53, N. Y. C.

### HOSIERY

Buy direct—Any style, any type, ladies nylons, men's and children's, all grades, ranging from \$1.00 up; trial orders solicited; satisfaction guaranteed or money refunded.

**TENNESSEE VALLEY MFG. CO.**  
2400 Dayton Blvd Chattanooga, Tenn.

*you haven't LIVED till you've seen...*

## MODELS Paradise

A NEW EXPERIENCE IN RARE BEAUTY

MOVIES  
8 mm., 50 ft. . . \$3  
16 mm., 100 ft. 6  
COLOR SLIDES  
5 (2x2) to set. \$2  
PHOTOS  
8 (4x5) to set. \$2

OR SEND 25¢ for sample photo and illustrated folder.

**JAY ROSS**  
13563 Ventura Blvd., Dept. BB  
Sherman Oaks, Calif.

### JOBBER-DISTRIBUTORS



**GIANT LIONS**  
501L 30x20" Giant Lion, sitting position. Rayon plush body, Real FUR mane \$48.00  
500L 24x15" Sitting Lion, same \$33.00 as above  
Lion CUB, 12x10" Standing. Same \$18.00 as above

**SAMPLE OFFER**  
Send \$10 and Receive 3 Above Numbers Postpaid! Act Now!

25% Dep., bal. C.O.D. if not rated. To receive FREE Catalog, you must state nature of your business.

**ACE TOY MFG. CO.**  
122 West 27 St. New York 1, N. Y.

### 14 PC. WATERLESS COOKWARE SET

Matched Set, heavy gauge virgin aluminum. Recipe book, guarantee. \$49.95 retail price. Complete \$7.90

**WM. A. ROGERS SILVERWARE**  
26 Piece Service for 6. . . . . \$ 8.50  
34 Piece Service for 8. . . . . 11.00  
50 Piece Service for 8. . . . . 14.50

All hollow handle knives. Chests from \$1.00 up.

**COSTUME JEWELRY**  
Over 100 different styles and combinations, 85¢ & up; all sets boxed for FREE 32 page catalog with over 300 name brand items; more than 100 items illustrated.

Immed. Deliv.—Continuous Supply. 25% with order—balance C.O.D.

**H. B. DAVIS COMPANY**  
324 W. 26th St., New York 1, N. Y. AL 5-6664 FREE PARKING

### DIRECT FROM MANUFACTURER



Beautiful 24k gold plated bracelets. 6 assorted styles, each stunning piece set with a variety of genuine rhinestones and colored sparkling jewels. SPECIAL MANUFACTURER'S OFFER —\$6.00 per dozen (boxed).

**PACKARD JEWELRY CO.**  
220 Fifth Ave. New York, N. Y.

Send for illustrated circular showing new line; 4 pc., 5 pc. matched jewelry sets, bracelets.

### I MAKE UP TO \$40 EVERY DAY

That's what you'll be saying when you line up with our company—full or spare time. We pay you every day for listing delinquent accounts for collection—secured from doctors, dentists, business firms, merchants, etc. No selling, demonstrating or collecting! Chance to become District Manager. WRITE TODAY—if you are between 30 and 65. Both men and women wanted! United Financial Service of America, 247 Plymouth Bldg., Minneapolis 3, Minn. Dept. 206.

## EXTRA SPECIAL!!

**GOLD OR SILVER LOVING CUPS IMMEDIATE DELIVERY . . . . \$22.50 Gr.**

CONFEDERATE FLAGS . . . . .	\$2.00 Dz.	\$22.50 Gr.
LITTLE SQUIRT BOY . . . . .	3.75 Dz.	42.00 Gr.
MECH. FUR COVERED HOPPING DOG . . . . .	3.35 Dz.	36.00 Gr.
MECH. FUR COVERED BEGGING DOG . . . . .	3.35 Dz.	36.00 Gr.
LARGE WALKING ELEPHANT . . . . .	4.50 Dz.	48.00 Gr.
LARGE WALKING BEAR . . . . .	4.50 Dz.	48.00 Gr.
LARGE WALKING SEAL . . . . .	4.50 Dz.	48.00 Gr.
MECH. NEWSBOY . . . . .	4.50 Dz.	48.00 Gr.
HARLEM STRUTTER . . . . .	4.50 Dz.	48.00 Gr.
DOG & BEE . . . . .	4.50 Dz.	48.00 Gr.
DOG & BONE . . . . .	4.50 Dz.	48.00 Gr.
WALKING SANTA . . . . .	2.35 Dz.	24.00 Gr.
SANTA ON SLEIGH . . . . .	6.75 Dz.	75.00 Gr.
SAMBO THE MONKEY . . . . .	6.00 Dz.	66.00 Gr.

25% Deposit With All Orders

WRITE FOR COMPLETE FOOTBALL & NOVELTY CATALOG

**KIM & CIOFFI**  
912 ARCH STREET, PHILADELPHIA 7, PA.  
PHONE: MARKET 7-2283

**JUST OFF THE PRESS—25¢**  
New 102 page 1952 Wholesale Catalog FREE—While quantity last—1951 72-page catalog.

**Ladies' New 'Windsor' Watch**  
Ladies' beautiful 1952 model yellow gold cases with our own NEW 'Windsor' movements. Complete with cord band. Rhinestone dial at no additional charge. **\$9.95**

17-Jewel, \$14.65.  
Gold-Filled Expansion Band, \$1.95 add.  
Gift Box, 75¢ add.

25% deposit with order, balance C.O.D. Open Account to Rated Houses.

**ELGIN • BULOVA • BENRUS**

Brand new 1952 model cases for gents and ladies. Rebuilt movements, guaranteed like new. 7 Jewel. **\$9.95**

15-J. \$12.95 17-J. \$14.95  
21-J. \$18.95

- Gold Plated Stretch Band, 95¢ add.
- Men's Mesh & Expansion Combination Band, \$1.49 add.
- Leatherette Gift Box, 75¢ add

**MEN'S NEW 7-JEWEL WATERPROOF**  
"Oris" chrome top, steel back, sweep second hand, radium dial and hands. Leather band. 3-yr. guar. In gift box. Special **\$9.90**

**MIDWEST WATCH CO.** 5 S. Wabash Ave. Chicago 3, Ill.

with it since 1907

## ENGRAVERS . . . NO DEPOSIT REQUIRED

No. 100 Men's All Aluminum Idents **\$14.40 GR.**

No. 102 Double Heart All Aluminum Idents **\$14.40 GR.**

No. 14 All Aluminum Grab Bag Idents (Not Seconds) **\$9.00 GR.**

No. 751 Signet Ring - Adjustable for Size **\$7.00 GR.**

"Originators of the All-Aluminum Idents" 3 PHONES: **ESsex 5-8877-8-9**

**MILLER CREATIONS** 7739 Avalon Ave. Chicago, Ill. DAY & NITE SERVICE

SEND FOR OUR NEW 1952 CATALOG

**PREMIUM BUYERS!** Here's your new source of supply—and here's our

**OPENING SPECIAL**  
(With many more to follow)  
Latest Model

## INFRA-RED BROILER

With Heat Indicator

Triple chrome on heavy gauge steel. Air cooled. Folding handle. Separate drip pan. Special INFRA-RED miracle coils set in 2-heat glazed porcelain element. Won't blow fuses. \$8.25 ea. 3 or more; add \$1 for sample

**\$7.95** Ea.

580 10th Ave. New York, N. Y. ORegon 5-6799

**SUPREMIUM MFRS.**

**We Are NATIONAL DISTRIBUTORS FOR WANDA WALKING DOLL**

\$14.95 at Leading Department Stores.

It walks, arms and head move automatically. Beautifully dressed, nylon hair.

**\$90.00** dozen

Jobbers, write for quantity prices.

1/3 down, balance C. O. D.

**KINGS AMUSEMENT COMPANY**  
1505 Coney Island Ave., Br'klyn, N. Y.

**PRESTO CHANGE!**

## Magic Folder

It's New  
It's Terrific  
The Trickiest, Most Useful Billfold Ever

Flash demonstration for pitchmen, streetmen, carnival men, salesmen, agents—makes 'em gasp. Locks bills safely under cross straps with a quick "turn-over"; separates dollar bills from larger bills; appears to change serial numbers. The modern replacement for the old-fashioned billfold. A beauty creation for men, women.

UP TO 200% PROFIT. 875 BILLS ARE 10¢418 W

Write quick for quantity price set-up. Sample postpaid \$1.00. Don't miss on this red hot deal—nothing like it.

**CHARMS & CAIN, Dept. BB-7**  
407 S. Dearborn St. Chicago 5, Ill.

### Sell Tinselled Xmas Signs

To Stores, Homes, Offices and Clubs. Largest selection of Christmas and year round ultra-blue signs. Mother-of-pearl, metallic foil, metallic streamers and novelties. Marvelous full or spare-time money-maker. Order your samples TODAY!

**TERRIFIC 35¢ TO \$2.00 SELLERS FOR THE CHRISTMAS SEASON!**

- 2 Metallic Foil Xmas Streamers, 13x48 \$1.00
- 6 Mother-of-Pearl Xmas Signs, 7 1/2x12 1.00
- 6 Ultra-Blue Tinselled Xmas Signs, 11x14 1.00
- 15 Ultra-Blue Xmas Signs, 7x11 . . . . . 1.00
- 15 Ultra-Blue Xmas Comedy Signs, 7x11 1.00
- 15 Ultra-Blue Store Signs, 7x11 . . . . . 1.00
- 15 Ultra-Blue Comedy Signs, 7x11 . . . . . 1.00
- 15 Ultra-Blue Religious Signs, 7x11 . . . . . 1.00

Above Samples Mailed Postpaid.

**L. LOWY** 812 Broadway, Dept. 637 New York 3, N. Y.

**GIVE TO THE RUNYON CANCER FUND**

**SPECIALS!**  
Beautiful line of Antique, Oxidized Finish.

**CHANDELIER EARRINGS \$3.50 to \$6.00 Doz.**  
Bracelets \$4.50 Doz.  
25% deposit, balance C.O.D.

**SAUL DE SARETZ**  
253 West 26th St. New York, N. Y.



**OAK-HYTEX**  
**NM-10**  
**Multi-Color**

**HOT HANDOUT!**  
Workers Available  
See your Jobber

The **OAK RUBBER CO.**  
RAVENNA, OHIO

**NEW!! FAST PROFIT**  
**CHRONOGRAPH**

with gold-plated expansion band.  
**\$6.50**

**3 DIALS—5 HANDS—PUSH BUTTONS**  
Gold-plated comb. expan. and mesh band.  
\$9.95 retailer, each, extra 50c.  
10% Dep., Bal. C.O.D. Samples \$1 extra.  
Wholesale Only.

**B. & B. JEWELRY SALES**  
400 Fannin Bldg., Houston, Tex.  
Phone: CH 7427

**TIP TOP VALUES**  
**XMAS CARDS**

21 Card Box—100 ..... \$15.00  
15 Card Box—100 ..... 9.00  
Gift Wraps—40 ..... 10.00

F.O.B. NEW YORK. Deposit 1/2 on C.O.D.  
3 Samples, \$1.00 Postpaid

**CHARLES UFERT CO.**  
98 Park Place New York 7  
(Our 39th Year)

**50 BALL POINT PENS**  
IMPRINTED WITH YOUR NAME OR AD  
**\$5.00**

100 for \$9.50, 250 for \$23.50, 500 for \$46.25, 1,000 for \$90.00. Money Back Guarantee. 25% with order, balance C.O.D.

**IDEAL M.O. SERVICE, Dept. BB**  
1133 Broadway New York 10, N. Y.

**GIVE FREE \$1.00 BOTTLE PERFUME**  
with each sale 3 oz. bottle of cologne for \$1.00. Over 100% profit. Each package attractively cartoned. We supply special flavor deals, over 300 fast selling items for homes. We need men to establish permanent territories.

**GOODIER CO., 400 N. Bishop, Dallas, Tex.**

**CLEAN UP**  
WITH PLASTIC RAYON TOWELS

Powerful Quick Demonstration Grease, Ink Stains rinse right out in cold water. Use over and over. Package holds 6 18"x27" Towels. Sells \$1; \$56.00 gross. Send \$1 for sample package 5 Towels. Big profits every pitch. All orders 50% deposit, balance C.O.D.

**SUNBEAM PRODUCTS**  
634 4th St., South St. Petersburg, Fla.

**PINCUS**  
CORDIAL Sales Letters

**PERSUASIVE** SIDNEY PINCUS  
**PRODUCTIVE** 300 DEAL LAKE DRIVE,  
Asbury Park, N.J.  
TEL: ASBURY PARK 1-1391

**PAPERMEN**

Have good deal for good Papermen in Oklahoma and Texas. Contact at once

**NEWT. GRAMMER JR.**  
1104 Southland Bldg. Annex  
Dallas, Texas

**HERE YE—HEAR YE, JOBBERS AND WAGON MEN**

Manufacturer has a large accumulation of ladies' all-nylon full-fashioned sheer quality hosiery. Close-out of the mill. This lot will be closed out at \$3.75 per dozen. This merchandise has been put up in beautiful fancy packing and comes three (3) pairs to the box.

**JEANETTE HOSIERY MILLS**  
Chattanooga, Tennessee

**DEMONSTRATORS! PITCHMEN!**

Here's The Fastest Selling Novelty Item You've Ever Had!

**ONE SIMPLE DEMONSTRATION SELLS IT**  
**The Sensational SKYRO-PLANE**  
**Marxman**

Realistic construction, operating on the rotating wing principle. Flies in any kind of weather: WIND, RAIN or SNOW. The slightest breeze makes it fly.

Complete with Rod and Spool of Flying Thread

- 18" Wing Spread
- Non-Tarnish Silver Coating
- 7 1/2" Long
- Individually Packed in Colorful Box

**RETAILS FOR \$3.00**

Your Price **\$24.00 doz.** Sample Prepaid **\$2.50**

25% Deposit, Balance C.O.D., F.O.B. Chicago  
180 W. Washington Blvd. Chicago, Ill.  
**WASHINGTON PRODUCTS CO.** Phone: FRanklin 2-8934

**Pipes for Pitchmen**  
By **BILL BAKER**

**ROBERT J. BEAUDRY** . . . letters from Milwaukee that the boys at Detroit had a pretty good week at Detroit recently. Beaudry, Marty Brown, Speedy Ross, Eddy Haller, Cowboy Williams and Al Rice worked vitamins. "None of us has heard from Al Young, of scale and age note recently, and we'd like to read pipes from him," Beaudry says.

**FRENCHY BORDEAUX** . . . is reported to have clicked with his gadget layout at Michigan State Fair, Detroit.

**RICKY LEUELLYN** . . . and Al Siegel are reported to have worked shampoo to sock returns at the recent Michigan State Fair Detroit.

**D. E. (DOC) WOOD** comes thru with a letter of thanks from his home in Memphis to an unknown benefactor. It seems that someone took note of a recent squib in this pillar pertaining to the fact that the good doc had been the victim of auto accident in which he lost a leg and an arm. "The only means of thanking this real friend is via the Pipes Column," Wood writes. "His envelope was addressed only to Doc Wood, Memphis, but it arrived okay and inside the envelope was a sheet of paper from Silver Park Trailer Court, Miami Across it was written, 'from a friend,' and the envelope bore a \$5 bill. Thank God there is one person left whose heart is large enough to think of others. I only wish he or she could know our gratitude."

**JOHN F. BURKE** director of the Passaic County Home Show, Paterson, N. J., reports that 60 per cent of exhibit space already has been contracted for the event which gets under way November 10.

**HENRY H. VARNER** . . . cards from his Akron headquarters that "the article by Big Al Wilson which appeared in a recent issue should have been promulgated 14 years ago when things began to assume a more sharper outlook and more phases and angles were added. Some good spots around Detroit were closed chiefly because some person or persons didn't look into the future. I'm for Al's statement of new spots and new items."

**ELVIN LINDON** . . . widely known to pitchmen as the owner-operator for many years of Elvin Manufacturing Company, patent medicine firm, died at his home in Cincinnati September 30 following a brief illness.

**BIG AL WILSON** . . . pens from Spencer, Ia., that one of Nito Armandez's large monkeys got loose in a trailer camp at Spencer and killed a dozen

**FREE CUT-RATE CATALOG**  
NOVELTIES, GIFTS, PREMIUMS, TOYS, SUNDRIES, NOTIONS, JEWELRY, WATCHES, ETC.  
Deals for Auctioneers, Salesmen, Dealers, Concessionaires. 35 years of Values.

**MILLS SALES CO.**  
901 Broadway New York 3, N. Y.

**ILLUSTRATED CARTOON BOOKLETS!**

BEYOND! BE THE LIFE OF THE PARTY WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS OF COMIC CHARACTERS \$10, ALL DIFFERENT, \$1 POSTPAID \$5 ONLY, NO POSTAL C.O.D.'S!

**REGULAR SALES**  
1216-BB Park Row Bldg., New York 7, N. Y.

**LADIES' FULL FASHIONED**  
**51 GAUGE, 15 DENIER, DUPONT NYLON HOSE, \$6.50 Doz.**

Packed 1/2 dozen of a size and a shade to a box. Latest shades. Terms: 25% with order, balance C.O.D.

**GAINOR SALES CO.**  
414 Transportation Bldg., Detroit 26, Mich.  
Phone: WOODWARD 2-8015

**Mdse. Topics**

**From All Around**

**Guaranteed Sales** has announced new and exclusive lines for fall and winter promotion. One line is the flowered turquoise jewelry; another is the coral combined with turquoise. Both lines feature imitations of hand-made gems, rhodium finish silver metal studded with turquoise, and are available in necklaces, chokers, pins, earrings and cuff, clip and tag bracelets at \$6.75 per dozen. Rings with adjustable shanks in the above styles are at \$4.50 a dozen. Samples are \$1 each. . . **Stephen Products** has introduced a new four-in-one Catholic prayer scroll. Made of transparent unbreakable plastic, the item combined in a three-inch pocket prayer kit a 50-inch scroll with all daily and important prayers printed in Bible paper; a silver-plated rosary, and color picture of the Blessed Virgin. Available in English or Spanish, the prayer scroll permits the user to have handy at all times the rosary and desired prayer by merely turning the knob. There is a hook for attaching the scroll to a keychain. A \$1.50 retailer, the scroll is available to agents at \$7.20 per dozen. Samples are \$1 with money-back guarantee.

A picture hanger that requires neither nail nor hammer and which may be mounted on any wall surface is being offered by **Jiffy Enterprises, Inc.** Swivel action of the item insures that pictures always hang level and does away with cracked walls and smudged wallpaper. The hook is mounted on a square of adhesive-backed tape that sticks tightly. It is removed by moistening the tape. . . **Ramcote**, a **Ramcote Products** preparation, is said to be an inexpensive, flexible coating that beautifies and restores the life of leather, leatherette or canvas areas of automobiles quickly and easily. Applied like paint, Ramcote produces a tough film (in color or clear) that dries in 20 minutes. The product's protective qualities are said to make leather or canvas stain and grease resistant. It prevent mildew and will not peel or crack; is washable but does not fade. It is also said to be good for leather-covered household items.

**AT LAST IT'S HERE** at the **LOWEST PRICE** ever offered!

**INFRA-RED** Miracle **BROILER**

**HOTTEST PREMIUM GIVE-AWAY YET DELIVERED**

Here is an item made by a leading manufacturer to be exclusively introduced by us to the premium field. Has everything you need for the money . . . **FLASH, SIZE, VALUE, DEMAND** and most important of all . . . **PRICE.** (F.O.B. N. Y.) Minimum Order 6 pieces

Portable—10 3/4" long X 6 1/4" high X 7 3/8" deep. Triple chrome on heavy gauge steel. Thermostatic Indicator. Air cooled handle on plated broil-rack folds in. Won't blow fuses—1,000 Watts high, 300 Watts low. AC or DC 110-120V. Infra-Red coils inserted into large 2-Heat Glazed Porcelain Element. Separate drip pan. Bakelite knobs. 2-Heat cord set.

1/3 With Order, Balance C.O.D.

**IT'S A NATURAL FOR SHUFFLEBOARD PRIZES**

**L. THALER & CO., Inc.**  
141 Fifth Avenue (Near 21st St.) • New York 10, N. Y. • GRamercy 5-3141

**Sensational Value**  
**BALL POINT PENS**  
**RED HOT SELLER!**

**FAMOUS ARTLEE PENS**  
**\$13.25** Per Gross  
**1/2 Gross \$7**

**REAL FLASH! Stunning Colors!**  
Hooded Cap with Clip. Smooth Writer. Retail Value 49c

"STANDARD" PEN  
"VU-INK" PEN  
Full Pen visible ink supply and Metal Cap and Clip.  
SPECIFY ASSORTMENT DESIRED  
Quantity & Imprint Prices on request

**ARTHUR LEE CO., Dept. BB-13**  
16 Court St., Brooklyn 2, N. Y.

**HANDSOME 3-PC. CARVING SETS**

Genuine Imported Indian Stag Handles, 18% nickel-silver butt plates, English Sheffield #2 mirror finish blade. Forged type nickel-plated fork. Magnetized plated honing steel. In Satin-Lined Box. Case Lots (40 sets) \$5.99 set  
12 or more \$6.19 set  
Sample \$6.50 ppd.

Ivory or Dark Catalin Handles. Stainless steel mirror finished hollow-ground blade. Forged type fork. Sharpening steel and knife with stainless steel guard. In satin-lined box. Case Lots (40 sets) \$1.49 set  
12 or more \$1.59 set  
Sample \$2.00 ppd.

6 pc. Steak Knife Set. Forged English Sheffield stainless steel, mirror finish. Sample \$4.50 ppd. Case Lots (40 sets) \$3.99 set  
12 or more \$4.19 set

**LEE DIST. CO.**  
29 E. Madison St., Chicago 2, Ill.  
Phone: AN 3-5260

25% dep., bal. C.O.D., F.O.B. Chicago — Case lot orders F.O.B. New York

**BURKE UNDERSELLS EVERYBODY**

**5 PC. SETS**  
Massive—Brilliant 24 Kt. Gold Plate Necklace, Brooch, Bracelet, Earring Set. This 5-piece 24K gold plate set contains 10 colored center stones and 24 sparkling "honestones. All in a gorgeous 3-tiered satin-lined, velvet-covered, hinged box measuring 14x7" open. Retail Tags, \$39.50; \$2.75 PER SET.

Send \$10 for 5 assorted luxury boxed sets (Retail \$100)

Magnificent as the expensive original with its 3 huge heart shaped pearls and 7 full carat diamonds plus 48 50-point dazlers. Set in long-lasting platinum-like metal 10 ast. designs. Each in a gorgeous 4x8x2" black and red plastic presentation chest shaped like curved open book suitable for more jewels. **\$1.25 SET**

**FAMOUS LIGHTER CASE COMBINATION** with fully automatic lighter — Copy of Known Make which retails for \$17.50. Beautiful flower design inlaid on enamel. High finish. Chrome trim **\$2.25 EA.**

**PISTOL LITERS**  
Fully 100% Automatic, Full Trigger, It Lights — Releases — It's Out! Brite Chrome, 2 1/2" x 3" Detachable base for pocket or table. **60c EA.**

**A REAL EXCLUSIVE**  
The Famous **EVERSHARP** Calendar Desk Set complete with **EVERSHARP** Pen & Pencil. Beautiful modern design in black and gold, with highly polished Lucite Cover. Size 9 1/2 x 3 1/2 x 1 1/4. Sold in the original **EVERSHARP** Gift Box. Retail for \$12.50. **\$2.35 Ea.**

**BOOK ENDS—** Genuine Walnut Finish. Wooden bases flanked by realistically reproduced books in wood. Mounted on each base is exact replica of the ship of Christopher Columbus. Complete with linen sails, colored banners, etc. **90c Pr.**

**SPECIAL JEWELRY SETS**  
**ONE SHOT OFFER 60c SET**  
**PIN & EARRING SETS.** 12 Assorted Styles. Our guarantee: Best Value Ever or your money back. Each set in rich satin lined crimson & gold gift box of exquisite sleigh shape. \$10 gold embossed resale tags.

**COPY OF THE FAMOUS LIGHTER** which retails for \$7.50 ea. Your cost only 50c ea. 12 colored enamel lighters, varied designs, high chrome finish—delivered on beautifully colored display card. **AMAZING VALUE: 50c Ea.**

**SPECIAL: GOLD PLATED MIDGET LIGHTERS.** Retail at \$2 ea. **25c EA.**

**\$1 DZ. ANY \$1 DZ.**  
Retail for

- 25c Giant needle book & threader 8"x8"
- 25c Comb sets, 4 assorted combs to set
- 25c Key chains, carded
- 35c Genuine molded latex bathing caps
- 89c Giant size known brand deodorant. Fresh—100% Saleable.
- 50c Genuine Leather cigarette cases
- 50c Famous men's after shave lotion, talc or cologne
- 25c Large Eagle padlocks—2 keys
- 25c Large size feather cupie doll.
- 50c Make-up cosmetic puff by Harriett Hubbard Ayer. Great for actors.
- 50c Perfume atomizer, pastel crystal, bottle-chrome trim
- 35c Mennen's shave cream or talc
- 25c Combs, extra massive, 9" long—never break
- 25c 6" plastic ruler with pencil sharpener attached
- 50c Chicken lays eggs, plastic toy
- 25c Visible ink supply ball pens
- 50c New style slant-eye sun glasses—\$1 Ski goggles—push & leather bound
- 25c Travelling pocket chess & checkers with board
- 50c Funny rubber heads, squeeze 'em and tongue sticks out
- 59c Scatter pins, 24K gold plated—baked finish retains permanent brilliance—cute subjects, ballerinas, sports subjects. Really fine jewelry. Min. 1 gross—single doz. \$1.25. Minimum order \$5.

**WRITE FOR CATALOG**  
10 W. 27th STREET  
**BURKE** NEW YORK 1, N. Y.  
Phone: MU 4-6756



**Brand New Watch Specials!**

**Men's 7 JEWEL WATER-RESISTANT, SHOCK-RESISTANT WATCH \$6.50 ea.**

- Exceptional value
- Fancy matching expansion band
- Sweep second hand
- 7 Jeweled movement
- Written guarantee

**14 K. Gold-Plated JEWELLED WATCHES**

Complete with Fancy Matching EXPANSION BAND

Special \$4.75 ea.

- Brand new
- Jeweled movement
- Radium dial
- Sweep second hand
- Unbreakable crystal
- Removable pins
- Written guarantee

WRITE FOR OUR NEW WHOLESALE CATALOG. 25% with order, balance C.O.D.

**MARVEL WHOLESALE WATCH CO.**  
211 N. 7th St. • St. Louis 1, Mo.

**HERE IT IS!** The Greatest Assortment of Top Value FASHION EARRINGS (carded) AND SCATTER PINS (boxed)

that you ever handled. Only the finest platings, stones and craftsmanship in every piece to retail at 59¢.

**\$45.00** (Minimum order 2 gross)

Retail stores, fair grounds, XMAS Sales naturally that will really move. Proven sellers all over the country.

Ask about our equally wonderful line of bracelets, necklaces, and combination sets.

25% deposit—money order or cash—balance C.O.D.

**GERRY'S CREATIONS**  
311 Fifth Ave. New York, N. Y.

**The Original Ex-O-Flex OVERHEAD-EXPANSION MASSIVE IDENT. BRACELET**

Nickel Silver Finish Formerly \$18.00 Doz. NOW \$9.50 Doz.—\$108 Gross

5 Assorted Samples Boxed Postpaid \$5.50 SEND FOR JEWELRY CATALOG

**E-X-P-A-N-S-I-O-N WATCH BANDS**

Finest Stainless Steel—Yellow Gold Plate Tops and Everlasting Chrome.

\$3.00 to \$9.00 per doz. 10 Samples Postpaid, \$5.00

**MORRIS JEWELRY CO.**  
303 5th Ave. New York 16, N. Y.

**PRICED FOR BIG PROFIT Fine ONEIDA ROGERS SILVER**

Extra Quality—Lifetime Guarantee. Limited Surplus Stocks available for premium, huge, house to house salesmen or distributors. Biggest value of the season. Complete 26 piece set, new "JASMINE" pattern with tarnish proof folding case, retail value \$25.00 for only \$11.90 per set, lots of six sets or more. Sample set \$12.50 postpaid, money back if not satisfied with quality. H. MEINHARDT & CO., 4218 Lincoln Ave., Dept. BB-10, Chicago 18

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Detroit 1, Mich., Fox Theatre Bldg., Woodward 2-1100

# 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.

**MAIL ON HAND AT CINCINNATI OFFICE**  
2160 Patterson St. Cincinnati 22, O.

- Parcel Post**
- Break, Mrs. Keitha, 6 Menzel, Otto Paul  
Embrae, Carrie Ross, Mrs. 55¢  
Maser, Jr. Valier, Buddy 25¢  
Orville Taylor (Photos) 8¢  
Wood, Frankie Lou, Photos, 15¢
- Abel, Barnett  
Abbott, C. A.  
Adams, Dewey P.  
Alkon, Harry  
Allison, Mrs. Russell (Graceland Shows)  
Alland, Maurice  
Allen, H. S.  
Allen, Rex & M.  
Allen, Skeeter & Opal  
Allison, Mrs. Richard  
Amens, Harry  
Amstett, F. A.  
Amy, Virginia  
Anders, J. L. & Nellie  
Anderson, Bobby Jean  
Anderson, Harold  
Andrews, Richard, Jr.  
Annis, Ralph J.  
Anthony, Milo  
Arbogast, John R.  
Archer, Mrs. Betty  
Audetie, Raymond  
Austin, Clyde  
Austin, John  
Ayers, Helen  
Babcock, Lillian  
Bacon, Earl  
Badger, C. V.  
Bahner, E. N.  
Bammel, Mrs. Betty  
Barnes, F. O. (Tarzan)  
Barfield, Willie "Cool"  
Baron, Sol  
Barton, Beverly  
Bass, Billy  
Beard, E. L.  
Bean, Johnny  
Beecher, Arden  
Bethler, Roy  
Bell, Jack  
Bender, Philip  
Bernstein, Barbara  
Berosini, Mike & Rachel  
Biggs, Jos. Burke  
Blensinger, Edwin J.  
Blythe, Geo.  
Boudreau, Kenneth  
Boznango Sr., J.  
Boznango, F. J.  
Brainard, Mrs. Carroll  
Bramble, Betty  
Brandt, Leonard  
Branlie, Lawrence J.  
Branholtz, J.  
Break, Mrs. Frank  
Britton, Mrs. Jane  
Britton, Robt. A.  
Broadway, Asia  
Broeffle, Harry James  
Brouillett, A.  
Brooks, Chas. D. & Marie  
Brown, Ervin  
Brown, Dr. Paul A.  
Brown, W. O.  
Bryant, Howard & Mrs.  
Buchanan, Buck  
Buffon, Eddie (Burnie)  
Bunch, Edw.  
Burdige, Howard  
Burns, Larry R.  
Burridge, Edw.  
Bybee, J. H.  
Byrnes, Charlie  
Caler, Whitey  
Calkins, Bob "Tex"  
Campbell, Clarence  
Carden, Catherine L.  
Carl, George  
Carswell, J. C.  
Carter, Dottie  
Casey, James P.  
Casey, M. A.  
Chaffee, Mary Helen  
Chapman, Keith  
Chase, Mildred  
Christianson, Kenny  
Christy, Capt. Eugene  
Church, C. (From Pfc. Chris Church)  
Church, Mrs. Eleanor  
Cibull, Gertrude  
Clark, Pvt. Edw. Thos.  
Clark, Harry B. (formerly with A Capper Pub.)  
Clarke, Ralph  
Cline, Kenneth  
Coggio, Leo  
Coleman, Lee  
Colley, Bob  
Coman, Merton M.  
Cotter, Ernest Leon  
Cowan, W. D.  
Crawford, Mrs. Frank  
Cress, Pearl  
Crocker, Miss Lee  
Cummings, Mr. G. W.  
Dale, Josephine  
Daniels, Mrs. Teddy  
Davis, Bill  
Davis, C. H. (Rusty)
- Davis, Ches  
Davis, Virginia  
Dawson, Clifford  
Day, Bonnie  
Days, Monica  
DeMato, Gerald  
DeWitt, Eleanor  
DeWold, Freida  
Dean, Mrs. Russell  
Decker, Mollie  
Deese, Mrs. Gloria  
Delaney, Miss Pat  
Demetrio, Dorothy  
Demetrio, John  
Demetrio, Steve  
Demetrio, Thomas  
Dentzner, Mrs. Ann  
Des Jordin, Tonny  
Dickson, Bob  
Dion, Bob  
Dixon, Mitzie  
Doelen, Clarence  
Dombroski, Theo.  
Donohue, Lilia  
Donohue, Lola  
Doran, Mrs. Iva  
Dorner, Art & Babe  
Drake, Mrs. James  
Draw, H. D.  
Drury, Kid  
Duchene, Lewy  
Dunn, W. E. "Bill"  
Dupree, Jimmy  
Dupree, Sherry (or Lynne Gurrell)  
Duvall, Gerald G.  
Eddy, Mrs. Samuel  
Edwards, A. B.  
Edwards, Loren  
Eliem, Mrs. Buddie  
Emerson, Thos. W.  
English, Cuss  
Estridge, C. C.  
Exler, Jos. & Violet  
Exline, Emmett D.  
Fagan, Mrs. Margaret  
Fay, Frenchie  
Fick, H. W. & Lula  
Finsto, Mrs. Tony  
Flisner, Mrs. E.  
Fisher, Jack Dock  
Fittro, Mrs. Frances  
Foley, Mrs. J.  
Forgie, Miss Jean A.  
Forster, Aust J.  
Francis, D. J.  
Francis, Dave & Mrs.  
Franz, Mrs. Otto  
Frazier, Jr., Raymond  
Frazier, Clarence  
Frazier, Wm. S.  
Garrett, Winnie  
Garrison, Chester G.  
Garrison, Wayne  
Garnes, Ben & Mrs.  
George, Louis C.  
George, Jos.  
George, Norman Dale  
Gephart, James A.  
Goldstein, Abraham  
Goodrich, Mrs. Billie  
Goralick, Samuel A.  
Gordon, Robt. T.  
Grace, Ted  
Graham, B. L.  
Graham, J. T.  
Graves, Floyd A.  
Gray, Russell E.  
Green, Johnny  
Green, Mrs. Ralph E.  
Greys, Louis E.  
Griffen, Billy  
Griggs, Charlie A.  
Guillemette, H. P.  
Gustin, Wm. Roy  
Hackett, Edw. J.  
Haines, Richard Lee  
Hall, Mrs. Robt. "Queenie"  
Hamilton, Lloyd  
Hamilton, Sonny  
Hamling, Ed  
Hammond, Harry  
Hampton, Mr. Goldie  
Hanson, James  
Harris, Jeff R.  
Harrison, Jack  
Harr, Bill E.  
Hase, Mrs. Winnie  
Hazelwood, H. & Mrs.  
Heath, Paul  
Heller, Harry  
Hendricks, Twins  
Hennies, Harry W.  
Hermann, Mrs. Florence  
Hern, H. V.  
Herring, Betty  
Hildebrand, Frank  
Hill, Norman A.  
Hines, C. E.  
Holdbrook, W. R.  
Hobden, Edw.
- Holt, Edna  
Hope, Mrs. Jack  
Hos, Mrs. Leland  
Hosburn, Glen  
Houser, Chas. (Pearly)  
Hubbel, Sylvester  
Hudspeth, Ernie  
Huffie, T. J.  
Huls, John  
Humphreys, Don  
Hunting, Lynn D.  
Hutchison, A. E.  
Hyeilton, Earl  
Ivimey, Mrs. 25¢  
Ivimey, John  
Jacobson, Hymie  
John, Nido  
Johnson, Geo.  
Johnson, Harry Lee  
Johnson, James  
Johnson, Patsy  
Johnson, Pete Tom  
Johnson, Robt. G.  
Johnson, Swede  
Jones, Fred  
Jones, Lonzo  
Jones, Rudolph B.  
Jones, Thomas  
Jones, Vickie V.  
Jordan, Arthur & Mrs.  
Joy, Shirley  
Juliano, Jos. (Modernistic Shows)  
Kaeser, Rena & Kay  
Kaplan, Mrs. Eva  
Kaplan, Sam  
Keating, Thomas J.  
Kelley, Beverly  
Kerr, Charles  
Kohler, Mrs. Clara  
Killinger, Dick  
Kimball, Lee K.  
Kindell, Herbert & Mrs.  
King, Mrs. Alan  
King, Mrs. Clara  
King, Meekey  
Kirby, E. N. & Edna  
Kirksey, M. C.  
Klars, Marvin  
Klaus, Frederick  
Klein, John F.  
Kniar, Clayton L.  
Kohler, Googs  
La Bird, Ima  
La Fever, Rube  
Laidy, Loren (Unicycle)  
La Grand, Fred  
La Mount, (Frenchie)  
Lambert, (Cockatoos)  
La Rue, Jack  
Lamb, Frances B.  
Lamb, L. B.  
Lange, Jack  
Landis, Ben  
Landrus, Fred  
Langan, William  
Lankford, Harvey  
Larkin, Mrs. Shear  
Larsen, H. C. & Mrs.  
Latkowski, Andrew  
Lattin, Valo & Margaret  
Lawrence, Larry  
Layfield, Wade B.  
Lemere, William M.  
Lemesh, Blanche Mae  
Leslie, E. M.  
Lewis, Sammy  
Liddy, J., George W.  
Lindsey, William  
Lindsey, Walter J.  
Litzen, H. A.  
Livingston, Jerry  
Lloyd, Capt. Bill  
Lloyd, Johnny  
Lombardell, Herman  
Lombardell, M.  
Lombardell, Larry  
Lomes, Mrs. Larina  
Long, William J.  
Lofter, Happy & Marie  
Lortridge, Harry  
Low, Donald Myron  
Lowe, Thomas  
McCarthy, R. A.  
McClain, William  
McClane, C. E.  
McLane, Mrs. Ora  
McLemore, Mrs.  
McClough, James H.  
McDaniels, Mrs. Grace  
McDannell, Raymond  
McGee, Lester  
McGee, Virginia  
McGill, Leo  
McHenry, L. C.  
McKnight, C. H.  
McLane, C. E.  
McLane, Mrs. Ora  
McLemore, Mrs.  
McQuality, Forrest  
Macaluso, Mrs.  
Mackey, Mike  
Madden, Bill  
Madigan, Edward P.  
Maloon, Willard  
Mand, Janet  
Manno, Joseph T.  
Marchand, Mrs. Noah  
Marco, Walter  
Marks, Frank  
Marks, John  
Marks, Pete A.  
Marsh, Jesse B.  
Marshburn, Rudolph  
Martin, Paul  
Meacham, Robert  
Meckley, Glenn  
Meigs, Wade W.  
Menzel, A. P.  
Mercer, Eslyn J.
- Mercy, Frank F.  
Mespelt Jr., William  
Metzner, Marty  
Meyer Jr., Earl  
Meyer, Robert S.  
Michlis, M. W. & Mrs.  
Midanik, Isadore & E.  
Middlecoff, Marion  
Migrothy, Harrie & Mrs.  
Miller, Carl A.  
Miller, D. S.  
Mitchell, George  
Model, Harry  
Moore, J. E. & Mrs.  
Moore, Mrs. Irene  
Morgan, Dillie  
Morgan, Donna  
Morgan, Hester  
Morgan, Sr. Joe  
Morgan, Mrs. Maloney  
Morgan, Miss Pat  
Morris, Mrs. Pete  
Morton, Carlton V.  
Moser, Floyd  
Munson, Mrs. Mary  
Murphy, Mrs. E. J.  
Murphy, E. J. "Spud"  
Myers, Wm. or Bessie  
Nathansen, R. A.  
Newton, Harold  
Newton, Robert  
Nicholas, Ephrem  
Noffs, Wm. C.  
Nortrup, Joanne  
Novarro, Monti & Mrs.  
O'Diamonds, Capt. Jack  
O'Mara, Patrick T.  
O'Riley, Jimmie  
Ollis, Mrs. Kay Weiss  
Ollis, Paul  
Owens, Mrs. Olla Mae  
Palmer, Richard  
Parshall, Robert  
Patton, Miss Joe Nell  
Paulus, Paul & Mrs.  
Pease, Howard  
Pease, John & Mrs.  
Peers, Terry  
Peifer, M. H.  
Perry, Capt. Jack  
Perry, W. D. & Mrs.  
Peters, Frank  
Phelan, P. J.  
Phillips, G.  
Phillips, W. G.  
Pitts, Jack (Gitterbug)  
Pleus, Herman  
Plunkett, Capt. Fuzz  
Poole, Bud & Mrs.  
Porache, Joe  
Potts, Norman S.  
Powers, Franklin  
Preason, Phil, & Mrs.  
Price, Blackie  
Price, Mrs. Martha  
Priddy, Francis  
Pritchard, Ed & Mrs.  
Qualls, Mrs. Bea  
Quigley, Jean  
Quinn, Robert  
Rawlings, Mrs. Catherine  
Raymer, Ford E.  
Reed, Fred & D.  
Reed, Mrs. Lorraine  
Reed, Napoleon  
Renton, Al  
Reynolds, L. C.  
Richards, Earl V.  
Riddick, Johnny  
Riffel, Mrs. Lewis  
Ritz, Prof. Chas. J.  
Rivaud, Josephine  
Roberts, Josephine  
Roberts, Phillip  
Rochman, Bert  
Romero, Ron  
Rudloff, Harry J.  
Russell, Frank  
Ryan, John A.  
Sable, Jack  
Sanchez, Luana & Tony  
Sanchez, Ricardo  
Sanders, Bud  
Sands, Billy  
Schombert, Vaughn  
Schultz, Mrs. Francis  
Schwack, Louis E.  
Scott, Frances  
Seglin, Mack  
Seirman, Joe & Mrs.  
Shaffer, Howard  
Shaffer, James Earl  
Sheets, Billy  
Shehan, Ed  
Sherard, C. H.  
Sheridan, Thomas O.  
Shields, Bill  
Shoreck, Roy Hank  
Sibley, Kenneth  
Siev, Bill  
Sieve, John  
Skibness, Rod  
Small, Mrs. Ethel  
Smith, Frank Loren  
Smith, Mrs. Jennie  
Smith, Karl P.  
Smith, Karl M.  
Smith, Pete & Mrs.  
Snyder, C. D.  
Snyder, Henry  
Spake, Mrs. S. D.  
Spaulding, Joe, & Mrs.  
Spencer, Frances & Art  
Spielman, Sam

- Stanley, Mrs. Anne  
Stanley, G. G.  
Stanley, Millard Gus  
Starks, Michael  
Starr, Hedy Jo  
Steagall, Norman  
Steln, Mrs. Jack  
Sterling, Whitney  
Stevens, Eddie (Dit)  
Stevens, Shirley  
Stevenson, Mrs. Jack  
Stevenson, Von O.  
Stiman, R.  
Stoddard, Jack  
Stoltz, Floyd F.  
Stone, Mrs. Sheila  
Stuiber, Mrs.  
Styles, Russell  
Sullivan, Jerry  
Summers, Carl Wm.  
Summers, Silas  
Swizinsky, William  
Taffet, Nathan J.  
Taska, Charles "Chuck"  
Taska, Helen  
Taylor, Chas. F.  
Taylor, Chester  
Taylor, Frank W.  
Taylor, Lillian  
Taylor, Mrs. W. E.  
Temkin, Jack  
Theodore, Mack  
Thomas, Mrs. Bernice  
Thomas, Frederick A.  
Thomas, Col. Harry  
Thomas, Mrs. Mary  
Thompson, Robert  
Thorne, Charles  
Thornton, Goffery  
Trohanovsky, Alex  
Troj, Marvin  
Tunak, Shirley  
Ullman, Joe  
Ullthank, Wilbur F.
- Ulrich, John  
Utley, Exposition Shows  
Valo, Andrew  
Van Ness, Kenneth, & Mrs.  
Van Voctor, C. B.  
Van Voret, Freddie  
Valler, Bude (Howard)  
Vonderheid, Mr. (Burling Bros. Circus)  
Wald, Larry  
Walker, Percy H.  
Wallace, Terry  
Ward, J. Robert & Julienne  
Webster, George H.  
Weiss, John C.  
Weller, S. E.  
Whalon, Melvin E.  
White, Bill (Cracker)  
White, Thomas  
Whitmyer, Jr., J. C.  
Willburn, James  
Williams, Allen  
Williams, John Q.  
Williams, John Q.  
Williams, Mrs.  
Williams, Rebecca L.  
Williams, Walter  
Williard, Mrs. M.  
Wilson, Loyd  
Wilson, Sandra  
Wilson, Wayne Eddie  
Wolf, Norman C.  
Woodward, Mrs. J.  
Worthington, Kenneth  
Wray, Ross  
Yates, Tex & Betty  
Yohan, Wm.  
Zabel, William  
Zarlings, George  
Zarlington, Mrs. Bonnie  
Zenni, Ralph

**MAIL ON HAND AT NEW YORK OFFICE**  
1564 Broadway New York 19, N. Y.

- Bennett, Phil  
Benton, C. C.  
Desnos, Frank  
Dutton, Nellie (Circus)  
Fabbozi, Pete  
Fance, Blondie  
Fox, Jack  
Gervasi, Rosita  
Goufain, Harry A.  
Gross, Mike  
Hiestand, Col. Frank  
Jones, Billy  
Jones, Jonie  
Kellerman, Annette  
Kline, Manning  
Koy, K. L.  
Langen, William  
Light, Louis  
Lanz, Don F.  
Meads, Don  
Patrick, Paul  
Perry, Joe  
Quinlan, John  
Rogers, Don  
Russ, Miss E.  
Sharp Carl (The Amazing Mr. Ballentine)  
Shielz, Earl David  
Springer, Frank  
Turner, Ton  
Van Heiden, Nicholas  
Westphal, August

**MAIL ON HAND AT CHICAGO OFFICE**  
188 W. Randolph St. Chicago 1, Ill.

- A-1 Amusement Co. (Harold Reed)  
Armstrong, Joann  
Barfield, Willie  
Bener, Larry  
Bone, Eddie  
Calkins, Texas Bob  
Costello, Ralph & Dee  
Cummings, Pierce  
DeKoe, Jimmy  
Gabby  
Desureau, Roy R.  
Eddington, Cecil  
Grover, Sidney  
Hamilton, Ethel  
Hoppe, Willie  
Horan, Irish

**MAIL ON HAND AT ST. LOUIS OFFICE**  
390 Arcade Bldg. St. Louis 1, Mo.

- Ackley, James W.  
Allen, I. C.  
Anderson, W. L.  
Andrews, Terry  
Armstrong, Jo-Ann  
Bailey, Al  
Bales, Pete  
Barnes, Al  
Bates, Charles F.  
Bean, Jesse  
Bell, Adron  
Bernard, Sunshine  
Beverly, Charles  
Blaine, G. & Mrs. Joe  
Boone, John B.  
Boone, Sam D.  
Boone, Virgil  
Bordman, Ernest  
Bredren, Claude  
Brown, Mrs. H. A.  
Brown, Royal T.  
Buler, Patricia  
Burger, Lloyd  
Burton, Mrs. J. C.  
Butler, Bill  
Campbell, Frank H.  
Canipe, Mrs. Jackie  
Carter, Harold H.  
Cavaliaro, Mrs. Tony  
Childs, C. W. & Son  
Chisholm, Dave  
Chunas, Mrs. Mae  
Coker, W. L.  
Cooney, Jr., Noel  
Creighton, Mrs. Mammie  
Cress, Pearl  
Curtis, Mrs. Marvin  
Dante, Charles E.  
Danley, Pat  
Davis, Virginia May  
Davey, Mr. & Mrs. Jack  
Dawson, Carol  
Deer, Marx  
DeLece, Miss Mattie  
Dennend, Mrs. James  
Dillon, Mrs. Virgil  
Doan, Marie F.  
Duffy, Roy T.  
Dungan, Bobbie Lee  
Eagle, Chief Ed  
Edwards, Henry  
Ellis, Frank  
Fleming, Tom  
Ford, Robert  
Fraker, Mrs. Marian  
Fulton, Geraldine  
Fuzzy's Quality  
Gallagher, Mrs. Luefia  
Galland, Miles W.  
Gardner, Mrs.  
Gilbert, Bob  
Gill, Thomas  
Gould, Ed  
Gowdy, Pamela  
Groves, William  
Hadsall, F. L.  
Hager, J. Russel  
Hancock, Ronald G.  
Harry, Mrs. H.  
Haven, Wyman J.  
Henderson, Mr. & Mrs.  
Henrichs, Edwin  
Holston, John P.  
Howard, Mrs. Gertrude  
Hoy, Joseph E.  
Hubbard, V. V.  
Hulins, Floyd  
Hulin, Floyd  
Jarvis, W. M.  
Jones, Josephine C.  
Jula, John  
Keffer, Donna  
Kelly, Kid  
Kilby, Billy Marvin  
Kimbel, Lee  
Kinder, Bill  
Kowatch, George

- Thurman, Brad W.  
Utley, J. D.  
Van Rossum, J. H.  
Varner, Junior  
Vasulka, Frank F.  
Vinson, Jack E.  
Volquardsen, Ida  
Wagner, C. W.  
Wallace & Clark  
Webster, Fred  
Weston, Harry R.  
White, Robert J.  
Wilhelm, Milton L.  
Wilson, Elmer E.  
Woepel, Glen  
Wood, William H.  
Wuetherick, John  
Zimmer, Mrs. Fern  
Zimmerma, C. C. (Corkie)  
Warner, Audrey

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ANY COMBINATION Dozen Lots, \$1.50

Sizes: 1 1/2" to 2 1/2"

Penguins, Chickens, Dogs, Ducks, Cats, Clowns, Tulips, Pandas, Roosters, Boy and Girl, Beer Mugs, Floral Decorated.

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State your business. Prices do not include shipping charges. Include postage with order. 25% deposit required on C.O.D. orders.

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Wholesale Distributors Since 1880  
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**IDEAL CHRISTMAS GIFT**

Genuine Honey Color Alligator Ladies' Hand Bags now in stock. Write for catalog, wholesale and retail. Special jobber set-up.

**WALLETS BELTS**

**CASPER'S GATOR JUNGLE**  
P.O. Box 266 St. Augustine, Fla.

**No. 195 CRYSTAL HURRICANE LAMP \$7.30 ea. \$15.00 per doz.**

Please include sufficient money to cover postage on sample orders. OUR NEW CATALOG JUST OFF THE PRESS. SEND FOR FREE COPY TODAY 25% deposit required with order, balance C.O.D.

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Also portable cameras. Write for details.

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**NOW YOU CAN BUY AS FEW AS 3 PAIRS OF NYLONS AT WHOLESALE**

First Quality—Full Fashioned 51 GAUGE—15 DENIER

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157 St. Nicholas Ave., Dept. B Brooklyn 37, N. Y.

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Waycross, Ga.

Air-Base  
**NU-NAK NOVELTIES**

... to take advantage of an outstanding

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in a market of **67,549** Active Cash-With-Order Xmas Buyers

**The Billboard**

1951 XMAS MERCHANDISE SPECIAL

Date of Issue **OCT. 27**  
Distributed **OCT. 23**  
Adv. Deadline **OCT. 18**



## Salesboard Sidelights

At Empire Press, both the firm's regular line and the Mercury line, which it acquired recently, are now in production. Joseph Zimmerman states that all personnel have worked extra hard to gain efficient output of both lines without losing the identity of either. . . . Jar deals as well as boards remain the center of activity at Galentine Novelty Company, South Bend, Ind. Galen-

tine's circular covering the hot items has resulted in a lot of new business from operators in various parts of the country, it was announced.

**Ben Maltz**, Peerless Products, Chicago, finds business picking up in several sections of the country. Firm has stepped up its output and is now offering immediate delivery. Push cards continue to be one of the best moving items at Ray Mertz & Company, Chicago. Mertz's new catalog is out and includes hundreds of new numbers both as to size and style.

From St. Louis, A-B Distributing Company reports its Jar-O-Do and Universal bingo tickets are getting repeat business. Its board line also has been the recipient of an increased number of inquiries the past few weeks. . . . Reports from Michigan City, Ind., the home base of Michigan City Novelty Company point to a banner fall season because of the interest in Match-Paks. These are available for immediate delivery now in reels, symbols, Lucky Sevens and Red-White-Blue series.

Rake Coin Machine Exchange, Philadelphia, continues to add to its already varied premium lines. Newest numbers include cuff link sets, watches and pens.

### NAAPPB Show

bers Company, Inc., Beaver Falls, Pa.; Chunk-E-Nut Products Company, Philadelphia; Coca-Cola Company, New York; Concession Supply Company, Toledo; Holmes Cook Company, New London, Conn.; Custer Specialty Company, Inc., Dayton.

William de L'horbe, Vandalia, O.; Dodgem Corp., Exeter, N. H.; Downey Supply Company, St. Louis; Dudley Sports Co., New York; Eli Bridge Co., Jacksonville, Ill.; H. C. Evans & Co., Chicago; Exhibit Supply Co., Chicago; Eyerly Aircraft Co., Salem, Ore.; Electro-Pitch Co., Inc., Philadelphia; Fascination, Beverly Hills, Calif.; Fischer & Porter Co., Harbor, Pa.

General Register Corp., Long Island City, N. Y.; Gold Medal Products Co., Cincinnati; Gordor Ceramic Arts, Inc., New York; Phil Gordon Importing Co., Atlanta; Robert R. Hammer, Louisville; Hampton Amusement Co., St. Louis; Hildreth Pulling Ma-

### Pool Operators

Continued from page 47

urging then to support the amendment, Ralph A. Suttle, Suttle's Pool, Charlotte, N. C., placed advertisements in two Charlotte newspapers, reproducing the NAAPPB telegram. He also was quoted in the papers as opposing the taxation of privately owned pools if publicly owned pools were to be exempt. The Charlotte News also published a letter by Suttle.

Paul H. Huedepohl, secretary of the NAAPPB, stated that the group favored exemption of the city-owned pools and rinks but believed that private operations also should be exempted in that case.

### Polack Eastern

Continued from page 49

Nate and Harriet Lewis, the writer and Walter, the floss man, went to Sarasota from Pensacola, enjoying a four-day vacation there. Miss Luxem will be back in Mobile, also Bobo Barnett. Johnny Welde joined in Pensacola, also Janet's Dog and Pony Revue. Show is heading north and will soon be on the indoor dates. Due to the football game in Mobile, most everyone stayed over in Pensacola as hotels were next to impossible to get due to the influx of visitors. Whitey and Edith Boyd were grounded on their planned flight to St. Petersburg on account of bad weather conditions.—HENRY KYES.

chine Co., Chicago; Charles E. Hires Co., Philadelphia; Hodges Amusement & Manufacturing Co., Indianapolis; International Harvester Co., Chicago; International Mutoscope Corp., Long Island City, N. Y.

King Amusement Co., Mt. Clemens, Mich.; Krispy Kist Korn Machine Co., Chicago; Edwin W. Lane Co., Chicago; Lily-Tulip Cup Corp., New York; Lusse Bros. Inc., Philadelphia; McDowell Manufacturing Co., Pittsburgh; Manley, Inc., Kansas City, Mo.; Miniature Train Co., Rensselaer, Ind.; Mike Munves Corp., New York; National Amusement Device Co., Dayton; Northwestern Bottle Co., St. Louis; Ray S. Oakes, Lyons, Ill.; Orange-Crush Co., Chicago; Overland Amusements, Lexington, Mass.

Perey Manufacturing Co., New York; Philadelphia Toboggan Co., Philadelphia; Pretzel Amusement Ride Co., Bridgeton, N. J.; Saunders Manufacturing and Novelty Co., Cleveland; B. A. Schiff, Miami; Sellner Manufacturing Co., Faribault, Minn.; Star Fireworks Co., Danville, Ill., and Thrift Novelty Co., Inc., Denver.

### Plunkett

Continued from page 49

a light plant, making a total of six private light plants. Billie Plunkett is expected to return to the show this week from the Esbon, Kan., hospital where she underwent an operation. Chief Rain-In-the-Face is in the hospital at Springfield, Mo. Mrs. Judy Plunkett arrived from Denver with her new daughter, Judy. Charlie Rivers has joined and is doing a good job of getting school kids out for the matinees.

Cleo Plunkett is in good health. We have received several phone calls from friends who had heard he was in an automobile accident, but no accident occurred.

School has started again on the show for the small fry. Leon Black purchased a new trailer. Recent visitors included Harry Hugo's troupe, the Stanley Players, Mr. and Mrs. Fred Blakey, Rusty Plunkett, Neal Walters and son, and Mr. and Mrs. Lester Garrett and son, James. Mr. and Mrs. C. E. Plunkett have spent several days back on the show.—SNOOKS PLUNKETT.

### Kelly-Miller

Continued from page 49

show, which was 17 miles away at Tullahoma, Tenn.

The Conley Family, riding act, left for winter dates with Clyde Bros.' Indoor Circus. The Kriel Family has added trampoline and an acrobatic number to the program.

Hi Lo Merk, of Jasper, Tenn., worked two matinees in clown alley. Members of clown alley are making new wardrobe and props for forthcoming winter dates. Patricia Kriel and Jack Evans celebrated birthdays. James O'Donnell returned to the show after several weeks absence. Other visitors were Mr. and Mrs. Hill and Mr. and Mrs. Womac and family, all relatives of Jim Conley.—EDDIE DULLUM.

## MERCURY BOARDS NOW IN PRODUCTION

EMPIRE IS NOW PRODUCING TO CAPACITY AMERICA'S GREATEST DOUBLE HEADER LINES OF PUNCHBOARDS.

MERCURY AND EMPIRE BOARDS ARE RECOGNIZED BY SMART OLD TIMERS AS THE FINEST AND MOST ORIGINAL LINES EVER DEVELOPED IN THIS INDUSTRY.

For the BEST DEAL For the LOWEST PRICES

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## TURKEY PUSH CARDS

In stock for immediate delivery. Also hundreds of other styles, sizes, shapes of straight and Skip Number Cards with or without girls' names and seals. WRITE FOR FREE CATALOG. W. H. BRADY CO., Mfrs. Established 1914 CHIPPEWA FALLS, WISC.

GIVE TO THE RUNYON CANCER FUND

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

**JAR DEALS and PUNCHBOARDS**

Write for Circular **Galentine Novelty Co.** South Bend 24, Ind.

**SPECIAL OFFER JACK POT CHARLIE BOARDS \$1.00 each**

**R. C. Walters Manufacturing Co.** 4201 Norfolk St. Louis 10, Mo.

**THIS FALL SUPERIOR is SELLING THE BEST PROFIT BOARDS EVER**

For your every board need, write **Superior Products, Inc.** 2133-59 W. Fulton St., Chicago, Illinois

**JAR-O-DO** Universal's "Original" Bingo Tickets NEW PUNCHBOARDS NEW BINGO TICKET DEALS Large Selection to Choose From We Handle Only the Best Why pay more for Off-Brand Tickets? Demand the Best for Less Quality Merchandise—Low Prices **A-B DISTRIBUTING CO.** 102 So. 4th St. St. Louis 2, Mo. Phone: CEntral 8525

**SALESBOARDS**

Holes	Name	Profit	Price
1000	25¢ Charley Bd.	Def. \$50.00	\$ .95
1900	5¢ Double Finn	Def. 24.00	.95
1440	10¢ Barrel Board	Def. 34.00	1.29
1800	5¢ Lu Lu Bd., X Tk.	Def. 18.00	1.43
1000	25¢ J.P. Charley	Avr. \$51.00	\$1.25
1000	10¢ Jumbo	Avr. 50.00	1.98
1000	5¢ J.P. Ass't. Bds.	Avr. 28.00	1.98

Tip Books—R.W. Blue Tickets, Etc. **DELUXE SALES CO., BLUE EARTH, MINN.**

**SALESBOARDS**

Holes	Name	Profit	Price
500	Plain	—	\$.45
600	Plain	—	.55
1500	Plain	—	1.25
1000	Jk. P. Ch.	Av. \$102.28	1.75
1000	Jk. P. Ch.	Av. \$52.06	1.25
1000	Ch. Bd.	Def. \$50.00	1.15

We Carry a Complete Line of Boards **J & M SALES CO.** 6237 N. St. Louis Chicago, Ill.

**WANTED**

Experienced Punchboard Salesman. Exclusive territory and large commissions. Complete line of boards. Very competitively priced.

**BOX 473** THE BILLBOARD PUB. CO. 188 W. Randolph Chicago 1, Ill.

## USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

**RATE—15c a Word Minimum \$3**

Remittance in full must accompany all ads for publication in this column

No charge accounts.

Forms Close Thursday for the Following Week's Issue

**A-1 BARGAIN—CIGARETTE AND CANDY** Vending Machines; all makes, models; lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill. oc20

**ADDING MACHINES—ADDS AND MULTIPLIES** up to 999,999,999; weighs only 6½ pounds; a great time saver; \$106 full price; money refunded in two weeks if not satisfied; send one third with order, balance c.o.d. Van Bree Vending, 11 Hunters Lane, Roslyn, L. I.

**ALL THESE MACHINES ARE IN GOOD** working order and are cleaned up in our shop; 10-1015's at \$200 each; 1100's-10 at \$395 each; 500's-2 at \$35 each; Wurliizer Victory-4 at \$25 each; 600's-3 at \$40 each; 850's-2 at \$50 each; 616-1 at \$15; 412's-2 at \$12 each; 800's-2 at \$70 each; 41 counter model at \$40; Rock-Ola's 1422's-4 at \$100 each; 1426's-3 at \$125 each; 1428's-1 at \$170; Rock-Ola Counter Model at \$60; Wurliizer Model 1017, Hidden Unit, complete, like new, only 5000 plays, \$225; Seeburg-Maestro Major-1 at \$30; Colonel-1 at \$40; Seeburg Victories-2 at \$25 each; Regal-1 at \$25; Bally Big Inning-1 at \$125; Holly Grippers-4 at \$10 each; Marvels Pop-Up-1, \$15. T. D. Butcher Jr., 408 N. Oakland Ave., Carbondale, Ill.

**ALL TYPES CIGARETTE CANDY** Machines and Bulk Vendors wanted; send list and lowest price. Rake, 609 Spring Garden St., Philadelphia 23, Pa.

**AMUSEMENT MACHINES—SILVER** Gloves, \$250; Standard Metal Tray, 10¢ play, \$275; three Love Meters, \$125; clean, A-1; ½ deposit, bal. c.o.d. Clair Reish, 2415 Barth, Flint 4, Mich.

**CIGARETTE AND CANDY MACHINES** reconditioned and refinished to factory specifications; we carry all types of conversion mechanisms, king size kits and parts for practically every type cigarette machine; we buy cigarette and candy machines. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

**COIN OPERATED TELEVISION SETS.** Co-video; also Dime Pop Corn Sex Machine, sacrifice. Write Box #C-465, c/o Billboard, Cincinnati 22, O.

**FOR SALE—JUKE BOX AND COIN** Machine route, in the heart of the rich South Texas farming section. Write Herbert Henneke, Orange Grove, Tex. oc27

**PENNY ARCADE FOR SALE IN WICHITA,** Kan.; tip-top condition; age and health reasons; also a few extra arcade pieces; write for particulars. H. E. Loeback, 150 N. Main, Wichita, Kan. oc20

**SAM KLEIN WILL BUY A.B.T. BIG GAME** Hunters, Challengers, Exhibit Ideal Steel Card Vendors, old or new style; give accurate description of condition, quantity and price in first letter. 1711 W. Grange St., Philadelphia, Pa.

**SELLING OUT DIGGERS—ALL TYPES:** Pokenos, Eries for carnivals, Merchants; Electro-Hoists, Mutoscopes, Buckleys, 12 Iron Claws, Supplies, Parts. National, 4243 Sansom, Philadelphia, Pa.

**SHIPMAN STAMP MACHINES, FOLDERS,** Cigar and Popcorn Machines; attention manufacturers, distributors, salesmen; location service available U. S. P., 100 Grand Waterbury, Conn. oc20

**STAMP FOLDERS DIRECT FROM MANU-** facturer; low, low prices; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y. oc27

**STAMP FOLDERS—DIRECT FROM MANU-** facturer; unlimited quantities; immediate delivery; write for prices. Vedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. oc27

**STAMP FOLDERS DIRECT FROM MANU-** facturer at lowest prices; write for samples and prices. Flatto Mfg. Co., 5436 S. W. 8 St., Miami 44, Fla. oc27

**STAMP MACHINE FOLDERS AT LOWEST** prices; send for samples and prices. Braun Manufacturing, 171 E. 92d St., New York 28, N. Y. oc27

**WANTED—BALLY BRIGHT LITES; STATE** number and best price. W. E. Keeney Mfg. Co., 5229 S. Kedzie Ave., Chicago. oc13

**WANTED X-RAY POKER—POKERING,** any condition; give details of condition and best price. Write James Travis, 204 N. 3d St., Millville, N. J. oc27

**WANTED ALL PLASTIC PARTS FOR** Aircon Machines. Write Laili Music Machine Co., 1111 Carpenter St., Philadelphia, Pa. (47).

**WILL TRADE TURF KINGS (LIKE NEW)** for Music, Cigarette or any other Coin Machine Equipment. Runyon, 123 West Runyon St., Newark 8, N. J. oc27

**PREMIUMS ★ GIFTS ★ NOVELTIES**

Travel Alarm Clocks	.....	\$4.50
Flashlight Pencils	Per Doz.	3.50
4 Color Pencils—Chrome	Per Doz.	3.50
Pencil Lighter—Chrome Finish	Per Doz.	7.50
Windproof Lighters—Bulk	Per Doz.	9.00
Snap Lighters	Per Doz.	6.00
Airplane Lighters	.....	3.00
3 Pc. Lighter & Tray Set	.....	2.50
Squeeze Lighters	Per Doz.	5.40
Men's Watch, Gold Plated	.....	5.95
Men's Watch, Gold Plated, Radium Dial	.....	6.75
Men's Watch & Band & G.P. Lighter in Deluxe Box	.....	9.95
Gold Plated Calendar Watch, Link Band	.....	7.50
Ladies' Watch, Gold Plated	.....	6.75
Ladies' Watch, Gold Plated, Radium Dial	.....	7.50
Shock Resistant Watch, Sweep Second Hand	.....	4.95
290 Adjustable Mushroom Desk Lamps	.....	2.50
289 Adjustable Student Desk Lamps	.....	1.75
2600 Bronze Smoking Stands	.....	3.50
1500 Chrome Plated Smoking Stands	.....	4.95
1500 Bronze Plated Smoking Stands	.....	4.50
3 Strand Pearl Necklaces, with Rhinestone Clasps.	.....	8.25
2510 Piano Jewel Box (Use with Pearl Necklaces). Per Doz.	.....	6.95
Eversharp Pen & Pencil Set, List \$5.00	.....	3.00
138 Rhodium Plated Inset Bracelets, Boxed	.....	1.15
139 Gold Plated Inset Bracelets, Boxed	.....	1.25
307 Photo Travel Alarm Clock—Cewhide Cover	.....	5.70
888 Rhinestone Boudoir Alarm Clock	.....	5.70
435 Florin Square Travel Alarm Clocks	.....	3.82
714 Bronze Horse Clocks on Wooden Base	.....	6.40
725M Horseshoe Electric Clock, Bronze Finish	.....	3.85
600 Rancho Electric Clocks	.....	5.10

1/3 Dep., Bal. C.O.D., F.O.B. Phila. Full cash with orders under \$20.00. ABOVE MDSE. SOLD FOR RESALE ONLY Send for list of complete Premium and Novelty Line.

**RAKE COIN MACHINE EXCHANGE** MANUFACTURERS' REPRESENTATIVE 609-S Spring Street Lombard 3-2676 Philadelphia 23, Pa.

**MATCH-PAKS** RED, WHITE, BLUE—LUCKY SEVENS—NEW REELS—SLOT SYMBOL TICKETS—NUMBERS

**NEW LOW PRICE** ALL ORDERS SHIPPED SAME DAY RECEIVED

Size	Play	Style of Tickets and Name	Sample Deals—Profit	12 or More Sample Deals—Deal Each
2460	50¢	R.W.B.—10 for 50¢—Majorette	\$39.00	\$5.00 \$4.25
3100	50¢	R.W.B.—10 for 50¢—Dough Boy	42.50	6.25 5.50
2500	\$1.00	Numbers—10 for \$1.00—Big Hau—3 Jack pots on Cover	85.00	7.50 6.75
2460	25¢	Lucky Seven—5 for 25¢	43.00	5.00 4.25
2466	50¢	Lucky Seven—10 for 50¢	43.00	5.00 4.25
2460	50¢	Lucky Seven—5 for 50¢	76.00	5.00 4.25
2526	25¢	New Reels—5 for 25¢—Slot Symbols	44.00	5.25 4.50
2520	50¢	New Reels—10 for 50¢—Slot Symbols	44.00	5.25 4.50

Write for our latest illustrated price list—Jar Tickets—Red White & Blue—Lucky Sevens—Bingo Tickets on sticks all sizes—all kinds of Salesboards, Definite, Jackpot, Coin Boards. 25% deposit with all orders.

**MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, IND.**

**PUNCHBOARDS** DISTRIBUTORS AND OPERATORS Immediate delivery at lowest market prices

**PEERLESS PRODUCTS, INC.** Manufacturers 633 PLYMOUTH COURT HArrison 7-2971 CHICAGO 3, ILL.



## FALL FORECAST: GROSSES GOING UP, OUTPUT DOWN

### Industry Entering Critical Era As National Defense Drive Grows

By NORMAN WEISER

CHICAGO, Oct. 6. — The coin machine industry is now entering one of the most critical periods since World War II, with only time able to answer the many questions now posed for manufacturers, distributors and operators. The ensuing months covering fall and winter are predictable to some extent, but in the main, the uncertainties far outnumber the known facts.

Actually, at the operator level of the industry, there is reason to believe business will continue to improve—that weekly grosses will climb to new highs. Music is already on the march—games are

following close behind, and the operator of vending equipment is also noting increases, especially in industrial locations.

The manufacturing picture poses many question marks. Availability of critical materials varies constantly. Fourth-quarter production of civilian products by coin machine firms is assured—albeit quantities will be considerably lower. First-quarter, 1952, production also seems to be a fact—but just how much deeper the cuts in materials will be can not be accurately forecast at this time. That there will be further cuts, however, is certain.

Another fact to emerge from the

myriad of uncertainties is that manufacturers are, and have been for months past, developing substitute materials to replace those critical materials which are in ever-increasing short supply. Here, too, the entire industry is involved—as manufacturers of all types of coin-operated devices seek substantial products to do the job of those lost in the defense production effort.

And with new equipment in limited supply, the industry now

*(Continued on page 86)*

## Arcade Units, Shuffle Games Key Used Marts

CHICAGO, Oct. 6. — Continued peak demand for shuffle games and the growing scarcity of late-model arcade equipment were the main developments in the used equipment market as indicated in The Billboard's Index of Advertised Used Machine Prices (appearing elsewhere in this issue). Meanwhile, there was an increase in the number of vending machine listings for the first time in several weeks.

Benefited by their legal sanction in more territories than most types of coin-operated amusement products of a competitive nature, shuffle games were pegged in several instances this week at slightly higher prices compared with previous weeks. Among the most active in the current index were Gottlieb's Bowlette, United's Shuffle Alley, Bally's Hook Bowler and Speed Bowler, Chicago Coin's Bowling Classic and Universal's Twin Bowler.

With the city-type indoor arcade just getting into the busy season, operators of this type of coin machine enterprise have reported late-model arcade units increasingly hard to find. This has been reflected in the past two indices, which show a sudden de-

*(Continued on page 86)*

## GOTTLIEB HEADS SHOW; RESERVATIONS ARRIVE

CHICAGO, Oct. 6.—Dave Gottlieb, president of D. Gottlieb & Company and long one of the industry's most active trade association officials, has been named chairman of Coin Machine Institute's 1952 convention and exhibit. Gottlieb's appointment was announced by Sam Wholberg, president of CMI.

Meantime, Hotel Sherman Convention Manager Earl Benedict said coinmen have begun reserving rooms at the hotel for February 4-6.

First coinman to write in for rooms for the CMI convention was Vincent A. Barrie, St. Thomas Coin Sales, Ltd., St. Thomas, N. B.

Gottlieb, whose name the industry associates with previous coin machine conventions, said he is confident the 1952 show "will be the largest in the history of the industry."

Altho space contracts have not yet been mailed out, CMI announced there would be no increase in rates over the last convention sponsored by the association in 1949. Booth rates will range from \$60 to \$285.

## CONVENTION PROGRAM

Sunday, October 14

INFORMAL OPERATOR MEETINGS  
BOOTH DISPLAY SET-UP  
REGISTRATION

Monday, October 15

10:00 a. m.—Registration  
12:00 noon—Luncheon and Open Business Meeting  
2:30- 5:00 p. m.—Individual State Associations' Meetings  
10:00 p. m.—Exhibit Hall closes

Tuesday, October 16

10:00 a. m.—Registration  
1:00 p. m.—Six State Associations' Meeting  
3:00 p. m.—Officers and Board of Directors' Meeting  
5:00 p. m.—Exhibit Hall closes  
7:30 p. m.—Banquet-Birchwood Club  
10:00 p. m.—Speakers  
11:00 p. m.—Entertainment-Door Prizes  
12:00 p. m.—Dancing

## MCMC EXHIBITORS

- |          |   |
|----------|---|
| Booth    | 1—The Cash Box  |
| "        | 2—RCA Victor-Siddles Company, Omaha   |
| "        | 3—First Distributors, Chicago   |
| "        | 4—MGM Records-Spud Murphy, Omaha  |
| "        | 5—Columbia Records-Bran New Sales Company, Omaha  |
| "        | 6—American Shuffleboard Company   |
| "        | 7—Ristaurat, Inc., Appleton, Wis.   |
| "        | 8—H. C. Evans & Company, Chicago  |
| "        | 9—Decca Records-K. K. Dist. Company, Omaha  |
| "        | 10-11—Pantages Maestro Company, Los Angeles   |
| "        | 12—Howard Sales Company, Omaha  |
| "        | 13—Gopher Distributing Company, St. Paul  |
| "        | 14—Mercury Records-Major Distributing, Inc., Des Moines                                   |
| "        | 15—Jeb Records, Chicago   |
| "        | 22-23—Allied Coin, Chicago  |
| "        | 25—Purveyor Company, Chicago  |
| "        | 26—The Billboard  |
| "        | 27—Coral and London Records—D. & E. Distributing Company, Des Moines                      |
| "        | 28—Ed Patton Company, Omaha   |
| "        | 29—Good Specialties, Omaha  |
| "        | 30—Atlas Music of Iowa-Seeburg Phonographs Parlors F & G-MCMC convention headquarters     |
| "        | 35—Keeney-Mayflower Distributing Company-Paster Distributing Company                      |
| "        | 36—United-Mayflower Distributing Company-Paster Distributing Company                      |
| "        | 37—Bally-Mayflower Distributing Company-Paster Distributing Company                       |
| "        | 38-39—Capitol Records-Mueller Selby, Omaha  |
| "        | 40—Permo, Inc., Chicago   |
| Parlor A | —AMI-Mayflower Company-Paster Distributing Company  |
| "        | B—Rock-Ola, Gottlieb, Williams-H. Z. Vending & Sales Company, Omaha                       |
| "        | C—Mitchell Company, Minneapolis   |
| "        | J—Wurlitzer-Central Music Distributing Company-Omaha Lieberman Music Company, Minneapolis |

## 21 Coin Firms Sked NAAPPB Exhibits

CHICAGO, Oct. 6. — At least 21 of 65 companies which will exhibit at the annual trade show of the National Association of Amusement Parks, Pools and Beaches will display products of particular interest to the coin machine industry. Meet will be held at the Hotel Sherman here, November 25-28.

Increasing in importance for

coin machine shows, this year's exhibit roster includes 10 manufacturers or major handlers of amusement game equipment, six premium firms, two vending manufacturers and three vender suppliers (for story on automatic merchandisers refer to vending machine section of this issue).

### List Exhibits

Amusement game exhibitors at the NAAPPB will be A.B.T. Manufacturing Corporation, H. C.

*(Continued on page 86)*

## Past Summer Good Season For Arcades

NEW YORK, Oct. 6.—The arcade business continues to thrive on equipment that has proven itself over the years, and in this immediate area, at least, proprietors are touting the results of an excellent season.

Ideal summer weather is credited by close observers with boosting grosses in Coney Island spots and other near-by seashore locations by as much as 25 to 30 per cent over last year. Week-ends it was generally warm enough to attract bumper crowds but cool enough to keep many out of the water and roaming the boardwalks seeking diversion.

Mike Munves, large arcade supplier, said coin-operated horses and air hockey were the newer items most in demand nationally. Standard machines also moved briskly, he said.

## SET FACILITIES TO HOST EARLY SHOW ARRIVALS

OMAHA, Oct. 6.—Parlors F and G will be open Saturday (13) in the Paxton Hotel here to accommodate early arrivals to the first annual Midwest Coin Machine Convention. Exhibitors will begin setting up displays Sunday preparatory to formal opening of the exhibit Monday (15).

Harold Klein, exhibit chairman, will be on hand starting Saturday to assist exhibitors and visitors.

## Midwest CM Convention Hangs Out SRO Exhibit Hotel Sign

OMAHA, Oct. 6. — The SRO sign went up at the Hotel Paxton here this week as plans were completed for the first annual Midwest Coin Machine Convention. With the meet scheduled to officially convene Monday (15), Harold Klein, publicity chairman, said all exhibit space was accounted for, and the complete program covering business meetings and exhibit hours had been completed.

All major phonograph and games manufacturers will be represented in the exhibit area, Klein said, with distributors handling these exhibits. In addition, major and indie record labels, premium lines and shuffleboard manufacturers have

signed for space.

A record turnout of operators was also indicated, with all room space at the Paxton gone, and nearby hotels reporting a rush for reservations as the week drew to a close. Klein said that manufacturers had advised they would have delegations of their own on the scene to assist distributors. Operators who belong to the six State organizations sponsoring the convention, as well as independent delegations from other States in the Midwest and West have also sent in for hotel reservations, Klein said.

### Biz Sessions

Business sessions have been scheduled for both days of the

convention and separate sessions will be held by the Nebraska, South Dakota, North Dakota, Iowa, Minnesota and Wisconsin organizations during the course of the meet. A special session of the executives of the six orgs is scheduled to be held Tuesday afternoon, at which time the 1952 convention site and dates are expected to be determined.

Executives of the Music Operators of America, including George A. Miller, president, are scheduled to participate in the MCMC, then will hold over thru Wednesday (16) to hold their own meeting. Miller will deliver the major convention address at the banquet Tuesday night.

## Belgium Cuts Off Machine Imports

NEW YORK, Oct. 6.—Belgium, major postwar importer of coin machines among European nations, has joined its dollar-shy neighbors in clamping down on such purchases from the United States sources, it became known this week.

Effective date of the government order, stemming the rising flow of coin equipment to that Benelux country, was September 10, it was learned. The decree came suddenly, catching exporters here unprepared. In one case, at least, a shipment was sea-borne at the time and is presently awaiting final disposition in a Belgian custom house.

In 1950, Belgium imported 2,226 phonograph and amusement games, valued at \$445,239, far in excess of its nearest European competitors. Among all countries, it was third in imports of coin equipment from the United States. This year's volume seemed to parallel 1950's with more than \$100,000 racked up during the first quarter.

Prior to the recent government order, coin machines were listed among items "freely importable." Distributors wishing to buy American equipment were able, with little delay, to secure dollar credits at their banks. The banks were authorized to issue permits allowing imported merchandise to clear the customs.

Under regulations now in effect, imports must first clear with a government agency regulating exchange with foreign countries. Only after such approval is obtained will the banks issue the necessary dollar credits.

Purpose of the order, said the Belgian consulate general's office here, is to stretch a dwindling supply of dollars. In addition to coin machines, many other products have been removed from the list of freely importables. Among the relatively few items left on the list, it was said, are raw materials and food. Importers will find it very difficult to secure official sanction for the entry of products not appearing on the approved list, the spokesman asserted. They will be encouraged to search out these products in non-dollar areas.

Abe Witsen, of the International Amusement Company, Newark, N. J., said the firm's Belgian affiliate has been unable to clear incoming coin equipment since September 10. He was hopeful, tho, that the ban would be lifted before long.

## SSLI Remains Shuffle Sales Org for Mfr.

CHICAGO, Oct. 6. Standard Shuffleboard League, Inc., remains the shuffleboard sales organization for the Rock-Ola Manufacturing Company, while some boards which were placed on location by SSLI in the Chicago area were involved in a recent purchase by Purveyor Shuffleboard Company, it was affirmed this week. SSLI, listed as the exclusive sales agent for the Rock-Ola manufactured boards, handles its national sales thru distributors in all parts of the country.

SSLI is not currently conducting leagues, but is assisting operators in this phase of shuffleboard operation when the latter request such help.

J. Raymond Bacon, executive vice-president of Rock-Ola, reported this week there had been a definite upswing in shuffleboard sales in recent weeks, and said some new boards were now going thru the production lines at the firm's plant here.



# Export Mart CM Bonanza

**See \$6 Million Year If Equipment Supply Holds Up; Postwar Production a Factor**

By TOM McDONOUGH

Altho the rush for virtually all kinds of coin machine equipment is now in high gear, one of the main influences in the over-all pattern is the almost unbelievable expansion of exports. Thru the first half of 1951, 16,675 amusement games, venders and music machines, valued at \$2,676,597, were delivered to foreign coinmen.

If sufficient equipment is available in the final half of the year it is almost certain the all time mark of \$5,120,102 set in 1947 will be surpassed.

Reasons for the rapid rise in export market are numerous. However, the odd part is that the main factor in its postwar redevelopment, was the comparative surplus of clean used units in this country in late 1946 and thru 1947 and 1948. New products were rolling off the expanded U. S. production lines in unprecedented numbers and the used merchandise was beginning to pile up in distributor warehouses and operator storage areas. Since the foreign firms were anxious to get equipment to replace the worn out units operated since before 1939 and preferred used equipment because of lower prices, much of this equipment started to flow into foreign marts.

**Late Models**

Later, as overseas coinmen became acquainted with late model equipment and its potential on location, they switched their demand to equipment produced in the postwar era, thus becoming a major factor in the over-all demand. In addition to Canada, which has been one of the biggest buyers of U. S. coin machine products since World War II, several other nations have become major marts. Canada, thru the first half of 1951, accounted for 9,594 units worth \$1,165,366. Venezuela purchased 1,113 coin machines worth \$417,-

411; Belgium, 1,597 units for \$295,-342; Cuba, 544 for \$162,382, and Salvador, 222 for \$129,949.

While contributing factors to the development of the export situation have been many, the largest single influence probably was the desire for equipment of the latest design for either their amusement or service. Proof of this was the rise of Venezuela, Cuba, Mexico and United Kingdom as users of vending machine equipment. Prior to this year, each of the four had concentrated on music. However, in the first half of 1951, Venezuela accounted for 330 automatic merchandisers, valued at \$52,296; Cuba, 68 units, priced at \$18,368; Mexico, 293 merchandisers for \$18,109, and the United Kingdom, 11 for \$12,341.

**Games**

Another key influence in the export sales pattern has been the accent on amusement games. In all of 1947, \$681,009 in games were shipped to foreign operators. In the first six months of 1951, the games dollar figure was \$765,000. Major game marts developed in the past few years are Belgium, France and Venezuela. Other countries expected to be important in the months ahead include Brazil, Israel-Palestine, Siam, Tangier and the Netherlands Antilles.

The vending and games have been important in the growth of export sales, music machines remain the backbone of this segment of the industry. Thru the first six months of this year 4,799 juke boxes, valued at \$1,564,526, were exported. Canada accounted for 29 per cent or \$476,174. Among the other important marts in this period were Venezuela (624 units for \$345,423); Belgium (335-\$154,833); Cuba (44-\$138,969); Salvador (222-\$129,949); Guatemala (142-\$76,000), and Mexico (480-\$55,094).

## Total Exports January-June, 1951

Country	Total		Phonographs		Venders		Amusement Games	
	No.	Value	No.	Value	No.	Value	No.	Value
Canada	9,594	\$1,165,366	1,808	\$ 476,174	3,761	\$191,735	4,025	\$497,045
Venezuela	1,113	417,411	624	345,423	330	52,296	159	19,692
Belgium	1,597	295,342	335	154,833	12	1,260	1,250	139,249
Cuba	544	162,382	444	138,968	68	18,368	32	5,046
Salvador	222	129,949	222	129,949	.....	.....	.....	.....
Guatemala	194	83,174	142	76,098	52	7,076	.....	.....
Mexico	784	74,321	480	55,094	293	18,109	11	1,118
France	1,058	49,957	.....	.....	.....	.....	1,058	49,957
Japan	92	43,746	52	33,940	18	6,780	22	3,026
Colombia	82	34,521	82	34,521	.....	.....	.....	.....
Honduras	40	32,049	40	32,049	.....	.....	.....	.....
United Kingdom	31	15,341	21	3,000	11	12,341	.....	.....
Netherland Antilles	24	13,083	16	9,358	.....	.....	8	3,725
Brazil	306	12,175	300	3,150	.....	.....	6	9,025
Siam	58	11,003	.....	.....	50	9,590	8	1,413
Dominican Republic	16	9,726	16	9,726	.....	.....	.....	.....
Ireland	39	8,905	39	8,905	.....	.....	.....	.....
Israel-Palestine	28	8,785	4	2,400	10	4,000	14	2,385
Canal Zone	51	7,365	.....	.....	6	2,500	45	4,865
Panama	9	6,091	9	6,091	.....	.....	.....	.....
Uruguay	29	6,054	29	6,054	.....	.....	.....	.....
Haiti	22	5,325	22	5,325	.....	.....	.....	.....
Switzerland	8	5,234	8	5,234	.....	.....	.....	.....
Philippine Republic	14	5,121	.....	.....	.....	.....	14	5,121
Chile	10	4,250	10	4,250	.....	.....	.....	.....
Netherlands	54	4,216	.....	.....	.....	.....	54	4,216
Mozambique	21	3,848	3	2,408	.....	.....	18	1,440
Bahamas	26	3,660	26	3,660	.....	.....	.....	.....
Tangier	15	3,600	.....	.....	.....	.....	15	3,600
Italy	2	2,550	.....	.....	2	2,550	.....	.....
British Malaya	10	2,500	.....	.....	.....	.....	10	2,500
Sweden	8	2,449	7	1,089	1	1,360	.....	.....
Denmark	3	1,792	3	1,792	.....	.....	.....	.....
Surinam	9	1,726	.....	.....	3	1,726	.....	.....
Saudi Arabia	2	1,726	1	1,082	1	644	.....	.....
Ecuador	9	1,332	.....	.....	9	1,332	.....	.....
Peru	12	1,285	.....	.....	12	1,285	.....	.....
Lebanon	10	1,064	.....	.....	.....	.....	10	1,064
Nicaragua	5	1,005	5	1,005	.....	.....	.....	.....
Other Countries	523	37,580	51	12,948	320	13,519	152	11,113
<b>Totals</b>	<b>16,675</b>	<b>\$2,676,597</b>	<b>4,799</b>	<b>\$1,564,526</b>	<b>4,965</b>	<b>\$346,471</b>	<b>6,911</b>	<b>\$765,600</b>

**Jukes Pave Way**

The value of the music machine in paving the way for other coin products has been inestimable. Typically, foreign distributors be-

gin by importing a few music boxes. Later the sales to these same firms usually increase. Then many of them try out either some games or venders or both. The venders have appeal as a service product in the cities while the games are used to complement the diversion offered by music boxes. Once venders and games get a hold on the public in one city in a foreign country, they usually spread to other cities. But in most instances it is the juke box which has opened the door for other coin equipment.

Thru the first six months this year 53 different nations bought U. S. made coin machine products, representing virtually every section of the world. In addition to the countries mentioned, some of the other markets are Mozambique, Ireland, Sweden, Denmark, British Malaya, Italy, Chile, Bahamas, Peru, Lebanon, Nicaragua, Panama, Saudi Arabia, Surinam, Haiti, Uruguay, Philippine Republic, Dominican Republic, Netherlands and Ecuador. Each of them has shown more interest in coin machines in the past few years, tho many of them never imported coin equipment prior to 1950.

**Supply Problem**

Altho the expansion is expected to continue in the immediate years

ahead, U. S. firms specializing in exports now are concerned about the supply problem. Already, it is difficult to find the quantity of equipment needed to fill orders on hand. Many of the plants, which formerly turned out volume production of games, venders and music boxes, have had to curtail part of their output because of the shortage of essential materials and the partial conversion to defense production. Many plants feel they will not be able to manufacture coin machines by next spring and some expect to be in 100 per cent defense work by the end of 1951.

Naturally, this has stepped up the domestic demand for late model equipment and therefore much of it normally slated for export will be bought by U. S. distributors and operators. Thus if the present trend continues there will be few if any units left for export. The one bright spot in the supply picture is that some U. S. exporters, hoping to keep a foothold on the recently established overseas outlets, plan to keep a portion of equipment for foreign firms. Most of this group distribute domestically as well as in other countries and they realize the potential of the export marts in the years to come.

## Coin Machine Exports

June 1951

Country	Total			Phonographs			Venders			Amusement Games		
	No.	Value	Average Price	No.	Value	Average Price	No.	Value	Average Price	No.	Value	Average Price
Canada	910	\$ 97,565	\$154	103	\$ 15,853	\$154	403	\$39,057	\$ 97	404	\$42,655	\$105
Venezuela	157	75,995	614	119	73,150	614	.....	.....	.....	38	2,845	75
Belgium	354	66,377	449	82	36,807	449	12	1,260	105	260	28,310	109
Cuba	173	46,973	272	173	46,973	272	.....	.....	.....	.....	.....	.....
Salvador	35	21,169	605	35	21,169	605	.....	.....	.....	.....	.....	.....
Mexico	150	17,604	111	108	11,968	111	42	5,636	134	.....	.....	.....
France	339	14,650	.....	.....	.....	.....	.....	.....	.....	339	14,650	43
Guatemala	16	10,546	659	16	10,546	659	.....	.....	.....	.....	.....	.....
Japan	14	6,306	450	14	6,306	450	.....	.....	.....	.....	.....	.....
Mozambique	21	3,848	803	3	2,408	803	.....	.....	.....	18	1,440	80
Switzerland	6	3,727	612	6	3,727	612	.....	.....	.....	.....	.....	.....
Honduras	6	3,678	613	6	3,678	613	.....	.....	.....	.....	.....	.....
Tangier	15	3,600	.....	.....	.....	.....	.....	.....	.....	15	3,600	240
Ireland	4	2,288	572	4	2,288	572	.....	.....	.....	.....	.....	.....
Netherland Antilles	5	2,129	426	5	2,129	426	.....	.....	.....	.....	.....	.....
Colombia	3	2,065	688	3	2,065	688	.....	.....	.....	.....	.....	.....
Sweden	1	1,360	1,360	.....	.....	.....	1	1,360	1,360	.....	.....	.....
Peru	12	1,285	107	.....	.....	.....	12	1,285	107	.....	.....	.....
Lebanon	10	1,064	106	.....	.....	.....	.....	.....	.....	10	1,064	106
Other Countries	129	6,618	289	4	1,159	289	80	3,594	44	45	1,865	41
<b>Totals</b>	<b>2,360</b>	<b>\$387,847</b>	<b>.....</b>	<b>681</b>	<b>\$240,226</b>	<b>.....</b>	<b>550</b>	<b>\$51,192</b>	<b>.....</b>	<b>1,129</b>	<b>\$96,429</b>	<b>.....</b>



# Opportunity Knocks Twice, Ops Discover

**Industrial Expansion Means More  
Business for Vending Operations**

By FRED AMANN

THREE MILLION new workers being recruited in the nation's industrial expansion program, a focal point of which is Midwest's already teeming plant population, are providing opportunity's second and third knocks for vending operators. By mid '52 a total of 68 million workers will make up the nation's production force, it is forecast.

Automatic merchandising's role in this plant and worker expansion is definite; from a "tolerated" new idea in in-plant feeding prior to 1940, vending machines have now become a demand-item on the employee level and a production, morale and industry benefit in plant management's eyes. To realize the fullest potential in their factory installations, operators have been quick to systemize their machine placement, to diversify to more completely satisfy their individual plant-location's requirements.

Vending's appeal for industrial executives centers in the twin facts that, at no cost to management, it offers self-supporting food and refreshment service in a minimum amount of floor space. And with the present added impact of stepped-up defense output, such factors as (1) round-the-clock ability of venders to cover the meal and snack needs of all work shifts and (2) meet expanding employment requirements act to provide even a stronger pro-vender plant attitude.

As a result, plant managers have written off earlier fears that vending machines would "disrupt production." Majority of the plants which had formerly barred venders entirely, now have them not only in halls, recreation areas and near time clocks, but on the production floor.

## Vender Variety Grows

Surveys of industrial vending trends during the past year show that while all so-called "standard" items (candy, soft drinks, gum, nuts, cigarettes) are being moved thru more machines in more plants than at even the World War II peak, five "new" products have entered the high-volume bracket in in-plant vending. In the order of greatest increase, these are (1) coffee; (2) cookies; (3) fruit juices; (4) ice cream and (5) milk.

One survey, conducted earlier this year by the Field Research Division of the Paper Cup and Container Institute, Inc., included several hundred factory managers and revealed that venders would get the nod in future plant feeding expansion. Consensus was that if such facilities had to be increased "as a result of stepped-up production in the defense economy, we (plant management) will rely heavily on food and drink vending machines to supplement cafeterias, snack bars and food carts." The predicted production increase has occurred—operators are now mov-

## SALES POINTS

Vending's "Vital 3" selling points for plant management venders are:

1. Self-supporting, cost management nothing; will provide funds for employee benefits or additional plant revenue.
2. A means of supplying complete food, refreshment service in a minimum of floor space.
3. Round-the-clock providers of snack needs; service all three shifts with equal ease, fairness.

## OP PROGRAM

Operators are bettering industrial location relations by:

1. Diversification; one firm provides a complete product package service to individual plants.
2. Catering to women workers; increased numbers of whom are an important factor in industrial vending.
3. Setting up complete battery installations by plant departments, thus eliminating need for inter-department travel by employees.

ing in more equipment in present plant sites, gaining new installations as new factories are activated.

To accommodate such increases, operators are methodically shifting present equipment to permit new-plant installations, or are taking delivery on new machines ordered earlier in anticipation of future needs and placing orders for future delivery of still more equipment. Where the problem is primarily one of greater volume in present plant locations, due to larger worker staffs on either the per shift or number of shift basis, or both, operators are meeting it by doing one or a combination of three things:

1. Increasing frequency of servicing.
2. Using larger capacity equipment.
3. Using more equipment per plant.

### Operators Report

Indicative of the uptrend in plant population in the Milwaukee area is this representative comment by Herb Geiger, Geiger Automatic Sales: "We have noticed a definite increase in volume per machine due to larger numbers of workers in the vicinity of each piece of equipment."

Pointing up what could at first glance be interpreted as a negative development, Erich Rakow, of Milwaukee Canteen Company, follows it thru to a logically brighter conclusion. "One of our plants had 6,000 employees six months ago and now has 4,000. The comforting factor is that business conditions are at a high peak and these 2,800 vending patrons are not in reality lost—they have shifted to other plants and are still available as customers."

Rakow sums up the favorable over-all picture with: "There has been a per machine increase generally; gross volume is up because customers lost at one plant are regained at another."

When the industrial program gathers momentum thru this fall and winter, diminishing worker staffs in individual plants will not be even a minor factor in machine placement; the picture then will be one of increasing personnel in the average factory, the addition of new employees who have not left jobs in other plants in the same area.

### Motorhome Vender

Another Midwest industrial center, Detroit, is gradually coming thru the transition period of primarily auto production to a dual one of auto and defense material. Worker staffs, which have not been at their maximum levels during recent months, are now about to edge upward again, this time to a point above peak 1948-'50 levels, and signs are they will surpass wartime 1942-'45 records. This is important, because motor city plants are confirmed vender users. Work-bench and production line proximity of all types of vending machines has won industrial management's approval. One example is the Cadillac plant of General Motors Corporation.

Here, venders are located so close to the assembly line that a worker can always buy himself a cold drink, cigarettes, candy etc., "between cars."

One of the factors entering the industrially located vender volume picture is the worker's rate of pay. The higher this is, the greater number of sales the plant venders will make. Thus, because night shift workers are higher paid than day personnel, the former are proportionately better vender customers. This is an important factor in scheduling machine servicing; late afternoon rather than morning calls are the pattern in such plants, operators report.

In the central Midwest, thru the Fox River Valley industrial area, increased vender placement in the many small-town plants is proving the rule rather than the exception. A pioneer operator in the industrial field here, Edward Baratz, of Q Automatic Sales Company, Aurora, Ill., reports general business volume has increased over 48 per cent over 1939 levels. Since 1938, his plant locations are returning better than 25 per cent greater sales per month per machine.

He attributes the greater number of workers, plus the fact that these workers are now accustomed to using vending equipment, as the explanation for the increase. Baratz stresses that the per machine volume bears no semblance of that prevalent when he first installed venders in plant locations 28 years ago.

### Location Relations

A three-point rule of thumb followed by the average successful industrial vender operator in the past to cement management relations remains just as valuable in these easier entree' days. They are:

1. Try to make personal acquaintance of plant owners and managers; continue to develop new business friendships.
2. Suggest positions for venders in a plant, but leave final decision to management; often an unpromising corner location turns out to be tops and too, if management-suggested positions do not pan out, operator earns its co-operation and good will and be free to re-locate equipment.
3. Do not permit routemen to make manual sales while filling machines; this raises "favoritism" issue in plant employee ranks, invites displeasure of plant management and also makes it difficult to maintain close control over merchandise inventory.

## Salt Lake Game Licenses Reach All-Time High

SALT LAKE CITY, Oct. 6.—Revenue of at least \$20,000 is paid into Salt Lake City coffers annually by marble machine operators, it was reported this week.

The city has licensed 364 machines since the current licensing period began July 1, representing an investment of more than a quarter of a million dollars.

Games operating with city licenses are at an all-time high, the report also shows. Only 354 machines were licensed in the same period last year.

Licenses are renewable every six months for a fee of \$27.50 for each machine. This amounts to approximately \$20,020 a year in license fees. Pinball operators also pay a \$10 yearly federal tax on the devices.

## Dime Play Question Remains Unanswered

**Tests Bring Variable Results;  
Operators Now Await OPS Ruling**

While the industry as a whole awaits a decision by Office of Price Stabilization on dime play, it is not this, but rather the field tests which will ultimately spell the success or failure of 10-cent play on the nation's juke boxes. And from those tests which were in the process when the OPS stepped in, there was considerable doubt that the dime would supplant the jitney as phonograph tender.

Initial tests of the higher per-play price brought a wide variety of results, ranging from "completely successful, in some areas to failure in others. In many large urban areas there were no attempts made to test dime play, while in others it was reported all operators in the vicinity were testing hand-picked locations. Some operators found their initial tests so good that they were in the process of pushing the bulk of their routes up to a dime when the OPS issued its statement of policy on the hike—others had already dropped dime play and returned to the nickel price weeks prior to the OPS action.

Thus, even before a situation such as the one posed by the OPS, it was obvious to many traders that there was still much testing, and then more re-testing, necessary before any over-all picture of dime play could be determined.

### It Can Work

Admitting that each juke box operator poses its own peculiar

1. Higher grosses (with, in many cases, less plays).

### Pros . . .

Those operators who favor the jump to ten-cent play on the nation's juke box list the following reasons for their attitude:

1. Despite less plays, higher grosses are obtained.
  2. Fewer service calls and less supply costs.
  3. More play stability.
  4. The time is right for the move to a dime—everything else is going up including the pay telephone calls.
  5. Longer life for phonographs and records.
- problems, many of those operators who successfully tested dime play reported "it can work—and when it does, its advantages are many." Listed as some of these were:

2. Savings on service calls and record replacements.

3. More play stability—with regular customers retained, but fewer "extras" placing coins in the juke.

4. Timing. With costs of most items rising at the retail level, there was less resistance to the increase in juke fees.

5. Longer life for the phonographs.

In individual cases there were other factors involved which helped the dime play cause. For example, an operator in Milwaukee reported that altho he was opposed to the jump to a dime, he was forced to set a machine at the higher price by a location owner or lose the spot. The hike, it was quickly discovered, brought a loud response from customers. They were willing to pay the dime—but they wanted different records. As a result, this operator studied his programming methods, found he was considerably off base in many of his spots.

### Disadvantages

Just as vociferous in their stand were those operators who tested dime play, found it wanting, then returned to a nickel. They list as some of the disadvantages of 10-cent play the following:

1. Strong public resistance, dropping the over-all gross considerably below those chalked up with nickel play.
2. Higher cost (and in some cases shortage of materials) of

converting equipment to dime play. On this score wall box conversion were singled out.

3. While placement of new machines at a dime was found, in some cases, to work, in many others instances operators said it made no difference, old or new, the public would not play the box at a dime.

4. General high cost of living which has had a definite effect on amusement spending.

### Alternatives

Pros and cons of dime play, discussed at great lengths by operators in all parts of the country, served to bring to the fore one fact—phonograph operators must find ways and means of increasing the weekly gross on routes.

Whether it be dime play, or by some other means, these operators say that even the upswing in their business this year, and the prospects that this increased play trend will continue for some time to come, must not deter the search for new methods of increasing play at the location level.

Among those plans which have been discussed, and in some cases, are being tested at this time, are:

1. Guarantee contracts, wherein operators are assured of set incomes each week on their equipment. These guarantees are usually scaled—starting off with the highest amount for new equipment, graduating down according to the age of the phonograph.
2. Promotion programs. These range from television and radio tie-ins to on-location tie-ups via posters and table cards.
3. Mystery tunes featured on the selector panels, with or without giveaways.
4. Hit Tune of the Week promotion.
5. Special programming.

### No Over-all Pattern

Perhaps the most significant factor to emerge from the dime play tests was that no set pattern could be determined on a national basis from those results obtained to date. In fact, most operators agreed that tests were so inconclusive that even regional patterns were impossible to form from the initial results.

What could be termed a successful test in one area, could bring completely different results a few miles away. Even individual operators reported they had

### . . . And Cons

On the other side of the fence on the dime play question are operators who list the following objections to the increased per-play fee.

1. Public resistance to the ten cent tab.
2. Lower grosses chalked up in tests ranging from a few weeks to several months.
3. Location resistance to increased juke prices.
4. High costs involved in converting large routes and difficulties involved with wall boxes, etc.
5. Increasing high cost of living which is already cutting amusement spending by a large segment of the public.

found that while some of those phonographs on their routes set at dime play had brought in higher grosses—others had dropped alarmingly, calling for immediate reconverting to a nickel.

As of the fall of 1951, it was obvious that as far as increasing juke box play to a dime was concerned, a long road remained to be traveled. Most operators who were interested in the move to a higher per-play price were decided that granting an OPS approval to increase the price, the best policy would be to watch and wait—perhaps by next spring more conclusive reports would be in—and the long-awaited pattern would be formed.



# Country Music Grows As Juke Gross Hypo

**Close Co-Operation Between Ops, Artists, Promotion Are Factors**

By JOHN SIPP

TWO important trends have worked together to place country and Western recording artists in a most enviable position in juke box play during the past year. First, and most important, is the generally recognized fact that country music has seen its greatest general acceptance since record firms took on rustic warblers approximately 12 years ago. Not only have these artists won top acclaim, but Western and h.b. tunes and publishers have benefited.

Secondly, the country artist has suffered less than any other category of recording artists because of the inroads of TV. Video has least affected the climb of the oatuner because country music continues to get its greatest play

spinners working consistently on rustic disk shows across the country. These d.j.'s are not confined to the South, as had been the custom previous to 1950. States, such as Michigan, Illinois, Indiana, Pennsylvania and the entire New England area have blossomed forth with a host of d.j. shows, plugging country wax.

Radio has discovered a good mail-order business in the post-midnight period. It's estimated that at least 70 per cent of the powerful 50,000-watters, which operate all-night disk shows, are using strictly h.b. and Western wax. Latest to swing into this trend was WLW, Cincinnati, which added a five-hour all-night country wax show last week. Other stations airing all-night rustic shows are: WWVA, Wheeling, W. Va.; WRVA, Richmond, Va.; WCKY, Cincinnati, and KMOX, St. Louis.

**Close Co-Op**

Country artists, realizing the

Artist	Recording Affiliation	No. of Hits in 1951
Hank Snow	RCA Victor	4
Stuart Hamblen	Columbia	1
Eddy Arnold	RCA Victor	4
Tennessee Ernie	Capitol	2
Hank Williams	MCM	5
Lefty Frizzell	Columbia	3
Pine Topppers	Coral	1
Jimmy Wakely	Capitol	1
Johnny and Jack	Victor	1
Carl Smith	Columbia	1
Arkie Shibley	4 Star	1
Moon Mullican	King	1

in the isolated hinterlands, where the coaxial TV cable hasn't penetrated and probably won't for from three to five years. Checks of these areas indicate that the boxes carry from 60 to 80 per cent country music title strips.

**More New Artists**

During the past 12 months, the country music artist situation on the juke boxes has been a healthy one, for more new artists have been developed than at anytime during the past five years. Partly responsible for this upsurge of newcomers, who bring new and interesting voices to the juke via their platters, is the fact that KWKH, Shreveport, La., and to an extent, WSM, Nashville, have encouraged new artists to join their talent rosters. Working from these two powerful 50,000-watters on live shows, these new record names have won a host of new friends.

A tabulation of the top tunes, as listed on the Most Played Juke Box Folk (Country and Western) Records' chart of The Billboard during the past 12 months, shows that the standard top artists haven't lost their punch, despite the emergence of these newcomers. Establishing the premise that a record, which played 10 or more weeks as one of the top 10 in this important juke box tabulation, signifies that the artist has a nation-wide hit, the artists listed above scored on the juke.

Of these 12 artists, who can boast of one or more 10-week records on the juke box tabulation, as polled weekly by The Billboard from questionnaires sent to juke ops across the country, seven are newcomers to the top-bracket. Of these, three of the novices currently have hits riding so close to the 10-week mark to indicate that by November 1, they'll qualify for additional hits on this list.

**Check Territory**

Juke box operators, who are wondering whether or not to place the first or additional h.b. and Western platters on their boxes, would do well to carefully check their territory for the presence of powerful d.j. shows which utilize country music as fare. A recent check by The Billboard indicates there are more h.b. disk jockeys currently doing five-or-more shows per week on outlets from 100 to 50,000 watts than at anytime in the past. It is estimated that there are 1,200 platter-

powerful promotion media they have in the juke box, have been the closest to juke ops in their work. This is best attested by their big attendance at the last two Music Operators of America conventions held in Chicago during the spring. Almost every name artist in the barefoot field attended the 1950 and 1951 sessions, and the banquet floorshow of the 1950 convention was a long parade of top rustic names, while several appeared at the 1951 revue. The proportion of h.b. and Western artists to attend the MOA meet is about five to one, when measured against pop or rhythm and blues artists.

Hillbilly and Western artists are able to get a clearer view of the impact of continuous juke box play than their contemporaries in other wax fields, because they are continually traveling between their week-end jamboree dates. It's known that they personally survey juke box listings at the various locations, where they stop during their touring to check as to what numbers are listed. In addition, they not only attempt to contact local d.j.'s, but also are well acquainted personally with the various juke box firms in the areas, which they continually traverse.

## Allied Intros New Conversion

CHICAGO, Oct. 6.—Allied Coin will introduce a new conversion at the Midwest Coin Machine Convention in Omaha October 15-16, Vic Weiss and Bill Knapp, partners, announced this week.

Unit, designed for use on Chicago Coin All-Twin and Universal games, features jumbo light-up pins and electrical roll-overs. Conversion is designed to eliminate switch and wire form breakage and a rubber backing on the playfield for faster action. Only removal of two screws are required to change burned-out lights, and the entire unit can be installed on location.

Firm will also display a complete line of premiums at the convention.

# Manufacturers Face More Material Cuts

**Substitutes Will Help Firms Hurdle Emergency Period; See Fewer Machines**

By BEN ATLAS

THREE MONTHS since it made its debut in piecemeal form, the government's Controlled Materials Plan to limit the use of scarce materials now is swinging into high gear. With CMP affecting the entire coin machine manufacturing industry, the current outlook for materials is less gloomy than it was when the plan was first launched.

National Production Authority expects not even a thaw in the

quarter for 70 per cent of the steel; 60 per cent of the copper and 50 per cent of the aluminum they used during the first six months of 1950. Because of shortages, however, no manufacturer received the full allotment requested. Manufacturers of coin-operated music machines, for example, found their CMP allotments for the final quarter of this year ran at about 60 per cent of steel, 54 per cent of copper and 48

100 tons of carbon steel; five tons of alloy steel; 500 pounds of stainless steel; 4,000 pounds of copper and copper-base alloy, and 1,000 pounds of aluminum. Manufacturers who require more than these allotments must submit applications to NPA in Washington.

Advance 1952 allotments were made to manufacturers who filed for fourth quarter 1951 allotments in order to give them time to place orders for future delivery of scarce materials. But only manufacturers who filed at field offices for small allotments received firm advance allotments. Manufacturers, whose advance allotment was large and who filed with NPA in Washington, may have their tentative first quarter 1952 advance allotment reduced or increased. Changes will be reflected in the first quarter 1952 allotment. Any manufacturer who received fourth-quarter 1951 allotments from NPA in Washington must file for each succeeding quarter, even though he requests no allotment, in order not to jeopardize his eligibility for future allotments, NPA says.

NPA also regulates building construction by the coin machine and other industries. Builders requiring more than specified amounts of scarce steel, copper and aluminum must also apply for quarterly allotments. Fourth-quarter 1951 structural steel allotments were drastically cut, but firms could re-apply for first-quarter 1952 allotments.

## 1952 PRODUCTION AIDS

- ✓ Advance 1952 allotments made by NPA for manufacturers filing fourth quarter 1951 allotments to facilitate delivery of scarce materials.
- ✓ Stepped-up steel scrap collection (mills use one-half ton of scrap for each ton of steel produced).
- ✓ Expect more copper from: (1) domestic mine development; (2) more imports thru lowering of foreign prices.
- ✓ NPA forecasts freeze-up thaw of vital materials "sometime in 1952."

freeze-up of vital materials until "sometime in 1952," but, in the meanwhile, according to NPA, several non-defense industries, such as vending machine and music machine manufacturers, are gearing to the emergency by introducing substitutes which in some instances are more than making up for scarcities.

Starting immediately with the inaugural of the second quarter of the CMP, manufacturers in all industries are finding it virtually impossible to obtain suitable quantities of controlled materials without CMP allotments. Defense industries are expected to gobble up even greater quantities before the second quarter's end.

**Copper Outlook**

Hope for greater copper supplies by 1952-'53 rests on development of domestic mines and construction of new processing plants, as well as on a solution of the high price of foreign copper which has tended to limit U. S. imports. Meanwhile, allotments of copper to coin machine manufacturers and other industries were affected by labor strikes both here and abroad. Altho in general U. S. production of refined copper is continuing at the high level reached last year when more than one million short tons was produced, some 30,000 tons of copper was lost as a result of summer work stoppages at domestic smelters. In addition, a longshoremen's strike in Chile recently stopped deliveries from that country. The U. S. has been depending on imports for about 20 per cent of her copper supplies.

Manufacturers of coin, vending and coin-operated music machines also have a stake in the government-sponsored steel scrap collection drive. Mills use about half a ton of scrap for each ton of steel produced, and a lagging scrap drive may result in further cuts into steel allotments to non-defense industries. Thirty-six million tons of scrap must be "harvested" if the country is to reach its 1951 production goal of 110 million steel tons, and the 1952 goal of 118 million tons, the Defense Production Administration warns.

**Procedures**

With these uncertainties clouding the picture for coin machine manufacturing in 1952, the industry can do no more than "harvest" for the final quarter of the year on the basis of notices received in September on the CMP allotments for that quarter. In general, coin and vending machine manufacturers initially planned to cut production by at least 30 per cent from production rates during the first six months of 1950. An NPA order dated September 17 permits manufacturers to order up to 40 per cent, instead of the previous authorization for 35 per cent, of their quarterly allotments for any month of that quarter.

Under NPA's CMP rule, manufacturers of coin and merchandising machines could apply each

per cent of aluminum, compared to amounts they used during 1950's first six months.

**'52 Allotments**

NPA is presently considering applications from coin machine manufacturers and other industries for allotments for the first quarter of 1952. Manufacturers, who have not previously filed, should apply at the nearest Department of Commerce field office if their requirements for each 1952 quarter are equal to or less than

## Calendar for Coinmen

- October 9, 23—Amusement Machine Association of Philadelphia, semi-monthly meeting, Broadway Hotel, Philadelphia.
- October 9—California Music Guild, monthly meeting, 311 Club, Oakland.
- October 9—Automatic Phonograph Owners' Association, monthly meeting, Gibson Hotel, Cincinnati.
- October 10, 24—Music Merchants' Guild, semi-monthly meeting, Narragansett Hotel, Providence.
- October 10—Music Operators of Northern Illinois, monthly meeting, Hapsburg Inn, River Road (North of Des Plaines).
- October 11, 25—Connecticut State Coin Association, semi-monthly meeting, Torrington, Conn.
- October 11—Michigan Automatic Phonograph Owners' Association, Inc., monthly meeting, Maccabees Building, Detroit.
- October 11—Oregon Music Association, bi-monthly meeting, 827 S. W. 13th Avenue, Portland.
- October 14, 15, 16—Midwest Coin Machine Convention, annual meeting and exhibit, Paxton Hotel, Omaha.
- October 15—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- October 16—Music Operators' Association of Indiana, Inc., semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.
- October 17—New York State Operators' Guild, Nelson House, Poughkeepsie, N. Y.
- October 22—Phonograph Owners' Association, monthly meeting, Broadway Hotel, East St. Louis, Ill.
- October 25—Michigan Self-Service Laundry Association, monthly dinner-discussion meeting, Detroit-Leland Hotel, Detroit.
- October 25—California Music Guild, Northern Division, monthly meeting, Sacramento Hotel, Sacramento.
- October 29—Illinois Amusement Association, monthly meeting, 208 North Madison Street, Rockford, Ill.
- October 30—Automatic Music Operators' Association, Inc., monthly meeting, Park Sheraton Hotel, New York.
- October 30—Western Vending Machine Operators' Association, monthly meeting, Los Angeles.
- November 12, 13—National Association of Gum Vendors, first annual convention, Hollenden Hotel, Cleveland.
- November 12, 13, 14, 15—National Automatic Merchandising Association, annual convention and exhibit, Cleveland Auditorium, Cleveland.
- November 12—Wisconsin Phonograph Operators' Association, monthly meeting, site to be announced.
- November 25-28—National Association of Amusement Parks, Pools and Beaches Annual Trade Show, Sherman Hotel, Chicago.



# Premium Biz Offers Coinmen Challenge

**Smart Merchandising Can Result In Increased Profits, Customers**

VALUE of premium merchandise as a complement to the regular trade of the distributor has been proved many times in the past two years. In some cases the clever handling and displaying of premiums has helped comparatively new firms to win national recognition almost overnight and gain a strong position in the field. But like any other business, success in premium merchandise depends on several factors, hard work and a bit of luck.

The premium business got its start with the coin machine distributor about the time shuffleboard was reaching its peak of popularity as a pay for play sport in public locations. Shuffleboard in itself had sufficient play appeal at that time but because it lent itself to team and match play so easily, manufacturers and operators of this type of equipment felt the trophy and prize idea would be added play incentive. Later when the shuffle game was the hub of activity in amusement game play, the idea of trophies first and later useful premium items for the home or individual was a carryover.

Distributors, at the outset, started to handle premiums merely as a service for their operator customers. Basic idea was to save time for operators on a buying trip. Instead of stopping in one part of town to buy new or trade used coin machines and then visit another section to look up premiums, some distributors started to handle premiums. Operators thus could complete two missions on a single buying trip.

## Gifts, Too

It soon developed that coinmen were not only buying premium merchandise to use in connection with their routes but were also stocking up on birthday and seasonal gifts for their friends and relatives. As a result, distributors who felt there was a future in the premium merchandise field expanded their lines to a point where they included lower priced home appliances such as toasters, sharpeners, mixers and in addition pic-

nic and dish-sets. They also kept in stock popular items such as dolls and other toys.

Proof of what premiums can do are the examples set by First Distributors, National Coin Machine Exchange, World Wide Distributors and Ace Premium Sales, all Chicago firms. Each has added merchandise to a point where virtually any type of premium or gift item can be had on their premises.

For First Distributors, premiums meant contacts with a comparatively large segment of the operator trade in a short time. Tho the owners of the firm had been in the trade for a number of years, the firm itself was new when the significance of premiums became pronounced. From its modest premium display of a year and a half ago the firm has expanded its space for this merchandise until it now has a whole first floor devoted to all types of premiums, and a gift section occupying half of its two buildings. Another firm, Ace Premium is now set up exclusively in the premium field. Its owner, Ralph Sheffield, formerly associated with one of the largest coin machine distributor houses in the Midwest, decided that the premium business in itself was big enough to specialize in, resigned his post, and opened the new company.

## Not Easy

Experience in the premium field shows that it is not an easy business to handle. Among other things, the merchandise must be given a lot of display space which some distributors feel is not worth while in view of the small margin of profit. And since it is a marginal field, the premiums must be selected carefully to insure popular business and must be purchased at rock bottom prices. For if the volume business is not forthcoming and the prices are not attractive the profit percentage is difficult to realize. Another drawback is premiums must be bought in large quantities by distributors in order to get the benefit of quantity wholesale prices. This naturally ties up a lot of ready cash and not all distributor houses are willing to take this risk.

Currently, one of the major problems is locating popular merchandise at attractive prices. The smaller electrical appliances are not in the quantity they were a few months ago because of defense priorities and most of the premium prices have been raised one or more times in recent months. Like every one, distributors do not like to raise prices on merchandise they have been handling for some

# Promotion Drive By Fla. Op Org Gets Under Way

**Allows Associate Memberships for C. M., Wax Distribs**

MIAMI, Oct. 6.—The Amusement Machine Operators' Association of Dade County (AMOA) is issuing its first batch of stickers to be placed on coin-operated equipment belonging to members of the recently formed organization.

Bearing the legend AMOA and the operator's number, the stickers cover the three-month period from October 1 to December 31, 1951, and sell for 25 cents each per month—or 75 cents apiece for the three-month period. It was agreed at the September 27 meeting held in the Biscayne Terrace hotel that operator-employers will be held strictly accountable for every label placed on equipment by men in their employ and that rigid control of the identifying labels must be exercised.

Formed less than two months ago, the AMOA already has on its membership rolls approximately 90 per cent of the operators of music, pins, shuffle, arcade and other amusement machines in Dade County.

Members voted at the September 27 meeting to admit coin machine and record distributors as associate members without voting privilege, with dues set at \$5 a month and three months payable in advance. An associate members membership committee to screen such applicants was created with the following members: Maurice Horwitz, Willie Blatt, Jack Kauffman, James (Moon) Mullins and J. P. Morgan.

President Duke Luker appointed the following as members of the publicity committee: Ozzie Truppman, Hyman Darling, E. C. Van Dyke, Eddie Petrocine and George Maier.

A membership committee to pass upon operator applicants also was named. Members are Irving Lemlich, Joe Mangone, Dave Friedman, Buster Anshell and Phil Zimand.

New members admitted to the AMOA were William Levey, Walter Zarzeke and Whitey's Music Company. A meeting of the executive committee followed the regular meeting. Next gathering of the AMOA will be held Thursday, October 25 at a place to be announced later.

time but they have no alternative other than adding new items which they have not previously handled.

## Future Bright

Currently, the future of premium merchandise seems assured. The majority of firms have found initial orders from operators gradually grow in quantity as repeat orders come in. Now, the problem is to locate not one but several sources for the scarce items which seem to have the most popularity. Most of the firms have handled this situation by attending premium shows and conventions not only in their own areas but by sending representatives to similar affairs in other parts of the country.

Tho the premium field has its headaches, there are compensating angles too. High among them is the fact that once a firm has been established as a leading premium house it draws a lot of inquiries from operators with whom it previously had no traffic. Naturally, this gradually leads to the sale of coin machine and allied equipment after the premium demands have been satisfied. Thus it is a valuable entree to new main line trade. Not only does it lead to possible trades and sales of coin machine equipment but also to repair and service work.

A final consideration is that premium business tends to mushroom in the form of repeat business. Once the premium house is established as having popular merchandise at right prices it leads to other operator sales via the word of mouth route.

# Shuffle Resurgence A Fact, Not Rumor

**Boards Offer Operators Extra Profits to Fight Rising Costs**

IT WAS just about two years ago that scuttlebut in the industry had shuffleboards going up in smoke. Operators, said some of these reports, were chopping up the longboards to make ready their woodboxes for the coming winter. And in some parts of the country diminishing grosses indicated the trade talk might be true.

Events in the ensuing months, however, all but dissipated this talk. Dollars and cents earned by thousands of shuffleboards long clear of financing have proven this type of equipment can mean the difference between profit and loss in a game operation. And because the dollars keep mounting, the industry today is noting a resurgence in this phase of its business.

Geographically, shuffleboard today shapes up along the following lines. In the East, birthplace of big-time shuffleboard, the game continues to hold many of the players developed three years ago. American Shuffleboard Company, headquartered in New Jersey, has found its sale of boards increasing steadily, and its activities in the league and tournament field appear to be steadily growing.

## Midwest Picture

In the Midwest, where shuffleboards have run hot and cold during the past 24-month period, the resurgence is marked. From Detroit, where a national championship tourney this spring climaxed a successful league season, thru the Wisconsin resort area and into the more heavily populated areas of the Dairy State, down into Illinois and westward into Missouri and Iowa, shuffleboard locations have grown by leaps and bounds in the past few months, and there is every indication this trend is only beginning.

In Miami, there are hundreds of shuffleboards operating thruout the year. Little publicized, the boards are excellent grossers, require practically no servicing and, more important, serve to acquaint the thousands of vacationers going to Miami every month with the game.

## Promotion Aids

Perhaps the most significant factor in the resurgence of shuffleboard as a profitable operator piece of equipment is the promotion which a few manufacturers kept going in the face of the tumbling grosses during the "low" period.

American, Rock-Ola and Purveyor, each with a major stake in the industry, took up the burden of shuffleboard promotion at a time when it appeared they were throwing good money after bad—when the wisecracks declared the game was "thru" and that the hypo didn't exist which could revitalize the industry.

Local, regional and national championship tournaments were planned, with the manufacturers underwriting all or a great portion of the expense. Valuable prizes, both in cash and trophies, were offered as a lure, and teams quickly grabbed the bait. In the beginning, when the downward trend was gaining momentum, entries in the local and State tournaments were scattered—but when teams were offered the opportunity to pick up several thousand dollars in prize money, there was a noticeable pick-up in interest.

## See Banner Year

Today, with valuable months and years of experience in planning, promoting and conducting tournament play, these manufacturers (Purveyor has now absorbed the Rock-Ola tournament and operation divisions) forecast the best year in their history is about to get under way.

They base their forecast on the following factors:

1. Production of new boards, now greatly reduced over previous years, will be adequate to meet demand no matter what the

supply of materials will be in the next 12-months, barring an all-out war.

2. Majority of the boards now in operation thruout the country are now free of all financing, and earnings on the boards have stabilized, thus assuring the operators steady and important incomes from their equipment thruout the year.

3. Servicing of boards is negligible, a factor of great importance to operators who are constantly battling rising labor and material costs and expensive service calls.

4. The orders for boards which have been received in increasing numbers since last August. A survey of operators ordering the boards reveals that in the heavy majority of the cases, locations have made the initial request—operators themselves have not made any concentrated efforts to open up locations.

## Production

Unlike other phases of the coin machine industry, manufacturing of shuffleboards appears assured during the critical year of 1952. Quantities of material required to build the boards which will be in demand during the coming year will be such that allocations will have practically no effect on output.

American and Purveyor, both plan to step-up their sales programs. Both firms will tee-off the coming season by exhibiting at the Midwest Coin Machine Convention in Omaha, October 15-16. Simultaneous with this showing, both firms will be inaugurating their 1951-'52 tournament seasons, with leagues competing in at least twice as many cities as they did last year.

American leagues will be in operation from one Coast to the other, while Purveyor, augmented by its Standard Shuffleboard Leagues, Inc., and Peerless routes, again will be heavy in the Midwest. Initial Purveyor league activity started late in September, and by the end of October, the firm's leagues will be functioning thruout the Midwest.

## Local Activity

Detroit again will be one of the major shuffleboard centers during the coming season. The Detroit Shuffleboard Association initiated its planning for the coming season immediately after conducting a national championship meet in conjunction with that city's 250th birthday celebration this spring. Fred Chlopan, head of the DSA and also president of the Table Shuffleboard Association of America, said the early entries this year had indicated a heavy increase in locations.

Radio and newspaper promotion again will be a feature of the 1951-'52 season in Wisconsin, with a five-station radio hook-up thru the State carrying daily and weekly programs on the game.

In Chicago, league play will, for the first time, be publicized in the press. League secretaries will send team standings and news items to the daily newspapers, and radio sportscasters, augmented by television commentators, have also indicated they will assist in the promotions.

Outlook on the West Coast also is bright, with teams already competing in that area.

## Conclusion

While those in the shuffleboard picture are agreed the game will not offer any phenomenal developments such as those of a few years ago—they do believe it will enter a phase of steady growth. Players are now being developed who will stick with the game, the same as they do in bowling.

Given the added impetus of national tournaments, with the resultant cash prizes, operators believe their customers are now steady ones, and that because of the very nature of the game, the number of players will steadily increase. And so will the operator's grosses.

# SEASONAL BEST SELLERS

The following items have been found to be the best premium offers on location during the four seasons of the year, according to operator reports and actual purchases.

## Spring

1. Fishing equipment.
2. Electrical household supplies.
3. Jewelry (custom and higher-priced items such as watches).
4. Radios.

## Summer

1. Fishing equipment.
2. Picnic sets (including hampers plastic dinnerware, etc.).
3. Inflated toys (mostly for beach use).
4. Portable radios.

## Fall

1. Blankets.
2. Hunting and fishing equipment.
3. Footballs and football gear.
4. Electrical cooking utensils.
5. Radios.

## Winter

1. Toys (especially for the Christmas trade).
2. Jewelry.
3. Radios.
4. Electrical gift items such as waffle irons toasters, etc.
5. Lamps.



## Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

**TAX TAKE REGISTERS GAINS.** Most amusement fields chalk up boosts in yields (General Department).

**PRODUCTION SHIFTS MAY OFFSET METALS SCARCITY.** Instrument makers may feel pinch less with new order (Music Department).

**RECORD COMPANIES IN CHRISTMAS DRIVE.** Columbia, Decca begin season push (Music Department).

**MERCURY, MGM STRENGTHEN CATALOGS.** Merc readies for fall-winter rush; MGM in biggest recording period (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

## Baseball Murders Juke Box Grosses

CHICAGO, Oct. 6.—The Brooklyn Dodgers weren't the only ones overpowered by the onrushing New York Giants this week. Reports from all parts of the country indicated the baseball coverage via radio and television of the three-game National League play-offs from Monday thru Thursday (1-3), followed by the World Series contests starting Thursday (4) and continuing thru the balance of the week, has killed practically all afternoon juke box play.

Where television was not in operation in public locations, radio took up the slack. In those cities where there was no television, locations rushed out to install radios

prior to the Monday game—and made sure the sets were widely publicized. Large signs were hastily prepared, then were plastered over windows, announcing the fact that the games could either be heard or seen on the inside.

While locations here reported bar business up as a result of the week-long baseball excitement, operators said that initial checks revealed grosses "off sharply." By the end of the week ops were hoping for a rapid conclusion of the series, and a return to normalcy.

In general, ops reported the one-week period of television and radio competition had been the "toughest ever seen."

## Canadian Music Rep Firm Changes Hands

TORONTO, Oct. 6.—Purchase of Baldwin Distributing Company, Canadian distributors for Seeburg, has been completed by Reg. C. Gilchrist, president and sales manager of the company.

Story of the purchase completes a climb over the past 18 years in which Gilchrist started at the bottom of the coin machine industry as an operator of a few machines.

When Gilchrist first entered the business, he operated a route thru Toronto and Northern Ontario. Then in 1942, he joined Baldwin's, setting up a route of several hundred coin-operated phonographs all thru Western Canada. This route was supervised by Gilchrist until the war made inroads on the organization, and the Baldwin or-

ganization was forced to sell the routes.

Gilchrist then returned to Toronto to operate a route until Baldwin took over the Seeburg franchise for Canada, surrendering the AMI line.

The Baldwin organization has a staff of 38, and two sub-distributors in Canada, Van Dusen Bros. in Edmonton and Laniel Amusements, Montreal.

With the purchase, Gilchrist intends moving his offices to larger quarters.

In addition to handling the Seeburg line, the Baldwin company also looks after Miller and Automaton parking meters.

### OP-PORTUNITY

## Album Cover Display Ups Music Play

NEW YORK, Oct. 6.—Harold Polk, Commercial Amusement, has devised a play promotion plan for his 100-selection equipment which he reports brings in more multiple plays from a single customer.

When records from classical or hit show albums are carried on such machines, Polk makes it a rule to tear off the front cover of the albums and use it as a display piece on the juke. In many instances, patrons who originally intended to play one of such selections see the album, note the companion records and end up making two or three selections.

## New Equipment Production Continues on Limited Scale

CHICAGO, Oct. 6.—Once again, without fanfare, the coin machine industry has answered its country's call.

Today, while production in limited quantities continues, manufacturers of all types of coin-operated equipment, ranging from the smallest bulk vender to the largest shuffle game, phonograph and multiple-selection beverage unit, are either already well into defense production, or are rapidly converting their facilities for such a move.

To illustrate the job which this comparatively small industry is doing, millions of dollars in contracts have already been awarded to practically every manufacturer in the field, and to date, only the surface has been scratched.

Even more graphic is the fact that from coin machine plants will come such varied types of defense products as nuts and bolts, wire, airplane parts, highly technical electronic items, teletype machines, and many of the parts which are used in the building of as yet unannounced weapons for the Armed Forces.

The job which the coin machine industry accomplished during World War II is now legend. The intricate electrical work done on practically all types of civilian products produced by these factories offered the government ready-made production staffs to take on the equally intricate task of building products for war. That these factories did their job well was attested by the many awards made by the government, and even more importantly, by the fact that when another world crisis loomed, government officials sought out manufacturers of coin machines to alert them for another call to the colors.

A further indication of the regard in which defense production executives held the industry was seen in the number of firms included as either prime or secondary contractors of vital products. Few, if any, firms in the industry have received no contracts—even those who did not seek out contracts were, in turn, sought out by the government. This latter group, extremely small in number, felt their facilities were too limited to do the kind of a job required in the national program. But today they have found their know-how more than makes up for space limitations.

## Rock-Ola Wall Box Unveiling Set for MCMC

CHICAGO, Oct. 6.—Music operators attending the Midwest Coin Machine Convention in Omaha, October 15-16, will see for the first time the new Rock-Ola 50-selection three-wire wall box, it was learned here this week.

While the new wall box is still not in production, J. Raymond Bacon, executive vice-president of the manufacturing firm, said that within another week most of the plans for its production would be completed.

Also scheduled to be shown at the convention is the Rock-Ola Super Rocket '52-50 phonograph.

One factor has been stressed in the present defense situation—awarding of contracts is still going on, and only the surface has been scratched in the eventual amount of work which coin machine factories will do for their country during the next few years.

For example, Chicago Coin, which did highly technical electrical work for the Air Force in World War II, has been working on the same type of production for that arm of the service during the past year. At the present some \$2,000,000 in contracts have been awarded the firm. But this too is only the beginning—the figure is expected to be trebled in the next 12-month period.

Wurlitzer, another plant ideally suited to the needs of the government program, some months ago reported it had received several million dollars worth of contracts, then in succeeding months reported receipts of additional contracts. At the last report, the figure was nearing \$20,000,000, and there was still more on the way.

Practically all firms in the coin machine field have been, or will be awarded defense contracts. Many of the companies have been handling these contracts for months now. Firms like J. P. Seeburg, with a leading coin machine product, has continued production of its 100-selection phonograph in the face of constantly expanding production. AMI, Rock-Ola, and Wurlitzer are all continuing to produce phonographs, as their defense production grows.

Vending and games firms are

also doing their utmost to assure a continued, albeit curtailed, output of civilian products. As more and more of their production facilities are turned over to the defense work, and critical materials grow even more critical, the fight to produce products for their operator-customers gets more difficult.

However, barring an all-out war, these factories have assured their customers that some of their facilities and materials, will go into the making of games, vendors and phonographs. This in spite of the many problems which are involved—and the desire to do an outstanding job in a time of crisis.

### Substitutes Help

In order to accomplish this double-production project, manufacturers are now engaged in testing substitute materials which can be used in the civilian products. Engineers are working far into the night, testing substitute materials to determine what can and cannot be used.

Some of these substitutes have already been developed to the point where they are being used on machines now being produced. Others are being tested on locations to determine their wearing ability, and still others are in the laboratories. Music machine manufacturers have been especially resourceful in managing to come up with substitutes to not only keep their production lines rolling, but to help the operators keep their grosses growing.

### NEW BANK NOTES

## Music for Employees Topic at Banker Meet

CHICAGO, Oct. 6.—A new vista in hideaway rentals placement was opened up for music operators during the American Bankers Association annual convention here this week. Enthusiastic proponent of recorded music for employees was the American National Bank & Trust Company, which "stole" a major portion of the visiting bankers' convention time detailing its experience with "music on the job" for the last three years.

American National officials reported that 146 of its 150 employees who answered a survey question, "do you like or dislike music while you work," 139 an-

swered in the affirmative. Reasons given by employees for liking music during working hours were (1) it helped them work more efficiently (130 persons); (2) made the day seem shorter (98); (3) helped to relieve monotony (101); (4) made them look forward to their work (71); (5) seemed to cheer up fellow employees (89).

### Program

American National Bank's schedule of recorded music consists of 15-minute periods, broken by 15 minutes of silence, thruout the working day. On the amount of music wanted, 61 employees desired more music, seven wanted less and 72 were satisfied with the schedule.

Asked what type of music they preferred bank workers stated a desire to hear, in order, standard popular songs, semi-classical music, waltzes and Latin American tunes. Less in demand were novelty songs, boogie woogie, swing and "heavy" music. Polkas and folk dances were not requested.

## Detroit Ops Seeking Juke Price Ruling

DETROIT, Oct. 6.—Irving Agkerman, counsel for the Michigan Automatic Phonograph Owners Association, and other industry representatives are scheduled to meet with the Office of Price Stabilization Monday (8) to work out a suitable formula for price regulation of juke boxes in this area.

## Appleton Ops Set Up New Org

APPLETON, Wis., Oct. 6.—Operators here have set up an organization to further their interests in the coin machine industry. Heading the group is Herb Tonnell, Cigarette Service. Bill Miller, Miller Music, is secretary, and Clem Weinland, treasurer. Total membership hit the 15 mark and meetings are scheduled on a once a month basis. Sessions are usually held in the Tavernkeepers' Association Hall.

Main factor which resulted in the welding of the ops into the organization was the prevalence in the area of direct sales of vending equipment to location owners. In the several months of the org's existence, Tonnell said the pace of direct sales dropped considerably and that losses of locations are almost negligible today.

## Disk Artists Set for MCMC

OMAHA, Oct. 6.—A strong array of recording talent will highlight the diskery exhibits at the Midwest Coin Machine Convention at the Paxton Hotel here October 15-16, it was learned this week. Heading the list of "names" who have agreed to appear is Doris Day, Columbia, who will be on hand both days of the convention and will also appear at the banquet.

Practically all labels exhibiting at the convention (see list of exhibitors in this issue) will have some of their top names at the convention and will also arrange for diskers to appear at the banquet-entertainment. Banquet show will also include local talent.

## Koepfel Buys Out Plastics Partner

NEW YORK, Oct. 6.—Koepfel Distributing here and the Hirsh Coin Machine Exchange, Washington, have dissolved their partnership in a plastic enterprise. Harry Koepfel said the association of the two firms was terminated as of Monday (1). Koepfel has acquired the assets of the joint organization and will operate the business from his offices here at 629 10th Avenue.

The distributor, a dealer in used and reconditioned phonographs, carries a complete stock of bubble tubes and replacement plastics for juke boxes, Koepfel said.

## NPA Issues Fourth-Quarter Juke Material Allocations

WASHINGTON, Oct. 6.—National Production Authority officials this week revealed that fourth-quarter 1951 allocations of scarce materials to makers of juke boxes and phonograph, radio and TV sets averaged 58 per cent of the steel, 53 per cent of the copper, and 47 per cent of the aluminum these industries used during a base period of the first six months of 1950.

These percentages are roughly

equal to those received during the fourth quarter by manufacturers of coin-operated amusement and merchandising machines. The tonnage of scarce materials received for the quarter by the latter industry, as reported in The Billboard last week, was exclusive of amounts allocated to juke box makers. There are no estimates on tonnage permitted the juke industry. NPA explained that allocations

for juke box makers are lumped together with those for phonos, radio and TV sets, and no combined figures for these industries are available. Fourth quarter 1951 allocations for coin-operated amusement and merchandising machines totaled 3281 tons of carbon and alloy steel; 37,091 pounds of stainless steel; 182,777 pounds of copper, and 291,651 pounds of aluminum (The Billboard, October 6).



# New Equipment Review

Thumbnail Sketches of New Coin Machines  
Currently in Production by Manufacturers

## GAMES

### Coney Island

Bally Manufacturing Company, 2640 Belmont Avenue, Chicago. New type five ball game with in-line scoring. In production. Coney Island features extra ball idea. Player selects one or more score sections of play. Three sections are maximum. Player scores only in sections he has selected but scores light up in all sections. After first five balls have been used, player may deposit extra

coins to play for one, two or three extra balls.

### Jalopy

Williams Manufacturing Company, 4242 West Fillmore Street, Chicago. A five ball game with old cars or jalopies as the center of activity. In production. Game features bumpers which increase in score value each time they are hit by a ball. It retains all the highlights of the Williams Hayburners game plus newly developed five ball features.

### 6-Player Bowling Alley

Chicago Coin Machine Com-

pany, 1725 Diversey Boulevard, Chicago. Shuffle game with bowling theme which is designed for play by from one to six players. In production. Multi-player game has 20-30 scoring, rollover contacts on playfield and hinged playfield. It introduced use of Formica playfield for fast play and long-wearing qualities. Has high score for week on back rack where player can write name in on frosted glass.

### 6-Player League Bowler

J. H. Keeney & Company, 2600 West 50th Street, Chicago. Shuffle game with bowling theme. In production. It accommodates from one to six players. Available in 8 or 9½-foot lengths. Based on 20-30 scoring, game records split shots as well as strikes and spares. Equipped with side guards. Wings on either side of giant lite-up pins. Introduces silent playfield made possible by layer of Masonite under conventional plywood playfield.

### Wild West

D. Gottlieb & Company, 1140 North Kostner Avenue, Chicago. Five ball novelty skill game. In production. Wide open playfield for cross-ball action and combination plays. High score goes to eight million points. Features animated Indian figure which bites the dust when the fronting target is hit. Has non-sequence rollovers which lite up game's title on backglass. New gate idea just above out-hole keeps ball in play when key shots are made.

### Zingo

United Manufacturing Company, 3401 North California Avenue, Chicago. Three card, in-line scoring game based on new type five-ball play. In production. Designed with 26-hole playfield and has automatic ball return feature which gives players another chance with ball which does not drop in scoring hole. Player has option to play from one to three cards. Has automatic ball lift to speed up play.

### 6-Player Shuffle Alley

United Manufacturing Company, 3401 North California Avenue, Chicago. Shuffle game with bowling theme. In production. Accommodates from one to six players. Available in 8 and 9-foot lengths. Has 20-30 scoring. Fast rebound action on rollover switch rebound. Uses disappearing pins. Playfield flanked by alleys. Drop chute standard equipment.

## MUSIC

### AMI

1500 Union Avenue, S.E., Grand Rapids, Mich. Two models, 40 and 80-selections, respectively. Former features 78 r.p.m. play, latter 45 r.p.m. In production on 40-selection Model D now, 80-selection unit expected to be placed in production later this month. Also producing accessory equipment.

### H. C. Evans & Company

1556 West Carroll Avenue, Chicago. One model, 20 record, 40 selection Constellation. Features 78 r.p.m. play, but conversion kits for 45 r.p.m. play are available. In production. No new model contemplated until next year.

### Rock-Ola Mfg. Corp.

800 North Kedzie Avenue, Chicago. One model, Super-Rocket '52-50, featuring 50 selections on 78 r.p.m. with conversion kit available. Introduced this year. Also planning 50-selection wall box to be introduced before end of the year. In production on phonograph.

### J. P. Seeburg Corporation

1500 North Dayton Street, Chicago. Two models, both featuring 100 selections, one on 78 r.p.m., the other on 45 r.p.m. In production. Also accessory equipment.

### Ristaucrat, Inc.

1216 East Wisconsin Avenue, Appleton, Wis. Counter model juke box, S-45. Offers 12-selections, 45 r.p.m. play. In production. Model introduced this year. No new model contemplated until next year.

## VENDING

### Bulk Machines

Advance Machine Co., 4641 North Ravenswood Avenue, Chicago.  
Atlas Manufacturing & Sales Corp., 1220 Triskett Road, Cleveland.  
Belvend Manufacturing Co., 122 South Michigan Avenue, Chicago.  
Bloyd Manufacturing Co., Valley Station, Ky.  
Columbus Vending Co., 2005 East Main St., Columbus, O.  
Fielding Manufacturing Co., 258 West Pearl Street, Jackson, Mich.  
Ford Gum & Machine Corp., P. O. Box 510, Lockport, N. Y.  
Norris Manufacturing Co., 553 Wager Street, Columbus, O.  
Northwestern Corp., 1600 East Armstrong Avenue, Morris, Ill.  
Oak Manufacturing Co., 11411 Knightsbridge Avenue, Culver City, Calif.  
Silver King Corp., 622 Diversey Parkway, Chicago.  
Victor Vending Machine Corp., 5701 Grand Avenue, Chicago.

### Candy Bar

Advance Machine Co., 4641 North Ravenswood Avenue, Chicago.  
Alco-Deree Co., 4300 West California Avenue, Chicago (refrigerated).  
Atlas Tool & Manufacturing Co., 5147 Natural Bridge, St. Louis, Mo.  
Belvend Manufacturing Co., 122 South Michigan Avenue, Chicago.  
Coan Manufacturing Co., 2070 Helena Street, Madison, Wis.  
Arthur H. DuGrenier, Inc., 15 Hale Street, Haverhill, Mass.  
James H. Martin & Co., 2641 West North Avenue, Chicago.  
Mills Industries, Inc., 4100 West Fullerton Avenue, Chicago.  
Rowe Manufacturing Co., Inc., 31 East 17th Street, New York.  
Shipman Manufacturing Co., 1326 South Lorena Street, Los Angeles.  
Silver King Corp., 622 Diversey Parkway, Chicago.  
Stoner Manufacturing Corp., 328 Gale Street, Aurora, Ill.

### Cigar

Cigaromat Corporation of America, 114 East 32d Street, New York.  
Malkin-Illion Co., 396 Coit Street, Irvington, N. J.

### Cigarette

Automatic Products Co., 250 West 57th Street, New York.  
Coan Manufacturing Co., 2070 Helena Street, Madison, Wis.  
Arthur H. DuGrenier, Inc., 15 Hale Street, Haverhill, Mass.  
Eastern Electric, Inc., 1775 Broadway, New York.  
J. H. Keeney & Co., 2600 West 50th Street, Chicago.  
Lehigh Foundries, Inc., Easton, Pa.

National Vendors, Inc., 5055 Natural Bridge Avenue, St. Louis, Mo.

Rowe Manufacturing Co., Inc., 31 East 17th Street, New York.

### Coffee

American National Dispensing Co., Cannon Avenue and Fourth Street, Lansdale, Pa.  
Clifton Manufacturing Co., 7175 Willoughby Avenue, Los Angeles.  
Coan Manufacturing Co., 2070 Helena Street, Madison, Wis.  
Harmon Enterprises, Inc., 30 North LaSalle Street, Chicago.  
Indevco, Inc., 101 Park Avenue, New York.  
Bert Mills Corp., 400 Crescent Avenue, Lombard, Ill.  
Rudd-Melikian, Inc., 1949 North Howard Street, Philadelphia.

### Cookie

Coan Manufacturing Co., 2070 Helena Street, Madison, Wis.  
Statler Manufacturing Co., 2112 Broadway, New York.  
Stoner Manufacturing Corp., 328 Gale Street, Aurora, Ill.  
Vend-Rite Manufacturing Co., 1536 North Halsted Street, Chicago.

### Milk

Ideal Dispenser Co., 509 S. McClun Street, Bloomington, Ill.  
Food Engineering Corp., Manchester, N. H. (bulk).  
Land o' Lakes Creameries, Minneapolis.  
Rowe Manufacturing Co., Inc., 31 East 17th Street, New York.

### Refrigerated Fruit

Frigid Fruit Co., 1303 South 20th Avenue, Yakima, Wash.  
Fruit-O-Matic Manufacturing Co., 5225 Wilshire Boulevard, Los Angeles.  
I. M. Miller Co., 230 Miller Bldg., Yakima, Wash.

### Gum--Penny, Tab or Stick

Advance Machine Co., 4641 North Ravenswood Avenue, Chicago.  
Arthur H. DuGrenier, Inc., 15 Hale Street, Haverhill, Mass.  
Northwestern Corp., 1600 East Armstrong Street, Morris, Ill.  
Mills Industries, Inc., 4100 Fullerton Avenue, Chicago.  
Stoner Manufacturing Corp., 328 Gale Street, Aurora, Ill.

### Gum--Nickel Pack

Advance Machine Co., 4641 North Ravenswood Ave., Chicago.  
Shipman Manufacturing Co., 1326 South Lorena Street, Los Angeles.  
Stoner Manufacturing Co., 328 Gale Street, Aurora, Ill.  
William Wrigley Jr. Co., 410 North Michigan Avenue, Chicago.

### Hosiery

Lehigh Foundries, Inc., Easton, Pa.  
Rowe Manufacturing Co., 31 East 17th Street, New York.  
Vendomatic Machine Corp., 34 West 33d Street, New York.

### Hot Nut

Asco Vending Machine Exchange, 55 Branford Street, Newark, N. J.  
Shipman Manufacturing Co., 1326 South Lorena Street, Los Angeles.  
Silver King Corp., 622 Diversey Parkway, Chicago.  
Tropical Trading Co., 5 South Wabash Avenue, Chicago.

### Ice Cream

Arctic Vendor Sales Co., 300 Sanford Street, Menasha, Wis.  
Belvend Manufacturing Co., 122 South Michigan Avenue, Chicago.  
Dresko Machine Corp., 5629 N. Central Avenue, Chicago.  
Fred Hebel Corp., 20 North Wacker Drive, Chicago.  
Vendo Co., 7400 East 12th Street, Kansas City, Mo.

### Juice

Juice Bar Sales Corp., 12 East 44th Street, New York (can).  
Metal Products Co., 1135 Third Street, Oakland, Calif. (can).  
Minute Maid Corp., 445 Park Avenue, New York (cup).  
Welch Grape Juice Co., 55 Fifth Avenue, New York (cup).

(Continued on page 75)

# SMALL SPOTS PAY OFF!

with the

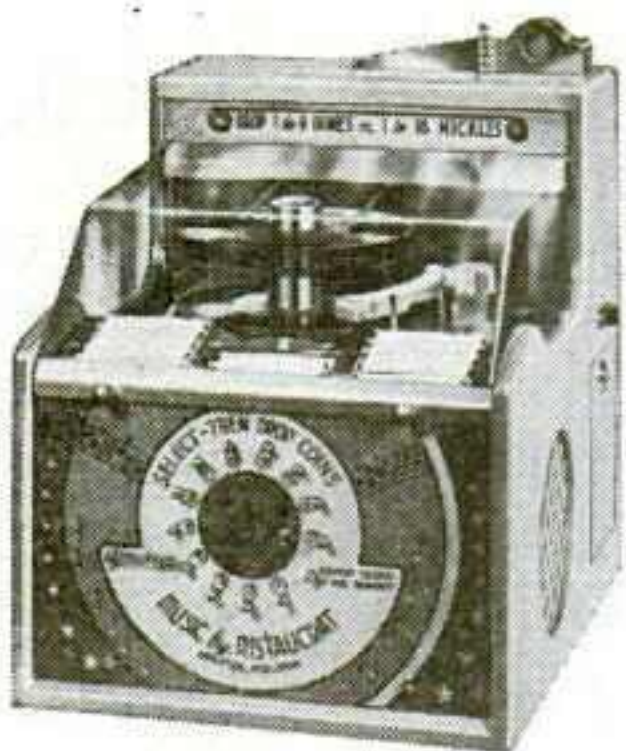
## RISTAUCRAT S-45

Best Return

per Investment

in the Music

Field Today!



BECAUSE of low investment, steady play, and ease of service, the Ristaucrat S-45 is proving profitable for smart operators. Try the S-45 in a few small spots in your territory and let it prove to you that small spots pay off!

See Us at  
**BOOTH 7**  
Omaha  
Convention

## RISTAUCRAT, Inc.

1216 E. Wisconsin Avenue

Appleton, Wisconsin

EXPORT DIVISION: 33 N. Wabash Avenue, Chicago 2, Illinois

# ROCK-OLA

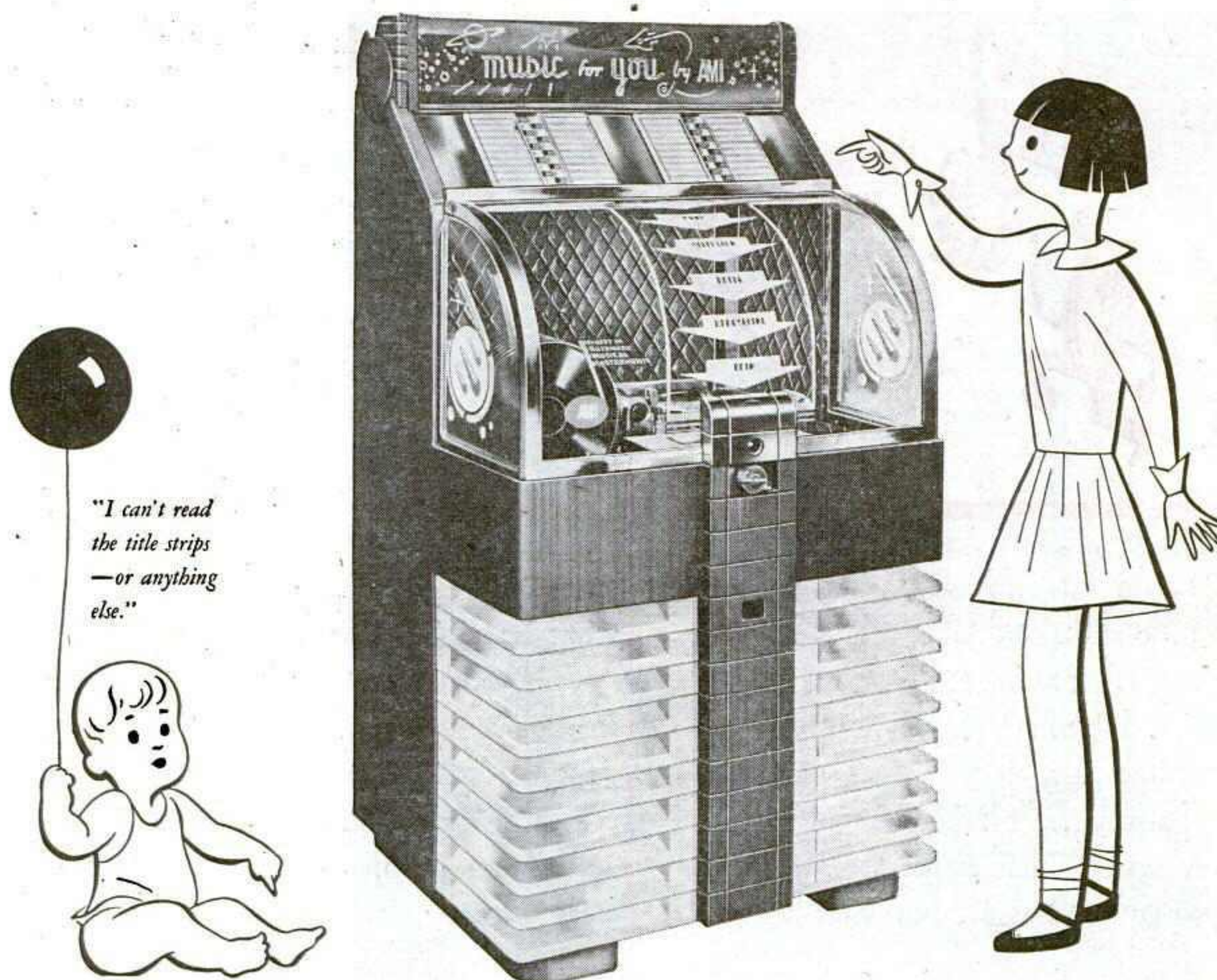
## Rocket

BASIC ROCK-OLA TIME-TESTED TROUBLE-FREE CHANGER. FASTER, IMPROVED MECHANISM WITH FEWER OPERATING PARTS. PLAYS BOTH SIDES OF 25 RECORDS—OFFERING 50 SELECTIONS.

ROCK-OLA MFG. CORPORATION  
800 North Kedzie Avenue  
Chicago 51, Ill.



# *The kids' slant, too!*



Small wonder the "small fry" like the position of the selector panel on the new AMI Model "D" It meets with approval from all ages, from patrons short and tall. Slanted just right for easy reading, easy reaching, the location of "D's" title strips and selector buttons encourages more play from all.

IF YOU'RE OLD ENOUGH TO READ  
YOU'RE BIG ENOUGH TO REACH

**AMI** Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN





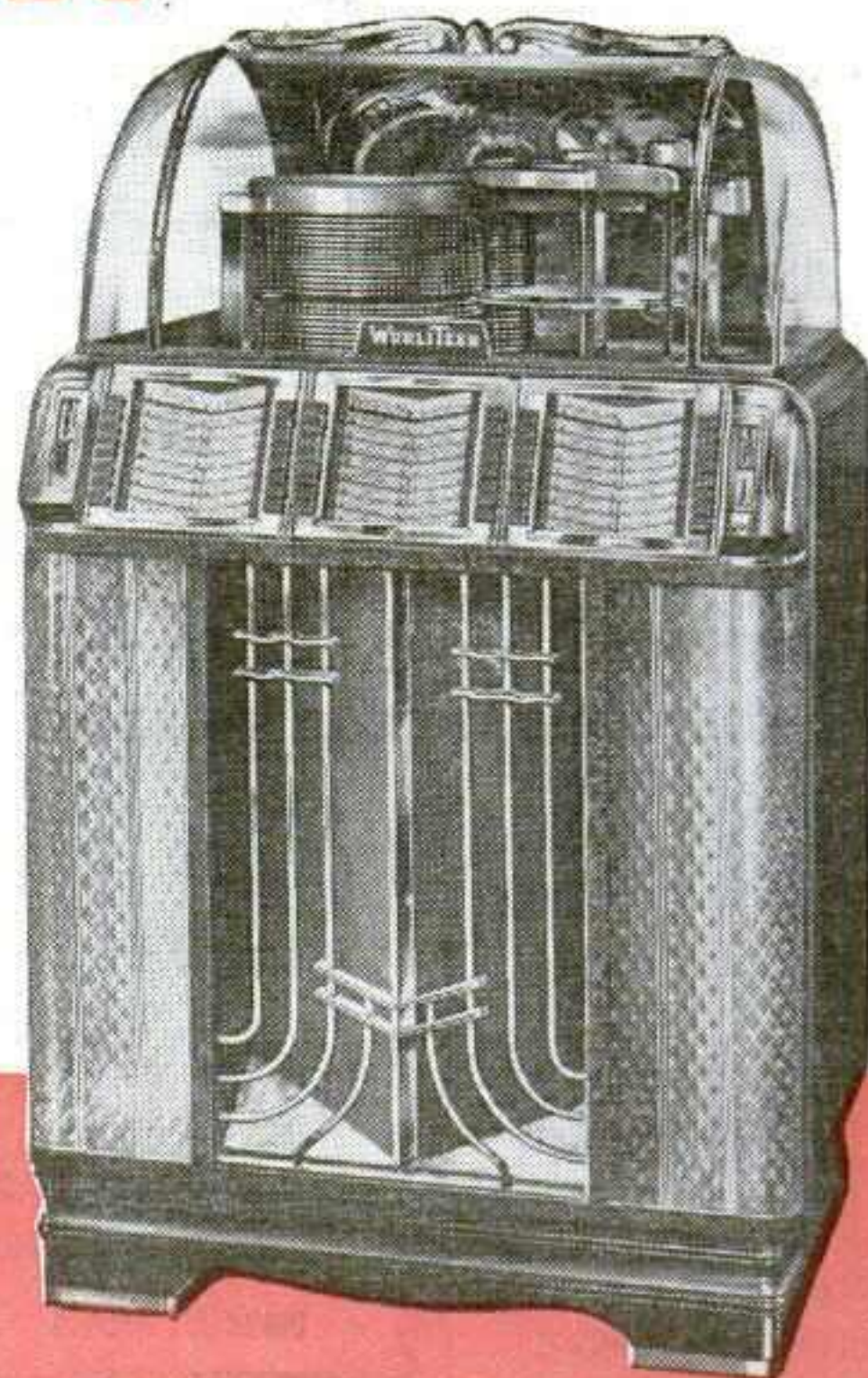
The Models 1400 and 1450 All-Speed Wurlitzers make the *most* money for *many* reasons. They have the *right* styling and tone to attract play...6 program classifications enabling any location to tailor its music to suit its patrons...a crackerjack coin banking and selection system that make it *easy* for a patron to *pick* his plays and assure him that he'll get

what he picks. They'll play *any* speed record with *amazing* fidelity. They carry a name that means music to millions—the *only* name in automatic music that people associate with *good* music.

Add 'em all up and you've got just what you and your location owners want—the *highest earning phonographs in the business!*

...SEE YOUR **WURLITZER** DISTRIBUTOR

Why Buy Two when  
**ONE** will do?



The Rudolph Wurlitzer Company • North Tonawanda, New York



# THE BILLBOARD Index of Advertised Used Machine Prices

## • Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Oct. 6	Issue of Sept. 29	Issue of Sept. 22	Issue of Sept. 15
<b>AIREON</b>				
Blonde Bomber .....		\$75.00		
Coronet .....	\$159.00	159.00	\$159.00	\$159.00
Deluxe .....	49.00	49.00	49.00	49.00
<b>AMI</b>				
Hideaway .....	295.00			295.00
Hostess .....		395.00		
Model A .....	299.00 329.50	299.00	319.00 325.00	319.00 325.00
Model B .....	399.00 429.50	399.00 399.50	429.00 449.00	429.00 449.00
Model C .....	499.50 545.00	499.00	449.00	
<b>FILBEN</b>				
Hideaway .....			195.00	195.00
30 Records .....			125.00	
<b>MILLS</b>				
Constellation .....	169.50	169.50	125.00 169.50	169.50 195.00
Empress .....	39.00 39.50	39.00 39.50	39.00 39.50	39.00 39.50
Throne .....		25.00		
<b>PACKARD</b>				
Manhattan .....	149.00 149.50	149.00 149.50	149.00 149.50	149.00 149.50
7 .....	79.50	79.50	79.50	79.50
<b>RISTAURAT</b>				
45 .....			60.00 95.00	60.00
<b>ROCK-OLA</b>				
Commando .....	39.00	39.00	39.00	39.00
Playmaster .....	64.50 69.00	54.50 69.00	64.50 69.00	64.50 69.00
Super '40 .....	49.50	49.50(2)	49.50	49.50(2)
39 .....	39.50	39.50	39.50	39.50
1418 .....	49.50	49.50	49.50	49.50
1422 .....	129.00	129.00 150.00	125.00 129.00	99.50 129.00
1426 .....	139.50 159.00	139.50 159.00	139.50 159.00	179.00
1428 .....	175.00 179.00	175.00 179.00		
Counter Model .....	299.00	299.00		
1950 50 Selection .....	49.50	50.00		
	650.00	650.00	650.00	
<b>SEEBURG</b>				
Classic .....	59.00	59.00	59.00	59.00
Colonel .....	49.50 59.00	49.50(2) 59.00	49.50 59.00	49.50 59.00
Envoy .....	49.50 69.00	49.50 69.00	49.50 69.00	49.50 69.00
Gem .....	49.00	49.00	49.00	49.00
Hi Tones .....	49.50 59.50	49.00 59.50	49.50	49.50
H-146 M Hideaway .....	149.50 169.50	195.00 199.00	189.50 199.00	199.00
	195.00 199.00			
H-148 M Hideaway .....	249.00 259.00	249.00 259.00	249.00	249.00
H-246 M Hideaway .....	225.00 229.00	225.00 229.00	225.00	225.00
Hightone ES .....	59.00	59.00	59.00	59.00
Lo Boy .....	49.50			
Lo-Tones .....	59.50	59.50		
Major .....	59.00	59.00	59.00	59.00
Regal .....	49.00	49.00	49.00	49.00
46 Hideaway .....		249.00	249.50	
146 .....		195.00	175.00 195.00	
146 M .....	189.00 199.50	199.00 199.50	159.00 199.00	159.00 199.00
146 S .....	195.00		139.00 165.00	139.00 195.00
147 M .....	189.00 219.50	189.00 249.00	189.00 249.00	189.00 249.00
	249.00			
147 S .....	169.00	169.00	169.00	169.00
148 M .....	249.00	349.00	349.00	349.00
148 M1 .....	369.00(2)	369.00(2)	369.00	369.00
1941 RC Special .....	79.00	79.00	69.50 79.00	79.00
1946 RC Special .....	249.00	249.50	249.50	249.50
1947 RC Special .....	274.50	274.50	274.50	274.50
8800 .....	45.00		50.00	
9800 .....	45.00			

# New Equipment Review

• Continued from page 72

### Hand Tissue

E. B. Metal Products Co., 227 1/2 East 144th Street, New York.  
Vend-Rite Manufacturing Co., 1536 N. Halsted St., Chicago.

### Popcorn

ABC Popcorn Co., 3441 West North Avenue, Chicago (non-coin).  
Auto-Vend, Inc., 5210 Bonita, Dallas.  
Victor Vending Machine Co., 5711 Grand Avenue, Chicago (non-coin).

### Postage Stamp

Flatto Manufacturing Co., 17 West 60th Street, New York.  
Northwestern Corp., 1600 East Armstrong, Morris, Ill.  
Postage Stamp Machine Co., 33 West 60th Street, New York.  
Schermack Products Corp., 1164 West Baltimore, Detroit.  
Shipman Manufacturing Co., 1326 South Lorena Street, Los Angeles.

### Sandwich

American Vending Corp., 333 North Michigan Avenue, Chicago (hot).  
Rowe Manufacturing Corp., 31 East 17th Street, New York (refrigerated).  
Stoner Manufacturing Corp., 328 Gale Street, Aurora, Ill.

### Sanitary Napkin

Advance Machine Co., 4641 North Ravenswood Avenue, Chicago.  
Hospital Specialty Co., 19991 East 68th Street, Cleveland.  
Metal Products Co., 227 1/2 East 144th Street, New York.  
White's Comb Vendor Co., 865 Grace St., Elgin, Ill.  
Reliable Metal Engineering Co., 4358 South Knox Avenue, Chicago.  
Sanitex Co., 14182 Meyers Road, Detroit.  
Twin Tex Vendors Manufacturing Co., 12653 South Irving Street, Blue Island, Ill.

### Scales

A.B.T. Manufacturing Co., 715

North Kedzie Avenue, Chicago.  
American Scale Manufacturing Co., 3206 Grace Street, Northwest, Washington.  
J. F. Frantz Manufacturing Co., 13140 South Rexford, Blue Island, Ill.

Hamilton Scale Co., 214 Oliver Street, Toledo, O.  
Ideal Weighing Machine Co., 1501 De Long Street, Los Angeles.  
Marion Machine Tool Co., Marion, O.  
Peerless Weighing & Vending Machine Corp., Long Island City, N. Y.

Rock-Ola Manufacturing Co., 800 North Kedzie Avenue, Chicago.  
RX Scale Manufacturing Co., 57 St. Mary's Road, Buffalo.  
Watling Manufacturing Co., 4650 West Fulton Street, Chicago.

### Soft Drink (Bottle)

Atlas Tool & Manufacturing Co., 5147 Natural Bridge, St. Louis.  
Bevco Co., Inc., 3316 South Broadway, St. Louis.  
Cavalier Corp., 343 West First, Chattanooga.  
General Vending Corp., 549 West Washington Boulevard, Chicago.  
Ideal Dispenser Co., 509 South McClun Street, Bloomington, Ill.  
Lobbe Pump & Machinery Co., Gasport, N. Y.  
Mills Industries, Inc., 4100 West Fullerton Avenue, Chicago.  
Vendo Co., 7400 East 12th Street, Kansas City, Mo.  
Vendorlator Manufacturing Co., 4000 Railroad Avenue, Fresno, Calif.

### Soft Drink (Cup)

Automatic Products Co., 250 West 57th Street, New York.  
Cole Products Corp., 39 South LaSalle Street, Chicago.  
Hupp Corp., 1250 West 76th Street, Cleveland.  
Lyon Industries, Inc., 342 Madison Avenue, New York.  
Mills Industries, Inc., 4100 West Fullerton Avenue, Chicago.  
Polarmat, Ltd., 2275 St. Catherine Street, East, Montreal, Can.  
Spacarb, Inc., 375 Fairfield Avenue, Stamford, Conn.

Square Manufacturing Co., 1251 South Michigan Avenue, Chicago.

### Miscellaneous

Andrews Manufacturing Co., Inc., 660 South Rochester Road, Clawson, Mich. (comb).  
Atlas Manufacturing & Sales Corp., 12220 Triskett Road, Cleveland (lighter fluid).  
Auto-Photo Co., 1450 South San Pedro Street, Los Angeles (photo).  
Columbus Vending Co., 2005 East Main Street, Columbus, O. (matches).  
Empire Pencil Co., Shelbyville, Tenn. (pencil).  
Frosted Food-a-Mat, 1135 Third Street, Oakland, Calif. (corsage).  
General Register Corp., 26 33d Street, Long Island City, N. Y. (tickets).  
International Mutoscope Corp., 44 11th Street, Long Island City, N. Y. (photo and voice recorder).  
Metal Products Co., 227 1/2 East 42d Street, New York (handkerchief).  
Rec-o-Mat, Inc., 2541 South Catalina, Los Angeles (records).  
Rowe Manufacturing Co., Inc., 31 East 17th Street, New York (pastry).  
Texas Writing Service, 518 Cliff Drive, Austin, Tex. (notebook paper).  
White's Comb Vendor Co., 865 Grace Street, Elgin, Ill. (comb, bobby pin).

### Service Venders

Aciform Corp., 1057 West Grand Avenue, Chicago (massage).  
Acme Sales Co., 505 West 42d Street, New York (shoe shine).  
Advance Machine Co., 4641 North Ravenswood Avenue, Chicago (toilet lock).  
Dime-a-Wake Corp., Las Vegas, Nev. (alarm clock).  
Electric-Aire Engineering Corp., 209 West Jackson Boulevard, Chicago (hair dryer).  
Insurograph, Inc., Brown-Mary Building, Birmingham, Ala. (insurance).  
International Mutoscope Corp., 44 11th Street, Long Island City, N. Y. (massage).  
Nik-o-Loc Co., 110 North Illinois Street, Indianapolis (toilet lock).  
Northwest Engineering & Manufacturing, Inc., 3114 West 28th Street, Minneapolis (shoe shine).  
A. H. Pitchford Co., 5 Craig Court, Pittsburgh (electric shaver).

	Issue of Oct. 6	Issue of Sept. 29	Issue of Sept. 22	Issue of Sept. 15
<b>WURLITZER</b>				
500 .....	35.00 45.00	49.00 49.50	49.00 49.50(2)	49.00 49.50
	49.00 49.50(2)			
600 .....			40.00	
600K .....	49.00	49.00	49.00	49.00
600R .....	49.00	49.00	49.00	49.00
616 .....	79.50	79.50	35.00 79.50	79.50
700 .....	69.50 79.50(2)	69.50 74.00	75.00 79.50(2)	69.50 79.50
700E .....			89.50	
750 .....	109.00 109.50	109.00 109.50	75.00 109.00	69.50 109.00
			109.50	
750 E .....	89.50			
780 .....	79.00	79.00	79.00	79.00
780E .....	89.50	89.50	89.50	89.50
800 .....	69.50 74.50	69.50 79.00	60.00 74.50	69.50 79.00
	79.00	79.00	75.00 79.00	
850 .....	35.00 59.00	59.00	35.00 59.00	59.00
	60.00			
950 .....	45.50 65.00	49.50	49.50	49.50
1015 .....	175.00 199.00	175.00 199.00	195.00 199.00	195.00(2)
	199.50(2)	199.50 250.00	199.50(2) 225.00	199.00 199.50
	210.00 250.00		250.00	225.00 250.00
	275.00			
1017 .....	214.50 259.00	259.00	214.50 259.00	200.00 259.00
1080 .....	175.00 199.00	175.00 199.00	199.00	195.00 229.00
	210.00			
1100 .....	325.00 365.00	369.00 374.50	369.00 374.50	369.00 374.50
	369.00 374.50	375.00	395.00	395.00
	375.00 379.50			
1250 .....	449.00 529.50	399.50	449.00 450.00	450.00 489.00
		449.00(2)	529.50	
		39.00	39.00	39.00
Victory .....	39.00 40.00			



AMERICAN CANCER SOCIETY

**PLASTICS and BUBBLER TUBES**

Wurlitzer 1015—both curved and sides. Each \$ 7.95  
Bubbler Tubes for Wurlitzer 1015. Each 3.90  
Sullet Domes for Wurlitzer 1100. Each 16.00  
Wurlitzer 750—top, right or left corner plastic. Each 5.25  
Cylinder Rainbow Color Plastics for Wurlitzer 1015 & 1100. Each 1.50  
Plastic Glue—permanent adhesive for above. Pint 1.00  
Blue Mirror Squares for Seeburg 46-47-48. Per square .02¢  
White Mirror Strips for Wurlitzer 1015 (Double Strip). Each .25¢  
Magic Gluglass (Adhesive for all Mirrors). Pint 1.25  
1/3 Deposit—Balance C.O.D.

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**Coin Machine Mechanic**

Ideal working conditions. Must be reliable, sober. Equipment, Seeburg 100, Bally Bowlers, Bally One Balls. State full particulars, salary expected, in first letter. Write or phone

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**SEEBURG**  
148ML, Blonde...\$349  
147S.....\$169  
147M..... 189

**SEEBURG HIDEAWAYS Postwar**  
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H246M... \$229  
H148M... \$259

**ROCK-OLAS**  
1428... \$279  
1426... \$159

**PACKARD**  
Manhattan, very clean... \$139

**SEEBURG**  
Wireless, 5c Postwar. \$13.50

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Cleveland, O. 2600 Euclid  
Grand Rapids, Mich. 245 N. Division  
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**IMMEDIATE DELIVERY**

GIVE TO DAMON RUNYON CANCER FUND



# Record Reviews

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

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

LABEL AND NO. ARTIST	COMMENT TUNES	POPULAR	TOP TUNES	RECORDS
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Continued from page 34

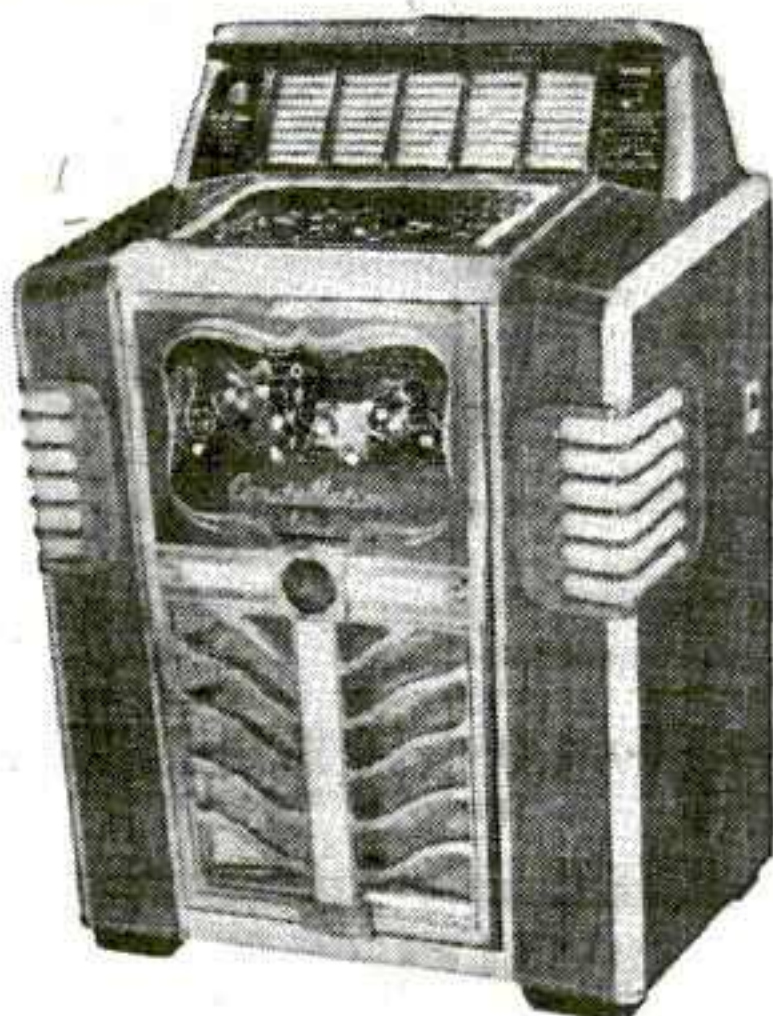
## POPULAR

<b>JOHNNY LONG ORK (Rod Kinder)</b> <b>Farewell To Yokohama</b> MERCURY 5720—The ditty is an engaging one, and the chanting by Kinder and chorus is okay, but the disk just misses fire.	79--81--77--79
<b>Love Is Here To Stay</b> (Jilla Webb) Miss Webb combines the vocal gimmick of several male and female singers. The Long ork hands it a neat terp beat sparked by a James-like trumpet solo.	72--74--70--70
<b>DEAN MARTIN (Dick Stabile Ork)</b> <b>Solitaire</b> CAPITOL 1817—The attractive new ballad is given a romantic go from the flick-TV star. If the ditty makes it, this will get a share of the coin. This is one of Martin's better chanting jobs of late.	78--82--75--77
<b>I Ran All the Way Home</b> Martin's version of the Benjamin-Weiss ditty will please his fans.	73--78--70--72
<b>FLORIAN ZABACH (Al Rickey Ork)</b> <b>Ida, Sweet As Apple Cider</b> DECCA 27775—The fiddle doubles with himself electronically for a satisfying tongue-in-cheek dishing of the great standard. Should do okay as a novelty.	76--78--74--76
<b>Cold Turkey</b> Zabach reels off a zippy fiddle-faddler in spirited fashion.	70--70--70--70
<b>DINAH SHORE (Henri Rene Ork)</b> <b>Getting to Know You</b> VICTOR 20-4286—Taken from the Victor "King and I" album, this is a breezy go by Dinah on one of the lighter Rodgers-Hammerstein ditties in the score.	75--75--75--75
<b>The End of a Love Affair</b> Dinah's in top form as she turns in a splendid interpretation of a beautifully written piece of material. Tho is must be considered arty, the dishing has elements in performance that could make it a "sleeper."	82--86--82--78

## What Keeps an Operator Young?

### EVANS' 20/40 CONSTELLATION

- Trouble free performance . . . worry free operating . . . more profits from every coin played, because Constellation is Quality Built with YOUR Future in Mind!
- Avoid a lot of gray hairs, in the months to come, by putting Constellations to work for you NOW! See your Evans Distributor or write Factory direct.



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See EVANS' PROFIT STIMULATOR on page 88

## HERE'S HOW Today's TOP TUNES

HELPS SALES

"TODAY'S TOP TUNES is doing a lot of good. Have been mailing and passing them out. It is showing RESULTS."

Shumway Appliance Shop, Milton, Wis.  
The top 30 tunes each week from The Billboard



The Billboard  
2160 Patterson St., Cincinnati 22, Ohio 726  
Until further notice please print and ship copies of TODAY'S TOP TUNES for which I enclose \$.....  
 Weekly  Twice Monthly  Monthly  
Send cash and we pay postage.

Quantity	Price
50	\$ 1.00
250	3.50
500	5.50
1000	9.50
2000	18.00
5000	42.00

IMPRINT AS FOLLOWS

NAME .....

ADDRESS .....

CITY AND STATE..... PHONE.....

Ordered by .....

LABEL AND NO. ARTIST	COMMENT TUNES	POPULAR	TOP TUNES	RECORDS
<b>NICOLA PAONE</b> <b>Toni's Tarantella</b> VICTOR 20-4279—Paone, a clever singing performer with a great appeal to Italo-Americans, sells potently a lively and engaging novelty tarantella. In his market, this should do right well.	75--75--73--77			
<b>The Popcorn Man</b> His natural Italian dialect helps give this light novelty that something extra that will prevent it from getting completely lost in the rough shuffle.	72--72--70--74			
<b>TOMMY TUCKER ORK (Karen Rich)</b> <b>Little Boy</b> MGM 11067—Tucker has done a pleasant job of making a buoyant pop of an r&b created medium beat, hand-clapping, bluesy novelty. Karen Rich handles the solo role capably.	75--78--72--75			
<b>I'm From Texas</b> Pete Hanley, in the singing slot, leads the Tucker organization thru a light-hearted paean to the most-talked-about State in the Union.	72--72--70--73			
<b>SARAH VAUGHAN (Ted Dameron Ork)</b> <b>If You Could See Me Now</b> MGM 11068—This is a welcome reissue of one of Sarah's finest early efforts on a lovely modern ballad. Sure-fire collectors' side.	74--78--74--70			
<b>Don't Blame Me</b> Her fans consider this a classic sample of Sarah. She certainly never has sung better on records. Makes this indeed a fine reissued coupling.	77--79--77--75			
<b>NAT KING COLE (Les Baxter Ork)</b> <b>You're O.K. for T.V.</b> CAPITOL 1815—This Johnny Mercer tune is an attempt at a latter-day answer to "You Ought to be in Pictures." Nat does a casual chorus and a third for one of his least impressive sides in months.	74--74--74--74			
<b>I Still See Elisa</b> A very pretty and poetic ballad is done in a subtle waltz time by Cole, ork and chorus. He weaves a mood; side could grow.	85--85--85--85			
<b>RAY ANTHONY ORK (Tommy Mercer)</b> <b>Just a Moment More</b> CAPITOL 1824—Ditty with a Latin-American beat and forced lyric gets a clean go from Mercer and the ork.	73--76--70--72			
<b>Undecided</b> The Anthony ork, Gloria Craig, Tommy Mercer and the Skyliners cover neatly on the Ames Brothers-Les Brown click. Should get some of the action.	79--82--76--78			
<b>SLIM GAILLARD</b> <b>Yip Roc Heresy</b> MERCURY 8956—Slim's devotees know this fetching bit of vout as a Gaillard standard. To the oroney-minded, this re-recording will be welcome.	73--74--73--72			
<b>The Hip Cowboy</b> Slim puts down some very fetching nonsense here, building a really live, driving jazz opus around some business about a knowing cowhand.	78--79--78--77			
<b>THE MARINERS (Archie Bleyer Ork)</b> <b>They Call the Wind Maria</b> COLUMBIA 39568—The Godfrey vocal group turns in quite an impressive performance on this pretentious item from the "Paint Your Wagon" score. Bleyer's backing sells strong.	73--75--70--73			
<b>The Tinkle Song</b> They boys kick around this likely, happy novelty in real spirited style.	75--78--72--75			
<b>BOB EBERLY-HELEN O'CONNELL (Harold Mooney Ork)</b> <b>In a Little Spanish Town</b> CAPITOL 1802—Eberly takes the first chorus in a medium beguine tempo, then Miss O'Connell takes over for a shift to a straight swing beat—a variant on the old Jimmy Dorsey formula. Effect is rather mechanical.	72--74--71--70			
<b>It's Dark on Observatory Hill</b> Duo get off a pleasing, young-lover treatment of the pretty oldie, to a slow, easy bounce arrangement.	75--76--75--74			
<b>JUNE VALLI (Hugo Winterhalter Ork)</b> <b>Now, Now, Now</b> VICTOR 20-4298—An adaptation of a traditional horah serves as the introduction to wax of a new and highly touted thrush. The vehicle is quite pretentious in its new form, tho it does have spirit and drive. Could make a dent in metropolitan areas.	72--77--70--70			
<b>Always, Always</b> Miss Vallie is heard to better advantage on this melodic waltz. She has a penetrating distinction, with a touch of Vera Lynn's quality. Winterhalter's ork-chorus setting rounds out a promising debut in rich style.	79--82--77--77			
<b>LEW MARCUS</b> <b>Every Little Movement</b> REGENT 188—An okay hunk of honky-piano in soft-shoe tempo. Tempo is slow, however.	72--72--70--74			
<b>Pretty Baby</b> More of the same here on another standard ditty. Player piano style pounded out by Marcus is still a bit too relaxed.	72--72--70--74			
<b>SOPHIE TUCKER (Lew Douglas Ork-Ted Shapiro)</b> <b>Bill</b> MERCURY 5709—Miss Tucker talk-sings the lyric to the fine old standard with a chorus in the background. Result is a moving reading, but for a limited market.	70--75--70--65			
<b>Life Upon the Wicked Stage</b> Another standard featured in the flick "Show Boat" gets a show-wise performance from the grand old lady of night clubs and vaudeville.	69--74--70--63			
<b>BILL HARRINGTON (Rufus Smith Quintet)</b> <b>Call of the Range</b> DUBONNET D-4024—An engaging Western pop is warmly sold by Harrington and the group.	69--72--67--70			
<b>Annabelle</b> (THE SATISFIERS) An above-average bouncer is handed a light and breezy reading by the Satisfiers.	70--72--68--72			
<b>THE MULCAYS</b> <b>Caravan</b> CORAL 60578—The Coast harmonica duo returns to wax with a not particularly stirring reading of the Ellington masterwork.	69--70--67--70			
<b>Drifting and Dreaming</b> The Mulcays make use of some recording stunts to come up with something of a "sound" on an otherwise pleasant mood dishing.	72--72--70--74			
<b>ART LUND (LeRoy-Holmes Ork)</b> <b>Hangin' Around With You</b> MGM 11075—Neither the ork, chorus nor Lund seem particularly happy about this lightweight, tho neat, little ditty.	67--70--65--67			
<b>Just Call Me Tex</b> A pleasant novelty item gets a trim going over by Lund, ork and vocal group.	69--72--67--69			
<b>AL JELANE (Joe Mooney &amp; Group)</b> <b>Stay Close To People</b> CAROUSEL 2006—A fine, mood ballad with an appealing lyric gets a warm go from Jelane with a heavy assist from the Joe Mooney trio and vocal chorus. A smooth tram adds interest.	67--72--65--66			
<b>The Touch of Your Lips</b> Jelane is less effective on the old standard, tho Mooney's trio with the leader on organ sets a nice mood.	65--70--63--64			
<b>BILL HARRINGTON (Rufus Smith Quintet)</b> <b>Why</b> DUBONNET D-4025—Harrington and the Satisfiers essay an okay ballad to come up with a listenable disk.	67--70--65--67			
<b>Ups an' Downs</b> (THE SATISFIERS) The Satisfiers go it alone on a bounce ditty of little import. Group, tho, is fine.	65--67--63--65			
<b>STAN KENTON ORK (June Christy)</b> <b>Daddy</b> CAPITOL 1823—June Christy does the cornball in her "hip" style with straight swing backing by the band. It doesn't come off now.	66--66--64--68			
<b>Street of Dreams</b> Very pretty slow instrumental treatment of the oldie features accent on rich harmonic effects, plus a bop alto solo which blends most effectively.	83--83--83--83			
<b>SACRED</b>				
<b>RAY HEATHERTON (The Song Spinners)</b> <b>I Believe</b> DECCA 14591—Heatherton and the vocal group get out an okay coverage on the Stuart Hamblen sacred opus. Could get a little of the action.	73--78--70--NS			
<b>I Want to Thank You, Lord</b> The tenor comes up with a good family-type piece of religious wax well suited to all religious groups.	73--78--70--NS			

(Continued on page 81)

# Set Rock-Ola Super-Rocket Indiana Show

CHICAGO, Oct. 6.—World Wide Distributing will hold an operator showing of the Super-Rocket '51-50 at the Indiana Automatic Music Corporation headquarters in East Chicago, Ind., Thursday (11). Al Stern, firm head, announced.

In addition to Stern, Monty West and Len Micon, representing World Wide, Art Janisek, Rock-Ola service manager, will also be in attendance at the showing.

Distrib firm also announced the addition to its staff of Samuel Rosenblatt, who will act as a field representative for the firm. Rosenblatt will handle the Rock-Ola, Williams, Exhibit Supply and Keeney products in the area covered by the distributing firm.

## Coinmen You Know

### Miami

Dale Lee, formerly Venezuelan representative for Taran Distributing, paused in Miami en route to his new base of operations in Fairbanks, Alaska, where he will open an air freight agency. Lee Grew, tired of the hot weather in South America, decided to go to the other extreme.

Vending Corporation of America has a new route man, George North. Don Boerema, manager, announced the company again will use Red Feather cups this year to promote the Dade County Community Chest campaign. . . . Amusement Machine Operators' Association of Dade County (AMOA) is still seeking a permanent meeting place with the choice narrowed down to either the Biscayne Terrace or the Alcazar Hotel. The last meeting was held in the Biscayne Terrace.

Joe Mangone, All-Coin Amusements, believes Gottlieb has a sure-fire hit in the new football pin game, Rose Bowl, which showed up extremely well in tests in the Florida-Georgia-South Carolina territory. Mangone will make a swing of the territory to take orders for the game.

Bush Distributing Company is taking orders for the new Williams game, Jalopy. President Ted Bush visited the Jacksonville branch office for a few days. Ken Willis returned from a trip to South America and reported that the coin machine business is booming there. Traveling by plane, Willis visited Panama City, Caracas, Venezuela; Barranquilla, Colombia; the Dutch West Indies, Puerto Rico and Cuba.

John F. Saxon, president of Ace-Saxon, and his wife are vacationing in the North Carolina mountains and will visit Saxon's relatives in Sylacauga, Ala. . . . Cup drink operators report, "summer" business is still keeping them plenty active as temperatures in the mid-80's persist.

Among out-of-town coinmen invited to attend the marriage of Geri Lois Taran and Marvin Lieber November 3 at the Sherry-Frontenac Hotel, Miami Beach, are Jack Mitnick, AMI's Southern representative; Ray Moloney, Bally Manufacturing Company; Lyn Durant, United Manufacturing Company; John Haddock, president of AMI; Herman Paster, AMI distributor in St. Paul, and Dave Simon. The bride-to-be's father, Sam Taran, is president of Taran Distributing. Ceremony, reception and dinner will be held at the Sherry-Frontenac with approximately 200 guests expected. Geri has left her job at Taran Distributing to devote her time to wedding preparations and furnishing their Miami apartment.

The Ace-Saxon family rang up the curtain on October with birthday cards to Mrs. Shirley Henderson, wife of Donald, a shopman; Mrs. Audrey Lott, whose husband, Robert, is vice-president of Ace-Saxon of Broward County; Mrs. Marie Trice, whose husband, Jack, is a route salesman, and Cecil Whitaker, route salesman who has been with the company for six years. Wedding anniversary greetings went to Mr. and Mrs. Jack Fisher. Jack is a route salesman at Miami Beach and has been with the firm for three years.

(Continued on page 81)



## FE Sets \$895 Peg on Bulk Milk Machine

Five Vender Test Op Grosses \$1,792 For Maine Canteen

MANCHESTER, N. H., Oct. 6.—Food Engineering Corporation, in limited production on its bulk milk vender (The Billboard, September 29), announced a price structure for the machine had been set up, starting at \$895, and that five units in operation by Automatic Canteen Company of Maine returned a \$1,792.90 gross for the four weeks ended August 4.

C. J. Ryan, of Food Engineering, said that while production plans are dependent upon availability of stainless steel, from 100 to 200 venders are expected to be turned out before the end of the year. At present, supplementing the six units already produced (one is en route to Maine Canteen), nine others are being completed this week. Latter are for delivery to an independent dairy in Boston. Following completion of present field trials and depending upon actual output, firm plans to set up a promotional and sales program.

### Price List

Price of the Automatic Bulk Milk Vender is \$895 for one to 10 units; \$825 for 11 to 25 and \$805 for over 26 machines, f.o.b. factory. Price includes nickel or dime mechanism, two 10-gallon stainless steel containers, two container tops with actuators for disposable milk delivery and measuring valves. Change maker, \$40 extra.

According to A. G. Hecker, Automatic Canteen of Maine, reports total operating costs were 64.64 per cent, including 51.09 per cent for milk, 1.88 for leakage loss (due to faulty valves), and 11.67 per cent for service.

Gross profit was 35.36 per cent of the \$1,792.90 dollars gross for the four-week period. He pointed out operating overhead was kept to a minimum as the supplier (dairy) delivers directly to the operator and "we find it is not necessary to pay commission on bulk milk."

The five machines are located in industrial plants and federal buildings.

## New Chase Sales Rep

ST. LOUIS, Oct. 6.—Chase Candy Company appointed Fred Herschler Jr., sales representative for Eastern Minnesota and Western Wisconsin. He will headquarter in Minneapolis. The Herschler family has been associated with the candy industry since 1934, when Fred Sr. became representative for Rockwood & Company in the Minneapolis area.

## MYSTERY: WHO GASSED WHOM?

NEW YORK, Oct. 6.—When the drinks turned sour at the Theater Owners of America Trade Show Wednesday (26), cup machine exhibitors were shamefaced. The theory was quickly developed that one machine's gas valve was backing up into the common water line. This, all agreed, caused the metallic taste of dispensed beverages. Mechanics hastily checked their venders and before the day was out drinks had regained their proper flavors, but whose machine contained the faulty valve remained a mystery.

## Dean Sets Cream Display at NAMA Meet; Sells Direct

CHICAGO, Oct. 6.—Dean Milk Company is preparing a special exhibit featuring its powdered cream for coffee venders at the National Automatic Merchandising Association Convention November 12-15. Operator designed packaging, one example of which will be five-pound tins, will facilitate usage by automatic merchandisers, according to Dean sales manager, George Hoffman.

Formerly available to operators of Bert Mills coffee equipment thru Mills, Dean is now selling its powdered cream direct to operators.

# Coffee Vender Gains Develop Supplier Interest, Promotion

Seven Firms Offer Concentrates, Liquid Leads at \$7.41 to \$16 Gal.

CHICAGO, Oct. 6.—Increased output, placement and patronage of hot coffee venders during the past year, almost doubling 1949 activity in each of the three phases, have resulted in more bustle and push by coffee concentrate makers to develop this newest market. With coffee machines averaging 900 drinks each per week for a total of approximately 4,005,000 drinks per week in 1950 (Census of the Industry, Vend) concentrate firms view the vender market as one offering welcome sales boosts currently and presenting a steadily improving potential in future marketing.

At least seven manufacturers of as many concentrates are at present supplying the coffee operator. One powder and five liquid concentrates are offered on the general market, while one other liquid—Rudd-Melikian's Kwik-Kafe—is mainly earmarked for that firm's franchised equipment. Per-gallon prices on liquid concentrates range from \$7.41 (Kwik-Kafe) to \$8.60 (the Harrison Company) and .16 (Heyman Process Corporation); powder concentrates start off at \$1.73 per pound (The Nestle Company).

Liquid preparations come in vending packages of one quart,

one-third gallon and one gallon jars and cans. Powder concentrates are available in metal and tin packs from three to 15 pounds each.

### Covers 13 Firms

A survey published in the October issue of Vend, sister publication of The Billboard, covered the 13 firms in the coffee concentrate field, brought out the foregoing facts, showed that two companies had discontinued concentrate manufacture. Four firms did not report.

**Rounding out the coffee vending story, a second article in the next issue of The Billboard will present current production, availability, price facts and outlook in the vender, as opposed to product, phase of hot coffee vending.**

First volume producers of coffee concentrate for venders was Rudd-Melikian early in 1946. Harrison followed in 1948, while most of the present suppliers entered the vender field in 1949. Most recent entry was the Nestle Company in January this year following 18 months of testing the product in the new market medium.

With hot coffee vending jumping from fifth place in 1949 to second in 1950 and first place this year, as a diversification choice of established operators (Man on the Route annual survey, Vend, September), supplier accent on promotion, preparation and packaging of concentrates for vender use is seen as definitely "over the hump."

### Brand Promotion

Pioneering efforts by several coffee producers during the past six years are now bearing fruit via the increased per machine volume—the result of both better machines and improved concentrate flavor. Recognizing this trend, concentrate makers already supplying the vending field are now throwing off the cloak of anonymity and are featuring brand names in conjunction with their vender-sold products. Examples: American Home Foods, Inc., promotes its G. Washington Coffee trade-mark in its vending concentrate; General Foods Corporation has approved special electric vender signs calling at

(Continued on page 79)

# Candy Firms to Hold Present 5c Bar Size

See Ample Ingredient Supplies; Disagree on Nickel-Dime Issue

CHICAGO, Oct. 6.—Candy bar manufacturers participating in the fifth annual survey of confectionery products suitable for vending (conducted by Vend, sister publication of The Billboard) were unanimous in believing that weights should not be cut below current levels and that there would be no ingredient shortage before fall of 1952. On the future of nickel bars, the same candy firms were in disagreement.

Forty-two per cent believe dime bars will not replace nickel items; 30 per cent feel the 5-cent bar will virtually disappear; 28 per cent, who did not commit themselves, either have yet to make up their minds on the question or did not wish to have their stand recorded.

**Vend's Know Your Candies survey, appearing in the October issue of this week, carries a complete listing of bars**

and packages suitable for vending. Type of coating, center, weight, dimensions and count are listed for the products of over 100 firms.

With over one-third of the nation's candy operators selling some dime bars today, the majority of those not already in the 10-cent field expect to be handling dime bars in the future

## Gum Tested on Gotham Buses

NEW YORK, Oct. 6.—Penny gum venders are going into city-owned buses here on a test basis. The American Chiclé Company, which holds the experimental contract with the city, is installing equipment on 50 surface coaches. These are to be operated for a six-month period before a long-term operating contract is drawn on the project scrapped.

Mills penny venders, specially modified as three-column machines, make up the test merchandising equipment. They are bracketed, one to a bus, on wide panels near side passenger exits. Tab Dentyne and two flavors of Chiclets are stocked in the machines.

With service costs expected to be high, no extension of the vending program is planned until results of the test period are digested. Bus routes criss-cross the city and complicated service patterns may have to be worked out to keep machines loaded and in repair. During the experimental phase, the Board of Transportation will receive 10 per cent of gross sales as commission.

Some 10 years ago, a similar project was begun here. Early in World War II, however, it was abandoned before the potential could be explored. Tests in other cities are known to have been made since then, but with very low-capacity venders, sprinkled several to each bus.

New York City presently operates about 2,500 surface coaches. At least that many again are operated here by private bus lines,

(see dime bar features in this section).

Candy operators are now paying an average of 3 cents for nickel bars; under 1946 conditions, this could be paid and still realize a profit. Since 1946, however, other-than-stock costs have increased greatly. It costs much more in terms of transportation and labor to service a candy vender. Each item of overhead and tax is higher. There is real doubt that the operator can maintain his nickel bar price should any of his costs rise further.

Candy bar makers are in much the same position. Typical manu-

(Continued on page 79)

# Penny Cig Tax Increase Seen Effective Nov. 1

WASHINGTON, Oct. 6.—Altho both Houses of Congress have agreed on the general pattern for the proposed tax boost, including the 1-cent raise per pack on cigarettes, predicted passage by the Senate this week will not mean an immediate imposition of the increase. Rather, November 1 is seen as the earliest date the tobacco tax increase can become effective.

Delay is predicted in determination of an effective date for the new tax schedule, as the bill must

## Insurance Company Hypes Op Coverage

HARTFORD, Conn., Oct. 6.—In a drive to increase its vender insurance coverage, Hartford Insurance Company is advising agents to note operators' names on such equipment on location. Operators are a prospect for the special dispensing machine floater policy, company literature points out.

Hartford's policy is described as a broad form "floater," designed to cover venders both on location and while temporarily on the operator's premises. The multi-location coverage is written on a flexible "named-peril" basis, according to Hartford.

be submitted to a House-Senate conference committee for reconciling the differing proposals which have been approved by both houses. Then the measure agreed upon by the conference committee must come up for approval by both the Senate and House before submission to the President for his signature.

# New Sandwich Vender Feeds Hungry Danes

COPENHAGEN, Oct. 6.—A new form of sandwich vending machine has been placed in operation in a food store facing the Vesterport railway station in the center of the city. The mechanism of the custom-built unit is located inside the store, but coin slots and delivery bins are in front, and accessible to street traffic.

Wrapped sandwiches are displayed on small white-enameled shelves attached to a form of escalator belt, with nine packages visible. As coins are deposited in the slots, the escalator moves down and the bottom package slides onto a chute and into a

(Continued on page 78)

## OPERATION: DE-WHISKER

# Coin Clipper Route Keeps Pittsburgh Op Pitching

PITTSBURGH, Oct. 6.—Vending routes of specialty items can be built to go along with your regular route, says A. H. Pitchford, who has put together an electric shaving operation with 36 locations in the city—18 locations (one at each station) on the Pennsylvania Turnpike—and will have 23 more locations established at tourist and truck stops when the Western section of the Turnpike is completed.

It takes no special training to operate a specialty route, Pitchford claims, and any general mechanic can service the equipment.

Only difficult thing to overcome in electric shaver vending is a tendency of some people to attempt to steal the shaver, so Pitchford has arranged a system that sets off an alarm if the electric supply cord is cut. The system proved effective; Pitchford has lost only six shavers in three years.

Other deterrent—sanitation—was eliminated at the start when the machines were approved by the

U. S. Testing Company as sterilization tested.

### Customers—Locations

Best customers of coin shavers are truck drivers, who take advantage of an easy way to shave. Public golf courses, Pitchford discovered, proved good locations.

Getting a coin electric shaver into a location isn't too difficult, says Pitchford. "I approach the manager and (1) tell him where shavers have been located elsewhere, (2) what our percentage arrangement is with other locations, and (3) ask for permission to install a shaver on the premises.

"Should the proprietor say people won't want to use a shaver that someone else has used, we have scientific proof from a non-interested (U. S. Testing Company) source stating that our equipment is sanitary.

"We answer the proprietor's concern that he doesn't have sufficient room to install the shaver in the men's lounge and if one

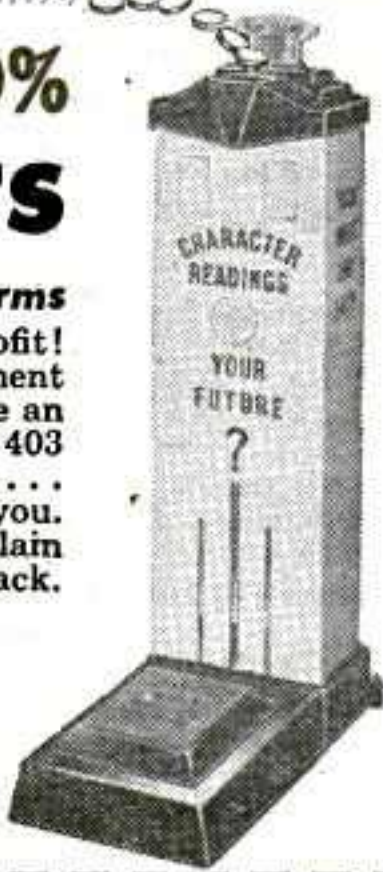
(Continued on page 78)



There's a **SMALL FORTUNE** in it... for You!

# PAYS 50% TO 200% STEADY PROFITS

**Outdraws, Outearns and Outperforms All Others!** Be penny-wise . . . and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year . . . more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.



- ★ 2 Machines in 1 . . . Fortune and Weight
- ★ Fully Automatic & Patented
- ★ No Knobs, No Handles, No Trouble

Yours for Only **\$25** DEPOSIT

★ Mail coupon today for immediate delivery or further details, monthly terms as low as \$10.

## AMERICAN SCALE MFG. CO.

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Check one of the following:

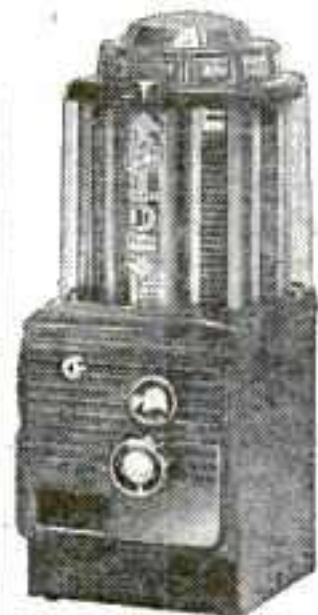
- Attached find check for \$25 payment on one model 403 scale. Ship at once.
- Please send further details immediately.

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

# Profit-Making Combination For Wide-Awake Operators

**MODEL 49**  
1¢-5¢-10¢

The record breaking earnings being reported by operators using Model 49 have never before been approached by any bulk vender. It makes no difference what product you use, sales shoot up in locations as soon as a 49 is installed, and they stay there. Why? Sales appeal . . . eye-catching beauty . . . tempting merchandise display . . . clean, sanitary globes . . . all combine to sell the Model 49 and its merchandise to the public. It makes them want to patronize the machine and they do.



## 1¢ Selective TAB GUM VENDER

The Select Tab Gum Vender has everything operators want in a gum vender . . . big capacity . . . fast servicing . . . simple construction. It has been designed not only for mechanical perfection, but to SELL gum. Its striking appearance and tempting wide-open display of many varieties of gum creates an irresistible urge to patronize this machine. And that's why every time you use a Northwestern Selective Tab Gum Vender for replacement on your route, the sales will jump two to three times . . . and stay there!

**FREE!** You'll enjoy reading "The Northwesterner," which contains news, photos and helpful information, for the operator of bulk vending machines. Write for your free copy today.

## THE NORTHWESTERN CORPORATION

707 Armstrong Street

Morris, Illinois

## 30 DAY MONEY BACK TRIAL

THE YEAR'S GREATEST VENDORS

# Northwestern



Outstanding **MODEL 49**  
1¢-5¢-10¢ PRICES  
Less than 25 \$17.35  
Less than 100 \$17.15  
100 or more \$16.95

Sensational **TAB GUM**  
PRICES  
Less than 25 \$25.95  
Less than 100 \$25.45  
100 or more \$24.95



10-COLUMN 1¢ SELECTIVE

Complete Line of **PARTS, SUPPLIES, STANDS, GLOBES, BRACKETS, CHARMS, Etc.**

TIME PAYMENT PLAN AVAILABLE. TRADE-INS ACCEPTED.

1/3 Deposit, Balance C.O.D. F.O.B. Factory

**MERCHANDISE**

ADAMS, All Flavors, 100 Count . . . \$ .42
WRIGLEY'S, All Flavors, 100 Count . . . . .46
FRUIT CHARMS, Assorted, 100 Count . . . . .40
SUCHARD, 200 Count . . . . .1.20
HERSHEY'S, 200 Count . . . . .1.30

MINIMUM ORDER 25 Boxes of Any Assortment

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### YOU CAN HELP COMBAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

# Detroit Cig Op Buys 2 Routes, Adds Gum Units

DETROIT, Oct. 6. — Jacobson Automatic Service, headed by Mervin S. Jacobson, purchased Central Vending Company, headed by Fred Schwalk, and the cigarette phase of Frank Hopkins' operation. With the reorganization, Jacobson's 14-year-old firm takes over the name of Schwalk's company, and expands to a 500 machine cigarette operation. In addition, it is moving into the gum vending field with an initial 500 units.

Schwalk is retiring from the business. Hopkins, a blind operator, retains his candy machine route.

With the expansion move, Jacobson's firm has set up its own warehouse and office facilities with a partner, Ben Flaisher, as manager. Three other inactive partners are Isadore Jabson, Maxine Fidler and Nathan Schreiber, head of Midwest Theater Circuit.

# Illinois Mail Order Cig Tax Ruled Invalid

CHICAGO, Oct. 6.—Illinois' 3-cent tax on mail order cigarettes, put into effect July 1, was ruled unconstitutional Friday (5) by Superior Court Judge John Haas. In a move that State officials said may cause a loss of up to \$3,500,000 annually in revenue, Haas issued a permanent injunction restraining the State from collecting the tax from some 500,000 Illinois residents who have been buying their smokes from out-State sources. The State has indicated it will appeal the ruling.

The suit contesting validity of the mail order tax was filed by an attorney for Miss Julie Johnson, an advertising executive. Actually, collection of the tax had come to a halt August 17 when Superior Court issued a temporary restraining order.

# Vender Op, Mfrs., Suppliers to Show At NAAPPB Meet

CHICAGO, Oct. 6.—To date, two vending machine firms have signed to exhibit at the 1951 trade show of the National Association of Amusement Parks, Pools and Beaches to be held at the Hotel Sherman here November 25-28. (See separate story in General Coin Machine Section.)

Bank & Wilan, Inc., Charleston, W. Va., operating firm, headed by Joseph and David Wilan, brothers, and Bernard Bank, will display representative models of the venders it operates. Birthdays, Inc., Nashville, will show a greeting card vender.

Other NAAPPB exhibitors include Blevins Popcorn Company, Inc., Nashville; Coca-Cola Company, New York; Charles E. Hires Company, Philadelphia; Lily-Tulip Cup Corporation, New York, and Orange-Crush Company, Chicago.

## De-Whisker

Continued from page 77

were installed that it would cause men to tarry unnecessarily, by finding a spot in the room where the shaver will not interfere with traffic.

This is possible even if Pitchford has to install a wooden frame on the backboard and place the shaver on the inside of the window sill. Pitchford tries to locate the machine away from doors and away from wash basins.

A proprietor's third main objection, that his percentage is not high enough, is answered with facts on machine maintenance: "We furnish all parts, clean the machine. Your percentage is clear profit."

"Greatest asset in getting electric shavers into some locations is patience," Pitchford says. "It takes time to get anything approved for use when installations require board meetings, because so many things come up at meetings before your topic is taken up for consideration. When your topic of the shaver does come

# Supplies In Brief

## Peanut Supply

WASHINGTON, Oct. 6.—Peanut stocks continue at high levels, Agriculture Department announced. There were 67 million pounds in holdings of farmers' stock peanuts at mills and in off-farm warehouses at the end of August, nearly four times 17 million pounds held a year ago, the Department of Agriculture reports.

Peanuts held in commercial position totaled 243 million pounds, farmers' stock equivalent, on last August 31, compared to the 108 million pounds held the year before. Meanwhile, millings of farmers' stock peanuts during the past month was the highest for any month since 1943. Milling operations in August, 1950, thru September, 1951, totaled 1,689 million pounds, compared to the 1,597 million pounds the season before.

Usage  
Total disappearance of shelled peanuts during the last season, August, 1950 to September 1951, totaled 1,036 million pounds, 21 million pounds less than the 1,057 million reported the previous season. This disappearance includes domestic consumption and exports of shelled peanuts.

During the 1950-'51 season, 530 million pounds of edible grade shelled peanuts were used in peanut products, a rise of 4 per cent from the 510 million pounds used in the season before. The quantity used in candy dropped off last season compared with the preceding season, but the use of shelled peanuts for salting and making peanut butter increased.

## Candy Sales Up

WASHINGTON, Oct. 6.—Sales by manufacturers of confectionery, including chocolate products, climbed to an estimated \$503,000,000 during the first seven months of 1951, a rise of 12 per cent above sales during the same period last year, the Department of Commerce reported.

Sales during last July reached an estimated \$54,000,000, an 8 per cent climb above July 1950 sales, but a drop of 9 per cent below June, 1951 sales. Poundage sales by a group of selected manufacturers studied by Commerce were up 4 per cent during the first seven months of 1951, compared to a year ago, while dollar values increased 15 per cent in the two periods.

## Almond Sales

WASHINGTON, Oct. 6.—The salable percentage of almonds and the surplus percentage were fixed at 75 per cent and 25 per cent respectively for the crop year beginning July 1, the Department of Agriculture announced. Almonds representing the salable percentage may be sold in normal domestic trade channels, the Department explained, but the surplus must be disposed of for uses not competitive with such outlets.

## New Sandwich

Continued from page 77

small delivery cubicle under the window. There are six of these escalator-shelf units, all of which are serviced from inside the store. Coin slots and delivery bins are flush with the store front and occupy no sidewalk space.

The vender's capacity is flexible, since each shelf may be stocked with from one to six sandwiches per package and at least 10 packages may be deposited in each of the six escalator units at each servicing.

Prices vary with the type and quantity of sandwich packs. One slot operates with two 25-ore nickel coins, three require a one-krone alloy coin, and two call for two of the one-krone coins. In American currency, the price range is from about 8 to 32 cents per package.

up there are many differences of opinion of the advantages of a coin shaver so that action on installing them may be tabled for a time. Finally, when the proposition comes up for a decision, officials are somewhat hesitant to try the shaver idea because it is something new."

Pitchford expects good progress in the days ahead. Things are becoming more mechanized, and the fellow who can do things differently, can get ahead in this field, he feels.

## WRITE FOR CATALOG

On Bulk Vendors, Merchandise Games, Etc.



## TOPPER DELUXE

1¢ or 5¢ Models (Advise when ordering)  
**\$14.95** Each  
Case of 4 **\$56.80**  
Complete Victor Line in Stock.

## COPPER CHARMS

Large size, new series, 1,000 . . . \$3.95  
Hand-Painted Imported Charms.  
Per Gr. . . . . 1.25  
Toy Watches, 2 Gross . . . . . 2.50  
Stone Set Rings, 1 Gross . . . . . 1.95  
'Hep Cat' Buttons, 1,000 . . . . . 5.95

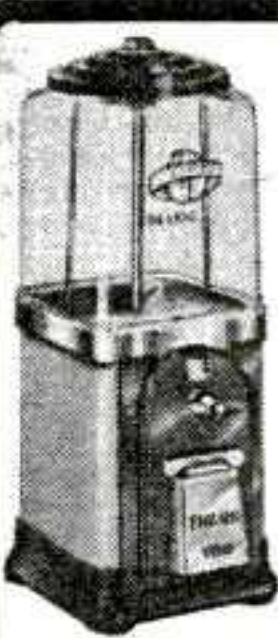
## STANDS

All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.

**\$3.25 each**

We are factory distributors for all leading makes of VENDING MACHINES.

One-Third Deposit on All Orders.  
**PARKWAY MACHINE CORP.**  
715 Ensor St. Baltimore 2, Md.



Try **VICTOR** Once and you will **BUY VICTOR ALWAYS** ORDER TODAY!

## VEEDCO SALES CO.

2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

## CHARMING NEWS

Nothing short of Diamonds will pull pennies faster than **TORR'S** new mixture of Charms.

Assortment of over 500 different items from 5 leading factories.

To make more money and save more money write for prices and details.

**ROY TORR LANSLOWNE, PA.**

## 2,000 ASSORTED CHARMS

15 Different Items—everything we make—in elastic and plated mixture. **WORTH MORE—SPECIAL DEAL**

**2,000 for \$10**

F.O.B. Jamaica, N. Y. Immediate delivery.

## EPY

Samuel Eppy & Co., Inc.  
91-15 144th Place, Jamaica 2, L. I., N. Y.

## BRAND NEW LUCKY BOY VENDORS

**\$9.75** EACH MODEL 1¢ or 5¢  
Lots of 5 \$9.50 Ea.  
Lots of 10 \$9.25 Ea.  
Lots of 25 \$9.00 Ea.  
Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 800 Ball Gum. Fully Guaranteed. Write for details.  
1/3 Deposit, Balance C.O.D.

**BLOYD MFG. CO.**  
VALLEY STATION, KY.

## Vendor Salesmen—Only

If your present deal doesn't average you \$1,000.00 per month—write us! Our boys drive Cadillacs, enjoy terrific profits selling brand new dispenser. Has no competition. Reply by letter, name machines sold. Write **BOX CH-140, The Billboard** 188 W. Randolph St. Chicago 1, Illinois

## Charms

**Paul A. Price Co.**  
220 Broadway, New York 38, N. Y.



**GET \* NEWER CHARMS**

Lower prices from America's largest Charm manufacturer.

Over 40 new and different series of Charms.

Our prices are lower! Send 35c for complete samples.

**PENNY KING CO.**  
415 Neptune Street  
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**Northwestern TAB GUM VENDERS**

Single \$25.95  
25 to 100 \$25.45  
100 or More \$24.95

30-Day Money-Back Guarantee  
We Stock All Mds. for Mach.  
Write for Charm and Merchandise List.  
1/3 Dep. Bal. C.O.D.

**NORTHWESTERN SALES & SERVICE**  
1194 TREMONT ST., BOSTON, MASS.

**READY FOR DELIVERY NOW!**

1c or 5c **ACORN**  
ALL-PURPOSE BULK MERCHANDISER  
Featuring the new **WHITE FLASH** BRUSH HOUSING

**Empire COIN MACHINE EXCHANGE**  
1012 Milwaukee Ave. • Chicago 22, Ill.

**VICTOR'S MODEL "V"**  
Only \$12.75 Each (24 or more)  
Sample \$13.75  
Glass or Plastic Globes. UNEQUALLED FOR VENDING: BALL GUM, CANDY PEANUTS, CHARMS, SALTED PEANUTS, ETC.

LOWEST PRICES ON BALL GUM, CANDY CHARMS, stands. We stock all parts and supplies.

**"TRY THE BEST, TRY VICTOR'S" WRITE TODAY!**  
H. B. Hutchinson Jr.  
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**Vend**

"The Magazine of Automatic Merchandising"

"As a small vending machine operator, I find VEND right up to date on news and helpful suggestions which cannot be found in any other magazine."

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MECHANICVILLE, N. Y.

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Please enter my subscription to VEND Magazine for One Year for which I enclose \$3.

Name .....

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City ..... Zone ..... State .....

## Coffee Vender Gains

*Continued from page 77*

attention to its Maxwell House label.

A round-up of concentrate makers now supplying operators, with individual products details, follows:

L. C. Powell, manager of institutional and industrial sales for American Home Foods, Inc., New York, declares his firm entered the vender picture because of "the potential market." Features of American's concentrate include the pure coffee solids, with no additives, in aqua suspension. Only special treatment required is that it be kept under 40-degree temperature. Currently, only promotion directed toward operators is firm's sampling program. Its liquid concentrate is available in one-third gallon cans, 12 cans to a case.

The Borden Company, New York, makes its Pure Instant Coffee liquid concentrate available in three and 15-pound bulk sizes. Sales Manager B. C. Potter states no carbohydrates are added. Point-of-sale signs and other promotional material for venders is not yet available, but is said to be in the planning stage.

**Cite Serving Cost**

The Harrison Company, New York, which, according to president George Harrison, entered the vender supply field as a result of operator inquiries, packs its liquid concentrate in gallon glass containers. He states the 30 per cent concentrate permits vending at a rate of 4 1/4 to 4 1/2 cc per serving, effecting, under delivered prices, a cost range between 99 cents and \$1.05 per 100 servings.

Heyman Process Corporation, New York, offers liquid concentrate in gallon jars, four to a case. M. Heyman states higher concentration permits dilution settings of 5 or 6 cc's, with maximum of 3 cc's, for venders. Concentrate may be preserved with a small amount of propylene glycol, eliminating need for refrigeration. Firm makes available point-of-sale advertising imprinted with the name of the operator.

**Dual Purpose**

The Nestle Company, Inc., New York, states it entered the vender market because of the rapid expansion in coffee vending, offers a powder concentrate in various size containers. Sold in minimum amounts of 100 pounds, it is reconstituted into liquid form by the operator. Features include usability in both liquid, powder type venders, no necessity for refrigeration storage. It can be converted to a liquid concentrate by adding 4 1/2 gallons of water to 12 1/2 pounds of powder; mixture produces 5 gallons of liquid concentrate.

Memo Products, Los Angeles, offers a liquid, cold water concentrate.

Former coffee concentrate suppliers, Gold State Company, Ltd., San Francisco, and W. Sheinker & Son, Inc., New York, have discontinued production. Both offered liquid concentrates.

## Candy Firms to Hold

*Continued from page 77*

facturer reactions to the nickel price question in the survey follow:

H. S. Clark, president of D. L. Clark Company which makes both nickel and dime bars, stated: "Due to the rising cost of material, labor, freight and overhead, the candy bar manufacturers will have very little choice (but to abandon nickel goods) unless the picture changes in the near future."

John Wood, Wilbur-Suchard Chocolate Company, expressed much the same idea: "Nickel candy bars will not be replaced by 10-centers unless raw materials increase at least 10 per cent more than the present levels."

Sperry Candy Company declared it felt there is a "very strong probability" that dime bars will replace nickel items. There will always be some nickel bars on the market, officials stated.

Peter Paul, up to date one of the leaders in the dime bar field, held that "to give the consumer value and allow a fair profit to wholesalers and retailers the . . . 10-cent candy bar is practically mandatory." (While Peter Paul is best known for its dime candy, it also has successful nickel candies on the market.)

**Others Say . . .**

Walter Williams Candy Company: "Eventually nickel candy bars will be replaced by dime bars . . . nickel bars are becoming very unprofitable."

Ridley's: "To some extent nickel goods will be replaced by dime bars. Increased costs of wrapping materials prohibit the manufacturer from giving value to the consumer. Therefore, the consumer will eventually demand 10-cent merchandise . . . get a much greater value for his money."

Boyer Brothers, Inc.: "Dime bars aren't going to replace nickel bars so long as the leaders of the industry keep quantities of 5-cent goods rolling."

Spangler Candy Company: "We believe it is vital to maintain the 5-cent bar even if it requires lighter bar weight than at present."

A total of 54 per cent of all candy makers who returned Vend questionnaires were emphatic in the opinion that bar weights ought not be cut further. Only 17 per cent said weights could still be reduced without an adverse reaction from the public.

**Pistachios**

3 SPECIAL GRADES FOR VENDORS

ask for **ZALOOM'S**

● 4 STAR JUMBO  
● VENDORS MIX  
● 3 STAR "BUDS"

Perfect. The Finest and Fastest Selling Pistachios. Red and White. DELICIOUSLY ROASTED AND SALTED.

Packed 5-lb. Moisture-Proof Bags. 12 5-lb. Bags to Carton.

RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES WRITE US TODAY

**ZALOOM'S PISTACHIO NUTS**

**JOS. A. ZALOOM & CO.**  
America's Original Masters in Roasting and Salting of Pistachio Nuts.  
8 JAY STREET NEW YORK 13, N. Y.  
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Your contribution to the American Cancer Society stimulates detection programs and the development of better diagnostic and treatment facilities. Bringing service directly into the home, thousands of the Society's volunteers furnish bandages, equipment, social services and transportation, and lend a helping hand in many other ways. Your contribution also supports Research and Education.

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Mail your contribution to "CANCER" in care of your local post office

## Continental Can Activates Fourth Paper Cup Plant

NEW YORK, Oct. 6.—Continental Can Company's Paper Container Division has taken over firm's metal division plant in Memphis and will shortly start producing paper cups and containers there.

Move provides Continental Can with four paper container plants, two of which are in Newark and one in Los Angeles.

The new paper container plant at 265 West Trigg Avenue, has 82,866 square feet of manufacturing and storage space. Equipment formerly used to produce steel containers has been shipped to various other of the firm's plants in the Memphis area.

**SMOKESHOP "612"**  
PACK CAPACITY

The NATION'S FINEST CIGARETTE VENDOR

Tear Out and Mail This Ad for Details

**AUTOMATIC PRODUCTS CO.**  
250-B West 57th St., New York 19, N. Y.  
PLaza 7-3123

**OUR PRICES ARE STILL LOW! CIGARETTE MACHINES**

DuGrenier Model W, 9 Col., 308 Pack Cap. . . . \$ 82.50  
Uneda Model 500, 9 Col., 350 Pack Cap., King Size Included . . . . . 95.00  
DuGrenier Champion, 9 Col., King Size Included . . . . . 89.50  
Rowe Royal, 6 Col., 240 Pack Cap. . . . . 82.50  
Rowe Crusader, 10 Col., 475 Pack Cap., King Size Included . . . . . 145.00  
Uneda Model A, 9 Col., 270 Pack Cap. . . . . 85.00  
Uneda Model E, 9 Col., 275 Pack Cap. . . . . 75.00  
DuGrenier Model S, 7 Col., 210 Pack Cap. . . . . 69.50  
15.00 Additional for Silver Quarter or King Size Vending.

**CANDY MACHINES**  
Un'da Candy, 102 Bar Cap. \$ 75.00  
U-Select-19, 54 Bar Cap. . . . . 35.00  
Adv. Candy, 40 Bar Cap. . . . . 75.00  
Vendall Candy (New) . . . . . Write

**KING-SIZE COLUMNS INSTALLED IN ALL CIGARETTE MACHINES**

**TOP EQUIPMENT UNCONDITIONALLY GUARANTEED**  
1/3 DEP. WITH ORDERS, BAL. C.O.D. Parts and Mirrors available for all makes and models.

**CONVERSIONS**  
ANY MAKE OR MODEL CIGARETTE VENDOR TO 25c OR 30c VENDING —TRADE PRICES—

**UNEDA VENDING SERVICE, INC.**  
"The Nation's Leading Distributor of Vending Machines"  
NEW RECONDITIONED LIKE NEW  
166 Clymer Street, Brooklyn 11, N. Y. • EVergreen 7-4568

From **LITTLE ACORNS** mighty INCOMES grow!

**ACORN**

The only completely die-cast aluminum, precision-built

**ALL-PURPOSE VENDOR**

- Vends all bulk mds.—nuts, gum balls, candy, charms.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock and body clamps only.
- Guaranteed mechanically—weighs less than 7 lbs.

Featuring the sensational new **WHITE FLASH** BRUSH HOUSING

**OAK manufacturing co., inc.**  
11411 Knightsbridge Ave., Culver City, Calif.

**DISTRIBUTORS!**  
Choice Territories Still Open—Write, Wire, Phone!  
East & Midwest  
M. J. Abelson, gen. sales mgr.  
1349 5th Ave., Pittsburgh AT 1-6478  
Pacific Coast Distributor  
Operators Vending Machine Supply  
1023 Grand Ave., Los Angeles

**FRENCH BOY POP CORN Dispenser**

Keep popcorn warm and flavorful—sells itself—requires no care. Let French Boy Dispensers go to work for you and enjoy automatic profits.

Write for full information. It means **BIG PROFITS!**  
**\$51.50**

F.O.B. Chicago  
Pop your own corn or buy fresh ready-to-eat popcorn from us.  
Write to Sales Dept.

**A B C Popcorn Co., Inc.**  
3440 W. NORTH AVE.  
CHICAGO 47, ILLINOIS

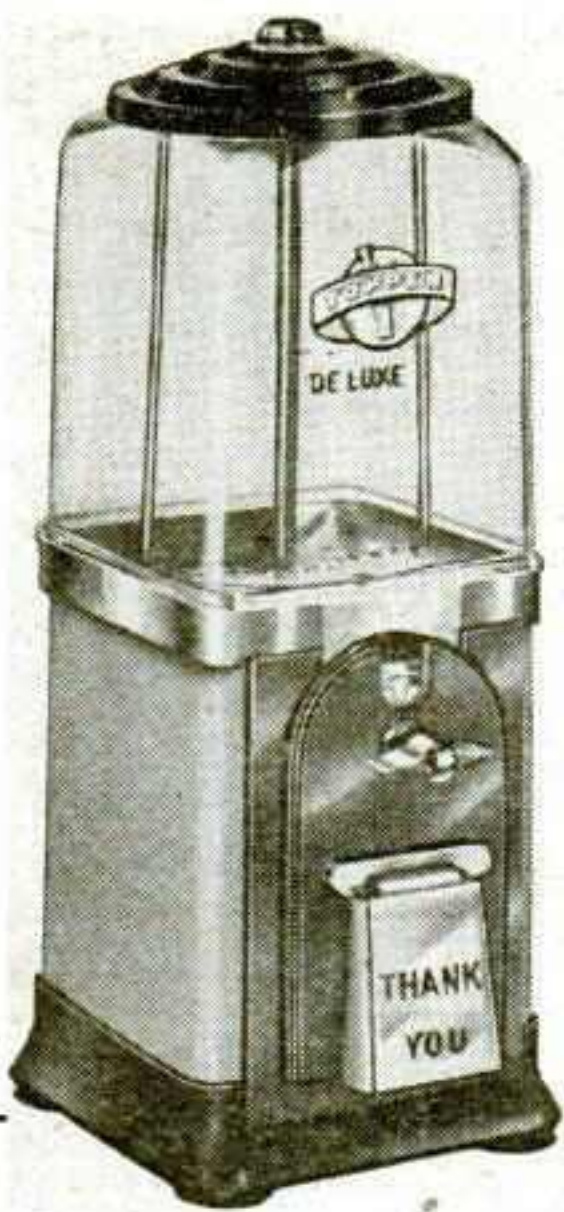
**WILL BUY FOR CASH CIGARETTE - CANDY**  
(5c & 10c Venders)

**Vending Machine Route**

Small or Large Anywhere in U.S.A. if priced right. Give full details in first letter such as: Amount of locations, make of machines, type of locations, volume of sales and approximate earnings.

**1544 BROADWAY BOX 646, THE BILLBOARD NEW YORK 19, N. Y.**





**Victor's TOPPER DELUXE**  
 WITH THE ALL-PLASTIC GLOBE  
 Also Available in Double, Triple and  
 Revolving Super Market Units.  
**VICTOR VENDING CORP.**  
 5701-13 W. Grand Ave., Chicago 39, Ill.

**TOPPER DELUXE**  
 With Plastic Side Display Windows  
 Case of 4 \$56.80  
 Single ... 14.90

Topper Standard With Plastic Globe.  
 Case of 4 \$48.00  
 Single ... 12.25

**COMPLETE VICTOR LINE IN STOCK!**

**CHAMPION NUT & CHOCOLATE CO.**  
 1194 Tremont St Boston, Mass.

**Alabama Cig Tax**

MONTGOMERY, Ala., Oct. 6.—Tobacco tax collections for the fiscal year ended September 30 totaled \$7,751,911, an increase of \$113,026 over collections for the 1949-'50 fiscal year, according to State Revenue Commissioner Joseph M. Edwards.

**Move Orange-Crush Exec**

CHICAGO, Oct. 6.—Orange-Crush Company announced appointment of Clifford L. Keefer as manager of its central sales region for the fountain division. Keefer left a territorial managership post in Atlanta, where he covered the Southeast area for the firm.

**Georgia Tax Report**

ATLANTA, Oct. 6.—Cigarette tax collections of \$696,175 for the month just ended represented a reduction of \$430,598, compared with collections for the same month a year ago.

**Thatcher Dividend**

ELMIRA, N. Y., Oct. 6.—Thatcher Glass Manufacturing Company, Inc., declared a dividend of 60 cents on convertible preference stock, payable November 15 to stockholders of record October 31.

**YOU REALLY SCORE WITH TOPPER**

**The Operators' Choice Machine**  
**CONFECTION SALES CO.**  
 10008 St. Clair Ave. Cleveland 8, Ohio

**THE BILLBOARD Index of Advertised Used Machine Prices**

**Vending Machines**

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Oct. 6	Issue of Sept. 29 \$7.95	Issue of Sept. 22	Issue of Sept. 15
Acorn Peanut Machine.....				
Adams Gum, Model N.....	13.95			
Advance Candy .....	25.00	25.00	\$25.00	\$25.00
American Scale .....	75.00	75.00		
Andrews Nut, 5c.....			7.95	
Candyman 72 Bar.....	50.00(2)	50.00	50.00	50.00
Columbus 5c Bulk.....			7.95	
Columbus Nut, 5c.....	7.95			
Du Grenier Champion, 9 col..	89.50			
Du Grenier Model (5) (7 col.)	69.50	69.50	69.50	69.50
Du Grenier Model W.....	49.50	49.50	82.50	49.50
Du Grenier Model N, 4 col..	14.50			
Du Grenier Model W, 9 col..	82.50	89.50		
Du Grenier Selective Candy..	29.50			
Foot Vitalizer .....	75.00			
Kirk's Astrology Scale .....			85.00	85.00
Kirk Guesser Scales.....			135.00	
Kwik Shoe Shine Machine...	79.50			
Lo Boy Scale .....			50.00	50.00
Lehigh PX Cigarette Machine, 10 col.....	139.50			
Liquid Cola Machine.....			7.95	
Masters 1c Novelty.....	150.00	175.00	175.00	
Minit-Pop (Viking).....	175.00			
Monarch (8 col.).....	69.50		85.00	85.00
National, 6 col.....	75.00			
National 9A .....			75.00	75.00
National 930 .....	89.50		85.00	85.00
National Candy (9 col.)....		115.00		
National Electric Ticket Scale .....			95.00	
Northwestern De Luxe, 1c and 5c.....	14.50		14.50	
Northwestern 33 Ball Gum..	7.50	7.50	7.50	7.50
Pop Corn Sex .....			89.50	89.50
Rowe Candy .....		85.00	85.00	85.00
Rowe Crusader (10 col.)....	145.00	145.00	145.00	145.00
Rowe Deluxe, 8 col.....	75.00			
Rowe Imperial (8 col.)....	77.50	79.50	77.50	77.50
Rowe President .....			85.00	85.00
Rowe Royal, (6 col.).....	82.50	82.50	82.50	82.50
Rowe Royal (10 col.)....			85.00	85.00
Shoe Shine Machine.....	49.50	39.50		
Siros Brush-Up .....			75.00	75.00
Silver King 1c .....			7.95	
Silver King Target King....		27.50		
Target Hunter (Silver King)..		27.50		
Trimount Snack Nut 5c (3 col.) .....			19.50	
Uneeda Candy 102 Bar.....	75.00	75.00	75.00	75.00
Uneeda Model A (9 col.)....	85.00	85.00	85.00	85.00
Uneeda Model E, 9 col.....	75.00	75.00	75.00	75.00
Uneeda Pak A, 8 col.....	89.50			
Uneeda Pak E, 8 col.....	89.50			
Uneeda Pak, 5 col.....	75.00			
Uneeda Pak, Model 500, 10 col.....	89.50			
Uneeda (500) .....	69.50	69.50	69.50	69.50
Uneeda (9 col.) Model 500..	95.00	95.00	95.00	95.00
Uneeda (15 col.).....	85.00	85.00	85.00(2)	85.00(2)
U-Select-It .....	35.00	49.50	35.00	49.50
Victor Model V .....			7.95	
Victor Universal Sc.....	10.95			

**WHAT ARE YOU VENDING?**

Stick Gum? Package Gum? Mints? Stamps? Perfume, Combs or other types of merchandise?

**ADVANCE is the Vendor for You!**

The 1-column model (illustrated) vends flat cartons up to 7/8"x2"x3 1/4" long — or round cartons up to 1 3/4" diameter x 3 1/2" long. The 2-column model handles round cartons up to 3/4" diameter x 3" long.

Regularly furnished for 1c, 5c, 10c or 25c operation. Separate cash box — and Advance Coin Detector with automatic coin return when machine is empty.

Want more information! Write today to...

**J. SCHOENBACH**  
 Factory Distributor Of  
 Advance Vending Machines  
 1445 BEDFORD AVE., BROOKLYN 25, N. Y.  
 PResident 2-2900

**VICTOR'S TOPPER**  
 100 or More \$12.70  
 1 to 25 ... 13.70  
 Plastic Globes

UNEQUALLED FOR VENDING: BALL GUM, CANDY, PEANUTS, CHARMS, SALTED PEANUTS, ETC.

LIBERAL, EASY FINANCE PLAN!!!  
 LOWEST PRICES on Ball Gum, Candy, Charms, Stands. We stock parts and supplies for all penny vending machines.

**VENDING SPECIALIST SINCE 1934.**

**BERNARD K. BITTERMAN**  
 3002 Truman Rd. Kansas City 1, Mo.

**CIGARETTE MACHINES FOR SALE**

Each \$38.00  
 8 7 Col. S & M Silver Quarter.....  
 2 8 Col. Rowe Royals..... 72.00  
 2 9 Col S & M Silver Quarter..... 52.00  
 2 9 Col S & M, 20c operation... 52.00  
 1 8 Col. Uneeda Monarch..... 85.00  
 1 15 Col. Uneeda, Model E..... 46.00

Will sell the above sixteen (16) machines, uncrated, for \$650.00 cash, F.O.B. Marion, Ind.

**H. D. DWYER CO.**  
 Anderson, Indiana

**CIGARETTE OPERATORS**

A.B.T. 25c ejectors for converting C-8 Vendors are available in a limited number at \$5. Quantity discounts. Send check or cash with order. Call or write

**REJECTORS**  
 361 Avon Ave. Newark, N. J.  
 Bigelow 2-0084

**New NORTHWESTERN**

MODEL 49  
 1c-5c-10c  
**\$17.35 ea.**

25 to 100  
**\$17.15 ea.**

**ORDER NOW** Immediate Delivery From Stock!

**INTRODUCTORY OFFER**  
 Adams Gum, 42c Box; Fruit Charms, 40c Box. Minimum Order, 25 Boxes.

**Perfectly Refinished and Reconditioned Vendors**

**CIGARETTE MACHINES**  
 Straight 25c Operation

U-Need-A-Pak "E", 8 Col., 224 Cap. \$89.50  
 U-Need-A-Pak "A", 8 Col., 240 Cap. \$9.50  
 Uneeda Monarch ..... 69.50  
 DuGrenier "W", 9 Col., 308 Cap. \$9.50  
 King Size for "W", \$5.00 Extra  
 Rowe Imperial, 8 Col., 240 Cap... 79.50  
 National 9-30, 9 Col., 270 Cap... 89.50

U-Need-A-Pak Model 500, 10 Col. King Size, 350 Cap. \$89.50

**CANDY MACHINES**  
 All 5c Operation

DuGrenier Candy Man, 12 Var., 72 Bar ..... \$ 50.00  
 U-Need-A-Pak, 5 Col., 102 Bar... 75.00  
 Rowe Deluxe, 8 Col., 120 Bar .... 75.00  
 National, 6 Col., 100 Bar ..... 75.00  
 Rowe 5c Gum & Mint ..... 19.50  
 DuGrenier Mod. N, 4 Col., Adams 1c ..... 14.50  
 DuGrenier Mod. GV, 6 Col., Adams 1c, new ..... 19.50

Lehigh PX Cig. Mach., 10 Col. King Size, 400 Cap..... \$139.50

We take trade-ins—Liberal Allowance—Time Payments! Complete line machines, supplies, accessories, charms, gum, etc. Get on our mailing list! 1/3 deposit with all orders, balance C.O.D.

**RAKE COIN MACHINE EXCHANGE**  
 609-V Spring Garden Street Philadelphia 23, Pa. LOMBARD 3-2674

**NEWEST FASTEST BALL GUM Money Maker**

Is Revolutionizing the Ball Gum Industry From Coast to Coast.

**"SILVER KING'S" New "SUPERVENDOR"**  
 "KING SIZE" BALL GUM  
 100 Pieces to the Lb. Also 15 1/16" size.

Here is the only answer to dwindling sales or where charms have lost their appeal or are prohibited. Silver-King's "SUPERVENDOR" will outsell ordinary gum on any location with no "Charms" or incentive prizes needed.

Entirely new rotary dispensing mechanism assures positive delivery at all times, down to the last ball of gum.

Old and new top locations welcome "SUPERVENDOR," the "King Size" gum will get all the play in town at a real profit.

Kids and grown-ups, too, go for "King Size" ball gum. "SUPERVENDOR" is rapidly replacing all other ball gum machines. Be first in your town on those good spots.

You can be the largest operator in your territory with "SILVER-KINGS," "CHARM-KINGS," "SUPERVENDOR," 1c-5c, U.S. and Foreign Coins, also "HOT-NUT" Vendors.

For Immediate Delivery Order NOW.  
**SILVER-KING CORPORATION**  
 622 Diversey Pkwy. Chicago 14, Ill.

**CHARMS—Proven Sales Boosters**  
 Write for Complete Price List!

**Karl Guggenheim inc.**  
 33 UNION SQUARE • NEW YORK 3, N. Y.

**YOU CAN HELP COMBAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE**

... to take advantage of an outstanding **XMAS SALES OPPORTUNITY** in a market of **67,549** Active Cash-With-Order Xmas Buyers

Less than 7 days left!

Wire or Phone Space Reservation... then RUSH AD COPY to—

**The Billboard**  
 New York 19, N. Y., 1564 Broadway, Plaza 7-2800  
 Cincinnati 22, Ohio, 2160 Patterson St.; DUnbar 6-450  
 Chicago 1, Ill., 188 W. Randolph St., Central 6-8761  
 Hollywood 28, Calif., 6000 Sunset Blvd., HOLlywood 9-5831  
 St. Louis 1, Mo., 390 Arcade Bldg., CHestnut 0-443  
 Detroit 1, Mich., Fox Theatre Bldg., WOODward 2-1100

Date of Issue **OCT. 27**  
 Distributed **OCT. 23**  
 Adv. Deadline **OCT. 18**

**XMAS MERCHANDISE SPECIAL**

Copyrighted material



# Record Reviews

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

LABEL AND NO.	ARTIST	COMMENT	TUNES	90-100 TOPS	80-89 EXCELLENT	70-79 GOOD	40-69 SATISFACTORY	0-39 POOR
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Continued from page 76

## SACRED

<b>MERVIN SHINER (The Jordanaires)</b> <b>Won't You Let Jesus Take Your Hand</b> DECCA 14592—A typical religious ditty is given an expressive run-thru by Shiner and the mixed voice chorus.	73--76--72--NS
<b>Get Together With the Lord</b> A trim, rhythmic chant by Shiner and the vocal group could attract the parlor disk buyers.	73--76--72--NS
<b>ANNA CROCKETT SINGERS</b> <b>Send Your Blessings Down</b> SAVOY 4028—The Chicago spiritual group belts out a rhythmic chant, the accompaniment by piano only fails to add the strong beat needed.	72--72--72--NS
<b>I'm Going Through</b> Crockett gal takes the lead on a smooth, the overly relaxed, chant of a routine religious item.	70--70--70--NS

## HOT JAZZ

<b>DIZZY GILLESPIE (Joe Carroll)</b> <b>School Days</b> DEE GEE 3606—Carroll interpolates a series of kiddie jingles to go with the main theme; Dizzy blows some high-note trumpet and follows a fairly commercial riff line. Boppers will be disappointed, but Carroll's fine hot singing could round up coin for the effort.	77--80--75--77
<b>I'll Get You Yet</b> (James Moody-Kenny Clarke Ork) Loose bop instrumental offers some interesting ensemble ideas but all told doesn't make much of an impression. Die-hard boppers would be the only really interested customers.	62--65--62--60
<b>SONNY STITT-GENE AMMONS</b> <b>Stringin' the Jug (Parts 1 &amp; 2)</b> PRESTIGE 740—This is a two-part tenor sax chase waxing built on an interesting riff pattern. The beat drives hard thruout. Stitt promotes some boppish ideas while Ammons chases with his fatter-toned, not quite so modern ideas. Good contrasts, good commercial jazz; could draw nickels in r&b quarters, but not the type of thing collectors will clamor for.	74--77--70--74
<b>MILT JACKSON QUINTET</b> <b>Between the Devil and the Deep Blue Sea</b> DEE GEE 3700—Jackson shows considerable improvement of tone as he expresses some tasty and delicate modern ideas on his vibes on the standard.	68--70--68--66
<b>Milt Meets Sid</b> Jackson works up a mess of fine bop vibes as he runs thru a spirited effier. Coupling makes a worthwhile addition to the modern jazz catalog.	67--70--68--64

<b>CHARLIE VENTURA ORK</b> <b>Old Man River</b> MERCURY 8957—Ventura blows an exhibitionistic, express-speed tenor go, with Buddy Rich weighing in with some of his fantastic drum work. Deejays may go for the flash of this one.	68--71--67--65
<b>After You've Gone</b> More powerhouse jazz, tho straighter and less startling than flip.	64--65--64--63
<b>ROY ELDRIDGE</b> <b>Yard Dog</b> MERCURY 8955—Roy blows some of his scream horn, soloing around a set of bop blues riffs.	62--62--62--62
<b>Sweet Lorraine</b> The trumpet ace blows a pretty, large-toned solo. He is effectively recorded, caught so close up you can hear the air between notes.	67--67--66--68

## INTERNATIONAL

<b>WALTER DOMBKOWSKI ORK</b> <b>Rachel Polka</b> DECCA 45155—The terp ork turns in a rousing job with an authentic beat on a minor key polka item.	78--78--78--78
<b>Town Tavern Polka</b> Another zestful performance by the ork with a gal duo and gang-shouts combining on the English lyric.	76--76--76--76
<b>"WHOOPEE" JOHN WILFAHRT ORK</b> <b>Bohemian Forest Polka</b> DECCA 45152—Typical "oompah" polka diskings by the Wilfahrt group.	73--73--73--73
<b>Kuckler's Laendler</b> The familiar Laendler waltz gets a neat run-down from the brassy ork. Excellent terp material.	75--75--75--75

## CLASSICAL

<b>VLADIMIR HOROWITZ</b> <b>Sousa: Stars and Stripes Forever</b> VICTOR (45) 49-3424—This is a near-fabulous disk. The w.-k. artist does a tremendous job on the Sousa march. With a little promotion this stands a chance of busting big into the pop market. Horowitz's technique of making the single piano sound like a band is stupendous.	87--89--89--84
<b>Brahms: Waltz in A Flat, &amp; Moszkowski: Etude in F</b> Horowitz, the master, combines here a highly familiar Brahms waltz with the finger-full and short Moszkowski work in a stand-out demonstration of warmth, feeling and technical skill.	83--85--85--80

## COUNTRY & WESTERN

<b>HANK GARLAND (Jack Shook-Dottie Dillard)</b> <b>I'm Crying</b> DECCA 46368—Hank plays a mean medium heat guitar boogie blues in back of the sultry harmony put down by Shook and Miss Dillard in a fine "I'll Never Be Free" type performance.	84--84--84--84
<b>Seventh and Union</b> Hank solos here on a pert, raggy tune that might have a chance a la his "Sugarfoot Rag."	78--78--78--78
<b>MOON MULLICAN</b> <b>Heartless Lover</b> KING 984—Moon comes up with a natural here in this strong torch tune in a bounce-beat setting. His chanting, cornball piano effects, and the catchy tune mark this one a strong entry.	84--84--84--84
<b>Another Night Is Coming</b> Good sentimentalizer at a medium-slow tempo gets a feelingful rendition from Moon.	80--80--80--80
<b>ROY ACUFF (Smoky Mountain Boys)</b> <b>When My Money Run Out (I Lost All My Friends)</b> COLUMBIA 20858—Acuff, in his pristine back-country style, belts the stuffing out of a very substantial tearjerker done in waltz time. Could put him back on the best-seller lists.	84--84--84--84
<b>Advice To Joe</b> Acuff addresses an injunction to Stalin. Strictly political, the kind of thing that has been tried much but succeeded little.	63--65--63--60
<b>BILL MONROE (His Blue Grass Boys)</b> <b>Highway of Sorrow</b> DECCA 46369—Monroe's fine backwoods style makes a solid impression on a mooner of more than ordinary quality. Could be.	83--84--82--82
<b>Sugar Coated Love</b> Another live performance of a bright ditty. Could also prove a money catcher.	81--82--80--82

ARTIST LABEL AND NO.	TUNES COMMENT	90-100 TOPS	80-89 EXCELLENT	70-79 GOOD	40-69 SATISFACTORY	0-39 POOR
<b>EDDY ARNOLD &amp; GUITAR</b> <b>Heart Strings</b> VICTOR 20-4273—Arnold reels off a fairly attractive ballad idea in his typically winning way and should have little trouble attracting coin with the etching.	83--83--83--83					
<b>Somebody's Been Beatin' My Time</b> Arnold has himself another clever bouncer in the style of his current smash, "I Wanna Play House With You." Should make for another big one for the Tennessee Plowboy.	86--86--86--86					
<b>RUSTY KEEFER (The Hillsideers)</b> <b>Bone Dry</b> CORAL 60577—This diskings a hybrid effort; it's just as much pop as it is folk. Song's a completely delightful item with a pure folk quality that's captivating. Combo delivers it lightly and with conviction. Could be a "sleeper" in both fields.	82--84--81--81					
<b>I Will Be True, Dear</b> Another outstanding reading of a likely waltz, more pop than country in nature. Makes this a worthwhile coupling.	78--79--77--78					
<b>SONS OF THE PIONEERS</b> <b>Wind</b> VICTOR 20-4264—The Pioneers turn in one of their typically slick production readings of a good sequel to "Cool Water" and "Tumbling Tumbleweeds." Should do well for the Western group.	80--80--80--80					
<b>Heart Break Hill</b> The Pioneers blend warmly on a polished ballad in feeling crossed between pure folk and country pop. An attractive item.	78--78--78--78					
<b>CARL SMITH</b> <b>Me and My Broken Heart</b> COLUMBIA 20862—Smith gets plenty of authentic feeling into this strong coverage of a recent Hank Williams ballad release. Tune's a goodie.	77--77--77--77					
<b>Let Old Mother Nature Have Her Way</b> Smith has what shapes up as a big country item in this very fetching novelty ballad, which he chants with great feeling and projection.	85--85--85--85					
<b>MERLE TRAVIS</b> <b>Done Rovin'</b> CAPITOL 1800—Travis delivers a neat bounce ballad done to a strong, infectious two beat. His chanting has bite and guitars build the beat.	76--76--76--76					
<b>Faithful Fool</b> Okay torcher gets a strong delivery. Combo, with a country Gordon Jenkins' one-finger piano bit, does right in back of Travis.	80--80--80--80					
<b>HARDROCK GUNTER</b> <b>Dixieland Boogie</b> DECCA 46367—Gunter delivers a bright and infectious country boogie in persuasive style.	76--76--75--78					
<b>If I Could Only Live On My Dreams</b> Gunter does a fine job with an aove-par ballad.	77--78--77--77					
<b>TOMMY SOSEBEE</b> <b>Don't Trade Your Love for Gold</b> CORAL 64110—Sosebee, who has been impressing on wax of late, sustains the conviction with a Foley-ish lightness in his handling of a bright moralizer.	75--76--74--76					
<b>If You Don't Believe I'm Leaving</b> He does a blues in a similar personally charming manner and sells it strong. Tune's cleverly contrived.	74--75--73--75					
<b>SPEEDY WEST</b> <b>Truck Drivers' Ride</b> CAPITOL 1805—Amplified guitars go on a blues spree here. Exciting instrumental, good beat, plenty of good country jazz ideas.	75--75--75--75					
<b>Hub Cap Roll</b> More of the same.	75--75--75--75					
<b>JIMMIE SHORT (Silver Saddle Ranch Boys)</b> <b>I've Nearly Lost My Mind</b> 4 STAR 1576—Short does a striking job with a very good country blues, kin to "Mad About Him, Sad Without Him, etc." and "I've Almost Lost My Mind."	74--74--71--76					
<b>Long After You've Forgotten Me</b> Short does a fairly conventional love moaner in a convincing manner.	74--75--72--75					
<b>MATTIE O'NEIL-SALTY HOLMES</b> <b>Divorces</b> KING 982—Miss O'Neill preaches a homely, back country song sermon on the evils of divorce, with a string backing to match. She delivers a punchy recitation, as strings back out and leave only organ recitalif.	75--77--75--72					
<b>Stuck With Love</b> Thrust pipes a medium bounce love jingle, with Holmes "talking" responses on his harmonica. Doesn't quite come off.	70--70--70--70					
<b>JOHNNY HICKS</b> <b>Gotta Gitta Gittar</b> COLUMBIA 20859—Hicks and the boys get off a light, pleasant rhythm novelty.	70--70--70--70					
<b>The Sweetheart Waltz</b> Hicks' and fem harmonizers do a job on a likely little waltz sentimentalizer.	70--70--70--70					
<b>LOUVIN BROTHERS</b> <b>Robe of White</b> MGM 11065—Brother nasologists get off some close harmony on a real backwoods weeper about a mother getting the bad news about her departed soldier boy. Familiar material, well executed.	68--68--68--68					
<b>You'll Be Rewarded Over There</b> Boys do a lively two-part job on a lively backwoods gospel tune, with typical heedown accompaniment.	65--65--65--65					
<b>JOE "CANNONBALL" LEWIS</b> <b>Truck Drivers Night Run Blues</b> MGM 11071—A run-of-the-mill blues item is headed an okay chanting by Lewis.	68--70--68--73					
<b>Whatever Has Become of You</b> Lewis takes a semi-weeper at a tempo that's too fast to give the lyrics any meaning.	67--68--65--67					
<b>COWBOY COPAS</b> <b>Four Books in the Bible</b> KING 980—Copas chants a so-so religioso about the four books—Matthew, Mark, Luke and John. No real message here, tho Copas belts hard.	64--66--64--62					
<b>I'm Glad I'm on the Inside Looking Out</b> Copas does a light-bouncer built around Noah and the Ark. Good country moralizer, not too serious.	73--74--73--72					
<b>JERRY IRBY (Texas Ranchers)</b> <b>Rose</b> 4 STAR 1578—Irby does a persuasive croon of a rather routine love ballad for his gal, Rose.	65--65--64--66					
<b>GEORGIA BROWN (Dream Dusters)</b> <b>No, No, Not Grandma</b> LARIAT 1050—Gal, group and country string combo do a mild novelty pop. Performance is pop and very apt, material flyweight.	60--60--60--60					
<b>More Kisses</b> A likely ballad gets a warm showcasing from Miss Brown. Her singing and the tune are both completely pop, however, while backing is country style.	68--68--68--68					
<b>TEX WILLIAMS</b> <b>The Cocker Spaniel Polka</b> CAPITOL 1799—An incredible tune by Bob Hilliard and Dave Mann marks a new low for Williams. Nothing Western or country here—it's pop, and not good pop.	50--50--50--50					
<b>I Want To Be Near You</b> Tex does the march novelty in a tired shuffle.	55--55--55--55					
<b>RAY PRICE</b> <b>Heart Aching Blues</b> COLUMBIA 20863—Price chants a so-so ballad sluggishly. There's too much meaningless instrumental work here, too.	50--50--50--50					
<b>Until Death Do Us Part</b> A variant on the slipping-around theme gets a dull go.	50--50--50--50					
<b>SUNNY BURNS (The Trailsmen)</b> <b>I Wouldn't Take a Million</b> STAR TALENT 778—Amateurish chanting of an amateurish tune offers nothing of interest.	33--33--33--33					
<b>You Can't Break a Broken Heart</b> Tune is a considerable improvement, but performance continues weak.	45--45--45--45					

# Coinmen You Know

Continued from page 76

## Indianapolis

Richard (Dick) Wagner, manager, Cain-Cailhouette, Inc., Wur-litzer distributor, announced the addition of two salesmen to his sales organization, Toney Thomas, Huntington, Ind., and Max Swain, who was added as a student salesman recently and has been promoted to a full-time salesman. Wagner plans other additions to his personnel.

Sam Weinberger, Southern Automatic Music Company, is elated over orders for the new Model D AMI phonographs. The large display of games carried by Southern Automatic is attracting operators. The fall weather, when most of the amusement business goes indoors, warrants a good selection of games, according to Weinberger. Leo Levy, head bookkeeper at Southern Automatic, returned to his desk after being called away by the death of his sister in New York. Sam Weinberger spent several days at the Fort Wayne branch on business.

John Cailhouette head Cain-Cailhouette, Memphis, and Lowell Mathews, general sales manager of the company, visited the local branch during the week. . . . Richard (Dick) Wagner, says supplies are harder to get today than the were a month ago and asks operators to be patient, despite the delayed delivery.

The plant of the Packard Manufacturing Company is now engaged in defense production. . . . Mrs. Blanche Janes, Janes Music Company, has gone to Fresno, Calif. for a 30-day visit with her sister. John Fara, Melody Music Company, Westville, Ill., was buying records at the Janes Music Shop.

## Los Angeles

Mac Sanders, who specializes in arcade equipment in miniature golf courses, is getting a long summer, with the hot weather helping out. However, in Los Angeles the minies are open the year around. . . . Alex Koleopolus, of Bakersfield, is reported to have sold his game and music operation to Bill Anderson. Koleopolus will devote his time to farming. . . . Orville Kindig, of Melody Music, Long Beach, a West Pico visitor.

H. E. McClure, who recently started an operation in San Luis Obispo, in town on business. . . . Ernest Bryant, Glendale operator, dividing his time between the coin machine and real estate fields. . . . Allen Brown, who was with Alpha Distributing Company for years, has joined the Dan Gould Enterprises and will cover the territory for this firm.

Lawrence Haya, Colton operator, reports his son, Edward, has arrived in Japan. He is in the Navy. . . . Jack Spencer, of Big Bear, in town for equipment. With a new road being constructed to the resort area, Spencer believes that it will increase his Arcade business. He operates winter and summer, getting the skiing fans in the winter time and the swimmers in the hot weather.

George Warner and Dannie Jackson, of Automatic Games Company, to Las Vegas. Warner will attend the Shriners' ceremonial there. . . . Gus Ulrich, serviceman at William Leuenhagen's, back from his annual vacation. Having moved into a new house, Ulrich spent the most part of his time off right in Los Angeles.

Artists visiting the Leuenhagen Record Bar included Georgia Gibbs, Red Nichols and Dottie O'Brien, all of whom, said Mary Solle, were given a warm welcome. . . . Bill Leuenhagen has added a new service at his record bar—free coffee. Electric percolators have been placed in the counter and there are plenty of cups. . . . Badger Sales has switched its vending and premium departments, enlarging both.

Lloyd Willard, Paso Robles operator, in the city and lurching with Jimmy Wilkins, of the Paul Laymon Company. . . . Dick Harrison, of the GI Novelty Company, Fontana, also a visitor the past week. . . . Bob Donahue down from Pismo Beach and getting things there ready for the winter (Continued on page 84)



Classical Reviews

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

Continued from page 24

HINDEMITH: QUARTET NO. 3, OP. 22, and PROKOFIEV: QUARTET NO. 2, OP. 92—Hollywood String Quartet (1-12") 68

The addition of the Hindemith quartet is an important increment in the LP repertoire. It was not until LP, indeed that Hindemith became generally available on records, and as each of his works appeared, each got a big reception from an ever-widening circle of fans.

THE FRANK PETTY TRIO PLAYS—Mike Di Napoli, Piano (1-10") 70

Who's Sorry Now, Sweet Jenny Lee, Somebody Stole My Gal; A Smile Will Go a Long, Long Way; Yes Sir, That's My Baby; Some of These Days, Side by Side, Everybody Loves My Baby.

BEETHOVEN: SYMPHONY NO. 6—Vienna Symphony Ork, Otto Klemperer, cond. (1-12") 78

This is a first-rate recording of the standard work. Otto Klemperer and the Vienna Symphony play it with warmth and precision. While this is one of the composer's most familiar symphonies, it is not too heavily represented in LP catalogs.

LANDOWSKA PLAYS FOR PADEREWSKI—Wanda Landowska (1-12") 75

One of the foremost musicians of our time, Wanda Landowska, here pays musical tribute to her fellow countryman statesman and great musician, Paderewski.

FRENCH OPERATIC ARIAS SONGS OF THE AUVERGNE—Gladys Swarthout-RCA Victor Ork (1-12") 75

Miss Swarthout has been infrequently represented on wax of late. This new collection therefore is doubly rewarding. For not only does it give us a goodly amount of Miss Swarthout's handsome mezzo qualities, it also offers us Miss Swarthout singing with an eloquence that is not often found on records.

JUDY GARLAND SINGS—With Orchestra Accompaniment (1-10") 75

Who?, Get Happy, Love of My Life, Johnny One Note, Look for the Silver Lining, Play That Barbershop Chord, Last Night When We Were Young, Put Your Arms Around Me.

ARTURO TOSCANINI CONDUCTS VERDI'S LA TRAVIATA—Licia Albanese-Jar Peerce-Robert Merrill-NBC Symphony Ork (2-12") 85

The combination of one of the most popular operas, the famous conductor and three top vocalists. Adds up to a powerful disk package.

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses.

For this week's prices consult the used machine advertisements in this issue.

Table with columns for machine names and prices for issues of Oct. 6, Sept. 29, Sept. 22, and Sept. 15. Includes items like Advance Rolls, All Babi, Alice in Wonderland, Aquacade, Arizona, Baby Face, Baffle Cards, Ballerina, Bango, Banjo, Bank-a-Ball, Barnacle Bill, Basketball, Basketball Champ, Be Bop, Bermuda, Big Top, Black Gold, Blue Skies, Boston, Bowling Champ, Buccaneer, Buffalo Bill, Butterfly, Buttons and Bows, Camel Caravan, Campus, Canasta, Caribbean, Carnival, Carolina, Catalina, Champion, Cinderella, Circus, Citation, Cleopatra, Co-Ed, College Daze, Contact, Control Tower, Cover Girl, Crazy Ball, Daily Races, Dallas, De-Ice, Dew-Wa-Ditty, Double Feature, Double Shuffle, Dreamy, El Paso, Fighting Irish, Five Star, Floating Power, Flying Saucers, Flying Trapeze, Four Horsemen, Football, Freshie, Georgia, Gin Rummy, Gizmo, Gold Cup, Golden Gloves, Gondola, Grand Award, Harvest Moon, Hawaii, Hit Parade, Holiday, Hot Rod, Humpty Dumpty, Jack and Jill, Jeanie, Jockey Special.

Table with columns for machine names and prices for issues of Oct. 6, Sept. 29, Sept. 22, and Sept. 15. Includes items like Joker, Ambo, Just 21, K. G. Jones, Kilroy, King Arthur, King Cole, Knock Out, Lady Robin Hood, Liberator, Lucky Inning, Madison Sq. Garden, Magic, Major League Baseball, Majors of '49, Mandalay, Manhattan, Mardi Gras, Maryland, Melody, Mercury, Merry Widow, Mexico, Minstrel Man, Monterrey, Moon Glow, Morocco, Nifty, Oasis, Oklahoma, Old Faithful, One, Two, Three, Paradise, Phoenix, Photo Finish, Pin Bowler, Pinch Hitter, Pinky, Play Ball, Play Boy, Playland, Playtime, Puddin' Head, Punchy, Quarterback, Rag Mop, Rainbow, Ramona, Rancho, Red Shoes, Rip Snorter, Robin Hood, Rocket, Rockette, Rondevo, Roundup, St. Louis, Sally, Samba, Saratoga, Screwball, Select-a-Card, Serenade, Shanghai, Shantytown, Sharpshooter, Shoo-Shoo, Shortstop, Show Boat, South Pacific, Special Entry, Speedway, Spinball, Stardust, Stop and Go, Stormy, Summer Time, Sunny, Super Hockey, Swanee, Sweetheart, Tahiti, Tampico, Telecard, Temptation, Tennessee, Texas Leaguer, Thing, Three Feathers, Three Musketeers, Thrill, Total Roll, Touchdown, Trade Winds, Trigger, Trinidad, Triple Action, Triplets.



### Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

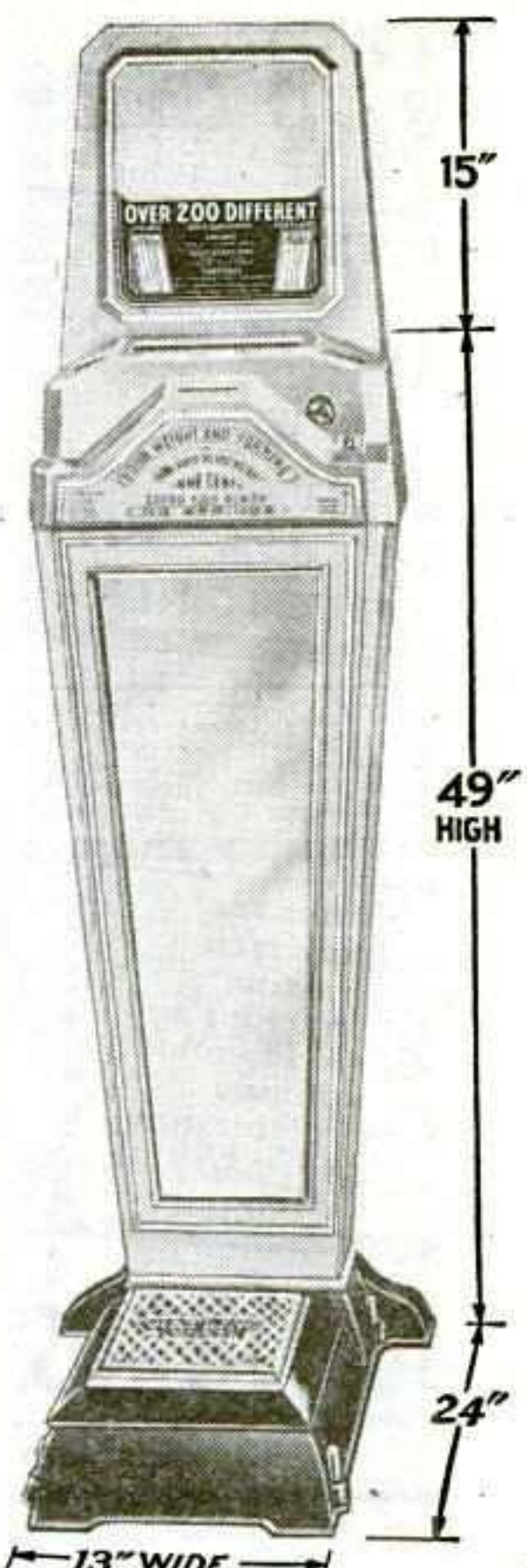
Table listing various arcade equipment such as Ace Bomber, Air Raider, All Stars, Astroscope, Atomic Bomber, Bag-A-Bunny, Baseball, Bat-a-Ball Jr., Batting Practice, Big Inning, Bomerang, Bing-A-Roll, Build Up, Career Pilot, Challenger, Champion Basketball, Chicken Sam, Chinning Rings, Date Gun, Deluxe Athletic Scale, Drop Pictures, Dumbbell Lift, Electric Hockey, Field Goal, Fishing Well, Fist Striker, Football, Goalie, Grip Developer, Gun Patrol, Heavy Hitter, Hi-Ball, Hit-a-Homer, Hits and Runs, Hockey, Holycrane, Jack Rabbit, Jungle Joe, Lift-o-Graph, Lite League, Love Pilot, Magic Pen, Merchantman, Metal Typer, Monkey Shines, Panorams, Periscope, Phil Toboggan Ski Ball, Photomatic, Pistol Pete, Pitch 'Em & Bat 'Em, Play Ball, Poker & Joker, Pokerino, Pop Up, Q-Ball, Quizzer, Recordio, Rocket Busters, Rotary Claw Mdsr., Seven High, Shipman Art Show, Shoot the Bear, Shoot the Duck, Shoot Your Way To Tokio, Silver Bullet, Six Shooter, Skee Ball, Skillerette Electric, Skill Test, Sky Fighter, Star Series, Super Bomber, Swinging Monk, Tail Gunner, Team Hockey, Teleguzz, Ten Strike, 3-Way Gripper, Tokyo Raider, Tommy Gun, Torpedo, Twin Drive Mobile, Undersea Raider, Western Baseball, X-Ray Poker, Zoom.

### Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

Table listing various shuffle games such as ABC Bowler, Ace Bowler, Baseball, Bowlette, Bowling Alley, Bowling Classic, Bowling League, Deluxe Bowler, Deluxe Twin Bowler, Double Bowler, Double Header, Double Shuffle Alley, Double Shuffle Alley Express, Duck Pin, Four Player Shuffle Alley, Glider, Hi Score Bowler, Hook Bowler, King Pin, League Bowler, League Bowler (4-Player Rebound), Lucky Strike, Pin Boy, Shuffle Alley, Shuffle Alley Express, Shuffle Alley Express (United), Shuffle Baseball, Shuffle Bowl, Shuffle Bowler, Shuffle Bowler (United), Shufflecade, Shuffle Champs, Shuffle Jungle, Shuffle Lane, Shuffle Lane (United), Shuffle Pool, Shuffle Skill, Shuffle Slugger, Shuffle Slugger (United), Shuffle Tournament, Single Shuffle Alley, Skee Alley, Speed Bowler, Strike, Super Shuffle Alley, Super Twin Bowler, Ten Pins, Trophy Bowl, Twin Bowler, Twin Bowling Alley Rebound, Twin Shuffle Alley Rebound, Twin Shuffle (Williams), Twin Shuffle-Cade.



WEIGHT 165 LBS. \$25 DOWN Balance \$10 Monthly 400 DE LUXE PENNY FORTUNE SCALE NO SPRINGS WRITE FOR PRICES LARGE CASH BOX HOLDS \$85.00 IN PENNIES Invented and made only by WATLING Manufacturing Company 4650 W. Fulton St Chicago 44, Ill. Est. 1889—Telephone: Columbus 1-2772 Cable Address: WATLINGITE, Chicago

GENCO SHUFFLE TARGET 8' or 10' REBOUND SHUFFLE ALLEY EXPRESS WRITE \$100.00 Write for List of Our Stock! DAVE LOWY & CO. Exclusive Distributor for Keeney Products in the Metropolitan Area and No. N. J. 594 Tenth Ave NEW YORK, N. Y. Phone: CHickering 4-5100

### Amusement Games

Table listing amusement games such as Fri-Score, Tropicana, Tucson, Tumbleweed, Turf King, Utah, Victory Special, Virginia, Watch My Line, Winner, Wisconsin, World Series, Yank.

GIVE TO DAMON RUNYON CANCER FUND

EXHIBIT'S Big BRONCO Pony Express. Shipments can still be made for the big holiday season ahead. EXHIBIT SUPPLY CO. 4218-30 W. LAKE STREET CHICAGO 24, ILLINOIS



# SAVE! On the Finest Equipment

**The Queen of Counter Models**  
Williams  
**MUSIC MITE**  
WRITE FOR PRICES

**NEW Keeney Refrigerated Sandwich & Pastry Vendor. Write Keeney 4-Player Conversion for All Shuffleboards. Write Universal Winners... Write**

**NEW LOW PRICE ON FAMOUS TELE-MAGNET**  
The machine that answers your phone and records messages when you're out.  
Save time, money, locations, collections! When you're out, lifts the receiver when the phone rings—a recorded voice answers and asks the caller to leave a message. When you return, just flip a switch and listen to the messages. Works only while call is being received. Shuts down between calls.  
NOW... **\$195.00**  
Including 6 recorded messages

**IN TIME FOR THE NEW SEASON WILLIAMS QUARTERBACK**  
A-1 SHAPE  
READY FOR LOCATION  
**\$79.50**

**Bally Hot Rod .....\$89.50**  
Williams Star Series ..... 99.50  
Exhibit Dale Gun ..... 59.50  
Chl. Coin Play Ball ..... 49.50  
Gottlieb Bowlette ..... 34.50

**SCOTT-CROSSE COMPANY**  
1423 SPRING GARDEN STREET PHILADELPHIA 30, PA.  
PHONE: RITTENHOUSE 6-7712

# Coinmen You Know

Continued from page 81

season He operates games and music.

Allen Anderson, Shafter, visited Los Angeles with his wife, Mildred, and together they took in "Guys and Dolls." Jack Leonard, Badger Sales Company, has been busy rearranging the premium department. The firm is now factory distributor for the Parker Pen line as well as the lighters. With the Evans line and now the Parker, the company can supply any type of lighter.

to make arrangements for equipment for winter operations. Laguna, a summer resort, will slow down somewhat during the coming months, which gives these operators an opportunity to check and refinish equipment.

Joe Duarte, of the export department of Badger Sales Company, is back at his desk following vacation. Stan Rouso, Western representative of Stoner Manufacturing Company, leaves soon for another trip to Central California. Jack Spencer, of Big Bear, in town to get equipment for his operation during the skiing season. Spencer has plenty to do in the summer and winter at this resort town, and the only slackening is between seasons.

Al Silberman, who is associated with Badger Sales Company, and his wife, Sylvia, recently marked their wedding anniversary. Bob Chacon and Dick Leibert, operators in Laguna Beach, in town

## Twin Cities

Matt Engel, sales manager, Paster Distributing, reports more than 150 operators have dropped in to view the new Model D AMI phonograph, and sales have passed all expectations. Among those who called recently were Oscar Winters, LaCrosse, Wis.; A. Clus-siou, Frank Majors and Dennis Holsman, Grand Rapids, Minn.; Mr. and Mrs. Arvid Mode and Mr. and Mrs. Sam Anderson, Rhinelander, Wis.; Mr. and Mrs. William Cuff, Perry, Ia.; Mr. and Mrs. Ben Jahnke, Hutchinson, Ia.; Vince Jorgenson and Art Skran, Mason City, Ia.; and Harold Havenor and his wife, Eliva.

At least three Twin Cities firms will be represented in the exhibitor ranks at the Omaha convention sponsored by the Six-States group October 15-16. Those who have already signed for space include Paster Distributing, Gopher Distributing and Mitchell Novelty. Tom Crosby, president of the Minnesota Automatic Games Association, will head the operator delegation to the meeting.

## Pittsburgh

M. J. Ballinger, Acme Vending Machine Company, says if movie attendance is helped by televising the big fights for theater audiences only, these bouts will not be on TV sets in taverns, giving music boxes more play.

Herbert Cohen, Confection Specialties Company, had his building painted blue and white.

## THE WORK BENCH

# Keeping Rejectors, Slides in Top Shape

By HOWARD P. SCHLEY  
Money is dirty stuff. Most coins dropped in a machine carry a few grains of dirt or, at least, pocket lint. The biggest item in keeping coin handling equipment working properly, therefore, is cleanliness. If coin rejectors and coin slides are cleaned frequently, they will give years of service.

The slug rejectors used in music and vending machines are cleverly constructed, remarkably accurate mechanisms. The slug rejector quickly tests a coin for size, weight, metallic content, and has reduced losses due to slugs to a point where they are insignificant.

Slug rejectors will take surprisingly rough treatment and careless handling and still function, but the practical operator maintains his equipment to protect his investment.

### Don't Use Abrasives

It is never a good idea to use an abrasive, such as sandpaper, when cleaning rejectors—the sandpaper or emery cloth will remove the metal plating and shorten the life of the device. For ordinary, on-the-route cleaning, a cloth moistened with water will remove most of the dirt. The dirt seldom contains grease, so it is seldom necessary to use a petroleum solvent for cleaning.

Often the dirt contains sugar from soft drinks and the like, and water is the best solvent for sugar. If the dirt seems stubborn, ordinary soap will usually take it off.

Coin slides are difficult to clean well without dismounting. When they get gummy, and it is not practical to spend too much time in the location, a few shots of lighter fluid will often loosen them up and keep them working until they can be overhauled or replaced.

### Overhauling Rejectors

Complete overhaul of rejectors and slides is a process of cleaning, adjusting and replacing worn parts. The rejector should first be completely dismantled and each part washed thoroly in warm, soapy water, using steel wool if necessary to remove stubborn stains. Some parts may re-

quire buffing to restore their original smooth finish. Examine the various parts closely for wear. Sometimes a part may be reshaped with a file to give satisfactory service. Most rejector parts are readily obtainable, and where wear is considerable the part should be replaced.

Great care should be taken to re-assemble the unit exactly as it was. It is a good idea to keep several slugs the same size as nickels, dimes and quarters to test rejectors. The rejectors require no grease or oil, and if bearings or moving parts are sluggish examine them for wear. If necessary, resurface them with crocus cloth—or replace them if they are too far gone.

### Slides Less Sensitive

Coin slides, of course, are not as sensitive to slugs as a rejector. They measure for size, thickness and diameter, and will refuse iron or steel slugs. However, they are not made to be too critical.

Compared to a slug rejector, the action of a slide is relatively simple. The coin slide's blade and springs may be replaced after they become worn, but when the latches and body of the slide become badly worn it is usually more economical to replace the entire unit.

For cleaning slides, nothing beats a small, stiff brush that will fit thru the opening that holds the coin slide blade. Another method is to soak the disassembled unit in soapy water, then blow out the loosened dirt with compressed air.

Like the rejector, the coin slide unit requires no oil or grease. A little graphite will do no more harm than soil the customers' hands and sometime it will loosen a sticking slide on location. But oil on the blade will cause the unit to gum up in a very short time.

(NEXT WEEK: Nothing is worse for business than a machine which looks dirty. Next week, The Work Shop will outline a practical method for refinishing pinball game mouldings on location.)

**MORE MONEY IN YOUR POCKET WHEN YOU BUY AT PURVEYOR**

**ATTENTION, TEXAS OPERATORS!**  
Will take One Ball and Five Ball in trade on Shuffle Games.

**SHUFFLE GAMES**

Rock-Ola Shuffle	69.50
Lane	39.50
Rock-Ola '50 World Series	69.50
Bowl	149.50
Chl. Coin Trophy	139.50
Chl. Coin Bowling	139.50
Classic	139.50
Univ. Twin Bowler	89.50
Exh. Shuffle Bowl	59.50
Conversion	59.50
United Shuffle	39.50
Alley	99.50
Exhibit Strike	99.50

**SHUFFLEBOARD SUPPLIES**

Shuffle Game Wax, case (12)	3.30
Fast Wax, case (12)	4.50
Pucks (set of 8)	12.00
Score Sheets, 10 pads	7.50
Fluorescent Lights, pair	17.50
Used Wall-Type Scoreboards	79.50

**Univ. Twin Bowler. Flying Pins. Top Condition \$129.50**  
**18-20-22 Ft. Rock-Ola Shuffleboards. Good Condition. Each \$119.50**  
Write for Quantity Prices

**See us at BOOTH 25 MIDWEST COIN SHOW**  
Premiums! Write for List.  
**PURVEYOR SHUFFLEBOARD COMPANY**  
4322 N. Western Ave. Chicago 18, Ill. JUniper 8-1814

**for better buys buy McGinnis**

**YOU CAN DEPEND ON ROY FOR**

Merry Widow	29.50	Monterrey	22.50	Thrill	27.50
Cover Girl	24.50	One-Two-Three	49.50	Trade Winds	34.50
Catalina	39.50	Paradise	35.00	Trinidad	24.50
Floating Power	49.50	Rip-Snorter	89.50	Red Shoes	129.50
Flying Saucer	112.50	Serenade	39.50	Virginia	39.50
Hawaii	19.50	St. Louis	59.50	Punchy	165.00
Kilroy	16.50	Camel Caravan	85.00	Knockout	130.00
Manhattan	22.50	Summertime	30.00	Five Star	295.00
Mercury	72.50	Tahiti	99.50		

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2160 Patterson St., Cincinnati 22, Ohio

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Everything for the Penny Arcade

Fortune Card Vending	Counter Games
Horsoscope	Gum & Nut Vendors
Mutoscopes	Guns & Targets
Art Viewers	

and now delivering a Pair of Aces **SHOOT-A-LINE**

Exhibit's New Sensational Moving Target Shooting Range  
Bazooka Action Gun  
High Scoring Line Scoring  
Relay Scoring

**BIG BRONCO**  
Full-Size Mechanical Horse  
A 4-legged Mint  
You're in the Running with this Winner.

Write for prices and for late Catalog of the Widest Selection of Amusement Arcade Machines, Parts and Supplies.

**MIKE MUNYER**  
577 10th Ave. (at 42d St.)  
New York 18, N. Y. BRyant 9-6677

**DALE EXHIBIT GUNS, \$49.95**

F.O.B. Detroit

**Music Service Co.**  
2633 Woodward Detroit, Mich.

**OUT THEY GO One Balls**

Winners, ea.	\$200.00
Photo Finish, ea.	110.00
Champion, ea.	95.00

**New Games**  
United Zingo  
Coney Island

**Wall Boxes**  
10 Seeburgs, 100 records  
\$65.00 each

Write for prices on all games.

**FRANK SWARTZ SALES CO.**  
515-A Fourth Ave., S., Nashville 10, Tenn.



**Harry Rosen**, Milk Vending Service Company, has added new Rowe candy vending machines. . . **Meyer Popkins'** Pittsburgh Coin Machine Exchange premium department has added new blond oak cases, light green walls, white ceiling and fluorescent lighting. Merchandise is displayed in two 18-foot windows.

Tri-State Automatic Candy Corporation's latest installation is at the Kent Theater, Arnold, Pa., reports **M. Berman**, general manager of the Tri-State area.

**W. F. Hamel**, owner, Cole Products, Inc., says units recently installed in mills in the New Castle, Ellwood City and Indiana areas are doing a good job.

**Eddie Shore**, Atlas Novelty Company, reports recent publicity in The Pittsburgh Press in which Seeburg 1000's were pictured in two photos helped music biz in the area.

Just a few of the out-of-town people at **Harry Rosenthal's** AMI showing at the Banner Specialty offices were **Charles Madlock**, Waynesburg, Pa.; **M. J. Chiro-**

**chuk**, Suterville; **Nate Ruder**, Keystone Music, Johnstown; **Dwight Huster**, Johnstown; **Gene D. Costalas**, Gene's Amusement, Weirton, W. Va.; **Alvin J. Syrek**, Ambridge, Pa.; **H. A. Custead**, Butler; **Louis Emeterio**, Washington Amusement Company, Claysville, Pa.; **Ben Deutschman**, AMI; **Roy Fields**, Fields Music Company, Weirton, W. Va., and **Herbert A. Reid**, Mrs. **Helen Jackson** and **Clarence B. Fox** of Manhattan Music Homestead.

A few of the local callers at the showing were **M. J. Ballinger**, **Phil Kodinsky**, **Oliver L. Voelpe**, **Howard Degelman**, **M. R. Davis**, **John Walsh**, **Meyer Popkins**, **Sidney Reinwasser**, **Albert and Ralph Cerminaro**, **George Terzis** and **Charles Angelis**. . . **M. J. Abel-**son's office for Oak Manufacturing Company reports business good. **Abelson** has returned from a trip to Buffalo.

**Raymond Watts**, sales manager for Mills Automatic Merchandising Corporation, who is handling all office and route work, reports **Thomas E. Moffet**, former office manager, has recovered suffi-

ciently following his long illness to leave the nursing home and return to his apartment. . . **Sidney Weinstein**, partner, Sidmore Vending Company, reports son **Bobby's** arm (fracture) has healed, but his own leg tendons are so badly strained it will be some time before they are healed.

**Detroit**

The Three G Dispenser Company, reported developing a fast-operating beverage unit, has discontinued operations, according to **Franco Capuzzo**, partner in the business. . . **Gerald Forth**, recently discharged from the Navy, has teamed up with **Christ Chirsto** to form the C. & F. Music Company. Both partners are devoting part time to the operation at present. They have a small juke box route on the East Side and are breaking into the shuffleboard field.

**W. G. Stewart**, representative for Mission Dry Corporation in this territory, was in Toledo on a business trip last week. . . **John Dobranich** is bringing out four new Serbian folk tunes on his Zora label.

**Hurst Wulf**, instructor at the Lawrence Institute of Technology, has organized the Service Vending Company. In the business on a small scale for about a year, Wulf has gradually built up a part-time route of about 35 machines, including candy, peanut and cigarette venders.

**Jack Bushkin** and **Joseph Holtzman** are teaming up to form the Market Vending Company. The company, designed as an operating firm, has a capitalization of \$2,000. . . **Al Green**, who has operated a diversified arcade and vending installation in Willow Run Airport for some time, is expanding into the vending field in industrial locations in Chicago and Buffalo.

**Roy F. Arnold**, who planned to organize the Nation-Wide Vending Company here as a distributing firm, has instead joined the National Advance Company of Dubuque (formerly of Minneapolis), vending machine manufacturers, and will travel nationally for the firm.

**James Ashley**, of American Novelty Company, a coin machine man for several decades, is venturing into the marine field as president of the new Detroit River Cruising Company. Carrying out a project conceived before the war, Ashley and his associates have put cabin cruisers on the river, operating from the new Veterans' Memorial Building landing, to give Detroiters a 75-minute up-river ride. They also use speedboats for shorter rides. It is the first project of its kind in the Motor City.

**Vincent A. Meli** and **James Robson** have disposed of the Vend-a-Drink Company, cup vander operation, to the Automatic Cold Drink Company, operated by **Bert Crawford** and **Robert P. Schmidt**. Meli is confining his operation to the Meltone Music Company, juke box route. Meli and Robson have also discontinued their two other ventures, the Venda Amusement Company and the Automatic Amusement Company, both formed to operate Bowl-o-Matic games. They will concentrate on the music operation.

**John R. Pieters**, of Kalamazoo, who was a partner in Automatic Amusement Company, here to visit the Detroit branch of his King-Pin Distributing Company for a couple of days last week. . . **Lou Nemesh**, manager of Music Systems, local Seeburg distributors, was laid up the first of the week with a severe cold.

**William Young**, president of the Coca-Cola Bottling Company, has been named a director of the Wayne County Chapter of the National Foundation for Infantile Paralysis. . . **A. K. Neilson**, maker of storage bins for parts for operators, to Charlevoix Avenue.

**Louis Markovich Jr.**, who was in business before the war as the partner and later sole owner of the New York Vending and Coin Company, is returning to the field with formation of the L & J Vending Company, on Whitcomb Avenue, in partnership with his wife. They are establishing a route of 30 cigarette machines, and plan to add gum venders later. **Markovich** formerly had a diversified route, including gum and nut venders and juke boxes, under the old New York name, which was

dissolved during the war. He is at present recuperating from bruises received in a highway accident when a gravel truck pulled on the road in front of him near South Lyons, Mich. The car was demolished, but **Markovich** escaped with relatively minor injuries.

**Milwaukee**

Continuing with her record buying activities since returning from vacation, **Alice Antczak**, Banaco Music, reports business on music machines continues to show increases as the fall season gets underway.

Something new in cleaning methods is being developed at the Mitchell Novelty headquarters. **Erv Beck** fathered the idea of a "G. I. Party," which will result in the office and warehouse getting scrubbed clean one of these nights. Eight Mitchell Novelty employees have "volunteered" in Army style to take off one evening for a session with hot water, soap and mops.

**Mitchell Novelty** sales rep, **Erv Hoeth** spent the last week-end with his sons at Lake Muskego, building some duck blinds for the forthcoming hunting season.

A cursory check of operators in the Milwaukee area revealed a sizable percentage are planning to take part in the coming Six States coin show at Omaha. **Matt Schaefer** reports he plans on teaming up with some other ops to motor to the convention city. Others who have voiced intentions of showing up in Omaha for the sessions, are **Sam Hastings**, **Doug Opitz**, **Walter Tetting** and **Red Jacomet**.

Reports filtering thru on the results of the fishing excursion last week up in Minnesota at **Herman Paster's** Lodge, by **Sam Hastings**, **Nick Di Cristo**, **Mike Rischmann**, **Carl Happel** and **Ken Kulow** indicate the catch was not record breaking. Credit for the largest haul went to **Ken Kulow**. The rest of the sportsmen aren't talking much about fish, but say they enjoyed a wonderful week-end.

A new face has been added to the staff at **Matt Schaefer's** coin machine operating firm. After an absence of three years from the (Continued on page 88)

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**Used Machine Demand May Outstrip Supply**

**Units Seen New Answer to Emergency Period New Equipment Shortages**

DEMAND for used games, particularly those made within the past three years, started climbing at the beginning of summer but even the most optimistic distributors in the industry did not believe it would reach present proportions—only three months later. Oddly enough a visit to any of the equipment dealers in either the small or large cities would convince even the skeptical that now is only the beginning of the rush for games in the months ahead.

Tho the initial upswing in demand was looked upon as just another temporary situation by many trade veterans, repeated requests from operators for virtually identical used units soon convinced them that this was something special. When it was realized that not nearly as many games were made annually in the past few years compared with those just after World War II and the over-all total was further reduced by export shipments, the rush started in earnest.

**Moving Forces**

What are the moving forces behind this new demand? Why did it begin in the traditional off season? Undoubtedly there are many answers but the key ones include the desire by operators and distributors to be stocked up in the months ahead when it seems certain new production will be cut to a trickle or be interrupted. The knowledge that ownership of equipment in the 1941-'45 crisis helped to get other equipment thru trades which money could not buy and the expansion of routes as the national defense effort swings into high gear also have been big factors. Finally, there is the natural desire of foresighted coinmen to have plenty of equipment on hand at a time when it appears likely prices will go up in a high demand, low supply market.

Production of new games has presented a confused situation more than once since 1951 got under way. At first it seemed output might be stopped in the spring when many key materials were being channeled toward the defense effort. Later this was altered and enough materials were available to make equipment to meet the demand of the spring which was off from a like period in 1950. A similar situation took place in early summer. However, when operators found out a short time later that manufacturers were hard pressed to find the materials to make some parts of games they knew it would be increasingly difficult to get key parts by fall.

**Contracts**

Another on-again-off-again crisis which finally has materialized to spur operator demand for late model games is the awarding of large defense contracts to plants. Last spring the manufacturers felt they would be called up to build essential equipment for the armed forces. They had been surveyed for this possibility and practically all of them had won wide recognition for their efficient output in World War II. Although some were awarded contracts right away they were of the token variety and did not interfere noticeably with game output. This situation changed rapidly in the past several weeks and now most of the plants either are gearing up for major contracts or will be within a matter of weeks. Obviously, as the switch to defense production takes place, game manufacture will steadily diminish and distribution will be on a general allocation basis. Some firms have already initiated this practice in order to insure all their regular customers of a fair share of available output. Thus when distributors and operators found they were not going to be able to get deliveries in large quantities on new equipment they concentrated on the next best thing—late model games.

Domestic coinmen have not been

alone in their efforts to acquire late model units. The foreign market, carefully developed over the past five years to a point where it is now big business, is a strong competitor. Because of the higher prices of postwar equipment, many foreign buyers were satisfied to go along at first with prewar games which had outlived their usefulness in U. S. locations. Most anything was better than the games they had struggled along with since 1939 on a makeshift basis. However, as game interest developed in other countries there was a switch toward early postwar models. Now almost as many late model games are shipped to foreign firms as older pieces. They are fully aware of being caught short in the 1939-'45 period and want to have enough late model games and replacement parts on hand this time to carry them a few years if necessary.

**Prices**

Prices of used equipment thus far have stiffened in the sense that there is little debate over asking prices. In some instances they have increased. It is believed this upward trend will become widespread as clean late model equipment grows more difficult to find. But just as in any product, whether it be in the coin machine field or another industry, the price it will bring will be determined by its age and general condition. Thus a late model game in comparative poor condition might not bring as much as an older game which shows and has had less wear.

Since fewer five ball games were made in the last two years, there is now a comparative scarcity of this product. Actually, when the accent on shuffle game output started only one firm, Gottlieb, continued to turn out five balls on a regular basis. For as more and different types of shuffle games with the bowling theme were turned out there was a slowdown in demand for five balls. Now many operators, who had concentrated on shuffle games, are anxious to line up five balls as well to diversify their routes. Tho all types of five balls have more demand now, those reported by distributors to have greatest appeal are those made since the flipper bumper was introduced.

**Shuffle Games**

In shuffle games, multi-player units are in the demand spotlight for they are not only suitable for straight play but are useful in intra-location leagues. However, the renewed interest in games with either fly-away pins and lite-up is evident and some distributors have increased their over-all business by converting the first of the shuffle games to the fly-away principle. Another point which has created stepped up shuffle game demand is they are suitable for location, in most territories which permit no other amusement machines. Therefore, operators in these territories have installed all shuffle game routes.

One of the problems created by the stress on used equipment plus the demand for skilled workers in defense plants is the need for competent servicemen. Since equipment with from several months to a few years on location is apt to have a higher incidence of service calls than new equipment, more skilled mechanics are needed. However, they are no longer available. Not only have many of them gone into defense plants but many of the younger crop have been called up by the armed services. Thus distributors and operators are constantly on the lookout for competent mechanics. Latest development along this line is the training of servicemen from willing personnel, who have little mechanical training. One point in favor of this program is that some of the mechanisms of modern games are so complex they require special training anyway.

**Fall Forecast**

Continued from page 66

finds itself in a sellers market for used equipment. This trend started some time ago, has been growing slowly but steadily, but is expected to increase more rapidly as the new equipment cutbacks become more pronounced.

It is this trend which has aided the distributor—cut off from larger allotments of new equipment, and the operator, who can make use of those games which have served their purpose on his route, but which are still in good condition. This trend, incidentally, is most pronounced in the games field where variety must be offered constantly to retain customers in the locations.

With equipment problems matching the higher costs of doing business—including increased labor and supplies prices—the future months still manage to hold a bright tint.

Operators look to continually higher grosses—distributors see the used machine market taking up the slack in the new equipment cuts, and manufacturers hope to be able to continue output of their civilian lines thru the coming year, altho the quantities will probably continue to decrease in the successive quarters.

**21 Coin Firms**

Continued from page 66

Evans & Company, Exhibit Supply Company, all Chicago; International Mutoscope Corporation, Long Island City, N. Y.; Mike Munves Corporation, New York; Ray S. Oakes & Sons, Lyons, Ill.; McDowell Manufacturing Company, Pittsburgh; Electro-Pitch Company, Philadelphia Toboggan Company, both Philadelphia, and Capitol Projector Corporation, New York. The premium firms will be Bloom Bros' Company, Minneapolis; John A. Boyd, Pittsburgh; Conder Ceramic Arts, New York; Edward W. Lane Company, Chicago; Saunders Manufacturing & Novelty Company, Cleveland, and Thrift Novelty Company, Denver.

Tho the equipment manufacturers have not stated the exact items they will exhibit at the trade show, the types of units will include rife games and such arcade units as moving target, card vendors, foot stimulators, coin-operated mechanical horses and football, baseball and bowling novelty pieces. As in the past some of the amusement game manufacturers are expected to hold first showings on equipment designed specifically for the NAAPPB event.

**Arcade Units**

Continued from page 66

cline in the number of listings. Among the pieces most sought after are Evans' Ten Strike, the Electro-Pitch unit, Exhibit Supply's Electric Hockey, Fist Striker, Grip Developer and Gun Patrol. Part of the reason for the scarcity of arcade equipment is the relatively few new units produced since the war.

Major interest in the used music equipment field continued to center around late model Wurliizer, Seeburg and Rock-Ola machines. Models in greatest demand were Rock-Ola's 1426, Seeburg's 1946 and 1947 RC Specials, and Wurliizer's 1100 and 1250.

Vending units listed for the first time in two or more weeks in the index were Uneda Pak Model Q, E and 5 column; Victor Universal 5-cent unit, Rowe Deluxe 8 column Lehigh's 10 column and the Kwick Shoe Shine Machine.

Another is the best way to learn what makes the games tick is by working on the job with them and getting practical experience.

**What Next?**

At this time no one can tell what will happen in the months ahead to the used game picture. But all signs point to a steadily mounting demand for a long time to come. With the armed forces expanding and new training bases being activated on one hand, and defense plant rosters also getting larger, more locations will eventually sprout up to add to the demand picture. As one distributor put it, "I knew from my regular customers that late model games were in demand but when my competitors started calling me up to help them find scarce games I realized the good old days were back again."

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# Midwest Proves Dime Bars Can Be Vended

**Bigger Portions, More Variety  
Prove Clinchers in Plant Tests**

WITH the toughest location nut for dime candy bars being cracked more and more regularly by operators thruout the Midwest—namely, industrials—summer's end 1951 saw the first real break in the "traditional" nickel coin chute front for this phase of automatic merchandising.

Typical of both large and small operators' reports regarding successful installation of 10-cent candy units in plant sites is the one by A. Garrick Alex, head of Vendall Service Corporation, Chicago: "Plant management is now actually requesting dime columns in the venders on their production and office floors. Earlier objections have largely vanished—the idea now is to offer employees a choice of bars in better than bite-size proportions."

Alex adds that worker complaints about the smallness of nickel merchandise, coupled with the fact that many heretofore popular brands have disappeared from the 5-cent market, were deciding factors in changing plant management's opinion on dime candy from one of opposition to a "show me" proposition.

### One-Third Try Dime

Recent surveys among candy operators indicate that approximately one-third of all Midwestern routes are now selling some dime bars, and about 25 per cent of the remaining all-nickel operations say they plan to experiment with the 10-centers before year's end, or at least before summer, 1952.

Answering one of the most frequently voiced objection to dime candy in operator circles, a leading candy manufacturer suggested the solution. The firm, James O. Welch Company, thru its Robert O. Welch Jr., stated that present operator conception of a nickel-against-dime bar competitive market (acting to curtail true potential of dime sales) could and should be altered by the candymakers. From competition between the two prices, the picture would come into proper focus and permit 10-cent items to be properly merchandised if it were changed to one of competition between dime bars themselves. This would come about when the 1,696-odd manufacturers of candy in the U. S. increased the number of dime offerings to a point where such competition was possible, Welch declared.

Meanwhile recognizing that the nickel bar is a vital factor in the success or failure of any dime-bar program, operators who have had the most success with the 10-cent labels in the Midwest have established one rule of thumb: don't stock the same type bar in both nickel and dime sizes in the same machine if a split-column plan is followed, or in the same location if it is a multiple-machine stop. Too, avoid placement of even similar type bars in the two prices in equipment in the same general area.

### Two Programs

Two basic dime-bar plans are being followed by operators. Depending largely upon the size of the operation, they are:

1. Split-column machines, with two or three columns stocking the 10-cent items (the most widely used to date, this practice requires purchase and installation of dime mechanisms on older models; most candy venders built in the last two years provide for dime sale with a simple adjustment).

2. Converting individual machines to 100 per cent dime operation (this plan, used by Automatic Canteen and several other of the larger operations, depends upon availability of extra equipment or ability to purchase supplementary equipment in quantity; usually, it means that two venders—one dime, one nickel—are installed in a single location).

In one Midwestern Canteen operation, where a nickel unit was spotted next to an all-dime machine, 60 per cent of sales on a unit basis were accounted for by the 10-cent vender. Such a preponderance of dime business, undoubtedly, was due to careful stocking of the nickel columns

with merchandise entirely foreign to that in the dime unit. Several other Canteen routes report up to 85 per cent conversion of their candy columns to 10-cent items.

### Cites Freight Saving

Another Midwestern operation, an independent, after developing dime candy sales discovered latter effected a saving in freight charges. It was found that 500 nickel and 350 dime bars will carry relatively the same freight charge, so the 10-centers brought about a saving there because less were required to make the same profit realized on an equal number of nickel bars.

The same operator reported that while there was a decrease in unit sales when dime merchandise was added, there was a dollar volume increase. Where it formerly sold 100 bars of 5-cent candy, the firm sold 80 dime bars.

Entering the dime field with its own version of 10-cent sales, a Cleveland company, Industrial Candy Vending, later found "regular" dime columns paid off better. Initially, the firm placed two nickel bars on a single vender shelf, set the machine for dime operation. Later, using dime bars, the company announced: "The consumer likes a large dime bar instead of two smaller nickel bars for 10 cents." A sidelight: Industrial Candy Vending found that machines equipped to handle both two nickels and a dime worked to better advantage than one set to handle dimes only.

### 10c Only Answer

A strong advocate of dime columns is Harry Winston, president of Automatic Merchandising Company, which operates in Chicago and Detroit. His statement, "At 5 cents we don't have a prayer, while at 10 cents we will still be in business" suggests the pattern for this firm's candy operations.

Every candy vender in the two-city operation has at least one or two columns of dime candy. "We expect to change more and more columns (to dime bars) as more 10-cent merchandise of the right type becomes available," Winston asserts.

Supplementing and lending strength to the dime bar trend, especially thru the nation's Midwestern industrial centers, is the softening of plant management resistance to the higher price. This perhaps more so than any other factor aside from a wider selection of dime items by candy firms, is seen as encouraging and quickening operator adoption of dime columns. And on the consumer level, further stimulation is gained when servicemen report (as they have) being approached by individual workers with this comment: "So we're getting dime candy—thought it would come along sooner than this."

## EXCLUSIVE! EXCLUSIVE!

World Wide Is Your Exclusive Distributor

for EXHIBIT ROCK-OLA WILLIAMS KEENEY

### BRAND NEW WILLIAMS

## JALOPY

Fast and Furious 5 Ball Free Play and Novelty Game. Autos START in line and are OFF to THRILLING FINISH. Player may complete game with 1-2-3-4 or 5 Balls. In 5c, 10c or 25c Single Entry Drop Coin Chutes.

### KEENEY

## 6-PLAYER REBOUND LEAGUE BOWLER

Giant Lite-Up Pins! Smooth as silk, action galore! Up to 6 dimes per game. Operators agree it was well worth waiting for!

### IN STOCK IMMEDIATE SHIPMENT NEWEST

## 5 BALL GAMES

KEENEY LITE-A-LINE BALLY CONEY ISLAND Also all late Model 5 BALL GAMES available for immediate shipment.

### WILLIAMS

## SUPER WORLD SERIES

Exciting, profit making baseball game with ALL the thrills of real baseball. Sensational on locations!

### ROCK-OLA SUPER ROCKET

## '52-50 PHONO

Complete New Cabinet design — beautiful coloring! Lite-up top and bottom. Available 78 or 45 R.P.M. set for 1 play 10c — 3 plays 25c. Easily convertible.

## ONE LOT DEAL

6 completely reconditioned ONE BALL Free Play GAMES, 5 Entries and GOLD CUP. Price for everything \$190

### BALLY

## HOT ROD

5 Ball Free Play Novelty Game. 7 coin entry. Special ..... \$95

## MISCELLANEOUS EQUIPMENT

### THOROUGHLY RECONDITIONED

Seeburg SHOOT THE BEAR Exhibit SILVER BULLET 95 Wms. STAR SERIES..... 100 Exhibit DALE GUN..... 95 Wurlitzer 1015 ..... 199

### RECONDITIONED!

### GUARANTEED!

## SHUFFLE GAMES

Wms. DOUBLE HEADER \$125 United TWIN REBOUND. 175 KeeneY DOUBLE BOWLER. 135 Uni. DELUXE TWIN REBOUND ..... 195

## WANT TO BUY

Cash or Trade Highest Prices Paid Bally BRIGHT LIGHTS FIVE BALL FLIPPER GAMES Bally TURF KING

### WILLIAMS

## MUSIC MITE

New 45 R.P.M. 10 selection phono. 5c or 10c play. Pedestal stand to match. Has 40 play accumulator. Write for price or will trade for late games.

## EXPORTERS

Our experience in exporting 5 Ball Games, Novelty Games, Music Machines, etc., places us in the position to handle YOUR NEEDS IMMEDIATELY.

Call, Write or Wire



WORLD WIDE DISTRIBUTOR Chicago 1 2330 N. Western Ave. Phone: Verglade 4-2300

## SUPER SPECIALS!!

22 Ft. New Shuffle Board Pucks, set of 8 ..... \$ 9.50 Fast Wax, doz. .... 4.00 Fluor. Lights, set of 4. 12.00 New and Reconditioned Shuffleboard Scoring Units. Write for 5-Ball Pin Game prices. Complete, including crating ..... \$149.50

Univ. 5-Star ..... \$275.00 KeeneY Lite-a-Line ..... Write Bally Bright Lights ..... Write KWIK Shoe Shine Mach., Black and Brown ..... 79.50 Wms. Quarterback ..... 54.50 Wms. Star Series ..... 89.50 E-Z-Bowl, 9 ft.-11 ft. .... 179.50 Bally Speed Bowler ..... 54.50 Bally Shuffle Bowler, F.P. .... 49.50

MID STATE CO. 2369 Milwaukee Ave. Chicago 47, Ill. Tel.: Dickens 2-3444

## METAL TYPER MACHINES

Groetchen or Standard Rebuilt, Reconditioned Like New All Work Guaranteed. Write for Prices. We carry in stock all parts and finest Aluminum Discs.

STANDARD METAL TYPER CO. 1318 N. Western Ave. Chicago 22, Ill.

## ONE BALLS

20 Champions at \$75.00  
10 Citations .. at 50.00  
Add \$5.00 for crating

BASCH NOVELTY CO. 136 FRANKLIN AVE. SCRANTON 3, PENNSYLVANIA

## SERVICE MAN

Familiar with Seeburg 100's, AMI's and Shuffle Alloys. Excellent Future for the right man. Send picture and qualifications.

BOB CHARLES BINGHAMTON AMUSEMENT CO., INC. 221 Main St. Binghamton, N. Y.

... to take advantage of an outstanding

# XMAS SALES OPPORTUNITY

in a market of **67,549** Active Cash-With-Order Xmas Buyers

Wire or Phone Space Reservation . . . then RUSH AD COPY to—

The Billboard  
New York 19, N. Y., 1564 Broadway, PLaza 7-2800  
Cincinnati 22, Ohio, 2160 Patterson St., DUnbar 6450  
Chicago 1, Ill., 188 W. Randolph St., CEntral 6-8761  
Hollywood 28, Calif., 6000 Sunset Blvd., HOLlywood 9-5831  
St. Louis 1, Mo., 390 Arcade Bldg., CHestnut 0443  
Detroit 1, Mich., Fox Theatre Bldg., WOODward 2-1100

Date of Issue... OCT. 27  
Distributed... OCT. 23  
Adv. Deadline... OCT. 18

1951 XMAS MERCHANDISE SPECIAL



# look at these BETTER BUYS IN TOP QUALITY PHONOGRAPHS

## RECENT MODEL PHONOGRAPHS

Completely Reconditioned  
Ready For Your Locations

Wurlitzer "1015" .....	\$169.50
Wurlitzer "1080" .....	169.50
Wurlitzer "1400" .....	Write
Seeburg 146-M .....	189.50
AMI—Model "B" .....	375.00

## PRE-WAR PHONOGRAPHS

Guaranteed in Good Working Order

Wurlitzer "700" .....	\$69.50
Wurlitzer "800" .....	69.50
Seeburg Hi-Tones .....	59.50
Rock-Ola '39 .....	39.50
Wurlitzer "500" .....	35.00
Rock-Ola "40" Master .....	49.50

## SHAFFER SPECIALS IN WALL BOXES

SEEBURG	WURLITZER
W4-L56 .....	\$39.50
3W7-L56 .....	49.50
W1-L56 .....	17.50
•	
PACKARD	AMI
Satin Finish .....	\$8.95
3025 .....	\$12.50
3045 .....	12.50
219 Stepper .....	25.00
5/10 Wall Box .....	\$32.50
Steppers .....	35.00
5c Wall Box .....	25.00

Terms: 25% Certified Deposit, Balance C. O. D.  
All Items Subject To Prior Sale

# SHAFFER MUSIC CO.

COLUMBUS, OHIO  
606 S. High St.

CINCINNATI, OHIO  
2333 Gilbert Ave.

INDIANAPOLIS, IND.  
1327 Cap'ol Ave.

## Coinmen You Know

• Continued from page 85

roster, Jimmy Davis is once more handling the service chores for the firm.

Major Distributors' Johnny O'Brien, after an absence of four weeks, is greeting the ops once again across the counter as they stop in for their Mercury wax needs. O'Brien spent the last month in Des Moines setting up his newly acquired distrib point for Iowa. Taking up the slack in his absence was manager Roger Werner.

Don Jurgens ankl'd the Mercury sales organization recently for a post in Chicago with the Zenith Radio people. . . Milwaukee Phonograph Operators' Association executive committee has decided not to hold any meetings until after the Six States session this month in Omaha.

Making plans for hunting excursions towards the end of the month, are L. R. Distributors routemen, Chuck Story and Carl Staska. . . Metro Amusement topper Melo Curro reports recent purchases of several new shuffle type bowling games.

### Chicago

Baseball fever hit coin machine manufacturers, distribs and operators here last week, with the initial part of the week finding practically all firms showing the Gaint-Dodgers playoff on television screens, then switching into the World's Series the latter part of the week. Rooters for the two National League teams were evenly divided, as were rooters in the series games.

United Manufacturing, going full blast on Zingo, found all hands trying to keep up with the scores while the long distance phones rang continuously as distribs tried to hurry along shipments. Bill DeSelm, general sales manager, reported Zingo was picking up momentum daily. Ray Riehl was helping facilitate shipments, while Herb Oettinger, who has been in and out of town every few days, tried to settle down long enough to keep up with the scores.

First Distributors partners Joe Kline and Wally Finke had their television set going in the coffee bar thruout the week, with visiting operators overflowing the room each day. Mal Finke, head of the premium division, reported he would have several new lines to unveil during the Midwest Coin Machine Convention in Omaha, and also reported that Joe Kline would also be present during the convention at the Paxton Hotel. First's three showrooms are now open, and operators find it much easier to select their equipment in the new set-up.

Allied Coin last week also signed for exhibit space at the Midwest show, and Billy Knapp and Vic Weiss, who will represent their firm at the show, said that in addition to a line of premiums the firm would unveil its new game conversion at the show. Both report business at their new headquarters has been excellent, and the firm is constantly adding to its premium division.

Chicago Coin Machine Company thru Sales Manager Ed Levin reports repeat orders for the 6-Player Bowling Alley are arriving daily. Among the visitors last week was Joe Abraham, Youngstown, O. Levin adds the all-formica playfield on the game has resulted in several favorable comments from operators.

Lou Boasberg, New Orleans, dropped into the Gottlieb plant for conferences with Nate and

## REAL FALL SPECIALS FROM ATLANTIC

SEEBURG 146, S or M. \$150.00  
SEEBURG 148, S or M. 325.00  
WURLITZER 1015 . . . 175.00  
SEEBURG #W1-L56  
5c Wireless Wall Boxes, Reconditioned, Sprayed Covers . . . 15.00

Don't Wait! All Orders Filled in Rotation!

IMMEDIATE DELIVERY!  
WRITE, WIRE, PHONE!

1/3 Dep., Bal. C.O.D., F.O.B. N. Y.  
No Extra Charge for Domestic Crating.

## Atlantic New York CORPORATION

Exclusive SEEBURG Distributors  
583 10th Avenue New York 18, N. Y.  
CHickering 4-0760

CONTACT US BEFORE YOU BUY

WE CARRY ALL TYPES OF  
SHUFFLE BOWLING GAMES,  
PIN GAMES AND  
MILLS BELL MACHINES

### IN STOCK!

Ready for  
Immediate Delivery

United 6-Player Shuffle  
Alley  
United Zingo  
Bally Coney Island  
Gottlieb's New Football  
Game

WRITE

We are the Pennsylvania distributor for

EVANS'

### CONSTELLATION

Evans—the only music manufacturer that builds phonographs for the operator's interest.

TRY ONE FOR 30 DAYS  
AT OUR EXPENSE—IF  
NOT SATISFIED RETURN IT AT NO COST TO YOU!

### USED MUSIC

7 Filben Maestro Music @ \$150.00, 1 Seeburg 1-48M \$425.00, 2 Seeburg 1-47M to 1-48M @ \$350.00

12 Target Master with the NEW CONVERTED GUN, brand new, while they last, \$89.50 ea.; 4 Keeney Duck Pin Bowlers, \$169.50 ea.; 4 Keeney Double Bowlers, \$179.50 ea.

## Williamsport Amusement Company



233 W. 3RD STREET  
WILLIAMSPORT, PA.  
Phone: 2-3326-2-1648

"Central Pennsylvania's Largest Distributors"

## NEW YORK and NEW JERSEY OPERATORS

You Are Invited To Attend the **SHOWING** of The

EVANS 20-RECORD, 40-SELECTION

### CONSTELLATION

Come in to see this wonderful music machine today. You will also find on display in our newly decorated showroom the finest selection of new and used games, music and arcade equipment. The welcome mat is out.

REMEMBER! FOR EXPORT IT'S INTERNATIONAL!

## INTERNATIONAL AMUSEMENT CO.

5 Parkhurst Street, Newark 2, New Jersey  
EXPORTERS • Bgelow 8-9707 • IMPORTERS

### EVANS'

PROFIT STIMULATING  
COUNTER GAMES

• NOT COIN OPERATED!  
• TAX FREE!  
• NO LICENSE REQUIRED!



SIZE:  
12"x24"x2"

## HI-LOW- CHUCK-LUCK

Good for Clubs, Fraternal Organizations, Cigar Counters or wherever people congregate!  
Write for descriptive literature.

H. C. EVANS & CO. 1556 W. CARROLL AVE.  
CHICAGO 7, ILLINOIS  
SEE EVANS' CONSTELLATION AD ON PAGE 76

GIVE TO DAMON RUNYON CANCER FUND

### Allied Scores Again! New ROLL-UNDER CONVERSION

for  
Chicago Coin and Universal  
TWIN BOWLERS

100% mechanically perfect—no repair calls!  
Features Giant Pins and Roll-Under Switches.  
Eliminates breaking of switches and pin wire forms. Don't delay—write for full information today!

See us at  
BOOTHS  
22-23

Omaha Convention

See our complete line of  
new and unusual  
PREMIUMS

### PIN GAMES

Like New—Fully Guaranteed

PINKY .....	\$135	TELECARD .....	75
SOUTH .....	90	Carnival .....	65
PACIFIC .....	90	Puddin' Head .....	30
		Screw Ball .....	30
		Mardi Gras .....	30

### SHUFFLE GAMES

Williams DOUBLE HEADER .....	\$110
United SHUFFLE SLUGGER .....	110
Bally SHUFFLE CHAMP .....	75
Bally SPEED BOWLER .....	45
Gottlieb BOWLETTE .....	35

**ALLIED COIN MACHINE CO.**  
766 MILWAUKEE AVE. • CA nal 6-0293 • CHICAGO 22

## WANTED

Exhibit Six Shooter and Gun Patrols.

Exhibit Rotary Merchandiser, pusher type.

Wurlitzer 1100's.

1017 Hideaways.

A. M. I.'s Models "B" and "C."

Late model 5 ball free play tables.

Watling Penny Weighing Scales, Junior Tom Thumb and De Luxe Fortune Telling Scales.

Abco Hit-a-Homer, penny play counter games.

## FRANK KIRKE NOVELTY

241 King St., East

Toronto, Ont., Can.

## FOR SALE

All exceptionally clean and ready to operate

2 Dale Guns, each .....	\$ 50.00
4 Citations, each .....	65.00
1 Winner .....	100.00
1 Bowlette .....	75.00
1 Evans Ten Strike, 1950 .....	75.00
NOTICE: KENTUCKY OPERATORS ONLY	
1 Brand New Baker Pacers in Original Crates, never uncrated, with 1 slightly used Baker Pacer .....	\$725.00
1 Keeney Pyramid, 5¢-25¢ play	\$375.00

CHARLES MAYNARD  
BOX 348 FRANKFORT, KY.



**Dave Gottlieb.** Firm's Wild West is coming off the production line in increasing numbers. Like many an office around the country, the top staffers at Gottlieb watching the final Dodger-Giant game Wednesday (3) on TV were stunned when the Giants pulled the game out of the fire in the last inning.

Over at Bally Manufacturing Company, the Coney Island game featuring in-line scoring, is the center of activity. Firm has had a lot of visitors recently and kept **George Jenkins, Jack Nelson** and other key sales executives doubly busy. . . . Venders are expected to play a prominent part at the trade show of the National Association of Amusement Parks, Pools and Beaches at the Hotel Sherman next month. As usual, most of the major arcade equipment firms such as Exhibit Supply, International Mutoscope and H. C. Evans are listed as exhibitors.

**Dick Hood,** Evans official, was back at his job last week after a brief stay in the hospital necessitated by eye surgery. **Les Rieck,** manager of the music division is getting ready for the Midwest Coin Machine Show in Omaha which begins October 15.

At World Wide Distributors, **Al Stern, Monty West** and **Len Micon** were busy all week on the phone and greeting visiting operators who were in for late model used games and William's Jalopy and Keeney's 6-Player League Bowler. Firm also reports its export trade has increased considerably in the past several weeks when repeat orders started to roll in.

**Dave Simon** was a visitor at United Manufacturing Company where both Zingo and 6-Player

Shuffle Alley are in production. **Johnny Casola** was back from a brief trip to St. Louis. Sales Manager **Billy DeSelm** has had a busy time trying to cope with orders for the games despite recent increases in output.

**Empire Coin Machine Exchange** has been getting action on its closeout sale of new games. **Howie Freer** reports Owner **Gil Kitt** has worked out an effective fall sales campaign covering the firm's many lines of games and vending equipment. He adds exports to European countries have more than doubled compared with this time a year ago. **Stanley Levin,** ace road representative, is setting up an itinerary which will include stops in Illinois and Iowa.

Keeney officials are stepping up production schedules on the 6-Player League Bowler because of the early demand for the game following initial showings as distributors around the country.

**New York**

**Jerome Roniger** has replaced **Moe Bitter** as mechanic at **Marcus Klein's** jobbing outlet. Bitter left to form an operating partnership with **Lester Paul.** Klein reports a zooming demand for formica sheets to replace wood playing fields on bowling games. . . . **A. D. Palmer,** advertising exec for **Wurlitzer,** was here on business last week.

**Barney Sugerman,** of **Runyon Sales,** was out nursing a bad cold last week. At the Coinrow store staffers under **Morris Rood** kept interrupting selling chores to try and round up World Series tickets for visiting ops. He had a lot of success, too. . . . **Mac Pollay,** operator and avid horseman, has a half interest in a steed he boards at a Peekskill, N. Y., dude ranch. He wouldn't say which half is his.

Upper New York ops here on shopping trips this week included **Bob Charles,** Binghamton Amusement, Binghamton; **Paul Quackenbush,** Royal Amusement, Oneonta, and **Tony Cantonese,** Suffern. . . . **Mike Imig,** large Midwest music and game operator, arrived here last week to view the wind-up of the baseball season.

**Bern Bernard,** of **Rowe,** reports the modified car on the Pennsylvania Railroad using food vendors operated by two Rowe subsidiaries, is now completing the second phase of a 30-day test. The car is now on a regular New York to Pittsburgh run. . . . **Al Radutzky,** of **Independent Halvah & Candy,** will be married next week.

With coin machine exports to

Belgium cut off (see separate story), **Abe Witsen,** of **International Amusement,** is mapping a new drive at the domestic market. . . . **Joe Kalishman,** former cigarette operator and proprietor of a jobbing business, has completed a free-lance assignment in Philadelphia. He is mulling a couple of new vending propositions, and plans to make an announcement soon.

**Dave Lowy,** who recently launched **Ace Trading** as a premium enterprise, reports lining up a few exclusive novelties for early introduction. . . . Facilities of **Riteway Sales,** managed by **Bob Jacobs,** are undergoing a complete overhaul. . . . **Harry Rosen's** daughter is convalescing after a serious eye operation. Rosen is partner in the **Atlantic New York Corporation.**

**GUARANTEED USED ONE BALLS**  
 Ready for Location at Lowest Prices  
 TURF KING .....\$299.50  
 WINNER ..... 249.50  
 CHAMPION ..... 99.50  
 PHOTO FINISH ..... 99.50  
 CITATION ..... 74.50  
 GOLD CUP ..... 64.50  
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 1/3 deposit with all orders  
**SICKING, INC.**  
 America's Oldest Distributor  
 Established 1895  
 1401 Central Pkwy.  
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**REVOLUTIONARY!**  
**KEENEY'S**  
**New! 6 Way BOWLER**  
 DE LUXE!  
 6 COINS-10c PLAY-60c PER GAME!



*Destined for a Long Run of Rich Operating Profits!*

- ★ Up to 6 PLAYERS EACH GAME!
- ★ LITE-UP PINS by the Originator, J. H. KEENEY & CO.
- ★ Modern Streamlined Wings Protect LITE-UP Pins
- ★ Super DeLuxe Cabinet finished in maroon, light speckled green and rich ivory colors.
- ★ SIDE-GUARDS same appearance as a conventional bowling alley.

**Brand New! Keeney's SILENT PLAYFIELD!**  
 This important silent play feature is made possible by the use of reinforced Masonite under conventional plywood playing area. Eliminates rumble sound of gliding puck. Greatest operating innovation in bowling games.

**New! FASTER PUCK RETURN!**  
 • 20 - 30 SCORING  
 • SCORES ALL SPLIT SHOTS - STRIKES - SPARES  
**FULLY AUTOMATIC!**

*Install KEENEY'S 6-WAY BOWLER today!*

**SIZES:**  
 9 1/2 FT. LONG  
 2 FT. WIDE  
 8 FT. LONG  
 2 FT. WIDE

Order FROM YOUR KEENEY DISTRIBUTOR

**J. H. Keeney & CO. INC.**  
 3400 W. FIFTIETH STREET, CHICAGO 32, ILLINOIS

Get in line now with **6 WAY BOWLER** for tomorrow's profits!

*Now* **MY BOSS IS PROUD OF THE LETTERS I WRITE!**

Since the Boss gave me an Underwood All Electric Typewriter, not only original letters, but carbon copies are sharp and clear. Just imagine you can make as many as you need with a light touch of your finger . . . Because electricity does the fatiguing work.



See and try the sensational All Electric at your local Underwood Office.

Textile Building, Fourth & Elm Sts., Cincinnati, Ohio

**UNDERWOOD**  
 WORLD'S BUSINESS

**TYPEWRITER LEADER OF THE WORLD**  
 Sales and Service Everywhere

... to take advantage of an outstanding **XMAS SALES OPPORTUNITY** in a market of **67,549** Active Cash-With-Order Xmas Buyers

*Less than 7 days left!*



Wire or Phone Space Reservation . . . then RUSH AD COPY to—

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 Cincinnati 22, Ohio, 2160 Patterson St., DUbar 6450  
 Chicago 1, Ill., 188 W. Randolph St., CEntal 6-8761  
 Hollywood 28, Calif., 6000 Sunset Blvd., HOLlywood 9-5831  
 St. Louis 1, Mo., 390 Arcade Bldg., CHestnut 0443  
 Detroit 1, Mich., Fox Theatre Bldg., WOODward 2-1100

Date of Issue **OCT. 27**  
 Distributed **OCT. 23**  
 Adv. Deadline **OCT. 18**

**XMAS MERCHANDISE SPECIAL**

**WANT TO BUY!**  
 WILL PAY TOP DOLLAR—CASH OR TRADE

HAPPY-GO-LUCKY MINSTREL MAN JOKER SPOT BOWLER 4 HORSEMEN ROCKETTES TRIPLETS	LATE 5-BALLS GOTT. BASKETBALL 5-STAR A-B-C BRIGHT LIGHTS MAD. SQ. GARDEN DOUBLE FEATURE OLD FAITHFUL	KING ARTHUR K.C. JONES CONTROL TOWER SHOO SHOO 3 MUSKETEERS FIGHTING IRISH PIN BOWLER
---	---	---

**SHUFFLE GAMES**  
 UNITED TWIN SHUFFLE ALLEY REBOUND  
 UNITED 4-PLAYER AND 5-PLAYER  
 KEENEY LEAGUE BOWLER

**NATIONAL COIN MACHINE EXCHANGE**  
 1411-13 DIVERSEY BLVD. (Phone: BUCKingham 1-6466) CHICAGO 14



# EMPIRE SUPERMART

WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

**EXPORTS**  
 Empire's experienced export department supplies only equipment of the highest quality and saves money for importers on transportation, packing, routing. Write for details & catalog.

**Fall CLOSEOUTS!**  
 Brand New In Original Crates.

- Bally Turf King ... \$445.00
- Un. Team Hockey ... 139.50
- ChiCoin Thing ... 140.00
- Univ. Shuffle Tourn. \$249.50
- Chi Horse Shoes ... 269.50
- United Skee Alley ... 219.50
- ChiCoin Play Ball ... \$ 90.00
- Univ. High Score Bowler ... 269.50

**ARCADE**

Chicoin Basketball Champ. \$275.00	Exhibit Dale Gun ... \$ 84.50	<b>CHALLENGER \$24.50</b>
Chi. Pistol ... 149.50	Mercury 13-Way Ath. Scale ... 69.50	Gott. 3-Way Gripper ... 22.50
Wms. Star Series ... 139.50	Chicken Sam. Rebuilt ... 109.50	Acme Shocker, New ... 24.50
Telequiz & Film ... 119.50	Poker and Joker ... 49.50	Exh. Six Shooter Write
Wms. All Stars ... 109.50	<b>GENCO GLIDER 39.50</b>	Exh. Gun Patrol Write
Jack Rabbit ... 109.50	Un. Shuffle Skill ... 44.50	Shipman Art Show ... 49.50
<b>GOALEE ... 99.50</b>	Chi. Coin Bango ... 49.50	<b>KICKER &amp; CATCHER, New ... 27.50</b>
Scientific Pokerino ... 99.50	Total or Advance Roll ... 39.50	
Exh. Shuffle Bowl ... 89.50		

**5-BALLS**

**NEW**

United Zingo	United 3-4-5
Bally Coney Island	Gott. Wild West
Univ. 5 Star	Wms. Jalopy
Joker ... \$164.50	Playtime ... \$ 84.50
Shoo Shoo ... 159.50	Dallas ... 79.50
Four Horsemen ... 149.50	Bowling Champ ... 79.50
Triplets ... 149.50	St. Louis ... 79.50
Hot Rod ... 149.50	Majors of '49 ... 79.50
Mad. Sq. Gard. ... 144.50	Big Top ... 79.50
Rockette ... 144.50	Selectacard ... 79.50
Georgia ... 139.50	
Stop & Go ... 139.50	
<b>Knockout ... 139.50</b>	
Pin Bowler ... 139.50	
Fighting Irish ... 139.50	
Red Shoes ... 134.50	
Sweetheart ... 129.50	
K.C. Jones ... 129.50	
Oasis ... 129.50	
Harvest Time ... 124.50	
Dreamy ... 124.50	
Playland ... 119.50	
Canasta ... 119.50	
Arizona ... 119.50	
Thing ... 119.50	
Judy ... 119.50	
De-Icer ... 119.50	
Rocket ... 119.50	
Tri Score ... 119.50	
Bank-A-Ball ... 119.50	
<b>BE-BOP ... 114.50</b>	
Freshie ... 114.50	
Mercury ... 114.50	
Campus ... 109.50	
College Daze ... 109.50	
Tahiti ... 109.50	
Shantytown ... 109.50	
South Pacific ... 104.50	
Tumbleweed ... 104.50	
Boston ... 99.50	
Lucky Innings ... 99.50	
Maryland ... 99.50	
Ripsorter ... 94.50	
Golden Gloves ... 94.50	
Double Shuffle ... 89.50	
Quarterback ... 89.50	
Aquacade ... 89.50	
Champion ... 89.50	
Trade Winds ... \$49.50	
Wisconsin ... 49.50	
Crazy Ball ... 49.50	
Contact ... 44.50	

**SHUFFLE GAMES**

**NEW**

**UNITED 6-PLAYER SHUFFLE ALLEY**

**CHICOIN 6-PLAYER BOWLING ALLEY**

**RECONDITIONED**

United 5-Player ... \$345.00	United Super Shuf. Alley ... \$ 49.50
United Twin Shufflecade ... 275.00	Univ. Shuffle Alley ... 39.50
Un. Double SA Express ... 229.50	Univ. Disap. Pin Conv. ... 145.00
Un. Rebound, 9 1/2 ... 189.50	Chicoin Super Twin Bowler ... 150.00
United Shuffle Slugger ... 199.50	Chicoin Bowling Class ... 160.00
Un. 2-Player SA Express ... 199.50	Chicoin Bowling Bowl ... 234.50
United Single SA Rebound ... 129.50	Chicoin Bowling Class ... 275.00
United Shuffle Alley Express ... 79.50	Univ. Super Twin Bowler ... 44.50
Un. Double Shuffle Alley Express ... 74.50	Chicoin Bowling Bowl ... 79.50
<b>UNITED SHUFFLE ALLEY EXPRESS ... 74.50</b>	Bally Hook Bowler ... 49.50
	Bally Speed Bowler ... 69.50
	Gottlieb Bowlette ... 275.00
	Keeney ABC Bowler ... 149.50
	Keeney League Bowler ... 149.50
	4 Player ... 149.50
	Wms. Double Header ... 149.50

**MUSIC**

Evans Constellation	Evans Pushover ... \$395.00
Chicoin Band Box ... \$219.50	Hollycrane, New ... 695.00
Wurlitzer 1015 ... \$250.00	Exh. Merchantman ... 99.50
Wurl. 1017 Hideaway ... 259.00	<b>HOLLYCRANE 275.00</b>
Wms. Music Mite ... Write	Exh. Rotary Claw Mstr. ... 175.00

**DIGGERS**

**TEXAS OPERATORS**  
 We will take Turf Kings and Late 5 Balls in trade on Shuffle and Arcade Games. Send List.

**BUTTONS & BOWS 79.50**

**TELECARD 79.50**

**PARADISE 49.50**

**SUNNY 49.50**

**SMOKESHOP 612**

**CUSTOM ... \$229.50**

Acorn Vendor, 1¢ or 5¢ ... 14.50

Acorn 5¢ Charm ... 16.50

Atlas 5¢ Bantam ... 14.50

Frantz Scale ... 115.00

Silver King ... 13.95

S.K. Hot Nut ... 29.95

N. W. 49, 1¢ or 5¢ 17.35

72-Bar ... 49.50

U-Select-It ... 49.50

De Luxe, 1-5¢ ... 24.50

N. W. Tab Gum ... 25.95

33 Ball Gum ... 7.50

Freshway Refrig. Sandwich ... Write

**VENDERS**

**SMOKESHOP 612**

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72-Bar ... 49.50

U-Select-It ... 49.50

De Luxe, 1-5¢ ... 24.50

N. W. Tab Gum ... 25.95

33 Ball Gum ... 7.50

Freshway Refrig. Sandwich ... Write

**1-BALLS**

Turf King ... \$345.00

Winner ... 275.00

Champion ... 175.00

Photo Finish ... 139.50

CITATION ... 134.50

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Jockey Special ... 64.50

Special Entry ... 54.50

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Winner ... Write

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Non-coin operated Amusement Game

**FREE PLAY**

**REMOTE CONTROL**

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Automatic Payout  
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 5c-10c-25c-50c-\$1




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 1896 Madrona St. N.W. Atlanta, Ga.

**"MONEY MOUTH" ELECTRIC CLOWN**

New Penny Pitch TRADE STIMULATOR! Folks love to pitch nickels, dimes, pennies at his big grinning mouth. Lights flash when coin lands inside mouth. Give cigar, beer, \$1.00 in trade, etc. Non-chip gypsum clay, hand painted. Transformer 6-volt AC-DC. Ht. 18 in. Wt. 15 lbs. Send full amount; immediate delivery **\$29.50**

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**FALL SPECIALS!**

Late Model—Factory Reconditioned.

**JUKE BOXES**

Money Back Guarantee

10 Rock-Ola 1422	Each \$160.00
10 Seeburg, 46-47-48	250.00
10 Wurlitzer 1015	275.00
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5 Wurlitzer 1250	550.00
5 AMI Model A	425.00

1/2 With Order, Balance C.O.D.

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**POST-WAR PHONOGRAPHS**

Seeburg 1946 RC Specials ... \$249.50	Wurlitzer 1100 ... \$374.50
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Wurlitzer 1015 ... 199.50	Mills Constellation ... 124.50

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W1-L56 Wireless Seeburg 5¢ Boxes	\$22.50
Packard Boxes	17.50
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2140 Wurlitzer 5¢-10¢ Boxes	34.50
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Shuffle Express	} \$49.50 EACH
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Universal Twin Bowler	} \$49.50 EACH
Deluxe Bowler	
Speed Bowler	} \$49.50 EACH
Dale Gun	
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**NEW GAME SPECIALS**

Tri-Score ... WRITE

Stop 'n' Go ... WRITE

**CIGARETTE MACHINES**

Uneda Model 500	\$69.50
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**3 COMPLETE HOSTESS SYSTEMS—UNITS OF 10—MAKE AN OFFER!**

Ten Pins	} Take Your Choice \$24.50 EACH	Pin Boy
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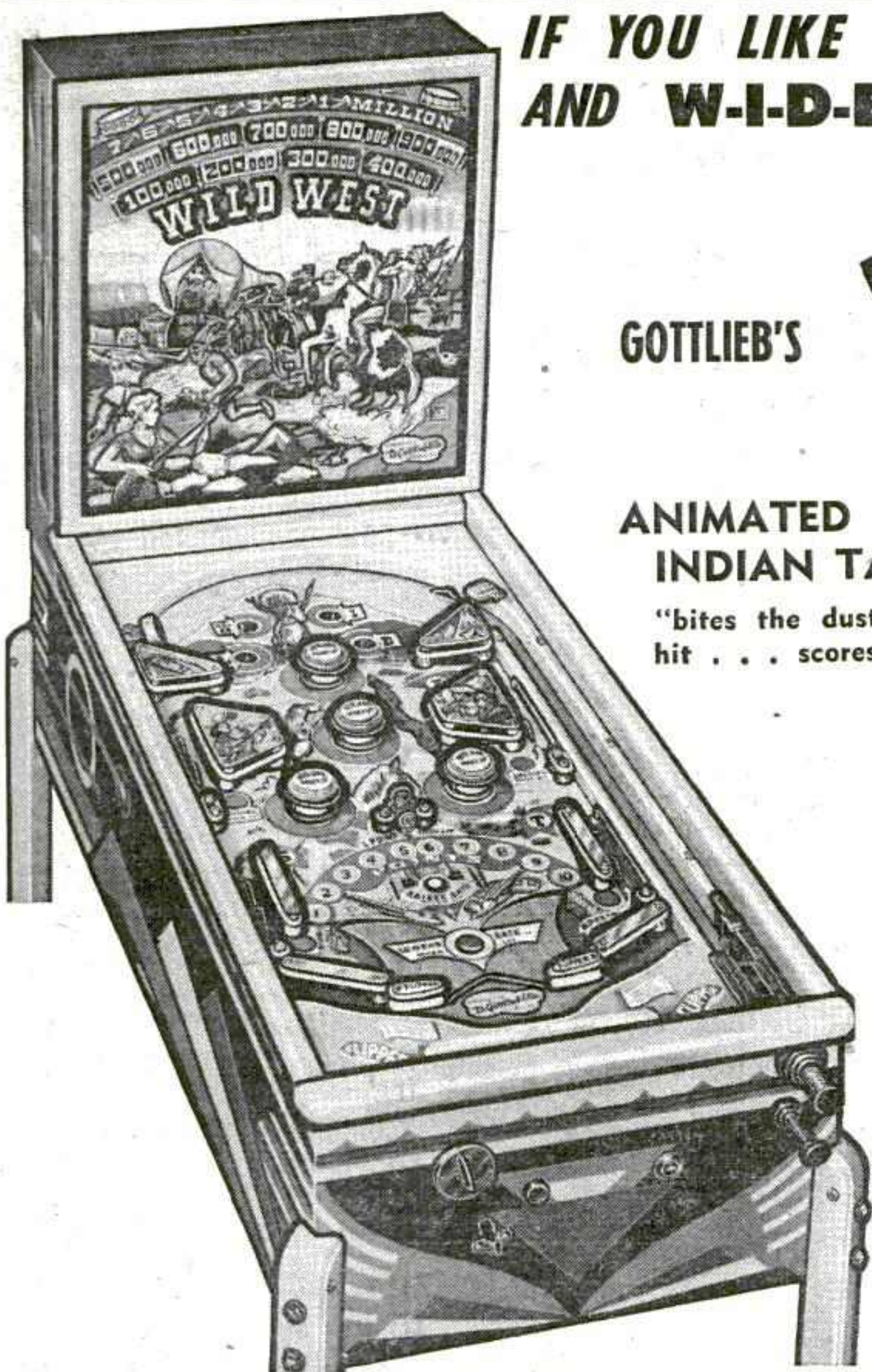
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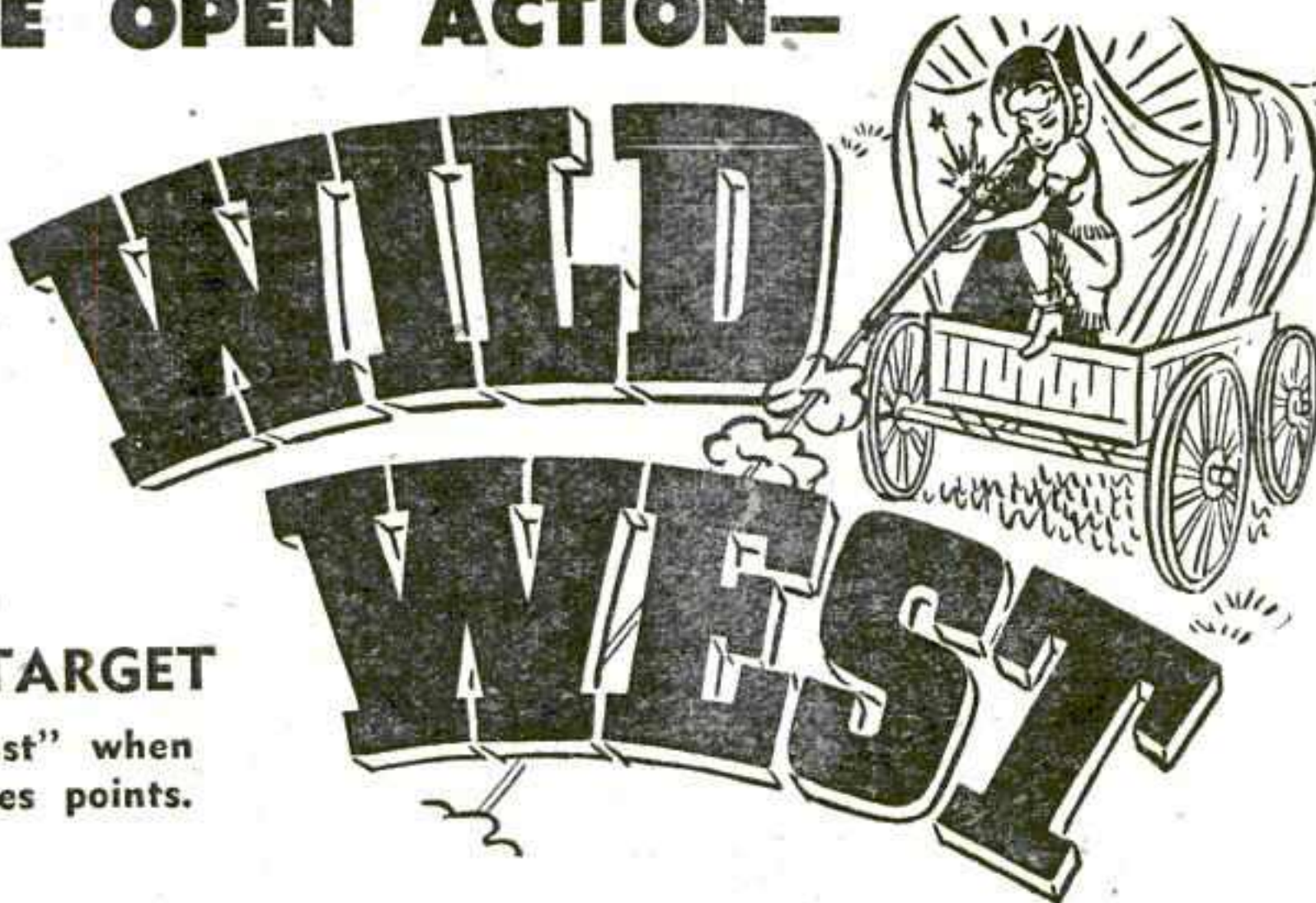
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**GOTTLIEB'S**  
**ANIMATED  
INDIAN TARGET**  
"bites the dust" when  
hit . . . scores points.



Non-Sequence "WILD" HOLES and  
"WEST" ROLL OVERS increase VALUES

**4 SUPER-HIGH SCORE  
"POP" BUMPERS • FLIPPERS**

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DISTRIBUTOR  
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BETTER BUY NOW**

ONE BALLS	COUNTER GAMES—NEW
Turf Kings, New . . . . . \$365.00	S.K. Duck Hunters . . . . . \$24.50
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Ristorauct 5-45 . . . . . 60.00
Ristorauct 5-45, new . . . . . Write
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Plastic corded cable, ft. . . . . .28

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8 Col. Monarch . . . . . \$85.00	15 Col. Uneda . . . . . \$85.00
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**AMI** Distributors for Northern Ohio  
**NOW DELIVERING MODEL D**

Terms: 1/2 deposit with all orders, balance C.O.D.



**CLEVELAND COIN MACHINE EXCHANGE, INC.**

2021-2025 PROSPECT AVE. CLEVELAND 15, OHIO

M.S. GISSER, OWNER

ALL PHONES: TOWER 1-1215

**OPERATORS WAKE UP!**

Here's your chance to bring back to life your coin operated games! Just like old times, brings dimes to your bowling machines. Here are sensational repeat business deals that make YOU HAPPY, YOUR LOCATION HAPPY and above all make the CUSTOMER HAPPY because winner gets a useful prize of valuable merchandise. ALL DEALS HAVE BEEN TESTED AND PROVEN ON LOCATIONS TO INCREASE PLAY UP TO 80%. SO YOU CAN'T MISS WITH MITCHELL'S NEW PREMIUM DEALS. CHECK THESE DEALS OVER CAREFULLY. THERE'S A "DEAL" DESIGNED FOR YOUR PARTICULAR LOCATION . . . ORDER NOW . . . DON'T DELAY. ORDER TODAY!

**NO SLUM!  
NO JUNK!**

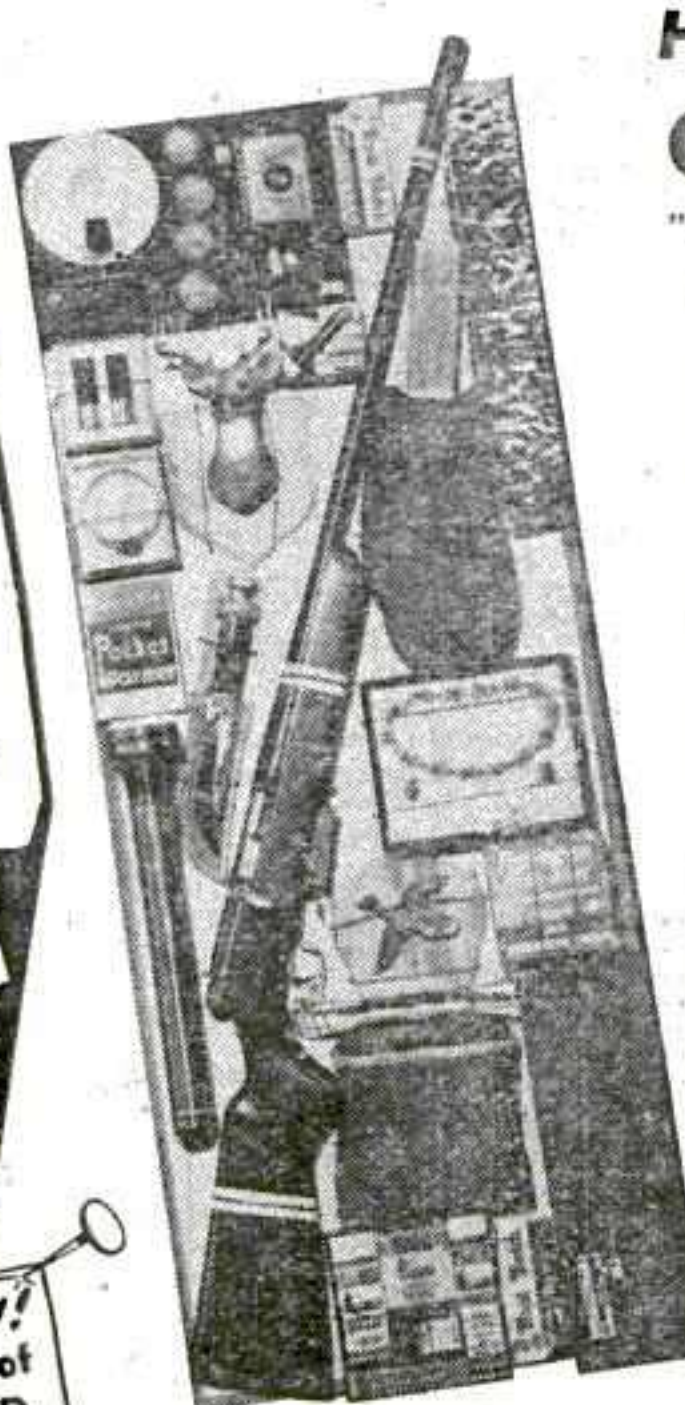
ALL PRIZES QUALITY MERCHANDISE

**FOR A LIMITED TIME ONLY!**  
We will ship all orders of 5 or more deals PREPAID, when full remittance is received with order.

**NO NEED TO HUNT ANYMORE!**

**Here's Mitchell's GUN DEAL**

"A SURE SHOT FOR MORE PROFITS!"



This GUN DEAL consists of 20 good quality seasonal prizes which appeal to both men and women. Here's how it works—The GUN IS GIVEN ON A FINAL SKILL AWARD BASIS which insures interest until the entire board is gone. Your established winning score (Example 175 or more, or you set your own score) entitles player to one sealed ticket from box which contains 2000 single tickets. Player drawing ticket with corresponding number on any "agged prizes receives prize immediately. NO WAITING. NO WEEKLY DRAWINGS EACH PRIZE IS INDIVIDUALLY TAGGED WITH NUMBER.

NOTE: in above FINAL SKILL AWARD DEAL you have a choice of gun, either a 410 gauge, 12 gauge, 20 gauge, or 5 shot .22 repeater. SPECIFY YOUR CHOICE OF GUN!

20 prizes with 2,000 tickets **\$54.75**

BE SAFE with your locations!  
BE SURE with more profits!  
NOT SORRY that you didn't order enough of MITCHELL'S GUN DEALS!

**The MITCHELL COMPANY** 122 North Fourth Street Minneapolis 1, Minnesota

ORIGINATORS AND CREATORS OF PRIZE PAD DEALS FOR SHUFFLE GAMES

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**COMPLETE ROUTE FOR SALE**

Because of ill health, owner wants to retire and will sell this profitable route in the best section of Virginia at a sacrifice. Route consists of 90 phonographs and 200 Five Balls, One Balls and Shuffle Alleys. Will include 4 late model trucks and an ample stock of Parts. Address

BOX D-98

c/o The Billboard, 2160 Patterson St.

Cincinnati 22, Ohio

**WANTED**

HOLLYCRANES  
TURF KINGS  
LATE FIVE BALL MACHINES  
**Boyle Amusement Co.**  
522 N. W. Third St.  
Oklahoma City, Okla.  
Phone: 7-5431

RUNYON-CANCER FUND

**20 WURLITZER PHONOGRAPHS. Ea. . . . \$145.00**

In 1015 Cabinets with Keyboard Mechanism.

**25 PANORAMS, A-1 Condition. Ea. . . . \$175.00**

**8 POKERINOS, \$45.00 4 BINGO ROLLS, \$75.00**

150 Roll-downs—Many makes, such as Bally Hy-Rolls, Pro-Scores, Advance Rolls, etc. NAME YOUR PRICE.  
1/3 Deposit With Order.

**DETROIT AMUSEMENT CO.**

16526 Woodward Ave., Detroit 3, Mich. Phone Townsend 9-9210





**STEP ON IT!  
YOU'LL GET GOING  
FAST with**

*Williams*

**RIP-ROARING  
SENSATIONAL**

**JALOPY**

**OUT IN FRONT with HIGH OCTANE ACTION...  
SOUPED-UP SUSPENSE... FAST 'N' FURIOUS FUN!**



**6 THUMPER BUMPERS**

Send ball hurtling around playfield, register High Score, advance Jalopies! Roll Overs and Flippers add speed to each race!

**DEATH DEFYING DEMON**

**DRIVERS** pilot actual Miniature Cars down the track inside the backboard! Breath-taking suspense as they race to hair-raising photo finishes!

**SIMPLE, EASY PLAY!** No complicated instructions... no confusing scoring! Smooth going all the way!

**GET THE WINNER'S SHARE**

**ORDER FROM YOUR DISTRIBUTOR TODAY!**



**CREATORS OF  
DEPENDABLE  
PLAY APPEAL!**

4242 W. FILLMORE STREET CHICAGO 24, ILLINOIS

Patents Pending

**DAVIS  
Guarantee**

- ✓ Mechanism overhauled
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- ✓ Amplifier reconditioned
- ✓ Speaker inspected
- ✓ Tonehead renewed
- ✓ Cabinet professionally refinished

**BUY GUARANTEED  
PHONOGRAPHS**

WITH THE  
**"FAMOUS DAVIS"  
6 POINT GUARANTEE**

148ML	\$369
148M	349
147M	249
147S	195
146M	189
H148M Hideaway	229
H246M Hideaway	199
H146M Hideaway	179
<b>WURLITZER</b>	
1100	\$369
1080	199
1015	199
<b>AMI</b>	
"B"	\$399
"A"	299
<b>AIREON</b>	
500 Coronet with Toner	\$159
<b>ROCK-OLA</b>	
1426	\$169
1950 50 Selection	650

Phonographs Listed Below Available in Complete and Good Working Order at Low Prices Quoted—or With Davis 6 Point Guarantee for \$35 Additional Per Machine.

<b>SEEBURG</b>		
1941 R.C. Special	\$79	750
Envoy	69	780
Colonel	59	800
Major	59	850
Hightone	59	500
Classic	59	600K
Regal	49	600R
Gem	49	Victor
<b>WURLITZER</b>		
1422	\$119	79
Playmaster	39	79
Commander	39	59
<b>MILLS</b>		
Empress	\$39	49
<b>AIREON</b>		
Deluxe '46	\$49	49
<b>PACKARD</b>		
Manhattan 76	\$149	39

**WALL BOX SPECIALS**

Seeburg DS20-1Z, 5c, 3 Wire	\$ 5.95
Seeburg WS-2Z, 5c, Wireless	5.95
Seeburg W1-L56, 5c, Wireless, Refinished	17.50
Seeburg 3W2-L56, 1c, 3 Wire, Refinished	18.95
Wurlitzer 4820, 5/10/25	64.50
Wurlitzer 3020, 5/10/25	37.50

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE

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Seeburg Factory Distributors  
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**REAL BUYS  
at the  
RIGHT PRICE!**



All games are cleaned, checked and ready for action. You know you can buy with confidence!

**JOE ASH**

Basket Ball	\$99.50	Robin Hood	\$34.50
College Daze	99.50	Rocket	109.50
Dew-Wa-Ditty	39.50	Speedway	34.50
Humpty	34.50	St. Louis	69.50
Dumpty	34.50	Sweetheart	104.50
Majors	39.50	Super Jockey	59.50
Merry Widow	34.50	Sally	34.50
Monterrey	34.50	Trinidad	34.50

**WANT TO BUY**  
United ABC, Rally Bright Lights, 4 & 5 Player Alleys, Late Pins. Send List and Prices.

**WE ARE EXCLUSIVE WURLITZER DISTRIBUTORS IN SOUTH JERSEY S E PENNA & DELAWARE. SPECIAL!**

**WURL 1250 .....\$495.00**

1/3 Dep., Bal. C.O.D., F.O.B. Phila.

**ACTIVE**

**AMUSEMENT MACHINES CO.**

666 N. Broad Street, Philadelphia 30, Pa. Phone: Fremont 7-4495

"You can always depend on Active—ALL WAYS"

**REWARD!  
DEAD OR ALIVE!**

If your Shuffleboard & Bowling Games are dead or dying BRING 'EM BACK TO LIFE with our colorful, artfully-planned Pad deals! No slum! No junk! Quality merchandise—EXCITING ACTION—pulls the plays and repeats. Tests show these deals

**DOUBLE THE PLAY!  
& TRIPLE THE PLAY!**

Write for list of REWARD DEALS—a variety for EVERY type location and Play!

**PROFIT PRODUCTS**

29-22 Northern Blvd., L.I.C., I, N. Y.

**BADGER'S Bargains**

"Often a few dollars less—Seldom a penny more"

LOS ANGELES see Bill Hoppel  
MILWAUKEE see Carl Hoppel

**NEW EQUIPMENT ON OUR FLOOR**

Williams Jalopy	<b>IMMEDIATE DELIVERIES</b>	Williams Sparkplug
United Zingo	Bally Futurity	Keeney 4-Way Bowler
Bally Coney Island	Bally Shuffle Line	Keeney 6-Way League

**WILLIAMS Music Mite**  
New 45 r.p.m. 10 Selection Phone  
Write for Price.

**BRAND NEW**  
Genco Shuffle Target Univ. 5 Star  
Keeney Lite-A-Line  
Gottlieb Watch My Line  
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Write for Price.

**SPECIAL Wurlitzer Model 1250**  
Brand New  
Write for Price.

LARGE STOCK OF USED RECONDITIONED EQUIPMENT. ONE BALLS, FIVE BALLS, SHUFFLE GAMES, ARCADE. WRITE, WIRE OR PHONE FOR PRICES.

**FOREIGN BUYERS** WE ARE THE LARGEST EXPORTERS ON THE WEST COAST. ALL TYPES OF COIN MACHINES. SEND FOR CATALOG.

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2546 N. 30TH ST.  
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**NEW ENGLAND'S LARGEST STOCK**

**TAKE YOUR PICK for only \$28.50 each**

Bally Shuffle Bowler	Williams Single Bowler
United Super Alley 8'	Williams Twin Bowler
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Bermuda	Contact
King Cole	Spin Ball
Virginia	Magic
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**WANTED**—Will trade or pay cash \$ for one BALLS, BRIGHT LIGHTS, BALLY ONE BALLS, LATE FIVE BALLS, WURLITZER 3020-1017, KEENEY CIGARETTE MACHINES.

**REDD DISTRIBUTING CO. Inc.**

298 LINCOLN ST. ALLSTON, Boston 34, Mass.

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Rock-Ola 1426	\$185.00
Rock-Ola Counter Models	60.00
Packard Manhattan	150.00
Seeburg 147M	205.00
Seeburg 148M	310.00
Seeburg 148 Hideaway	245.00
<b>WALL BOXES:</b>	
Seeburg 3W2L-56	20.00
Seeburg W1L-56	16.00
Wurlitzer #3031, new	21.50
Wurlitzer #3045	15.00
C.C. Bowling Classic	\$125.00
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**\$55.00 Each:**  
DALLAS, EL PASO, ALL-STARS, LUCKY INNING, TUCSON, TELECARD, TAHITI, UNITED SHUFFLE ALLEY EXP.  
**\$25.00 Each:**  
BERMUDA, CINDERELLA, CAROLINA, RAMONA, HUMPTY-DUMPTY, SHORT-STOP, SPEEDWAY, TRIPLE ACTION, WISCONSIN  
**\$35.00 Each:**  
Gottlieb "JUST 21"  
Genco "SCREWBALL"

Send 1/3 Deposit With Order.

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**GENCO**

2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.



# Chicago Coin's 6 PLAYER BOWLING ALLEY



Featuring for the first time on any shuffle bowling game

- **High Score of the Week** **ON BACK RACK**  
(NAME OF HIGH SCORE PLAYER WRITTEN ON FROSTED GLASS)
- **Formica Playfield Surface**  
**FASTEST PLAYFIELD POSSIBLE! LONG WEARING, COLORFUL**  
(PRINTING ON PLAYFIELD WILL NOT WEAR)

- + PLUS +
- **FLY-AWAY PINS**
  - **REBOUND 20-30 SCORING**
  - **ROLLOVER CONTACTS ON PLAYFIELD**
  - **HINGED PLAYFIELD FOR EASIER SERVICING**

LOCATION  
PLACES KEY  
IN LOCK TO RAISE  
OR RESET HIGH  
SCORE

SIZE — 8 FT. x 2 FT.

SEE YOUR  
DISTRIBUTOR TODAY

**CHICAGO COIN** MACHINE COMPANY

1725 DIVERSEY BOULEVARD CHICAGO 14, ILLINOIS

## ANNOUNCING PERFECTION

The new **MOISTURE PROOF** powdered shuffleboard wax.

Note these amazing features

- It is faster than any wax on the market.
- It is just as fast on a rainy, muggy day as on a dry, clear one.
- It is ground finer than any other wax and clings to the surface of the board.
- The pucks do not push it to one side.
- It is as smooth as silk, giving an accuracy to the pucks hitherto unknown.
- It costs a bit more but lasts twice as long.

Don't ruin the surface of your boards by using coarse, rough wax.  
MOST TERRITORIES OPEN

Made and patented by the originators of shuffleboard wax.

**YOUNG PRODUCTS**  
SOUTH PLAINFIELD, NEW JERSEY

AS LOW AS  
**\$10.00**

For the Finest Reconditioned

## SHUFFLE ALLEYS

Write for **ROCK BOTTOM PRICE LIST** on All Makes, Models and Sizes.

**DAVID ROSEN**

Exclusive A.M.I. Dist. Ea. Pa.  
855 N. BROAD STREET PHILADELPHIA, 23, PA.  
PHONE: STEVENSON 2-2903

CLOSE-OUT!

- TRI-SCORES ..... \$ 99.50
- STOP & GO ..... 99.50
- WHAT'S MY LINE ..... 175.00
- SUPER WORLD SERIES..... 250.00

**Lehigh Specialty Co.**  
826 N. Broad St. Philadelphia 30, Pa.

**SPECIAL!** Chicago Coin Twin Bowlers and Universal Twins **CONVERTED WITH JUMBO PINS** (8 1/2").  
Write for Special Prices **JUMBO PINS** (8 1/2").

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