

The Billboard

SEPTEMBER 22, 1951 (ABC) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (APB) PRICE: 25 CENTS

Radio-TV Evolution Poses Crisis for Nets, Stations

Catskill Inns Form New Bloc Booking Scheme

File for Franchise From Union; Agents Burn, May Hit Back

NEW YORK, Sept. 15.—A new booking combine, which may radically change the showbusiness picture in the Catskill Mountains, is in the process of formation by the Mountain Hotelmen's Association. The group, headed by Morris Abrams, with 300 members, has applied for a booking franchise from the American Guild of Variety Artists and plans to start operation as soon as it receives the pact.

The Association, representing about 75 per cent of the mountain hotels, plans to hire all acts for its hotels. (Continued on page 51)

Celanese Tops TV Pay Scale: 2G Per Script

NEW YORK, Sept. 15.—The highest royalty in TV, \$2,000 a script, will be paid to playwrights furnishing material to the *Gelanes Theater*, the new hour dramatic stanza to be programmed Wednesday 10-11 p.m. on the National Broadcasting Company's TV web.

Top name playwrights on the stem—S. N. Behrman, Eugene O'Neill, Maxwell Anderson, Rachel Crothers, Elmer Rice, Paul Osborn and others—will allow their writings to be presented under this arrangement.

WHO'S WHO IN BUCKS

Tax Assessor Rates Grocers Over Writers

DOYLESTOWN, Pa., Sept. 15.—Altho the Bucks County area has gained wide fame as a colony housing authors, stage and screen personalities and others from the top ladder of the theatrical fold, the county tax assessor's books show, after their annual check-up on property values and the relative earning capacity of citizens, that train conductors rate higher than the big names. For tax purposes, county has a scale that runs from \$100 for "housewives or equiva-

BY REMOTE CONTROL

The Billboard First Trade Paper to Use Teletypesetter

NEW YORK, Sept. 15.—The words of this story are the first to be written in New York, put on special tape and transmitted 800 miles via leased wire direct to *The Billboard's* printing plant in Cincinnati where it will automatically go thru the most modern Linotype machine and appear in metal type in a matter of seconds. Beginning with this issue, *The Billboard* becomes the world's first business paper to utilize the combined services of "remote control" teletypesetting equipment, the

latest linecasting machinery in the Cincinnati composing room, and the wires of the American Telephone & Telegraph Company.

Teletypesetter equipment is not new to the publishing field, altho its use has been slight until recently, but *The Billboard* is the first trade paper to operate from one city to another, and the third publication of any type to send from New York City. Only *Time* and *Newsweek* precede *The Billboard* in this respect. *The Billboard* (Continued on page 3)

Music Specially Adapted to TV for High and Low Budgets

By PAUL ACKERMAN

NEW YORK, Sept. 15.—The first definitive music exploitation project tailored to the needs of the television medium will be completed shortly. Titled *Television Musical Sketch Book*, the tome will contain 185 pages of lead sheets and scripts. The book will be published by Broadcast Music, Inc., the costs having been met by that organization, plus Ralph Peer, chief of Southern Music and Peer International, and 12 other publishers affiliated with BMI. *Sketch Book* will have a total of 44 tunes representing copyrights held by 13 publishers. Of these tunes, 36 are standards.

The book, which is now at the printer's and is expected to be published about September 25, formally recognizes that television, as an entertainment medium, requires a new type of song exploitation on the part of the publisher. Format, therefore, provides that each song be represented by a lead sheet and two scripts, the latter written by professional special-

material writers. The alternate scripts are dictated by budget considerations, one being intended for use in fairly lavish production jobs and the other where economy is necessary. The scripts are mainly production ideas, either with or without a story line, and indicate sets, cast, direction, lighting, cameras, dialog, etc.

Two Indices

Tunes of all types are in *Sketch Book*. A categorical index (in addition to an alphabetical index) lists Ballads, Children's, Christmas, Folk, Novelty, Latin-American, Waltzes, Openers, Closers and Rhythm tunes.

Peer International and E. B. Marks each have eight of the numbers. The other publishers, each of whom has two or three tunes in the book, include Acuff-Rose, American Music, Inc.; BMI; Campbell Music, Inc.; Duchess Music Corporation, Hill and Range Songs, M. M. Cole Publishing Company, Mellin Music, Porgie Music Corporation, Republic Music Corporation and Vogue Music Corporation.

An increasingly large number

COIN MACHINE SMOKIE-TALKIE MAKES A DEBUT

COPENHAGEN, Sept. 15.—Two new types of cigarette venders are being promoted in Europe this summer. One, exhibited at the recent trade fair in Nuremberg, Germany, delivers a lighted cigarette.

The other is operated by the State-controlled tobacco monopoly in Austria. It has a record with a feminine voice repeating after each sale: "Many thanks. We hope you honor us again soon."

Affiliates Face New Pay Structure

Adjustments Seen as Necessary, Even In Relationships Outside Video Areas

By JOE CSIDA

NEW YORK, Sept. 15.—The radio evolution which has been quietly developing since the advent of television is reaching a critical stage. Latest instance of this is the set of unprecedented proposals made by the National Broadcasting Company to the Economic Study Group of its affiliated Stations at the Westchester Country Club here several weeks ago.

Details of the meeting have been treated by all parties concerned in the same manner that the government treats atomic secrets. Nevertheless, *The Billboard* learned this week from unim-

See "Statesmanship Needed," editorial in Radio-Television Department.

peachable sources that the network's major proposals were along these two lines:

(1) Following a comprehensive study on the part of the network as to the coverage and audience effectiveness of each of the individual affiliates at present as compared to the pre-TV effectiveness of the same stations, the web is proposing that the percentage (Continued on page 4)

CBS Radio to Woo TV Tuners Thru Musicals

NEW YORK, Sept. 15.—The radio division of the Columbia Broadcasting System this week, on the basis of research findings, was forging a two-hour block of music programming on Friday nights, 8 to 10, in an effort to counter the audience inroads made by TV.

Program director Lester Gottlieb believes music is one of the answers to TV, and his blueprint calls for four different types of it in order to satisfy different audience groups.

Musicland USA, featuring Al (Continued on page 12)

TV Powerful Political Tool, Sez Earl Warren

By LEE ZHITO

HOLLYWOOD, Sept. 15.—Television is the most powerful mass information force since the invention of the printing press, and as such will henceforth exert a telling influence upon the American political scene, California's Gov. Earl Warren this week told *The Billboard*. Warren, vice-presidential candidate in the 1948 national elections and seen by some politicians as a strong contender for GOP attention in the 1952 White House race, said that recent completion of TV's transcontinental

link will enable voters in next year's election to have the keenest insight of the candidates and issues at stake ever enjoyed by the American people. TV will get its first national vote-getting test in 1952, and Warren predicts public and politicians alike will be amazed at the public opinion swaying power tele will show.

According to Warren, next year more so than ever before, the public will be able to make up its own mind. Public opinion, heretofore, was swayed to a great extent by (Continued on page 12)

TAKE BUT ONE MINUTE, PLEASE...

Help yourself and *The Billboard* by filling in the coupon on

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Billboard Backstage

By JOE CSIDA

Before proceeding to the Backstage business at hand I must say thanks to all and sundry for the nice comments about last week's piece on Frank Sinatra. More readers—and what intrigued me most, readers in many different phases of show business—mentioned verbally or in writing that they liked the essay, than had tossed posies at any previous piece. So thanks. I'll do more personality-type pieces like it from time to time.

Matter of fact, one fellow with whom I got into a long, interesting discussion about the piece and its subject, was Frank's contemporary, Perry Como. Had midnight dinner with Perry, his nice wife, Roselle, and general manager Dee Baline Wednesday. Perry, who's known Frank a long, long time has more sympathetic warmth toward him and an apparently deeper understanding of him than anybody I know. But maybe a piece on Perry would be interesting. I'll try it soon.

In today's installment, tho, I wanted to talk about a kid named Eddie Fisher. There's nothing which happens to anybody in show business to deliver the bang equal to helping a talented kid get going. I was lucky enough to get in a spot to give Eddie a little push. This happened while I was running RCA Victor's popular artists and repertoire department. Young as he is, Eddie had been around a little while, tho I hadn't met him or heard him sing.

I was having lunch one day with Eddie Cantor, cooking up the plot for some records Cantor was going to make for us. He men-

tioned Fisher, who'd been singing around a few dates with him (Cantor). Cantor said the kid was one of the greatest singing finds he'd heard in years. Having a great respect for Cantor's judgment, I got hold of Fisher's manager, Milt Blackstone and asked him to come down to the office with the boy. Before they showed up I checked around a little to find out what Eddie had been doing. The more I learned, the more skeptical I became, Cantor notwithstanding.

It seemed the kid had been doing most of his rehearsing in Lester Sacks's office, and that he was a Philadelphia boy and a good friend of both Lester and Lester's brother, Manie Sacks. Manie, who is now a staff veepee at Radio Corporation of America, was then popular artists and repertoire director of Columbia Records. Obviously an arch-competitor. So how come, I asked myself, if this kid sings so great, Manie (who didn't have a boy singer on the label selling more than ten records a week) hasn't grabbed him?

But Eddie and Blackstone came down for the date. We went into the audition room, and the kid leaned back against the wall, completely relaxed, and to piano accompaniment, began to sing. You've probably heard him on Victor records. Well, when that large voice, that real feeling came out of that skinny kid, leaning against the wall without strain or effort, I signed him. On Bluebird, the low-priced label, we couldn't get him going. But after I left Victor to come back to Billboard, Charlie Grean, Dewey Bergman

and Hugo Winterhalter really busted the boy out. Now Eddie's in the Army, but still thrilling people on records, and I know he'll be back soon, better than ever.

Last week I had lunch with Charlie Grean and Larry Kanaga of Victor. Afterwards we came back to the Victor offices and a little girl was running thru some songs with Harry Salter and Victor's Norm Leyden. She sang like a female Eddie Fisher, and sounded and looked awfully familiar to me. It wasn't till after I'd left, a half hour after I'd been introduced to her, that I remembered.

I'd caught an Arthur Godfrey TV Talent Scout show back around May or June, and heard this kid sing. She won on the Godfrey show hands down. Ralph Flanagan was looking for a girl vocalist at the time. He was playing the Palladium in Hollywood. The morning after I heard the show, I wired Herb Hendler, Ralph's manager, and told him to grab the girl. He tried, but couldn't make a deal. A month or so later, she turned up at La Vie en Rose, one of Monte Proser's New York clubs. Bill Smith, our night clubs-vauve editor, wrote a TV Talent Tip on her. He said "... one of the best singers to come up in recent months... does blues and ballads in such a thrilling fashion that she just about walks away with the show."

Soon her first Victor records will be out. Watch for them. Her name is June Valli. She's going to be a big star one of these days. And finding 'em early, and helping 'em is one of the nicest things about working around here.

New Tax Draft Puts Relief in Sight for Many

WASHINGTON, Sept. 15.—A vast part of the amusement industry, including TV broadcasters and set manufacturers, would benefit from provision written into the new tax bill by the Senate Finance Committee granting small and new businesses additional relief from excess profits taxes. The committee has recommended a 17 per cent ceiling on excess profits taxes for small firms, and rates as low as 5 per cent during the first four years of corporations formed after the war. In addition, postwar firms could use a new "growth formula" instead of the regular "new-corporations" formula in computing taxes if it is more lenient for them.

The Senate provisions meet in part excess profits tax relief sought by the National Association of Radio and Television Broadcasters, which has declared that the tax had tended to stifle TV expansion. Numerous other industries producing amusement goods also will receive relief.

Cantor Wins Service Award

MIAMI BEACH, Sept. 15.—The 1951 National Service Award of Phi Epsilon Pi fraternity has been won by Eddie Cantor, who, according to the group, has made "the finest contribution to the essential Jewish life of America" during the year. Presentation was made, in absentia, at the fraternity's annual convention at the Roney Plaza Hotel.

Unable to attend the conclave because of television commitments, Cantor's award was accepted in his behalf by Herb Rau, Florida correspondent for *The Billboard* and amusement editor of *The Miami Daily News*. In addition to the citation, the fraternity gifted Cantor with a check for \$100.

London Dispatch

By LEIGH VANCE

LONDON, Sept. 15.—The British Broadcasting Corporation has a strict "no advertising" rule. This sometimes causes snags.

Disk jockey Francis Engelmann took a trip on a Thames River water-bus, linked by radio with Thurston Holland, BBC gramophone library chief. Engelmann interviewed the ship's passengers and asked them for their favorite records. These were played by Holland in the studio. Then Holland asked, "What's the name of the ship?"

Came a moment of silence. Engelmann said slowly, "I wish you hadn't asked me that. The ship is named after a very famous product. If I mentioned it, it would be advertising. I would have whole showers of coal heaped on my head." Name of the boat; Ford Consul.

Football TV Problem For British Too . . .

The Football League is reconsidering its ban on match broadcasts. More than five clubs made requests for a meeting to discuss the position, including Sunderland, the club which proposed the ban in the first place. Big question will be: "How are gates affected by broadcasts?"

One scheme is to announce that there will be a broadcast, but leave the particular match secret until the actual time.

Stop, Muscling In on Racket, P.O. Sez . . .

Televisioners' Association sleuths have been asked by the Post Office—which does the job itself—to stop horning in on its pitch. The association is a private one formed by viewers, begun three years ago in Lancing, Sussex, to combat the terrible screen conditions in that area. Beginning with (Continued on page 39)

Paris Peek

By ANNE MICHAELS

PARIS, Sept. 15.—Plans are being made to change the name of the Square de l'Opera to the Square Louis Jouvet, since the theater of the recently deceased actor stands in the midst of it. Meanwhile, conflicts are arising with the intended idea of Jean Louis Barrault's taking over Jouvet's Athenee Theater. The Barrault company is scheduled for London on September 15, while the Laurence Oliviers are playing in New York, and also has a March date in Egypt. Also the Barrault contract with his present Marigny Theater doesn't expire until 1952. Then, too, the seating capacity of the Marigny is \$570 more nightly than the Athenee, and set difficulties arise, since the stage of the Athenee is smaller than that of Barrault's Marigny.

Rouleau to Direct U. S. "Gigi" Production . . .

Raymond Rouleau completes the theatrical "entente cordiale" between England, France and the U.S. in Gilbert Miller's New York production of *Gigi* by accepting an offer to direct the play after finishing his latest film, *Massacre in Lace*. . . The Comedie Francaise will take Moliere's *Le Bourgeois Gentilhomme* to Berlin this week. . . The Belgian National Theater will open with Andre Six's translation of Oscar Wilde's *The Importance of Being Ernest*.

Clips From Doings In Foreign Films . . .

Devada Ghandi, son of the late Indian leader, is back in Paris looking for film scripts and news clippings for the four documentary films he intends to make on the life of his father in aid of the Indian Leprosy Fund. He has already collected 7,000 feet of 16mm. film in his travels thru the U.S., England and South Africa. . . Paul Paviot's parody on U.S. gangster films, called *Chicago Digest*, has been withdrawn for fear of offending American feelings at the (Continued on page 39)

Washington Once-Over

By BEN ATLAS

WASHINGTON, Sept. 15.—It won't be generally aired until next week, but radio giveaway programs are facing a quiet threat of a tougher blow than the one meted out by the Federal Communications Commission a few years back. Capitol Hill legalists see the new threat in one of the Senate Crime Investigating Committee's four-program bills slated for a hearing Wednesday (19) before the Senate Interstate and Foreign Commerce Committee. None of the bills specifically mentions giveaways, but one of them in effect bans "gambling enterprises" from radio broadcasts; at least, that's what some of the bill-drafting legalists think it would do. Committee members expect to get FCC's view. FCC Chairman Wayne Coy is among next week's witnesses, but he has been priming himself largely for a dissertation on one of the other program bills—the one mandating FCC to examine racing news outfits like Continen-

tal Press for licensing if their news is transmitted over radio. Coy's against the latter bill on the grounds that it's just a way to "pass the buck to FCC."

Amusement Lobbyists Aplenty in D.C. . . .

The entertainment industry has a lot of folks on deck in Congress's latest list of registered lobbyists. Looks like tax legislation drew the heaviest part of the turnout, with radio-TV and movie interests in the van, money-wise and numerically. Radio-TV spent around \$50,000 in the first half of the year for special trade committees crusading or tax legislation, especially the excess profits levy. Outlays include \$28,886 by the Radio-Television Manufacturers' Association, \$10,000 by the National Association of Radio and Television Manufacturer Association's TV broadcasters' tax committee, and \$3,000 by another NARTB tax com-

mittee. In addition, radio-TV had three first-time registrants—Prexy Harold E. Fellows of NARTB, RTMA Prexy Glen McDaniel, and Director Thad H. Brown Jr., of NARTB's TV department. Also listed were radio-TV's usual registrants whose full-time job isn't lobbying. These included NBC Veepee Francis Russell, CBS Veepee Earl Gammons, and NBC's George Y. Wheeler. On hand for the Clear Channel Broadcasters' Association was Ward L. Qusal.

Movie registrants included C. B. Dickson, ex-newspaperman, who reported he was concentrating on anti-trust legislation, and Jack Bryson, both lobbying for Motion Picture Association of America. The American Society of Composers, Authors and Publishers was represented as usual by the D. C. law firm of Cox, Langford, Stoddard & Cutler. The firm reported ASCAP's main Capitol Hill interest is copyright legislation.

Picture Business

By LEE ZHITO

HOLLYWOOD, Sept. 15.—Stanley Kramer, who probably has won more laurels than any of the younger independent producers, intends to bring to multiple production the same qualities that made his single efforts (*Champion*, *Home of the Brave*, *Cyrano*) sock fare. Kramer admitted to us this week that having more than one film in production at a time is indeed a new experience for him. Heretofore, Kramer would concentrate his full attention to all facets of a single picture, following thru on the production from acquisition of story material to the film's conclusion.

Personally, Kramer said, he prefers a one-picture-per-year schedule, for only then can a producer "live" with the film thru all its stages and concentrate on every detail that goes into making a strong production. But, as Kramer sees it, one can only progress by expansion, and in picture making that means more than one film must be in the hopper at a time. He realizes, however, that in spreading his talents over a number of pictures at a time, the concentrated effort that was devoted to his previous films will no longer be possible.

For example, thru his deal with Columbia Pictures and his United Artists commitment, Kramer will have five pictures simultaneously

in production within the next two weeks. To fulfill his UA contract, Kramer is currently shooting *High Noon*, Gary Cooper starrer with a Western setting. On the Columbia lot, Kramer is going at full speed on *Death of a Salesman*. This week, Kramer started a two-week rehearsal on *Fourposter*, based on the Jan de Hartog play, and co-starring Rex Harrison and Lilli Palmer. Scheduled to start by early October are *My Six Convicts* and *The Sniper*.

Kramer intends to wind up *Salesman* so that it can be shown before year's end, thereby making the film eligible for Academy Awards consideration. The youthful producer has high hopes for the picture. In his estimation, Fredric March will hit a new peak in his acting career in delivering what Kramer feels, will be one of the most moving portrayals the screen has known.

Each Pick Gets Careful Kramer Analysis . . .

The fact that he's trying his hand at multiple production, Kramer feels, doesn't mean he's making pictures just for the sake of delivering screen fare. He then proceeded to analyze each of the five vehicles, pointing out how each differs in its basic conception from any other film previous-

ly made along a comparable vein. *High Noon*, Kramer said, isn't just another Western, altho the Old West is used as a setting for the story. Instead, it deals with a single man's moral stand against his community, a stand upon which hinged the future of the community.

As evidenced by his previous screen successes, Kramer is a strong believer in the fact that a picture should "say" something. This, he feels, differs considerably from the story-with-a-moral production. He feels a film doesn't have to have a "message" necessarily to provide the movie patron with food for thought. There must be fiber to the story before there can be meaty entertainment.

Producers, in search of new faces, have but to turn to the legitimate stage for their talent. Here, he feels, is a pool of talent that is fresh to the movie-goers' eye and yet sufficiently accomplished to deliver a job well done. In the eyes of the film patron, "stars" too often become associated with a set character type, and they prefer to see those personalities continue in roles with which they have become identified. In bringing new talent from the stage, the very fact that there's a new face on the screen lends excitement to the role.

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IN NEW YORK the transmission of the first story on The Billboard's teletypesetter circuit to its Cincinnati printing plant is witnessed by officers of Typographical Union No. 6 and the publishers of The Billboard. Standing, left to right: Laurence H. Victory, president of Big 6; W. D. Littleford; John J. Fahey, union vice-president, and R. S. Littleford.



ON THE RECEIVING END in Cincinnati, Billboard staffers remove from the reperforators the first story filed via the teletypesetter from New York. Standing, left to right: E. Walter Evans, president; Charles E. Snyder, composing room foreman, and Bill Sachs, executive news editor. The tape is placed in the new Comet linotype machine at the extreme right, producing type automatically at the rate of 12 to 14 lines per minute without manual operation. Seated at a perforating machine is a Billboard operator, John Meehan, who is punching type to be placed in The Billboard's second Comet linotype machine.

Billboard Uses Teletypesetter

Continued from page 1

Billboard will be the first operation managed by members of the International Typographical Union.

How It Works
This is how it works: Bill Smith, night club-vaudeville editor, catches the new stage show at Radio City Music Hall Friday

The Billboard
The Amusement Industry's Leading Newsweekly
Founded 1894 by W. H. Donaldson
Publishers
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William D. Littleford
E. W. Evans, Pres. & Treas.
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Subscription rates payable in advance. One year, \$10 in U. S. A. and Canada. All foreign countries, \$20. Subscribers when requesting change of address should give old as well as new address. Published weekly. Entered as second class matter June 4, 1937, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1951 by The Billboard Publishing Company. The Billboard also publishes Vand, the monthly magazine of automatic merchandising, one year, \$4.

afternoon. He returns to the office at 4 p.m., writes his review and submits it to the editorial copy desk at 5 p.m. Five minutes later it has been processed and passed to Al Swett, the Teletypesetter operator. As Swett types out the review on an elaborate keyboard mechanism, the words are transmitted simultaneously thru a series of tape perforating devices to a similar machine in Cincinnati which instantaneously feeds into an automatic Linotype machine which casts the metal type. The review of the Music Hall show, over at 4 p.m. in New York, is set up in type in Cincinnati by 5:30. Hereafter nearly all editorial matter from New York and the Eastern Seaboard you read in The Billboard will have been set in this manner.

Du Mont to B'cast East-West Grid Tilt

NEW YORK, Sept. 15.—The annual East-West classic, played in San Francisco, will be televised this year by the Du Mont web on a transcontinental basis. Game will be played on Saturday, December 29, and thus will not conflict with the New Year's Day outing of the Rose Bowl game, which is to be shown via the National Broadcasting Company. The web now has feelers out expected to be wrapped up shortly.

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ALL-STAR Pinza Sock On NBC-TV Kick-Off

Few programs in television's history to date have had the painstaking production care in every detail (make-up, lighting, sets, script, direction, et al.) that was obviously lavished on the kick-off episode of the *All Star Revue* (NBC-TV, Sunday, 9, from 8 to 9 p.m.). This, plus the suave, easy charm and talent of Ezio Pinza, resulted in revue hour that may not be matched for sheer class for the remainder of the season. (See editorial in Radio-Television department.)

After a slow start due to an idea that just didn't come off (showing the street outside the Center Theater, filmed just 30 minutes before show time), and with Pinza's entry, the erstwhile *Four Star Revue* unfolded as top quality, sophisticated entertainment.

Mixture of Pinza's song selections (mostly classical plus *I'll See You in My Dreams*—the guy still sings too technically perfect to sell a pop); Jane Froman's fine warbling; Herb Shriner's standard opera routine, cleverly integrated into the production; Ben Blue in his panto box-at-the-opera routine, and other comedy bits showing him to the best advantage ever on video; smart commercials like the Pinza-Valerie Bettis penthouse seduction scene, utilizing Snow Crop orange juice instead of traditional burgundy—all these, framed with excellent taste and super-perfect staging, added up to an hour rarely equalled in TV entertainment.

Even film inserts of various comics upcoming on *All Star* (Durante, Carson, etc.) were neatly handled, set up as they were to make it appear they were phoning Pinza to wish him well on the kick-off.

Olsen & Johnson (doing next week's *Revue*) came on at show's end, and this viewer was awed by the job NBC and the sponsors would have in rebuilding *Revue's* audience, virtually from scratch. It doesn't figure that the same looker-inners who were enchanted with the Pinza stanza will await with any eagerness an O & J nuthouse. Still this is no doubt one way the sponsors can reach large audiences with widely different tastes thru a series, rather than sell his bill of goods to the same set of viewers week after week.

DON & FRAN

Their ABC-TV Debut So-So; Could Grow

The Frances Langford-Don Ameche 12 noon to 1 p.m. strip on the American Broadcasting Company TV web figures to be one of the most solid daytime presentations of the new season. As might be expected in its first week (and this may continue for some little time) there are numerous rough spots. The audio balance on the show caught (Thursday, 13) was particularly poor.

In one case, when Ameche and Miss L were duetting on *You're Just in Love*, it was all Ameche, with Frances almost completely drowned out; at another point in an Ameche vocal effort, the band rode all over him.

The important thing, however, is that Ameche and Miss Langford are two nice, pleasant, happy people, whom daytime viewers are likely to welcome into the living room regularly. Ameche has a wonderfully exuberant personality, but could do well to subdue it, every now and then. It gets a little strong at times. He seems to punch a mite too hard. His and Miss L's singing is always easy to take, and Frances' songselling, indeed, seems to improve as the years go by. Some of the new kids around could learn plenty

(Continued on page 12)

Highlight Reviews

TELE HILITES BY JOE CSIDA

The week ending September 15 was the first big seven-day stretch in the new 1951-1952 radio-television season. Since many of the major video shows returned during the week, the Highlight Reviews section this issue is devoted entirely to telecasts. Due to lack of space in the Highlight Reviews section, full credits for the shows discussed on this page are regrettably omitted. Reviews and Capsule Comment on more than 25 other new and returning radio and TV shows will be found in the Radio-Television review department this issue.

TV "PARADE"

Silly Bugs Bite Some Good Music

Your Hit Parade returned to the NBC-TV telelance Sunday (9), at 10:30 with the same virtues and shortcomings inherent in it last season. Virtues, of course, are the top tunes of the day plus pleasant performances of the same Lucky Strike salesmen Snookie Lanson, Dot Collins, Eileen Wilson, Raymond Scott's arrangements and band; the "Be Happy-Go Lucky" commercials; the excellent production in every respect; and the zest contributions of the Hit Paraders vocally, and the HP Dancers on foot.

Shortcomings center mainly around the often pointless, sometime silly ideas on which the song productions are based. Such an idea was the Western barroom bit supporting *Sweet Violets*, winding up with the rough Westerners pouring a pile of pretzels into a dude's hat. Equally daft was the fruit stand setting for Eileen Wilson's warbling of *Come On-a My House*.

Possibly, with the producers' problem of finding brand new production ideas for at least seven songs (often three or four the same, for many weeks in a row), every week, this idea situation may never be completely overcome. And it must be made clear that in spite of occasional failings along this line, *Parade* is still probably the most entertaining pop tune show in video. *Songs For Sale*, which adopted *Parade's* song-production idea format, and which shows on the rival CBS web starting a half hour before TV's *Parade*, may give the Lucky Strike stanza a tussle. But with healthy hang-over audiences from *All Star Revue* and *Show of Shows*, *Parade* shouldn't have too much trouble.

BERLIN SALUTE

Solid, Warm; Tony Superb, Dinah Torrid

If you take the output of one of the nation's all-time great pop songwriters; have 'em sung by a couple of the top vocalists; dress it up with good, standard revue type trimmings; tie it all together with a simple, to-the-point script—you've got to come up with a solid show. And that's what Red Cross Shoes did with its *Irving Berlin's Salute to America* one-shot via NBC-TV, Wednesday (12), 8 to 9 p.m.

Running down thru the years, picking up such Berlin faves as *Pretty Girl Is Like a Melody*, *Simple Melody*, *Say It With Music*, *Heat Wave*, *White Christmas*, *Easter Parade*, *They Say That Falling In Love Is Wonderful*, *Oh, How I Hate to Get Up in the Morning* and *God Bless America*, producer Leo Morgan used Tony Martin and Dinah Shore to narrate the story of Berlin's great shows and tunes, as well as sing many of them. Martin is, of course, superb on items like *Pretty Girl*, and virtually any other song he tackles, let alone Berlin hits. Dinah is still right up there as one

(Continued on page 12)

ED SULLIVAN

Earns Toast Of Town Via 'Oscar' Hour

Ed Sullivan came back to his *Toast of the Town* via CBS-TV, Sunday (9) at 8 p.m. with an entry he will be hard-pressed to equal for the balance of the season. For part one of the Oscar Hammerstein story, Sullivan wrote, narrated and (with Marlo Lewis) produced an hour that set a new high for television entertainment (see editorial in Radio-Television Reviews department this issue).

Forsaking the standard *Toast* vaude format, yet managing within the Hammerstein biog framework to deliver top and varied entertainment, Sullivan's sensitive, revealing script, his sincere narration and the wonderful drama of the Hammerstein story itself combined to make a thrilling 60 minutes. Excellent vocal performances of items in the unparalleled Hammerstein catalog (*Indian Love Call*, Mimi Benzell and Robert Merrill; *One Alone*, Bill Tabbert; *Can't Help Lovin' Dat Man*, Lena Horne; *Ol' Man River*, Merrill; *Lover Come Back to Me*, Benzell, etc.), plus Nancy Croupton's fine ballet-whirling as Marilyn Miller dancing to *Sunny*, and a standout Hammerstein skit, the *Salt Scene*, with Wally Cox and a straight man, rounded out an hour packed with quality entertainment. And Hammerstein's reading (following a warm and wonderfully humble interview bit with Sullivan) of his *The Last Time I Saw Paris* made a thrilling curtain.

If Sullivan can hold the pace on Hammerstein Part 2, the Helen Hayes story to follow, and the rest of the season's *Toasts*, the show's rating should soar to new heights in spite of formidable competition.

THE SHOW OF—

Still Great But May Need Some Changes

The *Show of Shows* opener, NBC-TV, Sunday, (9), from 9 to 10:30 p.m., demonstrates that there really isn't anybody even close to Max Liebman as a producer of video extravaganza. For taste, pace, balance and diversified entertainment values, *Show* seems, as it did most of last season, about as good as can be done.

This viewer has the persistent hunch, however, that Liebman is going to find eventually that he must give some thought to making slight changes in his talent and/or format, and to introducing an occasional new item one way or another. To a steady customer of *Show*, simply recalling last year's long string, this preem seemed like something a little too well remembered. Nice, but with no quality of the unanticipated or unexpected, at all.

Against such a hunch, of course, is the old maxim, that when you've got a winner, don't diddle with it. And maybe when your winner consists of such top performers in all classifications as Caesar-Coca for comedy; the Hamilton Trio (for my money the best dance act in television) and Mata and Hari for terpsichore; Marguerite Piazza, Bill Hayes; Judy Johnson and Jack Russell and the Billy Williams Quartet in the song department... maybe under such circumstances you're right in not fooling with the package. Liebman, on the evidence of the first show at least, apparently feels that way.

The notion persists, however, that Caesar-Coca face a severe problem of getting solid material written for them each week. When they're saddled with a not-so-good skit, the let-down is a bad one. Similarly one can tire, particularly over a weekly 90-minute period, of the highly stylized harmonizing of the Williams quartet, and even the excellent precision dancing of the Hamiltons.

Change or no change, however, *Show* easily figures to hold and possibly surpass its solid rating record of '50-'51.

RADIO-TV DEVELOPMENTS POSE OUTLET-NET CRISIS

NBC Proposals to Affil's Study Group Point to All-Web Problems

• Continued from page 1

payment the affiliates now receive from the network on network shows be either reduced or increased.

Since virtually all affiliates in major, TV markets show a decline in audience for network time (primarily evening hours), it follows that NBC, over all, figures to wind up with a greater income for itself on network shows fed to affiliates, and conversely that the stations, over all, and in the major markets, are being asked to take a cut in network income.

(2) The web proposes a readjustment in station option vs. network option time in its affiliate contracts. Here again the web wants to give back to the stations

some of the evening time it now holds, and in return wants to acquire some of the daytime hours. TV, it is widely recognized, has cut into radio listening in the evening hours far more drastically than in daytime periods.

While the first reaction of the Affiliates Economic Study Group, and a handful of other NBC affiliates who have managed to learn what transpired at the Westchester meeting, is one of flat rejection of the networks' proposals, the atmosphere thus far is not the heretofore traditional "the dirty s.o.b.'s can't do that to us." Rather, the stations are taking the web's proposals, however seemingly drastic, in good stead, and

are quietly meeting in slowly widening groups to discuss counter-proposals and possible common meeting grounds.

Earlier Feelers

The Westchester proposals are actually an outgrowth of NBC President Joe McConnell's feeler suggestions made at Greenbriar some time ago. McConnell, at that time, indicated to key affiliates that some drastic changes were going to be necessary in web-affiliate relationships to enable the network to properly service its member stations in any intelligent and meaningful manner at all.

The station people at that time cautioned McConnell, on the other hand, that any severe slashes in station income could prove fatal in many cases.

It is expected that the present situation will not be resolved—indeed, will not actually come to a head—until the NBC Affiliates convention scheduled for Boca Raton, Florida, this November.

Altho little is being said about the situation around NBC or any other networks to outsiders, it is considered inevitable that the Columbia Broadcasting System, the American Broadcasting Company, and to a lesser extent, even the Mutual Broadcasting System, in their upcoming meetings with affiliates will take up one phase or another of the necessity for adjustment and change in web-affiliate relationships.

Other Points

Other matters discussed at the NBC Westchester meeting embraced:

(1) A review of recent extraordinary network sales efforts (NBC's own tandem operations, the CBS one-shot plan on big-time night-time shows, the NBC-spot-sale-on-chimes idea, etc.)

(2) Presentation of a number of new programming plans on the part of the networks, all tied in with special selling drives.

(3) A review of present web and local station, as well as Broadcast Advertising Bureau, National Association of Radio and Television Broadcasters and other group plans to promote radio in competition with newspapers, magazines and other media.

KHJ-TV Buys Southern Cal's Games for 33G

HOLLYWOOD, Sept. 15.—Don Lee's (General Tire Company) newly acquired KHJ-TV this week made its first major program buy, paying \$33,000 for the 21 home games of University of Southern California and University of California at Los Angeles. Tele rights of the games were held by Bill Parry's Sportsvision, Inc. Games will be carried live, and in the event a play-off occurs in San Francisco, game will be pulled in via microwave.

This marks Sportsvision's initial sale of live sports. Firm currently is filming the Game of the Week series of football games in the Big Ten, Big Seven and Pacific Coast Conference, selling 30-minute filming of each conference's top weekly game to Phillips Petroleum in Midwestern markets, and the leading PCC game to Hollywood's KTTV, San Francisco's KGO-TV and Seattle's KING-TV. In addition, firm is negotiating with a national sponsor for a film series of the all-American game of the week, showing top game thruout the U. S. via film.

WOR Rings Up New Sales in AM & TV Fields

NEW YORK, Sept. 15.—Station WOR and WOR-TV here, this week, lined up three new sponsors and a raft of participation advertisers. Beginning Sunday (16) MacLevy Dance Studios will sponsor a weekly *Dance to Fame Contest*, amateur ballroom dancers, from 10:30 to 11 p.m. over WOR-TV. Another TV advertiser Miller Beer is buying a weekly half hour sports show *Giant Quarterback Huddle* starting Wednesday September 26 at 7:30 p.m.

On WOR, the Atlantic Refining Company kicks off sponsorship of play-by-play broadcasts of nine college football games Saturday, September 29. New spots and participation sales include Muriel Bell Cosmetics; B. Manischewitz; Pinelawn Cemetery; Delaware Lackawanna and Western Railroad; Holiday Coffee; Aborn Coffee; Stuhmer's Bread; Wheatena Cereal; Spratt's Dog Food; Bowery Savings Bank; Fanny Farmer Old Time Candies; Chase National Bank.

New Buys Fill CBS Saturday Slots, 11-5:30

NEW YORK, Sept. 13.—The Columbia Broadcasting System this week sold three half hours of radio time on Saturday mornings and afternoons. Cannon Towels thru Young & Rubicam bought *Give and Take* 11:30-12 p.m.; Toni purchased *Grand Central Station* 1-1:30 p.m.; and Carter Products acquired *City Hospital* 1:30-2 p.m.

This means that CBS radio will be sold out from 11 a.m. to 5:30 p.m. until the football season ends. General Electric has already bought the CBS *Football Roundup* on Saturday afternoons.

CHI TV CARRIES ON

Feeding 22 Segs Good For 17 Hours to Webs

CHICAGO, Sept. 15.—With or without *Garroway-at-Large*, Chicago television is hardly withering on the vine. Going into the fall season Chicago is feeding 22 shows to the networks. They constitute more than 17 hours a week, and range from *Kukla, Fran and Ollie* down thru wrestling.

The fate of the publicized "Chicago style" of television is another matter. Regardless of whether the *Garroway* show is back on the air this year, there's a conviction here that New York pulled the rug out from under Chi TV, and it's a hopeless battle. A major TV executive here moaned last season every time *Garroway* got a spread in a picture magazine or a column from John Crosby or other national recognition. He said then in the future tense, "Every one of those is just another nail in your coffin."

Overlooking the *Garroway* situation, there's not too much reason for complaint. Chicago is putting on the networks some shows that are producing big returns for relatively small budgets. *Kukla, Fran and Ollie* is stronger than ever, with a waiting list of sponsors.

Super Circus starts its fourth year this month on the American Broadcasting Company network with a record of three years of solid sponsorship, and one of the network's highest ratings. *Zoo Parade* on the National Broadcasting Company network Sunday afternoons also pays off with high ratings on a small production cost. NBC's *Wayne King Show*, with probably one of the smallest budgets for a network musical program, consistently ranks in the first 10 in the 10-station network to which it is sent.

ABC is putting 12 shows on the net each week. *Stud's Place*, another show pointed to as pure "Chicago style," continues its high quality, still has its sponsor, but is on only two stations live and seven on kine. ABC expects that the forthcoming telecasts of the Chicago Symphonette, made up of 25 Chicago Symphony musicians, will add luster to the Chicago reputation. ABC also is putting out the *Don McNeill TV Club*, *Music in Velvet*, *Oh Kay*, *Chester the Pup*, *Hollywood Junior Circus*, *Hail the Champ*, wrestling and and harness racing.

NBC's net shows include the successful *Hawkins Falls*, which Lever Bros. has just bought for the full five days a week. *Quiz Kids* is shaky. *Cactus Jim* and *Mr. Wizard*, kid shows with high ratings, complete the line-up.

WGN-TV is sending *Down You Go* and *They Stand Accused*, plus Saturday wrestling, to Du Mont.

EDITORIAL

Statesmanship Needed

The National Broadcasting Company's unprecedented proposals to its Affiliated Station's Economic Study Group is the most graphic illustration to date of the highly critical era thru which radio is passing. With radio network business on a consistent decline, with rate cuts and other constant efforts to snipe away at station income, both groups (the webs and their affiliates) are understandably in the somewhat tense state of any man fighting to protect his business.

There is great danger in this situation that, either on the network or the station side, emotions will creep into the picture. Already it is being whispered that certain members of the upper echelon at NBC are saying: "They (the affiliates) are going to have to go along with these proposals. They'll either take 'em and like 'em, or we'll shove 'em down their throats." And similarly, on the

station side, some broadcasters are adopting the stance of "to hell with 'em, they need us more than we need them."

It could be all but suicidal if such emotionalism gained dominance in the currently developing network-affiliated stations crisis. What is needed is a calm, judicial, business-like study of all the facts on both sides. Radio has long since proved its value and importance as an advertising medium. And, television and the Association of National Advertisers notwithstanding, radio can continue indefinitely as a major advertising medium.

What is needed at this point, however, is business statesmanship of the highest order on the part of the network executives, as well as local broadcasters. We hope both sides will measure up to the vast responsibilities with which they are charged.

Colgate's AM-TV 'Strike' Goes From CBS to NBC

NEW YORK, Sept. 15.—The National Broadcasting Company this week acquired Colgate's *Strike It Rich* AM and TV daytime shows, which have been airing via the Columbia Broadcasting System. The radio edition aired five half-hours weekly. The tele program was on three half-hours weekly on CBS but is expected to expand across the board on NBC. Colgate also cancelled completely the CBS radio soap opera, *King's Row*, which was in the 3:15-3:30 p.m. slot across the board. However, CBS is regarded as facing little difficulty in disposing of the radio time slots. These billings all were handled thru the William Esty agency.

The move concentrates the bulk of the Colgate AM and TV business on NBC, including the video airers, *Comedy Hour* and segments of *Howdy Doody*, and in radio, *Judy Canova* and *Dennis Day*. Remaining on CBS are two radio stanzas, *Mr. & Mrs. North*

(thru Sherman & Marquette) and *Our Miss Brooks* (thru Ted Bates). Heavy TV expenditures are believed a major reason for the axing of the radio soaper, with a TV soaper on NBC believed likely to go as well and to be replaced by the video version of *Strike It Rich*.

Altho the schedule was not yet set at the week's end, tele *Strike* was believed to be set across the board in the 3 to 3:30 p.m. slot on NBC. This would eliminate *Miss Susan*, vid soaper featuring Susan Peters and Lucy Vines, which Colgate has been originating in Philadelphia. Miss Peters has been in poor health recently. The bankroller long has been ogling the 3:15 slot as well, but has been unable to come up with a suitable vehicle until now. *Strike* has aired 11:30 a.m. to noon on Mondays, Wednesdays and Fridays under the Colgate banner on CBS-TV and was sustained the other two days.

Radio version of *Strike*, which aired from 4 to 4:30 p.m. on CBS, will have to get a new slotting on NBC, which is solidly commercial in the hours after 2 p.m. It's considered likely it will get either the 1 to 1:30 or the 1:30 to 2 p.m. time across the board.

Station Should Censor Talks, 50G Suit Holds

HARTFORD, Conn., Sept. 15.—The issues have been joined again in a Superior Court battle to determine whether Connecticut's State courts can impose civil liability on a radio station, which is prohibited by federal law from censoring a political speech.

The Charles Parker Company, Meriden, in what is believed to be the first case of its kind in the State, is attempting to prove that Meriden's only radio station, WMMW, owned by the Silver City Crystal Company, damaged its reputation by broadcasting a political speech in 1949.

The manufacturing concern, in a \$50,000 libel suit, charges that Joseph N. DePaola, then Meriden's Democratic mayoral candidate, made defamatory remarks about its business by stating: "This famous firm is now 90 per cent out of production and is up for sale. How many jobs will disappear? The staggering total of about 1,000."

To the firm's contention that federal law does not prevent a station from refusing to broadcast defamatory language, DePaola and the station cited a section of the Federal Communications Act which forbids a station to censor speeches of legally qualified political candidates.

ABC's Morns All Sold Out

NEW YORK, Sept. 15.—A full commercial sell-out of the morning radio hours was completed this week by the American Broadcasting Company with the pacting of Lever Bros. for the 11 to 11:15 a.m. slot across the board. The deal was set thru the N. W. Ayer agency, and represents a vindication of ABC's decision to introduce veteran soap operas into sustaining periods. A similar move has also got under way in the afternoon hours now.

Lever will use the time to plug *Surf*. The deal is effective October 1, and altho the show itself has not been finally settled, it likely will be *Lone Journey*.

ABC now is setting the 3:30 to 4:30 p.m. periods for four more veteran soapers, with two knocking off September 24, and two others on October 1. In order, they will be *Mary Marlin*, *Romance of Evelyn Winters* (which Phillip Morris bankrolls starting October 1), *Valiant Lady* and *Marriage for Two*. Slotting of these shows necessitates a slight reshuffle of the afternoon sked and means the axing of four sustainers: *Altar Bound*, *Dean Cameron*, *Frances Scully*, and *Don Gardiner's news*.

TAKE BUT ONE MINUTE, PLEASE...

Help yourself and The Billboard by filling in the coupon on

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TV-RELAY SCHEDULE

Nets, AT&T Agree On Dates & Hours

NEW YORK, Sept. 15.—The allocations of the transcontinental relay facilities as hammered out by the video webs this week in sessions with American Telephone & Telegraph Company, wound up with nobody getting everything desired, but with nobody completely unhappy either. The Du Mont web did not claim any regular t. c. time, but the other three networks agreed to provide the facilities on an irregular basis when needed.

Now, the American Broadcasting Company, Columbia Broadcasting System and National Broadcasting Company are huddling with the bankrollers whose time periods have access to the relay service to determine which will buy clear across. Some horse trading may yet occur should some sponsors turn down the t. c. system. Following are the time slots allotted to each web, with the shows that are in those periods. These are the allocations, and do not mean that each show is certain to go t. c.:

- Westbound—Evenings**
(All times listed are New York Time)
- Sunday:**
6:30-7:00—ABC, Ted Mack Family Hour (Gen. Mills).
7:00-7:30—ABC, Paul Whiteman Revue (Goodyear).
7:30-8:00—CBS, This Is Show Business (Luckies).
8:00-9:00—NBC, Comedy Hour (Colgate).
9:00-10:00—NBC and CBS alternate, with CBS starting September 30.
CBS, Fred Waring Show (General Electric).
NBC, Philco TV Playhouse (Philco).
10:00-10:30—CBS, Celebrity Time (Goodrich).
10:30-11:00—NBC, to be announced.
11:00-11:15—CBS-Sunday News Special (Norwich).
- Monday:**
7:30-8:00—ABC, Hollywood Screen Test (Ironite).
8:00-8:30—CBS, Lux Video Theater (Lever Bros.).
8:30-9:00—Arthur Godfrey's Talent Scouts (Lipton).
9:00-9:30—NBC, Lights Out (Admiral).
9:30-10:00—CBS, It's News to Me (General Foods).
10:00-11:00—CBS, Studio One (Westinghouse).
11:00-11:15—CBS, Chronoscope (Longines).
- Tuesday:**
7:30-7:45—NBC, Dinah Shore (sponsor unset, see eastbound).
7:45-8:00—NBC, News Caravan (Camels).
8:00-9:00—NBC, Milton Berle (Texaco).
9:00-9:30—NBC, Fireside Theater (P&G).
9:30-10:00—CBS, Suspense (Auto-Lite).
10:00-11:00—NBC, Amateur Hour (Old Gold).
- Wednesday:**
7:30-7:45—NBC, Showroom (Mohawk).
7:45-8:00—NBC, News Caravan (Camels).
8:00-9:00—NBC, Kate Smith (Various).
9:00-10:00—NBC, Kraft Theater (Kraft).
10:00-11:00—ABC, Celanese Theater (Celanese).
- Thursday:**
7:30-7:45—NBC, Dinah Shore (sponsor unset, see eastbound).
7:45-8:00—NBC, News Caravan (Camels).
8:00-9:00—ABC, Stop the Music (Toni, Hazel Bishop, Old Gold).
9:00-9:30—NBC, James Melton (Ford).
9:30-10:00—NBC, to be announced.
10:00-10:30—CBS, Racket Squad (Philip Morris).
10:30-11:00—CBS, Crime Photographer (Carter & Prom).
- Friday:**
7:30-7:45—NBC, Showroom (Mohawk).
7:45-8:00—NBC, News Caravan (Camels).
8:00-8:30—NBC, Quiz Kids (Miles)—(possible change to be announced).
8:30-9:00—CBS, Man Against Crime (Camels).
9:00-10:00—CBS, Playhouse of Stars (Schlitz).
10:00-11:00—NBC, Madison Square Garden Fights (Gillette).
- Saturday:**
7:00-7:30—CBS, Sammy Kaye Show (Listerine).
7:30-8:00—CBS, Beat the Clock (possible switch to Sam Levenson)—(Sylvania).
8:00-9:00—NBC, thru November 3, All Star Revue (various).
ABC from November 10, Paul Whiteman TV Teen Club (Nash-Kelvinator).
9:00-10:30—NBC, Show of Shows (various).
10:30-11:00—Hit Parade (Lucky Strike).
- Westbound—Daytime**
- Monday Thru Friday:**
11:00-12:00—NBC
12:00-12:45—CBS
12:45-1:00—NBC
1:00-2:45—CBS
3:00-7:30—NBC.
- Saturdays:**
1:00-5:00—NBC, Football Games (Westinghouse).
5:45-6:00—NBC, Bob Considine (Mutual Insurance of Omaha).
- Sundays**
1:00-5:30—NBC.
5:30-6:00—ABC.

- Eastbound—Evenings**
- Sunday:**
7:00-7:30—NBC, Bob Hope et al. (Chesterfields).
7:30-9:00—CBS, Occasional Jack Benny (Lucky Strike).
8:00-9:00—NBC, Comedy Hour (Colgate).
10:00-10:30—NBC, Red Skelton (P&G).
- Monday:**
9:00-9:30—CBS, Lucille Ball and Desi Arnaz (Philip Morris).
9:30-10:30—NBC, Robert Montgomery Theater (Lucky Strike) alternating with Somerset Maugham Theater (Bymart).
- Tuesday:**
7:30-7:45—NBC, Dinah Shore (sponsor unset).
8:00-9:00—Frank Sinatra Show (still sustaining).
- Wednesday:**
9:00-9:30—CBS, to be announced, may be My Friend Irma (Colgate).
9:30-10:00—CBS, The Web (Embassy)—(may be different show).
- Thursday:**
7:30-7:45—NBC, Dinah Shore (sponsor not set).
8:00-8:30—CBS, Starlight Theater (S. C. Johnson).
9:00-9:30—CBS, Alan Young (Esso).
- Friday:**
7:00-8:00—CBS, to be announced.
- Saturday:**
7:30-8:00—NBC, to be announced.
8:00-9:00—NBC, All Star Revue (various).

SHARING'S OK, BUT HOW NICE CAN YOU GET?

NEW YORK, Sept. 15.—Result of the TV networks' sharing time on the one-lane transcontinental relay system is that some unusual groupings of sponsors have ensued. Competing bankrollers, who normally air on different webs, will find themselves back to back when their shows hit the transcontinental system to the Coast, unless some quick juggling is done before kick-off time, September 28. See full schedule in adjoining columns.

Thus, on the Westbound sked, General Electric and Philco, both peddling TV sets, will alternate in the 9 to 10 slot Sundays. On Mondays, Admiral and Westinghouse, also selling receivers, will be separated only by 30 minutes. Three cigarette firms are pencilled in for Thursday. Camel cigarettes has two tentative slots on Fridays. Eastbound, Chesterfield and Luckies are back to back on Sundays, with Colgate and Procter & Gamble also on the same night. Philip Morris and Luckies likewise are paired up on Mondays. Chances are there'll be some quick changes made, or a lot of sales messages will be as good as wasted.

Liberty Inks Paper to Air Chisox Games

CHICAGO, Sept. 15.—The long-rumored deal for the Liberty Network to air the 1952 home and road games of the Chicago White Sox was completed this week, with Gordon McLendon, of Liberty, turning over a reported \$350,000 to Chuck Comiskey, vice-president of the local American League entry, for a three-year pact.

It's understood that Liberty will offer the White Sox games to its Midwest affiliates, and also indie stations in vicinities where broadcasts of Sox encounters will not conflict with local major and minor league competition. No definite number of stations to carry the games could be ascertained immediately. Chicago coverage of the games will be transferred from WJJD, which has carried them for a number of years, to WCFL. Bob Elson, veteran local baseball announcer, will handle all games from fields where games are being played. Liberty web deal is biggest yet inked by the Sox, who, up to now, have had under 10-station regional coverage for past seasons.

The White Sox have made no definite deal for local TV coverage next year. WGN-TV carried the 1951 sked exclusively. It's understood that, based on the first division showing of the Sox, Comiskey is readying an offer which will carry a much heavier cash stipend for the station or stations which will carry the Sox telecasts for 1952. The 1951 Sox telecasts achieved the highest baseball programming ratings, since TV cameras were brought into local ballparks six years ago.

Kramer to Try TV Production

HOLLYWOOD, Sept. 15.—Indie film producer Stanley Kramer will try his hand at TV pic production in the near future. Kramer (Cyrano, Home of the Brave, Champion) told The Billboard he's seriously studying the tele medium and is convinced that he will eventually invade the field, and with that in mind will soon film two pilot reels. Kramer said the reels were not ordered by anyone but will be produced as experiments by his company to see what can be done in the field. Production will not get underway until Kramer's current peak activity (five films) subsides, which will be in the late spring. While Kramer hasn't reached any conclusions on type of shows he will try, he's certain one will be dramatic, somewhat on the order of Fireside.

Everybody's Probing Restrictive TV Issues

WASHINGTON, Sept. 15.—Theater TV and the whole issue of restrictive TV-radio practices are headed for stepped-up examination on several fronts, including Capitol Hill, as the result of developments here this week. Major developments were as follows:

1. With this week's theater telecast of the Robinson-Turpin bout criticized by one lawmaker as an "unfair blackout" of home radio and TV, the House rules committee was urged yesterday (14) by two House members to probe restrictive practices.
2. Prexy Harold E. Fellows of National Association of Radio and Television Broadcasters yesterday announced appointment of a 12-member NARTB baseball committee to serve as a liaison between radio-TV and minor interests in studying a "solution of mutual problems."
3. Justice department indicated it may have results soon in its months-long study of the collegiate TV sports pact.
4. Chairman Jerome Marks of the Fair Television Practices Committee denounced the limited theater telecasting of the Robinson-Turpin bout as "so glaringly unfair" that it has touched off "a wave of protests from home TV set owners."
5. Representative Emanuel Celler's House judiciary subcommittee on monopoly indicated it intends to explore "deeply" into the restrictive TV issue.

Fitecasts
On Capitol Hill, a number of lawmakers sounded off on the controversial subject in the wake of the Robinson-Turpin bout. Senator Robert C. Hendrickson (R., N. J.) called for a halt on limited-theater TV of big sports

events and described the showing of the TV of the Robinson-Turpin bout in 14 theaters in 11 cities as "particularly unfair to wounded, sick and hospitalized veterans."

Representative L. Gary Clemente (D., N. Y.) in an appearance before the House rules committee urged speedy approval of his resolution for a sweeping probe which, he said speaks in effect a decision whether the public is being deprived of televised boxing "by unreasonable restraint."

The NARTB's new committee on sports radio-TV will get into action Wednesday (19) at a Chicago meeting aimed to undertake a thoro examination of the various problems," NARTB prexy Fellows announced.

The NARTB committee is made up of 12 members, evenly divided between radio and TV.

Sponsors Give Up on ABC-TV Sat. AM Time

NEW YORK, Sept. 15.—The Weintraub agency and three of its clients this week quit in their attempt to program marginal time on Saturday morning on the American Broadcasting Company's TV web. This apparently ends the Saturday morning experiment, since it is believed that the net will not program the time in the foreseeable future.

Programs to be cancelled in mid-October are *Two Girls Named Smith* by Babbitt, the *Faith Baldwin Theater* by Maidenform bra, and *I Cover Times Square* by Seaman Brothers. The first program is on 12-12:30 p.m., the other two alternate in the following half hour.

In spite of good ratings, the experiment failed to pay off in terms of prestige. Sponsors found that their distributors and salesmen were not excited about the properties and their selling value to the product. The Columbia Broadcasting System's *Big Top*, sponsored by Sealtest, however, in the opposing hour slot, is doing very well, and undoubtedly will add more stations once the ABC-TV trio move out.

SAG Inks Producer Pacts

HOLLYWOOD, Sept. 15.—To keep its reins on the mushrooming TV film industry while still not having completed basic contract negotiations with the producers, Screen Actors' Guild this week signed temporary collective bargaining agreements pending conclusion of permanent pacts. Those brought into the SAG fold include:

Revue Productions, Procter & Gamble Productions, Brenco Pictures Corporation, Dancer-Fitzgerald-Sample, TV Film Producing Ad Agency, Seaboard Studios, Inc., Jewell Enterprises, Wes Bee-man Productions, Eisenbach Productions, Fanwill Production Company, H-N Productions, Sid Kuller Productions, Inc., Pergor productions, Liles Wonder State Motion Pictures, Inc., Screen Classics, Don W. Sharpe Enterprises and Teevee Company.

Colonial Now Another NBC N. Y. TV Studio

NEW YORK, Sept. 15.—The National Broadcasting Company this week added still another property to its increasing list of TV originating points here, when it took a five-year lease on the Colonial Theater, 62d Street and Broadway. Only last week the web bought the old Brooklyn Vitaphone studios, and acquired the Amsterdam Roof Theater from WOR-TV. The Colonial, a 1200-seater, is owned by RKO Theaters, Inc., and was built in 1905, serving for the past 20 years or so as a film house.

House will go into conversion for TV use, and will be ready for activity early next year. Some 200 seats will be removed in the revamping process.

Cluett to Air TV Shriner Each Week

NEW YORK, Sept. 15.—Cluett-Peabody last week agreed to program Herb Shriner on a regular basis in his new video program this fall on the American Broadcasting Company's TV web, Thursdays 9-9:30 p.m.

The client originally had planned to use alternate weeks with the humorist's Young & Rubicam is the agency

Your Top TV Sales Opportunity

WDEL-TV

CHANNEL 7
Wilmington, Delaware

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

Represented by
ROBERT MEEKER ASSOCIATES
New York Los Angeles San Francisco Chicago
A STEINMAN STATION

NBC TV AFFILIATE

PIGSKIN NIGHTCAP

NBC-TV Sets Late Fall Grid Classics

NEW YORK, Sept. 15.—The National Broadcasting Company this week was working on a novel wind-up for its TV football coverage this fall: a double-header. With the Westinghouse-National Collegiate Athletic Association schedule running only thru November 24, NBC is seeking to slate its twin bill for the following Saturday, December 1.

The first game, which NBC already salted down this week, is the Army-Navy game from Philadelphia. This will probably start at 1 p.m., EST. At the conclusion of this tilt, NBC is seeking to bring in the first web coverage of a West Coast sport: event, via coverage of the Notre Dame-Southern California game in Los Angeles. To this end, the web is in

SWAP SHOP

Bankrollers May Trade Time Slots

NEW YORK, Sept. 15.—Possibility was seen this week that Miles Laboratories and Manhattan Soap might swap TV time slots on the National Broadcasting Company. Miles is planning to drop Quiz Kids in the 8 to 8:30 p.m. Friday period. Manhattan Soap bankrolls One Man's Family in the 7:30 to 8 p.m. Saturday period.

Manhattan would like to switch Family to Friday night should Miles be willing to move. Miles is considering the Dave Garroway show as a possible replacement for Quiz Kids, and is weighing which time slot would best suit its purpose. Wade is the agency for Miles. Manhattan Soap has left Duane Jones for Scheidler, Beck & Warner.

Cross-Plugs Draw Gripes

NEW YORK, Sept. 15.—Arrangement between American Tobacco Company Lucky Strike and Tintair to swap one-minute plugs on their respective Robert Montgomery Presents and Somerset Maugham Theater, alternating Monday nights on the National Broadcasting Company's TV network, met with some opposition this week from NBC affiliated stations. Stations feel this is merely an extension of the Tandem Operation in television.

NBC, on the other hand, feels that such stations as are protesting, don't fully understand the situation. The web maintains that, in the first place, plugs are carried within the same time period during which the station carries the show, anyhow. And secondly, if the cross-plugs were not permitted, the sponsors involved wouldn't be spending additional money to get the plugs.

NBC experienced similar beefs last year in connection with cross-plugging among sponsors on the then Four Star Revue.

Garroway to Get Day Slot

CHICAGO, Sept. 15.—Dave Garroway's next regular television efforts will be in a daytime half hour across the board on the National Broadcasting Company network it appeared today. Efforts to find a night time spot for the Chicago Star apparently have failed.

NBC has to pay Garroway whether he works or not and they seem to have won their fight to put him in the housewives' lineup. The news was gloomily received here but to offset it was the news which will be announced next week that NBC in New York has given the green light for acquisition of large new studio space. The location and the sum involved, believed to be hefty, will be released later.

the midst of negotiations with USC, and already has secured the allotted time on the eastbound microwave facilities. This week's allocations session had NBC get use of the microwave for the 4:30 to 7:30 p.m., EST, segment for December 1 only.

A GALAXY

Reagan on Schlitz in \$30,000 TV

NEW YORK, Sept. 15.—The Schlitz Playhouse of Stars this week signed Ronald Reagan to a contract to appear exclusively on two or three of the hour video dramatic stanzas. Already pacted are Helen Hayes, Margaret Sullavan and Walter Hampden. A deal is also in the works for Rosalind Russell.

The actors and actresses are expected to get between \$3,000 and \$5,000 for each appearance on the program. Playhouse of Stars will be budgeted at 30¢ weekly and will have three production crews headed by Frank Telford, Joe Scibetta and Felix Jackson.

UN Filming Series Of 3-Minute Shorts

NEW YORK, Sept. 15.—The United Nations this week started filming a series of three-minute open end video shorts, each featuring a brief analysis of a country or prominent world figure.

The series will be made available to stations shortly as a 15-minute package, with open end spots for local commercials. There's also a possibility that the films might be offered as separate three-minute airers, thus enabling TV stations to insert an appropriate print to illustrate current events on local newscasts. Sterling Television, here, handles TV distribution of all UN films.

Radio Co-Op Deals to Get New Push at CBS

NEW YORK, Sept. 15.—The Columbia Broadcasting System this week took the first step toward revitalizing its co-operative programming division when the station relations department, headed by Bill Schudt, assumed its supervision. Co-operative programming was formerly in the charge of Mike Campbell, who has now been shifted to sales service at WCBS, New York.

In the past years, the success of network sales at CBS forced co-operative programs into the background, with only five shows sold in that manner. They are World News Round-up, News of America,

THEY LISTEN TO KLRA, AT HOME AND OUT

LITTLE ROCK, Sept. 15.—The news department of KLRA here furnished a striking illustration of the station's out-of-home listening power last week, when they were asked to broadcast an appeal to a couple touring thru the State. The out-of-State caller wanted to inform the pair (Mr. and Mrs. John Larsen) of two deaths in their family.

Station KLRA broadcast the Larsens' license number and a description of their automobile at 4:55 p.m., and at 5:03 p.m., the couple called the station. Contact was made thru a service attendant who listens to the radio while he works, and recognized the Larsens when they drove into the station for gas.

Affiliates Act To Hype Radio On Mutual Web

NEW YORK, Sept. 15.—Development of a concrete plan to strengthen AM broadcasting was a prime objective of the Mutual Broadcasting System's newly elected Affiliates Advisory Committee, which was to hold its first meeting here Monday (17). At that time, Mutual proxy Frank White was scheduled to address the permanent 14-member committee and outline the web's

(Continued on page 60)

Ann Howard to Cast for B & B

NEW YORK, Sept. 15.—Ann Howard this week was made casting director at Benton and Bowles. She replaces Catherine De Carlo, who left the job to marry Benton and Bowles director Larry White.

Miss Howard has held casting positions with Foote, Cone & Belding and Bernard Prockter Productions.

SLIDE, McCLURE, SLIDE

Agency Woe: TV Spot Requirements

NEW YORK, Sept. 15.—Lack of standardization in video slide specifications is still a major agency headache, according to Don McClure, manager of radio-TV production for McCann-Erickson. In line with this, says McClure, it follows that production of an eight-second station identification spot series often involves more individual problems and time-consuming hassles than a 15-minute film, and the financial returns, of course, are considerably less.

In the first place, says McClure, a client's best bet in the spot field is usually a 20-second package. However, "there's a continual shortage of 20-second availabilities, so we often have to settle for an eight-second i.d. That's when the headache starts." First, McCann-Erickson's marketing experts and time buyers work out a list of stations, based on the client's

general requirements—budget, desired markets, etc. Then the project is turned over to McClure's department, with a maximum deadline of 30 days to check individual station slide specifications, line up a suitable outside production outfit, recheck for sponsor approval, supervise production work and, most important, push thru lab operations on schedule.

If film is used, rather than slide then the major problem is audio, since two minutes of sound time is lost via splicing operations at beginning and end of eight-second spot, leaving a rather inadequate

(Continued on page 60)

J. Thompson Seeks Ainer For Rug Firm

NEW YORK, Sept. 15.—J. Walter Thompson this week was beginning to scan the TV program horizon in search of a video show for its new Alexander Smith account. Alexander Smith recently combined its rug division with its Sloane-Babon linoleum division into one large account so that it could buy a more expensive type show.

This decision by the advertiser was prompted by the success in TV of such competitors as Bigelow and Mohawk. No decision has been made as to the type of show.

NBC-TV Seeks More Smith \$\$

NEW YORK, Sept. 15.—The Babbitt buy of the remaining alternate bi-weekly half hour of the Kate Smith night time TV show last week still leaves the National Broadcasting Company's TV web with three half hours to sell before the beginning of 1952. Babbitt takes over sponsorship of the half hour on a regular basis after January of next year, tho it has also bought four of the seven open half hours before then.

The Weintraub agency will probably peddle one of the three open slots to another of its clients, Revlon. NBC-TV, meanwhile, is making a strong pitch to Gilbert Toys and other clients who might be interested in holiday TV promotions to see if it can dispose of the remaining slots. Other regular Kate Smith sponsors for this program are Reynolds Metals, Congoleum and Norge.

Chesterfield Eyes Ford TV Time

NEW YORK, Sept. 15.—Chesterfield this week was reported to be interested in picking up the 30 minutes which will be lopped off the James Melton Ford Festival TV show in the National Broadcasting Company. Ford is dropping the 9:30 to 10 p.m. segment of the hour-long ainer, and the cigarette firm is said to want the period in addition to its current properties.

No program has been set yet, but Chesterfield is understood to be interested in a TV version of Dragnet, which airs on AM via NBC of Fatimas, another product of Liggett & Myers.

Sylvania May Buy Levenson

NEW YORK, Sept. 15.—The Columbia Broadcasting System this week had started dickering with Sylvania to take over sponsorship of Sam Levenson. Client already owns the valuable 7:30-8 Saturday night slot on CBS-TV in which it has Beat The Clock.

Altho initial indications are that Sylvania is interested in the deal, it would first have to dispose of its present show. There is a possibility that Beat The Clock might be shifted to another time to make the arrangement possible.

VIDEODEX TOASTS "TOAST" RATING

Program Leads Automotive List; "Story," "Clock" Neck and Neck

NEW YORK, Sept. 15.—Among network TV shows sponsored by automotive and auto supply firms, Lincoln-Mercury's Toast of the Town had far and away the highest rating the first week in August. Among fuel and oil sponsors in the same period, Short Story Playhouse, which went into only eight cities on National Broadcasting Company's TV web, was first, with Gulf's The Clock running a close second.

This was shown by an analysis of the Videodex national report for August, 1951. Toast was the over-all top rated show at that time. Out of nine shows in the auto category, five were of the music-variety type.

The complete list of August shows in the two categories follows:

Auto Sponsors

Table with columns: Rank, Sponsor, Agency, Program, Net and Time, Video-Rating, Homes Reached, No. of Cities. Includes Lincoln Mercury, Ford, Auto Lite, Goordrich, De Soto, Packard, Firestone, Oldsmobile.

Fuel Sponsors

Table with columns: Rank, Sponsor, Agency, Program, Net and Time, Video-Rating, Homes Reached, No. of Cities. Includes Standard Oil, Gulf, Esso, Tidewater Oil, Amstar.

*The names of advertising agencies for which abbreviations are used above are as follows: BBDO—Batten, Barton, Durstine & Osborne; C&P—Gecil & Presbrey; DPB—D. P. Brother; JWT—J. Walter Thompson; K&E—Kernon & Eckhardt; L&M—Lennon & Mitchell; M&P—Marshall & Pratt; McE—McCann Erickson; S&J—Sweeney & James; Y&R—Young & Rubicam.

PRICE OF PEACE

Mags, Radio Tie-In, Because It Pays Off

NEW YORK, Sept. 15.—In a bid to hypo time sales to publications, WNBC, here, has made a unique promotion tie-up with the Newsdealers Association of Greater

New York. In exchange for special institutional spots on WNBC and WNBT, the newsdealers have agreed to give better display space (via preferred positions on stands) to magazines which buy time from the National Broadcasting Company's flagship.

The deal, which follows WNBC's recent "Chained Lightning" operation with super markets, is the latest development in manager Ted Cott's over-all merchandising promotion plan for the station.

This tie-up, tho, is particularly unusual, since it involves the promotion of one medium by another, at a time when the two are considered arch rivals for the public's favor. Present publications touted on WNBC and WNBT include *The Saturday Evening Post* and *Look Magazine*.

FILL-INS

CBS to Give 'Eye Witness' Sportscasts

NEW YORK, Sept. 15.—From now on, listeners to the Columbia Broadcasting System's radio network who are not given play-by-play of sports events, because some other network or theater TV has acquired such rights, will be given eye-witness accounts immediately following the contests.

The web inaugurated its new policy with a follow-up of the Robinson-Turpin fight 11:45 p.m. to midnight on Wednesday night after the bout. Listeners to WMGM, here, were also given an account of the fight which was not presented on TV or in radio.

Norris May Go Back to Du M.

NEW YORK, Sept. 16.—Kathi Norris, who started the trend toward fem daytime TV personalities on Du Mont a few seasons back, this week was reported returning to that web at the end of this month. For the last couple of seasons, she's been airing an hour daily across the board via WNBT, but both parties agreed to tear up the contract recently because the pact prevented Miss Norris from engaging in network activity.

Altho no details were available at the week's end, it is believed that Miss Norris may go into the 11 a.m. to noon slot across the board on Du Mont.

TOP PROGRAM: JUST SILENCE

DETROIT, Sept. 15.—A period of complete silence will be used dramatically as one of the standard commercials in the million dollar co-operative promotional drive, which is being officially opened by Detroit radio stations today. Reversing the 30-year practice of radio—to have something on the air at all times—a period of about 10 seconds will be used to introduce the commercials. Copy then follows the theme—"Did you miss it? That's proof again that radio is part of your American way of life."

Three Detroit Stations Sign AFRA Pacts

DETROIT, Sept. 15.—Contracts were signed last week by the American Federation of Radio Artists with three Detroit stations, embodying substantial increases but marked differences in detail terms, after several months of negotiation. Two of the contracts, with WWJ and WXYZ, date back to April 15.

Other union dickerings are continuing, according to Boaz Siegel, business agent, who is handling the entire negotiation proceeding, with a first contract with CKLW now in the making. Conferences with WJR, the other local 50,000-watter, are slated to start soon, with the present contract, the first for this station, expiring October 1.

At WWJ, a one-year contract was signed, enlarging the jurisdiction to include television employees. A new escalator base of pay for staff announcers was accepted, moving the base pay from \$70 to \$80, and providing for up to \$110 after five years' service. Another new feature is provision for six holidays per year with pay.

At WXYZ, increases of \$10 and \$12.50 per week were agreed to for AFRA personnel, with a two-year contract here. At WDET, strictly an FM station, the base pay was increased from \$62.50 to \$70.

LONG GREEN ON SHORTS

Sterling Rakes 500G For TV-Film Briefies

NEW YORK, Sept. 15.—Sterling Television, TV film distribution outfit here, reports sales increase on the firm's 1951 video film shorts of 150 per cent over last year, thus refuting the claim that the short market is dead in TV. To date, Sterling has grossed more than \$500,000 from this heretofore unprofitable field, via a specialized packaging operation.

Sterling's proxy, Saul Turell, corrals a group of shorts on relative subjects (altho produced by different companies) into one unit; then peddles the 13, 26 or 52 week packages to stations as complete series on travel, children, women's interests, etc. His latest composite package is a half hour educational series, made up of child psychology films produced by McGraw-Hill, Young America, and the National Film Board of Canada. Turell is currently negotiating a national tie-up with the United Parent-Teachers Association, calling for co-operative promotion on the series by local P.T.A.'s and TV stations across-the-country.

Since many of the shorts utilized in the Sterling packages are pilot films (samples of series which never materialized and virtually unsalable as single units), Turell has been able to offer them in packages to stations at a com-

paratively low figure. He also jacked up his short sales, via the inclusion of new sources of TV film material, including products of national film boards of other countries and various educational film companies. In addition to handling distribution on these films, Turell often re-cuts and dubs in special narrations to make them more acceptable to American audiences.

GI KINES

Armed Forces Get TV Shows From All Webs

NEW YORK, Sept. 15.—The National Broadcasting Company this week turned over the first kinescope prints of TV programs to be shown to overseas Armed Forces personnel, as result of an industry-wide campaign. Initial kine delivered was that of the *Assignment Manhunt* show of August 4.

Other NBC shows, as well as programs from the Columbia Broadcasting System, American Broadcasting Company and Du Mont webs, will shortly be made available in the form of 16mm. prints, returned to the webs after airing via non-interconnected stations, and forwarded overseas with commercials deleted. Sponsors will be acknowledged in courtesy opening and closing insertions, as will unions involved.

First 14 shows being made available include *Assignment Manhunt*, Milton Berle, *Hit Parade*, Faye Emerson's *Wonderful Town*, Sid Caesar show, Paul Whiteman *Revue*, *Amateur Hour*, *Amos 'n' Andy*, Roberta Quinlan show, *Hollywood Screen Test*, *Suspense*, *Man Against Crime*, *Date With Judy* and *Blind Date*.

Chi TV Execs Switch Posts

CHICAGO, Sept. 15.—There was a 50 per cent turnover in program managers in Chicago TV this week.

Art Jacobson at WNBQ resigned, with plans to go to Hollywood, probably with National Broadcasting Company-TV. James Pollak, newly appointed program director at WENR-TV, arrived from New York to assume his new duties. George Heineman, WNBQ-TV operations manager, is filling in Jacobson's spot.

TALENT SEARCH

Seeking Sub For Ill Star Of "Beulah"

NEW YORK, Sept. 15.—Procter & Gamble this week was in the midst of a search to find a replacement for the seriously-ill Hattie McDaniel. The Negro actress, who has been taken to a hospital, stars on radio in the advertiser's *Beulah* series, and also has made several TV films as the character.

There are enough taped radio *Beulah* on hand for several months, and P. & G. has not even started using the video *Beulah* made with Miss McDaniel. They are still showing the situation comedy, with Ethel Waters in the lead. But it seems probable that Miss McDaniel will not be able to return to the part for many months, and so P. & G. is casting about for a substitute.

A QUIZ FOR ADVERTISERS AND THEIR AGENTS

HOW MUCH IS 1,000,000?

1,000,000 is the number of potential viewers that WOR-tv has added to its audiences since August 3, 1951.

It is more than the entire population of Cincinnati, Miami and Des Moines combined!

WHERE DO THESE NEW VIEWERS LIVE?

They live in 25 counties stretching through four states — New York, New Jersey, Connecticut and Pennsylvania — the richest market area in the nation.

HOW MUCH DOES IT COST TO BUY THIS ADDITIONAL AUDIENCE ON WOR-tv?

Not one penny.

Channel 9 coverage has rocketed. Rates have not even budged. They are still as astonishingly low as ever.

For additional facts and for information on top premium availabilities — including availabilities on such important features as news and sports — call LOngacre 4-8000. Ask for tv sales.

Or write, wire ...

WOR-tv channel 9

at 1440 Broadway, in New York

Television—Radio Reviews

Fred Waring Show

TELEVISION—Reviewed Sunday (9), 9-10 p.m. EDT. Sponsored by General Electric thru Young & Rubicam via CBS network. Producer-director, Bob Banner. Announcer, Bob Hite. Music, Fred Waring orchestra. Guest, June Havoc.

The Waring show made its fall debut and rang the bell as the model TV music show. Waring's savvy and skill paid off in a handsomely-produced, smooth-running show, with sparkle, change of pace and imagination.

The superior production glittered the more because of the fine continuity from number to number. With Waring the mixer, one scene blended effortlessly into another. An hour is a long time for a visual music show, and the entr'actes can be as important as the main scenes, a prospectus which is obviously elementary to TV-wise Waring.

The selection of numbers was variegated and interesting, with plenty of emphasis on current pops, each set in a topnotch production framework. Waring, whose stock in trade these many years has been the college songs, concert encores, religiousos, etc., has been very well advised in getting down to earth songwise for the TV show. Such tunes as *The Musicians*, *Out of Breath*, *Way Up in North Carolina* and *Be My Love* are smart, plain-folks programming.

A good deal of the show was given to a production of the *Gladiola Girl* scene from *Lend an Ear*, and starring, on this occasion, June Havoc. Perhaps it isn't fair to bring Carol Channing, the creator of the role, in as yardstick, but it certainly is inevitable. Miss Havoc was a far, far cry from the mad, weird, uproarious flapper delineated by Miss Channing, altho she gave a showmanly performance. The young man who played opposite Miss Havoc did a tremendous job as Larry Van Patton, stealing most of the laughs. *Jerry Wexler*

Hollywood Junior Circus

TELEVISION—Reviewed Saturday (8), 10:30-11 a.m., EDT. Sponsored by the Hollywood Candy Company via the American Broadcasting System. Agency, Ruthraff and Ryan. Producer, Bill Hyer. Director, George Byrne. Cast: Paul Barnes, ringmaster; Buffo the Clown, Marie, Louise and Charles, acros; Bill Hughes and his talking crow; Poodles Hanneford, riding act; Zero (Max Vornstein) and Bruce Chase ork.

Intimate Big Top format which made Hollywood Junior Circus a sweetmeat for juvenile viewers last season is being continued in the present series which premed last Saturday (8). Circus and variety acts are skillfully blended in a back yard setting that brings out a strong and appealing sawdust and spangles flavor.

Permanent and key members of the cast are Paul Barnes, personable and capable as the ringmaster; Buffo the Clown, who ably fills the comedy roles and Max Bronstein, whose antics, midget size and small car are sure to keep moppet's eyes glued to the screen during the sugary commercials for the sponsoring Hollywood Candy Company.

Acts appearing in the opening stanza included Marie, Louise and Charles, capable acros; Bill Hughes and his talking crow, a novel presentation that kept the participating audience moppets enraptured, and Poodles Hanneford and his riding act. Poodles harked back to his beginning as a youth with the Lord Sanger Great London Circus and perhaps kindled the spark of the artist in the heart of many a lad or lass. Music by Bruce Chase and his ork is believable. *Jim McHugh*

Paul Whiteman Revue

TELEVISION—Reviewed Sunday (9), 7-7:30 p.m. EDT. Presented by Goodyear Tires thru Young & Rubicam via ABC-TV. Producer-director, Richard Eckler. Producer for ABC-TV, Ward Byron. Staged by Bob Herget. Choreography, Frank Westbrook. Sets, James McNaughton. Costumes, Audre. Vocalizing, Ray Porter and His Singing Chorus. Arrangements, Glen Osser. Music, Paul Whiteman and his ork. Vocalists, Earl Wrightson, Frances Langford and Maureen Cannon.

The Paul Whiteman Revue, which occasionally shows flashes of becoming one of TV's better musical programs, inevitably relapses into a second grade version of its potentialities. Initial stanza of the new season, an all-Gershwin program featuring the *Rhapsody in Blue* in its entirety, should have gotten the series off on the right foot. It didn't.

The reason wasn't exactly unfathomable. Handling the *Rhapsody*, the highlight of the half-hour, as if it were a Broadway presentation in its pretentiousness, did not help matters. Not only was Earl Wild featured on the piano, but the producers had to choreograph the music. This meant that Wild and Whiteman's ork, in addition to the dancers, had to be covered by the cameras. The result was that the dance patterns had no continuity, and bore no visible relation to the content of Gershwin's music, except in name. There was, however, an interesting opening shot of high-hatted clarinetists and some intriguing overhead lenswork. Wild's playing of the *Rhapsody*, incidentally, was top flight.

The vocalists were the positive side of the presentation. Earl Wrightson's resonant baritone belted home *It Ain't Necessarily So* as if he appreciated the delightful lyrics. Frances Langford delivered the *Man I Love* in a soft, dreamy, worshipful manner. One of video's more under-rated talents, pint-sized Maureen Cannon sang *I Got Rhythm* in her usual exciting, brassy style.

Show opened with Ray Porter and his chorus doing *Clap Your Hands*. Aside from their well-controlled vocalizing, the group tried to simulate the lyric in unified action. This, a good idea, flopped because their movements were erratic.

Eventually the show will have to do more with a tune than just sing it without adding some action. The show should start evolving a formula now.

The Goodyear commercials, even tho there are too many, for the most part aren't hard to take. Miss Cannon's *It's a Good Sign* is definitely on the plus side. The cut-out of the client's safety tube which contrasts its virtues with others rates a mention for intelligent pitching. *Leon Morse*

Sky King

RADIO—Reviewed Tuesday (11), 5:30-5:55 p.m., EDT. Sponsored by Derby Foods thru Needham, Louis & Brorby via Mutual Broadcasting System. Producer, Alan Fishburn. Director, Chris Ford. Organist, Hal Turner. Announcer, Pierre Andre. Cast: Earl Nightingale, Beryl Vaughan, Jack Bivans and Cliff Sanbier.

Sky King is a combination aviator, sleuth, cow puncher and streamlined knight errant. The show has the stuff to excite junior listeners morally and intellectually, and purge their frustrations. The technical jargon used is beyond the lay listener, and more twists are packed into a half-hour adventure story than the normal adult can take.

On airing which marked show's return from summer vacation, King and his three young stooges were chasing cattle rustlers in the deep Southwest. The twist was that the animals were being sneaked over the border by glider. By the time he had trapped the culprits, King, with frigid aplomb, had shot a gun from a villain's hand, knocked him out, pulled a disguise, solved the mystery and saved a crashing glider by hooking it on to his plane's tow-line in midair.

There were two straight pitches for Peter Pan peanut butter between acts. Keeping on the technical side, they emphasized that the stuff is only 60 seconds old when the jar is opened because it was jet sealed. *Gene Plotnik*

CAPSULE COMMENT

Theater Guild on the Air (Radio) NBC, Sunday (9), 8:30-9:30 p.m. EDT.

Program teed off with an excellent adaptation of *The Heiress*. Exceptionally well-played by Betty Field, Cornel Wilde and Basil Rathbone. Homer Fickett's direction built smoothly to a sharp climax. The weekly dramatic series has started its seventh season on the right foot. (See full review this issue.)

Mark Trail (Radio) ABC Wednesday (12), 5:30-6 p.m. EDT.

Trail features the field-and-stream variety, clean-cut species of hero. Most of the time his predicament didn't seem nearly dangerous enough for the needed suspense. (See full review this issue.)

Sky King (Radio) Mutual, Tuesday (11), 5:30-5:55 p.m. EDT.

Has the stuff to excite junior listeners. More twists are packed into a half hour adventure story than the normal adult can take. (See full review this issue.)

Louella Parsons (Radio) ABC Sunday (9), 9:15-9:30 p.m. EDT.

Louella Parsons once again returns to the air with her gossip on life with the Hollywood mob. Last half of the program, which features an interview (Jane Wymann), gives the program a lift. Should retain its audience. See full review this issue.)

Charlie Wild, Private Detective (TV) ABC-TV Tuesday (11), 8-8:30 p.m. EDT.

If *The Case of the Sad Eyed Clam* is to prove typical of the 1951-52 adventures of Charlie Wild, the show is not likely to develop a loyal following even among ardent whodunit fans. *Clam's* plot was routine, the script hardly scintillating, and the performances unenthusiastic except for the commendable work of Rita Gam in the fem lead as Myra. (See full review this issue.)

Shadow of a Cloak (TV), DuMont, Wednesday (12), 9:30-10 p.m., EDT.

A cloak and dagger thriller which still must improve if it is to rate the better shows. Program still goes in too much for action without building enough characterization. Show, however, is getting better and should develop a following. (See full review this issue.)

They Stand Accused (TV), DuMont, Sunday (9), 10-11 p.m., EDT.

This is another of the dramatic shows using a court background and fictional cases which are tried. Altho such programs can be made exciting, this one is dull, unimaginative and does not capitalize on the material. Intelligent producing can, however, work wonders with the format. The commercials are ill-conceived. (See full review this issue.)

Search for Tomorrow (TV), CBS-TV, Wednesday (12), 12:30-1 p.m., EDT.

Slow-motion emoting is the chief flaw of Columbia Broadcasting System's new video soap opera, "Search for Tomorrow." The actors pause significantly after every word, in what seems to be an effort to extract every second's worth from each sentence. This technique might be rewarding with a Bernard Shaw opus, but the dialog on "Search" is far from Shavian. In fact, on the show caught, some of it would have benefited from a real speed-up performance, particularly on line pick-ups. (See full review this issue.)

The Paul Whiteman Revue (TV), ABC-TV Sunday (9) 7-7:30 p.m., EDT.

The initial show of the season of the "Paul Whiteman Revue" came a cropper because of its pretentiousness. Program offered the entire score of George Gershwin's "Rhapsody in Blue," but its choreography was far from impressive. On the strong side, however, were its vocalists—Earl Wrightson, Frances Langford and Maureen Cannon. (See full review this issue.)

EDITORIAL

Mature Entertainment

At least two shows opening the '51-'52 television season reached a new high in mature TV entertainment programming. One was the Ed Sullivan *Toast of the Town* presentation of the Oscar Hammerstein story for Lincoln-Mercury on the Columbia Broadcasting System. The other the Ezio Pinza debut episode of the National Broadcasting Company's *All Star Revue*. (Both programs are reviewed in the Highlight Reviews section on page 2 this issue.)

Actually Sullivan's format switch to top showbusiness personality biographies represents a daring departure. There must be some question whether the audiences who regularly tuned in to the standard, tho excellent straight vaudeville presentations formerly offered on *Toast*, will find the slightly slower-paced, non-punching, high-quality kind of stanza represented by the Hammerstein saga to their taste. It is

certainly to be hoped that they will. For if the new *Toast* gets high ratings it must inevitably result in a higher standard for many other variety shows, which in the interests of playing it safe, have gotten into a deadly rut.

The Pinza *All Star* hour, too, was a far more mature entertainment stanza than last season's *Four Star Revue* regularly presented. The Durantes, Olsen & Johnsons, et al. certainly have their own high place in the video scheme of things. But if Pinza's hour clicks as it should, perhaps *All Star* will find room for a few more less frantic, smoother, more subtly entertaining sessions than are normally presented.

Reaction to these two debuts, at any rate, will be interesting to watch. If it's good, perhaps other webs and sponsors will join this small parade toward more mature entertainment on TV. Such a development would redound greatly to television's overall welfare.

Theater Guild on the Air

RADIO—Reviewed Sunday (9), 8:30-9:30 p.m. EDT. Sponsored by United States Steel via the National Broadcasting Company thru Batten, Barton, Durstine & Osborn. Supervised by J. Carlisle MacDonald. Producer, Armina Marshall. Director, Homer Fickett. Cast: Betty Field, Cornel Wilde, Basil Rathbone, Isobel Elson and others.

The Theater Guild on the Air resumed operations for its seventh consecutive season Sunday (9). While over the years the programs have come up with some bleak spots, Theater Guild airings hold to a rating as one of the most distinguished weekly dramatic hours in radio. *The Heiress* was an exceptionally happy choice as the opener for the new series.

Ruth and Augustus Goetz's dramatization of the Henry James novel was a solid Stem stage success several years ago. Subsequently it was made into a fine film. Its current adaptation to radio proves that it can be a success in any medium. It has closely knit drama and punch, and its characterizations can be built almost as readily by ear as with added visualization.

Betty Field left nothing to be desired as the lass with the inferiority complex who turns tigerish when she finds she has been wooed for her money. Cornel Wilde was excellent as the young heel who gives her a run-around and then tries to get back in favor. Basil Rathbone, who created the rigidly unbending Dr. Sloper on Broadway, was back in his original stint for an equally polished performance. Isobel Elson played the fluttering aunt capably. Homer Fickett's direction was smooth and fluent, building steadily to the tale's grim climax. The background narration was exceptionally well handled by Elliot Reed.

U. S. Steel commercial followed the usual format, delivered with dignity in line with the over-all tone of the production. Theater Guild on the Air has definitely started its new season on the right foot. *Bob Francis*

Mark Trail

RADIO—Reviewed Wednesday (12), 5:30-6 p.m., EDT. Sustaining via American Broadcasting Company. Packager, Rockhill Productions. Producer, William Berns. Director, Drex Hines. Script editor, Albert Aley. Music, Hank Sylvester ork. Cast: Matt Crowley, Ronnie Liss, Joyce Gordon and Jackson Beck.

Mark Trail, the kid adventure package based on the Ed Dodd comic strip, moved over to ABC earlier this month. It was previously on Mutual. Kellogg is due to resume sponsorship October 1.

Trail is of the field-and-stream variety, clean-cut species. Show caught had a big-town crook visiting his forest to recover a quarter of a million in cash taken at a bank robbery 10 years before. One of the hood's cronies had buried it there and then been bumped off. The crook designed to dupe Mark Trail into finding the treasure and then wipe him out. Wind-up had Trail saving himself from being dynamited by jumping to the center of the blast. Clever, eh?

But most of the time the crook dallied and Trail's predicament didn't seem nearly dangerous

Search for Tomorrow

TELEVISION—Reviewed Wednesday (12), 12:30-1 p.m. EDT. across-the-board. Sponsored by Procter & Gamble, via Columbia Broadcasting System-TV, New York. Producer-director, Charles Irving. Writer, Agnes Eckhardt. Cast: Cliff Hall, Sara Anderson, Bess Johnson, Philip Huston, Tom Poston, John Sylvester, others. Organist: Chester Kingsbury.

Slow-motion emoting is the chief flaw of CBS' new video soap opera, *Search for Tomorrow*. A soap series, of course, is traditionally wordy, as compared to the equally traditional "action-packed-drama" policy of Westerns. However, this package is not only wordy, it's also ponderous.

The actors pause significantly after every word, in what seems to be an effort to extract every second's worth from each sentence. This technique might be rewarding with a Bernard Shaw opus, but the dialog on *Search for Tomorrow* is far from Shavian. In fact, some of it on the show caught would have benefitted from a real speed-up performance, particularly on line pick-ups.

Altho the series concerns the Barron family (father, mother, married son and 25-year-old daughter), the episode opened with a lengthy static closeup of a conversation between a lunch counter proprietor and a young doctor, a newcomer to town in search of a pianist for his newly opened civic recreation center. The counter man suggested the Barron girl, and it was obvious to any loyal soap fan that a romance would be brewing between the medic and the fem on future shows.

All in Stew

Having established the doc as a suitably tweedy hero type, pipe and all, the scripter dropped him abruptly and moved on to the Barron home, where everybody was in a stew. Unlike most radio soap operas, this show doesn't carry an opening description of past events, so it was difficult to tell the heroine from the heels at first.

Mother Barron (Bess Johnson) was in a well-bred pet over the fact that daughter (Sara Anderson) had been hanging around the aforementioned lunch counter, and the program ended on a mild note of excitement, when the latter threatened to leave home.

Acting was in the usual melo manner of daytime radio drama, altho Tom Poston managed to be remarkably natural and likeable as the counter man, Mike Reilly. Philip Huston, a collar ad type, was handicapped in his medic role by the fact that the script called for him to feed his face during the whole scene. He had an air of desperate concentration, as tho he were mentally timing each bite, so he'd be able to pick up his next line.

The demonstration commercials for Spic and Span cleanser and Joy, a liquid for dish washing, were both on film. The former plug featured a toothy young lady who praised her product with the same vigor that Jack Smith sings a song. *June Bundy*

enough for the needed suspense.

Nature lesson was brought in when they found eyeless fish in an underground stream. Trail explained the basic law of nature that "everything useless disappears." Does that go for everything? *Gene Plotnik*

BEN YOST
America's Finest Male Voices
THE YOSTMEN
AS AN ACT—OR CONCERT
1650 B'way, New York N.Y.

This Is Show Business

TELEVISION—Reviewed Sunday (9) 7:30-8 p.m. EDT. Sponsored by American Tobacco, via Columbia Broadcasting System TV thru Batten, Barton, Durstine & Osborn. Producer, Irving Mansfield. Director, Byron Paul. Panel members: Clifton Fadiman, Sam Levenson, George S. Kaufman, Eve Gabor (guest). Cast: Georgie Tapps, Isabel Bigley and Jack E. Leonard.

Show Business' format is unchanged—a three-person permanent panel, a guest panelist and three acts. The last named state their "problems," do their act, and the panel then gives "advice."

The only difference in the panel set-up is that Sam Levenson has replaced Abe Burrows as the new permanent member. Levenson, when given the time, is a very funny guy. He's proved it before. On this show, however, his opportunities were few. Perhaps he needs better rehearsals for tie-ins so he can come up with the proper story at the proper time. Clifton Fadiman's running of the show was as smooth as ever. His comments are as skillful as they are apt, and sometimes biting. George S. Kaufman is also back with his pixy-ish comments on performers' problems and routines: "... I'm going to talk to Hammerstein in the morning. I don't know what good it'll do. I advised him against putting on the King and I—but I'll talk to him..."

The basic idea of the panel "advising" performers after they've done their acts is beginning to wear thin. The entertainment value, outside of that supplied by the acts' set routines, comes from the "advice" the panel offers. When its members fail to ring the bell, the show becomes just another variety show—a novelty opener, a comic and a singer. The latter two are switched around depending on name value.

The guest panelist on the opening show was Eva Gabor. But outside of a deep chuckle which the mike picked up too loudly she contributed little except good looks.

Tapps Problem

Georgie Tapps, the first "problem case" complained he wasn't being seriously considered for the revival of *Pal Joey*. He did a few minutes of his standard ballet-taps, excellently produced by the way, and was then told that *Pal Joey* producers were catching the telecast, and could see for themselves what an ideal bet Tapps would be for the part. Levenson's advice was, "Don't go to them. Let 'em bust. Leave 'em come to you."

Jack E. Leonard, on next, took over completely. He harassed the panel and implied he'd of been a better choice for a permanent panelist than Levenson. The situation, even the contrived, was a little embarrassing. Leonard double-talked and was genuinely funny. His hat pick-up gimmick, followed closely by good camera work, was a solid physical comedy bit.

Isabel Bigley, currently in *Guys and Dolls*, didn't have a problem. She wanted to know what she could do for the panel. There was some neat side-stepping by the panel, and the gal went into *Dancing in the Dark*. The song was a poor choice. It didn't show off her voice.

The Lucky Strike commercials were handled smoothly and beguiling as ever. Dorothy Collins, "Be-Happy-Go-Lucky" gal, is still one of the most pleasant saleswomen on the air. Bill Smith.

Philip Morris Playhouse on Broadway

RADIO—Reviewed Tuesday (11), 10:30-11 p.m., EDT. Sponsored by Philip Morris & Company, Ltd., via the National Broadcasting Company thru Biow Company, Inc. Producer-director, Charles Martin. Cast: Paul Douglas, Everett Sloane, Patricia Wheel and others.

Some years ago this reporter was sent to cover a movie, titled *The Great McGinty*. It slipped into town unheralded and was one of the funniest pictures of the year, a beautiful satire on small-time politicians. So now the Philip Morris Playhouse brings it to the air, cut to a half-hour seg, as the opening gun on the program's switch-over to NBC. Productionwise, it was a very poor start.

Top-flight players were called upon to put the yarn across. Paul Douglas was sufficiently rugged as the mug who gets to be governor and reverts to bartending. Everett Sloane, a top character actor on the air-waves, was his crooked boss, and Patricia Wheel was the girl he married for convenience.

They Stand Accused

TELEVISION—Reviewed Sunday (9) 10-11 p.m. EDT. Presented by Crawford Clothes locally via the Du Mont network thru Al Paul Lefton. Producer, WGN-TV, Chicago. Director, Sheldon Cooper. Writer, William C. Wines. Judge, Charles Johnston. Announcer, Harry Creighton. Commercials, Bob Shepherd.

Du Mont's *They Stand Accused* takes great pride in its adherence to a naturalistic technique of presenting the hour of courtroom drama. Were the fictitious cases presented with a little less naturalism and a little more ingenuity and drama, the result might be worth more of the viewer's time.

The program reviewed was a notable case in point. A woman was being tried for her life because of a little known law which states that anyone who maliciously encourages a suicide is guilty of murder. The girl, the other woman in a triangle, had made a suicide pact with the dead man, but was revived, and the State was after her hide. The material was unusually dramatic. All its punch, however, was dissipated via some inferior lawyers, unimaginative camera work, and dull writing.

The state's attorney provided some unwitting comedy by objecting continuously without, on some occasions, even realizing what he was objecting to. The girl, in addition, lost a good chance to do herself good when her legal aid didn't even hit home a vital point in his summation. Previous testimony had produced the fact that the dead man had intended to kill himself even before he made the suicide pact with the defendant.

A reporter also questions individuals in attendance at the trial in the hall outside during breaks in the action. His innocuous queries did not go beyond showing whether they were for or against the defendant.

Crawford's commercials are a piece with the rest of the program. Their timing is bad, so that they interrupt even when the action seems imminent. And their copy is so all-inclusive that no one point is punched across. First they start on a "maker to you" theme, then to a "balanced body design," and in-between confuse the viewers by showing men's suits, women's suits and mentioning the haberdashery available at Crawford's stores. Leon Morse.

World News Round-Up

RADIO—Reviewed Sunday (9) 4:15-4:30 p.m. EDT. Sustaining via the Columbia Broadcasting System. Produced by the CBS news department. Commentators: John Merriman, Paul Niven, Ned Calmer, Roy Rowland, Ron Cochran and George Herman.

The Columbia Broadcasting System continues to produce some of the best news shows in broadcasting. The network's Sunday afternoon news round-up via the air waves traveled to Washington (Ron Cochran), Tokyo (George Herman), Teheran (Ned Calmer), London (Paul Niven) and Los Angeles (Roy Rowland). John Merriman teed off and finished the show from New York.

The program is sufficiently comprehensive so that it highlights all the important immediate news issues both at home and abroad. The Washington report discussed the current meeting of foreign ministers there and their weighing of German rearmament; Tokyo elaborated on the Kaesong violations of neutrality; Teheran, the Iranian oil dispute, and London, the impending general election in Great Britain.

The commentators, one and all, were authoritative and knowledgeable. Leon Morse.

All three were pitching valiantly to make McGinty tick, but with a script that perforce ran so fast that only a high point here and there could be touched—and barely touched, at that—no player could give more than a cardboard characterization. McGinty came over as a staccato, rapid-fire succession of scene changes, climaxing in utter listener-confusion. It is too bad, since McGinty originally had a lot of hilarious moments as well as stretches of fine melodrama, and they all went overboard on the air. The yarn apparently is just too big to compress into a half-hour's telling.

The cigarette commercials plugging the P.M. inhale non-irritation angle were well presented. In fact they were a lot clearer than the production itself. Bob Francis.

CAPSULE COMMENT

Life With Linkletter (TV), ABC, Friday (14), 7:30-8 p.m. EDT.

Linkletter was the whole show and kept it quite amusing. (See full review this issue.)

Kate Smith Hour (TV), NBC-TV, Monday thru Friday (13), 4-5 p.m.

Show is one of the most successful commercials now on the air, as an examination of the sponsor set-up indicates. In addition to plugs before and after each quarter-hour segment there are commercials sold by the station, presented at the time of the station break. The result is a mélange of seemingly endless commercials. The dilemma is obvious: show has variety, good talent, plenty of sponsors, but raises the question as to how long this type of heavily commercialized programming can continue. (See full review this issue.)

Jessie's TV Notebook (TV) ABC-TV, Tuesday (11) 1-1:30 p.m. EDT.

Jessie De Both, who has moved into a new time period, still sets an exotic video table. In contrast to her Big City styled cuisine, Miss De Both herself has a cozy, slightly nervous, small town personality which should spark a sympathetic reaction from most housewife viewers. In view of her magnificent menu tho, the commercials for Clorox and La Choy Chop Suey did seem a bit out of culinary character.

The Bill Goodwin Show (TV) NBC-TV, Tuesday (11) 3:30-4 p.m. EDT.

In a do-or-die attempt to live up to its over-stuffed content, the initial program fell flat on its format. Bill Goodwin has been saddled with an hour show in a half-hour time period, which puts him in a pretty tight squeeze for a video solo debut. Altho his ease at the mike has always been his greatest asset as an entertainer, Goodwin played Tuesday's show with the air of a man carrying a stop watch in one hand and a blue pencil in the other. (See full review in this issue.)

This Is Show Business (TV) CBS-TV, Sunday (9) 7:30-8 p.m. EDT.

The format is unchanged. The only difference in the panel set-up is that Sam Levenson has replaced Abe Burrows as the new permanent member. Levenson, when given the time, is a very funny guy. On this one, however, his opportunities were too few. Perhaps he needs better or more rehearsals for tie-ins, so he can come up with the proper story at the proper time. (See full review this issue.)

World News Roundup (Radio) CBS, Sunday (9) 4:15-4:30 p.m. EDT.

An informative, comprehensive news round-up that reports from all the key cities around the globe. The various CBS reporters are knowledgeable and manage to touch on all the vital news issues of the week-end. (See full review this issue.)

Invitation to Learning (Radio) CBS, Sunday (9) 11:35-12 p.m.

One of the best educational programs on the air today. The discussion of *St. Joan*, with Lyman Bryson acting as moderator and guests Margaret Webster and John Mason Brown, was notable for the many interesting aspects of the play brought to light. (See full review this issue.)

Walter Winchell (Radio) ABC, Sunday 9-9:15. EDT.

Walter Winchell returns to the air after 19 years of success with substantially the same show as before. It's newsy, it's dramatic and should do as solid as previously with radio audiences. (See full review this issue.)

Colgate Comedy Hour (TV) (Eddie Cantor), NBC-TV, Sunday (9) 8-9 p.m. EDT.

A fast flashy show, replete with yocks, production tricks and top-flight camera work. Cantor's use of a double for a blackface Jolson number was an ingenious bit of production. (See full review this issue.)

The Ken Murray Show (Television) CBS, Saturday (8), 8-9 p.m. EDT.

Altho opener had nothing new to buck the stiffening competition, it looked good for the money and should stay in the running. (See full review this issue.)

Life With Linkletter

TELEVISION—Reviewed Friday (14), 7:30-8 p.m. EDT. Sponsored by Green Giant Company thru Leo Burnett via American Broadcasting Company. Producer, John Guedel. Director, Irv Atkins. Writer, Martin Wark. Artistic Director, Hank Gilbert. Film director, Ben Colman. Music, Marcelino. Cast: Art Linkletter, others.

Art Linkletter, the jovial give-away expert, is back with his show originating from Hollywood and seen in the East via film. Before five minutes of this week's installment had passed, Art had handed out a food mixer, a fishing rod and a couple of stove pipes. All the gals in the audience had to do was tell him when to stop reading down the list.

In the work-for-your-money vein, he brought on an engaged couple, hooked the lad to a phony lie detector and asked him questions about his past. Whenever the boy fibbed about past romances, a bell rang. The secret which the audience shared was that his brother rang the bell from behind a curtain. The routine was good for plenty of giggles.

The last 10 minutes were devoted to interviewing five local juveniles, including Bud Abbott's daughter, and Linkletter handled it just right to get all the charm out of the kids. When he asked little Pepito what he wanted to be when he grew up, the child solemnly answered, "Pope."

Linkletter handled the two pea commercials nicely too. The first was sort of educational, and the second, with Art playing fortune teller, was comic.

Linkletter was the whole show and kept it quite amusing.

Gene Plotnik

Jessie's TV Notebook

TELEVISION—Reviewed Tuesday (11) 1-1:30 p.m. EDT. Sponsored by Clorox Chemical Company and Crosley Division of the Avco Manufacturing Corporation via ABC-TV, New York. Producer: Wendy Sanford. Director: Leslie Gorall. Technical director: Ralph Ward. Writer: Anne Crossen. Announcer: Jessie De Both. Announcer: Norman Brokenshire.

Jessie De Both, who has moved into a new time period, still sets an exotic video table. On the show caught, she whipped up such glamorous goodies as "Flaming Eggplant" (into the halved eggplant place a can of sterno over which guests may sizzle miniature sausages), stuffed turkey and cinnamon apples and an "Open House cake," fashioned in the shape of a doll's house with chocolate bar doors and candy chimneys.

In contrast to her Big City styled cuisine, Miss De Both herself has a cozy slightly nervous personality which should spark a sympathetic reaction from most housewife viewers. Her flowery headgear and frilly apron should find favor with the ladies, who are apt to sniff at the culinary creations of the high hatted, often high-handed chef types usually associated with such elaborate food fare.

In view of the magnificent menu, tho, the commercials for Clorox and La Choy Chop Suey did seem a bit out of culinary character.

Few viewers would have the stomach for an economic bowl of Chop Suey after watching Miss De Both prepare "Flaming Eggplant" or stuffed Turkey and cinnamon apples. June Bundy.

Louella Parsons

RADIO—Reviewed Sunday (9), 9:15-9:30 p.m. EDT. Presented by the Andrew Jergens Company thru Robert W. Orr Agency via the ABC radio network. Producer, Richard Diggs. Announcer, Marvin Miller. Radio columnist, Louella Parsons. Guest, Jane Wyman.

Treaties may be signed, wars may be fought, floods may wipe out cities, but Louella Parsons rolls along—giving the latest inside news of the prolific love life of Hollywood. The gushy-voiced Louella's return to the air brought more of the same chit-chat that has made her so familiar a Sunday night fixture. The audiences discovered that Nicky Hilton was going to marry Betsy Von Furstenberg, that Pat Wymore and much-married Errol Flynn have parted and that (exclusive!) Ida Lupino is free to splice with Howard Duff.

But there is a new bane to plattitudinous Louella's carefree existence: *Life* magazine had the temerity to state that TV was hurting the movies. She announced

Shadow of a Cloak

TELEVISION—Reviewed Wednesday (12), 9:30-10 p.m. EDT. Sustaining via the Du Mont network. Supervisory producer, Roger Gerry. Director, Dick Sandwick. Script, Virginia and Lawrence Dugan. Music, Bill Wrigiz. Cast: Brandon Peters, Robert Simon, Mona Bruns, Phil Carlyle, George England and Jon Silo.

The Du Mont network has materially improved its *Shadow of a Cloak* with its change in format, but the program must continue on the unbeaten path if it is to linger. The drama, an old-style cloak and dagger thriller about the activities of the International Security Intelligence, a fictitious counter-intelligence organization, formerly featured a name and concentrated its action around him. New formula is to make the ISI operative subsidiary, and to develop stronger characterization.

While the program caught wasn't a masterpiece of character insight, it did do more than deal with papier-mache personalities. It related the story of a man who was a Communist 20 years ago, and was being blackmailed by a member of a foreign embassy. Under pressure to deliver important blueprints, he handed over, phonies. Later, however, as the heat mounted, the situation was clarified by the intervention of the ISI.

The script still contained too much action and not enough characterization. Its good qualities were enhanced by the slick directorial job of Dick Sandwick, one of the best meggers at the web.

As the ex-Communist, Brandon Peters was effectively harrowed. Robert Simon turned in a neat portrayal of the blackmailing embassy military attache.

This low budget program, while not equal to some of the better suspense series, should deliver an audience to an interested sponsor. Leon Morse.

The Great Gildersleeve

RADIO—Reviewed Wednesday (12), 8:30-9 p.m., EDT. Sponsored by Kraft Foods Company, thru Needham, Louis and Brorby via National Broadcasting Company. Producer-director, Frank Pittman and Virgil Reimer. Script, Paul West, John Elliotte and Andy White. Announcer, John Hiestand. Cast: Willard Waterman, Walter Tetley, Marylee Robb, Lillian Randolph, Kathy Lewis, Gale Gordon, Richard LeGrand, Ken Christy.

The durable Gildersleeve went into his eleventh season on his own this month, with Willard Waterman in the title role for the second year. Naturally when scripters have to grind out comic situations week after week, a number of conspicuously unhumorous shows will pop up. Wednesday's stanza was an example. It started with Gildy preaching the dictum of "turn the other cheek" to his nephew, Leroy. Subsequently, while Leroy learns the lesson, Gildy, of course, cheats on his own principle. But neither writer nor cast worked the situation for its maximum laughs. Best spot had Gildersleeve getting an audible kiss from his gal, with Leroy shouting from off mike: "Hey, unk, turr the other cheek."

Walter Tetley's Leroy, by the way, while done in stock fashion, got the best comic effects with his timing and intonation. Waterman's stammers, yawns and sputters, on the other hand, tended to be tiresome to one other than a hardener admirer.

The character of Birdie, the cook, frequently showed bad taste, even considered apart from racial feelings. Her obnoxious habit of repeating a sentence three times with much giggling was unfortunately brought into the midshow commercial for Velveeta cheese. Gene Plotnik.

that "in spite of *Life* magazine with its falling circulation," movie receipts are higher than ever. And, in a mood of generosity, said that no other industry but the film business would allow such attacks without retaliation. Louella's remarks and the rest of the noise emanating from the Coast are then to be considered as mere playful jibes.

A healthier aspect of the program was an interview with Jane Wyman. Miss Parsons couldn't help sound breathless and overawed by the privilege of talking to such a luminary, but the actress seemed to have some sense of balance.

Woodbury, which produces the "skin you love to touch," plugged its new beauty ingredients. Didn't say what it was, but probably contained a new secret discovery. They all do. Leon Morse.

The Bill Goodwin Show

TELEVISION—Reviewed Tuesday (11), 3:30-4 p.m. EDT (Tuesday and Thursday). Sponsored by General Electric, thru Young and Rubicam, via National Broadcasting Company TV, New York. A Louis G. Cowan package. Producer-director, Sherman Marks. Writer, Bob Quigley. Emcee, Bill Goodwin. Guests: Eileen Barton, Roger Dann, Joe Buskin and his trio.

The new Bill Goodwin Show is described by NBC as "a variety-musical comedy-audience participation series with guest personalities." In a do-or-die attempt to live up to this ever-stuffed analysis of its content, the initial program fell flat on its format.

The producers saddled Goodwin with an hour show in a half-hour time period, which put the performer in a pretty tight squeeze for a video solo debut. Altho Goodwin's ease at the mike has always been his greatest asset as an entertainer, he played Tuesday's show with the air of a man carrying a stop watch in one hand and a blue pencil in the other. At one point he was so flustered when a studio audience camera gimmick misfired, that he frowned and snapped back at the camera in a manner that can only be described as menacing.

His attitude, if not admirable, was certainly understandable. An audience participation show is far too unpredictable time-wise, for a split-second running schedule. Goodwin was obviously under pressure from start to finish, and he showed it.

In addition to the involved audience routine, the half hour fairly strained at its seconds with specialties by canary Eileen Barton, French actor-singer Roger Dann, pianist Joe Buskin and three lengthy commercials for General Electric.

Cuts Mehbe?

Miss Barton, who displayed plenty of personal zing and talent, was the only one who didn't seem thrown by the hurry-hurry atmosphere. If time was of such an essence then it would have been better to drop a couple of numbers entirely (namely a complicated wishing well sequence and some meaningless horseplay preceding Bushkin's piano solo), rather than turning both cast and viewer into tense clock-watchers.

In spite of everything, tho, Goodwin's announcer training stood him in good stead on the commercials, which he wrapped up neatly on all three counts, up to and including washing a pile of dirty dishes in a G.E. electric machine. Goodwin has a lot of charm and should click big in TV once NBC decides to let him be himself, instead of Berle-Parks-and-O'Neill all rolled up into one impossible package. *June Bundy*

Crime With Father (The Baby Sitter)

TELEVISION—Reviewed Friday (7), 9-9:30 p.m. EDT. Sustaining via American Broadcasting Company-TV, New York. Producer, Wilbur Stark. Director, Charles Dubin. Writer, Larry Menkin. Cast: Rusty Lane, Peggy Lobbins, Steve Elliott, Ruth Manning.

Crime With Father has the nucleus of a good video format, but the show caught was marred by trite scripting and melodramatic thesping.

The idea of a homicide chief and his teen-age daughter as a crime-hunting duo has the making of a solid mystery-team trend, a la the Nick Charles and Norths. Current handling, tho, fails to capitalize on human-interest angles of the relationship. *The Baby Sitter* episode opened with the daughter (Peggy Lobbins) witnessing a murder thru a window, while enacting the title chore. Identity of the attacker was known to the audience from the outset, so the only suspense involved was watching the father-daughter team track him down via visits to the dying victim in the hospital, and interrogations of the woman's husband, the attacker (a half-crazed, alcoholic, and his sweetie, a clerk in a paint shop. The woman finally died and the captain trapped the killer by confronting him with a forged check. Finish involved a noisy gunfire chase routine.

The series supposedly uses live shots of streets and alleyways, but the big chase scene looked as tho it were shot in ABC's prop room. Dialog (by the usually fine scripter Larry Menkin) followed hackneyed "all right, come clean" school of mystery scripting. *June Bundy*.

Colgate Comedy Hour Eddie Cantor

TELEVISION—Reviewed Sunday (9) 8-9 p.m. EDT. Sponsored by Colgate-Palmolive-Peet Company, thru William Esty, Ted Bates, Sherman & Marquette, via National Broadcasting Company TV. Producer, Manning Ostroff. Associate producer, Robert Mason. NBC supervisor of production, Sam Fuller. Director, Jim Jordan. Writers, Al Gordon, Phil Supin, Hal Goldman, Larry Marks, Larry Gilbert. Announcer, Don Pardo. Music, the Al Goodman ork. Cast: Eddie Cantor, Cesar Romero, Barbara Ashley, Stanley Prager, Robert Gari, Bill Gray and others.

Eddie Cantor's return to the *Colgate Comedy Hour*, the second of its series, was a fast, flashy show, full of yocks, production tricks and top-flight camera work. Definitely one of the highlights of the new season to date. There were a couple of bugs, but there were none important enough to detract from the all-over impact.

The comedy load was carried by Cantor and Cesar Romero. Cantor, tho looking strangely older than last season, was the same exuberant Cantor as of old. His sketches with Romero were right out of the silo, but they were funny. Cantor's pants, while Romero was straightening over a phone to a gal, were gems. The bullfight scene, lifted almost bodily out of *Kid From Spain*, was a high spot made more so by some very funny accidents.

The show started with Cantor doing a "glad-to-see-ya" song which segued into lyrics describing New York types, while the dancer did quickie bits behind him. Incidentally, the Edith Barstow choreography, particularly in the *Clean Sweep* number, was ingenious, aided by intricate camera angle shots.

Jolson Segue

The singing load was carried by Cantor, with one number in a songlogue, *Songs to Remember*, as a highlight. It started with Cantor intoning *Swanee* as done by the late Al Jolson. The scene faded and a guy who looked like Cantor and sounded like Jolson, even to black face, came into focus and was picked up against the same drop. The dissolve was so deftly handled, it looked as tho a film had been used. Actually the guy in black face was Robert Gari, who did the sight bits to a Jolson tape. The segue back to Cantor was equally well managed, giving realism to the entire number.

A solo song, *My Man* by Barbara Ashley with a bow to the late Fannie Brice, was distinctive only for the set.

The program was dedicated to Pvt. Hubert Reeves of Joliet, Ill., the Korean War's first quadruple amputee who was being married. Cantor announced that at the opening and again at the close, describing it as the first TV show. RCA contributed a TV console; somebody else, a set of sterling silver. The audience was also asked to contribute. *Bill Smith*.

Foodini the Great

TELEVISION—Reviewed Saturday (8) 11-11:30 a.m. EDT. Sponsored by Sundial Shoe Company, thru Hoag & Provan via American Broadcasting Company-TV. Producer Hope and Morey Bunin. Director Fletcher Smith. Writer, Jack Graham. Cast: Ellen Parker, femzee; Hope and Morey Bunin.

It's the same Foodini the Bunins developed in the *Lucky Pup* series, and the same clever puppeteering. On the stanza caught, Foodini was shown as more misguided than malevolent, and he finally got his come uppance. It had Foodini reaping in barrels of dough by the operation of his Soft-Touch-o-Scope, which rendered its victims into various levels of niceness from genial to philanthropic. In the end he accidentally got the ray on himself and hastily gave away the whole fortune.

Mock Melo

Morey Bunin had the heavy's mock melodramatic tone down pat, and brought in topical jokes and double takes successfully. But the show did not seem to build in a way to hold kiddies thru a full half hour.

Ellen Parker, as femzee, was sweet and a good contrast to Foodini's homeliness. She handled the Sundial commercials on the second quarter hour by holding up each shoe, identifying it and simply saying how good it was. She might try a little selling; she'd be a natural at it. *Gene Plotnik*.

CAPSULE COMMENT

Breakfast Club (Radio) ABC, Monday (10), 9-10 a.m.

A melange of audience participation, various songs, menu suggestions and comedy with Don McNeill back after an eight-week absence. Chief drawback is in the humor department. Latter is heavy and apparently resorts to sight bits that break up the studio audience but are a mystery to listeners. (See full review this issue.)

Foodini The Great (Television) ABC, Saturday (8), 11-11:30 a.m. EDT.

It's the same Foodini and the same clever puppeteering. But the show did not seem to build in a way to hold kiddies thru a full half hour. (See full review this issue.)

Studs' Place (Tele), ABC-TV network, Monday (10), 9:30-10 p.m. CDT.

Studs Terkel and writer Charlie Andrews continue to turn out the best example of the unpretentious, disappearing Chicago style TV on a network of two live and seven kine stations. This show concerning the return from vacation of Grace, the waitress, was warm and funny, and a good ad for the scriptless, dialog-by-the-cast technique.

"Range Riders" (Radio) CBS, Sunday (2), 5:30-6 p.m. EDT.

A bit of the old cow country transferred to the air lanes by way of WGAR, Cleveland. Show caught loped along at a smart clip, paced by Tom Armstrong's folksy emcee job and the melodic twanging of Ernie Benedict and his boys. It's doubtful if the series will round up as fervid a following network as it did locally, but it certainly should please Western music fans. (See full review this issue.)

Wild Bill Hickok (Radio) Mutual, Sunday (9), 7-7:30 p.m. EDT.

The transcribed kid Western series is a smooth running, well integrated package of standard hero-bags-the-rustler material. Gravel-throated Andy Devine takes top honors as Hickok's side kick, and movie actor Guy Madison gives a surprisingly competent performance in the title role. In fact Madison, whose face was considered his fortune in flickerville, is much more impressive as an actor sight unseen.

Milk Man's Matinee (Radio) WNEW, New York, Saturday (8), Midnight-4 a.m. EDT.

Deejay Art Ford scored a beat on his platter spinning pals with the first interview Judy Garland has granted a record jock since she returned from Europe. Ford had alerted his listeners that the movie canary was due to appear "any minute now" for several days, but the gal didn't actually show until Saturday (8). When she did arrive, the singer was surprisingly tense and ill at ease, and Ford had to guide her carefully thru the interview, which, in the main, plugged her forthcoming two-a-day stint at the Palace Theater.

Plan For Survival (Radio), Civil Defense Radio Network, Wednesday (12), 11:30-11:45 p.m. EDT.

This series, which is beamed to more than 100 stations thru-out New York State, has gotten around to spotlighting plans individual cities have made for coping with the possibility of an atom bomb attack. Ithaca, N. Y., took over the 15-minute seg on the show caught, with local stations WHCU and Cornell University co-presenting a fine semi-dramatization of just what the city has done and will do. The "plan" was presented in considerable detail, via a mythical tour of the city by a New York family anxious to find out just what would happen to them if they were evacuated to Ithaca following a bombing. Judging by this report, they had nothing to worry about.

Newsstand Theater (Radio), ABC, Thursday (13) 8-8:30 p.m. EDT.

Half-hour dramatization of James Jones' war-yarn, "Greater Love," originally published in Collier's mag, carried a special bite. It was the sort of material calculated to make listeners sit up and think, even tho it was ruggedly unpleasant. The script was excellently adapted, directed and played. (See full review in this issue.)

Screen Directors' Playhouse

RADIO—Reviewed Friday (7), 8-9 p.m. EDT. Sponsored by the Whitehall Pharmaceutical Company and the Radio Corporation of America via the National Broadcasting Company thru the John F. Murray and J. Walter Thompson agencies. Producer-director, Howard Wiley. Cast: James Stewart, Jeff Chandler, Debra Paget and others.

For its first production in its new time slot (series was formerly presented Thursday at 10 p.m.), Whitehall Pharmaceutical and RCA tandemed sponsorship of Screen Directors' Playhouse for an air adaptation of the pic, *Broken Arrow*. Not having seen the film, this reporter is in no position to make comparisons. Likely, there was more excitement in it to meet the eye than the ear. In any case, the story needs to be visual to give it any real kick. Earwise, like many another movie, it became actionless and talky.

Storywise, *Arrow* more than justifies its premise, painting for- once the American Indian as something more than a savage brute. As in the pic, James Stewart played the Army scout who felt there was a way to end the Apache war back in 1890, in his usual nicely homey vein. Practically all of the background narration build-up fell to him. Likewise, Jeff Chandler aired his original role as the intelligent, honorable Apache chief, and Debra Paget was again the Indian lass who the scout fell for and whose tragic death sealed an eventual peace.

However, it seemed from this listener's chair that *Arrow* is just not one of those yarns which lends itself to radio. The performances were good enough, but it is a story which needs scenic sweep and action. Compressed into less than an hour of conversation, much of which is narration, it became tedious going, nor do many of the lines (evidently culled from pic sequences) reflect the color and mood of a savage era.

Commercials for Anacin and RCA receiving sets were kept short and to the point. In fact, this was one program which seemed top heavy with story.

Bob Francis

Bob and Ray

RADIO—Reviewed Monday-Friday (3-7), 6-8:30 a.m. EDT. Participating sponsorship via WNBC, New York. Producers, directors, writers, cast: Bob Elliott and Ray Goulding.

Latest entrant in the alarm-clock circuit is this engaging pair of clowns, Bob Elliott and Ray Goulding got together at a Boston station about five years ago. They were brought into New York this summer for an evening across-the-board show on the National Broadcasting Company. And now they're in this early morning spot previously held by Skitch Henderson, on NBC's local outlet where they are daily airing their fine collective wit.

Their show employs the standard early a.m. format! Weather, time checks and some records, plus loads of commercials and tomfoolery. While it's sure not to instill strength or courage into the hearts of the bleary-eyed facing the new day, this team's handling is as smooth as any.

One of the best feats is burlesque of their own medium. They've been doing take-offs on soap opera (*Mary Backstage*, *Noble Wife*) and problem shows (*Mr. Agony*) that can draw big laughs at any hour.

Gene Plotnik

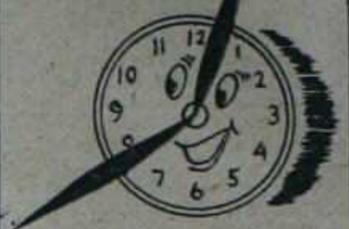
Walter Winchell

RADIO—Reviewed Sunday (9), 9-9:15 p.m. EDT. Presented by Warner-Hudnut thru Kenyon & Eckhardt via American Broadcasting Company. Producer, John Bates. Director, Paul Scheffels. News columnist, Walter Winchell.

With Walter Winchell's return to the air this season he brings with him the powerhouse formula that has won him audiences so continuously thru the years—straight news, gossip and inside tips plus some editorializing on issues close to his heart. Winchell's radio format needs no revamping. His devotees will await his weekly broadcast eagerly; others can't be wooed.

The broadcast caught was perhaps one of Winchell's weaker news shows. Out of the informative compound, however, emerged several intriguing new items. According to the columnist, Truman will run again, Harriman will replace Acheson and among United States' new secret weapons is a paralysis gas which is expected to

Take but ONE MINUTE please...



Help yourself and the Billboard by filling in the coupon on

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Kate Smith

TELEVISION—Reviewed Thursday (13), 4-5 p.m. Sponsored by Procter & Gamble, thru Benton & Bowles, The Simoniz Company, thru Sullivan, Stauffer, Colwell & Bayles; Minute Maid Corporation, thru Ted Bates, Inc., and Hunt Foods, thru Young & Rubicam, via National Broadcasting Company TV. Producer, Ted Collins. Associate producer, Barry Wood. Directors, Greg Harrison and Bob Eberle. Music director, Jack Miller. Writers, Dorothy Daye, Ed Brainard, Mel Diamond and Bill Jacobson. Announcer, Bob Warren.

An examination of the sponsor set-up on this show indicates it is one of the most successful commercials now on the air. The program is sold in 15-minute segments, and is aired five times a week. The sponsor line-up given in the credits above, therefore, hold only for the day the show was caught—Thursday. On other days the segments are taken by a flock of bankrollers including Glidden Paint, Andrew Jergens, Esquire Shoe Polish, Durkee Foods, Gerber Products, etc. As the show progresses, each sponsor is given a good play, the plugs being of various types—cartoon, film, live etc. In addition to plugs before and after each quarter hour segment, there are the commercials sold by the station, presented at the time of the station break, or station identification.

Melange of Plugs

The result of all this is a melange of commercials, seemingly endless and presented with tenacious persistency. The dilemma is obvious: The program is very successful, as indicated by the long list of sponsors; yet its very success poses a ticklish problem and raises the question as to how long this type of heavily commercialized programing can continue even in daytime. The question is not an easy one to resolve. The expenses of TV operation are great and must be met. On the other hand, will the public finally squawk? Radio broadcasting, of course, went thru similar tribulations, and finally regulated itself thru industry-wide National Association of Broadcasters codes and regulations adopted by each specific network. In time, TV also will come upon the proper solution one which will be dictated by programing and advertising costs, network and station competition and audience preferences.

Variety Format

The show itself is a variety format, Kate Smith and Ted Collins introducing outstanding artists on different days. The show caught had an excerpt from *Carmen*, with soprano Vera Bryner and baritone Jose Duval in the leads. There were a few outstanding night club-vaude turns, notably Mary Raye and Naldi, ballroom team, and the Marvellos, magic act. Ted Collins conducted a discussion with a panel of four teen-agers, and Kate rendered several tunes in her lyrical style. The show has good variety, good talent, plenty of sponsors, yet its very success mirrors the Frankenstein that is being created.

Paul Ackerman

put entire cities to sleep. As usual, Winchell's staccato style of handling his material lends drama to it. Hudnut has a home permanent for children which, it claims, creates naturally pretty curls. The sponsor also says that its permanent is not affected by rain. *Leon Moore*.

At Ease With Pvt. Eddie Fisher

RADIO—Reviewed Saturday (8), 11:30-12 noon, EDT. Presented as a public service for U. S. Army Recruiting Service by American Broadcasting Company. Producer-director, Major Joseph Gignand. Emcee, Eddie Fisher. Announcer, Sgt. Roy Meachum.

Eddie Fisher, who in civilian life hadn't quite reached the point where he could boast a radio show of his own, oddly enough achieved this goal of most singing actors by getting himself drafted. The U.S. Army, whose complexities often are indeed difficult to understand, is making good use of Pvt. Fisher, his growing reputation and name power, to pitch for volunteers. Fisher, whose career has been built on recordings, has been converted into a disk jockey for Army purposes and acquires himself quite acceptably on a seg which combines the informal approach with the restrictions of production.

Not Too Smooth

This first show of a series didn't run as smoothly as it might. It tried to cram too much into half an hour. Fisher's boyish charm did much to keep the thing moving, tho his ad lib chores, especially in an interview with ex-champ Randy Turpin, fell far short of inspiration. Fisher offered quite a variety of current pop records, with the selection largely a cross-section of big action diskings including a couple of his own. It's a pleasant enough disk jockey seg housing those elements which make for the better type of spinner show. All it needs is some pacing to make for top results.

The invitations to join the Army were cut-and-dried formula pitches.

Hal Webman

Heroes of West

RADIO—Reviewed Saturday (8), 11:30-12 noon, EDT. Sustaining via Mutual, New York. Producer: Herbert Rice. Director-writer: Mel Bailey. Cast: Jim Boles, Bobby Benson, Tex Fletcher.

Mutual has scheduled four special documentary broadcasts this month, as an advance fanfare for the web's four big children's shows—*Challenge of the Yukon*, *Clyde Beatty Show*, *Bobby Benson* and *Sky King*. Series features young Benson, Jim "Old Timer" Boles and Tex Fletcher, the singing cowboy. Boles will spin a separate story on each aircer, with Benson acting as audience, and Fletcher warbling special descriptive ballads, a la Burl Ives.

Initial half hour, tagged *General Custer and the Hidden Cheyennes*, dealt with, supposedly "seldom emphasized" facts in the General's life, culminating, of course, with his historic "last stand." Boles' narration (with organ backing) was deftly scripted and delivered; while Fletcher's musical interludes supplied necessary contrast and pacing. At the finish all three joined in on several Western ditties.

The quartet of documentaries should certainly do the job of boosting Mutual's kid bloc. It's also conceivable that the show might well spark a regular audience of its own. It's a neat blend of commendable educational and entertainment values.

June Bundy

Hit Parade

RADIO—Reviewed Thursday (13), 10-10:30 p.m. EDT. Sponsored by American Tobacco Company for Lucky Strike cigarettes thru B.B.D. & O. over NBC network. Producer-director, Harlan Dunning. Writer, Arnold Leo. Announcer, Andrew Baruch. Music, Guy Lombardo Orchestra. Guest, Kitty Kallen.

There have been two substantial changes in the time-honored Hit Parade: The impersonal type big orchestra has given way to the definite, stylized, identifiable sound of the Guy Lombardo band, and it isn't on Saturday nights any more. Otherwise, it's essentially the familiar show: hit tunes as selected by Lucky's survey, played and sung, burbling, happy commercials, and that's all.

In switching from the studio type orchestra to Lombardo, the American Tobacco people made the best possible choice. The Lombardo style is so familiar, so well-grounded on the American eardrum, that after a few numbers the strangeness wore off, and the song once again became the thing.

However, as strong as Lombardo is, his style isn't necessarily adaptable to every type of hit song which may come along. His arrangement on Shanghai, for ex-

The Ken Murray Show

TELEVISION—Reviewed Saturday (8), 8-9 p.m. EDT. Sponsored by Anheuser-Busch thru D'Arcy Agency via Columbia Broadcasting System-TV. Producer, Ken Murray. Director, Herbert Sussan. Writers, Ken Murray, Hal Block, Royal Foster and Ben Brady. Music, David Brookman, conductor. Cast: Ken Murray, emcee; Patti Page, John Lund, Johnny Johnston, John Derek, Henry Hull, Alfred Ryder, Anita Gordon, Earle Nichols and Lorie Anders.

Ken Murray had one big punch to throw in the opening round of the new season. That was Patti Page. Miss Page has developed a placidity that's a pleasure to behold. With absolute poise, she commanded every moment she was in camera range. And, of course, her singing of *Detour* and *These Things I Offer You* at midshow and *Mr. and Mississippi* at finale had 'em longing for more.

The show over-all followed the same format as last season and, as such, delivered the same values. It did not have the super-colossal rating power of the higher-budgeted variety programs, nor did it show the precision or inventiveness of some of its more creative counterparts. But the Murray show packs a lot of entertainment in the tradition of a bit of everything.

For the dramatic bit, Henry Hull appeared in the big interrogation scene from *Darkness At Noon*, with Alfred Ryder as Gletkin. While it was obviously pretty serious business, those not acquainted with the original could hardly have appreciated the scene out of context, and those who had seen the Claude Rains version could not have been impressed. Hull simply did not have command of the role, and Ryder lacked the quiet power his part demands. Indeed, it seemed at times that the pair was doing little more than going thru the paces.

Variety

In the variety vein, the show started with the Hollywood and Vine production, wherein the guests are introduced. This brought out Anita Gordon, regular thrush for the show, who did a dull bit ogling John Derek and Johnny Johnston, who were not seen thereafter. Then, with Miss Gordon and John Lund singing *Meet the People*, the cast rushed down into the house to kiss and shake hands with the audience, winding up with Murray on the aisle drinking a bottle of Bud.

Lorie Anders

Lorie Anders' now famous claustrophobic routine followed the commercial. Much later she brought out Earle Nichols, who did a double-jointed mime on kids at the movies. He got into some funny knots, but his mimicry was indistinct.

The final production was in a showboat setting, with much singing and dancing and fuzzy lensing. Murray, in a zany Ravanaugh-the-gambler get up, closed it with a poker routine, using over-sized cards, which was good for big yocks.

Altho the opener had nothing new to buck the stiffening competition, it looked good for the money and should stay in the running. Murray himself, of course, can be funny when he half tries, and he still makes a suave emcee.

The two commercials were handled with ease by Nelson Case. In the first he did a straightforward selling job on the pleasures of Budweiser, and the second was the dressing room routine. Opening and closing showed the film of the eight-horse beer wagon.

ample, was plodding, without the crisp, swing feel of the Doris Day record version that made the tune a hit. And while we're on the subject, there's something a little anomalous to trade ears about the Lombardo band playing the country's top hits and not being identified with a single one of them. However, again the Hit Parade is an institution because people must want to hear the hit tunes, and won't boggle at variations in live performances, altho they will buy only the hit-making record version. With the strong hold Lombardo has on the public, he'll be forgiven for not being Tony Bennett when *By My Love* is played or Nat Cole on *Too Young*.

Being equipped with male vocalists only—Kenny Gardner and assorted Lombardos—Guy has a "lucky star of the week" to do the fem chores. In this case it was Kitty Kallen, a mediocre singer at best, and thrown for a bad loss by the arrangements and inexorable tempos Thursday night.

Jerry Wexler

CAPSULE COMMENT

Hit Parade (Radio), NBC, Thursday (13), 10-10:30 p.m., EDT. It's essentially the familiar show: hit tunes as selected by Lucky's survey, played and sung; burbling, happy commercials, and that's all. In switching from the studio-type orchestra to Lombardo, the American Tobacco people made the best possible choice. (See full review in this issue.)

Fred Waring Show (TV), CBS-TV, Sunday (9), 9-10 p.m. EDT. The Waring Show rang the bell as the model TV music show. Waring's savvy and skill paid off in a handsomely produced, smooth-running show, with sparkle, change of pace and imagination. (See full review in this issue.)

Philip Morris Playhouse (Radio), NBC, Tuesday (11), 10:30-11 p.m. EDT.

Air adaptation of pic, "The Great McGinty," added up to a very poor start for fall series. Script was staccato and hurried, touching only high-points of an originally very funny yarn. Principals, Paul Douglas, Everett Sloan and Patricia Wheel, worked valiantly, but could achieve no more than pasteboard characterizations, due to hurried pacing. The yarn is too complex for cutting to a half-hour seg. (See full review in this issue.)

The Great Gildersleeve (Radio), NBC, Wednesday (12), 8:30-9 p.m. EDT.

Neither writer nor cast worked the situation for its maximum laughs. (See full review in this issue.)

American Forum of the Air (TV), WNBC, Sunday (9), 10-10:30 p.m. EDT.

With interest and excitement revolving around boxing as a result of the recent Flores death and the Turpin-Robinson tussle, *Forum* came up with a masterpiece of timing on this one: "Should Congress investigate boxing?" Senator Harry Cain (R., Wash.) and sportswriter Dick O'Brien took the positive side, and heavyweight champ Jersey Joe Walcott and the International Boxing Club's Truman Gibson the negative. Cain beat Gibson hands down, but only because Jersey Joe blew his case early by saying he didn't blame a champ (like Joey Maxim) for ducking a tough challenger (like Archie Moore) as long as he could. A fast-moving session, with Theodore Granik again demonstrating how smart he is by letting the proponents battle it out with a minimum of interruption from the chair.

Author Meets the Critics (TV), WNBC, Sunday (9), 10:30-11 p.m. EDT.

Sportscaster Bill Slater took on *Herald Tribune* sports editor Bob Cooke, Columbia picture exec Paul Lazarus, and film player John Derek in this session—and made bums out of all three of them put together in spite of the fact that they were on the popular side of the night's debate: "Is college football over commercialized and a tough business?" Subject stemmed from the Columbia film *Saturday's Hero*. Slater's outstanding win wasn't attributable purely to his talents as a fast-talking pro-announcer. He also knew his subject far better than Cooke, Lazarus or Derek. Show continues stimulating with good moderating by John McCaffery.

Hollywood Junior Circus (TV), ABC-TV Saturday (8), 10:30-11 a.m. EDT.

Circus seg continues click format in use last season. Regular personnel, plus circus-novelty features, assures continued acceptance among the juvenile viewers.

At Ease With Pvt. Eddie Fisher (Radio), ABC, Saturday (8), 11:30-12 noon EDT.

A pleasant enough disk jockey seg housing those elements which make for the better type of spinner show. All it needs is pacing to make for top results. (See full review in this issue.)

Heroes of the West (Radio), Mutual, Saturday (8), 11:30 a.m.-12 p.m. EDT.

Four special documentary broadcasts are scheduled this month, as advance fanfare for Mutual's children's programming bloc. Series features Bobby Benson, Jim "Old Timer" Boles, and singing cowboy Tex Fletcher; with Boles spinning a separate story on each

Breakfast Club

RADIO—Reviewed Monday (10), 9-10 a.m. EDT. Sponsored by General Mills (Hutchins); Swift & Company (J. Walter Thompson) and Philco (Tatham, Laird), via American Broadcasting Company. Director-producer, Cliff Petersen.

This is another one to come back with that happy vacation and what-did-you-do-on-your-vacation thing. It's the same potpourri of audience participation, folksy humor, a little prayer, novelty songs and pops that Don McNeill has run successfully for these many years.

Considering its almost haphazard formula, the show is well produced. McNeill continues a smooth lad with an agile mind and a gift of ad lib, all necessities in any audience-participation program. One of its chief handicaps is its occasional straying into sight comedy that breaks up the studio audience, but leaves the listener in the dark. The fact, that on show caught, McNeill didn't explain the laughter, made it that much more confusing.

Show is broken up into three segs. The first half hour plugs Jello, the second 15 minutes goes to Swift's meat products, and the final quarter hour is taken by Philco. The set portions get contributions from Patsy Lee, girl singer; Johnny Desmond, Sam Cowling and Fran (Aunt Fanny) Allison. Eddie Ballantine's ork furnishes the music.

Like most shows of its type, the major interest is in the audience answers to the questions thrown out by McNeill. Some of them can be funny—the answers that is. McNeill handles that very well. The set portions, the singing and comedy is aimed for the housewife. The songs are well picked. Desmond does the ballads in easy, smooth fashion. Fran Allison comes thru excellently. Patsy Lee is equally good on rhythm tunes. Probably the menu suggestions for the day on the Swift portion of the program is listened to with interest.

Bill Smith

Range Riders

RADIO—Reviewed Sunday (2), 5:30-6 p.m. EDT. Sustaining via the Columbia Broadcasting System, Cleveland, O. Producer-director-writer-emcee, Tom Armstrong. Cast: Ernie Benedict and his ork, Lennie Sanders, Roy West the Kendall Sisters

CBS has lined up a variety of musical programming for its Sunday schedule this fall, covering everything from Bach and Beethoven to Bongo drums and Ernie Benedict. Latter "B" is featured with his Sky High Ranch Trio on *Range Riders*, a bit of the old cow country transferred to the air lanes by way of Cleveland.

For some perverse reason, the Midwest is stronger for the boots-and-saddle kick than the Far West, which usually hankers after the supposedly sharper musical pastimes of the East. Anyway *Range Riders* has been whooping it up rating-wise over local station WGAR for the last seven years.

Prairie Style

It's doubtful if the program will round up as fervid a following on network, but it certainly should please western music fans. The show caught (2) loped along at a smart clip—paced by Tom Armstrong's folksy emcee job and the melodic twanging of Benedict and the boys on *Wagon Wheels*, *Twilight On The Trail*, *Topeka Polka* and the *Casa Loma Stomp*, prairie style.

Traditional torch songs of the trail were warbled with appropriate nasal feeling by the Kendall Sisters, Roy West and Lennie Sanders. West's catchy *Lovesick Blues* scored high, but the series clicked biggest from a commercial standpoint on a hybrid music-poetry number, *Beyond the Sunset*, with organ backing and Armstrong making like a sage brush Sammy Kaye.

June Bundy

Colgate Seeking Soaper for NBC-TV

NEW YORK, Sept. 15.—Colgate has an option on the 3:15-3:30 p.m. National Broadcasting Company network TV strip. The client will probably have to exercise the option early this fall because of the demand for daytime video. Colgate is interested in a daytime soap opera for the time.

airer and Fletcher warbling descriptive ballads to fit the narration. Initial script dealt with boosting kid bloc, series might well spark a regular audience of its own. It's a neat blend of commendable educational and entertainment values. (See full review in this issue.)

Take but ONE MINUTE please...



Help yourself and the Billboard by filling in the coupon on...

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Charlie Wild, Private Detective

TELEVISION—Reviewed Tuesday (11), 8-8:30 p.m. EDT. Sponsored by The Mogen David Wine Corporation of America thru Weiss & Geller, Inc., over American Broadcasting Company-TV. Producer, (packager) Larry White Productions, Inc. Executive Producer, Herbert Brodtkin. Director, Leonard Valenta. Writer, Stanley Niss. Sets, Herbert Brodtkin. Announcer, Bob Williams. Cast: John McQuade, Rita Gam.

If *The Case of the Sad Eyed Clam* is to prove typical of the 1951-52 adventures of Charlie Wild, the show is not likely to develop a loyal following even among ardent whodunit fans. Clam's plot was routine, the script hardly scintillating, and the performances unenthusiastic except for the commendable work of attractive Rita Gam in the fem lead as Myra.

John McQuade continues in the title role and turns in a lackluster performance in view of the usual conception of a keen, but reckless and sentimental private eye. This time he represents the insurance company of a rich Texan who has been fleeced in a big town night club by three crooks including the hat check girl, Myra. Police, of course, have the goods on Myra who "clams up." They can't pin a thing on her associates, a real thug named Earl and his gal friend.

Swayed by Myra's beauty and a private eye's hunch that she is only the dupe in the fleecing racket, and certainly not guilty of the Texan's murder, Wild persuades the police to release her. After some business of shaking Charlie, she finally leads him to the real murderer and ring leader, Earl. Earl gets trigger happy and nearly fouls up the plan by trying to kill Myra. Charlie, in the only action of the story, overpowers the killer and saves Myra from everything but a couple of years in the pen for her part in the fleecing game.

Dialog Action

The story developed almost entirely via dialog between Charlie and the police lieutenant, Charlie and Myra, the killer and his gal friend. It is difficult to sustain interest and build suspense in this manner even with fast, smart lines and a top flight cast. McQuade and the supporting cast with the exception of Miss Gam, walk thru it in lazy fashion.

Bob Williams presents the Mogen David Wine commercials in a pleasing and comfortable manner. Since wine is ordinarily associated with adding to the delights of food and since the show opens at 8 p.m. (earlier west of New York), this reviewer wondered why the opening commercial wasn't done from a dinner table. Selling sweet wine as straight or mixed drink is fine, but why not frame the pitch in what most people consider its natural habitat?

Haps Kemper

"Junior Miss" Down to 3 1/2 G

NEW YORK, Sept. 15.—*Junior Miss*, starring Margaret O'Brien, this week was being pitched for radio at agencies by Barron Polan, its packager. The situation-comedy has a new low tag about \$3,500, which is expected to create considerable agency interest.

CBS Skeds 2-Hour Music Bloc as TV Counter-Plan

Continued from page 1

fredo Antonini, and a 27-piece orchestra and an eight-voice chorus, will specialize in operetta and musical comedy music. Tenor Earl Wrightson and a soprano will probably handle the vocals. This program goes into the 8:15-9 slot, until after the football season when it moves up 15 minutes. The 8-8:15 spot has already been sold.

The Big Time, featuring non-

musical comedy standards between 1900 and 1935, will be programmed 9-9:30. Performers will probably be Georgie Price, tenor Jimmy Carroll, new singing find Dorothy Loudon, a barbershop quartet and Ray Bloch and his orchestra. The last half hour, 9:30-10, will star Freddy Martin and his orchestra playing the top tunes of the day. His unit will feature the piano playing of Murry Arnold and vocalist Merv Griffin.

When the fourth half hour opens up CBS will insert another music program to complete its block. Evidence of the web's intention to go all out is that Lou Melamed, now a top TV producer, is being taken out of video to assume supervision of the two hours of music. He will however, still continue to produce *The Show Must Go On* for TV.

The web figures that not only will the music block attract radio listeners at home, but that it should reach plenty of out-of-home dialers. The shows will sell for between \$3,400 and \$4,100 gross a half-hour.

Coke, Dept. Store, Bank Renew Time Contracts on WPTZ

PHILADELPHIA, Sept. 15.—WPTZ, Philco TV station, announced three renewals this week. Coca-Cola, which this summer used one of the heaviest participation and station break campaigns in the history of the station, is continuing its multi-spot advertising on the station. Thru D'Arcy Advertising Company, New York, Coca-Cola will use an all-over-the-board series of participations, 20-second spots, and 10-second shared visual station identification announcements for the next month.

Meet the MacMullans, weekly women's show devoted to fashions and social graces, and sponsored each Wednesday afternoon by the Strawbridge and Clothier department store, renews for a second season. Show is produced by Geare-Marston, Inc., local ad agency.

Returning to the program schedule tomorrow night (16) is the weekly *Great Music* show, featuring lecturer Guy Marriner and guest recitalists, sponsored again by the Fidelity-Philadelphia Trust Company as a public service.

Tire Co. Buys Pre-Series Seg

NEW YORK, Sept. 15.—General Tire & Rubber Company this week followed up its buy of the 15 minutes before TV college football coverage with a similar buy of the slot prior to the airing of the World Series games. The National Broadcasting Company set the deal thru the D'Arcy agency.

NBC is understood to be scouting for a bankroller for the post-game series slots as well. Prestone, which has the time following the grid tilts, is one possibility.

Mutual Plugs Radio Gratis

NEW YORK, Sept. 15.—Mutual Broadcasting System this week launched an institutional campaign to promote public awareness of radio via the publication of a special 20-page booklet of spot announcements tagged *Radio—It's Wonderful*.

The booklet, which Mutual is making available to its affiliates and any other broadcaster requesting it, contains copy for 15 special spot announcements, ranging in time from 15 to 40 seconds. Copy plugs radio in general and is non-competitive with other media or webs. Mutual plans to issue fresh spot copy on the same theme from time to time.

Writer Files "Parade" Suit

NEW YORK, Sept. 15.—Frances Fradin, a writer, has filed a \$100,000 damage action in Federal Court against the American Broadcasting Company and the Ralston Purina Company, charging that the Sunday kiddie show, *Your Pet Parade*, was appropriated from a format she submitted to the American Broadcasting Company in January, 1950.

Plaintiff claims never to have received reasonable payment for her idea, which called for children to appear on the show with their pets, with the suggested titles of *Me and My Pet* or *Prize Pets Pet Parade* started March 18, 1951.

Coke Wants Kosti on TV

NEW YORK, Sept. 15.—Coca-Cola this week was still mulling the acquisition of Andre Kostelanetz and his orchestra for the Sunday afternoon 4-5 p.m. slot on the Columbia Broadcasting System's TV web. Move on a large scale into video is being hastened by the activity of Pepsi-Cola in the medium.

One of the obstacles to the buy is the fact that Coca-Cola wants its distributors to pitch in and pay part of the heavy cost of the show. The distributors, however, have been selecting their own programs for slotting in local markets. Until this problem is resolved, no decision will be made.

Glossy Professional 8x10 PHOTOS
Ten mail glossy photos and 10 color cards low prices. Satisfies in year of honorable customer service. Reproductions as good or better than your original. Send today or price list FREE samples, etc.
MULSON STUDIO
Box 1941 BRIDGEPORT, CONN.

BUT HOW'S HE AT KNITTING?

MEMPHIS, Sept. 15.—Radio's first "disk chef" was launched here today over WMPS, in the person of Hal Benson, who juggles his plates-and-platter program from the station's completely equipped General Electric kitchen.

In addition to spinning records, Benson actually prepares a meal on the air, pausing only for the commercials and phone chats with fem listeners to trade recipes and discuss mutual food problems. Presumably, only item missing from Benson's typical housewife kitchen set-up is a radio blaring out the usual soap opera.

Coolley Is Off, Ray-Finch to Get CBS Shift

NEW YORK, Sept. 15.—The Columbia Broadcasting System this week decided to drop Spade Coolley and Rayburn and Finch on radio shortly. Coolley is on Fridays 8-9 p.m. and the disk jockeys follow for an hour afterward.

CBS Radio, however, has not given up on Rayburn and Finch, and will put them into the first open-hour slot that appears. Coolley does not fit into the new two-hour block of music (see separate story) being blueprinted for Friday evenings by CBS.

WBAL Plea Nixed by FCC

WASHINGTON, Sept. 15.—The Federal Communications Commission this week denied a petition of newsmen Drew Pearson, Robert S. Allen and other stockholders in the Public Service Radio Corporation for reconsideration of an FCC order continuing Hearst Radio, Inc.'s operation of WBAL in Baltimore, and denying Public Service's application for the WBAL facilities.

In answer to Public Service's statement that the facilities should have gone to them to assure diversification of the media of mass communications, the FCC said Public Service was "attempting to strip the commission in its consideration of the relative importance" of all facts and considerations.

Another Look

Brief criticism and comment re TV shows previously reviewed in detail

Hawkins Falls, Pop. 6,200

Monday (3), 4-4:15 p.m. CDT, on NBC network from Chicago

The producers of this show don't like the words "soap opera," and insist that *Hawkins Falls* is a novel for television. But on the session watched there was action about a woman trying to get a divorce, and there was a lively scene which included a murder confession and a murdered man's son attacking the killer. Any resemblance to soap operas is more than coincidental.

This isn't necessarily a derogatory comment. There was no hint on this show of the banality and over-emphasis on sex that is characteristic of radio soaps. But the dramatics were a far cry from the frothy little semi-musical from which *Hawkins Falls* grew. The show began as a musical summer replacement, and has gradually evolved into its present hyped housewives' weeper.

Two factors gave the show strength. One was the devotion to detail. The set for the old judge's chamber was about perfect, right down to the spittoon. Equal care was given in the casting. Chicago does not have the reservoir of actors that can be found on both Coasts, but Producer Ben Park manages to find completely authentic characters, and on the show reviewed there was no evidence of any absence of acting skill.

Two live commercials of kitchen demonstrations of soap products were used on each end of the show. Jack Mabley.

Walt's Workshop

Reviewed Friday (7), 7:30-8 p.m., CDT via WNBQ, Chicago.

Walt's Workshop is an excellent example of a sponsor building a show with a complete disregard for ratings and aiming at a specific market. Particularly unusual about this show is that it occupies a top time period—7:30-8—on a top network station.

The program is going into its third year with the format unchanged. It is simply a home basement workshop. The sponsor is Hines Lumber Company, a large chain of Chicago lumber yards. Walt Durbahn, an excellent craftsman who has been teaching woodworking and shop in suburban Highland Park High School for years, runs the show. Durbahn is patient and friendly and has the knack, gained over years of teaching, of making himself clear. He is never condescending.

He spends the entire half hour working with the sponsor's products, and in a sense the show is a 30-minute commercial. However, if such is the case, TV needs more 30-minute commercials.

On the show reviewed, Durbahn moved out of the basement and onto the roof to demonstrate how to lay wood and asphalt shingles. A realistic set was built, giving the impression that he really was on a roof in the outdoors. He demonstrated by doing.

The show is a natural for home craftsmen of any kind—or in another sense, for any potential customer of Hines Lumber Company. It is completely lost on women and non-craftsmen, but that is of little concern to Hines. Jack Mabley.

Another Listen

Brief criticism and comment re radio shows previously reviewed in detail

Newsstand Theater

(ABC, Thursday (13), 8-8:30 p.m., EDT)

This ABC sustainer, which adapts half hours of drama from selected mag yarns, came up with a particularly timely one this week. It was a grimly rugged, tragic tale of G.I.'s and their baptism under fire, called *Greater Love*. James Jones, author of the best seller *From Here to Eternity*, wrote it for *Collier's*. Having read the published yarn, a reporter can attest that it was splendidly integrated for air listening.

It is fare that doesn't make pleasant hearing, but it is the sort of thing that should bring home to many a smug listener a grim vignette of what's happening right now on the other side of the Pacific. If it rams home the fact that there's really a war on and that calling it a police action doesn't matter to the guy who has to walk into mortar fire—then *Newsstand Theater* is performing a public service. Of course, Jones' premise of a company clerk, who bulled his way into combat in order to protect his younger brother, related to the last war. But it could just as well be laid currently in Korea.

Bernard Dougall did an excellent job of dramatization, particularly in the mounting excitement of the battle sequence, keeping sentiment to a minimum to hold rigidly to the rugged story line. The result, directed with intelligence, and playing of the all-male cast, consisting of Ross Martin, William Kemp, John Harvey, Dick Coogan, Jack Edwards, Walter Block and Joe Helgersen, had a sock G.I. flavor. Bob Francis.

Invitation to Learning

Sunday (9), 11:30-12 a.m. EDT, on Columbia Broadcasting System.

Invitation to Learning has long been one of radio's towers of educational strength, a program which educates while it stimulates. It is a perfect way for those among the broadcasting audience who desire to have some knowledge of the classics the easy way—learn them orally.

The classic under discussion, particularly timely because of its imminent bow on Broadway shortly, was Bernard Shaw's *St. Joan*, considered by many his finest play. In addition to Lyman Bryson, the moderator, Margaret Webster, the director of the play, and noted critic, John Mason Brown, were on hand to illumine the work.

The three, who were substantially in agreement, made some interesting points. They said that the play was the first literary material that treated the Saint in a realistic manner; that discussed the role of the church sympathetically; that, in spite of Shaw's caustic manner toward people, the script illustrated his abiding faith in mankind. They also contended that the much-disagreed about epilog was vitally necessary to the play to make a vital point.

Bryson, as usual, was informative. Both Miss Webster, and Brown, a repeated visitor to the program, were good choices. Leon Morse.

Berlin Salute

Continued from page 3

of the Number One fem songwriters, and her slit-skirt, hip-tossing personality bit as she did a torrid *Heat Wave* was an exhilarating surprise.

Margaret Truman, in a dress which unfortunately made her look more like Bess, finalized *God Bless America*, abetted (and just about in time) by a big choral group. Miss Truman is such an obviously sweet and fine person, it would be wonderful if she would improve as a singer. It is unpleasant to report, she doesn't seem to. Berlin himself contributed a good, voiceless vocal on *Get Up in the Morning*.

While not in a class with the Hammerstein presentation on *Toast of the Town*, the Berlin show stood up as solid, warm entertainment. Red Cross commercials were good, but the feet wearing the shoes didn't look particularly attractive, strangely enough.

Don and Fran

Continued from page 3

watching her, and listening to her artful phrasing.

Romona Lang contributes a couple of nice dance spots. An audience participation gimmick is worked in. Latter spot might be improved by more adept set of questions for competitors to answer. Guests are interviewed on the show, too, and here, as in all such situations, huge hunks of the show stand or fall on the quality of the guests brought in. Carmel Meyers, for example, was an outstanding selection, actually the high spot of the show with a couple of lullabies, and a chuckle-some interview with Ameche. A Veterans' Administration worker, strictly non-pro, on the other hand was a poor show spot, despite the boy's sincerity and fine record.

A little daily dramatic skit, tagged *The Young Couple Next Door*, with excellent performances by Jack Lemmon and Cynthia Stone, figures to build into a good, daily spot. This, however, will depend largely on Howard Rodman's scripting. Episode caught was only so-so.

All in all, A & L should be a daytime leader.

Paley Coming Back to CBS

NEW YORK, Sept. 15.—William S. Paley chairman of the board of the Columbia Broadcasting System, is expected to return to an active part in the web's broadcasting operations at the beginning of 1952.

He is now on leave from the company to assist Stuart Symington, head of the War Materials Stabilization Board in Washington, but will move out shortly.

Agency Shift May Up Mac Airings

NEW YORK, Sept. 15.—The MacGregor Sportswear account this week shifted from the Hirsch-Garfield Agency to the Grey Agency.

The move may mean a greater reliance on radio and TV for MacGregor, whose broadcasting activity has been limited.

TV Powerful

Continued from page 1

the editorial opinion of the nation's newspapers. Hereafter, the democratic ideal will be more nearly achieved for voters will see and hear the candidates and weigh their arguments and reach their own conclusions, before the American press can state its editorial stand.

Second only to meeting the voter personally, TV's airing of men and issues will be the most potent support getter. Candidates will no longer be mere names in a paper, but according to the governor, will take three-dimensional form as individuals who come into each voter's home to plead his case and ask his support.

Warren cited as a notable example of TV's power Secretary of State Dean Acheson's surge in popularity following last week's San Francisco Japanese peace treaty conference. He admitted Acheson did a commendable job, and said no criticism from the press will change the home viewer's mind on that point. The political phony, Warren feels, will wilt in TV's glare, for viewers will be able to discern between sincerity and fourflushing.

Should the occasion arise, Warren indicated, he'd be a strong user of the tele medium. He currently regularly appears on shows both on Hollywood's KECA-TV and San Francisco's KGO-TV (both American Broadcasting Company stations).

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WE DELIVER WHAT WE ADVERTISE

Music Custom-Tailored To TV Wrapped by Pubs

First Book of Kind Adapts 44 Tunes; BMI, Peer, 12 Others in New Venture

• Continued from page 1

publication of *Sketch Book* contains a number of interesting facets and sets the pattern for other BMI-publisher joint exploitation ventures of this kind. Here are some of the provisions.

(1) The book is not for sale; (2) It will be distributed to stations, advertisers, agencies; (3) Acceptance or rejection of scripts is the prerogative of Peer and Selvin; (4) Each song bears the copyright imprint of the publisher; (5) The TV dramatic rights to the songs remain in toto with Peer; the scripts, however, come under the BMI blanket license; (6) All new lyrics and parodies which may be written into a script for

purposes of production become the property of the publisher.

BMI, thus far, has reserved the editorial right to have final say on which tunes go into the book. That is, a publisher may wish to participate but his tunes must meet BMI's approval.

BMI, incidentally, had three field men make a spot check of TV stations in Cleveland, Cincinnati, Chicago, Detroit, New York, Oklahoma City, Atlanta and Miami. Polled were program directors, producers and artists. Uniform agreement on the need for this type of exploitation was noted.

Sketch book is edited and compiled by BMI's Henry M. Katzman,

who about three years ago prepared *Recorded Bridges, Moods and Interludes* for BMI.

Tunes included in *Sketch Book* are *Adios, Amapola, Brazil, Candy Kisses, Chattanooga Shoe Shine Boy, Cool Water, Cornbelt Symphony, Cry of the Wild Goose, Daddy, Dear Mom, Deep in the Heart of Texas, For Sentimental Reasons, Frosty the Snowman, Green Eyes, Have I Told You Lately That I Love You, Hawaiian Sunset, It's a Big, Wide Wonderful World, It's a Delight to Be Married, Jealous Heart, Jungle Drums, Lazy River, Marcheta, Mexicali Rose, Mother Was a Lady, Open the Door Richard, Paper Doll, Parade of the Wooden Soldiers, Peanut Vendor, Pistol Packin' Mama, Play Fiddle Play, Rag Mop, Similau, Sonny the Bunny, Smoke, Smoke, Smoke, Tennessee Waltz, The Things I Love, Tico Tico, Twilight Time, Wanderin', The Wise Old Owl, You Are My Sunshine, You Belong to My Heart, You're All I Want for Christmas and You're Breaking My Heart.*

Future editions will depend upon reaction to the initial job.

Pubbers Faced With 4-8% Print Cost Hike

NEW YORK, Sept. 15.—A hike in printing costs, roughly estimated at between 4 and 8 per cent, is being tossed into the laps of the music publishers. The action followed a meeting this week of Music Printers and Allied Trades Association, trade org which had been making a study of rising production costs.

Upshot of the meeting was indicated by executive secretary Gil Clappin, who stated: "The music printers committee, after a careful study of rising costs of labor, paper, etc., which was constantly absorbed by the printers during 1951, decided that advances in printing prices are mandatory."

Some printers, it was stated, have upped their schedules on

certain items, and others will follow shortly. Some printers, according to Clappin, have an escalator clause already operating with certain publishers, this clause providing for price fluctuations based on the price index issued by the Department of Labor quarterly. Other printers will be guided in their new prices by the cost accounting figures in their respective departments.

Increase in paper costs became effective during August when the Office of Price Stabilization permitted the paper mills to raise rates from .55 to 75 cents per hundredweight. A rise in freight rates, varying from 6 to 9 per cent, became effective recently. Printers were also recently faced with a cost-of-living boost granted to the lithographers.

Champ Socks Pair of Disks

NEW YORK, Sept. 15.—Heavyweight Champion Jersey Joe Walcott became a recording artist this week. Walcott, whose religious nature has been publicized and who has just concluded a tour of churches and community centers, made a pair of recorded recitations for the Decca diskery this week. His readings will be mated with the gospel singing of Marie Knight and will be issued in the next few weeks.

Another unusual aspect of this recording session was that the organ background was played by Jessie Crawford Leeds, daughter of well-known organist Jesse Crawford. This date marked her initial effort on professional wax. The date was produced and supervised by Leonard Joy, who heads Decca's religious department.

BMI PROMOTION HEAVY 80 LBS.

NEW YORK, Sept. 15.—The adjacent story details the latest tune exploitation device engineered by Broadcast Music, Inc., and a dozen affiliated publishers. In connection with BMI's merchandising of music, it's interesting to note the vast amount of promotional material it prepares and distributes. When a TV station debuts, BMI sends along a package weighing some 80 pounds, containing record indices, song indices, pop and classical pin-up sheets, continuities with musical cues, two-key special arrangements and whatnot. This is followed by frequent additions. It's probably the most consistent music merchandising job in the business.

OPS to Begin Disk Hearings

NEW YORK, Sept. 15.—The Office of Price Stabilization has invited a committee of disk execs to participate in an advisory capacity in hearings scheduled to begin in Washington Monday (24), preparatory to forming a decision on the industry's brief seeking exemption from regulations of the price freeze and other restrictions of the agency.

The OPS formed the committee itself by forwarding individual invitations to the reps of the major diskers who signed the original petition. The invitation specified that only the individual invited can participate and that alternates will not be acceptable.

SPA May Force Return of Morris Copyrights to Cleffers, Pubbers

Hold-Out Against Audit Could Result in Retaliatory Action

By JERRY WEXLER

NEW YORK, Sept. 15.—Following an acrimonious meeting this week between a Songwriters Protective Association committee and Lee Eastman, appearing as attorney for publisher E. H. (Buddy) Morris, the refusal of Morris to permit SPA auditors Eddie Traubner and Dave Blau to audit their books has now reached the last ditch stage.

The next move is up to SPA,

which has scheduled a council meeting for Wednesday (19) to define a course of action.

That action, as provided for in both the 1947 basic agreement between SPA and publishers and the SPA writer contract form, augurs to be an SPA demand on Morris that he return to the writers all tunes under the SPA 1947 contract.

Paragraph 12 of the songwriter contract stipulates that within 60

EDITORIAL

Let's Work at It!

An industry beset with factionalism and lacking centralized direction can never realize its full potential. Such a one is the disk industry. It is, and fortunately so, sharply competitive and happily, a striking combination of commercialism and art. Its personnel, it is admitted, are imaginative in their thinking and fired with enthusiasm and enterprise.

But there's been an unfortunate lack. This industry, which holds within itself so much talent on the business and creative levels, has never had the benefit of centralized direction. Never have the various segments been farsighted enough to take into consideration the necessity, or advisability, of working for common goals, of realizing ends which would prove a boon to all rather than to any individual company.

Such a unification of purpose is

now within reach. It is made possible by the creation of the Record Industry Association of America (see separate story). Milton Rackmil, Glenn Wallichs and Frank Walker, respectively chiefs of Decca, Capitol and MGM, deserve a bow for taking the initiative to start the ball rolling. What happens from here on in is strictly up to the diskery execs. Much good on many levels could be accomplished. On the other hand, a refusal to discard petty jealousies will reduce the organization to impotence.

The mood in which *The Billboard* states the above position is one of utmost seriousness. The vista is great and there's much to gain by giving the organization an honest chance. Such an effort will involve no diminution of individual initiative or aggressiveness by any one company.

New Disk Trade Org To Swing Into Action

Victor, Columbia and Mercury Expected To Enter Soon; Preliminary Plan Drafted

NEW YORK, Sept. 15.—The newly formed Record Industry Association of America will swing into action in the next week or 10 days. First step that the association will take will be to extend an open invitation to all record manufacturers to join and participate in shaping the association. Hub of the set-up at this point revolves around the Decca, Capitol and MGM diskeries, but it is expected that by the time the first meeting takes place RCA Victor, Columbia and Mercury will be in the fold.

The association has been a long time in the making. Decca Prexy

Milton Rackmill was the spark-plug in stirring the organization. He has been meeting informally with other diskery execs for more than six months to get the association rolling. The association idea is patterned after other industrial groups and is designed to resolve problems confronting the industry as a whole, as well as to discuss and develop ideas of an institutional nature. The disk industry has never before had such an association. Several previous attempts to build such a group have been unsuccessful.

Primary matters of a community (Continued on page 20)

Cugat's Combo Set For European Jaunt

CHICAGO, Sept. 15.—Xavier Cugat make his first European tour with his band February 16, when the 25-man troupe flies to Paris to start an extended junket thru the Continent. Cugat, who previously had worked in Europe, but as a concert violin soloist, opens a four-week engagement at Sal Player Concert Hall there.

Following the Paris date, he does two weeks at the Teatro Nacional, Lisbon, Portugal, two weeks at the Milan Opera House, Rome, two weeks at Bethoven Saal, Zurich, Switzerland, and then 25 one-nighters thru Spain, playing bullfight rings. Cugat is getting \$12,000 per week for the European location dates. His work will work strictly a concert trick, doing two shows per day in the four music halls. Cugat is getting 50-50 from

the first dollar on his one-nighter series thru Spain. Capacities of the bull-rings, he said, vary from 18,000 to 40,000. His European deals were set by various offices and promoters in those countries.

Rejects London Offer

Because of his European junket, Cugat was forced to turn down a three-month offer to work the London Palladium late this year. However, he expects to work England. (Continued on page 20)

Columbia Sets Divisional Sales Managers

NEW YORK, Sept. 15.—Columbia Records this week re-aligned its sales structure, creating four divisional posts as a new echelon over the 11 regional sales districts. The newly appointed divisional managers, each promoted from a district managership, are:

Terry Southard, formerly district manager for greater New York and New Jersey, will supervise those areas as well as New England and upstate New York.

Bill O'Boyle, formerly district manager for the Philadelphia-Pittsburgh-Baltimore territories. He will supervise the middle Atlantic area and the Southeast, including Florida, Georgia, Alabama and the Carolinas.

Bill Neilsen, district manager (Continued on page 20)

TAKE BUT ONE MINUTE, PLEASE...

Help yourself and The Billboard by filling in the coupon on

FACE 57

Terps Hold to 1950 Budgets; Any Hikes in Ork Dough Small

CHICAGO, Sept. 15.—Early reports from major location band outlets thru the Midwest and South indicate that band buyers will pretty much adhere to the 1950 fall policy or that they will drop their budgets. There is little to show that any of the ops will raise budgets greatly.

Bill Karzas, op of the important Aragon and Trianon ballrooms here, said that he is seeking new young orks to promote in his ballrooms. Karzas pointed out that three of his ballrooms' longtime

stalwarts, Lawrence Welk, who is staying on the Coast indefinitely; Eddy Howard, who broke up his ork, and Dick Jurgens, who became father of a son this week and intends to work on the Coast for some time, will not be as readily available as in previous years.

As a result, he intends to follow Paul Neighbors' ork, in its first stay at the Aragon currently, with Griff Williams' ork October 9. Williams takes the spot originally assigned to Teddy Phillips, who was forced to ask Karzas for a cancellation of his October pact so that Phillips could make October and November dates at the Statler hotels in Buffalo and Washington. Ray Pearl starts at least a six-week stay at the Aragon November 6. Following Leo Pieper, currently at the Trianon, Chuck Foster opens six weeks at the South Side dance palace October 2, with an open date until December 25, at which time Foster starts another engagement.

Karzas said that he has found a

shortage of danceable bands, and as a result, he is giving leaders, like Pieper, Pearl and Foster quick return dates of longer duration than the terperies previously booked. Karzas said that the ballrooms are finding that attendance does not fall off if bands are kept in over four weeks, as was formerly the practice.

The Edgewater Beach Hotel, it's reported, is seeking name attractions, with emphasis on top-budget acts, for the fall. If the right band comes along, the North Side hotelery will pick up a hefty tab. Xavier Cugat is set for four weeks, opening December 26 at the spot.

The Martinique, according to Tony Desantis, will continue to play semi-name orks during the winter, but Desantis is considering some kind of floorshow innovation to supplement the band fare. The Mayfair Room of the Hotel Blackstone reopens after the summer hiatus with Leo Reisman's ork, which is the highest budget ork on

(Continued on page 48)

ASCAP COAST FEED OCT. 3

HOLLYWOOD, Sept. 15.—American Society of Composers, Authors and Publishers' bi-annual membership dinner meeting is set for October 3 at the Beverly Hills Hotel.

Arrangements were made by ASCAP Coast liaison L. Wolfe Gilbert, who left this week (14) for New York to take part in a conclave which will discuss the disbursement of funds to members. Meet was called by Otto Harbach when H. J. Lengsfelder received 15 per cent of the membership vote necessary to present his plan before an ASCAP group.

Hubbard Exits "Club"; Disks Losing Flack

CHICAGO, Sept. 15.—Record promotion will lose its biggest one-show job October 6, when Eddie Hubbard ankles his ABC Club Show, 10-11 p.m., CDST, over WIND here to start as a free-lancer.

Hubbard has emceed the Chesterfield-bankrolled one-hour slot for the past five-and-a-half years. Show is the longest continuous d.j. shot in the city with same bank-roller and was rated tops by disk distributors when it came to a disk plug. Les Atlass Jr., of WIND, told *The Billboard* that the station is dickering with Chesterfield to continue the seg, but nothing definite will be known until next week.

Hubbard's departure marks the demise of the last of eight d.j. shows, which Chesterfield started across the country in 1946. Hubbard and his frau, the former Jackie Smith, who originally headed d.j. promotion for Mercury, are working an across-the-board one-hour d.j. shot from the Shangri La, Loop, nitery. The Hubbards plan to free-lance on d.j. shots and have a TV show, currently being peddled by WGN-TV here.

Latest addition to the d.j. picture here is Jack Eigen, who replaced Ernie Simon as emcee of an hour-long show from Chez Paree here. Eigen formerly worked the mike chatter at the Copacabana, New York. Simon is leaving for New York for duty at WOR and WOR-TV.

Pop, Education Music Sheets Take Upturn

NEW YORK, Sept. 15.—Sheet music sales took a sharp upturn this week on both the pop and educational levels, with the fall outlook very good, according to a leading jobber. On the educational level, far-reaching promotion, started many years ago and aimed at making music a part of the educational curriculum of schools, is now paying off. In the pop field, the upswing is not only noticeable on hits, but on a number of the newer numbers.

Orchestrations constitute the chief weak spot in the sheet music picture. The low sales on this item are directly traceable to the changes in the music business. In earlier years bands played a major part in song exploitation. This is no longer true and in the case of large bands the organization carries its own arrangers. Today the tunes are made by plugging via disks, radio and TV. To many publishers, however, orchestrations traditionally represent one of the important phases of sheet music income.

Small Combo Being Built By Teagarden

HOLLYWOOD, Sept. 15.—Jack Teagarden left the Louis Armstrong Sextet and will form a six or seven-piece combo. Original plans were for Teagarden to mold a family group. However, only clan in the band at present are Charlie and Norma Teagarden. Others being considered are Nick Pellico and Rico Vallesse. Trombone virtuoso returned to his North Hollywood home Monday (10) and is currently huddling with Joe Glaser's Associated Booking Corporation which will book the group.

It has been four years since Teagarden fronted a band, a small combo which came out of his large band. He left Satchmo to go on his own with what he terms "a more commercial band." Big T is lining up arrangers Dick Carey and Bob McCracken and negotiating for a fem thrush. ABC is seeking local break-in dates with the extent of the ork's bookings to stretch up and down the Coast.

Teagarden has recorded with practically all the top jazz groups, leaving behind such memorable djskings as Basin St. Blues and St. James Infirmary.

Noro Morales To Columbia

NEW YORK, Sept. 15.—George Avakian, a & R international topper for Columbia Records, this week announced the signing of Noro Morales to a term pact. An LP featuring Morales' piano and rhythm section has been scheduled for early release, and singles with rhythm and full band will appear on the pop as well as the international label.

Avakian, who has completed the Bessie Smith "story" LP's as a follow-up to the Louis Armstrong "story" set, leaves for Europe Tuesday (25) on the Liberte with his wife, Anahid Ajemian, concert violinist. She and her sister, Maro, a pianist, will make 22 appearances abroad.

ASCAP Rating Plan Draws Pub's Gripe

Simon Kicks Vs. Availability System, Seniority in Seeking Melrose Boost

NEW YORK, Sept. 15.—The publisher classification committee of the American Society of Composers, Authors and Publishers was confronted with a provocative criticism of the Society's availability and seniority systems at a classification meeting this week, when publisher George Simon appeared to plead his case for a rating boost.

Simon's point, which reportedly gave the committee pause, was that no fair provisions exist for seniority and availability rating for standard songs which are transferred from a large catalog to a smaller one. His complaint involves a number of songs out of the old Melrose catalog, including *Someday Sweetheart*, *Muskrat Ramble*, *That's a Plenty*, and other jazz standards and college songs.

Simon, who had bought the catalog from the Melrose brothers, sold it in 1940 to Buddy Morris. It was incorporated into the Morris holdings, with stock going to Simon as part of the purchase price. In 1946, Simon severed connections with the Morris organization, the settlement giving him a number of songs, including the titles listed above. Upon applying for an ASCAP rating, he was given 25 points availability. He computed that the bloc of tunes, based on a statistical analysis, should have been rated at 8 per cent of the Morris holdings, a figure which would give him 180 points.

Availability being a subjective matter, the board contended that

Anthony Ork To Ask \$1.50 Minimum Gate

HOLLYWOOD, Sept. 15.—Fred Benson, Ray Anthony's manager, will advise ballroom ops, promoters and the like that at the conclusion of the orkster's Northwest tour (*The Billboard*, September 15) all ballroom admissions must be at least \$1.50, including tax. Previous box office tabs were as low as \$1, including tax. Anthony, winner of the recent *Billboard* Annual Disk Jockey Poll for top band of the year honors, has had difficulty in some sections where the admission was low, with ops making a profit on extra moola charged for booths within the terperies. Benson will also seek contractual ways to keep ops from just breaking even on the door while getting well on indoor gimmicks.

One Midwest op barely managed to pay Anthony his guarantee, but by charging \$1 a booth, hit close to \$1,300 profit. So on dates where it seems all parties broke even, actually the ops showed hefty returns.

Recent solid showings of name orks throughout the East, bringing to

(Continued on page 48)

its estimate of 25 points was as accurate as Simon's estimate of 180. The seniority argument, however, had no such subjective aspects. A firm does not begin to rate seniority in ASCAP until the day it becomes a member of the Society. Simon's tunes, therefore, lost whatever seniority they had been worth in the Morris catalog, and no provision in the ASCAP by-laws covered the situation.

Simon pointed out to the board that when he took the songs back, the deal was in essence a purchase, and that in buying the songs he wasn't getting what he had paid for them when ASCAP stripped them of seniority and most of their availability.

Since then, his availability has been raised to 100 on the songs in

(Continued on page 49)

BLONDES SHOULD PREFER—

Little Learning a Hazard For Her Wearing a Brassard

NEW YORK, Sept. 15.—*The Billboard* is not given to running promotional blurbs (at least we like to believe that this is so) but the home office was in receipt of quite an exceptional bit of propaganda which, it was felt, deserved a general airing for the benefit of the industrial funnybone.

This piece was the brainchild of George Dale, Columbia Records' pop department copy writer and delves with devilish delight into the first pop recording made by Carol Channing in the language she has become noted for as the No. 1 Blonde from *Gentlemen Prefer Blondes*, the musical hit which hits

the road next week after a lengthy New York run. The blurb, worthy of Anita Loos herself, follows:

"I always think that when an artiste in a well-known musicale like *Gentlemen Prefer Blondes* gets ready to go on the road, she should leave something behind her so that her gentlemen friends do not forget to keep her in mind. Because really—there is nothing a girl should not do to make everyone cheerful. So when Mr. Miller spoke to me about making some records for the Columbian Record Company I thought it was a very good idea and went right down to the recording studio.

"Mr Miller was very kind and

(Continued on page 48)

TV-PHONO MERCHANDISING

New Lines, Developments, Old Shortages Stir Industry

NEW YORK, Sept. 15.—Much activity on the TV manufacturing and production level this week with announcements of new lines, new developments and shortages. Apropos the latter, the Radio-Television Manufacturers Association stated the receiving tube industry faces a sharp cut-back unless the National Production Authority grants relief from present nickel allocation policies. Should this relief not be forthcoming, RTMA stated that manufacturers will be forced to cut production by mid-October. Manufacturers have resorted to intensive measures to reduce the industry's use of nickel, "but further substitution and conservation measures can scarcely be expected to achieve substantial further re-

H'w'd Terperies On Remote Kick To Hypo Trade

HOLLYWOOD, Sept. 15.—This town's leading pop terperies, the Palladium and Aragon, in a drive to hypo and maintain business, have skedded a flock of air remotes. Palladium, currently featuring Ray Anthony's ork, winner of *The Billboard's* recent annual disk jockey poll for the most popular band of the year, has four coast to coast shows on National Broadcasting Company and local segs on NBC and KMPC.

Palladium's net shows are Tuesday, Thursday and Sunday in the 9:30-10 p.m. slot with a Marine Corps recruiting broadcast during the week. Five nights a week NBC carries a local show from 11-11:30 p.m., with Johnny Grant's *Platter-Patter* show from the ballroom's lobby, midnight-1 a.m.

Aragon this month inked a Columbia Broadcasting System contract for Lawrence Welk, who went into the ocean dancery in August for six months. Sunday, 9:30-10 p.m., Welk is carried on the transcontinental web, Pacific net beams Welk Wednesdays and Thursdays from 10:30-11 p.m., while the local CBS outlet, KNX, has the orkster Sunday, 10:30-11 p.m., and Saturday, 11:15-11:45 p.m. On Saturday, 10:30-11 p.m., the Coast net picks up the show in addition to the radio time. KNBH telecast a half hour on Wednesday. Welk is on KTLA Fridays.

Bennett May Do 'L. A.' Score

HOLLYWOOD, Sept. 15.—Stock in the upcoming musical *My L. A.*, got a hefty hypo this week when it was learned that show's producers and composers were negotiating with Robert Russell Bennett to arrange the score. Bennett is currently in the East concluding work on *Three Wishes for Jamie* and is expected to be free in two weeks. Also mentioned as arrangers are Don Walker and Ted Royal.

Chappell Music, which will publish the score, is waiting for an opening date before kicking off exploitation. At present there are 11 tunes in the score with an additional four in the works. Top ditties include the title song, *Native Son*, *Our Little Grey Home in the Red*, *Twist My Arm*, *The Bit Player Polka*, *Farmers' Market Hoedown*, *You Haven't Lived Till*

(Continued on page 48)

McConkey Inks Henry Busse

CHICAGO, Sept. 15.—McConkey Artists' Corporation, which has been making a concerted bid to grab name attractions for its expanding band roster, this week came up with its biggest catch in Henry Busse's band. Bill Black, of the MAC location department, arranged the switch of Busse, for

(Continued on page 48)

FORECAST

THE SWEETHEART WALTZ
by
Don Cherry and Camarata
27755*

DECCA DATA

YOUR WEEKLY RECORD GUIDE

★★★★★

FLASH!

"Sweeping the Popular,
Sepia, and Country Markets"
PEACE IN THE VALLEY
by Red Foley
14573*

AMERICA'S FASTEST SELLING RECORDS

THIS WEEK'S BEST SELLERS

Your guide to the top records based on actual sales

COUNTRY

PEACE IN THE VALLEY Where Could I Go But To The Lord Red Foley	14573*
HEY LA LA Precious Little Baby Ernest Tubbs	46338*
I'M WITH A CROWD BUT SO ALONE ROSE OF THE MOUNTAIN Ernest Tubbs	46343*
STEAL AWAY Just A Closer Walk With Thee Red Foley	14505*
JESUS AND THE ATHEIST The Weapon Of Prayer Red Foley	46357*
MEMORIES OF MOCKING BIRD HILL Ball And Chain Boogie Mervin Shinar	46345*
ROTATION BLUES Lonesome Truck Drivers Blues Bill Monroe	46344*
COCK-A-DOODLE DOO SUGARFOOT RAG SQUARE DANCE Red Foley	46349*
SHOULD I COME BACK I'VE BEEN LONESOME BEFORE Johnny Holmes	46346*
IF A BEER BOTTLE HAD A NIPPLE ON IT You're Getting Too Old Charlie Adams	46335*

SEPIA

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

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

DECCA "BEST BETS"

Your guide to the hits of tomorrow based on actual sales

POPULAR

POSITION LAST WEEK	POSITION THIS WEEK	ARTIST	RECORD NUMBER
2.	1.	Sweetheart Of Yesterday Mary Rose Guy Lombardo	27719*
3.	2.	While You Danced, Danced, Danced Everlasting Gordon Jenkins	27712*
4.	3.	Whispering Song Of The Bayou Gordon Jenkins	27585*
8.	4.	Hold Me—Hold Me—Hold Me I Wish I Wuz Gloria De Haven and Guy Lombardo	27741*
6.	5.	Belle, Belle, My Liberty Belle Cara Cara Bella Bella Don Cherry and Sonny Burke	27717*
10.	6.	I Don't Stand A Ghost Of A Chance With You I'm Lucky I Have You Ink Spots	27742*
9.	7.	Clarinet Polka Hot Guitar Polka George Barnes	27706*
12.	8.	And So To Sleep Again Long Ago Dick Haymes	27731*
14.	9.	Got Her Off My Hands I Ran All The Way Home Mills Brothers	27762*
15.	10.	Tennessee Blues Cold, Cold Heart Eileen Wilson	27761*
—	11.	Love Is Such A Cheat Lying In The Hay Andrews Sisters	27760*
—	12.	Sin The Love Of A Gypsy Arthur Prysock	27769*
—	13.	Dreamy Melody Darling, How Could You Jerry Gray	27756*
—	14.	I Will Never Change The Sweetheart Waltz Camarata and Don Cherry	27755*
—	15.	Maybe It's Because While We're Young Camarata and Don Cherry	27725*

COUNTRY

1.	1.	I'll Meet You In Church Sunday Morning Get Down On Your Knees And Pray Bill Monroe	46351*
2.	2.	Down Yonder Horse Hair Boogie Spade Cooley	46355*
3.	3.	Cherokee Boogie I Wish I'd Never Seen Sunshine Jimmie Davis	46356*
4.	4.	Tennessee Blues Sixty Minute Man Hardrock Gunter and Roberta Lee	46363*
5.	5.	Dimples Or Dumplin's My Baby Buckaroo Les "Carrot Top" Anderson	46352*
—	6.	Down Yonder Margie Harold Carmack	46362*

SEPIA

1.	1.	Blue Velvet The Morningside Of The Mountain Arthur Prysock	27722*
2.	2.	The Glory Of Love You And I The Skylarks	48241*
3.	3.	What's Mine Is Mine I Still Love You, Baby The Ray-O-Vacs	48234*
—	4.	Cherokee Boogie Hobo Boogie Joey Thomas	48236*

*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

POPULAR

KISSES SWEETER THAN WINE When The Saints Go Marching In The Weavers	27670*
BECAUSE OF YOU Out O' Breath Gloria De Haven and Guy Lombardo	27666*
PEACE IN THE VALLEY Where Could I Go But To The Lord Red Foley	14573*
ON TOP OF OLD SHOOKY Across The Wide Missouri Red Foley	27515*
BALLIN' THE JACK On The Riviera Danny Kaye	27597*
SWEET VIOLETS Lonely Little Robin Jana Turcy	27668*
VANITY Powder Blue Don Cherry	27618*
I WANT TO BE WITH YOU ALWAYS Safins And Lace Andrews Sisters and Red Foley	27609*
VALENTINO TANGO El Choclo The Castilians	27511*
SMOOTH SAILING Love You Madly Ella Fitzgerald	27693*
BLACK STRAP MOLASSES How D'Ya Do And Shake Hands Danny Kaye • Jimmy Durante Jana Wyman • Groucho Marx	27748*
I GET IDEAS A Kiss To Build A Dream On Louis Armstrong	27720*
IN THE COOL, COOL, COOL OF THE EVENING Mista Cristofa Colombo Bing Crosby and Jana Wyman	27678*
SING BONG BING Got Those Summer Blues Again Jana Turcy	27701*
LONGING FOR YOU Josephine Russ Morgan	27703*

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

NEW RELEASES—SINGLES

Daddy Carioca Andrews Sisters 27757*	March Of The Siamese Children The King And I Orchestra Shall We Dance? Gertrude Lawrence and Yul Brynner Both from Musical Production "The King And I" 27717*	If I Live A Thousand Years A Little Bit Of Heaven Clay Allen 46390*	Where Is Love I'm All Yours The Bell Hops 48219*
Flower Of Dawn My Love Tommy Dorsey and Victor Young 27759*	Rock All The Babies To Sleep George's Tavern Band Where Is The Rooster (Meow-Wa, Ba, Ba, Ko-Goo-Ta) 45151*	I Want You To Know That I Love You I'll Love You Till The Cows Come Home Lonnie Glasson 46361*	I Been 'Buked—I Been Scorned The Famous Blue Jay Singers of Birmingham, Alabama Jesus, Lover Of My Soul 48240*

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

DON CHERRY
sings
VANITY
and **POWDER BLUE**

Decca 27618 (78 RPM) and 9-27618 (45 RPM)



Wolff to Fill Gillett TV Slot As Y&R Veepee

NEW YORK, Sept. 15.—The addition of Nat Wolff as veepee in charge of TV production at Young & Rubicam this week brings to six the total number of vice presidents operating in the agency's radio and TV department. Other Y. & R. veepees and their areas of responsibilities are Everard Meade, heading the division; Dave Miller, business administration and contracts; Dave Levy, talent buyer; Joe Moran, general utility, and George Gribbin, newly appointed head of radio and TV commercials. The department is expected to have a manager shortly who will specialize in contact work.

This large accumulation of brass (most in any one agency's AM-TV operation) is another aspect of the revolution created by video in advertising. At the moment TV is the most important media to clients, and Y. & R. is strengthening its front line of defense. There is some speculation in the trade however, that one or more of the current Y. & R. veepees may head toward other pastures once the gears in the radio and TV department are functioning smoothly again.

Wolff, the new veepee is well-thought of in trade circles, though without TV experience. He will specialize however, in radio. He is expected to fill the gap left by Roland (L.D.) resignation.

White Pilots TD's Casino

HOLLYWOOD, Sept. 25.—Kyle Z. White this week became the new manager of Tommy Dorsey's Casino Gardens when Tom Cavanaugh exited the ocean dancery to handle operations of his own ballrooms in Philadelphia. White is negotiating to bring in Jerry Gray for September 28-29.

Gardens is currently operating on a Friday and Saturday sked and should business show drop at the terperly, a Saturday-only policy will be installed. Charlie Barnet, who was supposed to close tonight, may be held over another week-end if White cannot get an ork for the September 21 week-end.

Pandit Pasadena Gross Hits \$3,500

HOLLYWOOD, Sept. 15.—First commercial concert by pianist-organist Korla Pandit Thursday (13) drew 1,950 persons to Pasadena Civic Auditorium. Night's gross was a little better than \$3,500. Larry H. Mead, owner of Vita Records, which records Pandit, promoted the two-hour affair on a deal whereby Pandit got 60 per cent of the gross. Mead hopes to set up a similar concert in San Diego. However, a date has not been determined.

Program was split into six parts, *Grand Moghul Suite*, religious music, instrumental folk songs and classics, orchestral sounds and interpretations, Hindustani folk songs and adaptations and *Song of India*. Pandit was called back for three encores.

Pandit achieved local recognition during his Sunday hour tele show on KTLA. Following this he etched some sides for Vita. Unique factor is that Pandit plays with one hand and accompanies himself on the organ with the other.

Meyberg Promotes Paul R. Buehler

HOLLYWOOD, Sept. 15.—Paul R. Buehler this week was named veepee and general manager of the Northern California division of the Leo J. Meyberg Company, Victor distributors. Buehler will also handle the management of the company's San Francisco and Fresno branches and serve as administrative aid to company prexy, A. H. Meyer.

Buehler's position has been re-activated after several years. He was replaced at the local Meyberg branch by Lou Hough, now assistant to the general manager, George Oliver, ex-ad manager for Capitol Records, is the new ad and sales promotion chief.

FLORIDA'S APRIL AIN'T McCOY

NEW YORK, Sept. 15.—Charles Grean, Victor pop a.&r. head, this week received a clipping from *The Sarasota (Fla.) Herald Tribune* dated September 2 with a detailed feature story on a girl who was passing herself off around servicemen's centers and local niteries as April Stevens, calling herself "April the Torch Singer," and getting away with it. The young lady was quoted as having been on the Vaughn Monroe TV show, a singer with Guy Lombardo, and also avers that she wrote *I'll Remember April* and that the tune was "stolen" from her. Subsequently, the editor of the paper must have become suspicious, because he wired Grean an inquiry about the authenticity of the claim. Grean, of course, informed him that the real April Stevens hasn't been out of California for a year.

Larry Spier Exits Bourne, Goes on Own

NEW YORK, Sept. 15.—Larry Spier resigned this week as general manager of Bourne, Inc., to open up his own music publishing firm, Larry Spier, Inc., October 1. Spier's firm will have an American Society of Composers, Authors and Publishers affiliation and his offices will be located at 1650 Broadway.

One of the veterans of the music industry, having served as general professional manager for the Max Dreyfus firms for many years, this marks Spier's first venture into the business strictly on his own. Tho he will presently build a staff, he will have no partners in the business.

Steve Allen Writes Book

NEW YORK, Sept. 15.—Steve Allen, who has been signed to cut a piano album for Columbia Records, has written a book called *Fun With Music*, which is being published by Robbins Music of the Big Three group. The book features Allen's piano interpretations of standard tunes out of the Robbins catalog, plus materials for an amateur songwriting contest.

Material consists of a lyric and a melody; contestants will have the opportunity to submit a tune for the lyric and words for the melody. Winner in each division will get a standard songwriting contract, with a \$250 advance and a major recording.

The book will be extensively promoted by Robbins via radio, magazine and newspaper campaigns.

Adams Part Owner In Blue River Pub

HOLLYWOOD, Sept. 15.—Charlie Adams, long a promoter, publisher and manager in the Western field, this week became part owner in Harry Bluestone's Blue River pubbery. Adams will promote platters and tunes, placing any of his new songs, however, in Jim Kennedy's Vanguard Music in San Diego. Blue River, ASCAP has approximately 15 copyrights.

Adams will still maintain all interest in Ridgeway Music, in which he has a share with Pee Wee King and Redd Stewart. River's current plug is *I'll Never Love No One But You*, which will be followed by *Brush Fire* and *I'm Going Back to the Midwest*.

Besides River, Bluestone owns the Presto and Sheriton catalogs, which he kept following his split with Hal Blair (*The Billboard*, September 15).

Audio Industry Plans Convention, Nov. 1-3

NEW YORK, Sept. 15.—The audio industry will hold its third annual convention November 1 to 3 at the Hotel New Yorker. Several hundred equipment manufacturers are expected to participate. An estimated 15,000 engineers, students and audio enthusiasts are expected to attend.

DISKUSSION

WIP Show Airs Peps' Platter Talk

PHILADELPHIA, Sept. 15.—Promotion and publicity experts at the platter works get an opportunity to blow off all the steam on behalf of their respective waxes via a weekly Sunday afternoon *Let's Talk Music* radio show whipped together and moderated by Murray Arnold, WIP program chief. Using four record men each week, each tub thumper gets an opportunity to spin the choice cutting of his company and then try to convince the competition comprising the rest of the panel as well as the listening audience that the platter on display is the best yet.

For the opening show, which is cut in advance on tape just in case the platter or the chatter gets too hot, Arnold brought together Dave Ross (Columbia), Armand Di Sefano (Decca), Si Paul (Capitol) and John Signor (RCA Victor). After giving a listen as each disk is played, they give out with their frank opinion. And, adds, Arnold, with no holds barred.

Aladdin to Ink Hunter

HOLLYWOOD, Sept. 15.—Rhythm and blues orkster-warbler Ivory Joe Hunter has all but signed a disk contract with Coast r.&b. indie Aladdin Records. Fact, which is expected to be inked within the week, is for three years. Hunter waxed for MGM Records where he was billed as one of the label's top blues artists.

Reason for the switch is blamed on an alleged lack of interest on the part of MGM. Hunter's booking rep, Associated Booking Corporation, found that in many sections of the Coast Hunter platters had not been exploited, therefore making it difficult to book the orkster. ABC reportedly had a Canadian trek of eight dates lined up which were nixed when a Canadian promoter inquired and learned that no one had heard of Hunter.

Aladdin's Eddie Mesner, who confirmed the signing of Hunter, told *The Billboard* he had not decided whether a trio or larger combo will back Hunter. Diskery had been after Hunter's contract for several years and will set a disk session as soon as final okay on the papers is forthcoming. MGM's Coast chief, Jesse Kaye, is out of town and could not be contacted regarding the loss of Hunter.

San Antonio Ork Reports Schedule

SAN ANTONIO, Sept. 15.—The 1951-'52 San Antonio Symphony season, its 13th, is scheduled to open here at the Municipal Auditorium on November 3 with Victor Alessandro as musical director.

Soloists for the 20-week 15-concert season include Helen Traubel, who opens the season; Vladimir Horowitz; Arthur Fiedler and the Sadler's Wells Ballet.

One of the big musical undertakings of the season will be the presentation of Verdi's *Requiem* on December 8 in memory of Dr. Max Reiter, orchestra's founding conductor.

Austin Folk Publishing Firm Set Minus Moore

DETROIT, Sept. 15.—The Austin Music Company is being set up as an independent publishing firm by Roy and May M. Austin, following the split-up of the Austin-Moore Music Company, to specialize in the old-time dance and square dance field. The first items on their list are the *Good Morning Book* and *Keynote Schottische*, both written by the Austins.

The record end of the business has been taken over by Dick Moore, partner in the earlier firm, and will be marketed under the Early American Dances label. The backbone of the operation is a list of 20 numbers recorded some years ago and known as the Henry Ford Records, as the numbers were revived under the direct patronage of the late motor magnate and Mrs. Ford. The basic title to the records is still held by Greenfield Village, the Ford-sponsored Early American Museum at Dearborn.

THEM'S TRAMS, NOT SWORDS

PHILADELPHIA, Sept. 15.—Bernie Lowenthal, piano teacher here, took a busman's holiday with several of his students this week and went out to the Gloucester County Fair. He was standing with a crowd along the midway listening to some old-time jazz whipped up in crude fashion by a minstrel show band. An old Jersey gent looking on seemed to be having a gay time of it identifying the various instruments for Lowenthal's students. He reeled off the names of each horn excepting the slide trombone. The old gent kept an eagle eye on the slip horn and then turned to the kids. And with a sly wink, said, "There's a trick to it; he ain't really swallerin' it!"

Schoen May Do Dinah TV Show

NEW YORK, Sept. 15.—Vic Schoen, who two weeks ago resigned after 15 years as musical director and arranger for the Andrews Sisters, leaves for the coast Wednesday (19) to discuss a deal for him to become musical director for Dinah Shore's forthcoming TV show.

The show, with Procter & Gamble lining up as the probable sponsor, will be via National Broadcasting Company from Hollywood, tentatively set for Tuesday and Thursday nights, 7:30-7:45, and may bow by mid-October.

Music Corporation of America has been acting for the thrush in the TV negotiations and has professed Schoen for the director's spot. Tho not under contract to MCA yet, Schoen may sign shortly. A disk deal also is pending for the conductor-arranger.

WA Expands Coast Activity

HOLLYWOOD, Sept. 15.—Darryl Thompson, prexy of Western Amusements, Vancouver, B. C., who recently linked with Van Tonkins' Coast band circuit (*The Billboard*, August 18), has extended WA's activities into Spokane and Portland, thus solidifying the group's bond with the Tonkins loop. Thus, WA will promote in Victoria, Vancouver, Colana, Edmonton, Calgary and Trail, in British Columbia, as well as in the Northwest cities in this country. Other towns will be added as the firm expands.

The firm expects to enlarge to the extent where it will also promote name attractions and musicals as well as top orks. Tonkins was in town this week to line up a Coast junket for Les Brown at the completion of the latter's current Palladium stint Sunday (2). Ray Anthony will be the first name orkster to work the loop, when he winds his Palladium four-weeker the end of the month.

Stan Kenton, Ralph Flanagan and Shorty Rogers' new ork are also skedded for bookings on the Coast net.

Mills Music Signs Kanner-Flick Team

HOLLYWOOD, Sept. 15.—Mills Music has inked the songwriting team of Dave Kanner and Sid Flick to a term contract, one of the few times in the pubbery's history that a Coast duo has been contracted to work specifically on the Coast. Last team Mills pacted was Vernon Cross and Jeff Curtis, cleffers of *Hulabaloo*.

Pair's initial work is *I Told You (He Wasn't for You)*, with a Dinah Shore Victor waxing in the works. *Foolish Little Rumors* and *Baby Sitter's Lament* are also on Mills' exploitation sked. Demonstration platters and lead sheets have been mailed to diskeries and orks. However, the Shore etching is the only one penciled in.

Mills this week snagged title tune from Columbia's *Man in the Saddle*, penned by Ralph Murphy and Harold Lewis. Company is also planning a fall music education series aimed at all schools west of the Rockies.

Take but ONE MINUTE please...



Help yourself and the Billboard by filling in the coupon on...

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Philly to Get Pop Music in Concert Halls

PHILADELPHIA, Sept. 15.—Music fans who like to get their rhythms and improvisations in the concert halls have a number of diverse attractions catering to their tastes during the next four weeks. The pop concert season kicks off next week when Fred Waring brings his musical aggregation to the Tyrone Gray Field for an al fresco benefit as his contribution to the Tyrone Hospital on September 25.

For the more rabid jazz fans, Norman Granz brings his *Jazz at the Philharmonic* earlier in the week on September 22 at the Academy of Music. An all-star package of King Cole, Duke Ellington and Peg Leg Bates comes to the 6,500-seat arena for a two-night stand on October 2 and 3. On October 17 and 18, it's also a two-night pitch for Stan Kenton at the Academy of Music.

Eye 4 Bands For Palladium

HOLLYWOOD, Sept. 15.—Palladium, running the gamut of musical aggregations in an effort to fill its January slot, has reportedly narrowed the choice to four orks, Ray Noble, Benny Goodman, Jimmy Dorsey and Jerry Gray. Of the foursome, Noble's outfit is the only one that has not previously worked the Sunset Boulevard terperly.

Goodman is believed to be too high priced for the ballroom, while Dorsey is also being sought for a spring date. Gray has been tentatively set at Casino Gardens for the week-end of September 28 and will be on the Coast for radio shows.

Open date is for the first week in January following Les Brown's one-weeker during the holiday period. Dick Jurgens has been pacted for the end of the month.

Decca Clears Morgan Deal

NEW YORK, Sept. 15.—Decca Records this week finally cleared the details and completed a term recording contract with Al Morgan. The deal has been in the offing for several months. Morgan had to get out of the remainder of his contract with London Records before the Decca deal could be consummated.

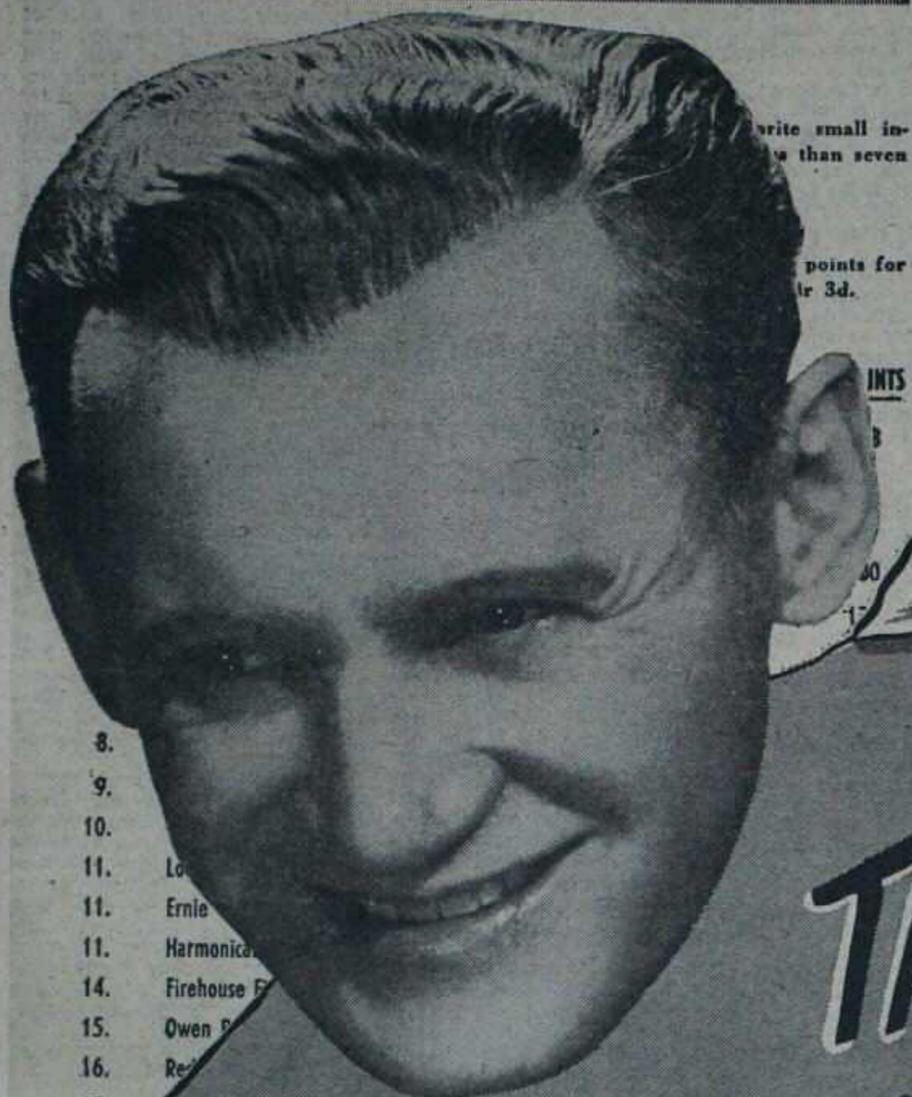
The Decca paper was inked early this week and Morgan was rushed immediately to a studio to slice his first session for the diskery. He cut on Thursday (13) and his first release, a special coverage on the fast-breaking *It's No Sin*, will be on the market early next week.

FRESH NOTE ON TEXTILES

PHILADELPHIA, Sept. 15.—WHAT disk jockey Nick Garri has been running a contest among his platter fans for the best capsule description of the sexy voice of RCA Victor's April Stevens. Topper was: "The voice in the tight sweater."

The Billboard Annual Disk Jockey Poll Part 1

POPULARITY



Top "Sweet" Bands of the Year

Question . . .

Which band on records in the "Sweet" category do you currently like best?

PLACE	WINNER	RECORD COMPANY	POINTS
1.	Sammy Kaye	Columbia	421
2.	Ray Bell	Capitol	336
3.		Decca	287

Thanks fellas
for voting us #1
again —
Gratefully
Sammy Kaye

PERSONAL MANAGEMENT - DAVID KRENGEL

DIRECTION - M.C.A.

exclusively on COLUMBIA RECORDS

PLACE	WINNER	RECORD COMPANY	POINTS
1.	Ames		
2.	Mills		
3.	Ans		
4.	Fr		
5.			
6.			
7.	Il		
8.	Dinn		
9.	Marine		
10.	Nat (King)		
11.	Billy William		
12.	Starlighters		
13.	Weavers		
14.	Page Cav		
15.	Four Tu		
16.	Four K		
17.	Honey		
18.	Sportsman		
18.	Jo Stafford	Vol	
20.	Deep River Boys	Victor	

26

26

25

9.

10.

Humberto Morales

Columbia

POINTS

521

387

370

55

POINTS

960

411

164

115

109

106

85

61

49

20

Polka Disk Jocks Form Organization . . .

A national organization of Polish-American and polka disk jockeys is being formed. Henry Lazarski, WOLF, Syracuse, is acting secretary. An annual convention in New York early in 1952 is planned.

Take but ONE MINUTE please...



Help yourself and the Billboard by filling in the coupon on...

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Watch this "sleeper" AW C'MON

Recorded by APRIL STEVENS-H. RENE—(Victor 10-4283) EVELYN KNIGHT—(Decca 27787) DEAN MARTIN—(Capitol 1797)

PICCADILLY MUSIC CORPORATION 1619 Broadway New York 19, N. Y.

MUSIC BOURNE TO LIVE

"Gimme a Little Kiss, Will Ya, Huh!" APRIL STEVENS VIK #10-4208 47-4208

BOURNE, Inc. 149-76 Ave. N.Y. N.Y.

"THE GIRL IN THE WOOD"

FRANKIE LAINE (COLUMBIA) TERRY GILKYSON-KATIE LEE (DECCA)

AMERICAN MUSIC, INC. 1574 Broadway N. Y. • 9109 Sunset Blvd. Hollywood CO 5-7880 CR 1-5254

THE SOCK NOVELTY!

WANG WANG BLUES

MILLER MUSIC CORPORATION

Bob Merrill's Latest Novelty "BELLE, BELLE MY LIBERTY BELLE"

OXFORD MUSIC CORPORATION 1619 Broadway New York 19

Music as Written

Luis Arcaraz Pops Set by Victor . . .

The RCA Victor pop release scheduled for September 7 includes a pair of instrumentals recorded in Mexico by the Luis Arcaraz ork. This marks the second time that the label has moved the Latin-American ork's waxings into the pop division from the international series. The release couples two standards "Stormy Weather" and "Caravan." The first Arcaraz disk to be issued as a pop was "Too Young." The Arcaraz "Stormy Weather" side was recently pre-pressed on a "typical" audience via the Schwerin audiences reaction method. Pitted against a half dozen pop disks by some of the label's name artists, the Arcaraz record came away with top honors.

ABC Sets Coast Dates For Singer Al Hibbler . . .

Four nights in San Diego are being set for singer Al Hibbler by Joe Glaser's Associated Booking Corporation. Dates will net the blind warbler \$1,000. Hibbler is taking the bookings on a short leave of absence from Duke Ellington while the orkster is on a Southern tour with other blues luminaries. First date is in Carpenter's Hall October 5, followed by the nights of October 10-12 at the Creole Palace. Nathan Washington is promoting the jobs, providing a house ork to back Hibbler. ABC is also working on several weeks in San Francisco.

Peer Opens Pubbery Branch in Japan . . .

Ralph S. Peer, chief of Southern Music and Peer International, has opened a branch in Tokyo, Japan. Peer was motivated by the fact that the Japanese market represents a strong potential, particularly since the residents became accustomed to American music and Latin-American music as a result of the American occupation.

Shard Fronts Ork For Capitol Disking . . .

Jerry Shard has fronted a 10-piece ork on a disk date for Capitol. Shard, whose trio recently was extended indefinitely at the Picadilly Hotel, New York, has more airtime than any other Gotham combo or band. In addition to a daily WMCA stint, he remotes over WNBC and WOR.

Yankovic Opens At Village Barn . . .

Frank Yankovic and His Polka Ork open at the Village Barn, New York, Monday (24) for eight weeks with options. This is his first New York engagement in three years, during which time he has established himself as a national polka fave via his Columbia disks.

New York

Prexy Jim Conkling of Columbia Records and his wife Donna had their fourth child, a girl, Donna Alexander, at the Lawrence Hospital in Bronxville. Herb Hendler marries Tommy McCliston Saturday (22) at the Marble Collegiate Church here. . . . Johnny O'Connor has reactivated his Woodward Music pubbery with the tune "Monastery Bells," written by Kay Twomey. Fred Wise and Joe Meyer, and waxed by Fred Waring. Mr. and Mrs. Bob Wells (she's Lisa Kirk) left for the Coast for her Ciro's engagement. . . . Pete Kamerson has signed Bill Darnel and Shoshana Damari to p.m. contracts. . . . Paul Weston will come here at the end of the month for business conferences at the New York and Bridgeport offices of Columbia Records. . . . Abe Olman left for the Coast, where Big Three offices have been moved to the Warner Theater Building. . . . Irving Seigel has joined the contract staff at Remick; Monroe Golden has been upped to professional manager at Advanced. . . . George Pall left his promotional post at Frank Dailey's Meadowbrook. . . . Morris Diamond, disk promotion specialist, has added Tommy Dorsey and Sy Oliver to his roster.

Chicago

The Preview, Randolph Street bistro purchased recently by the Schwartz-Mitchell combo, opens September 19 with the Big Four of Jazz, Charlie Ventura, Marty Napoleon, Buddy Rich and Chubby Jackson indefinitely. . . . Tim Gayle has signed as flack for Leo Pieper, the Tower recording band, currently at the Trianon. . . . Phil Field, formerly in radio-TV, and Sandy DeMir, formerly in publicity, have left MCA here. Fields is with McConkey Artists, while DeMir has left show business.

Art Kassel closed the Martini-que last week and started his annual winter hibernation on the Coast. Kassel expects to return with a band in the spring. His chirp, Gloria Hart, is doing a single at Mangam's Chateau, Lyons, Ill. . . . Tiny Hill lost three sidemen Tuesday (4) when the trio were injured in an auto accident at Waterloo, Ia. Bassman Claude (Dusty) Rhoads, 27, of Lakeland, Fla., died of injuries; guitar-vocalist Buddy Milton, 31, Appleton, Wis., suffered injuries which will bed him six months, and reedman Bob Reardon, 31, Jackson, Mich., suffered minor hurts and will be back with the band soon.

Dick Bradley, of Tower Records, has inked local pianist Bernie Jaffe to a waxing pact. . . . Xavier Cugat's pact with Columbia expires late in December this year. . . . McConkey Artists has inked the following units: Marty Hale Trio, Princess Luana; Emil Flindt Jr. Quartet, leader of which is the son of the Paradise Ballroom batoneer here; the Zany-Acks, and Will Back. Back is dropping his big band to do a combo-fronting chore. . . . Spike Jones' troupe set for a two-weeker at the Clover Club, Miami, opening November 1, indicating that the spot is starting the high-gear winter tourist policy early this year.

Famous and Paramount Music have put on a special contact man to cover Midwest d.j.'s, Barney Fields, marking the first time that a pubber has assigned a man specifically for full-time service in contacting wax pilots. Sam Fox, manager of the Chicago office, continues to contact live plug sources. . . . Judy Gray has returned to the business, working at Pappy's Showland, Dallas. . . . Paul Neighbors' ork, at the Aragon, set for the Steak House, Jackson, Miss., November 5; Shamrock Hotel, Houston, December 4 to January 10, and the Claremont Hotel, Berkeley, Calif., January 18 indefinitely. . . . Dick Jurgens has not re-signed with MCA, it's understood, but will follow in the footsteps of Lawrence Welk, who is being booked by that agency but has not signed an agency management pact.

Philadelphia

Columbo Cortez signed for the new season for the Embassy Club bandstand. . . . Patti Page cut Harry Filler's "Christmas Bells" for Mercury. . . . Alan Fielding, who used to lead the orchestra at the Club Bali and play top dances around town, is now in the cleaning and dyeing business. . . . Buddy Brees, former Art Mooney vocalist, starts a daily record show on WPEN, combining his singing with spinning. . . . Al Alberts and the Four Aces, on the strength of their local recording of "Sin," have been signed by Music Corporation of America. . . . Frank Murphy, formerly with the Overtones, local troupe with Charlie Ventura, is stepping out as a single under guidance of vocal coach Artie Singer. . . . Jerry Webster, disk jockey across the river on WKDN, Camden, N. J., formed a musical combo of his own, with Kay Justice on vocals. . . . Milton Saunders is making his bow at the Hotel Warwick. . . . Bill Stein gets the musical call for week-end stands at the Yorktown Tavern.

Detroit

Regina Otis is featured vocalist at the Club 509. . . . Nellie Hill being held for a 12th week at the Flame Show Bar. . . . Victor Kahn, new branch manager for Mercury Records, had Rex Allen, Republic Pictures Western star, and his horse in town for his first personal appearance exploitation. . . . Larry Luke, the Duke of Song, is closing a four-week stand at the Stage Door, prior to going on the road,

thru the Delbridge and Gorrell Agency.

Jimmy Myers recorded for Fortune Records "Drunk Man's Wiggle" backed by "I'm Going Back to West Virginia," angled for the hillbilly trade. . . . The Mills Brothers are headlining at the Elmwood Room in neighboring Windsor. . . . Patti and Forrest, violin-harp duo, moved into the Esquire Room from the temporarily closed Book Casino. . . . The Wade Boykin Duo has returned to the Wyoming Show Bar.

Hartford, Conn.

Jimmy Mattingly has rejoined Frankie Primack's orchestra at Ryan's Orchid Room, Hartford, as vocalist. . . . The Nick Rossi Trio has been booked into the Old Colony Restaurant. In addition to Rossi, unit consists of Fred Mitchell, organ; Arnie Landsberg, guitar. . . . Ritz Ballroom, Bridgeport, has resumed operations. Joey Zelle and the Casa Ritz orchestra is playing Saturday nights. First big name Sunday night attraction is September 16 booking of Johnny Long. . . . Don Sullivan is back as vocalist with John Caruso's orchestra at the Tonga Room, Hartford. . . . Roseland Ballroom, Holyoke, Mass., has also resumed operations, with dancing featuring numerous area-known musical aggregations.

Charles Gilbert and his Three Notes Orchestra, consisting of Eddie Armstrong, piano; Bert Henry, drums; Charles Rosano, bass, and Gilbert, tenor sax and clarinet, plays Tuesdays, Fridays and Saturdays at Ted Hilton's Moodus, Conn.

Hollywood

Henri Rene, Coast a.&r. topper for RCA Victor Records, left last week for New York where he will huddle with Eastern execs. Rene returns in two weeks. . . . Les Brown, who concluded a four-weeker at the Palladium Sunday (2), returns to the tetry for the Christmas week. . . . Vita Records prexy, Larry Mead, is presenting Korla Pandit in concert Thursday (13) at Pasadena Civic Auditorium. Pandit is under contract to Vita. . . . Western orkster Bob Willis will cut eight sides on MGM when he makes one of his rare Coast sessions this month. . . . Cleffer Sammy Fain this week returned from New York to pick up loose ends on the forthcoming musical, "My L.A.," still out of rehearsal. Fain will work with co-penner Paul Francis Webster. . . . Sonya Levien and William Ludwig are doing the screenplay for Metro's "The Merry Widow." . . . "Eddy Arnold Sings" makes its radio debut on 75 stations, October 1, bank-rolled by Ralston Cereals. This augments "The Eddy Arnold Show," in its seventh year under sponsorship of Purina. . . . "Waltz Fantasy," composed by Lionel Barrymore, will be presented September 16 at Burbank's, Calif., Starlight Theater by the city's symphony ork. . . . MGM's "County Line" will be scored by David Buttolph.

Jim Nummy has teamed with Cactus Pryor for a p.a. junket thru Texas. . . . Universal-International inked the King's Men for a series of eight one-reel Cartoon Melodies. First is tagged "Reuben, Reuben." Metro signed teen-age Christine Wallas to a long-term pact. Gal auditioned before studio's top brass. . . . Frank Skinner will cleft and conduct the score on U-I's "Week-End With Father." Hans Salter handles similar chores on "Battle of Apache Pass" on the same lot. . . . Virginia Gibson joins the cast of "About Face" at WB. . . . MGM Records has skedded four sides by David Rose, two of which are from Metro's "American in Paris." . . . Les (Carrot Top) Anderson is making p.a.'s coincidental with the sale of shirts bearing his monicker. Shirts have two carrots designed on the front and a single carrot on the back. J. W. Robinson's is handling the merchandise here.

Karen Elliott, whose talents have been displayed only on Coast little theater stages, this week launches a singing career. Gal cuts her initial two sides with High Time Records—an oldie, "Ghost of a Chance," and "Why Didn't Somebody Tell Me," an original. Diskery will set up disk jockey exploitation as soon as the platters hit the

stands. Also cutting for High Time is either Eddie Joyce or Ted Royce. Label will record one this week and the other in October.

Buddy Wise, featured tenor saxman with the Ray Anthony ork, last week was taken to St. Anthony's Hospital, Denver following an attack of yellow jaundice. Wise is expected to be bedridden at least six weeks. . . . Calcraft Company has acquired certain machinery, supplies and dies, from the now defunct Peerless Album Company, and will manufacture albums and sleeves for the record trade on the coast. Company is topped by Jack Taylor and managed by Jim McQuiston, who was with Peerless for six years. Outfit will supply albums for disks from seven to 16 inches as well as long play re-inforced sleeves.

Deputy auxiliary police honored Roy Milton Sunday (16) with a "Roy Milton Night" at the Elks Club on Central Avenue. Police are skedded to present the Specialty disk artist with a plaque in appreciation for his efforts to push the group's youth program. Henry Busse is slated to play the Trianon September 29. . . . Flack Gene Howard left last week (12) for Dallas to launch promotion for Stan Kenton's fall concert tour. Howard will make the national swing in six weeks. . . . After turning down a one-nighter, Benny Goodman is making plans to head East for tele guestings. . . . Grace Kahn, widow of late composer Gus Kahn, is entertaining G. I.'s at the Veterans' Hospital in West Los Angeles. . . . Ike Carpenter, at Sherman's in San Diego, had his ork's option picked up for an indefinite period.

Johnny Richards may cleft a dozen arrangements for Andy Russell. . . . Harold Byrn's chamber ork begins its concert series October 14 with a Bach, Beethoven, Honegger, Reger program. . . . Doris Day will cut eight Gus Kahn tunes for a Columbia album. . . . Redd Harper has lined up Dale Evans, Roy Rogers and Andy Devine and the Singing Riders for his "Hollywood Round-Up" AFRS show. . . . "The Big Brass Band" will be produced thru MGM by Jess L. Lasky.

Advertisement for "THIS IS IT!! 'OVERWEIGHT BLUES'" recorded by Boon and Fileete Bryant, MCM #11031.

TANNEN MUSIC, INC. 146 West 54 St., New York 19

Advertisement for "STAR OF HOPE" recorded by JO STAFFORD with Paul Weston's Orchestra, JIMMY WAKELY and MARGARET WHITING, DON CHERRY and EILEEN WILSON, TOBEY MUSIC CORP. 1650 Broadway New York 19, N. Y.

Advertisement for "ARRIVING SOON! 25 Top Recordings A Technicolor Picture" ST. NICHOLAS MUSIC, INC. 1619 Broadway, New York 19, N. Y.

Advertisement for Uncle Mistletoe featuring a cartoon character.

WHAT'S NEW (AND HOT) ON COLUMBIA

WEEKLY CHECK LIST FOR DEALERS, OPERATORS, JOCKEYS!



CARL SMITH

singing

**"LET OLD MOTHER NATURE
HAVE HER WAY"**

and

"ME and MY BROKEN HEART"



20862



BEST SELLERS

**BECAUSE OF YOU
I WON'T CRY ANYMORE**

TONY BENNETT 39362

**COLD, COLD HEART
WHILE WE'RE YOUNG**

TONY BENNETT 39449

**BLUE YODEL NO. 6
TRAVELIN' BLUES**

LEFTY FRIZZELL 20842

**IF TEARDROPS WERE
PENNIES**

**I'M WAITING JUST FOR
YOU**

ROSEMARY CLOONEY 39535

**COME ON-A MY HOUSE
ROSE OF THE MOUNTAIN**

ROSEMARY CLOONEY 39467

**ALWAYS LATE
MOM AND DAD'S WALTZ**

LEFTY FRIZZELL 20837

**DOWN YONDER
WAY UP IN NORTH
CAROLINA**

CHAMP BUTLER 39533

**JEZEBEL
ROSE, ROSE, I LOVE
YOU**

FRANKIE LAINE 39367

**MY BABY'S JUST LIKE
MONEY**

I WANT TO BE WITH
YOU ALWAYS

LEFTY FRIZZELL 20799

**SWEETHEART OF
YESTERDAY**

**BELLE, BELLE, MY
LIBERTY BELLE**

GUY MITCHELL 39512

**I WISH I WUZ
MIXED EMOTIONS**

ROSEMARY CLOONEY 39536

**KISSIN' BUG BOOGIE
HAWAIIAN WAR CHANT**

JO STAFFORD 39529

CLIMBING FAST!

**PLENTY OF MONEY
GO! GO! GO!**

Okeh
6804

The Treniers

**IT'S ALL IN THE GAME
BE MINE TONIGHT**

39531

Swing and Sway
With Sammy Kaye

**WHISKEY AND GIN
TELL THE LADY I SAID
GOODBYE**

Okeh
6809

Johnnie Ray

**(It's No) SIN
JEALOUS EYES**

39567

Swing and Sway
With Sammy Kaye

**CRUEL, COLD HEART
IF YOU COME HOME AND
FIND ME GONE**

20855

Billy Starr

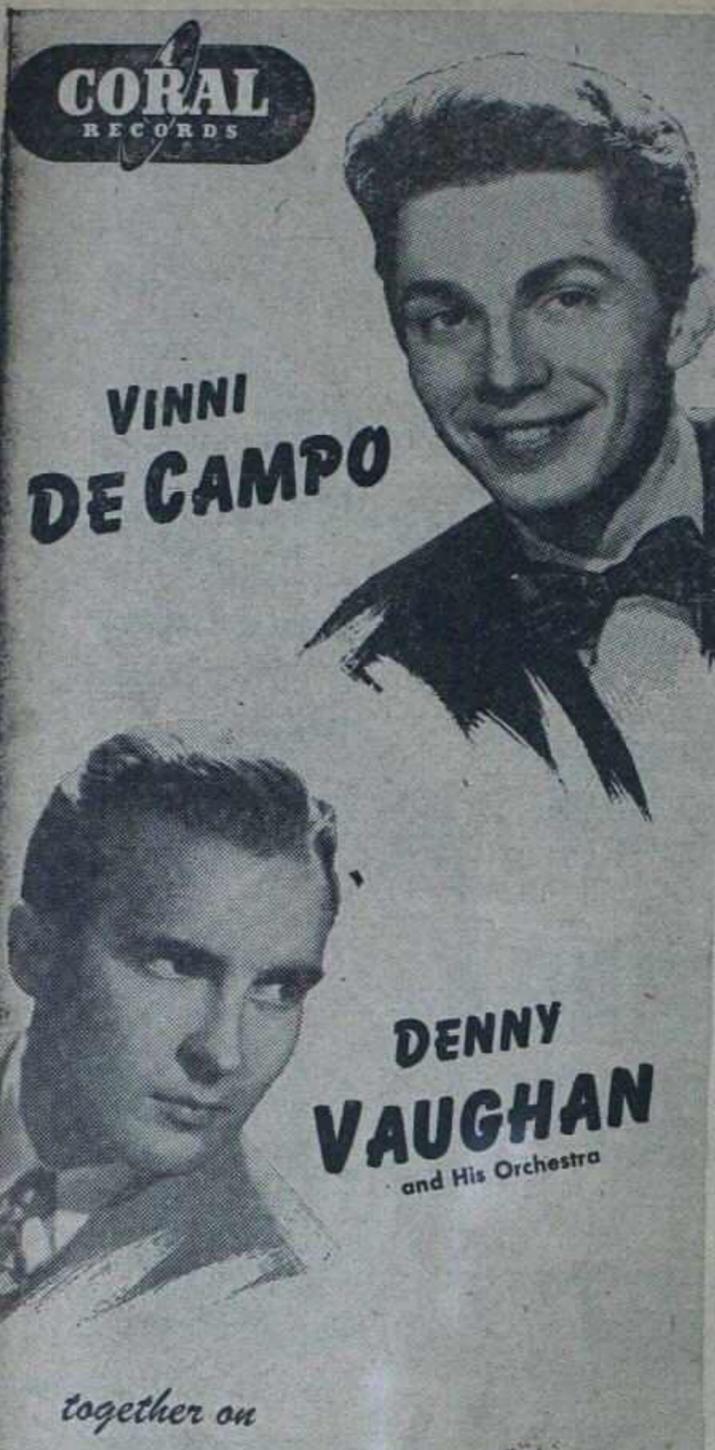
**TENNESSEE TEARS
DIXIE**

39492

Swing and Sway
With Sammy Kaye

COLUMBIA RECORDS

FOR MUSIC THAT SENDS 'EM—TO YOU!



AND SO IT ENDED
and
YOU COULD MAKE ME SMILE AGAIN

With Three Beaus and a Peep
Coral 60568 (78 RPM) and 9-60568 (45 RPM)

ORDER FROM YOUR CORAL DISTRIBUTOR OR WRITE TO:

CORAL RECORDS
(A subsidiary of DECCA RECORDS, INC.)
48 W. 57th St. New York 19, N. Y.

CANADA: Rogers Majestic Radio Corp. Ltd., Toronto—Montreal—Winnipeg

SPA May Force Return

Continued from page 13

a re-assignment of the copyright to the writer. Paragraph 6 of the basic agreement extends the above to apply to all SPA tunes with any given publisher who refuses to permit the audit. Unless Eastman and Morris relent, SPA has no alternative under the contract and basic agreement but to institute proceedings for the return of copyrights. The council is expected to come to grips with the matter Wednesday.

Ends in Stalemate

This week's meeting, ending in the stalemate which precipitated SPA's hand, lasted about an hour and a half, during which Eastman presented a case for the removal of Traubner as "persona non grata" with the publishers. Eastman said that Traubner could not qualify as an objective agent because he was in effect in the publishing business as the representative of the so-called "Hub" group of writer-publishers on the Coast. He also said that SPA was acting in "bad faith" in bringing the audit at a "crucial" time for the industry. He further averred that Traubner was acting for writers who had not so authorized him.

The council opposed him point by point, reiterating that the publishers have given SPA the right, in writing, to send in an auditor of

the Association's choosing. The session ended with even less accord between the disputants than there was when it began.

Other publishers who have indicated they will resist the audit are Howard Richmond, Famous-Paramount, Bobby Mellin and George Simon, the latter also represented by Eastman. However, according to Eastman, a good segment of the industry supports his stand unofficially, without yet having shown its hand.

On the other hand, some of the very large publishers, especially Herman Starr of the Warner group, are kindly disposed toward the audit, on the basis that in the interest of fair competition those publishers who hold out on their writers should be compelled to submit to it.

New Disk Org

Continued from page 13

nature to be taken under consideration by the group when it becomes fully active will revolve around governmental matters such as excises, material allocations, copyright problems, etc., as well as dealings with trade unions such as the American Federation of Musicians or the American Federation of Radio Artists. A research section will probably be developed to have at hand full information of all aspects, no matter how minute, of the disk industry with relationship to other industries and to governmental regulations as they develop.

The association will hire an executive secretary to guide a staff thru the duties which ultimately will be designed for the organization. The exec secretary will be totally responsible to the board of directors of the association. The directors will be selected at one of the first meets of the group. Temporary directors include Rackmill, MGM prexy Frank Walker, Capitol prexy Glenn Wallichs, Decca exec veepee Leonard Schneider and attorneys Henry Cohen, Mortimer Edelman and Morris She-.

Cugat's Combo

Continued from page 13

land later in 1952. Because his work will work only two concerts per day, he says he can work Britain despite the American musicians' embargo.

The Cugat troupe will open a six-day stay at the new room of the Hotel Statler, Washington, which opens September 20, at \$10,000. He opens a three-weeker at the Chase Club, Chase Hotel, St. Louis, September 27 at \$10,000. His engagement marks the reopening of the hostelry's big room, which has been renovated during the summer.

Sets Chi Date

Cugat also is set to work a month at the Edgewater Beach Hotel, Chicago, starting December 26 at \$10,000 per. Chicago hotel is using the syncopated South Americans for the second time in a six-month period, following Cugy's success there during the summer.

Cugat also produced a contract for the Starlite Roof of the Waldorf-Astoria, New York, at \$6,500 per, in which the hostelry seeks to get him to work from June thru August. Previously the spot had used a number of different bands during this period. Cugat has not okayed this deal, because he does not know what other dates will follow his European swing.

Mercury Girds For Fall Push

CHICAGO, Sept. 15.—Mercury Records here geared its distributor set-up to meet the additional requirements of its forthcoming big fall promotion plans, setting additional outlets to handle an anticipated increase in fall turnover.

Morry Price, sales manager, added Coastline Distributors, operated by Allen and Reynold Bubis, who also head the Tennessee label. Coastline, with offices in Nashville and Memphis, will cover Tennessee, Arkansas and Northern Mississippi. Bertos Sales, of Charlotte, N. C., will handle North and South Carolina. Both Coastline and Bertos are handling areas, previously covered by Merc's company-owned distribution point at Atlanta.

Johnny O'Brien, of Major Distributing, Merc's Milwaukee rep, is adding a distribution point at Des Moines, which opened today. Territory will handle Iowa and Eastern Nebraska. Harvey Kahn has been appointed to head the new Mercury company-owned branch at Detroit.

Col's "Porgy" Is Big Seller

NEW YORK, Sept. 15.—Columbia's new three-LP *Porgy and Bess* album, getting a heavy sales push from the diskery, has been initial-ordered to the tune of better than 15,000 sets, one of the heaviest starts on record for an album in the upper-price ranges.

Produced by Columbia's Exec Veepee Goddard Lieberman, the recording runs more than two hours and features stars of both the original 1935 and 1942 revival casts, including Lawrence Winters, Camilla Williams, Inez Matthews, Warren Coleman and Avon Long, with Lehman Engel conducting.

JOCKEY WINS BY A LENGTH

HOLLYWOOD, Sept. 15.—Alertness on the part of disk jockey Johnny Grant (KMPC) was displayed this week when he became the first Coast spieler to interview Rosemary Clooney since her burst into prominence. Gal is currently at the Thunderbird Hotel, Las Vegas, after which she comes to town for a vacation.

Knowing she would be swamped for jockey interviews here, Grant hopped a plane for Vegas and taped an interview for a future show on his afternoon aircr.

Columbia Sets

Continued from page 13

for the North Central area, will supervise the entire Middle West.

West Coast district manager Paul Peppin will handle the Southwest and the Northwest.

The appointments were announced by Paul Wexler, veep and national sales manager, at a two-day meeting at Columbia's New York offices of all district managers and district promotional men.

CORAL RECORDS

A great single from the sensational Coral Album "Over the Rainbow"
CD-600 9-8023 CRL 56026

"DEEP PURPLE"

By **LES BROWN** and his Band of Renown
Coral 60492 (78 RPM) and 9-60492 (45 RPM)

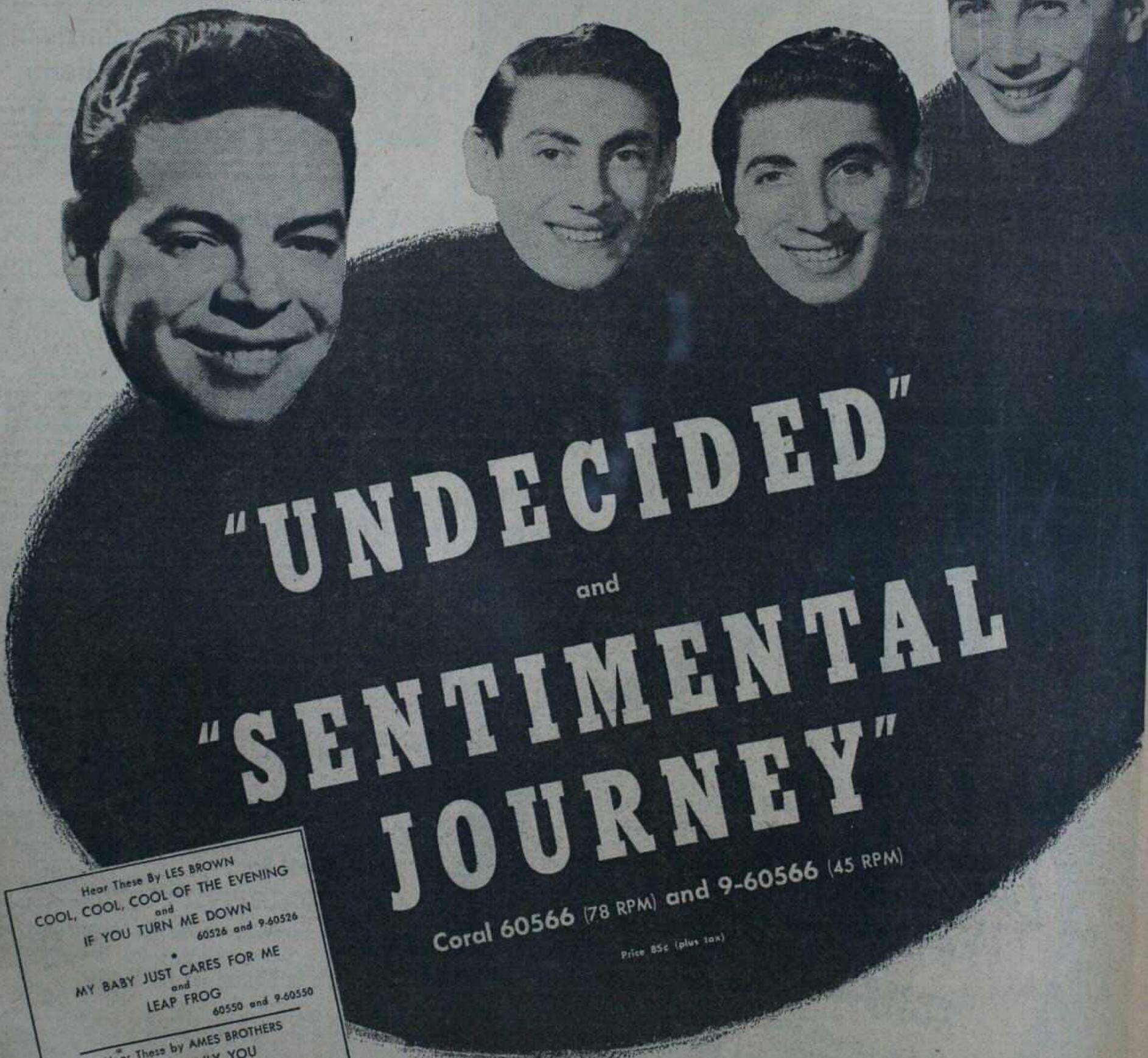


*America's Top Vocal Group
and America's top Band!*



LES BROWN and THE AMES BROTHERS

and His Band of Renown



"UNDECIDED" and "SENTIMENTAL JOURNEY"

Coral 60566 (78 RPM) and 9-60566 (45 RPM)

Price 85c (plus tax)

Hear These By LES BROWN
 COOL, COOL, COOL OF THE EVENING
 and
 IF YOU TURN ME DOWN
 60526 and 9-60526

MY BABY JUST CARES FOR ME
 and
 LEAP FROG
 60550 and 9-60550

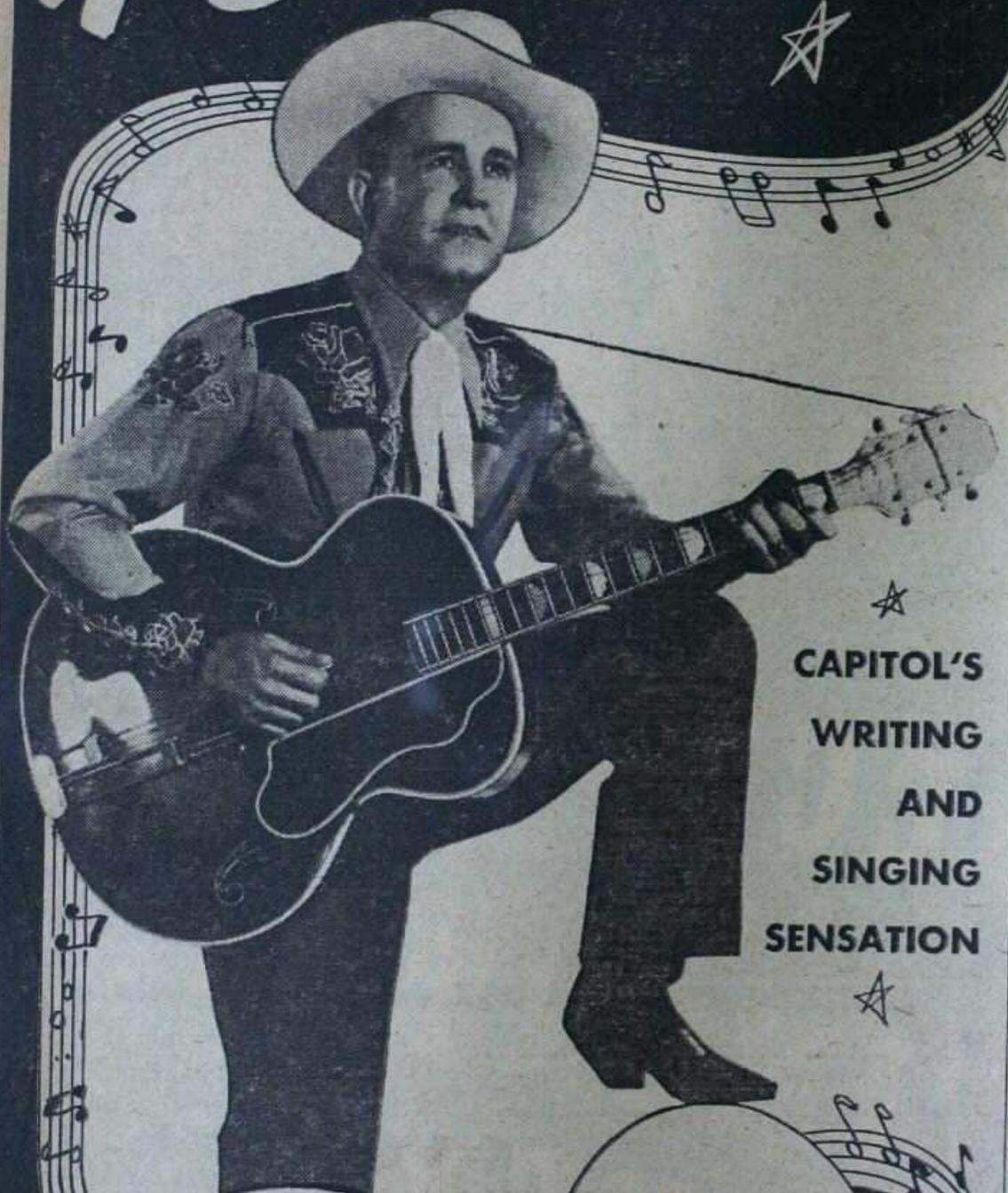
Hear These by AMES BROTHERS
 ONLY, ONLY YOU
 and
 EV'RYTHING'S GONNA BE ALRIGHT
 60549 and 9-60549

SWEET LEILANI
 and
 HAWAIIAN WAR CHANT
 60510 and 9-60510

CORAL RECORDS
America's Fastest Growing Record Company
(A subsidiary of BECCA RECORDS, INC.)

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SKEETS MCDONALD



CAPITOL'S
WRITING
AND
SINGING
SENSATION

Latest Releases...

- "I'M HURTIN'"
"RIDIN' WITH THE BLUES"
Cap. 1771
- "BLESS YOUR LITTLE OL' HEART" (You're Mine)
"TODAY I'M MOVING OUT"
Cap. 1570
- "SCOOT, GIT AND BEGONE"
"BLUES IS BAD NEWS"
Cap. 1518



CENTRAL SONGS, INC.
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THE BILLBOARD Music Popularity Charts

HONOR ROLL OF HITS

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Based on reports received September 5, 6 and 7.

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 54382; Bob Crosby, Coral 60440; G. De Haven-G. Lenhardt, Dec 27666; J. Desmond, MGM 10947; J. Pearce, V 10-5426; R. Barber, Mercury 5643.

ELECTRICAL TRANSCRIPTION LIBRARIES: Corcoran Grove Div., Standard; Chuck Foster, Lang-Worth; Vincent Lopez, Thesaurus; Mindy Carson, Associated.

2. 2. Come On-A My House

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

RECORDS AVAILABLE: E. Clancy, Col 29467; K. Hagen, Mer 5673; K. Armer, Federal 14007; E. Fitzgerald, Dec 81216; B. Hayes-F. Cuernin Quintette, Sany 743; L. Prima, Robin Hood 113; K. Starr, Cap 1716; The Three Suns, V 20-4199; W. Saroyan-R. Bagdasarian, Coral 60544; M. Katz, Cap 1768.

ELECTRICAL TRANSCRIPTION LIBRARIES: Vincent Lopez, Thesaurus.

4. 3. 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 16-3500; H. O'Connell, Cap 1400; A. Sletto, London 537; E. Smith, Dec 27563; F. Warren, Dec 27567; B. Hart, Merit 307.

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

3. 4. Too Young

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

RECORDS AVAILABLE: F. Allison, V 20-4105; P. Andrews, Dec 27549; T. Arden, Col 39273; N. (King) Cole, Cap 1449; J. Desmond, MGM 10930; K. Hayes, Mer 3599; D. Vaughan, Coral 60390; V. Young Ork, Dec 27344; C. Moody, King 977; L. Arcara Ork, V143151-5480; S. Jones, V 20-4209.

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

6. 5. I Get Ideas

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

RECORDS AVAILABLE: L. Armstrong, Dec 27729; T. Martin, V 20-4141; Proby Lee, Capitol 1573.

ELECTRICAL TRANSCRIPTION LIBRARIES: Guy Mitchell, Associated.

7. 6. Shanghai

... By Bob Hillard and Milton DeLune—Published by Advanced (ASCAP)

RECORDS AVAILABLE: H. Babitt-Medernales, Coral 60521; Bug Crosby, Dec 27655; Bob Crosby, Cap 1529; Derrin Day, Col 39423; B. Morrow, V 20-4192; B. Williams Quartet, MGM 10902.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dick Jurgens Ork, Associated.

5. 7. Sweet Violets

... By Cy Cotten and Charles Green—Published by E. H. Morris (ASCAP)

RECORDS AVAILABLE: D. Dew C. Farran Ork, Mer 5673; B. Shore, V 20-4174; J. Turay, Dec 27668; J. Davis, Columbia 34488.

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

10. 8. Cold, Cold Heart

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

RECORDS AVAILABLE: T. Bennett, Col 29449; T. Fontane, Mercury 5693; H. Williams, MGM 10904; Eileen Wilson, Decca 27761.

ELECTRICAL TRANSCRIPTION LIBRARIES: Leon Payne, Lang-Worth.

9. 9. World Is Waiting for the Sunrise

... By Ernest Seltz & Eugene Lockhart

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

ELECTRICAL TRANSCRIPTION LIBRARIES: Allan Jones, Lang-Worth; Rex Nichols, Lang-Worth; Reframed March, Lang-Worth; Dale Glee, Lang-Worth; Joe Soria, Lang-Worth; Manhattan Night Hawks, Thesaurus; Johnny Guarnieri, Thesaurus.

8. 10. My Truly, Truly Fair

... By Bob Merrill—Published by Sauty-Jaw (ASCAP)

RECORDS AVAILABLE: V. Damone-G. Dezman Ork, Mer 4646; F. Martin Ork, V 20-4135; G. Mitchell, Col 39413; A. Morney, MGM 10926; K. Anthony, Cap 1583; D. James, 1050; G. Auld, Coral 60513; K. Morgan, Dec 27626.

ELECTRICAL TRANSCRIPTION LIBRARIES: Tommy Dorsey, Standard; Vincent Lopez, Thesaurus.

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**DEALERS!
OPERATORS!
DISC JOCKEYS!**

Capitol Buyers's Guide

COMING UP FAST!

	78	45
	rpm	rpm
"COME ON-A MY HOUSE," "SOUND OFF" Mickey Katz	1788	F1788
"OKLAHOMA HILLS," "ASK ME! (BECAUSE I'M SO IN LOVE)" Dinning Sisters and Bob Crosby	1766	F1766
"TENNESSEE BLUES," "I CAN'T FORGET YOU" Dinning Sisters and Jan Garber	1726	F1726
"I'M HURTIN'," "RIDIN' WITH THE BLUES" Skeets McDonald	1771	F1771

HOT SELLERS!

POPULAR

"THE WORLD IS WAITING FOR THE SUNRISE," "WHISPERING" Les Paul and Mary Ford	1748	F1748
"TOO YOUNG," "THAT'S MY GIRL" Nat "King" Cole	1449	F1449
"BECAUSE OF YOU," "SOMEWHERE, SOMEHOW, SOMEDAY" Les Baxter	1760	F1760
"MAKE BELIEVE LAND," "I'LL ALWAYS REMEMBER YOU" Nat "King" Cole	1747	F1747
"HOW HIGH THE MOON," "WALKIN' AND WHISTLIN' BLUES" Les Paul and Mary Ford	1451	F1451
"I WISH I HAD NEVER SEEN SUNSHINE," "JOSEPHINE" Les Paul and Mary Ford	1592	F1592
"LAURA," "JUMP FOR JOE" Stan Kenton	1704	F1704
"I LIKE IT—I LIKE IT," "I'LL TELL A POLICEMAN ON YOU" Jerry Lewis	1740	F1740
"DOWN YONDER," "IVORY RAG" Joe "Fingers" Carr	1777	F1777
"COME ON-A MY HOUSE," "HOLD ME, HOLD ME, HOLD ME" Kay Starr	1710	F1710
"I'VE GOT YOU UNDER MY SKIN," "THAT'S MY BOY" Stan Freberg	1711	F1711

WESTERN & FOLK

"LOVE THIEF," "HOW DO YOU FEEL!" Hank Thompson	1745	F1745
"I'M A DO-RIGHT DADDY," "TAKE YOUR TIME, MAMA" Leon Chappel	1756	F1756
"ANOTHER FOOL STEPS IN," "THE SOLID SOUTH" Jimmy Wakely	1762	F1762
"KENTUCKY AND YOU," "JOURNEY'S END" Jimmie Skinner	1764	F1764
"TENNESSEE BLUES," "ROCK ALL THE BABIES TO SLEEP" Tex Ritter	1783	F1783
"BLACK STRAP MOLASSES," "LOVE AND DEVOTION" Tex Williams	1700	F1700
"I AIN'T CRYIN' OVER YOU," "HANGOVER HEART" Hank Thompson	1528	F1528
"JUKE BOX BOOGIE," "SAILOR'S BLUES" Ramblin' Jimmie Dolan	1720	F1720



Week Ending
SEPTEMBER 22, 1951

Hot Sellers based on
Actual Sales Reports

THE BIG ONE TO WATCH!

any market
any time!

TENNESSEE
ERNIE



"Shot Guns" Another
One Into Hitdom

78 rpm No. 1775 45 rpm No. F1775

"KISSIN' BUG BOOGIE"

and

"WOMAN IS A
FIVE LETTER WORD"

Thanks D. J.'s

For voting "Shot Gun Boogie" the Top Western and Folk Record
of the Year - *Tennessee Ernie*

NEW RELEASES ON Capitol

NEW magnificent ALBUMS

A Symphonic Portrait of
IRVING BERLIN
conducted by Guy Luypaerts

A Symphonic Portrait of
RICHARD RODGERS
conducted by Guy Luypaerts

ALWAYS TOP IN WHITE AND TAKE
ALWAYS IN PASTIME BAND
SOD BLESS AMERICA
DON'T TELL A LITTLE BOY
HEAT BEAT'S
BLUE JONES
A PRETTY GIRL IS LIKE A HELLO
THEY SAY IT IS WONDERFUL
SAY IT WITH MUSIC
EASTER PARADE
THE FIDDLING

WITH A DREAM IN MY HEART
MY HEART'S SOO SWEET
IT MIGHT AS WELL BE SPRING
JUNE IS BUSTIN' OUT ALL OVER
LITTLE
I MARRIED AN ANGEL
WALKING ON WINGS
MY ROMANCE
IF I LOVED YOU
PEOPLE WILL SAY WE'RE IN LOVE
THE LAST IS A TRAMP
OH, WHAT A BEAUTIFUL MORNIN'

POPULAR		78 rpm	45 rpm
BOB SANDS with Orchestra Conducted by Bill Lewis	WHEN THE WORLD WAS YOUNG THE LOVE OF A GYPSY	1767	F1767
BILLY MAY with His Orchestra	ALL OF ME LEAN, BABY	1792	F1792
BILLY MAY with His Orchestra	FAT MAN BOOGIE MY SILENT LOVE	1794	F1794
BILLY MAY with His Orchestra	WHEN MY SUGAR WALKS DOWN THE STREET I GUESS I'LL HAVE TO CHANGE MY PLANS	1795	F1795
KAY STARR	ANGRY DON'T TELL HIM WHAT'S HAPPENED TO ME	1796	F1796
DEAN MARTIN with Orchestra Conducted by Dick Jacobs	HANGING AROUND WITH YOU AW C'MON	1797	F1797
JULIA LEE AND HER BOY FRIENDS	SCREAM IN THE NIGHT IF YOU HADN'T GONE AWAY (I WOULDN'T BE WHERE I AM)	1798	F1798
WESTERN & COUNTRY			
TEX WILLIAMS	I WANT TO BE NEAR YOU (YOU'RE THE ONE, THE ONE) THE COCKER SPANIEL POLKA	1799	F1799
MERLE TRAVIS	DONE ROVIN' FAITHFUL FOOL	1800	F1800

A NEW NAME...
destined to be great!

BOB SANDS

**CAPITOL'S NEW DRAMATIC
 SINGING STAR**



Capitol Salutes "The Fred Waring Show"
 and their sponsor, General Electric, for introducing
 Bob Sands to the American Public.

**"WHEN THE WORLD WAS YOUNG"
 "THE LOVE OF A GYPSY"**

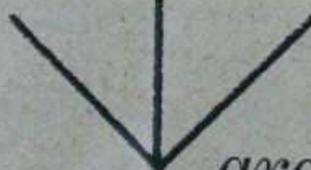
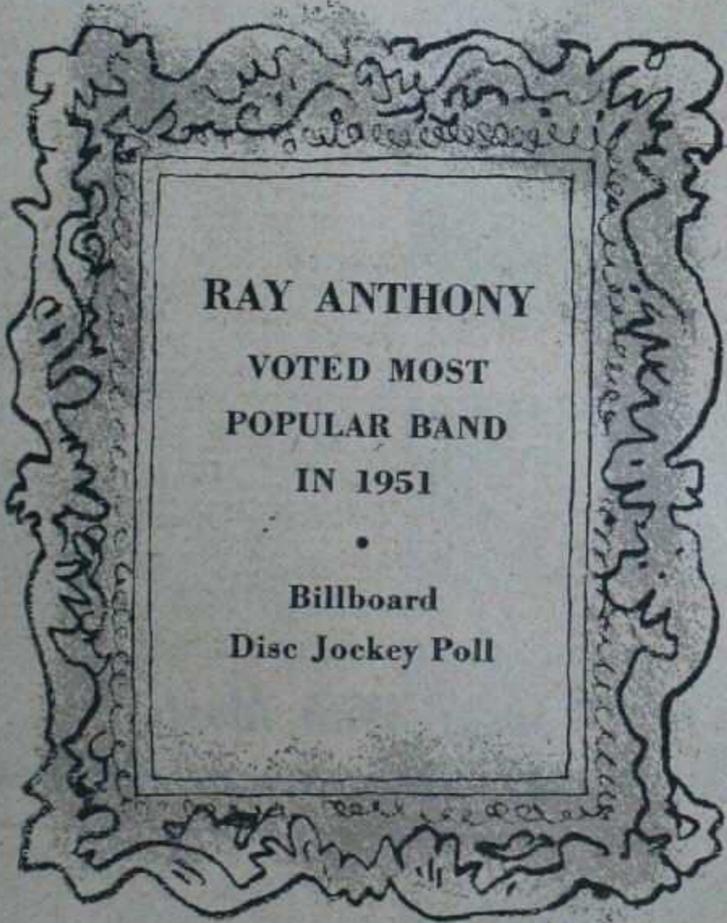


.78 rpm No. 1767 • 45 rpm No. F1767

thank you disc jockeys
thank you Capitol Records

for making us

THE NEW NO. 1 BAND



gratefully

Ray Anthony

GENERAL ARTISTS CORP.
FRED BENSON, personal management
JIM McCARTHY, publicity, NEW YORK
GENE HOWARD, publicity, HOLLYWOOD



Currently **HOLLYWOOD PALLADIUM**
16,209 Dancers first week

THE BILLBOARD Music Popularity Charts

• Records Most Played by Disk Jockeys

Based on reports received September 12, 13 and 14

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	RECORDS	ARTIST	Label
10	2	1	BECAUSE OF YOU	T. Bennett	Capitol
12	1	2	COME ON-A MY HOUSE	R. Dinwiddie	Capitol
5	5	3	WORLD IS WAITING FOR THE SUNRISE	L. Paul-M Ford	Capitol
23	3	4	TOO YOUNG	Nat (King) Cole	Capitol
6	9	5	BECAUSE OF YOU	L. Baxter	Capitol
16	6	6	I GET IDEAS	T. Martin	Vocalion
7	11	7	COLD, COLD HEART	T. Bennett	Capitol
4	15	8	CASTLE ROCK	F. Sinatra-H. James	Capitol
12	4	9	SWEET VIOLETS	D. Shore	Vocalion
4	7	10	WHISPERING	L. Paul	Capitol
4	24	11	DOWN YONDER	Del Wood	Tennessee
6	13	12	BELLE, BELLE, MY LIBERTY BELLE	G. Mitchell-M. Miller	Capitol
22	8	13	LOVELIEST NIGHT OF THE YEAR	M. Laney	Vocalion
8	21	14	COME ON-A MY HOUSE	K. Starr	Capitol
6	22	15	WHILE YOU DANCED, DANCED	G. Gibbs	Mercury
8	29	16	VANITY	D. Cherry	Capitol
2	—	16	I GET IDEAS	P. Lee	Capitol
13	15	18	SHANGHAI	D. Day-P. Westfall	Capitol
7	14	19	LONGING FOR YOU	V. Damone	Mercury
2	—	19	VANITY	S. Vaughn	Capitol
2	25	21	I GET IDEAS	L. Armstrong	Capitol
1	—	21	WONDER WHY	V. Damone	Mercury
5	12	23	BECAUSE OF YOU	J. Peerce	Vocalion
16	25	23	MY TRULY, TRULY FAIR	G. Mitchell-M. Miller	Capitol
4	—	23	IN THE COOL, COOL, COOL OF THE EVENING	F. Laine-J. Stafford	Capitol
1	—	23	SIN	Four Aces	Victoria
1	—	27	I WISH I WUZ	R. Clooney	Capitol
21	9	28	JEZEBEL	F. Laine	Capitol
1	—	28	OVER A BOTTLE OF WINE	T. Martin	Vocalion
16	25	30	MY TRULY, TRULY FAIR	V. Damone	Mercury
3	29	30	BECAUSE OF YOU	J. Desmond	MGM
1	—	30	BLACK STRAP MOLASSES	J. Durante-G. Marx-D. Kaye-J. Wyman	Capitol
1	—	30	I WANT TO BE NEAR YOU	J. Desmond	MGM
1	—	30	I WANT TO BE NEAR YOU	P. Faith	Capitol
1	—	30	IF TEARDROPS WERE PENNIES	R. Clooney	Capitol

• England's Top Twenty

POSITION	Weeks Last This	to date Week Week	RECORDS	ARTIST	Label
6	1	1	TOO YOUNG	Sun	Jefferson
9	3	2	MY TRULY, TRULY FAIR	Dash	Santly-Joy
14	2	3	MY RESISTANCE IS LOW	Morris	Morris
10	—	4	TOO LATE NOW	New World	Felst
14	7	5	IVORY RAG	Mac Melodies	Armstrong
16	4	6	WITH THESE HANDS	E. Kassner, Ltd.	Ben Bloom
5	8	7	CHRISTOPHER COLUMBUS	Campbell-Connelly	Americas
4	10	8	TULIPS AND HEATHER	John Fields	Robbins
13	10	9	LOVELIEST NIGHT OF THE YEAR	Francis Day	Robbins
10	6	10	I APOLOGIZE	Victoria	Crawford
27	9	11	BE MY LOVE	Francis Day	Robbins
3	14	12	SWEET VIOLETS	E. H. Morris, Ltd.	E. H. Morris
7	12	13	UNLESS	Francis Day	Bourne
12	13	14	JEZEBEL	Campbell-Connelly	Broadcast Music
6	1	15	A BEGGAR IN LOVE	Cinephonic	Santly-Joy
15	18	16	ON TOP OF OLD SMOKY	Leeds	Folkways
29	19	17	GOOD LUCK, GOOD HEALTH, GOD BLESS YOU	Unit	Dartmouth
17	16	18	OUR VERY OWN	Broadway Wood	Henry Spitzer
24	17	19	MOCKIN' BIRD HILL	Southern	Southern
1	—	20	KENTUCKY WALTZ	Southern	Fair Inc.

VOX JOX

Preems

Laverne Watson, WRCS, Ahsokie, N. C., has launched a musical quiz on his "Afternoon Dance Parade," with free movie theater passes as prizes.

Bob Reynolds, WTAC, Flint, Mich., joined WJBK, Detroit, last week, with a new 150-minute afternoon show.

Michael Joseph, WTNS, Co-shocton, O., has taken over a new hour deejay show. He wonders if London Records' "FFRR means 'Forget Folks in Rural Radio'."

Irwin Johnson, WBNS, Columbus, O., whose "Early Worm" ailer celebrated its 4,000th broadcast last June, has acquired another series, an afternoon program.

Seventeen-year-old Dick Alliger is back spinning 'em at WBUX, Doylestown, Pa., for his second year of "regular broadcasting."

Jim Bollinger, WINN, Louisville, has increased his daily ailer to one hour.

Tony Bourg, WEEU, has started a news series tagged "Spins and Needles."

Hank Tribble, WGTC, Greenville, N. C., is running a new morning show, "Breakfast Time in Carolina."

Joe Weaver, WKJG, Fort Wayne, Ind., is piloting a new ailer "The World of Music," featuring stories about musical personalities.

Dennis Murphy, KIND, Independence, Kan., is penning a music column "Discin' With Dennis," which now appears in 12 papers.

A host of "names" subbed for Bill Garr, KWKW, Pasadena, Calif., during his vacation. List included: Pasadena's Mayor Alton Abernathy, Les Brown, April Stevens, Champ Butler, Jimmy Wakely, Paul Weston, the Great Gildersleeve, Stan Freberg, Lionel Hampton, K.L.A.C. (Hollywood) deejay Dick Haynes, and City Director Don McMillan.

Jerry Leighton, WSAZ, Huntington, W. Va., is featured on the station's TV outlet as star of "Hollywood Spotlight Revue," a film jockey show.

Seventeen-year-old Bruce Bradley, WKAL, Rome, N. Y., has taken over 7-9 a.m. "Time-keeper" stint. Bradley picks Gisele MacKenzie as the "hit vocalist of the future."

Johnny Grant, KMPC, Hollywood, has left for a series of G. I. dates in the Canal Zone.

Don Howard, KSDO, San Diego, Calif., has his own disk show across-the-board.

Gimmix

Allan Curtis, WFGM, Fitchburg, Mass., writes: "I dug up an old Sammy Kaye record of 'Blue Skies' and had listeners try and identify the band. Gimmix was that song was arranged by Ralph Flanagan and not in standard Kaye style." According to A. D. Downer and Chuck Hancock, KDET, Center, Tex., a drive-in sponsor offers a free beefsteak

(Continued on page 94)

• Best Selling Sheet Music

Based on reports received September 12, 13 and 14

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 legit musical; (R) indicates tune is available on records.

POSITION	Weeks Last This	to date Week Week	RECORDS	ARTIST
12	1	1	BECAUSE OF YOU (F) (R)	Broadcast Music
19	2	2	LOVELIEST NIGHT OF THE YEAR (F) (R)	Robbins
10	5	3	SWEET VIOLETS (R)	E. H. Morris
11	8	3	I GET IDEAS (R)	Hill & Range
22	4	5	TOO YOUNG (R)	Jefferson
4	11	6	COLD, COLD HEART (R)	Acuff-Rose
4	9	7	MORNING SIDE OF THE MOUNTAIN (R)	Remick
5	7	8	LONGING FOR YOU (R)	Ludlow
8	3	9	SHANGHAI (R)	Advanced
11	6	10	COME ON-A MY HOUSE (R)	Ludlow
6	14	11	MAKE BELIEVE (F) (R)	T. B. Harms
3	15	12	IN THE COOL, COOL, COOL OF THE EVENING (R)	Burke-Van Heusen
15	9	13	MY TRULY, TRULY FAIR (R)	Santly-Joy
36	13	14	IT IS NO SECRET (R)	Duchess
1	—	15	DETOUR (R)	Hill & Range

• 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. Peabody's Audience Coverage Index. The index is projected upon radio log made available to Peabody'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 tunes in the case of first tunes alphabetically. This music checked is predominantly lower 40 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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Because of You (F) (R)	Broadcast Music—BMI
Bonne Nuit (F) (R)	Burke-Van Heusen—ASCAP
Come On-A My House (R)	Duchess—BMI
Dark Is the Night (F) (R)	Felst—ASCAP
Dress Night (R)	Advanced—ASCAP
Everything I Have Is Yours (F) (R)	Mills—ASCAP
Ghost of a Chance, A (R)	Mills—ASCAP
Go, Go, Go (F) (R)	Famous—ASCAP
Got Her Off My Hands (R)	Remick—ASCAP
Holla, Young Lovers (M) (R)	Williamson—ASCAP
How Do You Like Your Eggs in the Morning? (F) (R)	Felst—ASCAP
I Get Ideas (R)	Hill & Range—BMI
I Wish You the Best (R)	Life—BMI
I'm in Love Again (R)	Crawford—ASCAP
In the Cool, Cool, Cool of the Evening (F) (R)	Burke-Van Heusen—ASCAP
It's All in the Game (R)	Williamson—ASCAP
Just in Case (R)	E. H. Morris—BMI
Kiss to Build a Dream On (F) (R)	Mills—ASCAP
Love's the Only Thing (F) (R)	Robbins—ASCAP
Mad About Love (R)	Life—BMI
Maybe It's Because I Love You Too Much (R)	Berlin—ASCAP
Morning Side of the Mountain (R)	Remick—ASCAP
My Truly, Truly Fair (R)	Santly-Joy—ASCAP
On the Motor Boat (R)	Life—BMI
Out of Breath (R)	Valando—ASCAP
Shanghai (R)	Advanced—ASCAP
These Things I Offer You (R)	Valando—ASCAP
Too Young (R)	Jefferson—ASCAP
Wonder Why (F) (R)	Robbins—ASCAP
World Is Waiting for the Sunrise (R)	Crawford—ASCAP
You'll Know (F) (R)	Chappell—ASCAP

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

The Richard Humber (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 sustaining show 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 6 to 11)

1. Because of You—BMI	90
2. Shanghai—Advanced	80
3. Too Young—Jefferson	80
4. I Get Ideas—Hill & Range	70
5. Sweet Violets—Morris	60
6. The Musician—Leeds	60
7. These Things I Offer You—Valando	60
8. Come On-A My House—Duchess	55
9. How High the Moon—Chappell	50
10. Dark Is the Night—Felst	45
11. Cara, Cara, Bella, Bella—Sanna	40
12. Detour—Hill & Range	40
13. Getting to Know You—Williamson	40
14. I'm Late—Disney	40
15. I'll Buy You a Star—T. B. Harms	40
16. Out of Breath—Valando	40
17. Pretty Eyes Baby—Pickwick	40
18. Wonder Why—Robbins	40
19. My Truly, Truly Fair—Santly	35
20. No One Like a Roadshow—Bourne	30
21. Because of Rain—Blaypole	30
22. Belle, Belle, My Liberty Bell—Oxford	20
23. Diamonds and Cherry Cheeks—Leeds	20
24. Everything I Have Is Yours—Miller	20
25. How Do You Like Your Eggs in the Morning?—Felst	20
26. A Fool to Want You—Barton	20
27. In the Cool, Cool, Cool of the Evening—Paramount	20
28. I Wish I Were—Gallert	20
29. Jambalaya—BMI	20
30. Longing for You—Ludlow	20

Take but ONE MINUTE please...



Help yourself and the Billboard by filling in the coupon on...

Disc Jockeys -

I had Billboard turn the page this way so that I could really make it BIG ...

THEY SAID

*Jimmy
Denny*



Latest RCA VICTOR Record Release — ROLLIN' STONE and WITH ALL MY HEART AND SOUL

GPI
GENERAL ARTISTS CORPORATION
NEW YORK • CHICAGO • LOS ANGELES • PHOENIX • SAN FRANCISCO

THE BILLBOARD Music Popularity Charts

• Best Selling Pop Singles

... Based on reports received September 12, 13 and 14

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 3,400 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	Title	Artist	Label
14	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	COME ON-A MY HOUSE Rose of the Mountain	R. Clonney	Col(78)39467; (45)4-39467; (33)3-39467—BMI
6	3	3	WORLD IS WAITING FOR THE SUNRISE Whispering	L. Paul-M. Ford	Cap(78)1748; (45)F-1748—ASCAP
9	6	4	COLD, COLD HEART While We're Young	T. Bennett	Col(78)39449; (45)4-39449; (33)3-39449—BMI
24	4	5	LOVELIEST NIGHT OF THE YEAR La Donna E Mobile	M. Lanza	V(78)10-3300; (45)49-3300—ASCAP
17	5	6	I GET IDEAS Tahiti, My Island	T. Martin	V(78)21-4141; (45)47-4141—BMI
6	9	7	WHISPERING World Is Waiting for the Sunrise	L. Paul	Cap(78)1748; (45)F-1748—ASCAP
24	7	8	TOO YOUNG That's My Girl	Nat (King) Cole	Cap(78)1449; (45)F-1449—ASCAP
8	10	9	BECAUSE OF YOU Unless	L. Baxter	Cap(78)1493; (45)F-1493—BMI
12	8	9	SWEET VIOLETS If You Turn Me Down	D. Shore	V(78)20-4174; (45)47-4174—ASCAP
4	13	11	DOWN YONDER Mine, All Mine	Del Wood	Tennessee(78)775; (45)45-775—ASCAP
12	15	12	SHANGHAI My Life's Desire	D. Day-P. Weston	Col(78)39423; (45)4-39423; (33)3-39423—ASCAP
8	12	13	DETOUR Who's Gonna Shoe My Pretty Little Feet	P. Page	Mercury(78)5682; (45)5682X45—BMI
2	17	14	SIN Arizona Moon	Four Aces	Victoria 101—BMI
6	11	15	BELLE, BELLE, MY LIBERTY BELLE Sweetheart of Yesterday	G. Mitchell-M. Miller	Col(78)39512; (45)4-39512; (33)3-39512—ASCAP
17	13	16	MY TRULY, TRULY FAIR Who Knows Love	G. Mitchell-M. Miller	Col(78)39415; (45)4-39415; (33)3-39415—ASCAP
1	—	17	AND SO TO STEFF AGAIN Write Me One Sweet Letter	P. Page	Mercury(78)5706; (45)5706X45—ASCAP
21	16	18	JEZEBEL Rose, Rose, I Love You	F. Laine	Col(78)39367; (45)4-39367; (33)3-39367—BMI
2	—	18	I GET IDEAS A Kiss to Build a Dream on	L. Armstrong	Dec(78)27720; (45)9-27720—BMI
13	20	20	BECAUSE For You Alone	M. Lanza	V(78)10-3207; (45)47-3207—ASCAP
24	—	21	HOW HIGH THE MOON Walkin' and Whistlin' Blues	L. Paul-M. Ford	Cap(78)1451; (45)F-1451—ASCAP
1	—	22	SIN My Wife and I	E. Howard	Mercury(78)5711; (45)5711X45—BMI
2	—	23	SIXTY MINUTE MAN I Can't Escape From You	Dominones	Federal(78)12022; (45)45-12022—BMI
1	—	24	IF TEARDROPS WERE PENNIES I'm Waiting Just for You	R. Clonney	Col(78)39535; (45)4-39535; (33)3-39535—BMI
4	20	25	SHANGHAI Wondrous Word (Of the Lord)	B. Williams	MGM(78)10998; (45)K-10998—ASCAP
7	19	26	VANITY Powder Blue	D. Cherry	Dec(78)27618; (45)9-27618—ASCAP
3	23	26	SMOOTH SAILING Love You Madly	E. Fitzgerald	Dec(78)27693; (45)9-27693
12	18	28	JOSEPHINE I Wish I Had Never Seen Sunshine	L. Paul	Cap(78)1592; (45)F-1592—ASCAP
3	29	28	BECAUSE OF YOU Out of Breath	G. Lombardo-G. DeHaven	Dec(78)27666; (45)9-27666—BMI
4	27	30	WHILE YOU DANCED, DANCED, DANCED While We're Young	G. Gibbs	Mercury(78)5681; (45)5681X45—ASCAP

• Best Selling Classical Titles

Last Week	This Week	Title	Artist	Label
Best Selling 33 1/3 R.P.M.				
1	1	The Great Caruso, M. Lanza, RCA Victor Ork, C. Callinico, conductor	V(33)LM-1127	
2	2	Gounod: Faust, Metropolitan Opera Ork, Kurt-Adler-Faust, Cleva, conductor	Col(33)SL-112	
3	3	Rachmaninoff: Concerto for Piano and Ork No. 2 in C Minor, A. Rubinstein, NBC Symphony Ork, V. Goldschmann	V(33)LM-1005	
—	3	Verdi: Rigoletto (Complete Opera), J. Peerce, L. Warren, J. Tajo, E. Berger, N. Merriam, R. Shaw, conductor Choral, RCA Victor Ork, R. Cellini, conductor	V(33)LM-6101	
—	3	Mozart: Marriage of Figaro	Cetra(33)1219	
Best Selling 45 R.P.M.				
1	1	The Great Caruso, M. Lanza, RCA Victor Ork, C. Callinico, conductor	V(45)WDM-1506	
2	2	Tchaikovsky: Nutcracker Suite, E. Ormandy, conductor, Philadelphia Ork	V(45)WDM-1020	
4	2	Puccini: Highlights From Madame Butterfly, L. Albanese, J. Mellon, L. Brownino, RCA Victor Ork	V(45)WDM-1068	
5	4	Rachmaninoff: Concerto for Piano and Ork No. 2, A. Rubinstein, St. Louis Symphony Ork	V(45)WDM-1075	
4	5	Toast of New Orleans, M. Lanza, RCA Victor Ork, C. Callinico, conductor	V(45)WDM-1395	

• Advance Classical Releases

Anderson: Syncopated Clock—First Piano Quartet (Sabra Dance) V (45) 495416	Gershwin: Porgy and Bess Album—Lawrence Winters-Camilla Williams-Inez Matthews-Warren Coleman-Avon Long-Lehman Engel, cond (3-12") Col (33) SL-162
Brahms: Sonata No. 1 in G Major for violin and piano, Op. 78 (Rite Sonata) Album—L. Stere-A. Zakin (1-10") Col (33) NL-2193	Rhachaturian: Sabre Dance—First Piano Quartet (Syncopated Clock) V (45) 49-3436
Chopin: Preludes, op. 28 Album—C. Arrau (1-12") Col (33) ML-4420	Lencavallo: Pagliacci (Complete Opera) Album—R. Tucker-L. Amara-G. Valdengo-T. Hayward-C. Harvout ork and chorus of Metropolitan Opera Assn.-F. Ciesla, con-X. Adler, chorus master (2-12") Columbia (33) SL-113
Aaron Copland: Concerto for clarinet and string orchestra album—Benny Goodman-A. Copland, cond.—Columbia String Ork and Quartet for piano and strings—New York Quartet (1-12") Col (33) NL-4421	Piano Music of Liszt Album—Vladimir Horowitz (1-10") V (33) LM-100
Dvořak: Concerto in A Minor, op. 53 Album—Nathan Milstein-Minn. Sym. Ork-Ancal Durati (1-12") V (33) LM-1147	Schubert: Gasteln Symphony in C Major Op. 140 Album—Sir Donald Francis Tovey (1-12") Vanguard (33) VRS-417
Firestone Favorites Album—Blanche Thiborn-London Sym. Ork-Warwick Braithwaite, cond. (1-10") V (33) LM-104	

DEALER DOINGS

News and Chatter

"It is encouraging to see the increase in sales of dance band records," says a communique from the Turntable Record Shop, Columbus, O. "Stan Kenton is tops, with Las Brown and Woody Herman close behind in this market. Also strong are Benny Goodman, Ray Anthony, Ralph Flanagan and Perez Prado." James J. O'Dwyer, Music Box, Chicago, expects a strong fall if record companies will get behind their releases promotion-wise. Business this past summer, he says, was 15 per cent above the previous summer. Another optimistic note from Al Meyer, Town and Country Music, Westwood, N. J.: "Things have picked up the last few weeks. Should be a good fall." Cosen & Evans, Dover, Del., squawks: "Deliveries are terrible. Don't the distributors ever keep the top numbers in stock?" Eina Wallace has joined the record department of Walter Jennings Furniture Company, Denison, Tex.

Breakage

From Ferguson's Record Shop, Memphis: "Running into occasional breakage on 45's. They seem to be too brittle sometimes and break when we try to put inserts in them. Wish other labels would hurry up and adopt Capitol's OC 45." That the problem of broken 45's is not confined to disks of any one manufacturer is illustrated by several other communicues. One from Pemberton Plumbing Company, Mineral Wells, Tex., inquires, "When is Columbia going to wake up?" The correspondent describes the company's 45's as being "as breakable as glass." And from Richmond Record Shop, Richmond, Ky.: "Wonder if any other shops get as many broken records from Capitol as we do?"

Releases

The great number of releases continues to plague many dealers. Renee Manola, Carlisle Radio, Carlisle, Pa., writes: "We're so fed up with the millions of releases. Business is so bad that we have introduced 49-cent days (on older hits) just to bring traffic in." Incidentally, the dealer threatens to become a songwriter himself. "One more or less should not matter," he opines. Again, from Zollman Music, Gulfport, Miss.: "Too many records are being released. The public hasn't time to know them, thus sales are hurt." And from Clifford L. Barnhart, Retail Record Sales, Deposit, N. Y.: "Must be some truth in this 'too many releases' talk. Where I used to sell a box of a tune that never even hit the top three, now I have to plug hard to sell a box of the top three tunes."

(Continued on page 38)

• Best Selling Children's Records

... Based on reports received September 12, 13 and 14

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	Title	Artist	Label
8	1	1	ALICE IN WONDERLAND (One Record)	K. Beaumont-E. Wynn	V(78)Y-437; (45)WY-437; (33)LY-1
84	3	2	CINDERELLA (Two Records)	I. Woods & Others	V(78)Y-399; (45)WY-399
41	2	3	TWEETY PIE (One Record)	M. Blanc-B. May	Cap(78)CAS-3074; (45) CASF-3074
18	4	3	LONE RANGER, Vol. 1 (He Becomes the Lone Ranger) (One Record)	G. Trendle	Dec(78)K-29; (45)1-152
18	5	5	LONE RANGER, Vol. II (He Finds Silver) (One Record)	G. Trendle	Dec(78)K-30; (45)1-153
18	9	6	LITTLE RED CABOOSE (One Record)	Sparkie-R. Carter & CBS Ork	Col(78)MJV-105; (45)4-105
49	6	7	BOZO ON THE FARM (Two Records)	P. Colvig-B. May	Cap(78)DBX-3076; (45)CBXF-3076
168	11	8	LITTLE TOOT (One Record)	Don Wilson-The Starlighters	Cap(78)DAS-30; (45)CASF-3001; (33)HX-3065
24	—	8	DAFFY DUCK MEETS YOSEMITE SAM (One Record)	M. Blanc-B. May	Cap(78)CAS-3073; (45)CASF-3073
49	—	10	BUGS BUNNY MEETS HIAWATHA (One Record)	M. Blanc-B. May	Cap(78)CAS-3072; (45)CASF-3072
164	7	11	BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance Pinto Colvig	Cap(78)BBX-34; (45)CBXF-3030; (33)DBX-114
52	8	12	JOHNNY APPLESEED (Three Records)	Dennis Day	V(78)Y-390; (45)WY-390
75	11	12	HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records)	B. Boyd-A. Clyde-R. Brooks	Cap(78)CBX-3058; (45)CBXF-3058; (33)HX-3059
29	9	14	BUGS BUNNY SINGS (Two Records)	M. Blanc	Cap(78)DBS-3077; (45)CBSF-3077
28	—	14	LITTLE WHITE DUCK (One Record)	B. Ives-P. Faith Ork	Col(78)MJV-85; (33)4-709

• Best Selling Pop Albums

... Based on reports received September 12, 13 and 14

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 on 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 Week	This Week	Title	Artist	Label
Best Selling 33 1/3 R.P.M.				
1	1	SHOW BOAT Original Cast-K. Grayson-A. Gardner-H. Keel	MGM(78)MGM-84; (33)E-559	
2	2	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" M. Lanza-RCA Victor Ork	V(78)DM-1506; (33)LM-1127	
3	3	ON MOONLIGHT BAY D. Day-J. Smith-P. Weston	Col(78)IC-267; (33)CL-6186	
4	4	RICH, YOUNG AND PRETTY J. Powell-D. Darrieux-F. Lamas	MGM(78)MGM-86; (33)E-86	
6	5	KING AND I Original Cast	Dec(78)DA-876; (33)DL-9008	
9	6	NEW SOUND VOL. II L. Paul-M. Ford	Cap(78)CCN-286; (33)H-286	
5	7	VOICE OF THE XTABAY Yma Sumac	Cap(78)CD-244; (33)H-244	
7	7	SOUTH PACIFIC Mary Martin-Ezio Pinza	Col(78)MM-850; (33)ML-4180	
10	9	CARNEGIE HALL JAZZ CONCERT VOL. I AND II B. Goodman	Col(33)SL-160	
8	10	GLYS AND DOLLS Original Cast	Dec(78)DA-825; (33)DL-8036	
Best Selling 45 R.P.M.				
1	1	SHOW BOAT (Four Records) Original Cast-K. Grayson-A. Gardner-H. Keel	MGM(78)MGM-84; (45)K-84	
3	2	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" (Four Records) M. Lanza-RCA Victor Ork	V(78)DM-1506; (45)WDM-1506	
2	3	ON MOONLIGHT BAY (Four Records) D. Day-J. Smith-P. Weston	Col(78)IC-267; (45)IB-267	
6	4	NEW SOUND VOL. II (Three Records) L. Paul-M. Ford	Cap(78)CCN-286; (45)ICF-286	
5	5	RICH, YOUNG AND PRETTY (Four Records) J. Powell-D. Darrieux-F. Lamas	MGM(78)MGM-86; (45)K-86	
4	6	VOICE OF THE XTABAY (Four Records) Yma Sumac	Cap(78)CD-244; (45)ICDF-244	
8	7	NEW SOUND VOL. I (Three Records) L. Paul	Cap(45)ICF-226	
10	7	CARNEGIE HALL JAZZ CONCERT, VOL. I AND II (Two Records) B. Goodman	Col(45)IB-250	
7	9	SOUTH PACIFIC (Seven Records) M. Martin-E. Pinza	Col(78)MM-850; (45)A-850	
9	9	KING AND I (Six Records) Original Cast	Dec(78)DA-876; (45)9-260	

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

• Classical Reviews

WILLIAM SCHUMANN: SYMPHONY NO. III—The Philadelphia Ork-Eugene Ormandy, Cond. (1-12") Columbia (33) ML-4413

TSCHAIKOVSKY WALTZES—Fritz Reiner conducting RCA Victor Symphony Victor (33) LM-103

Schumann's two part, four movement symphony deservedly has earned a number of prizes, most recent of which was the distinguished award of the Walter W. Naumberg Foundation for American composition. The work is a beautiful piece of writing—bold, forceful, colorful, even majestic. Its four movements are written freely in the forms of the early classicists. They emerge however in modern garb, decorated with striking harmonies and dissonances, employed with ingenuity rather than for sheer effect. This is music of strength, music which speaks well of the progress being made in American composition. The recording of it is superb. Eugene Ormandy has not had a more convincing performance put in the groove. His apparent understanding and feeling for the Schumann opus fired the splendid Philadelphia organization to play with more than its customary brilliance.

This is repertoire designed for the widest margin of classical market. It is easily digested, mostly familiar listening played anew in lustrous style by a studio orchestra under the firm hand of Fritz Reiner. The five waltzes here represent some of the most famous of the many melodic creations of Tchaikovsky. Indeed they are rich in melodic content and in lush orchestration. This is the most commercial sort of light orchestral album and should appeal to a large family market. The selections include the waltzes from the Fifth Symphony, "Eugene Onegin," "Swan Lake" and "Sleeping Beauty," as well as "Waltz of the Flowers" from the "Nutcracker" Suite.

Take but ONE MINUTE please...

Help yourself and the Billboard by filling in the coupon on...

PAGE 57

"SUPER SEVEN"

RCA Victor Kicks off Fall Drive with SEVEN GREAT RECORDS and SEVEN GREAT VOCALISTS



Patrice Munsel
"BELA BIMBA"
"LOOK ME OVER ONCE"
#20-4255



Perry Como
"ROLLIN' STONE"
"WITH ALL MY HEART & SOUL"
#20-4269



April Stevens
"AND SO TO SLEEP AGAIN"
"AW C'MON"
#20-4283



Eddie Fisher
"TURN BACK THE HANDS OF TIME"
"I CAN'T GO ON WITHOUT YOU"
#20-4257



Savannah Churchill
"SIN"
"I DON'T BELIEVE IN TOMORROW"
#20-4280



Eddy Arnold
"SOMEBODY'S BEEN BEATIN' MY TIME"
"HEART STRINGS"
#20-4273



Tony Martin
"YOU'LL KNOW"
"OVER A BOTTLE OF WINE"
#20-4220

the ^{New} **BIG HITS** are on . . .



RCA VICTOR RECORDS



Your Big-Time
HIT MAKER
is Back!

"FOUR LEAF CLOVER"
"BABY FACE"
"BLUEBIRD OF HAPPINESS"

Art MOONEY

DOES IT AGAIN
with this New Smash...

"THE TINKLE SONG"

b/w
"DADDY"

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

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 fast minute sales reports from top dealers in the nation's largest record markets. Although the number of stores queried in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the over-all local picture being unduly influenced by the report of a single store.

NEW YORK

1. BECAUSE OF YOU
T. Bennett—Columbia
2. COLD, COLD HEART
T. Bennett—Columbia
3. COME ON-A MY HOUSE
R. Clooney—Columbia
4. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
5. I GET IDEAS
T. Martin—Victor
6. TOO YOUNG
Nat. (King) Cole—Capitol
7. WHISPERING
L. Paul—Capitol
8. SWEET VIOLETS
D. Shore—Victor
9. MY TRULY, TRULY FAIR
G. Mitchell-M. Miller—Columbia

CHICAGO

1. BECAUSE OF YOU
T. Bennett—Columbia
2. COLD, COLD HEART
T. Bennett—Columbia
3. I GET IDEAS
T. Martin—Victor
4. COME ON-A MY HOUSE
R. Clooney—Columbia
5. WHISPERING
L. Paul—Capitol
6. SIN
E. Howard—Mercury
7. SHANGHAI
Billy Williams Quartet
8. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
9. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol

ST. LOUIS

1. BECAUSE OF YOU
T. Bennett—Columbia
2. SIN
Four Aces-A. Alberts—Victoria
3. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
4. HAWAIIAN WAR CHANT
Ames Brothers—Coral
5. WHISPERING
L. Paul—Capitol
6. CASTLE ROCK
J. Hodges—Mercury
7. COME ON-A MY HOUSE
R. Clooney—Columbia
8. LAURA
S. Kenton—Capitol

NEW ORLEANS

1. BECAUSE OF YOU
T. Bennett—Columbia
2. COLD, COLD HEART
T. Bennett—Columbia
3. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
4. WHISPERING
L. Paul—Capitol
5. VANITY
D. Cherry—Decca
6. COME ON-A MY HOUSE
R. Clooney—Columbia
7. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol

PHILADELPHIA

1. BECAUSE OF YOU
T. Bennett—Columbia
2. COME ON-A MY HOUSE
R. Clooney—Columbia
3. SIN
Four Aces-A. Alberts—Victoria
4. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
5. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
6. I GET IDEAS
T. Martin—Victor
7. SWEET VIOLETS
D. Shore—Victor
8. COLD, COLD HEART
T. Bennett—Columbia
9. SHANGHAI
Doris-Day-P. Weston—Columbia

DETROIT

1. BECAUSE OF YOU
T. Bennett—Columbia
2. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
3. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
4. COME ON-A MY HOUSE
R. Clooney—Columbia
5. COLD, COLD HEART
T. Bennett—Columbia
6. BECAUSE OF YOU
L. Baxter—Capitol
7. I GET IDEAS
T. Bennett—Columbia
8. BECAUSE
M. Lanza—Victor
9. SMOOTH SAILING
E. Fitzgerald—Decca

ATLANTA

1. BECAUSE OF YOU
T. Bennett—Columbia
2. SIXTY MINUTE MAN
Dominoes—Federal
3. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
4. COME ON-A MY HOUSE
R. Clooney—Columbia
5. DOWN YONDER
B. Woods—Tennessee

WASHINGTON, D. C.

1. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
2. BECAUSE OF YOU
T. Bennett—Columbia
3. COME ON-A MY HOUSE
R. Clooney—Columbia
4. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
5. SWEET VIOLETS
D. Shore—Victor
6. SHANGHAI
Doris-Day-P. Weston—Columbia
7. WHISPERING
L. Paul—Capitol
8. I GET IDEAS
T. Martin—Victor
9. BECAUSE
M. Lanza—Victor
10. IN THE COOL, COOL, COOL OF THE EVENING
Bing Crosby-J. Wynias—Decca

BOSTON

1. BECAUSE OF YOU
T. Bennett—Columbia
2. COLD, COLD HEART
T. Bennett—Columbia
3. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
4. I GET IDEAS
T. Martin—Victor
5. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
6. IT'S ALL IN THE GAME
T. Edwards—MGM
7. COME ON-A MY HOUSE
R. Clooney—Columbia
8. SIN
Four Aces-A. Alberts—Victoria

DENVER

1. COME ON-A MY HOUSE
R. Clooney—Columbia
2. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
3. BECAUSE OF YOU
T. Bennett—Columbia
4. SWEET VIOLETS
D. Shore—Victor
5. WHISPERING
L. Paul—Capitol
6. BECAUSE OF YOU
G. Lombardo-G. DeLavenne—Decca
7. I GET IDEAS
T. Martin—Victor

LOS ANGELES

1. BECAUSE OF YOU
T. Bennett—Columbia
2. COME ON-A MY HOUSE
R. Clooney—Columbia
3. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
4. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
5. I GET IDEAS
T. Martin—Victor
6. WHISPERING
L. Paul—Capitol
7. TOO YOUNG
Nat. (King) Cole—Capitol
8. BELLE, BELLE, MY LIBERTY BELLE
G. Mitchell-M. Miller—Columbia
9. COME ON-A MY HOUSE
M. Katz—Capitol

PITTSBURGH

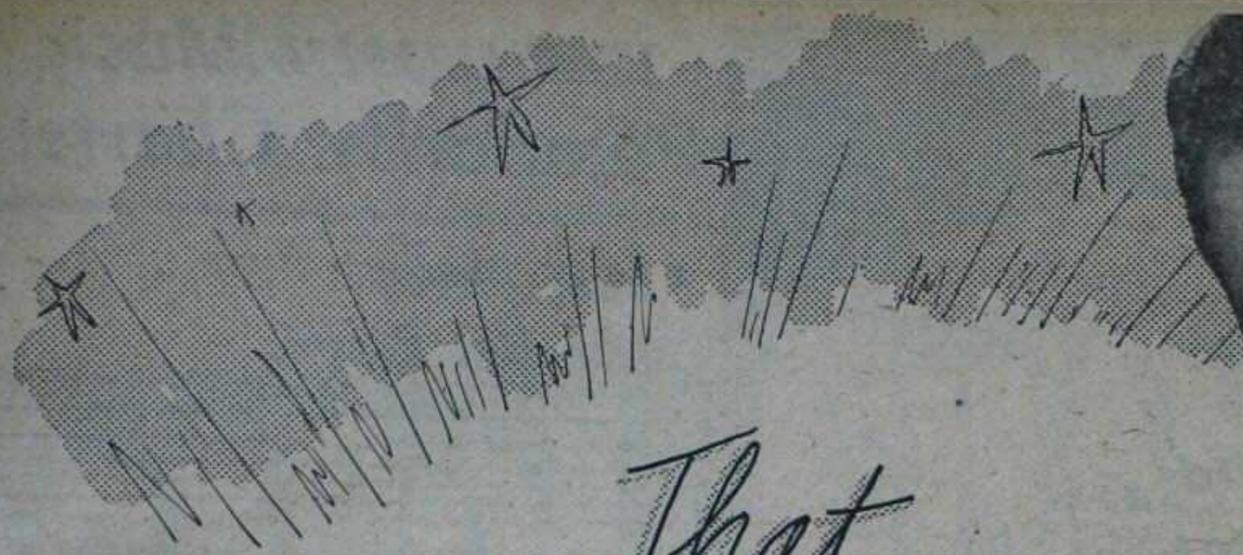
1. BECAUSE OF YOU
T. Bennett—Columbia
2. COLD, COLD HEART
T. Bennett—Columbia
3. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
4. AND SO TO SLEEP AGAIN
P. Page—Mercury
5. COME ON-A MY HOUSE
R. Clooney—Columbia
6. DETOUR
P. Page—Mercury
7. SIN
Four Aces-A. Alberts—Victoria
8. BELLE, BELLE, MY LIBERTY BELLE
G. Mitchell-M. Miller—Columbia
9. CALLA CALLA
V. Damone—Mercury

DALLAS-FORT WORTH

1. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
2. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
3. BECAUSE OF YOU
T. Bennett—Columbia
4. DOWN YONDER
B. Woods—Tennessee
5. COME ON-A MY HOUSE
R. Clooney—Columbia
6. HOW HIGH THE MOON
L. Paul-M. Ford—Capitol
7. I WON'T CRY ANYMORE
T. Bennett—Columbia

SEATTLE

1. BECAUSE OF YOU
T. Bennett—Columbia
2. COME ON-A MY HOUSE
R. Clooney—Columbia
3. WHISPERING
L. Paul—Capitol
4. I GET IDEAS
L. Armstrong—Decca
6. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
7. DOWN YONDER
C. Butler—Columbia



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ON THE
CAMPUS
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TOUCH-
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the **BIG** ^{New} **HITS** are on . . .



RCA VICTOR RECORDS

THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Records

... Based on reports received September 12, 13 and 14

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 Hit Music Popularity Chart, Part 1.

POSITION	Weeks Last	This	Week	Record	Artist
12	1	1	1	COME ON A MY HOUSE	R. Clooney
					Col(78)39467; (45)4-39467; (33)3-39467—BMI
13	2	2	2	BECAUSE OF YOU	T. Bennett
					Col(78)39362; (45)4-39362; (33)3-39362—BMI
5	6	3	3	WORLD IS WAITING FOR THE SUNRISE	L. Paul-M. Ford
					Cap(78)1748; (45)F-1748—ASCAP
23	3	4	4	TOO YOUNG	Naj (Kino) Cnie
					Cap(78)1449; (45)F-1449—ASCAP
6	9	5	5	COLD, COLD HEART	T. Bennett
					Col(78)39449; (45)4-39449; (33)3-39449—BMI
12	4	6	6	SWEET VIOLETS	D. Shore
					V(78)20-4174; (45)47-4174—ASCAP
8	7	7	7	DETOUR	P. Page
					Mercury(78)5682; (45)5682X45—BMI
5	10	8	8	WHISPERING	L. Paul
					Cap(78)1748; (45)F-1748—ASCAP (G. Jenkins, Decca 27583; F. Fruba, Decca 27001)
12	8	9	9	I GET IDEAS	T. Martin
					V(78)20-4141; (45)47-4141—BMI
4	16	10	10	DOWN YONDER	Del Wood
					Tennessee(78)775; (45)45-775—ASCAP (G. Willis, V 21-0420; Lawrence Cook, Abbey 15853; Eddie Smith and Chief King 906; C. Watts, Mer 5695; C. Butler, Col 39533; Frank Pelly Trio, MGM 11057; Joe Fingers Carr, Cap 1777)
16	5	11	11	MY TRULY, TRULY FAIR	G. Mitchell-M. Miller
					Col(78)39415; (45)4-39415; (33)3-39415—ASCAP
10	14	12	12	I WON'T CRY ANYMORE	T. Bennett
					Col(78)39362; (45)4-39362; (33)3-39362—ASCAP (Georgie Auld, Coral 60448; Billy Williams Quartet, MGM 16928; Eileen Wilson, Dec 27546; Dick Brown, Jubilee 4025; Dinah Washington, Mer 8212; Little Jimmy Scott, Roost 615)
13	12	13	13	SHANGHAI	D. Du-P. Weston
					Col(78)39423; (45)4-39423; (33)3-39423—ASCAP
18	13	13	13	LOVELIEST N'IGHT OF THE YEAR	M. Lanza
					V(78)10-3300; (45)49-3300—ASCAP
5	14	15	15	RIE, BELLE, MY LIBERTY BELLE	G. Mitchell-M. Miller
					Col(78)39512; (45)4-39512; (33)3-39512—ASCAP
3	19	16	16	BECAUSE OF YOU	G. Lombard-G. DeHaven
					Decl(78)27666; (45)9-27666—BMI
19	10	17	17	JEZEBEL	F. Laina
					Col(78)39367; (45)4-39367; (33)3-39367—BMI (Alexander Brss., Mer 5620; A. Greene, Mer 5622; B. Hart, Merit 307; W. Atwell, London 1060; Lanza and Oscar, Dec 46346)
3	18	17	17	SIXTY MINUTE MAN	Dominons
					Federal(78)12022; (45)45-12022—BMI (York Brothers King 970; Elliot Lawrence, King 15115)
3	29	19	19	BECAUSE OF YOU	L. Baxter
					Cap(78)1493; (45)F-1493—BMI
7	29	20	20	LONGING FOR YOU	V. Damone
					Mercury(78)5655; (45)5655X45—BMI
1	—	20	20	SIN	Four Aces
					Victrola 161—BMI (Suzannah Churchill, V 20-4280; Four Knights, Cap 1806; Billy Williams Quartet, MGM 11066)
9	17	22	22	SWEET VIOLETS	J. Turry
					Decl(78)27668; (45)9-27668—ASCAP
8	20	23	23	I'LL HOLD YOU IN MY HEART	E. Fisher-H. Winterhalter
					V(78)20-4191; (45)47-4191—BMI (Toni Arden-Percy Faith, Col 39525)
2	20	23	23	KISSING BUG BOOGIE	J. Stafford
					Col(78)39529; (45)4-39529; (33)3-39529—ASCAP (T. Enie, Cap 1775; N. Helli, Coral 60567)
5	26	23	23	LONGING FOR YOU	S. Kavn
					Col(78)39499; (45)4-39499; (33)3-39499—ASCAP (George Cates, Coral 60546; Russ Morgan, Dec 27703; C. MacIver-M. Ayers Ork, V 20-4219; Len Baxter, Cap 1731; L. Clinton, Broadway 1668; T. Tucker Ork, MGM 11021; Teresa Brewer, London 1686)
3	29	23	23	HAWAIIAN WAR CHANT	Ames Brothers
					Col(78)60510; (45)9-60510—ASCAP (J. Stafford, Columbia 39529)
6	22	27	27	I'M WAITING JUST FOR YOU	L. Millinder
					King (78)4453; (45)45-4453—BMI (R. Clooney, Columbia 39535; Bob Crosby, Capitol 1593; Cass Daley-M. Car-witchell, Decca 27743; H. Hawkins, King 969)
2	29	28	28	OH HOW I LOVE YOU	G. Hart
					Sharp 36—ASCAP (Buddy Morrow, V 20-4260)
1	—	28	28	I'M WAITING JUST FOR YOU	R. Clooney
					Col(78)39535; (45)4-39535; (33)3-39535—BMI
1	—	28	28	WHILE YOU DANCED, DANCED, DANCED	G. Gibbs
					Mercury (78)5681; (45)5681X45—ASCAP

3 Eddy's and a Toni plus a great song—make a smash hit

"I'LL HOLD YOU IN MY HEART"

EDDY HOWARD
Mercury Record
No. 5217

EDDIE FISHER
RCA-Victor
No. 20-4191

EDDY ARNOLD
RCA-Victor
No. 20-2332

TONI ARDEN
Columbia
No. 39525

ADAMS, VEE and ABBOTT, INC.
116 SO. WABASH AVENUE CHICAGO 4, ILLINOIS

GENTLEMEN
PREFER

CAROL

CHANNING

everyone is going to prefer her big, blonde, hit rendition of

"MEANY MEANY"

with

**"DID I HURTCHA,
BURN YA,
CUTCHA MUCH?"**

On the podium . . .

MITCH MILLER (and his orchestra)

78 rpm 39544 33 1/2 rpm 3-39544 45 rpm 4-39544

**Columbia
Records** 

For music that sends 'em . . . to you!

Trade Marks "Columbia," "Masterworks,"  © Reg. U. S. Pat. Off. Marcos Registradas



2 GREAT RECORDS

"HUMMING BIRD"

coupled with

"LET YOUR CONSCIENCE BE YOUR GUIDE"



featuring
JOHNNIE and JACK
and the Tennessee Mountain Boys

20-4251 47-4251

and

"TWO ROADS"

coupled with

"MAKIN' LIKE A TRAIN"

featuring



PEE WEE KING
and his Golden West Boys

20-4238
47-4238



THE BILLBOARD Music Popularity Charts

Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received September 12, 13 and 14

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.

Weeks to date	Last Week	This Week	Title	Artist	Label
8	1	1	ALWAYS LATE	Lefty Frizzell	Col(78)20837; (45)4-20837; (33)3-20837—BMI
11	2	2	HEY, GOOD LOOKIN'	H. Williams	MGM(78)11000; (45)K-11000
6	3	3	MOM AND DAD'S WALTZ	L. Frizzell	Col(78)20837; (45)4-20837; (33)3-20837
14	4	4	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V(78)121-0476; (45)48-0476—ASCAP
9	10	5	PEACE IN THE VALLEY	R. Foley	Dec(78)46319; (45)9-46319; (78)14573; (45)9-14573—BMI
2	9	6	SLOW POKE	Pee Wee King	V(78)121-0489; (45)48-0489—ASCAP
7	5	7	MR. MOON	Carl Smith	Col(78)20825; (45)4-20825; (33)3-20825—BMI
16	6	8	LET'S LIVE A LITTLE	Carl Smith	Col(78)20796; (45)4-20796; (33)3-20796—BMI
24	7	9	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)4-20799; (33)3-20799—BMI
7	—	10	CRYIN' HEART BLUES	Johnnie & Jack	V(78)121-0412; (45)48-0412

Coming Up

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.

1.	UNWANTED SIGN UPON YOUR HEART	H. Snow	V(78)121-0489; (45)48-0489—BMI
2.	I'M WITH A CROWD BUT SO ALONE	E. Tubb	V(78)121-0489; (45)48-0489—BMI
3.	I'M WAITING JUST FOR YOU	H. Hawkins	King(78)969; (45)45-969—BMI

Best Selling Retail Folk (Country & Western) Records

7	1	1.	ALWAYS LATE	Lefty Frizzell	Col(78)20837; (45)4-20837; (33)3-20837—BMI
13	2	2.	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V(78)121-0476; (45)48-0476—ASCAP
10	4	3.	HEY, GOOD LOOKIN'	H. Williams	MGM(78)11000; (45)K-11000
21	3	4.	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)4-20799; (33)3-20799—BMI
4	7	5.	MOM AND DAD'S WALTZ	L. Frizzell	Col(78)20837; (45)4-20837; (33)3-20837
14	5	6.	LET'S LIVE A LITTLE	Carl Smith	Col(78)20796; (45)4-20796; (33)3-20796—BMI
25	6	7.	COLD, COLD HEART	Hank Williams	MGM(78)10904; (45)K-10904—BMI
5	—	7.	PEACE IN THE VALLEY	R. Foley	Dec(78)46319; (45)9-46319; (78)14573; (45)9-14573—BMI
2	8	9.	UNWANTED SIGN UPON YOUR HEART	Hank Snow	V(78)121-0489; (45)48-0489—BMI
6	9	10.	MR. MOON	Carl Smith	Col(78)20825; (45)4-20825; (33)3-20825—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.	CRYIN' HEART BLUES	Johnnie & Jack	V(78)121-0476; (45)48-0476
2.	SLOW POKE	Pee Wee King	V(78)121-0489; (45)48-0489

FOLK TALENT AND TUNES

Artists' Activities

Smokey Wallace and Texas Slim (Folk Music) are working at Johnnie's Lounge, Aurora, Ill. Cowboy Dallas Turner, KWJJ, Portland, Ore., has inked to do 24 sides per year with Crystal diskery. M. M. Cole is publishing a new song book for him. Turner is also heard transcribed twice per day over XERB, San Diego, Calif.

Billy Scott, now at WLW-C, Columbus, O., and his wife,

Helen, who was formerly with the Roy Acuff troupe, became parents of a son, Jerry Lee, born August 30 in Columbus. . . . The Sons of the Pioneers will start their own across-the-board show over an eight-State American Broadcasting Company web October 1 from Earl Carroll's restaurant, Hollywood. Ginny Jackson will also be on the show. The Rex Allen Show, on which the boys are also heard, has been moved to Monday night at 9:30 (CDST) over a Columbia Broadcasting System regional web. (Continued on page 36)



*america's fastest rising
country and western artist...*

CARL SMITH

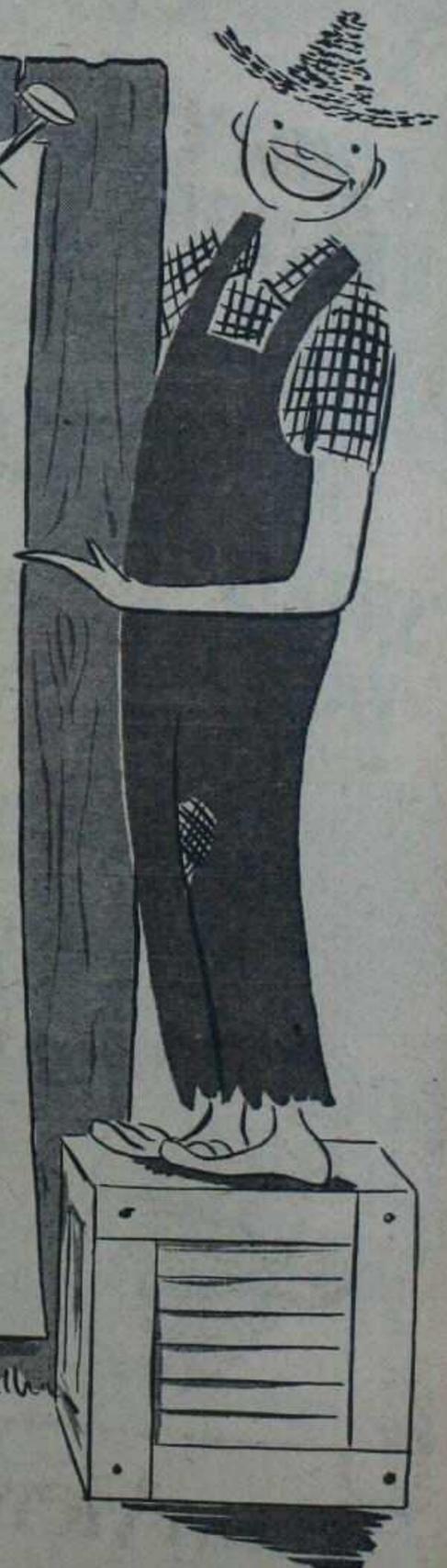
singing

**"ME AND MY
BROKEN HEART"**

and

**"LET OLD
MOTHER NATURE
HAVE HER WAY"**

#20862



COLUMBIA  RECORDS

for music that sends them . . . to you!

THE BILLBOARD Music Popularity Charts

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

13	1	1.	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	Col(78)21-0476; (45)148-0476—ASCAP
7	2	2.	ALWAYS LATE	Lefty Frizzell	Col(78)20837; (45)14-20837—BMI
10	3	3.	HEY, GOOD LOOKIN'	Hank Williams	MGM(78)11000; (45)111000
4	7	4.	MOM AND DAD'S WALTZ	L. Frizzell	Col(78)20837; (45)14-20837—BMI
21	4	5.	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)14-20799—BMI
15	5	6.	LET'S LIVE A LITTLE	Carl Smith	Col(78)20796; (45)14-20796—BMI
6	9	7.	MR. MOON	Carl Smith	Col(78)20825; (45)14-20825—BMI
18	—	8.	COLD, COLD HEART	H. Williams	MGM(78)10904; (45)14-10904—BMI
2	6	9.	HEY LA LA	E. Tubb	Dec(78)46338; (45)14-46338—BMI
8	8	9.	CRYIN' HEART BLUES	Johnnie & Jack	Col(78)21-0478; (45)148-0478—BMI

Coming Up

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

1.	SLOW POKE	Pee Wee King	V(78)21-0489; (45)148-0489
2.	KISSING BUG BOOGIE	Tennessee Ernie	Cap(78)11725; (45)14-11725
3.	UNWANTED SIGN UPON YOUR HEART	H. Snow	V(78)21-0489; (45)148-0489—BMI

FOLK TALENT AND TUNES

Continued from page 34

PeeWee King and the Golden West Cowboys are set for their first stint in Texas in years. King and his Victor recorders, starring Redd Stewart, play Houston September 7-9. They will return to Hollywood in November to do a new pic for Columbia.

Kenny Roberts just finished his first week-end in New England this summer. Reports business good. Carl Story (Mercury) who recently broke in his Ramblin Mountaineers to work at WNOX, Knoxville, as a single, plans to move to his hometown, Lenoir, N. C., soon.

First Lieut. Sid L. Gunter Jr., better known to country music as Hardrock Gunter, is stationed at Fort Jackson, S. C. He is commanding officer of the headquarters company, 167th Infantry Regiment, part of the Dixie Division. Gunter, who wrote "Birmingham Bounce," was an original member of the Golden River Boys. He recently cut some disks solo and with Roberta Lee for Decca. Jim Stanton, proxy of Rich-R-Tone records, Johnson City, Tenn., reports he and Ray Parker, Hollywood, have set up Melody Trail Music, a BMI affiliate.

Lefty Frizzell is playing four dances per week thru the South and Southwest with the Western Cherokees. Frizzell is managed by Jack Starns Jr., while Starns' wife, Neva, manages the Western Cherokees. Starting October 1, Frizzell plays another 10 days of Coast dates. Bill Bailey and Fred Niles, who are masterminding the "Old American Barn Dance," a TV film series of half-hour h. b. and Western shows, intend to start work on their next 13-week series November 5 in Chicago. They are looking for acts to work the next series. Their first series has already been sold to 13 markets and a national sponsor is in the offing. Jim Bulleit, who left KWKH, Shreveport, La., with H. L. Logan replacing him, is trying to set up a big Saturday night jamboree at Spruce Pine, N. C. He has Okie Jones (Columbia) and Van Howard working with him. Logan reports that a number of budding songwriters have established in the Shreveport vicinity.

will do Southern dates. He just left KWKH, Shreveport, La. Wayne Raney has left his home in Wolf Bayou, Ark., and is working out of Nashville. Hank Williams is working the closing spot of the Hadaacol caravan. The Carlisle Brothers (Mercury) are working with Martha Carson, formerly of James and Martha Carson. They are traveling the South, currently out of Mount Airy, N. C.

Hank Snow, injured three weeks ago in an auto accident, reported he expects to be back on the "Grand Ole Opry," WSM, Nashville, September 15. Murray Nash, of Acuff-Rose, writes that Charlie (Victor) and Bill (Decca) Monroe, who worked together years ago, will reunite under the tag, "The Monroe Brothers," for a series of jamboree dates. Charlie recently left his farm at Beaver Dam, Ky., to work at WNOX, Knoxville. Each will do a separate act and they will also work together on the dates.

Roy Acuff and the Smoky Mountain Boys will fly to Tampa September 24 to do a benefit for a leukemia victim. The boy, whose father is an Air Corps veteran, is receiving the co-operation of the McDill Field execs, who will fly the Acuff troupe in for the date. Jack McCaughey, leader of the Trent Valley Ramblers, heard over CJBQ, Belleville, Ont., just completed a tour with Wilf (Montana Slim) Carter (Victor). McCaughey says that Carter worked the grandstand show at Canadian National Exposition, Toronto.

Red Kirk, who was at WSM, Nashville, returned to WIMA, Lima, O., where he is working with Barefoot Brownie Reynolds, Casey Clark, and Bob Pauly. Kirk is also working a d.j. show there. Jimmy Myers, WMAN, Mansfield, O., has cut eight sides for Fortune, the Detroit label. Baltimore gets a big "Grand Ole Opry" show September 23 when Ernest Tubb, Carl Smith, Moon Mullican and the Duke of Paducah team up for the one-nighters. "We the People" saluted Nashville as the new Tin Pan Alley town on its September 14 broadcast. Jack Stapp, WSM, Nashville, program chief, and Fred (Ramblin' Rogue) Rose, the pubber, were featured.

LOOK to Leo...

FOR THESE BIG COUNTRY & WESTERN PROFIT MAKERS!

"THE WEAPON OF PRAYER"

b/w

"THEY'VE GOT THE CHURCH OUTNUMBERED"

MGM 10988



LOUVIN BROTHERS

"TRAIN TRACK SHUFFLE"

b/w

"DON'T TELL A LIE ABOUT ME, DEAR"

MGM 11037 (78)—K-11037 (45)

"SKEETS" YANEY

"I DREAMED OF A WEDDING"

b/w

"OVERWEIGHT BLUES"

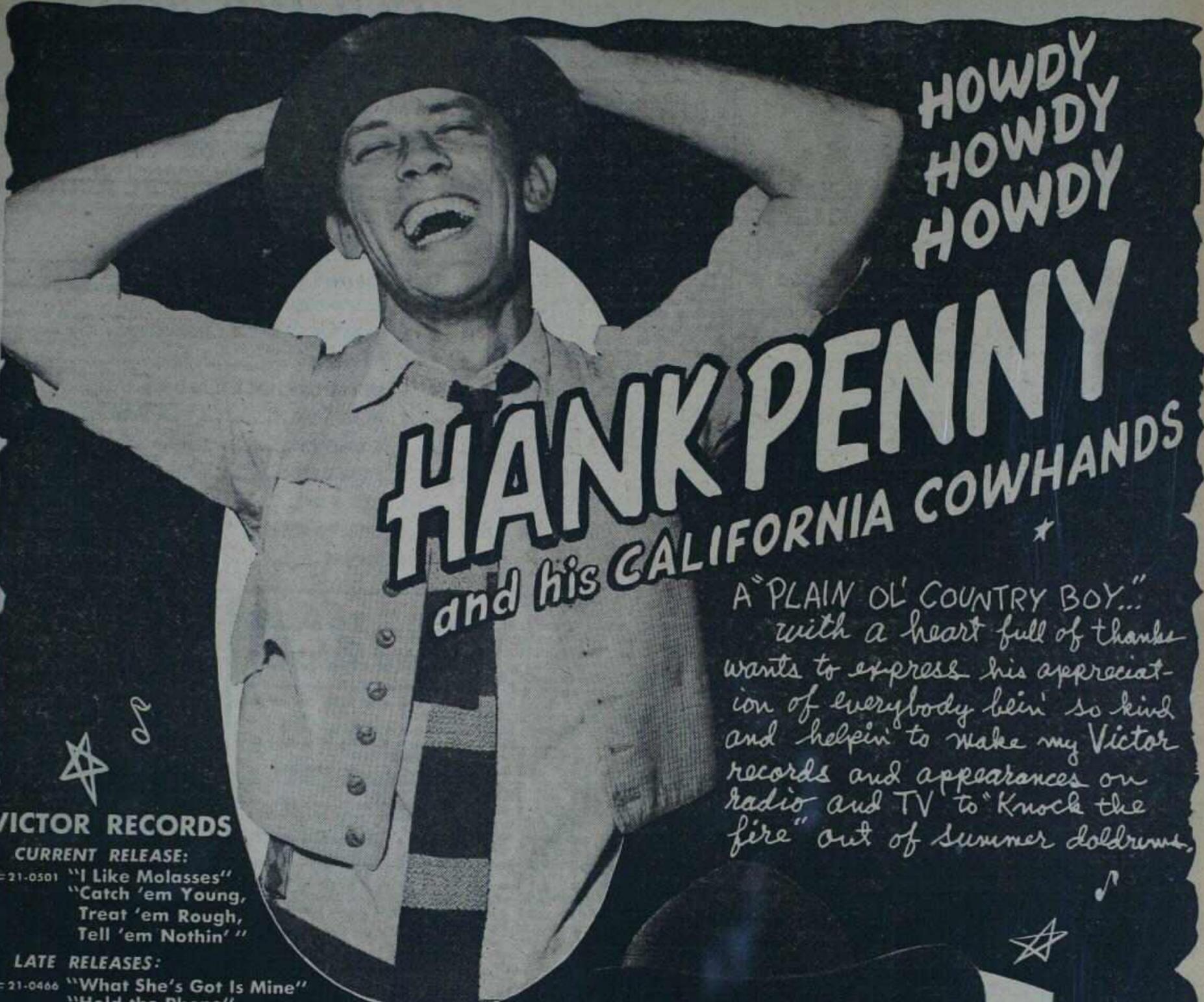
MGM 11031 (78)—K-11031 (45)

BOOD and FELICE BRYANT

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE. NEW YORK 10, N.Y.



HOWDY
HOWDY
HOWDY

HANK PENNY

and his CALIFORNIA COWHANDS

A "PLAIN OL' COUNTRY BOY..."
with a heart full of thanks
wants to express his appreciat-
ion of everybody bein' so kind
and helpin' to make my Victor
records and appearances on
radio and TV to "Knock the
fire" out of summer doldrums.

VICTOR RECORDS

CURRENT RELEASE:

- =21-0501 "I Like Molasses"
- "Catch 'em Young,
Treat 'em Rough,
Tell 'em Nothin' "

LATE RELEASES:

- =21-0466 "What She's Got Is Mine"
- "Hold the Phone"
- =21-0406 "Tater Pie"
- "Just For Old Times' Sake"
- =21-0436 "No Muss, No Fuss, No Bother"
- "A Bad Penny Always Returns"

STANDARD TRANSCRIPTIONS

TELEVISION

Spade Cooley Show
Saturday 8:30 p.m. - 9:30 p.m. KTLA
Los Angeles

Film Records Series

RADIO

Spade Cooley Show
Friday 5:30 p.m. - 6:30 p.m. PDST
CBS Network
Pappy Cheshire Ranch Roundup
Saturday 8:00 p.m. PDST Mutual
Don Lee Network



"I can DUDE it up too"

"AIN'T WORKED SO HARD
SINCE UNCLE ELROD GOT HIS
HEAD CAUGHT IN THE SEPARATOR
--- BUT BY GRANNIES,
IT'S SHORE FUN!"

Hank



Personal Management:
H. EAMES BISHOP
BISHOP AND THAYER
139 South Beverly Drive Beverly Hills, California

THE BILLBOARD Music Popularity Charts

Best Selling Retail Rhythm & Blues Records

Based on reports received September 12, 13 and 14

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	Record	Artist	Label
17	1	1	60 MINUTE MAN	Dominoes	Federal(78)12022; (45)45-12022-BM1
5	2	1	GLORY OF LOVE	Five Keys	Ataddin(78)3099; (45)45-3099
16	5	3	DON'T YOU KNOW I LOVE YOU?	The Clovers	Atlantic 934
11	3	4	CHAINS OF LOVE	J. Turner	Atlantic 939-BM1
14	4	5	I'M WAITING JUST FOR YOU	Lucky Millinder	King(78)4453; (45)45-4453-BM1
4	—	6	CASTLE ROCK	J. Hodges	Mercury(78)8944; (45)8944X45-BM1
5	10	7	BLOODSHOT EYES	W. Harris	King(78)4461; (45)45-4461-BM1
2	—	7	T-TOWN JUMP	R. Milton	Specialty 407-BM1
2	6	9	SMOOTH SAILING	E. Fitzgerald	Dec(78)27693; (45)45-27693
6	7	10	T' 99 BLUES	J. Nelson	RPM 325-BM1

RHYTHM AND BLUES NOTES

Vocal groups have taken command in the R & B field. Never before in the history of the specialty field have so many groups developed and taken so deep a root both on wax and in personal appearances. The development of the vocal group in the field dates back a couple of years to the successes originally achieved by The Ravens and then The Orioles. With these two groups still potent box office in the R & B market, almost a dozen others have sprung up, most of them in the past six months. The Dominoes, The Swallows, The Clovers, The Five Keys, The Four Buddies, The Cardinals, The Four Tunes, The Blenders, etc., are some of the groups in the business doing well at this point. These vocal groups have taken the play in the R & B field away from the small instrumental groups and intimate solo blues singers which held sway for some time.

The jazz concert season gets under way this week. It shapes up as the most active in several years. At least four major tours are on tap with Norman Granz's "Jazz At The Philharmonic" tour the lead-off unit. Granz's unit started Friday (14) evening in Hartford, Conn., and will play 48 dates. Granz also is involved in the coming Billy Eckstine-George Shearing Quintet concert series; he will promote 22 of these concerts himself out of about 60 which have been scheduled. This tour begins October 12. Stan Kenton will take out his "Innovations in Modern Music" unit late this month for its annual cross-country trek. And the Duke Ellington ork-Nat King Cole-Sarah Vaughan arena and concert package will get under way Friday (21) in Boston and will work some 60 dates in a 10-week period.

Singer Charles Brown bought a night club in Los Angeles and will open there sometime in November after he completes his current booking commitments, which currently have him playing Midwestern theaters and one-nighters. . . . Vibist Joe Roland replaced Don Elliot in the George Shearing Quintet this week.

Warbler Johnny Hartman, who is being handed a build-up via RCA Victor Records, has signed a booking contract with Shaw Artists Corporation. He is being personally managed by Harry Weinstein. . . . Mary Lou Williams has formed a new trio and will break it in next week beginning Monday (17) at Lindsey's in Cleveland. . . . John Levy, who manages the George Shearing Quintet, this week grabbed warbler Earl Wil-

(Continued on page 94)

C&W Records to Watch

In the opinion of The Billboard's music staff the following record has the best sales and performance potential among the country and Western records received this week:

TENNESSEE BLUES
60-MINUTE MAN
Hardrock Guitler-Roberta Lee...Decca 46363

Most Played Juke Box Rhythm & Blues Records

Based on reports received September 12, 13 and 14

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	Record	Artist	Label
18	1	1	SIXTY MINUTE MAN	Dominoes	Federal(78)12022; (45)45-12022-BM1
9	2	2	CHAINS OF LOVE	J. Turner	Atlantic 939-BM1
13	3	3	I'M WAITING JUST FOR YOU	Lucky Millinder	King(78)4453; (45)45-4453-BM1
8	5	4	"T" 99 BLUES	J. Nelson	RPM 325-BM1
10	4	5	DON'T YOU KNOW I LOVE YOU?	The Clovers	Atlantic 934
2	—	6	ALL NIGHT LONG	J. Otis-M. Walker	Savoy 768-BM1
4	7	7	BLOODSHOT EYES	W. Harris	King(78)4461; (45)45-4461-BM1
2	9	8	SMOOTH SAILING	E. Fitzgerald	Dec(78)27693; (45)45-27693
1	—	8	GLORY OF LOVE	5 Keys	Ataddin(78)3099; (45)45-3099
2	10	10	SADDLE THE COW	R. Gordon	RPM 324-BM1
2	—	10	TRA LA LA	Griffin Brothers	Dot 1060-BM1

Rhythm & Blues Record Reviews

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

ARTIST	TUNES	REVIEW
LABEL AND NO.	COMMENT	REVIEW
JOEY THOMAS Cherokee Boogie DECCA 48236—Okay r. & b. coverage on Moon Mullican's c. & w. hit. Thomas hands the ditty a fast vocal run thru while the ork sets up a drivin' beat.	79--80--78--79	★★★★
Hobo Boogie Another c. & w. ditty is translated here for the r. & b. market. This side is instrumental. Orking is strong. Good wax.	75--76--73--75	★★★★
RAY CHARLES What Have I Done? SWING TIME 217—Charles has an effective slice in this slow blues. Good Southern market stuff.	78--78--77--80	★★★★
See See Rider Charles turns in a magnificent job on this standard blues. He sings it ferociously in his subdued, soulful style.	81--82--80--82	★★★★
FOUR BUDDIES (It's a) Sin SAVOY 817—The Buddies sing up a storm on their hard-hitting coverage of the new sleeper tune. The lead tenor's ebullient, sliding chanting is arresting. Side could click for r.&b.	84--84--84--84	★★★★
Heart and Soul Combo's basement-voiced bass leads on an attractive reading of the Frank Lescoe-Johnny Mercer torcher.	80--80--80--80	★★★★
SONNY THOMPSON Sunshine Blues KING 4470—Thompson's piano is blended with a guitar, with bass and drums in back, in an after-hours blues instrumental. Clean, good-beat, but routine in the idea department.	66--64--66--68	★★★★
Blue Piano A strong, vibrant bary named Royal Brent sings a synthetic, contrived tune addressed to the piano. Unrealistic entry.	50--50--50--50	★★★★
WYRONIE HARRIS I'll Never Give Up KING 4468—Wyronie gets down to a business with a hard-hitting pleasing slow blues with a potent lyric. No shouting, but a straight-forward job of real blues singing, backed by a fine arrangement.	83--83--83--83	★★★★
Man, Have I Got Troubles Mr. Blues gets a lot of feeling into an okay slow blues.	78--78--78--78	★★★★
AMOS EASTON ORK Strange Angel SPECIALTY 410—Old time chanter Easton returns in wax impressively, chanting a mystical, effective medium blues, with the band playing beautifully in back. With the current interest in slightly weird, off-center blues topics this one could make a mark.	84--84--84--84	★★★★
Lonesome Trail Blues Easton gets plenty of feeling and Southern manning into his reading of an okay old style blues, with top band support.	78--78--78--78	★★★★

Rhythm & Blues Record Releases

Come on Daddy—Pearl Traylor (The Pawnshop) Okeh 6822
Cry—Ruth Casey (Hold Me) Cadillac 103
Drop a Penny in the Wishing Well—James Quintet (I Could) Dec 48237
11:31 P.M.—M. King (Make It) Okeh 6817
Fine as Wine—Dick Cole (Tennessee Bounce) Modern 831
Fool, Fool, Fool—Clovers (Needless) Atlantic 944
Harlem Nocturne—W. Jackson (Street Scene) Atlantic 946
Hold Me Just a Little Closer Daddy—Ruth Casey (Cry) Cadillac 103
I Could Make You Care—James Quintet (Drop a) Dec 48237
I Get All My Lovin' on Saturday Night—The Ravens (The Whiffenpoof) Okeh 6825
I'll Be Faithful to You—J. Lewis (Let's Get) Atlantic 943
I'm All Yours—The Bell Hops (Where is) Decca 48239
Let's Get Together and Make Some Love—J. Lewis (I'll Be) Atlantic 943
Long 'Bout the Crack o' Dawn—Irlton French (My Run) Okeh 6816
Make It Good—M. King (11:31 P.M.) Okeh 6817
Masquerade Is Over—C. Powell (Talkin') Okeh 6818
My Run Around Baby—Irlton French (Long 'Bout) Okeh 6816
Needless—Clovers (Fool, Fool) Atlantic 944
No Wine, No Women—Mr. Google Eyes (Rough and) Okeh 6820
Now I Lay Me Down to Dream—A. Hibbler (This is) Atlantic 945
Pawnshop Man—Pearl Traylor (Come on) Okeh 6822
Rough and Rocky Road—Mr. Google Eyes (No Wine) Okeh 6820
Street Scene—W. Jackson (Harlem Nocturne) Atlantic 946
Sun Shines Once Again—Sugar Tones (Your Fool) Okeh 6814
Talkin'—C. Powell (Masquerade is) Okeh 6818
Tennessee Bounce—Phinus Newborn (Fine as) Modern 831
This is Always—A. Hibbler (Now is) Atlantic 955
Where is Love—The Bell Hops (I'm All) Dec 48239
Whiffenpoof Song—The Ravens (I Get) Okeh 6825
Your Fool Again—Sugar Tones (The Sun) Okeh 6814

Dealer Doings

Continued from page 28

Speeds

In different parts of the country dealers continue to report variations in the public's acceptance of one speed over another. Nu-Life Radio Shop, New York, writes: "Around here the tendency is for 78 r.p.m." Of course, other shops in the same city could report differently, depending upon its type of trade. Still, the opinions are interesting. Here's another, from Richards Music Company, Sanford, Ariz.: "Our shop received, on the same day, 25 of Frankie Laine's "Jezebel" on 78, also 25 on 45. In just a few days, the actual count showed we had sold nine of the 78's and 18 of the 45's. This is so indicative of the sales trend as regards the speeds in our locality. . . . In spite of all precautions, we've been able to take we will be stuck with a horrifying number of 78's. But we can't blame our customers for preferring 45's." . . . And from Ferguson's Record Shop, Memphis: "LP's showing a nice pick-up the last couple of weeks."

Everybody's Buying
Billy Mitchell's
Version of
"SWEET VIOLETS"
BLUE 117



OTHER SELLERS
BEDSPRING BOOGIE 126
THE DEACON'S PLAN 127
PARTY RECORD ALBUM 1-X

BLUE RECORDS
4512 So. CENTRAL AVENUE LBS. ANG. 2-2

Going Big!
STRANGE ANGEL
by AMOS EASTON
#410
Specialty records

A Natural!
DON'T BREAK MY HEART AGAIN
by THE VICTORIANS
#411
Specialty records

BILLBOARD CALLED IT!
I DON'T BELIEVE IN TOMORROW
by THE LARKS
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by LINDA HOPKINS with J. OTIS Orch.

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PAGE 57

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

- And So It Ended—Vinyl De Campo-Denny Vaughan (You Could) Coral 60568
- Aw C'mon—D. Martin (Hanging Around With You) Cap 1797
- Be Mine Tonight—Les Baxter (California Moon) Cap 1785
- Be Mine Tonight—Bill Farrell (Blue Velvet) MGM 11062
- Be Mine Tonight—Lina Romay-Guy Lombardo (Chi Chi) Dec 27744
- Bela Bittsa—Patrice Munsel (Look Me) V 20-4255
- Birmingham Jail—P. Lee (White We're) Cap 1776
- Blue Velvet—Bill Farrell (Be Mine) MGM 11062
- Bobby Sox Bounce—Tom Spinaza (Love Is) Cavalier 803
- California Moon—Les Baxter (Be Mine) Cap 1785
- Call Me Darling—John Laurence (Give Your) Cavalier 805
- Carolina—Andrew Sisters (Daddy) Dec 27757
- C'est Vous—Larry Raine (Hall of) Coral 60569
- Chi Chi—Lina Romay-Guy Lombardo (Be Mine) Dec 27744
- Cigarette—D. Kosta (I Speak) Newton 103-4
- Daddy—Andrew Sisters (Carolina) Dec 27757
- Don't Take Your Love From Me—Bob Eberly (Never) Cap 1786
- Down Yonder—Joe Fingers Carr (Ivory Rag) Cap 1777
- Flower of Dawn—Tommy Dorsey (My Love) Dec 27759
- Francisca—S. Kenton (Night Watch) Cap 1774
- Give Your Heart Another Chance—John Laurence (Call Me) Cavalier 805
- Glory of Love—Four Knights (It's No Sin) Cap 1806
- Glory of Love—Buddy Greco (I Ran) Coral 60573
- Got Your Wealth—Lee Summers (Woman) Sutton S-1001
- Hall of Love—Larry Raine (C'est Vous) Coral 60569
- Hanging Around With You—D. Martin (Aw C'mon) Cap 1797
- Horn of Overture—B. Crosby (99 Out) Cap 1778
- I Don't Believe in Tomorrow—Savannah Churchill (It's No Sin) V 20-4280
- I Don't Stand a Ghost of a Chance With You—Dinning Sisters (Love Me) Cap 1792
- I Found a Million Dollar Baby—Emil Bucard (Rain) Cavalier 806
- I Ran All the Way Home—Buddy Greco (The Glory) Coral 60573
- I Spent My Heart—B. Grant (Cigarette) Newton 103-4
- I Will Remember You—Bing Crosby (The Lonely) Dec 27768
- I Wish I Was—R. Clooney (Mixed Emotions) Col 39336
- In a Brewery in Drury Lane—Peter Lind Hayes (Krausmeyer's Band) Dec 27745
- It's Over—Billy Williams Quartet (It's Not) MGM 11066
- Ivory Rag—Joe Fingers Carr (Down Yonder) Cap 1777
- Jo Ann—Jack Ross (Zing Went) Cavalier 809
- Kiss to Build a Dream On—Jack Haskell (Wedding Invitations) Coral 60574
- Krausmeyer's Band—Peter Lind Hayes (It's) Dec 27745
- Last Night I Went Walking—B. Grant (M. Amour) Newton 101-2
- Lena Plays Your Concertina—Baron Elliott Octet (No One) Dec 27746
- Loneliness of Evening—Bing Crosby (I Will) Dec 27768
- Look Me Over Once—Patrice Munsel (Bela Bittsa) V 20-4255
- Love Me Blues—Dinning Sisters (I Don't) Cap 1792
- Love It is a Holiday—Tom Spinaza (Bobby Sox) Cavalier 803
- Love of a Gray—Bob Sands (When the) Cap 1767
- Mad About Him, Sad Without Him, How Can I Be Glad Without Him—Janette Davis (You) Col 39537
- Mr. Touchdown U. S. A.—H. Winterhalter (Red Leaves) V 20-4261
- Mixed Emotions—R. Clooney (I Wish I) Col 39336
- My Amour—B. Grant (Last Night) Newton 101-2
- My Little Girl—W. Way (Stay Close) Music of Our Time 1001-2
- My Love—Tommy Dorsey (Flower of) Dec 27759
- Never—Bob Eberly (Don't Take) Cap 1786
- Night Watch—S. Kenton (Francisca) Cap 1774
- 99 Out of a Hundred—B. Crosby (Horn of Overture) Cap 1778
- No One Could Love You—Baron Elliott Octet (Lena Play) Dec 27746
- Oh, How I Love You—Buddy Morrow (Truly Lulu) V 20-4260
- On the Beach at Bali Bali—Gene Schiller (Operator Operator) Ronda 263
- Operator Operator—Gene Schiller (On the) Ronda 263
- Rain—Eddie Buzzard (I Found) Cavalier 806
- Red Leaves on the Campus Green—H. Winterhalter (Mr. Touchdown) V 20-2261
- It's Not Sin—Savannah Churchill (I Don't) V 20-4280
- It's Not Sin—Four Knights (The Glory of) Cap 1806
- It's Not Sin—Billy Williams Quartet (It's Over) MGM 11066
- Stay Close to People—W. Way (My Little) Music of Our Time 1001-2
- Truly Lulu—Buddy Morrow (Oh, How) V 20-4260
- Wedding Invitations—Jack Haskell (A Kiss) Col 60574
- When the World Was Young—Bob Sands (The Love) Cap 1767

- White We're Young—P. Lee (Birmingham Jail) Cap 1776
- Woman—Lee Summers (Got Your) Sutton 1001
- You—Janette Davis (Mad About) Col 39537
- You Could Make Me Smile Again—Vinyl De Campo-Denny Vaughan (And So) Coral 60568
- Zing Went the Strings of My Heart—Jack Ross (Jo Ann) Cavalier 809

POPULAR ALBUMS

- An American in Paris Album—Gene Kelly—Ginger Rogers—Johnny Green—MGM Studio Ork (1-10") MGM E-93—1 Got Rhythm; I'll Build a Stairway to Paradise; An American in Paris Ballet; Love Is Here to Stay; 'S Wonderful

INTERNATIONAL

- Bagels and Loaf—Barton Bros (Chi-Ri-Bim) Apollo 501
- Chi-Ri-Bim—Chi-Ri-Bom—Barton Bros (Bagels and) Apollo 501
- Crackerjack—L. Duchow (Yodeler's Waltz) V(45)-51-1205
- Yodeler's Waltz—L. Duchow (Crackerjack) V(45)-51-1205
- Let's Dance a Frailachs—Barton Bros (Part 1 & 2) Apollo 501

HOT JAZZ

- Bei Mir Bist Du Schoen—O. Pettiford (Swingin' 'Til) Mercer M-1966
- Caravan—Coronets (Indian Summer) Mercer M-1968
- Give Me the Simple Life—Cal Tjader Trio (Ivy) Galaxy 701
- Good Groove—B. Taylor (Willow Weep) Atlantic 676
- Happening, The—Coronets (Night Walk) Mercer M-1969
- Indian Summer—Coronets (Caravan) Mercer M-1968
- Ivy—Cal Tjader Trio (Give Me) Galaxy 701
- Let the Zoners Doodle—J. Hodges (Searcy's Blues) Mercer M-1970
- Night Walk—Coronets (Happening, The) Mercer M-1969
- Searcy's Blues—H. Hodges (Let the) Mercer M-1970
- She—Coronets (Moonlight Fiesta) Mercer M-1967
- Swingin' 'Til the Girls Come Home—O. Pettiford (Bei Mir) Mercer M-1966
- Tempo Fiesta—Coronets (She) Mercer M-1967
- Willow Weep for Me—B. Taylor (Good Groove) Atlantic 676

LATIN AMERICAN

- Das Gardenerias—Dariole Santos (El Ajiajo) Dec 21355
- El Ajiajo—Daniel Santos (Das Gardenerias) Dec 21355
- La Boda de Luis Alonso—Ork Las Churruelinas (Perdoname) V (45)51-5512
- La Virgen de la Macarena—Luis Arcaez (Maria Elena) V (45)51-5524
- Mambo Macoco—C. Rodriguez (Mamey Color) V (45)51-5513
- Mamerta—Fauito Curbelo (Oye Amarrá) V (45)51-5525
- Mamey Colorado—C. Rodriguez (Mambo Macoco) V (45)51-5513
- Maria Elena—Luis Arcaez (La Virgen) V (45)51-5524
- Oye, Amarrá la Chiva—Fauito Curbelo (Mamerta) V (45)51-5525
- Perdoname—Ork Las Churruelinas (La Boda) V (45)51-5512

CHILDREN

- Blow the Man Down—Jack Mercer-Sandpipers-Mitch Miller (Popeye the) Golden Record R 60
- Casper the Curious Kitten—(Parts 1 and 2) Larry Morey-Stanley Myers Cap Dat 3093
- Choo Choo Train—Sandpipers-Anne Lloyd-Mitch Miller (Tootie) Golden Record R 56
- Laughing Place—Art Carney, Mitch Miller (Zip a Deed) Golden Record RD 27
- Little Toot—(Parts 1 and 2) Anne Lloyd-The Sandpipers-Mitch Miller, Golden Record RD 28
- Parade of the Wooden Soldiers—Anne Lloyd-The Sandpipers-Mitch Miller (Sparrow in) Golden Record R 71
- Popeye the Sailor Man—Jack Mercer-The Sandpipers-Mitch Miller (Popeye the) Golden Record R 60
- Rudolph, the Red Nosed Reindeer Album—Michael Stewart-The Sandpipers-Mitch Miller (2-7") Golden Record LGR 2: The Reindeers' Dance; Santa's Other Reindeer; Pull Together; Rudolph, the Red Nosed Reindeer
- Sparrow in the Treetop—Anne Lloyd-The Sandpipers-Mitch Miller Ork (Parade of) Golden Record R 71

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they

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LOUIS ARMSTRONG

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(When We Are Dancing)

I GET IDEAS

and

A KISS TO BUILD A DREAM ON

From MGM Picture "The Strip"

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America's Fastest Selling Records

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“DOWN YONDER”

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and “TAKE HER TO JAMAICA”

(Where the Rum Comes From)

20-4267 — 47-4267

the **BIG** ^{New} **HITS** are on . . .



RCA VICTOR RECORDS

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; interpretation, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record advt's—promotion firm, legit and other "plug" kits), 10; manufacturer's distributor 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
PETER LIND HAYES In a Brewery in Drury Lane DECCA 27745—The comic, with the assistance of a barbershop group and an oompah band, gets off an amusing hunk of material styled a la British music hall. Good for tavern plays.		75--74--72--80
Krausmeyer's Band German band styled novelty in thumping waltz time gets a mildly comic job from Hayes.		72--71--70--74
ROSEMARY CLOONEY (Percy Faith Ork) Mixed Emotions COLUMBIA 38536—Disk, which came out before Miss Clooney's "Come On-A My House" smash has been hanging on as a sleeper, and gets a deserved new lease in the present re-coupling.		85--86--84--86
I Wish I Wuz With the now well-known swing-harpichord backing, thrush beats out a zestful job on the catchy pop-kiddy novelty.		86--86--86--86
DOTTIE O'BRIEN (Billy May Ork) Lotus Flower CAPITOL 3781—Clever exotic novelty, as thrush pipes a tune that appears to be based on some oriental tone system. She does an ingratiating, Che Che Sao type job, to a fine mood orking by May.		82--84--82--81
Don'tcha Come A'Knockin' Rhythm novelty is strictly routine fare.		70--70--70--70
MAGGIE JACKSON (With Ork) He Needs Me CAPITOL 3780—Gal has a fine torch style. Tune is a quality ballad, backed with a modern combo style. Good kicks for a limited audience.		73--75--73--72
Till We Meet Again (Pete Kelly's Big 7) Divie combo headed by Dick Cathcart, a Bobby Hatchett-Bix trumpet man, take the good olde ju-tempo New Orleans style. Good jazz.		70--70--70--70
JOHN LORENZ (Emile Buzaid Ork) Give Your Heart Another Chance CAVALIER 865—Lorenz, absent from the disk scene since he waded for Mercury some three years ago, is back with a mediocre item here—a so-so ballad with organ-rhythm backing and he doesn't project as he might.		65--65--65--65
Call Me Darling Warbler gets considerably more presence into his singing, of the lovely waltz standard. A simple, effective job, with nice touches of early Crosby.		74--74--74--74
TOM SPINOSA ORK (Merv Griffin) Love Is on a Holiday CAVALIER 863—Griffin, now pacted to Victor, has a weak tune to work with here, backed by a stock-type micky orking.		64--65--64--63
Bobby Sox Bounce (The Trio) Limp instrumental work and mediocre trio warbling on a timewaster.		40--40--40--40
WENDY WAYE (Joe Reisman Ork) Stay Close to People MUSIC OF OUR TIME 1001-2—Well conceived ballad on the philosophical side gets a fem vocal and orking that has too much in the attempt to hit the torch mood. Artful promotion could conceivably ford this barrier, because tune has substance.		72--74--72--70
My Little Girl A tender excerpt from the Soliloquy from "Carousel" gets a sincere, but slow-going job. Small commercial values.		63--63--66--60
BARON ELLIOTT OCTET (Jimmy Confer) Lena Play Your Concertina DECCA 27746—Routine pop polka item, with sang vocal effects. Brisk performance.		70--67--70--73
No One Could Love You (The Way That I Do) Confer shows a wimpy romantic bary on a solidly worded ballad using Rubinstein's "Melody in F" for music.		81--81--81--81
LORRY RAINE (Herman Clebanof Ork) Half-a-Love CORAL 6056—A superior new ballad gets a warm, whisery go from thrush, with an effective orking in back.		83--83--83--83
C'est Vous Typical attempt for a chumon intime here. Tempo's slow, Miss Raine is provocative, and there's a sprinkling of Berlitz French, but over-all impact is mediocre.		73--74--73--72
VINNI DE CAMPO (DENNY VAUGHAN ORK) And So It Ended CORAL 6056—Warbler does an engaging turn with a handsome new ballad, with a piano-concerto arrangement affording breadth.		77--78--77--76
You Could Make Me Smile Again Tune would seem to be the answer to "I'll Never Smile Again" and a standing job of writing it is. Rendition has the good old TD ballad flavor.		78--79--78--77
TOMMY DORSEY (Vic Young & Singing Strings) Flower of Dawn DECCA 27754—Tommy, in a setting of strings and voices, plays a pretty theme in dance time in his distinctive and beautiful trombone tones. Very pretty item which deserves should play frequently.		79--82--79--77
My Love T. D.'s team shows the way thru another pretty melody, this one by Victor Young, who leads the oix and chorus in the lovely background.		79--82--79--77

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“SAN ANTONIO ROSE”

by JOHN MADDOX and The Rhythmasters #15001—45-15001

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ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
BING CROSBY (Jud Conlon's Ork-John Scott Trotter Ork) The Loneliness of Evening	DECCA 27769—Bing spreads warmth and mood as he croons a pretty Rodgers-Hammerstein ballad, which is kin to their "Ball of Fire." Pretty ark-chorus setting rounds out an altogether lovely etching.	80--83--80--78
I Will Remember You (Lyn Murray Ork)	Bing does another pretty ballad and again sings in his wonderfully relaxed crooning style. Should please his collectors no end.	77--80--76--76
HUGO WINTERHALTER ORK & CHORUS Red Leaves on the Campus Green	VICTOR 20-4261—Winterhalter paints a mood canvas with his ark and chorus of a nostalgic alma mater ballad. With football coming up, this could score with the collegiate-minded.	79--82--78--78
Mr. Touchdown, U. S. A.	Release of a football anthem created by Hugo last year with some success. Should do at least as well this year. Song's the best of its type to have shown in many years.	86--88--85--86
PATRICE MUNSEL (Norman Leyden Ork) Bela Bimba	VICTOR 20-4255—A gay, sweeping waltz with an infectious chorus and a fitting verse line is done big-style by Miss Munsel with Leyden's ark chorus to back up. Leyden's clapping enhances considerably. With aid of RCA's promotion gins, this one could stop.	86--86--86--86
Look Me Over Once	Miss Munsel sings the "Floderpus" waltz in its Metopera adaptation by Howard Dietz. Pleasant, but doesn't stack up as potent pop fare.	75--76--75--74
BUDDY MORROW ORK (Frankie Lester & Quartet) Oh, How I Love You	VICTOR 20-4250—Morrow's ark does a pleasant coverage of a waltz that is doing some Midwestern "sleeper" business. Lester, with a quartet, sings it nicely.	75--76--74--75
Truly Lulu	A ditty with a Japanese melody and a literally Anglicized lyric stacks up as a poor sequel to "Rose, Rose I Love You." Lester does a valiant job with a pretty ridiculous lyric.	55--55--55--55
SAVANNAH CHURCHILL (It's No) Sin	VICTOR 20-4280—Miss Churchill debuts on Victor with a very substantial coverage of the "sleeper" ballad hit. She's ably supported by a fine quartet. Could do well in v.b. quarters.	80--80--80--80
I Don't Believe in Tomorrow	The husky throated thrush does a neat job with a pleasant enough ballad.	71--71--70--72
BEASLEY SMITH ORK (Don Estes) My Wife and I	DOT 15002—Pleasant etching of a rather attractive ditty.	62--62--60--64
I'm Gonna Live and Die in Texas	Smith has a few words to offer about Texas; maybe a few Texans would be interested.	48--50--45--50
JOHNNY HARTMAN (Norman Leyden Ork) Lemme Go	VICTOR 20-4254—New Victor warbler does a lightweight rhythm novelty in a strong true bary.	67--68--67--66
I Ran All the Way Home	Hartman shows to fine advantage on a striking sentimental ballad by Benjamin and Weiss. Ork and chorus showcase him handsomely under Norman Leyden's baton.	80--82--79--79
DORIS DREW (Nook Schreier Ork) I Wish I Wuz	MERCURY 5701—Thrush and chorus add a so-so rendition of the pop-ark novelty to the many other versions already released.	70--70--70--70
Where's-A Your House?	The follow to "Come On-A My House" is more substantial and pertinent than such things usually are. Miss Drew and the ark sell it admirably.	77--79--77--75
ALLEN GREENE (Nook Schreier Ork) The Glory of Love	MERCURY 5702—Bary does a so-so job with the Billy Hill alain, set in a romantic, slow ark-chorus frame.	66--66--66--66
(I Don't Stand a) Ghost of a Chance	Greene skirts the melody of the standard, doubling tempo for the last chorus.	64--64--64--64
LINA ROMAY-GUY LOMBARDO Be Mine Tonight	DECCA 27744—Miss Romay sings the pop adaptation of "Nache De Romia" quite capably in English and Spanish with the ever dependable Lombardo supplying a solid dance backing.	81--82--80--80
Chiu, Chiu	The thrush does a samba novelty for which she has become noted in lively style. Lombardo keeps things moving smoothly with a bright arking idea for dancers.	79--80--78--80
ANDREWS SISTERS (Vic Schoen Ork) Daddy	DECCA 27737—Pic-inspired revival of the song also stirred the reissue of one of the best of the old Andrews' diskings. Sounds very much up to date and could provide some "sleeper" action with the right type of promotion.	81--84--80--80
Carioca	An unreleased old master by the girls has a good deal of drive and should provide the trio with another worthy catalog item.	76--79--73--75
KEN GRIFFIN Miss You	BONDO 227—The oldie makes ideal fare for the metronomic organing of Griffin. Skating rinks and Midwestern juke joints investigate.	72--70--70--75
Tea for Two	Griffin sets up an infectious bounce as he tees off on the standard with a staccato approach. This one's a notch more potent than the average Griffin slice.	77--75--75--80
LEE MONTI TUTONES Mama's Gone Good Bye	SMAR 35—Bright instrumental run-down of the standard could catch a coin or two in tavern boxes.	67--67--65--70
Tutone Polka	The accordion-led group plows crisply thru a lively original which could stir up some attention in the Midwestern polka belt.	71--70--68--74
KAY ARMEN The Tinkle Song	FEDERAL 14002—Miss Armen has the makings of a potent "sleeper" in this bright and snappy novelty, of which she is co-author. It's a real catchy ditty, loaded with gang spirit and she renders it convincingly.	88--89--87--88
Just in Case (Kay Armen-Ray Charles Singers-John Gart Ork)	This is the original coupling to Miss Armen's etching of "Come On-A My House." It's a pleasing ballad which she sings strongly in her true tones and forthright style.	77--79--75--77
RALPH MARGERIE ORK Alice Blue Gown	MERCURY 5705—Margerie puts a heat to the standard and comes up with an attractive etching which could catch the fancy of some jockeys.	72--75--70--72
I Only Have Eyes for You	Margerie's fat-toned trumpet leads the way thru a pretty ark-chorus dance instrumental reading of the beautiful oldie. Good deejay side and good catalog item.	77--80--75--75

(Continued on page 41)

← BACK TO BACK



FREDDY

MARTIN

ONE OF THE MOST EXCITING RECORDS OF THE YEAR!

"TAKE HER TO JAMAICA"

(Where the Rum Comes From)

and

"DOWN YONDER"

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RCA VICTOR RECORDS

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BILL FARRELL
sings
BLUE VELVET
BE MINE TONIGHT
78 RPM—MGM 11062 • 45 RPM—MGM K11062

TOMMY EDWARDS
sings
IT'S ALL IN THE GAME
ALL OVER AGAIN
78 RPM—MGM 11035 • 45 RPM—MGM K11035

LIONEL HAMPTON
and his Orchestra play
SHALOM! SHALOM!
HANNAH! HANNAH!
78 RPM—MGM 11039 • 45 RPM—MGM K11039

BILL HAYES
sings
THE LOVE OF A GYPSY
I'VE GOT AN IDEA FOR A SONG
78 RPM—MGM 11042 • 45 RPM—MGM K11042

IVORY JOE HUNTER
plays
I'M YOURS UNTIL ETERNITY
WRONG WOMAN BLUES
78 RPM—MGM 11052

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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.

WITH ALL MY HEART AND SOUL Perry Como Victor 20-4269
ROLLIN' STONE

Perry has a pair of strong contenders on his new coupling. "Heart and Soul" is a big performance in the "I-I" tradition while "Stone" represents the crooner's first crack at the verse-chorus folk-type ditty and comes off a tasty, mellow slicing.

• 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. SIN Eddy Howard Mercury 5711
2. CALLA CALLA Vic Damone Mercury 5696
3. BLUES FROM AMERICAN IN PARIS Ralph Flanagan Ork Victor 20-4247
4. TURN BACK THE HANDS OF TIME Eddie Fisher Victor 20-4257
5. AND SO TO SLEEP AGAIN Patti Page Mercury 5706

• 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. WHERE'S-A YOUR HOUSE Robert Q. Lewis MGM 11056
2. CALLA CALLA Vic Damone Mercury 5696
3. IT'S ALL IN THE GAME Tommy Edwards MGM 11035
4. TURN BACK THE HANDS OF TIME Eddie Fisher Victor 20-4257
5. IN THE COOL, COOL, COOL OF THE EVENING Bing Crosby-Jane Wyman Decca 27678

• 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. AND SO TO SLEEP AGAIN Patti Page Mercury 5706
2. ENCHANTED LAND Billy Eckstine MGM 11028
3. IF TEARDROPS WERE PENNIES Rosemary Clooney Columbia 39535
4. IT'S ALL IN THE GAME Tommy Edwards MGM 11035
5. SIN Eddy Howard Mercury 5711

• 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. ANOTHER FOOL STEPS IN Jimmy Wakely Capitol 1762
2. I'M WAITING JUST FOR YOU Hawkshaw Hawkins King 969
3. COCK-A-DOODLE-DOO Red Foley Decca 46349
4. HUMMING BIRD Johnnie and Jack Victor 20-4251
5. I'M WITH A CROWD BUT SO ALONE Ernest Tubb Decca 46343

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The Billboard

HONOR ROLL OF HITS

The Nation's Top Tunes

The names in the Honor Roll of Hits is determined by a special committee of writers, editors and other music industry executives as reported by the members of The Billboard Music Executive Club. Based on reports received from 28 to 31.

Last Week This Week

2 1. Because of You

By Irving Berlin and Duke Ellington—Published by Broadcast Music, Inc.

RECORDS AVAILABLE in Boston, Mass. 1951; New York, N.Y. 1951; Los Angeles, Calif. 1951; San Francisco, Calif. 1951; Chicago, Ill. 1951; Philadelphia, Pa. 1951; St. Louis, Mo. 1951; Kansas City, Mo. 1951; Memphis, Tenn. 1951; Dallas, Tex. 1951; Houston, Tex. 1951; Portland, Ore. 1951; Seattle, Wash. 1951; San Diego, Calif. 1951; San Antonio, Tex. 1951; San Jose, Calif. 1951; Sacramento, Calif. 1951; Stockton, Calif. 1951; Tulsa, Okla. 1951; Wichita, Kan. 1951.

- CO-39362 (4-39362)—TONY BENNETT
- CA-1493 (F-1493)—LES BAXTER
- CR-60440 (9-60440)—BOB CROSBY O.
- CR-60561—ERSKINE BUTTERFIELD
- DE-27666 (9-27666)—LOMBARDO & DeHAVEN
- ME-5643 (5643-45)—RAY BARBER
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His Trio, Chorus, And His Orchestra

"SIN"

Backed By A Sleeper

"MY WIFE AND I"

MERCURY 5711 • 5711X45



THE BILLBOARD Music Popularity Charts

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
ELLIOT LAWRENCE ORK (Rosalind Patton) Quick KING 15115—Lawrence makes his King debut with a fine modern band on a breezy beat song which is projected pleasingly by thrush Patton.		70--72--68--70
Sixty Minute Man (Melvin Moore) This r.&b. hit item makes ripe fare for the sharp attack of the Lawrence crew. The ditty's objectionable punch is gimmicked cleverly in a musical stunt. Melvin Moore reads the ditty satisfactorily. Should do okay in the pop areas.		79--80--78--80
EDDY HOWARD ORK Sin MERCURY 5711—Howard, working with his trio, is in top form for an excellent pop coverage of the "sleeper" item. Howard could give the Victoria a run for its money in Howard's Midwestern backyard particularly.		86--86--86--86
My Wife and I Howard does a fine selling job of a simple little ballad which speaks well of married life. The song's designed to appeal to a wide market and could register despite its thin substance.		79--80--78--80
BILLY GRANT (Wm. Ray Gold Ork) I Speak My Heart NEWTONE NT-163—Cresty-ish warbler does an innocuous item to a tasty ork background. Tune is an adaptation.		37--35--35--40
Cigarette (Deno Kosta) Kosta serves up a fancy batch of Yambone on a contrived tune which has the singer addressing a cigarette.		25--25--25--25
STAN KENTON ORK Francesca CAPITOL 1774—Kenton puts his Latin rhythms to work along with Mill Bernhardt's fat tram tones to come up with a handsome instrumental reading of a pretty theme by deejay Sherm Feller. Should do well with Kenton's following.		76--78--75--75
Night Watch An attractive riff original by Kenton is played with the bite, drive and full-bodied sound that is customary with this crack crew. Good commercial instrumental for Kenton.		75--76--74--74
BUDDY GRECO (The Heathertones) I Ran All the Way Home CORAL 66573—Greco debuts on Coral with a tasty assist from a fine vocal group and rhythm section on an attractive new Benjamin-Weiss ballad.		77--77--77--77
The Glory of Love Greco slices a neat pop coverage of a revival which has stirred in the r.&b. market. Fine job could stir up some coin in some areas.		74--75--73--75

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THE BILLBOARD Music Popularity Charts

• The Honor Roll of Popular Songwriters

By Jack Burton

No. 107—HARRY AKST

Haven of the world's homeless and oppressed, melting pot of many races, cradle of scores of popular songwriters at the turn of the century—that's New York City's squalid East Side where Harry Akst was born August 15, 1894.

From the day he first added his infant cries to the tinkling bells of the pushcarts and the raucous shouts of the street peddlers, Harry Akst was destined for a musical career. Maurice, was a musician of the old school, who played first violin with the Russian and Philharmonic Symphony orchestras and at the Metropolitan Opera House. And the "B" in Avenue B where the family lived stood for Beethoven, Brahms and Bach, the classical composers whom Akst was admonished to emulate when he started piano lessons at the age of five.

Harry Akst took to classical music like other kids take to baseball—willingly and without protest. He made his debut as a concert pianist at old Mendelssohn Hall when only 10 years old, and on entering Morris High School, he had started to prepare himself for two years of advanced musical study in Germany.

In order to earn money for the trip abroad, he got a job as a pianist and song plugger in a Lenox Avenue music store. Here he mastered the mysteries of ragtime practically overnight and qualified for a steady position with Leo Feist at \$7 a week. Maurice Akst was soon to experience the shock of his life. For popular music—the ballads of Ernest Ball and the syncopated tunes of Irving Berlin—gradually replaced classical music in the affections of his son.

At the age of 16 Akst joined the musicians' union and played for parties all the way from New-

port to Palm Beach, and a year later opened an orchestra bureau with Eddie Davis which provided dance bands for the hotels and cafes which catered both to the feet and the appetites of their patrons during the vogue of the castles. Then, to get stage experience, he joined Nora Bayes as her accompanist.

"Ach," Maurice Akst moaned as he fondled his Stradivarius. "Money is the root of all evil. Look what it's done to my boy, Harry!"

Call to War

With America's entry into World War I, Harry Akst left the footlights for the barracks, being assigned to the medical corps at Camp Upton where he wrote his first popular song, *Laddie Boy*. It was a hit, too, timely and poignant. Sophie Breslau, the opera singer, liked it so well she transcribed it on a Victor Red Seal record, a classification reserved for Enrico Caruso and other eminent artists. That was as close to classical composition as Akst ever got.

While in uniform, Akst got on speaking terms with a sergeant, and with the signing of the armistice, went to work for him as a staff pianist. The pay checks were signed "Irving Berlin."

The Rubicon was crossed, the die was cast, and Akst had burned behind him any and all bridges that might have led to Germany and a career in classical music. He divided his time and talents between writing popular songs and production numbers, conducting an orchestra bureau, and establishing the Club Lido where Fred and Adele Astaire headlined the floorshow at a record salary of \$5,000 a week. And with the

A HIT! EITHER SIDE!



PATTI PAGE

"AND SO TO SLEEP AGAIN"

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PATTI PAGE



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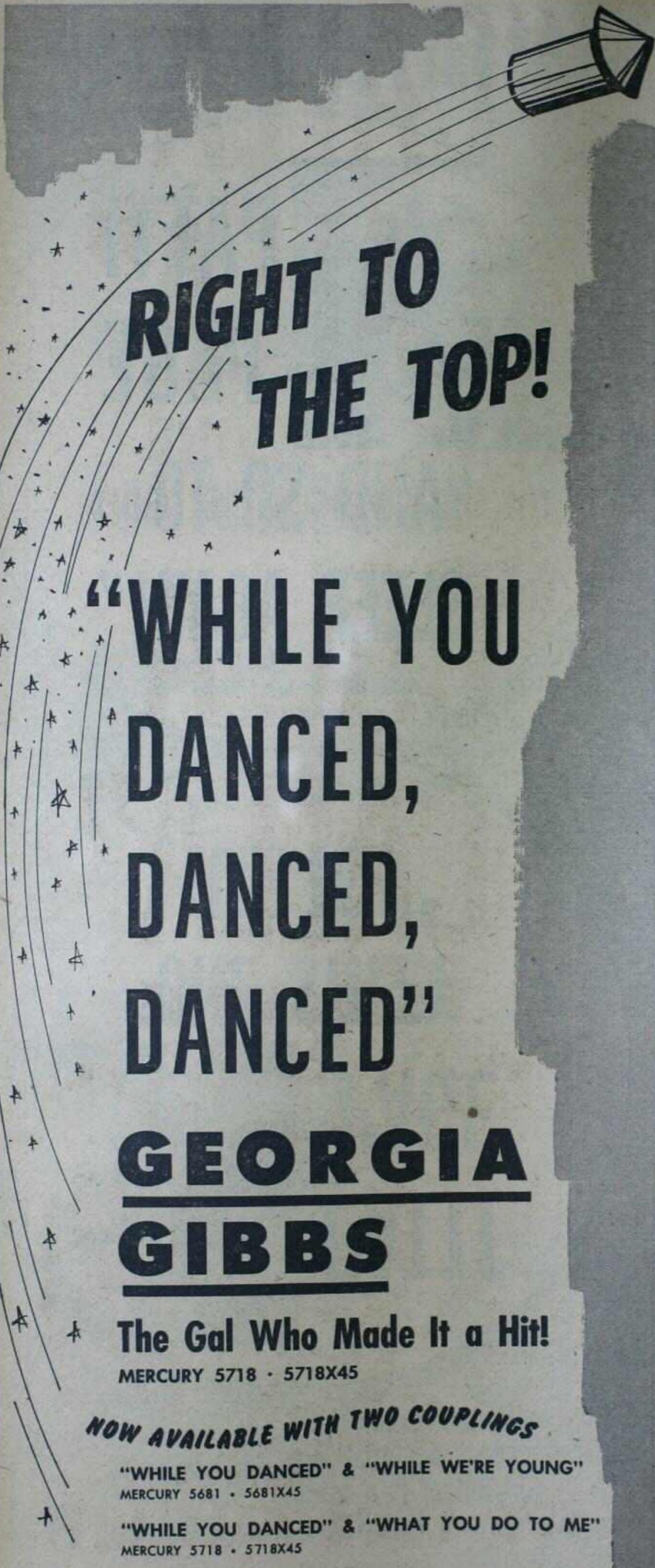
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DANCED,
DANCED,
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"WHILE YOU DANCED" & "WHAT YOU DO TO ME"
MERCURY 5718 • 5718X45

advent of sound pictures, Akst added a film hit, *Am I Blue?*, to his Broadway hits, of the lush 1920's: *A Smile Will Go a Long, Long Way*; *Baby Face* and *Dinah*, two of which were million-copy sellers.

While in Hollywood, Akst also

appeared before the camera, playing his real-life role of a songwriter in the film version of Ring Lardner's Broadway comedy, *June Moon*, and a member of the cast of *42d Street* in which Ruby Keeler and Dick Powell attained stardom.

HARRY AKST'S BEST KNOWN SONGS AND RECORDING AVAILABLE

Popular Songs

- 1918—**LADDIE BOY**
- 1919—**YOU DON'T NEED THE WINE TO HAVE A WONDERFUL TIME**
Lyrics by Howard E. Rogers, Fred Fisher Music Company
- 1920—**HOME AGAIN BLUES**
With Irving Berlin, Irving Berlin Music Company

- 1923—**"A SMILE WILL GO A LONG, LONG WAY"**
Lyrics by Benny Davis, Mills Music, Inc. (Available on Decca record 24024 in A-1923, Charles Baum orchestra.)
- STELLA**
Lyrics by Benny Davis and Al Jolson
- 1925—**DINAH (IS THERE ANYONE FINER?)**
Lyrics by Sam Lewis and Joe Young, Mills Music. (Available on the following records: Capitol 604, Jan Garber; Victor 25398, Benny

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Goodman Quartet; Capitol 260, Sam Donahue; Columbia 36585 in C-91, Danny Kaye; Columbia 36194, Danny Kaye; Columbia 36054, Jimmy Lunceford orchestra; Decca 23988 in A-564, Eddie Cantor; Decca 24032 in A-1925, Basil Fomien orchestra; Victor 20-3745, Frankie Carle.)

1926—BABY FACE
Lyrics by Benny Davis. Remick Music Corporation.
(Available on the following records: Capitol 15078, Jack Smith and Clark Sisters; Decca 24036 in A-1926, Finnerie and Schmitt, piano duo; Decca 25356, Henry King orchestra.)

EVERYTHING'S GONNA BE ALL RIGHT
Lyrics by Benny Davis. Mills Music, Inc.

THERE'S A LITTLE WHITE HOUSE
Lyrics by Billy Rose. Pickwick Music.
(Available on Coral record 60129, Owen Bradley.)

1927—GORGEOUS
Lyrics by Benny Davis. Remick Music Corporation.

1928—IN MY BOUQUET OF MEMORIES
Lyrics by Sam Lewis and Joe Young. Remick Music Corporation.

REVENGE
Lyrics by Sam Lewis and Joe Young. Remick Music Corporation.

1931—GUILTY
With Richard Whiting. Lyrics by Gus Kahn. Leo Feist, Inc.
(Available on the following records: Decca 23844, Ella Fitzgerald; Victor 20-2109, Johnny Desmond; Capitol 324, Margaret Whiting; Mercury 5030, Tony Martin.)

1932—IF LOVE WERE ALL
Lyrics by Martin Luis Walls. Robbins Music Corporation.

1947—THE EGG AND I
Lyrics by Herman Ruby, Bert Kalmar and Al Jolson. Miller Music Company.
This song was written to exploit the Universal film of the same title.
(Available on the following records: Victor 20-2209, Sammy Kaye; Columbia 37278, Dinah Shore.)

1947—ALL MY LOVE
With Saul Chaplin. Lyrics by Al Jolson. Harms, Inc.
(Available on the following records: Capitol 432, Andy Russell with choir; Decca 23989, Guy Lombardo; Decca 23953, Al Jolson; Columbia 37555, Dinah Shore.)

Stage Musicals

1927—ARTISTS AND MODELS OF 1927
With Maurice Rubens. Lyrics by Benny Davis, Tex Lewis, Jack Osterman and J. Kvern. Brennan, and presented by a cast headed by Florence Moore, Gladys Wheaton, Margie Evans, Ted Lewis, Jack Osterman and Jack Pearl.
I'LL BE YOUR ARTIST AND YOU'LL BE MY MODEL
OH, LADY!
BANGAWAY ISLE
THE REIMS CATHEDRAL
WHAT WOMEN AND MEN WILL WEAR
START THE BAND
BRACELETS

1934—CALLING ALL STARS
Book and lyrics by Lew Brown and presented by a cast headed by Lou Holtz, Phil Baker, Everett Marshall, Harry McNaughton, Mitzl Mayfair, Gertrude Neisen and Martha Raye. M. Witmark & Sons, Inc.
CALLING ALL STARS
I'VE NOTHING TO OFFER
IF IT'S LOVE
STRAW HAT IN THE RAIN
I'D LIKE TO DUNK YOU IN MY COFFEE
I'M STEPPING OUT OF THE PICTURE
HE JUST BEATS A TOM-TOM
MY OLD HOSS
JUST MENTION JOE
I DON'T WANT TO BE PRESIDENT

Film Songs and Scores

1929—ON WITH THE SHOW
A Warner Bros. picture with Betty Compson, Louise Fazenda, Sally O'Neill, Joe E. Brown, Ethel Waters and the Fairbanks Twins. Lyrics by Grant Clarke. M. Witmark & Sons, Inc.
BIRMINGHAM BERTHA
AM I BLUE?
(Available on the following records: Columbia 36792 and 37586, Billie Holiday; Columbia 37857 in C-197, Woody Herman; Victor 22-0072 (50-0072), Four Tones.)
IN THE LAND OF LET'S PRETEND
LET ME HAVE MY DREAMS
WELCOME HOME

1929—BROADWAY BABIES
A First National picture with Alice White, Sally Eilers and Fred Kohler. Lyrics by Grant Clarke. M. Witmark & Sons, Inc.
WISHING AND WAITING FOR LOVE

1929—IS EVERYBODY HAPPY?
A Warner Bros. picture with Ted Lewis, Alice Day and Ann Pennington. Lyrics by Grant Clarke. M. Witmark & Sons, Inc.
WOULDN'T IT BE WONDERFUL?

1930—DANCING SWEETIES
A Warner Bros. picture with Grant Withers, Sue Carol, Edna Murphy and Kate Price. Lyrics by Grant Clarke.
WISHING AND WAITING FOR LOVE

1931—HOLY TERROR
A Fox picture with George O'Brien, Sally Eilers, Rita LeRoy and Humphrey Bogart. Lyrics by Sidney Clare. Movietone Music Corporation.
THERE I GO AGAIN
DON'T KNOW MYSELF SINCE I KNOW YOU

DON'T SING, EVERYBODY SWING
THE CALL OF THE SPAIN

1932—THE KID FROM SPAIN
A United Artists picture starring Eddie Cantor. Lyrics by Bert Kalmar and Irving Caesar. Harms, Inc.
WHAT A PERFECT COMBINATION
With Harry Ruby.

1933—BROADWAY BAD
A Fox picture with Joan Blondell, Ricardo Cortez, Ginger Rogers, Adrienne Ames, Victor Jory and Donald Crisp. Lyrics by Sidney Mitchell.
FORGET THE PAST
FORBIDDEN MELODY
THE ISLANDS ARE CALLING ME
TILL THE END OF TIME
DERELICT SONG

1934—LOUD SPEAKER
A Monogram picture with Ray Walker, Jacqueline Wells, Noel Francis and Charles Grapevine. Lyrics by Lew Brown. Harms, Inc.
WHO BUT YOU
DO I, DO I, DO I KNOW WHAT I'M DOING?

1934—STAND UP AND CHEER
A Fox picture with Shirley Temple, Warner Baxter, Madge Evans, James Dunn, John Bates, Ralph Morgan, Aunt Jemima, Nigel Bruce and Stepin Fetchit. Lyrics by Lew Brown. Movietone Music Corporation.
STAND UP AND CHEER
NOW I'LL TELL
FOOLING WITH OTHER WOMEN

1934—CHANGE OF HEART
A Fox picture with Janet Gaynor, Charles Farrell, James Dunn and Ginger Rogers. Lyrics by Harry Akst. Movietone Music Corporation.
SO WHAT

1934—LET'S TALK IT OVER
A Universal picture with Chester Morris, Mae Clark and Frank Craven. Lyrics by Roy Turk.

HEAVEN ON EARTH

1934—MARIE GALANTE
A Fox picture with Spencer Tracy, Ketti Gallian, Ned Sparks, Helen Morgan, Arthur Byron and Stepin Fetchit. Lyrics by Bennie Grossman. Movietone Music Corporation.
ON A LITTLE SIDE STREET
JE T'ADORE

1934—PURSUED
A Fox picture with Rosemary Ames and Victor Jory. Lyrics by Sidney Clare. Movietone Music Corporation.
WANTED—SOMEONE

1934—CAT'S PAW
A Fox picture with Harold Lloyd and Una Merkel. Lyrics by Roy Turk.
I'M JUST THAT WAY

1935—CORONADO
A Paramount picture with Johnny Downs, Betty Burgess, Jack Haley, Leon Errol and Eddy Duchin. Lyrics by Sidney Clare.
AMBITIOUS FOR YOU

1935—PADDY O'DAY
A 20th Century-Fox picture with Jane Withers, Pinky Tomlin, Rita Hayworth, Jane Darwell and George Givot. Lyrics by Sidney Clare. Movietone Music Corporation.
KEEP THAT TWINKLE IN YOUR EYE
I LIKE A BALAIKA

1936—CRACK UP
A 20th Century-Fox picture with Peter Lorre, Brian Donley, Helen Wood and Ralph Morgan. Lyrics by Sidney Clare. Movietone Music Corporation.
TOP GALLANTE

1936—CAN THIS BE DIXIE?
A 20th Century-Fox picture with Jane Withers, Slim Summerville, Helen Wood and Thomas Beck. Lyrics by Sidney Clare. Movietone Music Corporation.
PICK-PICK-PICKANINY
UNCLE TOM'S CABIN IS A CABARET NOW
DOES YOU WANNA GO TO HEAVEN?
IT'S JULEP TIME IN DIXIELAND

1936—STAR FOR A NIGHT
A 20th Century-Fox picture with Claire Trevor, Jane Darwell, Evelyn Venable, Arlene Judge and J. Edward Bromberg. Lyrics by Sidney Clare. Movietone Music Corporation.
DOWN AROUND MALIBU WAY
OVER A CUP OF COFFEE
AT THE BEACH OF MALIBU

1936—MUSIC GOES ROUND
A Columbia picture with Harry Richman, Rachelle Hudson and Walter Connolly. Lyrics by Lew Brown.
ROLLING ALONG
THIS IS LOVE
SUSANNAH, I'M BETTING ON YOU
TAKING CARE OF YOU
This song was revived in 1944 in the Columbia picture "Stars On Parade" with Lynn Merrick and Larry Paris

1942—THIS TIME FOR KEEPS
An MGM picture with Ann Ruther and Robert Sterling. Lyrics by Benny Davis. Robbins Music Corporation.
WHY DON'T THEY LET ME SING A LOVE SONG?
This song was revived in 1947 when a film of the same title was released with Esther Williams, Lauritz Melchior, Jimmy Durante and Xavier Cugat heading the cast.

1943—IS EVERYBODY HAPPY?
A Paramount picture with Ted Lewis and Nan Wynn. Lyrics by Grant Clarke. M. Witmark & Sons, Inc.
I'M THE MEDICINE MAN FOR THE BLUES

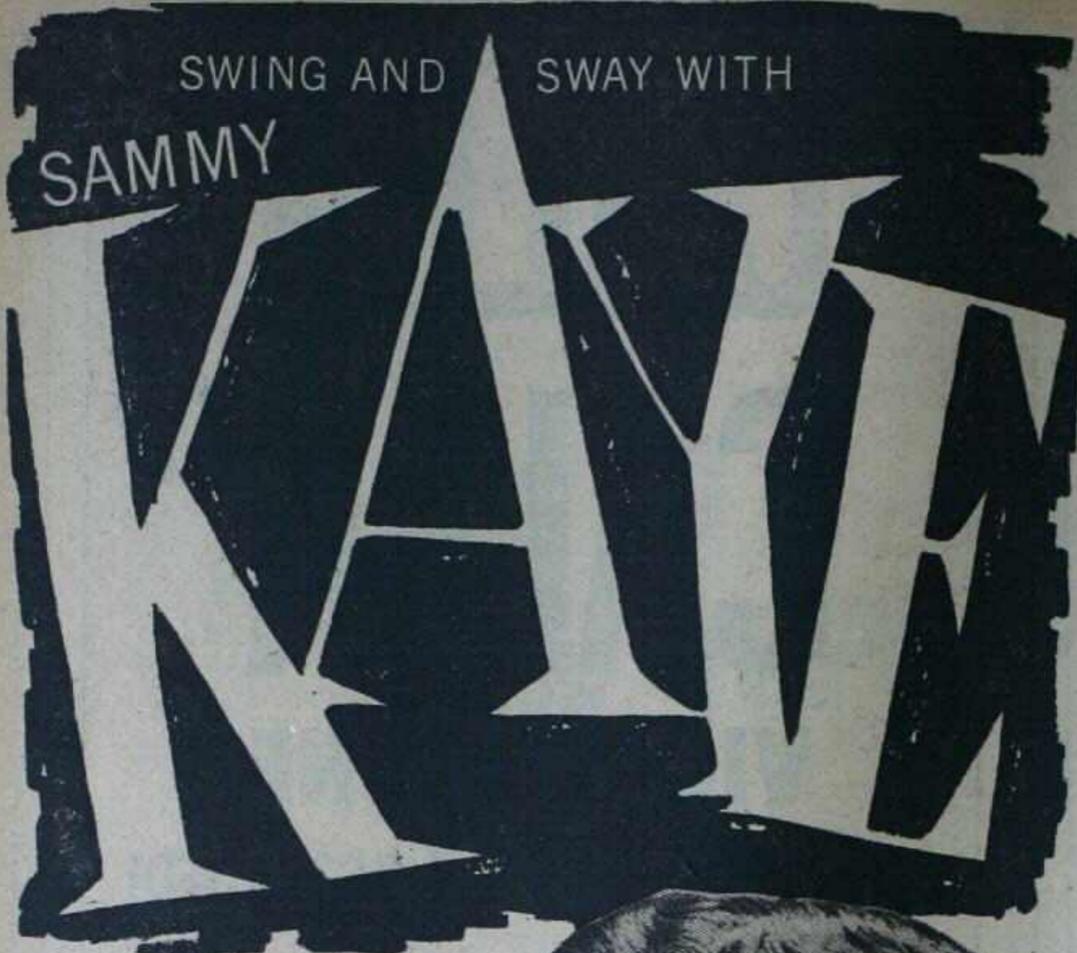
1944—IMPATIENT YEARS
A Columbia picture with Jean Arthur, Lee Bowman and Charles Coburn. Lyrics by Benny Davis and Al Jolson. Crawford Music Corporation.
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Terps Hold to '50 Budget

Continued from page 14

its 1950 schedule, and a single act, Consolo and Melba. Its fall policy depends on reaction to the opening show.

Oh Henry Ballroom has taken Norman Lee's band, made up of the Eddy Howard sidemen who kept the band intact, for an indefinite run that may last over three months. Ben Lejar, of the Melody Mill here, has Jan Garber at \$3,000 per, but the budget will probably drop back to around scale when the other bands are booked for the fall. Spot is running four days per week.

The Chase Hotel, St. Louis, is reopening its newly renovated Chase Club September 27 with Xavier Cugat at \$10,000 per. Paul Neighbors' ork is the only other ork set, opening October 18 for five weeks. The Claridge, Memphis,

will continue with a scale band policy and a small variety act budget, while the competing Peabody Hotel will continue with a vacillating policy of names and semi-names thru the fall.

Walter Schroeder, of the Schroeder Hotel, Milwaukee, reopens his renovated Empire Room September 21 with Ray Pearl, with the spot on big name acts thru the fall. The Radisson Hotel, Minneapolis, it's reported, canceled Joe Reichmann's ork, which was to open next week for five weeks and has notified agencies that bands will be secondary to a name act policy for the fall. Only new location spo. to open is the Milwaukee Athletic Club which, for the first time in years, is inking small bands for two-week stands. Howard Leroy opens the ballroom of the club September 21 with eight men.

Blondes Should Prefer---

Continued from page 14

had everything all ready for me, including an orchestra, which I really think is very helpful in giving the proper background to a singing vocal. Because without the orchestra there is nothing but a voice which is all right at home but I always say a record is to make music. I mean there is nothing as tuneful as good music.

"So Mr. Miller got up in front of the orchestra which I was glad to see did not have any French horns, because I think that one cannot really trust the French. I mean really there are so many good American horns like the saxophone and so forth. And I sang into the microphone and made these records which Mr. Miller says contain plenty of real yocks. So, afterwards I went home and sorted out some old diamonds.

"But now the Columbia Record Company is releasing these records and I hope that everyone will go out and buy several of them. Because really we girls have to make a little money of our own and cannot depend on gentlemen friends all the time. I mean when a gentlemen friend has a beard like Mr. Miller we girls have to think twice or even three times about a thing like that. So I hope that you will like these records and urge your friends to buy them too

and I will really appreciate it very much. Because I think they are quite interesting and very nice in a musical sort of way. And now Mr. Miller has asked me to include a listing of the record which is as follows:

Editor's note: We omit the titles and record number on the ground that that's where the fun ends and business begins.

McConkey Inks

Continued from page 14

whom he was road manager for six years, from Associated Booking to the McConkey firm.

Move was anticipated since Black came with McConkey four months ago. James C. Petrillo, prexy of the American Federation of Musicians, has okayed the Busse switch, starting November 1. Busse and McConkey are settling financial obligations, due Glaser, from the veteran trumpet-leader.

Ralph Marterie, the Mercury studio band leader, who has been working at American Broadcasting Studios here, will probably take out a 14-piece ork late in October for his first junket under General Artists' Corporation aegis. Marterie has secured the following collegiate dates: September 14, University of Illinois; October 20, Milliken College; 26, St. Ambrose; 27, Drake, and DePauw, 27. Sometime between these pillar college dates, Marterie is expected to start a one-night swing. Mercury Records is working closely with GAC in setting up promotion for the initial itinerary.

McConkey Artists, which booked Russ Morgan for 31 one-nighters, has been notified by the Decca trombone player that they will pick him up for eight dates between Albuquerque, N. M., and the Coast, starting November 4. Morgan plans to vacation at his home on the Coast until his Palladium opening in December.

Bonacio, Jacobs Launch Disk Firm

NEW YORK, Sept. 15.—A new pop label called "400" has been launched by ex-Whiteman saxist Bennie Bonacio and Adrian Jacobs Bulova Watch Company exec. First dishing will feature Bill Tabbert, of South Pacific.

Firm is using top studio sidemen, with Joe Lipman arrangements, and will record at Manhattan Center, pressing at Victor. Bonacio, who also operates Melo Music, a pubbery, is lining up national distribution.

Anthony Ork

Continued from page 14

light that a few bands are doing good biz, is further substantiated by Anthony's tour on way to this town. In Salt Lake City last month, the batoner hit \$6,000 for two nights. In Austin, Minn., August 11, his take was \$3,600; St. Paul, August 10, \$3,999; Waterloo, Ia., August 8, \$2,580; Des Moines, August 4, \$3,462.50, and Hershey, Pa., Pittsburgh, in June, \$3,300 and \$3,800, respectively.

In his first week at the Palladium, ending Sunday (9), Anthony played to 16,209 persons.

Bennett May Score

Continued from page 14

You Died in L. A. and Heaven Help You When You Fall in Love.

Co-cleffers Paul Francis Webster and Sammy Fain are winding up on the score with tunes tailored for Betty Garrett, mentioned as a possible choice for the fem lead. Dale Wasserman this week was signed as general stage director. Wasserman recently was manager and stage director for Katherine Dunham.

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TV-Phono Merchandising

Continued from page 14

Zenith receiver when available. Raytheon Television this week announced price reductions ranging from \$50 to \$120 per unit. In addition to four new models added to the line, a three-way color TV adapter was shown, with a suggested retail price of \$14.95. Also presented were an ultra high frequency tuner. The new slogan of the Raytheon line is "Its Futurizer." This was the pitch given at the company's annual sales convention in Chicago. Distributors and salesmen were told that all 1952 Raytheon receivers will receive all present TV channels, be ready for ultra high frequency and be okay color.

Allen B. Du Mont Laboratories, Inc., this week announced introduction of the Du Matic switch, a color television adapter which will make it possible for viewers to see every type of color transmission available today in black and white, on their present sets." Du Mont also announced an ultra high frequency converter permitting owners of standard very high frequency sets to receive ultimate commercial UHF telecasting.

Sightmaster Corporation is announcing the company's obtaining of patents involving the processing of cathode ray tubes for color "to permit a true and intensified translation of all colors of the spectrum evenly."

ASCAP Plan Draws Gripe

Continued from page 14

question. But the Melrose catalog, which had been getting 250 points when it was turned over to Morris, is now rated at 1,300 availability points.

"Basic Defect"

While insisting that his tunes are far underrated availability-wise and deserve a raise, Simon points out that the seniority matter is not a question of anyone or any board granting a raise, but a basic defect in the ASCAP system. The one matter, he feels, is a question of discrimination, the other one of narrowness of scope.

The ASCAP board is reportedly divided on the justice of Simon's beef on seniority. As to availability, every raise the board

grants means money out of pocket of the heavyweight publishers who control ASCAP, since the amount of the melon each quarter is a fixed item, and the big firms are at what amounts to a ceiling on their availability points, despite the fact that their performances may triple or quadruple.

Kenton Adds Date, Switches Another On 1-Nighter Trek

HOLLYWOOD Sept. 15. — One date has been added and another switched on Stan Kenton's fall concert tour (The Billboard, August 25). Added one-nighter is the Senior High School Auditorium, Baton Rouge, La., October 1. Date at South Bend's Adams Auditorium, October 8, has been moved to the Shrine Auditorium, Fort Wayne, Ind. Orkster's manager, Bob Allison, is now working on an October 11 date in the Detroit territory, a midwest November 14 spot and three late November bookings in the Pacific Northwest area. A possible night in Vancouver, B. C., canceled out when the Kenton-Allison combo ran into booking difficulty.

June Christy, who will make the concert swing with the 40-piece ork, arrived this week to rest prior to going into rehearsal beginning September 17. Chirp turned down offers of the Oasis, Tiffany, San Francisco's Blackhawk and a University of California concert date in order to rest. Junket bows September 27 at the Dallas Auditorium, winding up in San Diego at Russ Auditorium December 8.

Fogel to Record Foreign Works

HOLLYWOOD, Sept. 15.—Tempo Records Prexy Col. Irving Fogel left last week for New York and an extended four-month biz trip thru Europe. Fogel will record symphonic works in the foreign countries, concentrating on Andre Filippo's string ensemble in Torenno (Turin) Italy.

Some of the other cities on Fogel's sked are Genoa, Italy; Vienna, Paris, Rome and London. Diskery chief leaves for the Continent after biz huddles in New York, hoping to return to Los Angeles by Christmas. Fogel's last European junket took place a year ago, at which time he brought back a flock of etchings.

★ VOL II ★
SWING AND SWAY NEWS
 ★ Extra Edition ★

SEPTEMBER 22, 1951

SAMMY KAYE VOTED TOP "SWEET" BAND

New York, N. Y.—Swing-And-Sway Band leads annual Billboard Disk Jockey Poll for 4th consecutive year (Sept. 15, 1951).

"SWEET" BAND HEADED FOR COAST

New York, N. Y.—Traveling 6,000 miles in four days' time, Sammy Kaye's thrice-crowned "sweet" band will fly to California and Washington in early November to present the "Sylvania Sunday Serenade" (ABC) for Sylvania Radio & Television distributors-dealers in Los Angeles, San Francisco and Seattle. It is believed that this hop will set a new travel record among band leaders and musicians. Television commitments in New York (CBS TV, Sat., 7-7:30) preclude the possibility of dance engagements on this particular trek.

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THE SAMMY KAYE SHOW

CBS-TV, 7 P.M. Saturday, EST



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 78rpm 39492 33 1/3 rpm 3-39492
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"Be Mine Tonight" and "It's All in the Game"
 78rpm 39531 33 1/3 rpm 3-39531
 45rpm 4-39531

"Longing for You" and "Mary Rose"
 78rpm 39499 33 1/3 rpm 3-39499
 45rpm 4-39499

"Would I Mind!" and "Del Rio"
 78rpm 39421 33 1/3 rpm 3-39421
 45rpm 4-39421

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"THE WONDEROUS WORD"
10998 (78) — K-10998 (45)

"THE GAUCHO SERENADE"
"I WON'T CRY ANYMORE"
10928 (78) — K-10928 (45)

"PRETTY EYED BABY"
"YOU MADE ME LOVE YOU"
10967 (78) — K-10967 (45)

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**MODERN ETCHES
NAVAJO BOOGIE**

HOLLYWOOD, Sept. 15.—Coast blues indie Modern Records will stray from its field. Diskery has recorded a Navajo Indian, billed as Indian Joe, and will release the Indian's version of Navajo Boogie sometime this month. Side is augmented by the piano-thumping of Dave Kenner.

Indian Joe, or Joe Martinez as he is known, was taped in Santa Fe, N. M., and has captured the weird, rhythmic chanting of his forefathers on this disk. Boogie was clefted by Herb Nacio Brown Jr., and while it may not be artistically great, can easily find favor with label's distributors due to its originality and style of delivery.

**Mendez Set
For Starlight**

HOLLYWOOD, Sept. 15.—Trick Mexican trumpeter Raphael Mendez plays a return engagement at Burbank's (Calif.) outdoor Starlight Theater, Sunday (16). He played to s.r.o. crowds when he debuted at the theater last fall in a concert with the Burbank Symphony Association.

City's symphony ork will back Mendez in Mendelsohn's Concerto, arranged for trumpet and ork; Tico-Tico and Rimsky-Korsakoff's Flight of the Bumble Bee. Ork will be fronted by Leo Damiani, who also will perform works by De Falla and Ravel.

Symphony Association is conducting a membership drive at \$5 per person, permitting participation in association confabs, voting privilege in filling terms on the board of directors as well as eligibility for such positions and reserved seats at all concerts.

**P. Pan Expands
Turn-In Plan**

NEW YORK, Sept. 15. — As a result of two-week tests in the New York and California territories, Peter Pan diskery is expanding its three-for-one exchange plan to cover the United States. Children's record firm will take back one dollar's worth of any peed disks on any label for each three dollar's worth of 45 r.p.m. singles or albums purchased from the diskery. This is the first time that a kidisk company has offered the promotional gimmick tried last season by several pop firms.

Peter Pan sales manager, Ralph Berson, and territorial reps, Lou Bass, Herb Seigel and Norman Elliott are currently on sales tours promoting the exchange plan. Deal will remain in effect only thru September.

**Wider Scope
For WA Firm**

HOLLYWOOD, Sept. 15.—Western Amusements, which up to now has limited its buying to bands, will expand operations to engulf variety and legitimate fields. WA Prexy Darryl Thompson is seeking name entertainers to work his Canadian circuit and the Coast loop of Van Tonkins.

It is believed WA will in time branch out in Texas and Arizona. Plans are in the works to launch orks of Les Brown, Louis Armstrong and Duke Ellington on the complete circuit, similar to the junket skedded for Ray Anthony.



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5000	42.00

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Combos Drop 100G in First Post-Heat Wk.

NEW YORK, Sept. 15.—Fading long runs and the end of official summer with less tourists hitting town took their toll last week of box office figures. The over-all sum of the combo houses last week was \$268,000, as compared with the previous week's \$368,000.

Radio City Music Hall (6,200 seats; average \$150,000) wound up its eight-weeker with *Showboat* plus the Myrons and Marilyn Murphy with \$105,000. The two previous weeks takes were \$140,000 and \$142,000 respectively. New bill has Captain *Horatio Hornblower*, plus the Albins on stage.

Roxy (6,000 seats; average \$70,000) did a good \$80,000 for the second week of *People Will Talk*, *Frank Fontaine*, *Harmoncats* and the ice show. Bill began with a first week of \$113,000.

Paramount 3,654 seats; average \$65,000) counted \$62,000 for the second frame with *His Kind of Woman*, Jan Murray, Toni Arden and Elliot Lawrence band. First week's returns were \$87,000.

Palace (1,700 seats; average \$18,000) went off to \$21,000 for ten-act bill plus *Mark of the Renegade*, against a \$25,000 take the previous week. New bill has the usual ten acts plus *Basketball Fix*.

Belmont Gets Holtz Revue

HOLLYWOOD, Sept. 15.—An as yet untitled revue, similar to Ken Murray's "Blackouts," will open either Thanksgiving week or December 26 at the Belmont Theater, a 1,532-seat nabe pic house. Show will be produced and emceed by comic Lou Holtz. Holtz is prepping a revue mapped after his noted *Priorities*, which ran in New York in 1942 and toured the following year.

Holtz told *The Billboard* that he plans to spend \$6,000 a week excluding his services. Average salaries of the seven-eight acts will hit \$700-\$1,000. Nine shows a week are sked, including a Saturday owler and a Sunday matinee. House is scaled from \$2-\$1.

Calif. Okays Showboats

SACRAMENTO, Sept. 15.—California Showboats, Inc., has been granted a charter by the secretary of state here for the ownership and operation of a showboat as a theater, restaurant and bar in San Francisco. Authorized capital is \$200,000. Incorporation papers were filed by Barney Gould, Ralph S. Clark, and Howard F. Robertson.

NITERY LOSES ITS "SLIPPER"

PHILADELPHIA, Sept. 15.—Golden Slipper Restaurant and Catering, Inc., which operates the Jewish-styled Golden Slipper night club here, will have to use a new name as the nitery prepares to reopen for the new season. Judge Peter Hagan, in Common Pleas Court, issued an order this week restraining the Golden Slipper firm from using the name "Golden Slipper" as its corporate business title.

The ruling was on petition of the Golden Slipper Square Club, which claimed the nitery was capitalizing on a name that it had used since organization as a charitable group in 1924. The nitery had been operating under the now banned title since its opened in October of 1948.

COOL AIR PLUG CAUSES BURN

NEW YORK, Sept. 15.—Jack E. Leonard did a frenzied burn last week over the curve that an air conditioning company threw him. He was promised an air conditioning unit for free if he managed to throw in a plug for the outfit on a TV guest shot that Leonard was going on. The fat comic threw in a gag as promised and waited for the pay off. The next day the company called Leonard and offered him the machine—at wholesale.

Oasis Starts Name Plunge

HOLLYWOOD, Sept. 15.—An intimate jazz nitery, the Oasis, which squeezes between 250-300 persons into its confines, will spend \$94,000 for top talent beginning with Lionel Hampton, September 24 and ending March 24 with Louis Jordan. A tentative line-up of talent provides high marquee value and makes this club one of the most lively of the smaller spots here. New owners, Jerry Horne and Les Shear, will undoubtedly shell out more than the estimated \$99,000 as many of the jazz names on previous Oasis bookings have gone into hefty percentage.

In the October 8 and October 22 slots Billy Eckstine and Maurice Rorer are penciled in. Louis Armstrong is set for November 12 and December 18, with Trenier Twins, Duke Ellington, George Shearing, Sarah Vaughan and Jordan following. The November 26 and December 4 dates are open. Tentative dates will solidify as soon as both parties get together. Top guarantees of \$5,000 per week will allegedly be paid Armstrong, Eckstine, Ellington, Hampton and Shearing.

Ella Mae Morse hitting the comeback trail, opened Monday (10) with Vido Musso's combo, for two weeks.

Palace Sets \$1-4 Seat Rate

NEW YORK, Sept. 15.—The Palace's new price policy on the two-a-day plan, due to start in mid-October, will call for a \$4 top evenings and a \$3.50 top matinees. Seats, all reserved, will start at \$1.

The only other act set for the Judy Garland opening show is Max Bygraves, English comic. Latter has been requested by Miss Garland, who worked with him on the same bill at the Palladium some months ago. Bygraves' asking price was \$2,500 plus fares. His British salary is equivalent to about \$750.

Blue Angel Skeds Week-End Matinees

NEW YORK, Sept. 15.—The Blue Angel will do Saturday and Sunday matinee shows starting September 22 for a non-minimum and no-cover policy. Plan is to use two acts on each show to draw in the cocktail hour business.

Shows will start about 5 p.m. and will run until about 7 p.m. Odette Myrtle and Doodles and Spider will be the performers.

Hartford Parisian Resumes Policy

HARTFORD, Conn., Sept. 15.—Parisian Room, East Hartford, largest night club situation in the metropolitan Hartford area, has resumed its Monday-thru Saturday-night floorshow policy, replacing warm weather policy of shows Wednesday thru Saturday only.

Larry Simmons books acts for his 368-capacity room.

CATSKILL HOTELS FORM BLOCK-BOOKING OUTFIT

Will Pass Savings On to Members; Agents Burn, May Try Countermove

• Continued from page 1

members, make up packages, and apportion shows to the hotels based on a pre-determined budget. Acts will work as employees, not as independent contractors and will be paid directly instead of thru the bookers as is the current practice. The Association will receive a service fee from the hotels. At the end of a season, the organization's booking office will cut up its profits among the members.

The organization also plans to set up five rooming houses in various zones where the acts will be housed and fed. The hotels would not be required to give performers accommodations.

The Association plans to buy its acts from agents established mountain bookers, such as Beckman and Pransky, Charlie Rapp, Jack Segal and many others, will be faced with an intense competition that may upset the entire showbiz picture in the resorts. At present, about 90 per cent of local performers get their bread and butter from the club date field, largely controlled by the same bookers who book the mountains.

The "Big 21," the hotel association comprised of the major hotels—Concord, Grossinger's, Nevada, etc.—will not be part of the Association's booking office. However, established bookers already foresee that attempts will be made to get their business in the future.

Cheaper Buys

The advantage of a block booking office to the hotels lies in the fact that they'll be able to buy acts cheaper. Under the present system, a booker sells a show for \$500 and buys it for perhaps \$250. He keeps the difference. The Association sees the saving as one that can be given to the hotels.

Bookers claim they can't sell acts in the mountains on a straight percentage basis. They say that frequently they have to wait for their money and often have to carry hotelmen from season to season.

"If, however, we find that acts work for less for the Association than they work for us," said one top mountain booker, "we'll just forget about them in the winter."

This threat of an unofficial blacklist apparently doesn't worry

AGVA officials. They said that, if it can be proven that such a list is in existence, they will dis-franchise the offending booker.

It is understood that AGVA top-pers, particularly those running the accident insurance plan, are all for the central booking office. They reason that it will be easier to collect the dollar insurance from one office booking 500 acts than from 10 agents booking the same number.

A. Gale Leases La Martinique For Celeb Club

NEW YORK, Sept. 15.—Alan Gale has taken over the lease of La Martinique, and plans to open on or about November 1. The name will be changed to Alan Gale's Celebrity Club, the same handle Gale uses in his Miami Beach club.

In order to take over the lease, for a term of six years, Gale has had to assume the obligations left unpaid by the former operator. According to the various unions involved, there is money due musicians, cooks and waiters—and a large chunk due one performer.

Gale plans to use the same show format he's been successful with in Miami Beach. This will include Gale himself, Freddie Stewart and perhaps a line.

LOUSE-UP

M&L Switch Mixes Ciro's Booking Sked

HOLLYWOOD, Sept. 15.—Failure of Dean Martin and Jerry Lewis to go into Ciro's last month due to pic commitments has switched the nitery's sked so that several acts overlap. Lisa Kirk bows at the plushery September 23 for two weeks and is joined September 30 by Billy Daniels and Lita Baron, who are also set for a fortnight. Miss Kirk may be held over for a third frame to balance the Daniels-Baron bill.

Owner Herman D. Hover has inked a pact with Lili St. Cyr whereby she can work no nearby niteries several weeks prior to her Ciro's date. Only exception for the stripper is her Main Street date which Hover claims are no competition for his club. He will insert this clause in all future contracts. No definition is made of "near-by." However, it is believed to include this area, Las Vegas, Reno, Lake Tahoe and other surrounding territories.

TOP SPOT BLOWS UP

PITTSBURGH, Sept. 15.—The Terrace Room of the Hotel William Penn appeared doomed this week as the city's top spot for class hotel acts. Now Statler-operated, the room will revert to its owners on January 1, 1952, and the president of the board, E. C. Eppley, is understood to be firmly against shows and dancing in the room due to the city's 10 per cent tax on top of the Federal 20 per cent. Right now the room is open for dinner only, with no entertainment offered.

Extra Added

Brief but important night club-vaudeville news

New York

Harvey Stone uses Nathan's, a Coney Island frankfurter joint, in his act. The other night he got a gold wrist watch inscribed "From Nathan's" as a thank-you present.

Adele Marantz, ex-Nat Abramson, will open her own office. She's married to Al (Morris Office) Shenken Dick Richard, who brought Dean Martin into New York, just married Virginia Zeyer. Richard's now a religious practitioner associated with Second Church of Christ Science.

Elsa Lanchester set for the Blue Angel. AGVA claimed that jurisdiction over professional sports belongs to it and warned AFL it will not permit an outside union to step in.

Carlton and Juliette dance team, filed a \$10,000 breach-of-contract suit against Tony DeMarco this week. They claim that by an October, 1950 contract they were supposed to work at the

PHILLY BANDS NEED MIDGETS

PHILADELPHIA, Sept. 15.—Local musicians' union came to terms with the dozen and more small musical bars around town which have been adding variety entertainment to the "Tom Thumb" bandstand in recent months to give the rooms a "floor show" billing. Until now, most of the rooms have depended upon the house pianist to play for the "show," which generally consists of a couple of singers and particularly a "shake" dancer who can move around a lot without changing her position. Musicians' union wanted a minimum of three men for each show and the ops complained that there was no room. Settlement was finally reached this week with the result that the lounges will put on an extra man to make it a back-up band of two where there are more than two acts playing. For the "second man," call has gone out for guitar players and bassists—small size instruments preferred.

Roney Plaza hotel in Miami Beach, Fla. as dance instructors and performers from December 15, 1950 to May 1, 1951, for which they were to receive 60 per cent of the dance concession there. They charge that DeMarco called the deal off a week before they were to start.

A summary judgment for \$3,722.35 was obtained by Ned Litwak this week against Monte Proser on a 1948 promissory note by Supreme Court Justice Breitell.

Hollywood

American Guild of Variety Artists has pulled the show at Ace Cain's nitery here. Club has failed to post talent bond, agree on insurance plan and sign an NBA contract.

Count Basie is skedded for a return date at the Oasis this fall. . . . Ciro's Herman D. Hover last week hopped to Las Vegas to survey talent.

Cafes here came thru and inked insurance agreements with AGVA following the latter's crackdown on premium payments. Guild's insurance topper, Mort Adler, is in town getting local claims in shape. Golden Hotel, Reno, has April Stevens, October 3 for two weeks and Guy Mitchell, November 7.

Frank Fontaine bows at the Coconut Grove, October 4 for three weeks. . . . Thrush Peggy Lee is skedded for Las Vegas' Thunderbird Hotel in November. Paramount Theater dickering for a spot show in January with a Duke Ellington package.

Miami Beach, Fla.

Martha Raye set for an October date at the Bayshore Royal Hotel in Tamoa, now operated by Ned Schuyler, of the Five o'Clock Club here. . . . Comedy thrush Barbara Blake heads the new show at the Saxony's Shell-i-Mar Room, while Betty Barclay is warbling at the next door Sans Souci Hotel. . . . Pianist Allan Wolfe's at the Sherry-Frontenac's Caprice Lounge.

Here and There

The 4,200-seat Theater, Hartford, Conn., closed since early June, reopened Saturday (15) with two-day stand of Guy Lombardo's orchestra. All bookings

(Continued on page 53)

TAKE BUT ONE MINUTE, PLEASE...

Help yourself and The Billboard by filling in the coupon on

PAGE 57



Charley Foy's Supper Club

Sherman Oaks, Calif.

(Thursday, August 30)

Capacity, 300. Price policy, no cover or minimum. Owner-operator, Charley Foy. Shows at 9:30 and 12:30. Booking, non-exclusive. Press, Charlotte Rogers. Estimated budget this show, \$2,750. Estimated budget last show, \$2,500.

Comedy is the keynote at this San Fernando Valley nitery, with the zany duos of Tommy Noonan and Pete Marshall and Lou Bedell and Doug Mattson heading a sock bill.

Show runs close to an hour and 20 minutes, but if blackout were cut the package could be molded into an hour's entertainment.

Noonan and Marshall's opener, with the latter singing and Noonan telling what's running thru his mind as his partner warbles, is a top bit. Pair's roving disk jockey stint draws yocks, and their impressions of Billy Eckstine, Gary Cooper, Dick Haymes, Percy Kilbride and Jack Smith had the house in stitches. Marshall displays a good voice on ballads. A slapstick bit by Noonan as a chef on a TV program is top drawer. Boys work in the crowd too much, and much effect is lost by lack of sight in some parts of the room.

Bedell and Mattson's panto to disks continues to please. Opening with the Andrews Sisters' East of the Rockies, duo combines mad antics and showmanship for hefty palming Shapely Lois Ray does some fancy hoofing, scoring with a tap version of Hawaiian War Chant. Foy and sister Mary dip into nostalgia with Once Upon a Nickel and reminisce about early vaude days. Four comics team with Cully Richards for a sharp parody on Kay Thompson and the Williams Brothers. Abbey Browne Trio cuts a smooth show and offers nifty dance rhythms. Marguerite Padula's piano-vocal intermission interludes go over big. Joe Bleeden.

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PAGE 57

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Night Club - Vaude Reviews

Starlight Roof, Waldorf-Astoria Hotel, New York

(Thursday, September 6)

Capacity, 500. Price policy, \$2 cover. Shows at 9:30 and 12:15. Owners, Hilton chain. Exclusive booker, Merril Abbott. Estimated budget last show, \$3,500. Estimated budget this show, \$7,500.

Vaughn Monroe drew a big, noisy crowd for his opening. Added to the room's poor acoustical layout plus the ork playing just a little too loudly, the din served to smother the lyrics on many tunes chanted by the orkster, Ziggy Talent and the band's vocal groups. In all, the entire show was a decided disappointment.

Backed by the Moon Maids and Moon Men, Monroe opened with I Was Made for New York, a piece of special material that was almost completely lost because of poor acoustics. His in-person version of Sound Off, recent disk click, was chanted loud enough to overcome the noise and drew a nice mitt. Orkster Larry Green, working as single for this date, came on next for a series of piano solos, including Concerto to the Moon. (Continued on page 53)

Chicago, Chicago

(Friday, September 7)

Capacity, 4,200. Price policy, 50 to 98 cents daily. Five shows daily, six shows week-ends. Show played by Brian Farnon and the house band.

This low-budget show is the most economical of the season, the lacking in the marquee draw that the summer's other top-budget packages carried. Romo Vincent, who's been absent for years except for a recent stay at the Chez, did better here than at the nitery. He still needs stronger comedy material. His stuff is listenable but lacks punch. His Texas closer was his biggest yock item.

The Three Pitchmen have added two short talk gags to their stint. Outside of that it's stuff patrons have seen so often they could probably do it from memory themselves. Their hoked instrumental impreses deserves renovation at least once, every two years, but they haven't had a sprucing in five.

Meribeth Olds, taller than most contortionists, does back-bends and pretzel twists in fluid motion. She works slowly and her amazing body control brought consistent gasps from the audience.

Bunny Briggs does his standard effortless and fast tapping. He's also added a lot of whirls and action to his final two minutes, which gets him a well-deserved closing mitt.

Brian Farnon is the second few house ork leader tried here since Louis Basil left two weeks ago. He shows eclat as a fronter, but could use a less sporty cut suit to give him the visual dignity necessary for the job.

Pic. On Moonlight Bay.
Johnny Sippel.

Oasis, Los Angeles

(Monday, September 10)

Capacity, 250. Five shows nightly. Price policy, \$1 admission weekdays, \$1.20 weekends. Owners-operators, Jerry Horne and Les Shear. Press, Jules Fox. Estimated budget this show, \$1,250. Estimated budget last show, \$1,500.

Ella Mae Morse appears to be none the worse for her five-year hiatus from show business. She's still tops in eye and selling appeal and should do well in this jazz spot. This is the first major date in her comeback, breaking in recently in San Diego.

Gal warms with I Can't Give You Anything But Love, Baby; More Than You Know and Fire by Five, accentuating her low drawl and a pair of sparkling eyes. Draws gold mitting when she goes into her past Capitol disk hits, Cow Cow Boogie and House of Blue Lights.

Arthur Duncan continues to sell his vocal-terp wares in an easy, clever manner. His wide range enables him to belt out to good advantage God's Country, Happy Feet and It's a Great Feeling. He seems destined for class bookings. Vido Musso's combo (5) really rocks. While loud, the band cuts the show and plays in able fashion for dancing. Musso's solos are worth catching. Joe Bleeden.

Radio City Music Hall, New York

(Thursday, September 13)

Capacity, 6,200. Price policy, 80 cents-\$2.40. Four shows daily. House booker-producer, Leon Leonidoff in association with Russell Markert and Florence Rogge. Show played by Raymond Paige's house ork.

The opening production, Neighborhood Mikado, is probably one of the best things the big theater has done in a long time. It isn't because of the sight effects or the flash, tho they're in abundance. It's the lyrics that make it. Using the Gilbert and Sullivan classic as the frame, the story line goes thru a bathing beauty contest—Miss Charmer who became Miss Yokohama—brings in all the familiar G & S characters for as funny a 20-minute run down of a modern Mikado as this reviewer has heard in a long time. The plot brings in a "poor man's Tony Martin"—a Japanese version of the Andrews Sisters. A special bow is in order for staff lyricists Albert Stillman, who's given program credit for the lines.

The Mikado number bridges skillfully to the Albins in the standard comedy knockabout ballet routine. With the huge Music Hall stage to cavort upon, the act was a solid hit. A swift switch in sets brought out the College Special with William Maun as the soloist. It showed the Rockettes in college colors pulling into a college town aboard a train. Number ended with the (Continued on page 53)

Versailles, New York

(Wednesday, September 12)

Capacity, 300. Price policy \$4-\$5 minimum. Operators, Nick Proimis, Arnold Rossfeld. Shows at 9:30 and 12:30. Booking, non-exclusive. Publicity, John O'Malley. Estimated talent budget, \$2,500.

In John Carroll, the Versailles has a performer who's every inch a showman; a singer who could do a job on any class floor. On night caught, his masculine bary was all fuzzy because of a cold. But it wasn't his voice that got and held them thruout; it was his act. Using a catalog of pops and standards, he set every number with a graphic word description that built a believable intro for the song. The result was that, Too Young and Young Lovers received a special meaning that held the jammed room spellbound.

Using Jack Kelly on piano, Ozzie Caswell as conductor and an augmented ork, Carroll opened big with If You Feel Like Singing, Sing and went right into his chatter to create his audience identification. Among his others were Cecilia tied together with Way Down Yonder in New Orleans; a ballad, The Moment I Met You, announced as just written by conductor Caswell; a moving Let My People Go preceded by an attention-holding analogy chatter about present-day dictators. Whether Carroll, a fugitive from the Republic Pictures lot, will be box office is something else. But whatever else he is, he is a real actor, a solid performer and a great salesman. Bill Smith.

Eddy's, Kansas City, Mo.

(Friday, Sept. 7, 1951)

Capacity, 250. Owned and operated by Eddy Bros., Inc. Cover, \$1.00. Minimum, \$1.50. Booking, non-exclusive. Floor Shows at 9 and 11:30 p.m. Estimated budget this show \$1,000.

Comedian Larry Storch, from the time he appears on-stage till he bows out after 45 hilarious minutes, has the audience in his hands. He displayed top showmanship at all times—was quick on the ad libs, projecting a pleasing personality and boasting excellent material.

Storch's uncanny ability to switch from one dialect to another was refreshing and entertaining to watch. He brought down the house with his Chinese, British, French, Brooklynese, Irish and Arabian dialects. He's a sock attraction here.

Local songstress Marilyn Maye opened the show with four good tunes. Tony DiPardo orchestra cut the show well and played for dancing. DiPardo also proved himself a personable emcee. Phineas Rosenberg.

Palace, New York

(Thursday, September 13)

Capacity, 1,700. Price policy, 50 cents-\$1.20. Four shows daily; five week-ends. RKO booker, Dan Friendly. Producer, Dave Bines. Show played by Don Albert's house ork.

With two sock comics and two good acro teams, the new bill adds up on the credit side.

The Bartons, family hoofing act, was first. The two daughters opened twirling parasols, were slow in starting; Pop added the homey touch, but when Mom came on the act picked up considerably. The plucky lady threw in enough zany bits to win laughs and a respectable hand.

The Harlemonicas did a flashy China Town and medley of classics. They finished with Bass Harmonica Boogie to good mits. Coco, Steve and Eddy did their wacky tumbling turns in sailor suits, one of them sporting flame-red socks. They got consistent yocks for their flops and brawls, and showed some finesse when they pretended to mimic the American acro technique b- slow motion springs. Sarah Ann McCabe, an attractive blonde, essayed Because of You and a medley of Rudolph Friml tunes, but didn't impress.

The show picked up again, even reached a high point, when Jackie Bright came on with his audience participation routine. To the accompaniment of his high velocity chatter, he handed out ball point pens, shaving lotion and cigarettes to an assortment of frowsy characters for acting foolish. His diaper derby had the audience screaming.

The Bob Coper Four sang a rousing Comme Ci, Comme Ca and an okay Too Young. Then they went into a series of Gay '90 tunes with appropriate costume changes. It was a nice act, but failed to get the hands. Confusing chatter bogs the act down and handicaps their selling. Chris Cross' standard ventriloquist act registered okay with his black light bit for an imitation of the Ink Spots as his strongest. Lalo an' Musette, ballroom team. (Continued on page 53)

Blue Angel, New York

(Wednesday, September 12)

Capacity, 150. Price policy, \$3.50-\$4 minimum. Operator, Herbert Jacoby-Max Gordon. Booking, non-exclusive. Publicity, Curt Weinberg. Estimated budget this show, \$2,000.

Spot re-opened its season with four acts, two repeats and two new to the cafe field. But new or old, the combination represents one of the best shows club has had in a long time.

The two new acts are Odette Myrtle and Doodles and Spider. Miss Myrtle, a dignified matron, out of operettas circa 1926 (Countess Maritza, Cat and the Fiddle, Roberta), and out of the business for many years, came back displaying charm, vivacity and a sense of comedy that was thrilling to watch. She was smart to identify herself with the older generation by opening with a special material song, In Younger Than Pinza and I'm Taller Than Swanson.

Having established herself, she went into a series of material numbers that pulled titters which grew into wholehearted chuckles and finally infectious laughter. Her French versions of You Can't Get (Continued on page 53)

Olympia, Miami

(Wednesday, September 12)

Capacity, 2,170. Four shows daily. Price range, 63 cents-\$1.03. House booker Harry Levine. Show played by Les Rohde's band.

This house has a winning combination with comedienne Irene Ryan of the films and radio, and Eddie Peabody of the hot banjo. Remainder of bill consists of Miamian, Dick Hall, debuting as a singer; the Wynters and Angeline dance duo, and Ross Wyse and Company.

Miss Ryan is a socko performer, delivering a flock of clever and original song material along with a line of yock-yanking patter. She had them thruout and had to beg off. She started off slowly with a few tired gags about ex-boss Bob Hope, on whose radio show she stooged for some years, but then swung into her special musical act and quickly won the audience.

Peabody kept strumming along with as much vim, vigor and bounce as always. His wide (Continued on page 53)

Clover Club, Miami

(Sunday, September 9)

Capacity, 450. Price policy, \$3.50 minimum. Shows at 9:30, 12:30. Owner-operator, Jack Goldman. Booking, non-exclusive. Publicity, Leslie Simmonds. Show played by Tony Lopez ork.

This is Greater Miami's only full-scale cafe show at the moment, all other spots being shuttered during the off-season autumn months. That it's also a show ranking favorably with anything here either in-season or off-season is credit to Jack Goldman, who's gambling on copping the big share of all night club business in this area even during height of upcoming winter months.

The current bill is topped by the hot Kirby Stone Quintet, which made its local debut in the same club a year ago. After a four-month stay at the time, the quintet went to New York for heavy TV work. They're back now with fresh routines and a considerably more polished act than their original stint.

Garnishing

The Stoners are a complete show in themselves, and the extra-added attractions of vocalist Buddy Greco, dancers Nick and Francine Zarra and a chorus line (6) serve merely to garnish the Stone shenanigans. They combine top-form musicianship, hilarious comedy and unique arrangements in an hour's solid entertainment.

Greco, in his portion of the bill, scored heavily with his Ain't She Pretty, a jazzy thing he originally whipped up on records some years ago. His other numbers were so-so.

The Zarras, in the top hoofing spot, are no match for the bill's headliners. Midway, male member of the duo grabbed the mike for some breathless Spanish and then sang while the gal shook her hips. The six-gal chorus line needs plenty of rehearsal time, but they're pleasantly-brief costumed and get a good hand.

Herb Rau.

The Langs



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Hocus-Pocus

By BILL SACHS

C. THOMAS MAGRUM, who rebuilt his program and added some nifties during a summer hiatus at his Rock Island, Ill., headquarters, ushered in the new season recently at Waukazoo Inn, Holland, Mich., following with a Rotary luncheon at Port Clinton, O. **V. V. Headland**, reporter for the Rock Island Argus and newly elected secretary of Quad City Society of Magicians, Ring 11, International Brotherhood of Magicians, has given the Magrum turn some excellent press notices recently. Writing from Rock Island under recent date, Magrum says: "Quad City magic lads attended in a body **Blackstone's** recent performance at the Orpheum, Rock Island. Blackstone played there one day and pulled a half a house at the matinee and night performance, with prices scaled at legitimate top. Company is streamlined and when caught only seven were in the cast. **Harry Blackstone Jr.** is leading assistant. It was noted that the major illusions were eliminated due, no doubt, to the fact that **Pete Bouton**, Harry's brother, is no longer with the show. From observation, the customers were more interested in the smaller hanky-pank than in the cabinet wonder—so said the news stories. It appears as tho the days of the huge legitimate magical extravaganzas and box-jumpers are over." **Theodore Bamberg (Okito)** gave his magic lecture before 25 members of Assembly No. 38, Society of American Magicians, at Hotel Continental, Kansas City, Mo., Sunday night of last week (9). After mastering the manipulation of a trick, Bamberg advised, a student should concentrate on stage deportment. "Don't use too much talk and refrain from using unusual words in your patter," he said. "When you do, you are offending people who go to the theater to be entertained, not educated." Bamberg's son, **Fu Man Chu**, is now on tour of South America. **Frank Garcia**, **Milbourne Christopher**, **Dick Richards** and **John Weiss**, the magicians, are featured in six pages of photos in the current issue of Parent's Magazine. Another operation on his knee still has **Dr. Mysto** limping and mending at his home, Route 1, Box 36, Clarksburg, W. Va. **Prince Kerma** is playing club dates in the Indianapolis sector.

Ben Victor and Pat King, currently at the Neon Club, Louisville, are celebrating their fourth year as a team.

AT THE recent Southeastern Magicians' Convention held at Hotel Andrew Johnson, Knoxville, Jimmy Sanders, Nashville trixster, was elected to head up the 1952 conclave of that group to be held in Nashville. Dates are still to be fixed. The recent convention attracted 75 magicians and magic dealers. **Jewell K. Watson**, president of the Southeastern magi, and **Tommy Thomson**, of Smokey Mountain Ring 58, International Brotherhood of Magicians, were in charge of arrangements for the recent gathering. A 10-act bill featured **Jimmy Sanders**, R. C. Buff, Paul Smith, Roy Eaton, Maj. Kenneth H. Sheeler, Joe Berg, Evans Morgan, Homer Hulse, George Young, and Preston David Price, emcee. Proceeds of the show held at the Knoxville High School Auditorium went to the local boys' club. Among the dealers displaying their wares at the conclave were **Homer Hulse**, Atlanta; **Jimmy Sanders**, Nashville; **Joe Berg**, Chicago; **George Young**, Birmingham, and **Wallace Lee**, Durham, N. C. The **John S. Van Gilder** Magic Cup, awarded for best trick presented at the convention, was won by **George Young**, of the D'Andrews Magic Company, Birmingham. Magicians in attendance at the 49th International Platform Association Convention held recently at Lakeside, O., included **Russ Charles**, Mr. and Mrs. **William Powell**, Mr. and Mrs. **Roy Mayer**, N. P. Patton, Mr. and Mrs. **Doc Dougherty**, **Wallace Lee**, T. Oaks, **Coke Cecil**, Mr. and Mrs. **Harry Lombard**, Mr. and Mrs. **Nevin Hoeffert**, Mr. and Mrs. **George DeMott** and **C. Thomas Magrum**. Sam J. Collins, veteran magic enthusiast of Hillsboro, O., is in Co. 16, Veterans' Administration, Dayton, O., for a series of X-rays and examinations for a leg and foot ailment. He expects to return to Clearwater, Fla., for the winter around November 1. **Larry Weeks**, juggling trixster, is manager of a USO Camp Shows unit now on a 34-day tour of Korea.

Radio City, N. Y.

Continued from page 52

always audience winning precision en masse terps.

The Dassies, two men acrobatic act, came next. Costumed as gobs, the two guys went thru slapstick tied into skillful, fast tricks that drew yocks amid gasps of admiration. The boys work very fast and time their comedy bits perfectly to get the most out of them. It's by far one of the funniest and fastest acro-comedy acts to play the big theater in a long time.

The show ended with the graceful ballet, this time made more exciting by the spirited music, a pony horse number, that had the Florence Rogge group prancing around in pony fashion. Finale was a *Golden Harvest* with prop trees loaded with prop king-sized apples that brought on Norman Wyatt for a *Johnny Appleseed*, message (the world needs more like him today) narration and curtain.

The cast of the *Mikado* number, Eric Hutson, Hal Norman, Colleen O'Connor, Dick Stewart, Helen Dodge and Adrian Wager, did excellent jobs. The ballet led by Bettina Rosay, Robert DeVoy and John George was equally skillful. Pic, *Captain Horatio Hornblower* Bill Smith.

Palace, N. Y.

Continued from page 52

were adequate, especially in their adagio-like bolero.

Steve Evans got mitts on entering. His long-distance-call story proved a slow starter, but he got the big yocks with his drunk routine. And when he wound up with his laugh impressions, he had them roaring.

Waitor and Simon, making their U. S. debut, hit immediately with their fast tumbling routine, with one crazy flip after another. They got constant laughs and big hands, finishing a big hit.

Before bowing out, Bright introduced Marshall Thompson, Vanessa Brown and William Bishop from the cast of the accompanying pic, *The Basketball Fix*.

Gene Plotnik.

Extra Added

Brief but important night club-vaudeville news

Continued from page 51

are handled thru Martin Harris, headquartering in RKO Building, New York.

The Connecticut State Liquor Control Commission, in its drive against strippers and female impersonators, has revoked the license of a Taftville, Conn., restaurant. Action followed a hearing at which Mrs. Lillian Przekop answered charges that she sponsored a teen-aged strip act in her restaurant.

Blue Angel, N. Y.

Continued from page 52

A Man With a Gun was hilarious. Her best, however, was her dream fantasy of how a Shubert-Romberg operetta might be done today with "messages." She finished with a coy introduction of her pianist: "He comes of a fine family. I knew his mother, a charming lady—my son, Roger Adams." Based on appearance, ability and material, Miss Myrtle would fit any class room in the country.

Doodles and Spider, former a short stocky lad, latter a tall, thin chap, showed one of the most hilarious record acts caught in a long time. Using a lot of choreography (both lads were dancers) they went out and fractured them with their pantos. Both showed pliable mugs and both beat themselves into a frenzy to the complete delight of a packed house. Doodles also showed a straight panto act to *Powerhouse* (no lyrics), making like a steno at the typewriter eagerly anticipating her date. It was a fine routine, ingeniously done and skillfully enacted.

Barbara Cook, who's had a shot at *Flahooley* and summer stock since last caught here, has improved tremendously. Looking like a little blonde Alice in *Wonderland*, gal sold with assurance that couldn't be denied. Using standards and new songs, she registered all the way. She started with *Eagle and I*, then came *Annabelle Lee* and *Funny Valentine*. She finally got off with a cute beg-off gimmick to *I'm Late* for a fine performance.

Orson Bean, the tall, good looking lad in a Brooks Brothers' suit and crew cut, was the change-of-pacer on the bill. His pointless yarns, his audience participation bits, and magazine ad comments were all delightful nonsense. At times Bean works like a Wally Cox, then like a Frank Fountaine. To get places he'll now need material. Getting material for a comic like Bean will be quite a problem.

The Ellis Larkin Trio backed the acts and played intermissions. Stuart Ross, an old standby, also assisted on the piano, while Bart Howard emceed in unobtrusive fashion. Bill Smith.

Starlight Roof

Continued from page 52

a medley of *La Vie En Rose* and *St. Louis Blues* and *Toccato*. Had the opening and closing numbers been a little shorter, Green would have held the audience's interest much better.

With Green at the piano, Monroe ran thru *Tenderly* and *Ballerina*, each good for a solid hand, and a cute song-story introduced as a French number, and particularly well suited for this spot. The Green-Monroe combo wound up with *I Understand* to appreciative response

2 Slick Joan

Joan Holloway, a pert young dancer from the Chico Marx video show, ran thru a fast tap routine and a highly effective ballet-like bit with a hat box, picture hat and gloves. The latter was slick in conception and execution, with the ork lending a heavy assist on the accompaniment. Gal closed with first-rate hoofing job to *Who Cares?*

Ziggy Talent, the band's comedy chapter, battled the brass section for attention on *My Hot Tamale Went Chilly on Me*, but finished strongly with a train rhythm novelty ditty, *It Happened on a Train*.

Running 45 minutes at the opening performance the show needed some tightening and a switching. With Monroe closing the show, chanting some of his disk hits, it would have been a much better package. As it is, however, there were a few too many dead spots. In any case, the hotel could use help from sound engineers.

Joe Martin.

Burlesque Bits

By UNO

HAROLD MINSKY launched another of his units, "Minsky's Follies," September 16 at the Latin Quarter, Boston. The show's itinerary includes stops at the Gayety, Montreal; Beverly Hills Country Club, Southgate, Ky.; Loew's, Cleveland; Las Vegas, and Riverside Hotel, Reno, all from two to four-week stands. The wind-up will be at the Beachcomber, Miami Beach, Fla., where the show will remain all winter. Company comprises Jack Mann, Dick Dana, Jean Adair, Carroll Shannon, Tito and Carvana, Rudy Cordelas, The Visionaires, Cort and Saunders, Leo Diamond and 16 chorines. Mme. Kamerova is show producer, and Stanley Montfort, company manager. Thea Cockrell is mourning the loss of her dad who passed away following a stroke at their home in Beloit, Wis. Ralph Clifford and Josephine Day have started the season at Columbus, O., for Jack Kane. James Barton, former burly ace comic, is the star of "Paint Your Wagon," the season's first big musical due to open in New York October 15.

TV regains **Milt Frome**, who goes back with **Milton Berle** on the Texaco program; also **Shaw and Lee**, comedy partners for 38 years, who rejoin **John Conti** on the TV show sponsored by Van Camp Beans.

SAM CARVER has taken over the Columbia, Detroit, which operated on a burly policy until recent closing, and is converting it into a 24-hour movie theater.

New burlesque theaters to open September 23 under the direction of **Sid DeMaye** are the Strand, Perth Amboy, a three-day stop, and the Oxford, Plainfield, N. J., a four-day stand. Both are part of the **Walter Reade** chain. Opening cast includes **Lois DeFee**, featured; **Irving Selig**, **Herbie Barris**, **Milt Hamilton**, **Bernie Layton**, **Terrie Miller**, **Ruth Swank** and **Marion Wakefield**. Booker is **Dave Cohn**. Another new link in prospect is **Hoboken, N. J.** **Abe Gore** moved into Gayety, Norfolk, September 14.

Mona Rydeen is recovering from a long illness at her home in the Chelsea District of New York.

Roxy Hart returned to Chicago after a brief vacation and expects to take to the road again soon. New principals at **Minsky's**, **Rialto**, Chicago, are **Irving Benson**, **Joe DeRita**, **Danny Jacobs**, **Waunita Bates** and **Ann Arbor**. **Ivan Fishnova** is producer of the 16-line chorus. **Art Belasco** is house manager, with **Artie Toohey**, assistant. **Bob Goodman** is house singer. **Gypsy Rose Lee**, now making her debut at the **Paladium**, London, is listed as "Veepee In Charge of Unveiling In Behalf of the Lancaster and Chester R. R. in S. C."

EDDIE KAPLAN reports that he and **Freddie Walker** have opened the **Monarch** Theatrical Agency, Miami Beach, Fla. **Comic Mike Sachs**, recently discharged from a New York hospital following treatment for a cerebral hemorrhage, is recuperating at his home in Astoria, N. Y. **Eddie (Dale) Oppenheimer**, veteran burlesquer, is leaving the **Center Theater**, Detroit, which he has managed for some time. **Bonnie Boyia**.

Olympia, Miami

Continued from page 52

variety of selections scored solidly. **Bill** opened with the **Wynters** and **Angeline** duo. Their graceful terping was par for the course, but they came back with a slick cake walk for a hefty hand. **Dick Hall** copped a good mitt from local followers. **Eut**, altho his voice shows promise, he's got a long way to go before becoming a showman.

Ross Wyse's standard act is about the same he's been doing for years. His pratfalls and patter, as a solo, and his chatter and shenanigans with a tall bird looker, got good receptions.

Pic: *Two Gals and a Guy*, Herb Rau.

who opened with *Cavalcade of Amusements* at the Michigan State Fair, Detroit, last week, was interviewed by **Bud Lanker** on WXYZ-TV Labor Day. **Winnie Garrett** goes into the Hudson, Union City, N. J., for a week starting September 30. **Louis Cooper**, owner of the **Whitehall Theater**, London, and formerly associated with **Sam Briskman** in New York operations, is reported seriously ill at **Middlesex Hospital**, London. **Hal and Eddie Weinstock**, formerly of New York's **Republic Theater**, are now in a milk business in the Bronx, New York. **Frances Farr** and husband, **Frank Damsel**, are still at **Lake George, N. Y.**, and recently were visited by their friends, the **Lloyds**. **Dave Mack** and **Lana Barry** recently celebrated the arrival of a son, **Dave Jr.**, at their home in Union City, N. J. To correct an item in *Burlesque Bits*, September 15 issue, the name of **Phil Rosenberg** was mentioned as spending much of his time at the **Stock Exchange**, Broadway and 72d Street, New York. The name should have been **Nat Ziegler**.

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National Arts Center Proposed for Washington

WASHINGTON, Sept. 15. — The House Committee on Administration is considering a joint resolution by Representative Roy W. Wier (D., Minn.) to establish a theater and opera house here and to take "such steps as may be necessary to co-ordinate and correlate plans for the development of the fine arts prepared by federal, state and local agencies and authorities and by representative civic bodies and civic non-profit organizations in the field of the fine arts." The legislation proposes creation of an American National Arts Commission to carry out the task.

Wier, a veteran of the legit theater in Minneapolis, proposed in his resolution that the Arts Commission be financed both by congressional appropriations (amount unspecified) and by charges for admission to the plays, operas, ballets, concerts and dramatic productions to be held in the proposed theater.

The Arts Commission, as provided in the resolution, would be composed of 22 members, including the President of the United States, 10 members of Congress, several government officials and six prominent citizens to be appointed at large by the President from among persons nominated by the following organizations:

The Metropolitan Opera Company, American National Theater and Academy, American National Ballet Theater, American Educational Theater Association, National Symphony Orchestra Association, American Symphony Orchestra League, National Music Council, American Society of Composers, Authors, and Publishers, American Music Conference, Congress of Industrial Organizations, and the American Federation of Labor.

Wier, a veteran of the legit theater in Minneapolis, proposed in his resolution that the Arts Commission

2 Cincy Legit Theaters Put On Sales Block

CINCINNATI, Sept. 15. — The Cox and Shubert theaters here, for many years the centers of legit and vaude shows, are to be sold by the owners, J. J. and Lee Shubert, it was revealed last week by Nona Schechter, manager of the Cox, following receipt of a letter from J. J. Shubert in which Schechter was instructed to begin negotiations with realty men for disposal of the properties.

Schechter would not reveal the Shuberts' asking price, but it is understood that the Shubert is valued at \$1,000,000 and the Cox at \$750,000. The Shuberts acquired the Cox from the George B. Cox estate and the Shubert site from the YMCA. Both houses were opened in 1921. The Shubert is now rented to Midstates Theater, film exhibitor firm. The Cox had not been used much in the past year, big shows being sent to the Taft Theater because of its greater seating capacity.

During a recent visit here J. J. Shubert conferred with heads of the musicians, ticket sellers and stagehands' unions, all of whom demanded higher wages because of the short legit playing season here.

Mass. House to Woo Rd. Shows

SPRINGFIELD, Mass., Sept. 15. — A new organization known as the Court Square Theater Company, Inc., and containing the nucleus of the Playgoers of Springfield, Inc., has signed a lease with the Gilmore Associates to take over Court Square Theater on a five-year lease, with option to renew March 1, 1952. The deal has been in the making for several months. It means that Springfield's prospects as a revitalized road show city are assured in the near future.

The new company's officers are Harvey R. Preston, president; Wallace V. Camp, treasurer, and Frederick M. Kingsbury, secretary. Elihu Glass is managing director. Officers of the Gilmore Associates who negotiated the lease are Edwin S. Gardner, president, and Dwight Gilmore, treasurer.

Toronto Sked Hefty Bundle

TORONTO, Sept. 15. — Royal Alexandra Theater anticipates a busy fall season beginning September 24.

Opener is *Death of a Salesman*, and shows to follow include: the Sadler's Wells Ballet for two weeks; a traveling version by the Metropolitan Opera Company of *Die Fledermaus*; return of Oklahoma; *Moon Is Blue* and *Rose Tattoo*.

AE Probing H'w'd Spots

HOLLYWOOD, Sept. 15. — Actors' Equity is investigating the activities of Showcase Studios which has slated *Time of Your Life* as its next offering, Friday (21). Showcase Producer Norman Rice told *The Billboard* that he is using professional and student talent, only playing to invitational audiences. An Equity spokesman said that the group may have to sign an Equity contract due to the presence of professionals. No admission is charged.

Showcase's resident director, Les O'Pace has the lead, with Rice as Joe and Rob Rose in a supporting role. Showcase's last production was *Stage Door*, in July. Success of the Saroyan vehicle may make it possible for the show to tour in Arizona.

Equity also is probing into the production of Sartu Theater, currently featuring *One Foot in Heaven*, on charges that Owner Ed Sartu is employing professionals without inking Equity Little Theater pacts. Sartu previously operated a little theater in Eagle Rock, Calif., and on one occasion, according to Equity's Chris O'Brien, had been shuttered by the union on similar charges.

Somerset Plans N. E. Road Tour

HARTFORD, Conn., Sept. 15. — Joseph B. Somerset, managing director of the Canton (Conn.) Show Shop, a summer playhouse, plans to launch a New England area road tour unit this fall, with such cities as Boston, Worcester, Providence and Hartford on the schedule.

Productions will be arena style, with emphasis on musicals and comedies.

Somerset expects to have details of the set-up completed soon.

Dramatic & Musical Routes

Death of a Salesman (Shubert) New Haven, Conn.
Love and Let Love, with Ginger Rogers (Gayety) Washington.
Member of the Wedding (Erangery) Chicago.
Mr. Roberts (Capitol) Pittsburgh, Pa. 19.
Lynce (Admission 25) (McCart) Princeton, N. J., 21-22.
Moon Is Blue (Harris) Chicago.
Paint Your Wagon (Shubert) Philadelphia.
Requiem To Be Seen (Colonial) Boston.
Saint Joan (Flynouth) Boston.
South Pacific (Shubert) Chicago.

BROADWAY SHOWLOG		
Performances thru September 15, 1951		
DRAMAS		
<i>Affairs of State</i> (Music Box)	9-25, '50	407
<i>Diamond Lil</i> (Broadway)	9-14, '51	3
<i>Lace on Her Petticoat</i> (Booth)	9-4, '51	15
<i>Scaly 17</i> (48th Street)	5-8, '51	151
<i>The Moon Is Blue</i> (Henry Miller's)	3-8, '51	218
<i>The Rose Tattoo</i> (Marble Arch)	2-3, '51	257
MUSICALS		
<i>A Tree Grows in Brooklyn</i> (Alvin)	4-8, '51	171
<i>Eagles and You</i> (Holiday)	9-12, '51	5
<i>Call Me Madam</i> (Imperial)	10-12, '50	368
<i>Guy and Doll</i> (New Street)	11-24, '50	337
<i>Sweeties</i> (Broadhurst)	6-21, '51	100
<i>South Pacific</i> (Maenetic)	4-7, '48	842
<i>The King and I</i> (St. James)	3-19, '51	197
<i>Two on the Aisle</i> (Mark Hellinger)	7-18, '51	68
CLOSED		
<i>Georgiana Frederic Blodde</i> (Ziegfeld)	9-15, '51	740
Opened 12-8, '50		
COMING UP		
Week of September 16-1		
<i>Berchit Casades</i> (Royal)	9-17, '51	
<i>Out-West of Eight</i> (Barrymore)	9-20, '51	

Script Shop Gets Going

NEW YORK, Sept. 15. — The Elinor Morgenthau New Dramatists Workshop for the training of tyro playwrights was set up this week. It is the result of a meeting of minds by the New Dramatists Committee, which was organized two years ago to encourage new script-writing talent, and the New York City Center, which last spring received a grant from the family of Henry Morgenthau III for the purpose.

In effect, the action this week constitute an appointment of the NDC to administer the Morgenthau grant. It is the result of conferences between Howard Lindsay, who is president of the NDC, and Maurice Evans, as artistic supervisor of the City Center's dramatic activities.

Pinelli Wins Riccione Award

ROME, Sept. 8. — The 1951 Riccione Drama Award of a half a million lire (\$400) for the year's outstanding three-act play has been won by Tullio Pinelli film scenario writer, for his drama, *Gorgonio*. The jury's selection was one vote short of being unanimous.

Carlo Trabucco, veteran playwright and drama critic for the Christian Democrat daily, *Il Popolo*, won the second prize of 200,000 lire for his *Queen Victoria*. Third prize of 100,000 lire went to an unknown, Enrico Verondini, for his *Dream of Mayerling*.

One of Italy's leading drama awards, the Riccione Prize, is given annually to what judges consider the most important unpublished and unproduced three-act play of the year. The award was organized in 1947 by the mayor of Riccione (seaside resort on the Adriatic) and Bologna drama critics.

Closing Auditions For 'Tin Pan Alec'

HOLLYWOOD, Sept. 15. — Audition for *Tin Pan Alec*, Call Board Theater's next offering, were expected to wind this week. The original musical by Dianne Manners and Johnny Clark prems September 28 for an indefinite run. Heading the cast of 17 are Erin Rene, Jerry Power, Lily Williams, James Blake, Eleanor Reynolds, Evelyn Bacon and Yolanda Francis. Call Board's last musical was *Banned in Boston*, in January. *Alec* is being produced by

Sides and Asides

Burgess Meredith has taken over staging of Kenyon Nicholson's "Out West of Eighth," which opens Thursday (20) at the Barrymore. Marc Connelly had to relinquish the responsibility because of the death of his mother.

The reading of "Don Juan in Hell" from Bernard Shaw's "Man and Superman" at Carnegie Hall October 22 was sold out one day after the date was announced. Consequently, Manager Paul Gregory arranged for a repeat on December 16 by canceling an out-of-town booking.

The Art Institute of Chicago has announced the second play scripting competition for the Kenneth Sawyer Goodman Memorial Theater, with first prize amounting to \$1,000, the judges are Margaret Webster, Cornelia Otis Skinner and Maurice Gresin. Marilyn Day, who recently completed an engagement in "Finian's Rainbow" at the Lambertville Music Circus, has authored book, lyrics and music for a song-and-dancer she is calling "Mr. Marathon."

Richard Whorf is busy as usual. Presently engaged in directing the rehearsals of "Faithfully Yours" starring Ann Sothern and Robert Cummings, he will next stage "Business Is Business" starring Menasha Skulnik. Latter script is by Sylvia Regan and will be presented by George Kondolf. Then Whorf may have the leading role in "Sweet Revenge," an adaptation by Anthony Marshall of Thomas Middleton's "The Changeling." Walter Armitage, who owns that property, wants Alfred Lunt to stage it. Whorf would also design the sets. Lunt's other job this season is directing Mozart's "Così Fan Tutti" for the Metopera.

George Poultney, San Francisco theater owner, has dropped his recently announced plan to produce Johann Strauss' "A Night in Venice." Reason is the Sol Hurok org is planning a production of the same operetta, which they expect to launch early next year, following the tour of "Fledermaus." Poultney's eye is now attracted by the possibilities of the old comic opera, "The Wizard of the Nile." Whether "Wizard" will ever materialize seems to depend on Poultney's finding a competent writer to modernize the book. As for "Venice," Poultney has asked Paul Hartman to take a leading role. Hartman appeared in "Wizard" as a child on the West Coast, when his father held down a leading role. Hartman's services have also been solicited for John Murray Anderson's "Almanac" and the impending revival of "Of Thee I Sing." Also sought for "Wizard" is Peggy Anne Ellis.

Box office at "Stalag 17" has confidently set top price for New Year's Eve at \$6. Howell Forgy's "Happy Valley," based on Beatrice Griffith's novel, "American Me," has had to switch titles. Paramount Pictures pre-empted the name for an upcoming film. Forgy's play, which James Elliott and Herman Glaser plan to produce, will henceforth be known as "The Sun Looks Down."

Sidney Blackmer has been signed for a role in Irving Eiman's "The Brass Ring." Producers Otto Preminger and Joseph Hyman will put the 19-scene play into rehearsal October 15 and plan to open it the week of November 26. Next on Preminger's schedule is Herman Wouk's "The Koenig Masterpieces," which he acquired last week. Hyman is looking forward to "The Wife of Bath" based on Chaucer's "Canterbury Tales."

New Stages, a group that operated off Broadway a few seasons back, has taken Edward Caulfield's "The Idea," which the Playwrights Company had previously planned to present in association with Robert Lewis until an over-

Frances Douglas Cooper with directorial chores handled by Frances Locker. Mickie Ann Brown is doing choreography with arrangements and accompaniment by Brad Green. Auditions have been going on since September 4, only minor roles remaining.

crowded schedule forced them to drop it. David Merrick has taken an option on Marcel Pagnol's trilogy, "Marius," "Fanny" and "Cesar," with the intention of converting them into a musical with an American setting. The three French plays have been seen around town in their respective film versions.

Jule Styne plans to open the revival of "Pal Joey" December 25. In the cast: Vivienne Segal, Harold Lang, Helen Gallagher and Patricia Northrup. Gail Hillson is reported still trying to (Continued on page 55)

Barns in N. H. Solid for '51

CONCORD, N. H., Sept. 15. — Barn theaters in New Hampshire report a good 1951 season, most of them winding up in the black.

The strawhatters have also increased in number and drew both summer and year-around residents. Most of the orgs in New Hampshire do not use the star system which has become popular in other parts of the country.

At the Keene Summer Theater, the efforts of Mr. and Mrs. Alfred Taylor Colony reap a profit for the first season since the site's birth in 1935. The Keene spot is strictly a resident-cast operation. Mr. and Mrs. Colony undertook to produce some musicals this year, scoring b-o. success with an up- (Continued on page 55)

Burl Ives Set For UKC Series

KANSAS CITY, Mo., Sept. 15. Burl Ives, American balladeer, opens the University of Kansas City Playhouse series of six plays October 22-27. As guest star, he will appear in Edwin Justus Mayer's *Sunrise in My Pocket*, which will go to Broadway under ANTA sponsorship later this year.

Other productions in the series are *Lysistrata* by Aristophanes, November 28-December 1; Giraudoux's *The Enchanted*, January 7-12; Sean O'Casey's *Juno and the Paycock*, featuring Adele Thane, of the Boston Repertory Theater, February 18-23; a new adaptation of Offenbach's *Orpheus in Hades*, with the revised book by Charles Holt, May 5-10, and Priestley's *Dangerous Corner*, date unannounced.

Dr. John Newfield returns as director of the series. Charles Moore is assistant director, and Kermit Shafer replaces Al Erentner as scenic designer.

Westporters Appealing on Assessments

WESTPORT, Conn., Sept. 15. — Westport County Playhouse here has appealed to the Superior Court the ruling of John J. Egan, administrator of the Connecticut Unemployment Compensation Law, requiring the payment of \$1,847 in assessments due from last year.

Bringing suit as the Westport Season of 1950, Inc., the title under which the playhouse is incorporated each year but with the annual date changed, the summer theater charges that Egan erred July 17 when he ordered the payment.

According to the appraisal, Egan ruled that the playhouse management failed to pay its share of the second and third quarter payments totaling \$1,754.44 for unemployment compensation of its workers. An additional \$92.50 is levied for the interest on the amount allegedly due the State.

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 Help yourself and *The Billboard* by filling in the coupon on **PAGE 57**

Broadway Openings

BAGELS AND YOX

(Opened Wednesday, September 12)

Holiday Theater

A Yiddish-American revue. Songs by Sholem Secunda and Hy Jacobson. Lighting by Bruno Maine. Conductor, Irv Carroll. General manager, Arthur Sommer. Company manager, Jesse Long. Press representatives, Charles Washburn and Max Ernest Hecht. Presented by Al Beckman and John Franksy in association with the Brandt Theaters.

CAST: Lou Saxon, the Barton Brothers, Marty Drake, Larry Alpert, Rickie Layne, Mary Forrest, Patrice Helene, Jan Howard, Ricki Fields, Ina Lefner, Paula Stevens, Johnny Conrad, Diane Lund, Audrey Barfoot, Tibby Rayburn.

It seemed a fine idea to have a Stem movie house turn back to legit and live actors. But after the bow-in of *Bagels and Yox*, a reporter isn't so sure. At least so far as B. and Y. is concerned, they can give the Holiday Theater right back to double features.

Bagels and Yox is that American-Yiddish revue that teed-off in Miami, and summerwise put in 10 weeks in Atlantic City. Now the Stem has got it, thru the cooperation of the Brandt Theaters—and, from all reports, like it or lump it, it is here to stay. Apparently, there is a big audience for this sort of thing, here as well as in the Catskill mountains where the show really belongs. Anyway, a large part of a first night audience practically slew itself at every sally. The hilarity—to one pew-sitter at least—seemed over-hyped.

Since most of comedy material resolved itself into Yiddish, this reporter missed the subtle flavor of that much of the show. Maybe jokes are funnier in Yiddish, but if they aren't any funnier than the English comicalities that go on at the Holiday, a reporter wouldn't care.

In sum, *Bagels* is no more than a resort floor-show, put on a stage with a band to cut the acts. It is sans book and direction. There are songs by Sholem Secunda and Hy Jacobson. In front of the band, conducted by Irv Carroll, a dozen-odd performers do their specialties, giving in most cases ad infinitum—and loudly via microphone. In an 800-seat house, the latter gadget seems unnecessary. Without it, most of the cast could be heard across Duffy Square in the Palace.

The proceedings are amiably emceed by Lou Saxon who tells jokes, some new, and more not-so-new. There is earnest terping by Johnny Conrad and his trio of fem assistants, and knockabout comedy stepping by Patrice Helene and Jan Howard. There is operatic chanting by Marty Drake, lengthy clowning by the Barton Brothers, and more of same by Larry Albert.

This reporter liked best the ventro act of Rickie Layne and his Yiddish-accented dummy, Velvel, which got the show off to a good start. Likewise Mary Forrest contributed ably via an excellent voice. In addition, the standard vaude dance-clowning of Helene and Howard gave the show a lift.

Bagels is for a highly specialized audience which knows the language—and loves it. It is not for the uninitiated pew-buyer.

Bob Francis.

N. H. Barns Solid

Continued from page 54

dated version of Strauss' *Fledermaus* as done by the Metropolitan Opera Company.

The Keene players likewise premed *Heaven Comes Wednesday*, by Gordon Jenkins, as their closing production. *Wednesday* is a possible Broadway entrant.

Merrimack Players

The Merrimack Players reported that 95 per cent of its patrons were New Hampshire natives and that business had increased 33 per cent over last year. This theater also favors the resident cast system, believing it makes for smoother production and lets audiences get to know the performers.

The resident system is also favored by Francis Cleveland, of the Tamworth Players, who points out that the high cost of the star system is prohibitive for his small theater. Altho Tamworth finished with a profit this year, its attendance was not up to previous seasons. Cleveland attributed this to "resistance to luxury spending" which he said was apparent throughout the mountain area.

Star System

One of the more prominent strawhat theaters in this State which does employ the star system is the Lakes Region Playhouse at Gilford. The theater also makes use of the road show sys-

DIAMOND LIL

(Opened Friday, September 14)

Broadway Theater

A comedy-melodrama by Mae West. Staged by Charles Freeman. William Levine, general manager. Stage manager, Walter Johnson. Press representatives, Samuel Friedman and Lorela Val Mary. Presented by George Brandt.

Jim Billy Van
Bill Jack Howard
Ragtime Arnold New
Card Players Jerry Ford, Les Colodny
Kitty Linda King
Princess Sheila Trent
Pio Helen Waters
Flynn Charles O. Martin
Kane Patsy Perroni
Gus Jordan Walter Petri
Sally Alice Martin
Rita Zolya Talma
Juarez James Courtney
Mike James Fallon
Diamond Lil Mae West
Charlie Charles Brown
Bessie Lois Harmon
Barbara Marion Gates
Captain Cummings Dan Matthews
Pete the Duke Lester Lawrence
Jacobson Louis Nussbaum
Chic Clark Val Gould
Sailor Bert Remsen
Dan Darcy Sid Lawson
Johnny Harry Kadison
Keft Fred Ardath
Miss West's Accompanist David Lapin
Bowery musicians: Roy Johnson, Willie Creeger, Adrian Tet, Bernice Friedland.

Mae West comes back to the Stem at the Broadway Theater with *Diamond Lil*. Prior advices from the press agent—or should we say "publicist," Sam Friedman—advised that *Lil* would be done in two acts, instead of the usual three, to make room for a scene interpolated in England—and not hitherto seen here. Something apparently went wrong, because *Lil* unveiled as usual in three stanzas, precisely as entrepreneur George Brandt plugged it on the subway circuit this summer.

A reporter, over the years, hasn't seen the extra scene—nor does he particularly care. *Lil*, as is, has rung the bell for seasons—and bad as it is—as a play will continue to do so—provided that Miss West keeps or playing it. It is just as much fun currently at the Broadway as it has been the 20-odd times that a reporter has sat in on it.

Obviously, if Mae West should quit, there would be no *Diamond Lil*. She has written it, made it and built it into a property. Likewise, the star is smart and invariably picks a cast which will give out with solid support.

The current edition recalls vets Charles Martin and Walter Petrie as the villains of the piece. Dan Matthews, returns as the redoubtable hero, and James Courtney is once more the gigolo. All of them know the ins and out of *Lil* over the years, and do right well by her. Notice should also be recorded for Alice Martin, Zolya Talma, Linda King and Sheila Trent, Billy Van is again with the Stem troupe to contribute an outstanding stint both actor-wise and via heel-and-toe.

Over-all, *Lil* should do all right at the Broadway. The production is not quite up to its last stand hereabouts. There is still a little streamlining, reminiscent of the subway circuit. But Miss West, as usual, turns in a spectacular, undulating job—and after all, how long before *Diamond Lil* will get stale?

Incidentally, Miss West (via drummer Friedmann) was purported to wear something over a million dollars worth of real Harry Winston jewelry. From row N (on the aisle) it looked right sparkling. But *Diamond Lil* always looked and sounded just as good in paste.

Bob Francis.

tem and brought a New York cast to Gilford for the season's final production, *The Chocolate Soldier*. Among the stars featured at the playhouse during the summer were Veronica Lake, Zasu Pitts, Edward Everett Horton and John Carradine. Manager Gerald Newmark gives the star and road show systems credit for the good profits in the theater's second season of operations.

The newest member of New Hampshire's strawhatters is the Raymond Summer Theater, a project of Susan B. Hutchinson, who admits to a poor first season.

Conversely, the Peterboro Players announce a successful season and packed houses for their production of *Look Ma, I'm Dancin'*, and the Windham Summer Theater reports a better season than ever. Windham's owner-director, Everett Austin, drew sellout crowds at his production of *A Streetcar Named Desire*.

Strawhat Review

BIRDS OF PREY

(Reviewed Saturday, September 8)

Ivy Tower Playhouse, Spring Lake, N. J.

A comedy by Howard Richardson and William Berner. Staged by Sam Wren. Sets by Frank J. Rinaldi Jr. Lighting, Bruce Elliott. Strasser, Stage manager, Sheila Devlin. Presented by Rea John Powers in association with Robert Wylie.

Lola Buchanan Esther Jane Coryell
Judy Gauthier Joan Potter
Herbert Henofski Paul Roehling
Constance Thornton Grace Powers
Robert Burton Richard Venture

Put down Howard Richardson's and William Berner's *Birds of Prey* as having the potentialities for a solid Broadway run this coming season. As tried out at the Ivy Tower Playhouse, the script still has some shaping up of earlier scenes coming to it, but the second and third acts prove that the playwrights are capable of doctoring the first.

Birds deal with a psychotic woman who takes in an unscrupulous young poet, the son of a friend of hers. Mother and son conspire to rob the woman of her fortune via marriage and uncover the fact that she was once committed to an institution on grounds of insanity after the mysterious death of her husband. But if the pair think they have 'he goods on her, she is one jump ahead of them, discovers her new husband for what he is, and reveals that the boy's mother was the one actually responsible for the long-unsolved murder.

Birds really gets into full flight after a very faulty take-off. The first act wanders aimlessly and gets nowhere. And aside from this, there is an inconsistency of lines, particularly with the mother. But the last two acts more than compensate for these deficiencies and really soot: the play home.

Not Easy

Because the script deals with neurotics and its mystery undertone presents a saying-without-telling problem, *Birds* is not an easy show to cast nor direct. Cast-wise, however, Ivy Tower makes the steep grade; directorially, it goes under. Esther Jane Coryell gives a flamboyant performance as the rich woman and Richard Venture and Grace Powers give solid support. But Sam Wren fails as director to hold Miss Coryell in check and has interjected corn in a script which does not call for it.

Frank J. Rinaldi Jr. has given *Birds* some good plumage with his penthouse set, and the over-all production is well oiled and runs smoothly.

With proper work between now and the Broadway bow, *Birds* should make a strong hit bid. It's a ladies' show, with a woman's mag plot, and should pack a house solid—matinees at least.

Dennis McDonald.

HEAVEN COME WEDNESDAY

(Reviewed Thursday, September 6)

Keene Summer Theater, Keene, N. H.

A new play with music. Music by Gordon Jenkins. Lyrics by Tom Adair. Book by Reginald Lawrence. Directed by Herbert V. Gellendree. Musical director, Joseph Wood. Dances and musical numbers staged by Alfred Brooks. Settings by William A. Allison. Presented by Beatrice South Colony and Alfred T. Colony in association with Herbert V. Gellendree.

Gram Beatrice Booth Colony
Miles Jeffers Paul Elgren
Aby Jeffers Jeanne Schlegel
Jane Jeffers June Ericson
Miriam Jeffers Edna Baldwin
Aunt Lottie Hadley Jean Stapleton
Caleb Wayne B. H. Calhoun
Titus Wayne Hal Fogel
Abe Benson James Andrews
Ezekiel Hallett Paul Mann
Nellie Ryder Jacques Stephens
Eben Jimmy Farmer
Nate Kenneth Renner
Katy Priel Elizabeth Parriah
Crazy Ike Marc Raven

Mark down this opus as a likely Broadway entry later in the season, after some kinks are ironed out of the book. Gordon Jenkins, musical director for Decca Records, penned the score for this folk-type period musical with the collaboration of lyricist Tom Adair, who teamed up with Jenkins in a similar capacity on *Along Fifth Avenue*, a while back.

The show has a strong premise and a brace of sure-fire tunes but has only a fair book and needs some re-evaluation and integration of ideas. When staged with a stem-strength cast and given a slicker production, it has genuine long-run potentialities.

Scripter Reginald Lawrence's book concerns a minister (circa 1851) who convinces a New England community that the end of the world is at hand. Despite the protestations of their local deacon, most of the farm flock, in a frenzy of fear, hasten to cleanse them-

Out-of-Town Reviews

THE BEAUSTONE AFFAIR

(Opened Tuesday, September 11)

Las Palmas Theater, Hollywood

A drama by L. Len Rap. Produced by Floyd Christy. French Productions by arrangement with Wallace R. Parnell. Directed by William Jarvis. Sets, Rita Glover. Press, Hank Levy. Photography by De Mirjan. Costumes, Max Berman & Sons. Stage manager, Guy de Vestel.

Mary Wright Dorian Bruce
Alice Weaver Molly Glessing
Lucy Levitt Felippa Rock
Janet Grange Lee Darse
Maisy Lloyd Muriel Sweet
Angus Bonrre Edward Stidder
Sheila Clarkson Gloria Eaton
Arthur Squires Gilbert Tallman
Detective-Inspector Brooks Matthew Boulton

The Beaustone Affair, which deals with the goings-on in a school for girls in England at the turn of the century, met with enthusiastic response despite a wordy script and obvious loopholes in the plot. Play presents, supposedly from fact, a shocker from the files of Scotland Yard.

Cast is well chosen. Molly Glessing as the romantically inclined teacher, provides necessary comic relief for a heavy drama. Gilbert Tallman, Matthew Boulton, Dorian Bruce, Gloria Eaton, all turn in excellent performances. Edward Stidder, as the ancient caretaker, is good.

As it stands, play is too long. Surgery is needed and can be accomplished with no story loss. Cutting would also pick up legiter's pace. The plot only begins to build at the end of the initial frame. Conversely the climax is awkward due to last minute cuts.

Action takes place in the study of the school's head, Janet Grange. She, each term, picks out one of the gals as her favorite and indulges in occasional sorties with the chosen student. One of the girls becomes pregnant and threatening to expose her lover if he doesn't marry her, is found dead, apparently a suicide. Assistant head of the school becomes suspicious of Miss Grange, an investigation culminates in a Scotland Yard probe and an astonishing finish. End comes too fast and leaves unanswered questions.

Producer is mulling plans to take his show on tour by the end of the year. Trek would be similar to Hadacol's caravan in that admission would be caps from Parnell's ear polish company, Wax Seal. Same group is behind *The Beaustone Affair*.

Parnell told *The Billboard* that *Affair* lends well to numerous publicity gimmicks because of the moral content of the play. He will spend between \$5,000-\$10,000 a week for services of a name attraction to star in the play, either male or female. Wax Seal's annual ad budget is estimated at \$750,000.

Joe Bleeden.

selfes and dispose of their earthly possessions, while some of the craftier seek to make a dollar. When doomsday passes with no spiritual manifestations, the chastened citizens return to their labors. The story apparently is based largely on the furor created in '843 by William Miller, whose Second Adventists were similarly moved with comparable results.

Lacks Balance

The major weakness is the lack of balance and flow between the serious and the lighter moments of the show, and the inconsistency of some characters. The local prophet, as movingly played by Paul Mann, is a bearded figure of strength, dignity and believability, whose inherent goodness of motive is present even in this moment of defeat. Paul Ukena as the sensible farmer-deacon provides the conflict in fine fashion. June Ericson and James Andrews do well as the love interest. The role of Aunt Lottie, who introduces the prophet into the community, is written completely for laughs, however, and has no discernable motivation. Staging showed promise, but dance routines need brightening.

Of the musical numbers, excellent hit possibilities include *When the Whole World Knows What We Know*, *Hitch Up Your Pants* and *House in the Hill*. Others with potentials are *Newer a Word of Thanks*, *Seventh Day of the Eleventh Month* and *Farmer's Song*. A special bow is due the Jenkins chorus. An intelligent editing job is all that's needed to work this into a sound prospect.

Sam Chase.

SAINT JOAN

(Opened Thursday, September 13)

Shubert Theater, New Haven, Conn.

By George Bernard Shaw. Production by Margaret Webster, under the supervision of Theresa Helburn and Lawrence Langner. Scenery designed by Richard Harrison Senie. Costumes by Elinor Robbins. Original score by Lehman Engel. Business manager, Edward Choate. Press representatives, George and Dorothy Rola. Stage manager, Thelma Chandler. Presented by the Theater Guild.

Robert De Baudricourt James Daly
His Steward Will Davis
Joan Uta Hagen
Bertrand De Poulengy Preston Hanson
The Archbishop of Rheims Frederick Warlock
The Duke De La Tremouille Norman Roland

A Page Joseph Dooley
Gilles De Rais Frederic Warriner
Captain La Hire Paul Ballantyne
The Dauphin John Buckmaster
Duchess De La Tremouille Sylvia Farnham
Dunois Robert Pastene
Page (o Dunois) Harry Green
The Earl of Warwick Tom Hughes Sand
The Inquisitor Frederick Raif
Canon D'Estivet John Straub
Thomas De Courcelles Frederick Warriner
Brother Martin Ladvenu Kendall Clark
The Executioner Preston Hanson
A Gentleman Paul Ballantyne
Ladies, courtiers, monks, doctors, assassins: Martine Bartlett, Joseph Dooley, Jill Melford, Martin Waldron, Nandy Wickwire, Van Williams, Sylvia Farnham, John Straub, Norman Roland, Jon Dawson.

The Theater Guild's presentation of Shaw's *Saint Joan* reveals the Guild at its guilded, and Shaw at his Shavianest, which adds up to a brilliantly presented, overwordy, philosophy-filled play that amuses up to a point and then stretches that point far beyond its actual value. It is strictly carriage-trade fare.

The Shavian satiric picture of the church and the landed gentry of Merrie England versus the "small people" with imagination unfolds itself ably enough around the tragic story of the Maid of Orleans, but the usual sage's love of words is more than evident.

The bow-in was run as written and played almost an hour overtime. Use of a scythe in place of pruning shears is indicated.

Uta Hagen is a disappointment as the Maid. She plays the part much too lustily, and with a strong tendency to ham in the critical scenes. For the most part her characterization showed more of a lack of proper direction than a misinterpretation of the role.

Shaw's original *Joan* was intended to be quiet and subdued, with firm conviction in her destiny as revealed by the "voices." Miss Hagen makes Joan out to be a rather brash young woman, with a tendency to bully her way thru. As a result, much of the sympathy usually gathered by the tragic Joan of Arc is lost. The part is read more in the Shakespearean school than in the Shavian manner. The supporting cast is excellent. Each role played by the large group had genuine depth and motivation and did great credit by the play.

Particularly outstanding, and by far the most memorable character in the play, is John Buckmaster as the Dauphin. Buckmaster brings high comedy to the role and plays the king with real understanding of the character and the forces that made him what he was. His interpretation of the easily led Charles VII of France, will go down as one of the great performances of the season.

The scenery designed by Richard Harrison Senie gives the show a rich and colorful background, and his use of half travelers creates an atmosphere of depth and luxury. The Elinor Robbins costumes are brilliant.

Direction on the other hand leaves a lot to be desired. The action is slow and at times unwieldy. The profuse dialog prevents action from moving too rapidly, but what movement there is seems labored and planted.

In short, the revival needs revision badly in script, direction and characterization. Even then, its appeal will be limited, and for the most part the only "voices" heard by this *Joan* were those with the broad "A." Sid Golly.

Sides and Asides

Continued from page 54

get the former *Diamond Horseshoe* for stock presentation with star leads. An agreement was reached this week between the stars and producers of the touring company of "The Guardsman" to call off the tour skedded for this season. Jeanette MacDonald and Gene Raymond were the principals.

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Fill in and Mail
TODAY

TO

Reader Survey
The Billboard
2160 Patterson Street
Cincinnati 22, Ohio

SAVE ON RINK SUPPLIES

Metal Skate Cases, ass't colors, doz. \$34.08
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 7019 Glenwood St. Chicago 26, Ill.
 Distributors of Richardson skates and parts, Dustless Floor Powder, Heiler Products, Skating Rhythm Records, Sawson Books, Roscoe Jumpers, Skaters Jewelry, Floor Brushes, Wheels, Skate Wheel Grinders, Royal Wheels, Laces, etc.

Write for Price List

Miss AOW Contest Slated by Schmitz

Promotion Designed to Supply Glamour For Non-Competitives; Buick Top Prize

ELIZABETH, N. J., Sept. 15.—What is probably the most elaborate promotional contest ever to be staged by a single rink operating company is the Miss America on Wheels contest announced by William Schmitz, general manager of the America on Wheels chain of rinks, which gets underway October 14 in AOW's Northern division at the Paterson (N. J.) Arena and in the Southern division at the Bladensburg (Md.) Arena.

Top prize will be a Buick hard-top Riviera, which is now on display. Second, third and fourth-place winners in the finals will be awarded "Miss America" Bulova wrist watches; next ten winners will each receive a pair of shoe skates, and other prizes are to be announced in succeeding weeks.

General Manager Schmitz said this contest is designed to supply

glamour for the large segment of trade composed of the average skater who has no inclination to take part in competitive skating and who, therefore, misses out on the razzle dazzle which goes with the competitive branch. The contest is to be an annual event.

Succeeding elimination contests will be held at Twin City Arena here, October 16; Alexandria (Va.) Arena, October 17; Mount Vernon (N. Y.) Arena, October 18; Capitol Arena, Trenton, N. J., and National Arena, Washington, October 23; and Boulevard Arena, Bayonne, N. J., October 24. Finals will be staged November 14 at Twin City Arena.

Each of the preliminaries will be [\(Continued on page 59\)](#)

ARENAS AND AUDITORIUMS

Sioux City Tees Off Season With Festival Exposition

By DAPHNE (DEE) POLI

SIoux CITY, Ia., Sept. 15.—The year-old Municipal Auditorium here opened its 1951-'52 season sked with a combination of the second annual Fall Festival of

Stars variety show in the upstairs arena and the third annual Wholesale and Manufacturers' Exposition in the lower exhibit hall. Events opened Thursday (6) and ran thru Sunday (9) with matinees on the week-end.

Festival featured Ethel Smith, organist and Paramount comedienne, Cass Daley, The 2½-hour show, without intermission, moved slowly at first but was later ironed out. Artists had trouble with the heavy red velvet curtains and it took a good two minutes to get Ethel Smith's organ uncovered from behind the curtains.

Background music was furnished by Tim Hill's orchestra; Joe McKenna. [\(Continued on page 60\)](#)

4 Skateries Join RSROA

DETROIT, Sept. 15.—Four more rinks have joined the ranks of the Roller Skating Rink Operators' Association, it was announced recently by Robert D. Martin, RSROA secretary, at association headquarters here.

The owners and their rinks are: John T. Strickland Jr., Skateland, Daytona Beach, Fla.; Melvin M. Breegle, Skateland, Wichita Falls, Tex.; Betty and Henry Hand and Perry Horne, Star Roll Arena, Springfield, Mo., and Wayne Fuller, Pony Express Roller Rink, St. Joseph, Mo.

WE HAVE THE PERFECT TAPE RECORDER—PLAYBACK OR TAPE PLAYBACK

For the new Tape Roller Skating Records. Write us for further information.

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 (Mike Corcoran)
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CURVECREST RINK-COTE

The skating surface for wood and masonite floor. The ultimate in cleanliness and traction.

PERRY B. GILES, Pres.
 Curvecrest Inc. Muskegon, Michigan
 We invite you to bring your skaters to Curvecrest and see for yourself!

GIVE TO THE RUNYON CANCER FUND

RINK MEN WHO USE CHICAGO SKATES ARE SUCCESSFUL



No. 779 Hockey Skate

There's a reason. Chicagos are strong, can take hard wear, low up-keep cost, easy rolling, simple to replace worn parts after long wear, cheapest in the end. The most complete line from the smallest child's needs to the most proficient skaters' requirements, also.

JUMP BARS FOR THE JUMPERS
CHICAGO ROLLER SKATE CO.
 4427 W. LAKE ST. CHICAGO 24, ILL.

P. H. in Strong Curtain Raiser

CINCINNATI, Sept. 15.—Price Hill Roller Rink here, the Lou and Charles Meyer-operated rolery, opened Friday (7) night to a capacity turnout and business remained excellent over the week-end.

The fine kick-off crowds were attributed by C. V. (Cap) Sefferino, manager, to the fact that the rink was the first local spot to reopen for the fall and a TV appearance by Lou Meyer on Red Thornburg's Big Wheel program on WCPO-TV in which Meyer got across a fine plug for the rink in advance of the opening.

During the summer the rink was given a thoro redecoration job [\(Continued on page 59\)](#)

"Fit-Factor" REMOVED!



EQUIP NOW WITH **KINGSTON**... and Eliminate Odd Size Rental Stock

ADJUSTABLE (Pos-Tiv-Lok) CLAMP TYPE RINK ROLLER SKATES

WRITE FOR COMPLETE INFORMATION

KINGSTON PRODUCTS CORP., Hdq. Div. 89-20, Kokomo, Ind.

GILASH FIRST AGAIN!



You'd feel like shouting too if you were offering SKATE OUT FITS recommended by RAWSON. The saving of the Roller Skater. Try a sample.

GEO. GILLIS SHOE CORP., Fitchburg, Mass.



CLEAN SWEEP Sale

ATTENTION ARENA AND AUDITORIUM MANAGERS!!!

BIG NEWS

1 Complete Sound System, All R.C.A. Equipment, consisting of

- 2 #4288 50-w. amplifiers.
- Console with 12 low impedance mike inputs with pre-amplifiers and bridging amplifiers.
- 4 Junior impedance mikes.
- 7 Dynamic mikes.
- 1 6-w. remote pre-amplifier.
- 8 3½-foot re-entrant speakers with drivers, horn type mounted on pipe rail in cluster.
- 2 Auditorium type high-fidelity speakers, each with 2 two-way speakers with crossover network.
- 1 360-degree re-entrant speaker.
- 11 Mike stands.
- Miscellaneous mike cable and wire.

- 32 Switzer U.V. lights with G.E. transformers.
- 20 Kliegl 2,000-w. downspots,
- 20 Capitol 1,000-w. downspots.
- 22 Assorted olivettes and scoops.
- 10 Strong spotlights with Dione boxes and oversized reflectors.
- 2 Baldor 30-60 amp. 3-phase Rect-o-Lite rectifiers.
- 2 Baldor Handy rectifiers.
- 2 Strong rectifiers.
- 4 Garver rectifiers.
- Miscellaneous cable and wire.

- 2 Cinco ice sprinklers.
- 4 Rinking hand scrapers.
- 2 Rinking squeegees.
- 1 Carpenter planer with extra blades.
- 1 Medart four-faced score board suitable for use with basketball, hockey, boxing or wrestling.
- 2 Medart cantilever type glass basketball backboards.
- 1 Portable basketball floor 108 feet by 64 feet.
- 9 "Steamro" hot dog steamers.
- 1 Burch stadium popper.
- 2 Burch standard size poppers.
- Tom Thumb "Special 30" Miniature Train.
- 1 Bisch-Rocco Streetcar.
- Travers Autoride.
- Theel Airplane Swing.
- Other miscellaneous items.

L. E. GUTHRIE **PLA-MOR, Inc.** 3127 MAIN ST. KANSAS CITY, MO.

Roadshow Rep

WHILE on a recent vacation, John S. Evans, recreational director, Enid, Okla., State School, and his wife, ran into Jimmy and Louise Jukes, with whom they tramped on D. Otto Hittner's Cotton Blossom showboat in 1930. Evans says that the Jukes were doing okay with their concessions at the zoo in Houston and that they took delivery on a new house trailer the day the Evanses arrived in the Texas City. Evans reports that he and Mrs. Evans also renewed acquaintances with the former Mrs. Roy E. Hogan with whom they tramped on Galvin's World of Follies and Paul English Players. She is making her home in Pasadena, Tex., where she's employed as a cashier in a film house.

Larry Powers, who with his late wife, Nellie Dewes Wood, closed with the Milt Tolbert Stock Company in 1929 and operated a newsstand and tea room until her death in 1949, is publishing a twice-a-month mimeograph newspaper at WRRZ, Clinton, N. C., where he also has a 15-minute sponsored air show. In his 25 years of tramping, Powers appeared with Carl W. Cook, Selden-Stetson, Fontinelle, Jack Besse and Hutten-Bailey stock companies, Sterling Players and Tilton-Guthrie Company.

ters base, Vermontville, Mich. Although the season's books have not been balanced, the consensus seems to be that the tour topped the past few years' business. Concession results were better than last year, as were banner sales. Only one change was made in the roster and that was a canvasser, who was dropped from the show. When the show disbanded some of the personnel's plans were indefinite, but a good portion jumped into other jobs or bookings. Maxine and Leo Lacey and William Groves left to join Chic Boyes. Carlos, the Magician and the Traceys were reported to be going East for bookings. Richard Tanas, advance, headed for the South and a circus telephone crew. Mickey and Karilee Lacey will enter school. The Slouts started on their winter antique shows, with the first promotion being Flint, Mich., October 2-5. Recent visitors included Andrew Leigh, who has been doing picture and TV work in Chicago. Until this season Leigh had been with the show for three years. Bill Slout finished his summer work at the Shady Lane Playhouse and, after a hurried visit, returned to Chicago. Bert C. Arnold, another former member, visited, as did Emily Stanley and William G. Befe.

ALLAN HAMILTON, old-time vaude performer, is readying a solo show for opening in New England, with the West Coast his destination. This season marks Hamilton's fourth of church and lodge dates. He says he'd like to see the roster of the 1906 Ethel Tucker show. "I noted in a recent issue an inquiry about the Bennett and Moulton 10-20-30 show and the names of the bills the unit played," letters Everett Gray from Springfield, Mass. "Bills played in 1907 included 'A Daughter of the People,' 'A Cowboy Romance,' 'Faust,' 'The Life Savers,' 'Saved from Shame,' 'The Lyndon Bank Robbery,' 'Hearts Enthroned' and 'The Belle of Virginia.' Gray is a former stage manager and electrician with numerous old-time rep and roadshows.

WALTER FANNING, who has had solo and other small tricks for years, reports good returns the past summer in British Columbia. He has had a merchandising platform show and will move into halls for the winter. The Greeley Family is presenting E. F. Hannan's "Okie from Oklahoma" in Southern Oregon while they ready a new three-act trick for a wide tour that will take them toward Eastern territory which they have played for a number of years. F. J. Tibbets will promote amateur shows around Pittsburgh this winter. Chester Cobb writes from Biddeford, Me., that the "State is overlapped with all kinds of outdoor and indoor shows." A recent contributor struck the key when he said that "Maine is not heavy enough to take all the stuff that is being offered it." L. L. Talbot has been in Western Kansas with his museum attraction, but he plans to move West soon. Clara Faunce Dillo, who has been vacationing in New England, will open her solo show in Western Massachusetts soon. She plans to move Westward to play established dates in that territory. C. C. Hathaway has a 16mm. pic and museum ready to play Montana. Hathaway worked an advertising stunt in Helena, Mont., most of the summer.

MERCER'S SHOW, two-cast unit, has been getting good business from its platform around Council, Idaho, and will go into halls in the West soon. Guy Alderman and wife are readying a school show for the same New Mexico territory they played last winter. They've been working from a platform for the past two months around Nash, Okla., and report that business has been only fair. A. T. Mendollo advises that he played a few Nebraska stands with his museum but says that the State is off for platform shows because it is impossible to do business in many spots in some of the cities and small locations are not versed in outdoor type shows. He plans to move toward the Southwest. Mendollo says that he met Ed and Doris Murphy, who have been showing in the Northwest. The Murphys have a spook show that they work in conjunction with a giveaway fair idea thru a local sponsor.

SLOUT PLAYERS TENT SHOW owned and operated by Toby and Ora Slout, closed the season September 12 at its winter quarters.

WANTED
Two (2) Comedians, strictly sober.
Two (2) fast-stepping Women (no lot women). No Chorus Work. Line and Bit. Will send free transportation, no money. Wire if interested. No time for writing. For Medicine Show, open all winter. Contact
DR. G. W. EDWARDS
FAIRMONT NORTH CAROLINA

BRUNK'S COMEDIANS WANT
Inquire or Leads immediately for balance of season to December 1. Would consider Team, Man to handle Concessions. Answer
Tucuman, N. Mex. week Sept. 17. Clovis, N. Mex., Sept. 24.

OPEN A DRIVE-IN THEATRE AT LOW COST
New and guaranteed rebuilt equipment from \$1595. Time payment available to responsible parties. Write giving location and number of cars. SPECIAL OFFER! Tempered Masonite, 4" Marble Letters, 4" 35c, 8" 50c, 10" 60c. S. D. S. CINEMA SUPPLY CORP., Dept. L, 102 W. 52 St., New York 19.

Paris Peek

By ANNE MICHAELS

Continued from page 2
Venice Festival... Orson Welles had to withdraw his film *Othello* from the Festival. The only good print has been held up in customs. Police broke up a demonstration at a Paris cinema the other day during the showing of Jean-Paul Sartre's film *Les Mains Sales* (*Dirty Hands*). The demonstrators were members of the pro-Communist Union of Republican Youth, who shouted and distributed leaflets telling the public to boycott the film. Gloria Swanson's daughter, Michele Farmer, is rumored to be engaged to Bob Hamon, associate of Ray Ventura on the film *Miss Farmer* is shooting in Monte Carlo. The wedding is supposedly to take place in Hollywood.

Cafe Singer for Film, Dancers for Athens . . .

Paris Cabaret star Irene Hilda makes her French film debut in Somerset Maugham's *Escare*, by playing herself. A French weekly has advertised this notice—"French girls to dance in Athens cabaret. No knowledge of dancing is required, but an ear for music would help." Jerome Medrano opens what he states will be a pure circus today at his Pigalle Theater, with more accent on clowns, horses and tigers and less on pseudo vaudeville shows. He intends to present clowns from other countries along with Paulo, Rivas, Pipo and Maiss, who are familiar to Paris audiences. He will require his clowns to change their acts with each new showing. Heading the foreign recruits is Paul Fratellini.

Chevalier Home on Trip; Jo Baker, for Good!

Maurice Chevalier recently returned to Paris after a five-month absence. Not for long tho. He left for Lebanon Tuesday (11) with Lady Patachou. Talk has been ever since Josephine Baker and her husband, Joe Bouillon, began turning their home into a hotel that the singer is planning to retire. The hotel is costing around \$250,000 to do and will include a swimming pool, a cinema, an open air theater and a private Josephine Baker Museum. Robert Benzi, 13-year-old Italian pianist-conductor, can be seen playing with an enormous nylon balloon in the Paris parks when he is not practicing for his second Paris piano recital. We hear that in Vienna there are new cigarette machines being installed by the state-owned tobacco company with feminine voices which announce after each sale—"Many thanks, and we hope you honor us again soon."

London Dispatch

By R. LEIGH VANCE

Continued from page 2
A team of 10, the association now has over 3,500 members. Its chief activity has been detection. In specially equipped cars, the members track down offending machinery—usually surgeries and electrical equipment in shops and factories. The Post Office gave explanation for the request.

Horoscope Merchant Wins Vs. 'Wampa' . . .

Two people disapproved of the Wampa Show in the Festival of Britain Pleasure Gardens. One was Philip Allingham, who had a site 30 yards from it. The other is Major H. L. Joseph, managing director of Festival Gardens, Ltd. Allingham mentioned that his contract gave him sole right to sell horoscopes in the amusement park. He started business in that line when the park opened. On June 25, the Wampa Show opened nearby, selling rival products. The performers did a blindfold act and sold a Buddha-like charm with documents in the form of a horoscope. Allingham's contract was upheld. The Wampa Show closed.

Who's in Bucks

Continued from page 1

ment value of \$300 a year in taxes to the county. Pearl Buck is another author on the tax list rated as a \$300 writer. But Bud Schulberg, author of *What Makes Sammy Run*, is rated at \$400, the top figure for writers. Writers of plays and song, instead of ordinary poetry and prose, rate higher in tax value. Oscar Hammerstein II is assessed at \$500, and so is playwright George S. Kaufman. That puts them in the same class with a grocer who also pays a \$500 tax, as do editors, pool-room operators, ship captains and passenger train conductors. Bucks County assessors don't believe a word of that stuff about artists starving in the attic. Everybody who paints has to pay \$500. Sometimes the assessor doesn't bother about the occupation of the working wife, with the result that actress Sara Seegar, wife of Ezra Stone, is just a housewife with a \$100 tax rate. Also in the \$300 class with actors are newspaper reporters, truck drivers and tumbstone makers.

P. H. Bow Big

Continued from page 58
and the floor was resurfaced. Saturday (8) Charles A. Cruea operator of Triangle Skateland, Dayton, O., was a visitor at the Price Hill establishment and expressed approval of the rink's appearance and operation. Lou Meyer made plans this week to attend tonight's opening of Cruea's new rink in the Gem City. Charles Meyer, president of the Price Hill firm, is recovering from a recent major operation.

Drivin' 'Round' the Drive-Ins

OPERATORS of Saugus Auto Theater, Inc., and four other property owners in Saugus, Mass., have filed a bill in equity in Massachusetts Superior Court in an effort to stop construction of a natural gas pipeline that would cross their line. First drive-in theater at Estevan, Sask. has been built by Glen Geim and Dale Abbott. Spot, built at a cost of \$15,000, has accommodation for 200 cars. Secretary of State of South Carolina has issued a charter to Hilltop Theater Corporation, Aiken, which proposes to engage in general entertainment, motion pictures, drive-in and vaudeville theaters. Authorized capital stock is \$3,000. T. A. Little is president.

HARVEY JORDON has been named manager of the Arlington Drive-In, Arlington, Tex. Rubin Frels, head of the Frels Theater Circuit, has announced construction of a 350-car capacity open-air at Victoria, Tex., adjacent to his Tejas Drive-In. New theater will have a different concession stand and projection room. East Garland Drive-In, now under construction at Garland, Tex., will be given over to the Negro patronage exclusively. Builders are R. P. Kype and L. C. Wiggins. The spot will accommodate 100 cars and has seats for about 300 walk-in patrons. One film per week will feature an all-Negro cast. James A. Holmes, Southington, Conn., night club owner, has been given permission by the National Production Authority to construct a \$40,500 drive-in theater in that city. Project will have capacity for 1,000 cars on a 35-acre tract of land.

HORACE FALLS has purchased an interest in Leon Theaters formerly held by Jack Bettis, which includes parts of the Garland Road and Denton Road Drive-Ins, Dallas, and Starlight Drive-In, Tyler, Tex. Falls is a film buyer with Phil Isley Theaters in Dallas and will continue in that post. Mr. and Mrs. J. P. Price, who formerly managed the Round Drive-In, Angleton, Tex., have been shifted to Dallas, where they will manage the Grove Theater. Joe H. Deatley, now manager of the Texas Theater, Bay City, Tex., after being shifted there from the Shepherd Drive-In, Houston, claims the title of oldest manager of an open-air spot. James Dwyer and P. D. Weddle have opened a 100-car-capacity location at Fort Stockton, Tex. Tri-States Theaters have made application to the National Production Authority to build a drive-in at Pittsburg, Tex. According to J. R. Euler, of the circuit, the spot will cost \$45,000. Theater Enterprises has opened the Circus Drive-In at McCamey, Tex. Doug Spieckerman, Grand Theater manager there, also will handle the new one. Mr. and Mrs. Philip Nickols, of Goldthwaite, Tex., plan to construct a 200-car open-air there to be known as the Sky-View Drive-In.

M. A. HADFIELD, operator of M. Alpine Theater, Colville, Wash., last week announced plans to construct a 500-car drive-in theater north of that city. Construction is scheduled to be completed by next June at an estimated cost of \$60,000. It will be Stevens County's first drive-in. Disk jockey style programming was started last week by West Side Drive-In Theaters at Flint, Mich., operated by W. A.

Rice and William Olekson. Originating in a home studio, operated by James H. Laney, who has a library of several thousand records, show is piped to the theaters and aired over the amplifying system for an hour or more before show time. Laney is selling commercials on his program on a participating basis to a total of eight sponsors, and gives familiar jockey-style patter between numbers—with the addition of frequent announcements of the time remaining before the show starts. Management also is experimenting with the same idea for use in intermissions between pictures.

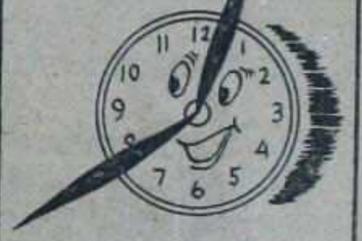
Miss AOW Contest

Continued from page 38

staged in full regalia, with local merchants, newspapers and celebrities co-operating. From each preliminary 10 girls will be chosen to compete in the finals. On hand for judging the finals will be 'op celebrities plus a member of a well-known modeling agency whose presence means the possibility of a modeling contract for the winner.

Altho contestants will be required to appear on skates, their skating ability will not be considered by judges in their selections. Decisions will be based on beauty and personal charm. Girls over 15 will be eligible except those employed by AOW since January 1 or their families. No territorial limitations are imposed. Girls may enter any contest in any rink, regardless of their residence, but they may enter only one contest.

Take but ONE MINUTE please...



Help yourself and the Billboard by filling in the coupon on

PAGE 57

Lowest Rates on 16MM. FILM Rentals
More than 60 Westerns and Features to choose from. One low price—none higher.
\$5.00 1 TO 3 DAYS **\$6.50** PER WEEK
\$12.00 PER MONTH
Advertising paper loaned free
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100 GOOD ROAD SHOWMEN
We offer the Direct in Motion Sound Film. Only interested in serving good reliable established showmen. Write for Big Free Catalogue today.
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Subscribe Now!
ONE YEAR \$10
52 BIG ISSUES
Including 8 Special Issues

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Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues.

Name
Address
City Zone State
Occupation

The Billboard
New Castings For Billboard After Historical 50-Year Run
47th Annual...
48th Annual...
49th Annual...
50th Annual...
51st Annual...
52nd Annual...
53rd Annual...
54th Annual...
55th Annual...
56th Annual...
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99th Annual...
100th Annual...

The Final Curtain

BROWN—Paul E.

47, organist and brother of comic Joe E. Brown, September 10 in Toledo after a brief illness. He toured Midwest night clubs many years as a single and with an orchestra. His widow, mother, another brother and a sister survive.

CLARKE—Carolyn

55, retired actress and wife of playwright Hugh F. Stange, September 9 at her home in New York. She made her Broadway debut in 1926 in "The Noose." She later appeared in Holbrook Blinn's company of "The Play's the Thing" in New York and on tour with Francis Starr in "Autumn Violins," and with Otto Kruger in "The Long Road," written by her husband. Last-named work in 1933 was her final stage appearance.

COLLENDER—Jack Francis

45, carnival man for 21 years, August 24 of a cerebral hemorrhage in Newark, N. J. Services at the home of his mother, Mrs. Michael H. Brarrich, Perth Amboy, N. J.

DAHLSTROM—Elmer H.

53, musician, September 10 at Flint, Mich. He was a member of the Flint Symphony Orchestra.

HEILIG—Irvin M.

33, brother of Calvin Heilig, builder of the original Heilig Theater, Portland, Ore., September 7 in that city. He was affiliated with his brother in theatrical work for many years. Two other brothers and a sister survive.

HORWITZ—Victor

54, park owner, suddenly in Detroit September 11. He formerly was a concessionaire on Torrens Exposition and K. G. Barknot shows. About 1931 he formed a partnership operating concessions on shows in Missouri with Leo Lipps. Later he operated Colonial Theater, Toledo, as a stock burlesque house. He then established Motor City Shows and about 10 years ago took over Motor City Park, small amusement operation on Detroit's West Side, which he operated until his death. He was one of the organizers of the Michigan Showmen's Association. His widow, Helen, long associated with him in business; a daughter, Bella, wife of Arthur Frayne, show promoter, and a brother, Ed (Red) Horwitz, independent concession operator, survive.

LE MOIND—Frank

69, former vaude and circus performer, September 2 following a stroke in St. Louis infirmary, where he had been confined for the past two years. Surviving are a son and two daughters. Burial September 15 in Adair, Ia.

McVEY—Newton B.

father of Joy rown, concessionaire with the Royal American Shows, September 3 in an auto accident. Interment at Findlay, O., September 8.

MOLDAWER—Mrs. Adria

71, mother of Oscar and Walter Moldawer, saxophone players and for many years officials of the Philadelphia musicians' union, Local 77, AFM, September 10 at her home in Philadelphia. Other survivors include her husband, two other sons and two daughters. Burial in Roosevelt Cemetery, Philadelphia, September 12.

MONTEZ—Maria

31, movie actress, September 7 at her home in Paris. Her pictures included "The Arabian Nights," "Gypsy Wildcat," "Cobra Woman" and "South of Tahiti." Survivors include her husband, French film name Jean-Pierre Aumont, and two sisters.

MURPHY—George A.

85, in Stratford, Conn., September 8. He was an organist for 55 years. Survived by his widow, Jessie, and two daughters, Mrs. Hattie M. Stapley, Stratford, and Mrs. Walter W. Rothe, Bridgeport, Conn. Cremation at Pencilife, Hartdale, New York, September 10.

PEDERSON—Victor Emanuel

67, circus and vaude performer who toured America and Europe, September 12 at his home in Waterford, Conn. He entered show business as an acrobat with the old Bella-Floto Circus and soon switched to vaude, playing the Keith Circuit. His widow, four brothers and a sister survive.

RICE—Lewis

38, spiritual singer known as Jackie Rice, shot to death August 31 in Philadelphia. He was the leader of the Dumont Singers, spiritual quartet, and also managed the Davis Sisters, spiritual singers. He also produced radio programs in Philadelphia. Surviving are his mother, two brothers and four sisters. Services September 5 in Philadelphia. Burial in Rolling Green Cemetery, West Chester, Pa.

SCHAEFER—Julius J.

62, projectionist at the Palace Theater, Dallas, September 3 while at work. He had been employed at the Palace since 1921 and helped organize the projectionists union in that city in 1912, serving as its president for more than 25 years.

SPENCER—Edward

73, veteran concessionaire who was formerly with Olympic Park, Irvington, N. J., September 7 at his home in Irvington. He had been in the amusement business for 33 years and was a member of the Olympic Park Welfare Association. Survived by his widow, Mabel.

IN LOVING MEMORY
of My Dear Husband
JESSE M. SHOAT
who died September 24, 1941
NORA ANN SHOAT

STEHLIN—Emma Phillips, sister of E. Lawrence Phillips, former director general of the Johnny J. Jones Exposition, September 9 at her home in Washington. She was the first president of the new Johnny J. Jones Exposition, Inc., formed in the fall of 1933, and had been a devoted friend of the late Johnny J. Jones Sr. since 1917. Interment in Fort Lincoln Cemetery, Washington, September 12.

WAITE—Charles (Cal) Levaner, former comic, September 6 in Toronto. He toured for 40 years on vaude circuits and with showboats and appeared in early movies. He retired five years ago, although he appeared with Top Hat Players' productions in Toronto on several occasions. A sister survives.

WEISER—Dr. Simon, 69, eye doctor to many outdoor show people, September 10 in Chicago. Survived by his widow, Rosa, and sons Stanley and Norman (of The Billboard); interment in Westlawn Cemetery, Chicago.

WHITWORTH—Geoffrey, 68, founder of the British Drama League in 1918 and director of the group for 30 years, September 9 in London. He organized the theater section of the League at the British Empire Festival, 1924-'25 and toured the country for many years seeking support for a national theater, the cornerstone of which was laid in London last July by Queen Elizabeth. He was a governor and a member of the executive committee of the Stratford Memorial Theater and secretary of the Shakespeare Memorial National Theater Committee. He also was a member of the Joint Council of the National Theater, the Old Vic and the British Council.

WILHEER—Dr. Jerome L.

56, dentist and former cornetist with Ted Lewis and other bands, September 7 in Chicago. His widow, a daughter and two grandchildren survive.

YOUNG—Clifton

34, original member of "Our Gang" comedies, September 10 in Los Angeles. Survived by his widow, Winifred, pianist.

Marriages

BUCCI-SANDOS—

Nicholas Bucci and Lucia Sandos, ballerina with the Philadelphia Grand Opera Company, September 9 in Philadelphia

GOLDBERG-ROSENFELD—

Don S. Goldberg and Janette Rosenfeld, assistant to publicity director at KLAC-TV, September 9 in Las Vegas, Nev.

HUNT-EDOFF—

Lee Hunt, on the writing staff of WCAU-TV, Philadelphia, and Ronnie Edoff, television actress, secretly married last February.

NEATE-ROSE—

Tommy Neate, floor supervisor at the Aztec Theater, San Antonio, and Marian Rose, dramatic director, recently in that city.

PETKIN-KATZ—

Robert Petkin, KLAC-TV producer, and Cella Katz, GAM Productions producer, September 13 in Los Angeles.

SENA-MARCIANO—

William Sena, choreographer of the Philadelphia Grand Opera Company, and Dolores Marciano, September 5 in Philadelphia.

SHAPIRO-ENGEL—

Harold Shapiro, nonpro, and Marilyn Engel, daughter of Joe Engel, branch manager of Lippert Films, Philadelphia, September 21 in Philadelphia.

SMITH-TRUDEAU—

Roy V. Smith, spot sales manager for Alaska Radio Sales, representatives of the Alaska Broadcasting System, and Virginia May Trudeau September 8 at Winnetka, Ill.

WELLS-MOORE—

Don Wells, assistant professor of oboe and ensemble at the Ithaca (N. Y.) Conservatory of Music and conductor of the Binghamton (N. Y.) Symphony Orchestra, and Elizabeth Moore, singer, Weston, Conn., in Weston September 2.

Births

BURKHART—

A daughter August 31 to Mr. and Mrs. Melvin Burkhardt. Father is a member of Art Converse's Side Show.

HURFORD—

A son, Richard Lloyd, to Mr. and Mrs. Jackson S. Hurford August 30. Father is manager of the Fox Theater, Detroit. The mother, Janet, was formerly a ballerina there.

JAWER—

A son to Mr. and Mrs. Bob Jawer August 28 in Philadelphia. Father is television producer on WPTZ in that city and mother is the former Lynne Barrett, who was featured on the "Girl Next Door" variety show on the station.

LORD—

A son, George Brian, to Mr. and Mrs. George Lord in Memorial Hospital, Woodbury, N. J., August 27. Father is director of special events for WCAU, Philadelphia.

MARTIN—

A son, Stanley Newcomb, August 13 to Mr. and Mrs. Robert Martin. Father is a disk jockey for Station WMUR, Manchester, N. H.

NERI—

A son to Mr. and Mrs. Johnny Neri August 13 in Philadelphia. Father is trumpeter with Nick Cortese's orchestra at Sciolli's Theater-Restaurant, that city.

PARKS—

A daughter to Mr. and Mrs. Louis Parks August 7 in Oklahoma City. Father is an engineer with Station WKY, that city.

PLUNKETT—

A daughter, Judith Sherry, to Mr. and Mrs. Corky Plunkett, August 24 in St. Luke's Hospital, Denver. Father, an acrobat, is co-owner of Plunkett Bros. Circus. Mother, the former June Brunk O'Shea, is an actress and the daughter of Mr. and Mrs. Glen D. Brunk, of Brunk's Comedians.

RYAN—

A daughter to Mr. and Mrs. Robert Ryan September 10 in Los Angeles. Father is film actor.

RICHARDSON—

A son, Robert Leo Jr., to Mr. and Mrs. Bob Richardson August 29 in Flushing, N. Y. He is a band leader, and she is the former Ann Ecklund, dancer.

SNYDERMAN—

A son to Mr. and Mrs. Bob Snyderman August 17 in Philadelphia. Mother is the former Betty Ross, featured with the La Veda Moret Dancers at Philadelphia night clubs.

SWYSGOOD—

A daughter, Robin Louise, to Mr. and Mrs. Robert Swysgood recently in Oklahoma City. Father is assistant program manager for WKY-TV, that city.

TRAVILLA—

A daughter to Mr. and Mrs. William Travilla August 17 in Hollywood. Father is 20th Century-Fox designer. Mother is Dora Drake, actress.

WELLMAN—

A daughter to Mr. and Mrs. William Wellman September 7 in Los Angeles. Father is a film director.

Slide, McClure, Slide

• Continued from page 6

six-second period for the sponsor to tell his story. In view of this factor, most clients settle for slides, which permit the full eight-second audio allotment but raises the problem of multi-type station specifications, and the fact that many stations have yet to master the art of smooth slide dissolves.

Alarmed by the widely divergent standards of spot specifications on the part of video outlets across the country, McClure, then with N. W. Ayer, set out to predetermine these requirements more than a year ago via a detailed audio-video questionnaire, the first of its kind. At that time, McClure discovered that he would have to make up at least 14 separate types of slides for one single station identification announcement. Ultimately Ayer settled on eight basic screen designs, which were described in *The Billboard* November 25. However, subsequent experience revealed that specification-wise the stations were in a constant state of flux, which rendered the survey dope virtually useless.

Always Checking

Consequently, altho McClure has conducted two exhaustive specification surveys to date, he still has to check each station again before giving the go-ahead for actual production work—all of which consumes at least a week of his scanty 30-day production schedule, and more if the station fails to respond promptly. A local contact would speed up the campaign, but neither the networks nor the station representatives are able to supply this information.

In line with this, McClure notes that he did take the National Broadcasting Company's word on specification needs of the web's Chicago station, only to find that an entire 13-week sport series had been made up incorrectly. Cognizant of the need for standardization, NBC told McClure that they were going to establish a regular specification pattern for their owned-and-operated stations. That was six months ago, and nothing tangible has materialized from that direction yet.

More Blocks

Once the specification stumbling block has been crossed, McClure still has to submit roughs for the sponsor's approval, select the best outside production outfit, supervise casting and actual production, and sandwich in a million and one details between his more important work on McCann-Erickson's major shows—all in 21 days or less. Production-wise, says McClure, this leaves no margin for error, which is why you'll seldom find a sponsor changing his i.d. spots very often, once he hits upon a satisfactory formula. They're just too much trouble for everyone involved from agency to station technicians.

Altho some agencies invite outside production until to "bid" for the job, McClure says he avoids this time-consuming pitfall because he doesn't believe in the bid system—the theory being that an agency might save a client money on a series, but still lose him, via inferior quality and out-of-character-type production.

Lab Delays

The final hold-up, according to McClure, often occurs when the project hits the lab. It just doesn't make sense dollar-wise for a lab outfit to stop work on big film jobs and change their developing

set-up in order to accommodate 12 feet of film. Here again McClure is usually called upon to "fix" things on schedule.

In spite of his harried existence, tho, McClure is still determined to try to set up a system of standardized spot specifications for the use of agencies and advertisers—visualizing the chaotic conditions which may arise if something isn't done before the lifting of the freeze permits construction of additional TV stations.

McClure attributes the fact that he doesn't own the traditional set of agency ulcers today to the hardy training he received during a lengthy stint as producer of Robert Ripley's initial *Believe It Or Not* radio show.

Sioux City Bows

• Continued from page 58

radio, TV and movie artist, emceed, and also did his solo comedy drunk bit. Miller and Boogie Tapsters, opened the show, followed by Hill's singing of several old favorites. Lucille Elmore, female ventriloquist, put her trio of dummies over successfully; Jane Turzy Trio, recording vocal and instrumentalists, gave their *Pretty Eyed Baby* rendition that swung them to prominence; Phil Bennett and his talking crowd appeared as another ventriloquist and then Ethel Smith made her appearance. Ganor and Ross, roller skating duo, came on next, followed by Red Ingle and the Frantic Four. Cass Daley appeared next and also in the finale. The 16-gal line was billed as the St. Louis Opera Ensemble and were prominent in three numbers.

Wirth-Produced

Production was staged by Frank Wirth Productions under direction of George A. Bauer. Show was sponsored by Siouxland Activities, with Tommy O'Loughlin as promotion manager. Evening tickets went at \$2.44, \$1.83 and \$1.22, with Saturday and Sunday matinees at \$1.83, \$1.22 and 61 cents, all tax included.

Wholesalers and manufacturers' expo, which played day and date with the festival, operated with a cuffed gate. Following the night festival show, the Hill Ork played to public dancing in the arena. Mayor Dan J. Conley cut the ribbon on Thursday (6) to tee off the building's fall season.

Third attraction in the aud was a cooking school under direction of Jean Slamen on the third floor. The cooking sessions were followed by a sewing school and fur fashion display.

90 Booths

A total of 90 booths were up in the Exposition hall along with a cafeteria and eat and drink concession booths.

The \$3,000,000 aud here, which opened a year ago, is managed by a five-man commission appointed by Mayor Conley. Tommy O'Loughlin, former Minneapolis fight promoter, represents Siouxland Activities, which sponsors most of the events in the building.

Coming attractions are *Skating Vanities of 1952*, September 26-30, and the Frank Wirth Circus, sponsored by the local police. The latter event is signed for five years. In November, *Holiday on Ice* will be presented, and in March, *Ice Cycles*. Sporting events, mainly wrestling and fighting, will fill in between.

Affiliates Act

• Continued from page 6

suggestions for future network-affiliate activities.

White was expected to discuss Mutual's recent steps to strengthen its morning programming, via the shifting of several high rating shows into the a.m. time period, and the web's concentrated sales drive to build network sustainers into the nationally sponsored ranks, via the co-op route. White was also scheduled to submit plans for strengthening Mutual's evening programming.

In line with Mutual's new "radio is wonderful" promotion (See story elsewhere in this issue), White was to outline the web's preparations to launch another "Hometown America" survey, which will compare local audience pull of Mutual's one-station markets with that of network broadcasts beamed to the towns from outside stations. Mutual's first survey showed the web has a considerable rating advantage in these one-station towns, a revelation that has played a prominent role in the network's 1951 sales picture.

In Loving Memory
of
BROTHER
JOSEPH
DRAMBOUR
Died September 21, 1949
Sadly missed by
AGNES QUINN & FAMILY

DEVERE—John E.

65, founder of Cincinnati's former Chester Park, September 10 at Little Traverse Hospital, Petoskey, Mich. He had been vacationing at his summer home in Odin, Mich., when taken ill. The Chester Park site was an old trotting track which Devere acquired in the early 1890's to build Cincinnati's first amusement park. Devere installed a Roller Coaster and a half-mile cement saucer for bicycle racing, a sport then at the height of its popularity. After operating the park for many years Devere sold out to I. M. and Jack Martin, who made further improvements, including an outdoor swimming pool, at that time believe to have been the largest in the world. The Martins operated the spot for about 45 years, selling out in 1927. Later it was operated as Rainbow Park and then dismantled. The present Arena Pool occupies a portion of the old property. Devere is survived by a sister, Mrs. Mary Doran, Cincinnati. Burial in St. John's Cemetery, St. Bernard, O., following requiem high mass at St. Xavier Church, Cincinnati.

FRIED—Morton

35, concert singer, September 10 in an Atlantic City hospital. He had been ill since returning from a concert tour in Europe six months ago. Prior to his overseas tour, he gave only occasional concerts under the auspices of the State Department's Information and Education Program and the Army Special Service Division. His father and a sister survive. Burial in Seashore Cemetery, Pleasantville, N. J., September 11.

GOOD—Lloyd A.

69, production manager of the Philco Corporation for 15 years until his retirement in 1940, September 7 in Philadelphia. He joined Philco in 1920, when it was known as the Philadelphia Storage Battery Company. As production manager, he was a mainpring in transforming the firm from a small battery manufacturer to one of the field's largest makers of radio sets. Following his retirement he was made an honorary director of the corporation. His widow, two sons, two brothers and three sisters survive.

GRAY—Bee Ho

66, entertainer who had been seen for years in vaude and at fairs, August 2 of cancer at the home of a sister, Mrs. Rose Martin, in Pueblo, Colo. He was born April 7, 1885, in Oklahoma. Burial September 1 in Pueblo. Other survivors are a brother, Weaver, circus and rodeo showman, and another sister, Mrs. Elbel Hunt, also of Pueblo.

Take but
ONE MINUTE
please...



Help yourself
and the Billboard
by filling in
the coupon on

PAGE 57

2,699,000 CNE Gate Is Down 24,000 From '50

Rain, Traffic Jam Publicity Cuts In

TORONTO, Sept. 15.—Canadian National Exhibition wound up its 14-day run here Saturday (8) with a total gate count of 2,699,000, down 24,000 from last year's 2,723,000 draw.

Rain three afternoons of the final week, plus publicity given the traffic jams to the CNE on the previous week-end, kept the exhibition from topping last year's total. Closing day attendance was 265,000, off 11,000 from the corresponding day last year. Execs figured that the publicity given to the traffic jams the previous Saturday (8), when attendance hit 294,000 for an all-time single day record, kept many potential customers at home the final day.

Grandstand Show Pulls

Night grandstand business for the Jimmy Durante-headed show was excellent every night of the run. The one performance rained out the second Friday of the "ex" was staged Monday night (10), two nights after the exhibition's close, and played to virtual capacity.

Rides and shows of the Conklins, Frank and Patty, registered record-breaking grosses, accounting for a total take of \$435,000, which exceeded the previous midway high by \$3,000.

SKYROCKETS

Int'l Pyro Biz Blasts 1950 Marks

JERSEY CITY, N. J., Sept. 15.—With regular customers purchasing increased amounts and a good portion of new trade added this year, Fred Murray, of International Fireworks Company here, reported that business in 1951 was up considerably over 1950.

The area serviced by International runs along the East Coast from Maine to Florida, with the exception of Massachusetts. Murray said that Bay State laws, which require examination of men who will shoot fireworks two weeks before a display is offered, made doing business there too complicated. Murray reported that fairs have laid out little if any extra cash for pyro offerings and that celebrations and parks have provided the bulk of the increased business.

This week Murray personally was firing displays at Mineola (N. Y.) Fair. He had contracted for five shows, but Wednesday night (12) safety authorities decided that his work would go on eight feet too close to a telephone wire and 12 feet too near a tree. The offering was canceled, and the fair got four displays. The Petersburg (Va.) Fair, October 8-13, and Halifax County Fair, South Boston, Va., October 9-13, are the last annuals this year for International.

Gains made by the firm were scored this year despite a 10 per cent rise in costs. Defense work at the plant is at a minimum, Murray said.

TOPEKA FAIR HOLDS UP IN WAKE OF BIG FLOOD

Attendance, Grandstand, Midway Business Run Close to '50 Levels

TOPEKA, Kan., Sept. 15.—On the eve of its opening, the seven-day Kansas Free Fair wasn't conceded a chance by many of being anything but a colossal flop, matching the devastation wrought by July floods that ravaged a large part of the drawing area, including North Topeka. But the sturdy expo, managed by Maurice W. Jencks, stood up staunchly. It closed Friday night (14) a money-

winner, as it had the previous 19 years under Jencks.

Skeptics among showmen were amazed at the strength the fair demonstrated. Attendance was not much under recent years. Grandstand patronage was only slightly below 1950. Receipts for Royal American Shows were about even with last year. And concessioners generally reported business ranging from fair to good.

Early arrivals among showmen, concessioners and exhibitors who toured the devastated Kaw River basin were inclined to believe that the fair should not even open. Some members of Topeka's business committee were of like mind. But not Jencks; he was determined that the event go on.

He knew that the flood would keep many exhibitors from the 135-mile long flooded area from showing. Moreover, he knew that attendance, particularly by North Topekan who had evacuated their homes would suffer. But the results of the seven-day operation surpassed his fondest expectations.

The strength of the fair was doubly impressive because during its run the weather was considerably less than desired. Sunday (9) morning was marred by rain and Wednesday (12) had heavy rains.

In fact, Wednesday's rain led to the first cancellation of a grandstand program in the fair's 20 years under Jencks. The rain mired the race track, so deeply that the scheduled 100-mile auto race was called off, and long lines of hardy race fans had their money refunded.

However, some of that loss should be recouped, for race promoter Frank Winkley has re-scheduled the event as a still date for Sunday, September 30.

The fair's opening day, Saturday

(7), had light attendance, but Monday (8), despite a morning rain, the day's turnout exceeded the corresponding day from last year. Customers who turned out Sunday spread the word that the fair was more to its normal strength, and the gate thereafter, excepting Wednesday, when rain hit, was not far behind 1950 levels.

Grandstand night patronage built steadily, except for Wednesday the day-time weather discouraging customers to wait over for the evening show. Again, as for many years, a revue and acts by Barnes-Carruthers Theatrical Enterprises, Chicago, comprised the night program for the fair's full run.

Auto races, staged by Winkley, the first three afternoons of the fair, provided turnouts which weren't off greatly from last year. Aut Swenson's Thrillcade, in for three performances, turned in matinee grandstand figures which also were close to 1950.

Some gaps were to be found in some of the exhibit buildings but patrons were more than content with the showing.

Kochman Org Gross at CNE Tops '50 by 32%

TORONTO, Sept. 15.—Checking the score on Saturday (8), the final day of the Canadian Exhibition here, thrill show operator Jack Kochman reported that his Hell Drivers' business for their fourth straight 12-day run at the event was up 32 per cent over last year's take.

Further figuring revealed that starting July 3 grosses for the unit at stands in Illinois, Indiana, Ohio, Pennsylvania and New York yielded a business increase of 27 per cent, Kochman said. This year's method of presentation used open autos for all events. Advertising and promotion efforts were revised, with radio and television tie-ins utilized. This plus the co-operation of local car dealers and the help of fair officials has been largely responsible for the upswing, Kochman felt. Key personnel, the same as in the past four years, also have been important factors, the operator said. He added that several annuals already played this year have booked the show for 1952.

Dodge dealers of Greater New York bought a one-hour video show when the Kochman org played Paterson, N. J., and plans now are being formulated for another hour presentation on the thriller when it makes a 10-day stand at the Fair-A-Ganza, Atlanta.

11,000 View Hadacol Unit In St. Louis

ST. LOUIS, Sept. 15.—The Hadacol Medicine Show at Keil Auditorium, September 11, played to a capacity house of 11,000. Price of admission—Hadacol box top.

Milton Berle acted as emcee. Other stars included Dick Haymes, Sid Gary, Hank Williams, Carmen Miranda, Rochester, Candy Candido and Jack Dempsey. The show is on a tour of 51 cities. There was also a line of 14 girls.

Gotham Rodeo Advance Dips 40% Under '50

NEW YORK, Sept. 15.—Advance ticket sales for the World's Championship Rodeo to be staged at Madison Square Garden here September 26-October 21 were reported yesterday (14) as being 40 per cent down from the third-week comparable period last year.

Figure quoted was for at-the-window business, and mail order requests were termed okay. Beyond the fact that weather has been hot here during the advance sale period, no reason could be found for the dip. Advertising space has stressed the Lone Ranger's appearance for the first 12 days of the run. Vaughn Monroe and his orchestra will fill out the last part of the date.

In the past week-end matinee tickets have been in heavy demand, with customers who are unable to obtain those ducats usually settling for Wednesday and Friday matinees, when children are admitted at half price. Garden officials are hoping for a repeat of the heavy week-day matinee trade to offset the lower advance.

Maurice Hartnett Named Calgary Stampede Mgr.

REGINA, Sask., Sept. 15.—Maurice E. Hartnett of Regina has resigned as Saskatchewan's deputy minister of agriculture to become general manager of Calgary Exhibition and Stampede, Ltd.

Announcement of Hartnett's resignation was made in Regina Tuesday (11) by agriculture minister, I. C. Nollet, and his Calgary appointment was confirmed in that city by J. B. Cross, Calgary Exhibition and Stampede president.

Hartnett succeeds Charles Yule, whose resignation becomes effective September 30. He will assume his new post November 1.

Cross also announced the appointment of W. L. (Squibb) Ross as assistant general manager and Irvine Parsons as secretary of the company.

Yule Ill

Yule, in poor health for some time, tendered his resignation several months ago but action was deferred by the board of directors until the end of July. A former president of the Stampede and Exhibition, he was named general manager in 1940. Three years ago he was appointed managing director and given wide powers in the administration and operation of the Stampede company. He is widely known as a livestock judge.

Tho at least three prominent westerners were mentioned as possible successors to Yule, Hartnett's name had not entered the speculation.

Hartnett has been with the Saskatchewan government since 1944 and has been deputy minister of agriculture since 1947. After graduation from the University of Sas-

katchewan he served as a livestock judge at exhibitions in the province.

He has served on the directorate of the Saskatoon Exhibition and is a patron of the Regina Exhibition Association.

TEXAS PRISON RODEO SETS NAME HB TALENT

HUNTSVILLE, Tex., Sept. 15.—Dates and professional talent lineup for the 20th annual Texas Prison Rodeo Sunday afternoons October 7, 14, 21 and 28 were announced in a rodeo edition of *The Echo*, edited and published at the prison print shop here for and by the inmates.

Miss Huguette (Ann Bonneville) and Family Doc, her dancing horse, will appear at each of the four Sunday performances. Eddy Arnold, Tennessee Plowboy and his accompanists, Roy Wiggins, will sing at the October 7 opening; Guy Willis and his Oklahoma Wranglers, of Columbia Pictures and RCA Victor recordings, will be featured October 14, and Curly Fox and Texas Ruby, folk song stars (formerly WSM, Nashville and WLW, Cincinnati) now of KPRC-TV, Houston, will be featured October 21 and 28.

An amateur mounted group, Harris County (Houston) Sheriff's Posse, will appear at each date. The Goree (prison farm) Girls String Band and men's Texas Prison Stringers fiddle band will

play for each rodeo. All contestants will be prisoners, who claim—and their hospital lists usually proves—they have the roughest rodeo in the world.

Tickets for the event are scaled at \$2.40 for reserved seats, including tax.

Portland, Ore., Stock Expo Books Blondie and Dagwood

PORTLAND, Ore., Sept. 15.—Signing of *Blondie and Dagwood* (Mr. and Mrs. Arthur Lake, of Hollywood) for the 41st Pacific International Livestock Exposition here October 6-13 was announced this week by Walter A. Holt, exposition manager.

The movie team—and their five dogs—will give afternoon and night shows in Exposition Hall and a matinee Sunday (7) in the main arena. Show was booked thru McConkey Artists Corporation.

Exposition is ditching its traditional horse show and rodeo this year in favor of a historical pageant, *Wagons West*, produced by Geller Productions, Hollywood. To accommodate this spectacle, settings will be erected in the main arena, eliminating a section of 500 seats.

Holt reported exhibits will be at capacity, according to advance reservations. More livestock will be exhibited, and the premium list is the highest in show's history.

St. Louis Cops Give Sun Office '52 Date

ST. LOUIS, Sept. 15.—Contracts for producing and presenting the 1952 St. Louis Police Circus, to be offered April 20-May 4 at the 13,000 seat Arena here, were awarded Wednesday (12) to the Gus Sun Booking Agency, Springfield, O.

The award followed a meeting of the circus committee at which Bob Shaw manager of the Sun office, made his presentation. Eight other booking offices and producers were on hand attempting to land the contract, regarded as one of the biggest annual indoor dates in the country. The committee's action marked the first time that the Sun organization was tapped for the job. Voorhees-Fleekles staged the last date, and prior to that, New York talent booker Frank Wirth made the arrangements for two years.

Proceeds from the date go to the St. Louis Police Relief Association, and in past years the net has been around \$100,000. Heading the circus committee is Capt. George Dreshage, with Lt. Nicholas Hupt in charge of the acts committee and Edward H. Rhoads secretary of the police relief group. Past schedules have

Wathon Splits With Therrien

NEW YORK, Sept. 15.—Talent booker, Stanley W. Wathon, revealed this week that the partnership he had with Edmund H. Therrien since last December was dissolved as of August 25 this year.

Principal quarters for the two were in the Palace Theater Building here, with Wathon handling that end. Therrien worked out of New Bedford, Mass. Wathon disclaimed responsibility for any acts booked by his former partner since the August date.

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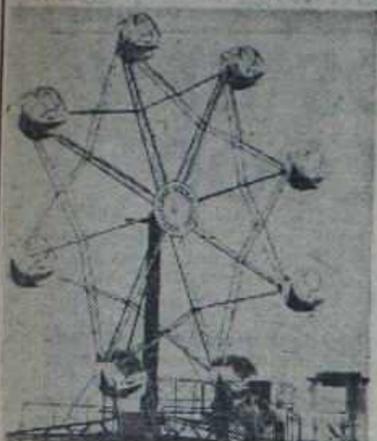
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PAGE 57



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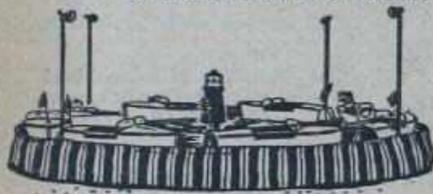
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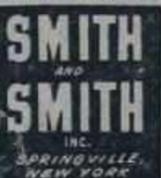
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A few Gold Medal Whirlwind floss machines and a limited quantity of machine-rolled floss cones available at last year's prices for those who act now! Poppers can still meet your needs on popcorn, candy apple and snowball supplies.

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featuring complete kiddielands
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CLOSE UPS: LOUIS J. KANE

Seasoning in Politics Led to Gravy in Food

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

By **JIM McHUGH**

Thoro and diversified training has made it possible for Louis J. Kane to serve up politics on a State-wide basis or 3,000 chicken dinners to as many hungry individuals with equal ease and aplomb.

Louie, as he is known to countless fair officials, patrons and politicians associated with many of the East's major annuals, has never lost his knack, or interest, in the persuasive approach of individuals or groups, even tho he abandoned an active and promising career in

government some few years ago to devote the bulk of his time to feeding the masses. His success is measurable chiefly thru the \$100,000 plus he has invested in portable restaurant facilities and his tenure at annuals.

In the beginning—and its necessary to go back some 30 years to pin-point the start—Louie was attracted to the food business because it offered the prospect of a good living when little else did. Louie reasoned, and rightly so it seems, that folks, rich and poor, would go on eating and the demand for victuals would never cease. The most severe test, of course, came during the depression years. Even as tough as the times were and the curtailed spending that was bemoaned in all quarters, people never lost their appetite and Louie prospered.

Able Politician

Politics always held a magnetic appeal for the food merchant. Of medium size, personable and sporting an infectious grin, Louie was well equipped for but—
(Continued on page 75)



LOUIS J. KANE

50 HOURS TV COVERAGE SET FOR POMONA

POMONA, Calif., Sept. 15.—The Los Angeles County Fair, which opened here Friday (14) for a 17-day run, has scheduled daily television coverage with KTTV, The Los Angeles Times station devoting over 50 hours of telecasting from the grounds.

According to Bob Purcell, KTTV program director, the schedule includes telecasting of the agricultural and horticultural displays in the palace of agriculture, livestock and domestic arts displays, exhibit of works of America's foremost artists, the machinery and industrial sections and the home show occupying two exposition buildings. Also to be covered are various gem and crafts shows, sporting goods displays, fun zone and Mexican village.

In addition to the coverage of fair activities, in a daily two-hour tour of the fair grounds, KTTV will present several of its shows drawn from the stage of the Radio & Television Building which seats 2,000.

Roy Mavroie and Jack Wheeler will handle the assignments with Ray Sollars acting as writer-producer. Ed Roden will direct.

Station will televise on a schedule from 2 1/2 to 3 1/2 hours daily. Shows include Joe Adams Presents In Our Times, Range Riders Movie Group, Ginny Slams, Front and Center, On the Town, Ladies' Matinee and the Ada Leonard Show.

Clothing Firm Plugs Dallas

DALLAS, Sept. 15.—The H. D. Lee Company, Inc., one of the country's largest manufacturers of work clothing, Western wear and uniforms, will give the State Fair of Texas a hefty plug in upcoming nationwide promotion of new fabric.

Firm is furnishing expo gаемen and Cotton Bowl gatememen uniforms in new cheftopa twill fabric; fair workers are first large group in U. S. to be outfitted in new fabric, Lee says.

Lee Company will plug fair in point-of-sale promotional material, posters, pamphlets, etc., in tie-in promotion with 16,000 outlets thruout nation. Firm also will seek to get dealers from coast to coast to use fair material in windows.

Dallas fair promotion will take the place of fall promotion by Lee Company last year that featured State and county fair theme, altho no fair was mentioned specifically, in full-page four-color ads in 27 national publications, including Life, Look and others.

Altho current promotion will feature Dallas fair exclusively, other events in various sections of country should benefit.

Lee Company plans a new factory in Texas, another reason for Texas fair promotion plug at this time.

Frank Raful, Summit Beach Manager, Dead

AKRON, Sept. 15.—Funeral services were held here for Frank Raful, 47, veteran manager of Summit Beach Park, who died Tuesday (11) in City Hospital following a brief illness.

A native of Pittsburgh, Pa., Raful made his home here since 1916. He served as a Municipal Court bailiff in the civil division until he was appointed manager of the park in 1936. He also was associated with Kiddielands in Florida and Laguna Beach, Calif.

He is survived by his widow, formerly an aerialist known as Sensational Marion, who retired at her marriage.

Cedar Rapids Off at Gate, Tabs Record \$

CEDAR RAPIDS, Ia., Sept. 15.—All-Iowa Fair racked up a new record for gross receipts despite an attendance count that fell slightly below its '50 record, Andy Hanson, manager, announced.

Frequent rain and cool evenings during the early part of the run held down traffic thru the front gate. A total of 146,837 came thru the turnstiles, around 3,000 off from last year.

AAA big car races, produced by Sam Nunis, pulled the biggest single crowd of the eight days, when an estimated 7,800 showed up in the stands. The annual Hawkeye Downs Tournament of Drums, final attraction in the grandstand, was viewed by an estimated 3,500. A total of \$2,000 in merchandise prizes were distributed to the competing units.

Douglas Named Sec'y At Webster City, Ia.

WEBSTER CITY, Ia., Sept. 15.—R. B. Douglas, formerly of Des Moines, but a resident of Webster City for the past six years, has been named secretary of the Hamilton County Fair.

He succeeds Pat Halleck, who recently moved to Perry.

Nichols Resigns At Cresco, Iowa

CRESCO, Ia., Sept. 15.—Charles C. Nichols has resigned as secretary of Howard County Fair Association. Nichols held the office since 1938 and before that served as assistant secretary for 15 years.

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- FIRE ENGINE RIDE
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EXCLUSIVE FRANCHISES

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STOCK ROLL TICKETS 1 ROLL \$1.50 EACH ADDITIONAL ROLL SAME ORDER AT 60c PER ROLL

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No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers. Tally Card, 25 yards, \$2.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 1000 @ \$5 per 100. Fibre Calling Numbers, 25; Wood Calling Numbers, \$1; Printed Tally Card, 15; Colored Heavy Cards, 7, same weight as #1, in Green, Red, Yellow @ \$4 per 100. DOUBLE CARDS, No. 1 Size, 5 1/2 x 14 1/2, 10¢ ea.

3000 KENO

Made in 20 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$2.50.

- LIGHT WEIGHT BINGO CARDS**
White, Green, Yellow Cards, postal card thickness. Can be treated 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
 - Middleweight Cards, 5 1/2 x 7 1/2; White, Green, Red, Salmon, Yellow, Per 100 2.00
 - 3,000 Small, Thin, "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4 1/2 x 5 1/2 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 Thin, Transparencies Plastic Markers, Brown, 3/4 inch, Per M 1.00
 - Featherweight Thin Bingo Sheets, size 5 1/2 x 7 1/2, very large numerals, 5 colors, loose, not tabbed, M 7.25
 - Round white N. J. Cardboard Markers, 2 sizes, 1 1/2 inch diam. 1000 to 10; larger size, 3/4 diam. 1000 to 10. Either size, 10 65
 - Airline Bingo Blower, electric operated, complete with 75 Numbered Ping Pong balls, weight, 502.
- Send for illustrated circular. For 125.00 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.
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Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Buddy and Jean, roller skaters, are recuperating in their Home-wood, Ill., home, from bruises sustained when their station wagon turned turtle Sunday (9) near Vincennes, Ind. Neither was seriously hurt but the car was damaged. . . . Prof. George J. Keller and his wild animals have concluded their tour of New England States under J. C. Har-lacker's banner. Keller has signed to play Kansas State Fair, Hutch-inson; Carruthersville, Mo., Fair, Sioux City (Ia.) Police Circus and Shrine circuses at Houston and Fort Worth. Keller recently pulled one of his Nubian cats from the act and is now using an 18-month old jaguar.

Harold Plummer, contortionist, was host to G. London Blunt, one of the original frog men of World War II at the Cadillac, Mich., Fair. Other acts in the Avery revue at the fair included Bellaire Trio, Betty and Kiki Page and Rex Kramer; Bonno and Bell, hand balancing; Little-johns, jewelry; Hank Seimon, ventriloquist, and Jimmy (Hats) Lee, emcee. . . . Jack Frye, thrill show clown, has replaced the late Whitey Harris, killed recently in an automobile crash, on the Swenson Thrillcade.

Jaqueline Teeter, sway pole, has been released from the hos-pital following a recent appen-dectomy and is recuperating at her Winamac, Ind., home. She infers she probably will miss all her fair dates but hopes to be up and around in a couple of weeks. . . . Ferno the Great, man who burns himself alive, and Betty Alvarado, high act, were featured at the Hanover, Pa., Free Fair.

Free act line-up at Merced (Calif.) County Fair included Jack Shafton, puppets; Haines Twins, accordionists; Excellos, acro; Sky Devils, high act; Captain Jones, magician; Will and Gladys Ahern, ropes, and Betty Yeaton, acro-dancer. Grandstand acts at the annual included Hector and His Pals, dog act; Anne Garri Girls, (8); Joe Mole, cyclist; Dick Lewis and Company, clowns and table rock; Johnson and Johnson, jug-glers; Vigilantes, vocals, and Dick and Dinah, comedy-acro.

Lambertis, high wire, worked the Lancaster, N. H., Fair with-out the usual net because of lack of space in which to erect the safety device. Other acts with the wire walkers included Torelli's Circus, animals; Charlie Rozelli, music; Marimbo-Aires, musical; Briants, comedy, and Al-fred Landon's midgets. . . . Leo Couture and Maurice Cadieu, high divers, have been signed for the outdoor sports show at Peoria, Ill., fairgrounds Septem-ber 15-19.

Roster of the Eddie Hendrick's troupe of riders, which closes its season for Barnes-Carruthers Sep-tember 17 at Texarkana, Tex., included Helaine and Eddie Hen-dricks, Ida Mae and Henry Crow-ell and Violetta Ranks. . . . Pedro Morales, of Pedro and Durand, had his son, Pedro Jr., appear with him at the Canadian National Exhibition, Toronto.

Dispersal of George A. Hamid acts which appeared during Lab-or Day week at Fredericton Ex-hibition, New Brunswick, fol-lows: Janef's Circus, dogs and ponies, to Mineola, N. Y., and then to Tuscaloosa, Ala., Char-lie Franks, comic, and Mia and Mattie, acro-contortionists, to Greenfield, Mass.; Brick Brothers and Goria, trampoline, and Lynn and Margot, comedy musical, to Reading, Pa.; Paroff Trio, high act, to New York; Greene and Dooley, vent, to Mount Airy, N. C.; Three Rays, comedy acros, to Honesdale, Pa.; Chambers and Blair, roller skaters, to club dates in New York, and Karl Rhode's band back to Boston Garden. Veteran Hamid field agent, Joe Hughes, came from the New York State Fair, Syracuse, for the final two days of the Fredricton an-nual, then went to Mineola.

Jimmy Douglas, known as the Juggler Jestor, has completed a 10-week course in specialized training at the Engineer School, Fort Belvoir, Va. Douglass re-cently took in the King perform-ance in Alexandria, Va., and, af-ter a two-week furlough at his

home, will return to his regular company at Camp Rucker, Ala. . . . Talent line-up at the recent Cedarville, Calif., Fair, which was produced by John Billsbury and Eddie Emerson, included Pansy, roller skating cow; the D's, bar act; Three Elms, revolving ladder; the Kitchenettes; Four Muske-teers, comedy Ford; Bobbie Thomas; the Lynous, hand bal-ancing; Great Romero, sway pole; Valadon, high pedestal; Homer Snows Seals; Iren Vermillion, dancer, and Karo, the clown. . . . Capt. Guy Leslie, a recent arrival at the Penquin Farm, Bellaire, O., with two seals, is in the process of training an act, which he plans to take on the road in about a month. His act, he says, will be billed as Spiller Seals, No. 3 Unit.

Mrs. Theodore Peters, fem half of the dance team of Ted and Dennie, suffered foot and leg injuries last week when she was struck by an auto in Rut-land, Vt., where the couple was playing the Rutland Fair.

Canton Family, acro troupe which played the Brockton (Mass.) Fair last week, was in-terviewed over WBET from the fairgrounds.

The Danish Artist's Federation, is completing arrangements for a midnight show at the Circus Schumann, Saturday (22) to raise funds for members of the Four de Rias, aerial act, three of whom were seriously injured in a crash at the Circus Schumann July 14. One member of the troupe, Mar-guerite Steumer, remains hospi-talized with spinal and internal injuries, while her husband, Gab-riell Steumer, still has one foot in a cast. Henri de Rias, who suf-fered a punctured lung, was re-leased from the hospital Septem-ber 3 and left, by plane, for his home in Paris on September 7.

Capt. Enrique DeMell, recently closed at Ponchartrain Beach, New Orleans, and will go to Dal-las for two weeks. Act will join Gran Circo Loyal this winter.

Little Johnnies pony, dog and monkey act was with Terrell Ja-cobs' back-end unit on the James E. Strates' Show at the New York State Fair, Syracuse.

John Billsbury, booker, left Hollywood Tuesday (11) for Salt Lake City where he is supplying talent for the Utah State Fair, which opened September 15 for nine days. The acts include Homer Snow's marine animals, Flying Hartzells, the Charltons, Four Cyclonians, the Kitchen-ettes, Three Elms, Starlette Troupe, Pansy the roller skating horse, Lyons, Bobby Thomas and Sierra Sue, Hap Henry, Valadon, the Musketeers, and George Per-kins, Eddie Emerson, Karlos and Pumpkins in clown alley. Bills-bury has also booked the Convair Picnic to be held at the Del Mar Race Track in Del Mar, Calif., September 22. The acts to appear here include De Anson Sisters, Paul Gordon, C. C. Rite and His Blitz Buggy, Black Brothers, Det-rich's ponies, Dick Lewis, Three D's, the Great Romero, and Rookie Lewis; Will Larson will be featured on organ and clown alley

Radio Ads Aid In 14% Biz Hike At Steeplechase

NEW YORK, Sept. 15. — With a strong closing week and one of the biggest finishing week-ends (8-9) yet experienced at Steeplechase Park here, Manager James J. Onorato reported that the gross for this season had risen 14 per cent above the 1950 figure.

A solid schedule of radio ad-vertising did much toward boost-ing the take, Onorato felt, and the Coney Island Chamber of Commerce had informed him that the air time aided in bring-ing better business generally to the area. The manager said that spending at the park was heavier, altho he had a paradoxical po-sition on the weather. He held that over-all the elements were kinder than in 1950 but when bad weather arrived it hit on week-ends and Thursday, the spot's bargain day.

In line with the higher spend-ing pace, Onorato said that the park received a fair share of cash from workers in defense plants. Brooklyn, site of Steeple-chase, is a well-developed in-dustrial area, with the borough's Navy Yard perhaps its biggest single enterprise. Onorato also felt that customers now were looser with their money, con-trasted to the tightness noticed at the start of the Korean war.

The park was closed this week but reopened for this week-end to accommodate a last factory outing.

Hopkinton, N. H., Draws 14,000 Gate

HOPKINTON, N. H., Sept. 15. —Despite inclement weather, the Hopkinton Fair wound up its three day run here Labor Day after an estimated 14,000 had come thru the front gates, Frank Kimball, president, announced. Attractions during the run included Jack Kochman's auto thrill show, harness racing, horse pulling, contests and fireworks.

will have George Fearick, Abie Goldstein, Billy Lehr and Dick Lewis. At the Central Washing-ton Fair in Yakima September 26-30, Billsbury has booked Snow's marine animals, Flying Hartzells and The Musketeers.

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Holiday Gross, Season Big at Salt Lake Spots

SALT LAKE CITY, Sept. 15.—Salt Lake parks packed 'em in Labor Day for the best season closer in three to five years. Holiday marked the end of a successful season that added up to the best for all since 1948.

Lagoon, favorite spot for fun-seeking Salt Lakers, chalked up its best season since 1948, according to Manager Peter Freed. He said Labor Day stacked up well with the same period during past years, but did not set any records. Joe Reichman's band, playing at the dance pavilion, was responsible in part for holding crowds late.

Salt Lake, popular tourist attraction, marked up a strong holiday take. Manager William H. Armstrong said the day does not end the 1951 season. He expects to stay open until late this month because of several special tours which have Salt Lake booked on their trips.

Altho Lagoon shut down tight

as Labor Day ended, Salt Lake may continue to operate thru this month, depending on weather breaks. Armstrong said that even tho Salt Lake gates remain open, the regular program of repair and maintenance will begin shortly. Slated on the repair program is a building project to replace the bathhouse section destroyed this season by a \$50,000 fire.

Salt Lake City's Liberty Park will continue to operate as long as the weather permits, according to Art Gardiner, head of Gardiner Amusement Park Service. He reported Labor Day business was the best in five years, attributing a great part of the play to a series of special events at the park sponsored by the city and the musicians' union. Gardiner said the season also had been better than any since 1946.

The veteran park operator said he has shut down the boating concession on the lake and already has started his annual overhaul program of the small craft. Midway rides and concessions, and the park aviary however, will continue thru fall unless early winter weather develops.

Hogle Zoological Gardens did average business over the holiday. Concessions at the park will operate until cold weather forces them to close, but the zoo will operate thru the winter, according to Zookeeper Steve Saathoff.

A. C. '54 Cele Action Starts

ATLANTIC CITY, Sept. 15.—Direct action to get the ball rolling for this resort's 1954 Centennial Celebration came with the naming of hotel man Ezra C. Bell by Mayor Joseph Altman as general manager. Appointment was made at the annual meeting of the Convention Bureau.

Bell had been chairman of an advisory committee for the celebration and been pushing for the event for over a year. Bell, who also heads the city's Convention Bureau, revealed that purchase had been completed of six spotlights to be used in a proposed festival of lights during the celebration. A minimum of 15 will be used.

Scale model of the lighting scheme was shown at the membership meeting, designed by C. M. Cutler, who devised lighting arrangements for the New York World's Fair, Chicago's Century of Progress and the Texas Centennial. Groups of three searchlights will be placed at five points along the beachfront and be mounted on pylons 50 to 60 feet high. The six lights already purchased will cost about \$38,000.

Altman also announced that the Convention Bureau will make all arrangements for the celebration. Bell said part of the cost of the lighting festival would be financed by sales of a souvenir booklet depicting the resort's history. He claimed \$2,500 inches of ad space would be sold at \$100 per inch, with the booklet selling for \$1. He estimated that about \$400,000 could be made in this manner.

Glenbush Exhibit Hall Constructed in 2 Days

GLENBUSH, Sask., Sept. 15.—When the one-day fair of the Glenbush Agricultural Society was held, exhibits were housed in a fairgrounds building that had been built in two days by some 30 workers of the district who donated their services. The building will be enlarged this fall and will be used as a curling rink in winter. The fair was regarded as a success from all angles.

Deerfield, N. H., Event Preps for Anniversary

DEERFIELD, N. H., Sept. 15.—In preparation for its 75th anniversary, Deerfield Fair is in the midst of a plant improvement program that will include additional seating and resurfacing of roads and the midway area. Annual, set for September 27-30, will feature five George Hamid acts in its stagemat and Clan MacPherson's kiltie band on two nights.

Out in the Open

Johnny Anderson, of Enquirer Printing Company, returned to his Cincinnati headquarters last week after visiting showfolk friends and customers at Michigan State Fair, Detroit; Nebraska State Fair, Lincoln, and Iowa State Fair, Des Moines. . . . Walter B. Fox, former carnival and circus general agent, and currently operating a successful mail order business out of Mobile, Ala., is still visiting his brother in Greenville, Pa., but leaves there for his home base September 18.

Charles Davitt, Joe Beach and Shirley Beach, of Springfield, Mass., caught the Three-County Fair at Northampton, Mass., last week and visited with the Cycling Sidneys, Flying Lamarrs, the Cautons, the Londons, the Chapmans and Sol Solomon. Joe Beach also visited at Riverside Park, Agawam, Mass., with Mickey King and Owen and Johnson.

Congress of Hollywood Daredevils, Canadian auto thrill show, is filling a string of one-night dates under floodlights thru Saskatchewan and Alberta under sponsorship of local service clubs.

Dates recently filled by Kyle Productions, New Haven, Conn., include an American Federation of Labor event at Eagles Auditorium, New Haven, September 1; fireworks and vaude presentations at a North Adams, Mass., labor celebration, September 2, and Labor Day events at Wakefield, Mass.; West Hartford; Utica, N. Y., and Scranton, Harrisburg, Masontown and Jeanette, Pa.

Art Hoard pens that he has been signed to act as emcee for the following sportsmen's shows next year: Miami Beach, February 1-8; Cleveland, March 23-April 6, and Syracuse, April 12-20, with two more stands being negotiated. Art will start his 15th year as a sportsmen's show emcee in 1952 and his fifth year as announcer for Jack Kochman's Hell Drivers. He will also attend Illinois, Indiana, Ohio, Michigan and Pennsylvania fair meetings.

Northridge Tabs 61,556 Gate Count For New Record

NORTHRIDGE, Calif., Sept. 15.—The annual San Fernando Valley Fair pulled a total attendance of 61,556 against 40,000 a year ago, Max Schonfield, secretary-manager, said. Sunday was the event's top day with 22,318 as compared with 10,000 for the same 1950 day.

The annual debuted its first permanent exhibit building at its Devonshire Downs location. The hall, measuring 80 by 200 feet was used to house displays of the citrus industry, civic and educational institutions and a variety of commercial firms. It was completed only a short time before the event opened.

The fair featured three afternoons of quarter-horse and harness racing, and horse show for the first three nights. There were three rodeo performances starting Sunday night and with two on the closing Monday. A variety show was staged Sunday afternoon in front of the grandstand with Leslie's Majorettes, Leslie's Acrobats, Tarzana Square Dancers and Western Rockettes being featured.

Publicity was handled by Bob Lee of the Roche-Eckhoff & Associates, Hollywood.

Texas Committee To Meet Oct. 5-6

AMARILLO, Tex., Sept. 15.—Program committee for the Texas Association of Fairs and Expositions convention February 3-5, 1952, at the Baker Hotel, Dallas, will meet October 5-6 at the Commodore Perry Hotel, Austin, Tex., to get plans under way, according to Rex Baxter, president of TAFE and manager of the Tri-State Fair here.

Members of the program committee are C. R. (Cy) Heaton, manager of the East Texas Fair, Tyler, and secretary of TAFE; Herman Brown, manager of the Texas Forest Festival, Lufkin, and William T. Randolph, secretary, Gladewater Round-Up Association.

in January as a booking agent for Kochman.

Radio Station WFIL sent its farm editor, Howard Jones, to the Reading (Pa.) Fair to originate two programs. Jones, whose early morning program from 6 to 6:30 a.m. features news of interest to rural listeners, originated his "Farmer Jones" shows from the fairgrounds on Tuesday and Wednesday (11-12). Mary Jones, WFIL women's commentator, also originated afternoon programs of interviews on Monday and Tuesday (10-11) at the fairgrounds. Another WFIL personality appearing at the fair was Marge Wieting, disk jockey whose "Street of Dreams" record show airs nightly at midnight. She served as a judge of the "Miss Reading Fair" contest.

Jim Carey, secretary, New York State Fairs Association, was sighted Wednesday (12) at Mincola Fair, Long Island. He was high in his praise of the annual and informed that he has been on the move continuously, visiting various events thruout the State, since late in July.

Ed Kelman, operator of Indian Point Park, Peekskill, N. Y., was a Wednesday (12) visitor to Rockaways (N. Y.) Playland and near-by Seaside Park. When making the New Jersey State Fair, Trenton, later this month Ed plans to visit the Pretzel Ride Company, Bridgeton, N. J., with an eye to purchasing a device for his spot next season. Seeking to enlarge his outing booking staff for 1952, he is on the hunt for promotion man Paul Morris. Ed also received local blessing recently when he was made a director of the Police Athletic League of Westchester County, site of Indian Point.

Ben S. Allen, of Posters, Inc., Philadelphia, was host to a party of friends at the Polo Grounds, New York, last week when Ray Robinson conked Randy Turpin for the middleweight title. Ben reports that his party arrived by chartered train and that more than 7,000 persons made the trip from Philadelphia to catch the fight.

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70,000 View Wilf Carter Unit At Toronto Expo

PHILADELPHIA, Sept. 15.—Wilf Carter, RCA Victor recording and Columbia Broadcasting System Western singer, also known as Montana Slim, has been touring Canadian fairs, booked thru the Jolly Joyce Agency here. At the Star Free concert held at Canadian National Exposition, Toronto, the agency said, Carter played before 70,000 people Saturday (1) and Labor Day (3). He continued at the CNE until September 5.

Previously, touring Ontario territory, he appeared at the Arena, Belleville, August 20; Community Center, Kingston, August 21; Civic Center, Brookville, August 22; Pavilion, Cobourg, August 23; Street Dance Carnival, Norwood, August 24, and the Arena, Perth, August 25.

Carter starts a tour of the Ottawa Valley section Monday (17)

Grande Prairie, Alta., Pulls 10,000 Gate

GRANDE PRAIRIE, Alta., Sept. 15.—First fair to be held by Grande Prairie County Agricultural Society drew 10,000 customers for its two-day run. Quality and number of exhibits was high. Features included a parade, tractor competition and Shetland pony giveaway.

Officers of the society are: President, J. O. Paterson; vice-presidents, V. C. Flint and Percy Clubine, and secretary-treasurer, T. W. H. Paul.

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- Alabama Am. Co.: Bay Minette, Ala. 24-29.
- Alamo Expo.: (Fair) Denton, Tex.; Lufkin 24-29.
- All-Fair: (Fair) Hempstead, Tex.
- American Beauty: (Fair) Russellville, Ark.
- Am. Co. of America (Henries): (Fair) Chattanooga, Tenn.
- American Eagle: (Fair) DeKalb, Miss.; (Fair) Eureka 24-29.
- American Midway: Shanrock, Tex.; (Fair) New Braunfels 26-Oct. 1.
- A. M. P.: Big Stone Gap, Va.
- Becht, Lee: (Fair) Greensburg, Ky.
- Beck's Old Reliable: Greensburg, Ky.
- Bernard & Barry: Stratford, Ont., Can., 17-19; Galt 20-22; Aylmer 24-29.
- B. & H. Am. Co.: Johnsonville, S. C.; Eschill 24-29.
- Big Four Am. Co.: New Madrid, Mo.; Manila, Ark. 24-29.
- Big State: (Fair) Prescott, Ark.
- Blue Grass: Jasper, Ala.; Corinth, Miss. 24-29.
- Bluff City: Thayer, Mo.
- Bodart: Ripon, Wis.
- Bohn, Carl: (Fair) Hempstead, Tex.
- Brodbeck-Schrader: Riden: (State Fair) Hutchinson, Kan.; season ends.
- Brewer's United: (Fair) Hempstead, Tex.
- Ruck, O. C.: (Fair) Bridgeton, N. J.
- Burdick's: (Fair) Grand Saline, Tex.; (Fair) Brenham 24-29.
- Burke, Harry: (Fair) Port Allen, La.
- Burkhardt: Luxora, Ark.; John 24-29.
- Capital City: (Fair) Opelika, Ala.; (Fair) Manchester, Ga. 24-29.
- Capitol City Amusements: (Fair) Nashville, Ind.
- Cavalcade of Amusements: (Fair) Nashville, Tenn.; (Fair) Atlanta, Ga. 27-Oct. 7.
- Cavalcade of Fun: Rockford, Ill. 18-22.
- Central Am. Co.: Seaboard, N. C.; (Fair) Herford 24-29.
- Cetlin & Wilson: (Fair) Rasmontown, Md.; (Fair) Richmond, Va., 27-Oct. 6.
- Chanos, Jimmie: St. Paris, O.; Winchester, Ind. 24-29.
- Cherokee Am. Co.: Shawnee, Okla. 17-20.
- Parsons, Kan. 24-26; Cherokee 28-29.
- Coleman Bros.: (Fair) Rochester, N. H.
- Coleman, C.: Jena, La.; Merville 24-30.
- Coney Island: Sweetwater, Tenn.
- Conklin: (Fair) Lindsay, Ont., Can.; (Fair) Leamington 24-29.
- Crafts Expo.: (Fair) Orlando, Calif. 17-23.
- Crafts Fiesta: (Fair) Pomona, Calif. 17-23.
- Crafts 26 Big: (Fair) Pomona, Calif. 17-30.
- Cumberland Valley: (Fair) Manchester, Tenn.; (Fair) Athens 24-29.
- Dan-Louis: Brandenburg, Ky. 20-22.
- Dan-Louis No. 3: Munfordville, Ky. 20-22.
- Drago: (Fair) Summitville, Ind.; Kokomo 24-29.
- Drew, James H.: (Fair) Greenup, Ky.; (Fair) Newport, Tenn. 24-29.
- Dudley, D. S.: (Fair) Lovington, N. M.; Big Springs, Tex. 24-29.
- Dumont: Zebulon, N. C.
- Dyer's Lotta Hokey: Tipton, Tenn.
- Dyer's Greater: West Helena, Ark.
- Eddie's Expo.: Seaboard, N. C.; Herford 24-29.
- Evans United: Concordia, Mo.; Stover 27-29.
- Ferris, Carl D.: (Fair) Washington, N. C.; (Fair) Reidsville 24-29.
- Fidler's United: (Fair) Piggott, Ark.
- Fleming, Mad Cody: (Fair) Cummings, Ga.
- Francis, John: (Fair) Newport, Ark.; (Fair) Marks, Miss. 24-29.
- Franklin, Don: (Fair) Texarkana, Tex.; (Fair) Wharton 25-29.
- Frontier: Prescott, Ariz.; Chandler 24-29.
- Gem City: (Fair) Florence, Ala.; (Fair) Columbus, Miss. 24-29.
- Gentsch, J. A.: (Fair) Kosciusko, Miss.
- Georgia Am. Co.: (Fair) Moultrie, Ga.; (Fair) Pembroke 24-29.
- Oldstone Expo.: Jackson, Miss.; Macon 24-29.
- Gold Medal: (Fair) Covington, Tenn.; (Fair) Huntsville, Ala. 24-29.
- Gooding Am. Co., No. 1: Norwood, O.
- Gooding Am. Co., No. 2: (Fair) Delaware, Ohio.
- Gooding Am. Co., No. 3: Greenwood, Ind.
- Gooding Am. Co., No. 4: Jackson, O.
- Gooding Am. Co., No. 5: (Fair) Bluffton, O.
- Gooding American Expo.: (Fair) Centerville, Mich.
- Gooding Greater: (Fair) Adrian, Mich.
- Gooding Park Attrs.: (Fair) Memphis, Tenn.
- Grand American: (Fair) Laredo, Mo.; (Fair) Carl Junction 25-29.
- Grady, Kellie: Florence, Ala.; (Fair) Fulton, Miss. 24-29.
- Great Lakes: Crab Orchard, Tenn.; (Fair) Moss 25-29.
- Greater Dixieland: (Fair) Hamburg, Ark.; (Fair) New Boston, Tex. 25-30.
- Greater Midway: Sharpburg, N. C.
- Groves Greater: (Fair) Leesville, La.; (Fair) Jonesboro 24-29.
- Hagen's Rides: Mulberry, Ark.
- Hames, Bill: Vernon, Tex.
- Hammond, Bob: (Fair) Temple, Tex.; (Fair) McKinney 24-29.
- Hannum, Morris: Elizabethtown, Pa.; Ephrata 25-29.
- Happy Attrs.: (Fair) Dover, O. 18-21; (Fair) Ashland 24-29.
- Harrison Greater: (Fair) Pittsboro, N. C.; (Fair) Durham 24-29.
- Heller's Acme: Madison, N. C.; High Point 24-29.
- Heller's, George: Holcomb, Mo.
- Henries (Am. Co. of America): (Fair) Chattanooga, Tenn.
- Beth, L. J.: (Fair) Marietta, Ga.; (Fair) Carterville 24-29.
- Hilwatha: Ansonia, O.; Franklin 24-29.
- Hill's Greater: (Fair) Clovis, N. M.; (Fair) Lamesa, Tex. 24-29.
- Hottle, Buff: Thibodaux, La.; Oberlin 24-29.
- Howard Bros.: (Fair) Logan, O.; (Fair) Old Washington 25-29.
- Interstate: Carrollton, Ga.
- J. & B.: Chesterfield C. R., Va. 20-22.
- Johnny's United: Lexington, Tenn.; (Fair) Huntingdon 24-29.
- Jollytime: Brodnax, Va.
- Karras, Gus: Oceola, Mo.
- Keystone Expo.: Pamplico, S. C.
- Kile, Floyd O.: Hampton, Ark.; Hermitage 24-29.
- Lane, Sammy: Iberia, Mo. 26-22.
- Lane, Leo: Wadley, Ga.
- Lawrence Greater: Mt. Airy, N. C.; Greenville 24-29.
- Lee, Am. Co.: Decatur, Ga.
- Magie Empire: Atalla, Ala.
- Manning, Ross: (Fair) Lynchburg, Va.; (Fair) Statesville, N. C. 24-29.
- Marks, John H.: (Fair) Albemarle, N. C.; Hickory 24-29.
- Marvel: Peoria, Ill. 17-19.
- Meeker: (Fair) Moscow, Idaho.
- Merritt's Midway: Cozad, Neb. 19-21; Gothenburg 28-29.
- Merry Midway: Gleason, Tenn.
- Midway of Mirth: Caraway, Ark.
- Mighty Hamontres: Sunbright, Tenn.; Sandersville, Ga. 24-29.
- Mighty Hoopler: State: Seymour, Ind.; Franklin 24-29.
- Mighty Page: Arheboro, N. C.
- Model: Neosho, Mo.
- Moore's Southwestern: (Fair) Jonesboro, Ark.; (Fair) Senath, Mo. 24-29.
- Murphy's Tri-State: Milbank, S. D. 19-20; (Cora Palace) Mitchell 24-29.
- Nessler: Arbyrd, Mo.
- Orange Bowl: Lumber City, Ga.

- Page Bros., No. 2: (Fair) Parsons, Tenn.; Lexington 24-29.
- Page Bros.: (Fair) Camden, Tenn.; Ashland City 24-29.
- Palmer: (Fair) Christiansburg, Va.; (Colored Fair) Booneville, N. C. 24-29.
- Palmetto Expo.: Loris, S. C.; Turbeville 24-29.
- Pan-American: Taft, Calif. 18-33.
- Paul's Am.: (Fair) Oark, Ark.
- Peck Am. Co.: Winona, Miss.; Newton 24-29.
- Penn Premier: (Fair) Durham, N. C.; (Fair) Sanford 24-29.
- Pioneer: (Fair) Carbondale, Pa.
- Playtime: (Fair) Pittsfield, N. H.; Cumberland, Me. 24-29.
- Powelson Greater: Johnstown, O.; New Holland 25-29.
- Prell's Broadway: Goldsboro, N. C.
- Raines Am. Co.: (Fair) DeQueen, Ark.
- Reid, King: (Fair) Bloomsburg, Pa. 24-29.
- Rockwell: (State Fair) Hutchinson, Kan.
- Rogers Bros.: (Fair) Glenwood, Minn. 20-23.
- Royal American: Wichita, Kan. 17-20; (State Fair) Oklahoma City, Okla. 22-29.
- Royal Crown: Tulsa, Okla.
- Royal Duke: (Fair) Florida, Ala.
- Royal Expo.: Sylva, Ga.; (Fair) Vidalia 24-29.
- Royal Midwest: Winchester, O.; (Fair) Oostburg, Ky. 24-29.
- Royal United: Morrison, Ill. 18-20.
- Schafer's Just for Fun: Hillsboro, Tex.; (Fair) Crockett 24-29.
- Scotland: Sharpburg, N. C.
- Shugart, Dr. & Sons: (Fair) Hugo, Okla.; (Fair) Antlers 27-30.
- Siebrand Bros.: Las Vegas, Nev.
- Smith's Funland: Charles Town, W. Va.
- Smith, George Clyde: (Fair) Oxford, N. C.; (Fair) Farmville, Va. 24-29.
- Snapp Greater: Payetteville, Ark.
- Southern Valley: Couchatta, La.; Gila 24-29.
- Sparks, J. A.: Mt. Pleasant, Tenn.
- Grader, M. A.: Guyton, Okla.
- Star Am. Co.: Marion, Ark.
- Starlight: Waxahatchie, Tex.
- Stephens: Moulton, Ia.; Unionville 24-25; Bloomfield 27-28; season ends.
- Stephens, C. A.: Spruce Pine, N. C.; (Fair) Conyers, Ga. 24-29.
- Strates, James E.: (Fair) Shelby, N. C.; (Fair) Danville, Va. 24-29.
- Sunset Am. Co.: (Fair) Lamar, Mo.; (Fair) Holden 25-28.
- Sunshine: Kirtland, Ga.
- Tassel, Barney: Rickersville, Va.; Keyaville 24-29.
- Tatham Bros.: White Hall, Ill.
- Tennessee Valley Am.: (Fair) McMinnville, Tenn.; (Fair) Lebanon 24-29.
- Thomas Joyland: Oakland, Md.; Parsons, Va. 24-29.
- Tinsley, Johnny T.: (Fair) Griffin, Ga.; (Fair) Newnan 24-29.
- Tip Top (Western): Blair, Wis. 21-23; Arcadia 28-30.
- Tivoli Expo.: (Fair) Camden, Ark.; (Fair) Hope 24-29.
- Tri-State: (Fair) Marshall, Ark.
- Turner Bros.: (Fair) Dexter, Mo.; (Fair) Portageville 24-29.
- 20th Century: (Fair) Rolla, Mo.; (Fair) Blytheville, Ark. 25-30.
- United Expo.: McAlester, Okla.
- United States: Hildebran, N. C.; (Fair) East Bend 24-29.
- Veterans United: Beatrice, Neb. 17-20; Shenandoah, Ia. 23-30.
- Victory Expo.: (Fair) Anadarko, Okla.
- Virginia Greater: (Fair) Spring Hope, N. C.; (Fair) Warrenton 24-29.
- Vivona Bros.: (Fair) Hendersonville, N. C.; (Fair) Laurens, S. C. 24-29.
- Wade Greater: Bourbon, Ind.
- Wade, W. G.: (E. Warren & Connors Aves.) Detroit, Mich.; (Fair) Kalamazoo 24-29.
- Wallace Bros.: (Fair) Lindsay, Ont., Can.; (Fair) Leamington 24-29.
- Wallace Bros.: (Fair) Greenville, Miss.
- Wallace & Murray: (Fair) Bedford, Va.; (Fair) Bennettsville, S. C. 24-29.
- West Coast Lodi, Calif.: Modesta 23-30.
- West Coast Expo.: Walnut Creek, Calif. 19-23.
- Wilson Famous: Wenona, Ill.
- Wilson Greater: Chandler, Ariz.; Casa Grande 25-30.
- Wolf, Am.: Pinetops, N. C.; Gaffney, S. C. 24-29.
- World of Mirth: (Fair) Allentown, Pa.

Ferris Greater Gives Up 114G To Sacramento

Pays Out 15 Cents
Per Patron on
Gate of 762,029

SACRAMENTO, Sept. 15.—The unprecedented sum of \$114,304.35 was paid by Ferris Greater Shows to play the midway at California State Fair for the 11-day run ending here Sunday (9). The contract was obtained on the basis of 15 cents per head with the annual pulling its peak attendance of 762,029.

Ferris Shows, headed by Rose and Larry Ferris, featured 22 major and three kiddie rides on the midway with 4 major and 14 kiddie rides in the kiddieland near the main entrance gate. Rides to augment the Ferris equipment was booked from Foley & Burk Combined Shows and West Coast Shows.

The midway contract price was reflected in the cost of concession space. It ran \$25 per foot with approximately 300 feet of premium space bringing \$30 per unit. There were about 135 concessions with Ferris getting about \$70,000 from the real estate.

Ferris was running ahead nearly \$20,000 at the end of the ninth day. The last two days brought good crowds, with a large number of newspaper carriers being the fair's guests on the closing day. The Carriers' Association bought about \$7,000 worth of rides for their entertainment. Ride prices ranged from 9 to 25 cents.

- Hunt Bros.: Chape Hill, N. C. 18; Sanford 19; Southern Pines 20; Rockingham 21; Laurinburg 22.
- Kelly-Miller: Hartford, Ky. 17; Greenville 18; Princeton 19; Edyville 20; Cadiz 21; Hopkinsville 22.
- Kelly-Morris: Georgetown, O. 19; Frankfort, Ky. 20; Richmond 21; Danville 22; Somerset 24.
- King Bros.: Conway, S. C. 18; Florence 19; Sumner 20; Columbia 21; Orangeburg 22; Charleston 24; Walterboro 25; Savannah, Ga. 26; Augusta 27; Eastman 28; Fitzgerald 29.
- Mills Bros.: Woodbridge, N. J. 18; Somerville 19; South River 20; Pennsauken 21; Mt. Holly 22; Bristol, Pa. 24; Media 25; Conshohocken 26; Phoenixville 27; Allentown 28; Reading 29.
- Polack Bros.: Eastern: (Ball Park) Tuscaloosa, Ala. 18-19; (Motor Speedway) Pensacola, Fla. 24-28.
- Polack Bros.: Western: (Armory) Roseburg, Ore. 16-20; (Armory) Klamath Falls 23-24.
- Ringling Bros. and Barnum & Bailey: Phoenix, Ariz. 18-19; Tucson 20; El Paso, Tex. 21-22; Clovis, N. M. 24; Lubbock, Tex. 25; Amarillo 26; Wichita Falls 27; Dallas 28-30.
- Rogers Bros.: Pine Bluff, Ark. 18; Malvern 19; Arkadelphia 20; Engard 21; Monticello 22; Clarkdale, Miss. 24.
- Wallace & Clark: Hemphill, Tex. 21.

Misc. Routes

Brunk's Comedians: Tucuman, N. M.; Clovis 24-29.

Circus Routes

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Cincinnati 22, O.

- Beatty, Clyde: Alexandria, La. 18; Mansfield 19; Marshall, Tex. 20; Longview 21; Mt. Pleasant 22, C.
- Campa Bros.: Cherryville, N. C. 22.
- Capell Bros.: Nashville, Ark. 19.
- Cole & Walters: Garnett, Kan. 17; Pleasanton 18; Rich Hill, Mo. 19; Appleton City 20.
- Hagan-Wallace: Lawrenceville, Ga. 17; Rockmart 18; Gadsden, Ala. 19; Albertville 20; Bridgeport 21; Fort Payne 22; Cullman 24; Athens 25; Sheffield 26; Russellville 27; Carbon Hill 28; Leeds 29.

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All Gotham Area Funspots Report Nifty Takes in 1951

Most Register Increases Despite Losing Important Labor Day Grosses

NEW YORK, Sept. 15. — It was a winning season for all six parks in the metropolitan New York area that wound up their regular runs last week-end (8-9), with operators reporting business increases ranging from fractional to 15 per cent.

By count, the upped-gross figures were: Palisades (N. J.) and Steeplechase (N. Y.) parks, 14 per cent; Indian Point (N. Y.) Park, 12-15 per cent, Rockaways (N. Y.) Playland, ahead by a bit; Rye (N. Y.) Playland, ahead by a comfortable margin, and Olympic (N. J. Park, ahead fractionally.

Always promotion and advertising conscious, Palisades management credited their efforts in those directions, plus new bus transportation linking this city and the park for the rise in the take. In the complaint department, weather was not as good this year, park execs felt, with holidays blasted by rain. Defense money made a solid appearance at Palisades, they said.

Steeplechase, a spot cast in the traditional mold, went heavier on radio time this year, and the brass here felt that the move was largely responsible for the business increase. No new rides or attractions were added, and here also, cash stemming from defense production made itself felt.

Playland at Rye was contented to report that the park's gross was decently ahead of the 1950 figure. Ride changes or switches in management policy are negligible at Playland, with its elaborate well-kept grounds a principal

draw each year. The spot is operated by wealthy Westchester County.

Indian Point went ahead due to a bigger number of outings from this city to the park, located well above Gotham on the Hudson River. It was the spot's second year of operation, and the business was done sans free acts or fireworks, which may be added for next season.

Despite dipping attendance, Olympic Park business rose slightly. The explanation here was

(Continued on page 67)

2 Philly Funspots End Banner Season

Willow Grove, Woodside Term 1951 "Best in Years"; Weather, Picnics Aid

PHILADELPHIA, Sept. 15.— Willow Grove and Woodside parks, close Sunday (9) and execs of both centers agreed that it was one of the best seasons in years. Excellent weather, promotions and a bumper crop of picnics all helped to swell attendance.

Willow Grove climaxed the season with a Mummies' Jamboree Sunday (9) with the park charging admission for the first time. In the afternoon and evening some 500 Mummies, featuring five string bands, played and marched thru the park.

With the park crowded the entire day, Elmer E. Fohel, Willow Grove general manager, had a 25-cent admission charge on until 8:30 p.m. He said this was necessary because of the cost of the Mummies' Jamboree. Children under 12 were admitted free. There was free parking until 8:30. Final dance in Casino Ballroom, featuring Clarence Fuhrman's orchestra, was staged Saturday night.

Chief Halftown, disk jockey and sports personality, made an appearance on Jack Steek's Kiddie Hour Sunday afternoon at Woodside. In 21 years of producing the program weekly at the park, Steek has auditioned 25,000 children, over 20,000 of whom appeared on the park program.

A. C. Tax Returns Top 1950 by 29G

ATLANTIC CITY, Sept. 15.—Luxury tax collections for July were the highest of any month this year and the second highest of any July in the history of the tax, Allen Wiesenthal, luxury tax bureau administrator, revealed this week. They were exceeded only by those of July, 1948.

Indicative of the marked pick-up in business here, tax collections for July of this year reached a fat total of \$270,217.90. Total collections for the first seven months of this year exceed those of a corresponding period for last year by \$29,408.27, Wiesenthal said.

ECONOMICS LESSON

Smaller \$ Key to Rise Of Olympic Business

IRVINGTON, N. J., Sept. 15.—Robert Guenther, treasurer of Olympic Park here, this week delivered a short lecture on economics concerning devaluation of the dollar in explaining "a fractional rise" in business during the season which ended last week-end (8-9) over the 1950 stretch.

Guenther reported that per capita spending was up 13 per cent this year and had been increasing steadily over several years. At the same time, attendance has been falling. His reasoning was that the purchasing power of the dollar has been decreasing, but less so at parks than is true with other goods or services. Guenther holds that Olympic customers do not realize that fact, and, for example, brought \$1.50 to the park for spending this year where they brought \$1 in 1950. They felt they need the extra cash to get the same amusements they received last year for a lower price, according to Guenther, and Olympic has gained from such action.

Guenther feels that defense-effort money has made itself felt at the park in one way or another. While plants in the area may not be engaged directly in war production, they are making what other factories did before starting defense orders. Average weekly earnings in the Newark, N. J., area, a principal customer region for the park, are at their highest, and unemployment thruout New Jersey is low. However, the park's rise was accomplished while general retail business in the area fell off from 1950. Guenther could not account for that fact and was prompt to admit that the whole matter of Olympic business was one of theory.

He is still seeking an answer to an advertising pitfall. In the past, local and New York radio time has failed to produce, in the latter case, simply because of distance. Gotham radio time's cost also is prohibitive. With television looming large, Guenther still must contend with high rates.

(Continued on page 68)

Rocks' Playland, NBC-WNBT Deal Builds Record Crowds

NEW YORK, Sept. 15. — With the close of its full-time season Sunday (16), Rockaways' Playland, which will remain open Sundays thruout the winter for the first time in its 23-year history, announces that the season-long promotion between the park and WNBC-WNBT proved one of the biggest boosters to business the park has had in its history of 53 years of operation, according to A. Joseph Geist, president.

Personally supervised by Geist and Ted Cott, station manager of WNBC and WNBT, the promotion was credited with bringing thousands of people to the park for the first time. WNBC and WNBT set

aside \$6,000 a week to finance the tie-in.

Promotions included a contest at the park to choose "Miss WNBT," special transcribed recordings by WNBT and WNBC personalities broadcast by RVRP (Radio Voice of Rockaways' Playland), the park's public-address system; radio and TV commercials aired over the p.a. system; radio and TV station-breaks boosting Playland; the use of WNBT and WNBC stars as judges for the park's numerous promotional contests, and other tie-ins.

100 Plugs a Day

According to Dick Geist, as many as 100 announcements from

WNBC and WNBT were made at the park during some 12-hour periods. RVRP, which covers an area of 10 square blocks, broadcast transcribed announcements especially recorded by such TV personalities as Skitch Henderson, Wayne Howell, Francey Laine, Ed Herlihy, John Neggie, Johnny Andrews, and others. Typical recording would run something like this: "Hi, folks, this is Skitch Henderson. Hope you're enjoying yourselves here at Rockaways' Playland. Don't forget to tune in my program on WNBT tomorrow at . . . etc."

Also aired were one-minute

(Continued on page 67)

A. C. Outlaws Cop Raids on Group Games

ATLANTIC CITY, Sept. 15.—Police here were ordered recently to make no more raids on the Boardwalk establishments where Skillo or other bingo-type games are played while the matter of their legality is still before the courts. The order was an aftermath of a raid by six off-duty patrolmen on a Skillo parlor on the "Walk."

"This police action was not in the public interest and it may operate to jeopardize the trial," said the order of Police Chief Harry Saunders. It added that no more arrests of this type were to be made except on orders from Saunders because the Atlantic City police have an agreement with Atlantic County Prosecutor Lewis P. Scott to do nothing about the bingo situation here until the test court case is entirely out of the way.

A group of bingo parlor operators have appealed to the courts against the New Jersey Attorney General's decision to close up the games and August 8 they obtained a temporary injunction from Superior Court Judge C. Thomas Schettino. This injunction prohibits the police from closing up games by means of threats, but does not specifically rule out arrests. The six police raiders arrested 10 employees, including the alleged manager, and confiscated more than \$1,300, which they said had been bet.

Rocks' Spot Fails to Show Huge Profits

Early Predictions Fail to Materialize Despite Crowds

NEW YORK, Sept. 15.—Despite reports thruout the season that business was booming at Rockaways' Playland, the finish of the regular season Sunday (8-9) saw park executives claiming only a slight increase in gross over 1950.

The margin of increase was slight altho management said huge crowds flooded the Rockaways area for a Mardi Gras, to be an annual, which ended Saturday. Spending per capita during late August and September rose sharply, but the season-long edge over 1950 was maintained mostly by volume trade. Principal beefs at Rockaways were concerned with over-all increased costs since start of the Korean conflict. A general stepped-up defense effort has failed to send extra coin to the park because it is not in a main industrial area.

In the other direction, the management felt their multi-faceted tie-up with radio and television stations WNBC and WNBT here of the National Broadcasting Company had done much to bring extra business. The link began in March and will run continuously thru next year. Management also held that weather was better this year.

Extra Sessions

Rockaways stayed open from 1 to 6 p.m. this week. Today and tomorrow regular hours will be observed. The park then will shutter, with the exception of its kiddieland, a goat ride, Pretzel ride and a few food stands and concessions, for renovation. If the play is heavy enough on week-ends other major rides may be opened. For the winter NBC is allowing \$6,000 per week in advertising time.

Last free act of the season was the Ortons, swaypole.

50G Suit Charges Discrimination by Philly Pool Ops

PHILADELPHIA, Sept. 15.—Ten individuals, one corporation and two unincorporated associations, operators of nearly all the swimming pools in the Philadelphia and suburban area, are named as defendants in a \$50,000 damage suit which seeks to restrain the public pools from alleged discrimination against Negroes.

The action was filed in the U. S. District Court here by Rev. Harrison DeShields, director of Christian Education at the Tindley Temple Methodist Church. In his suit, Rev. DeShields avers that he was refused admission to Crystal Pool at Woodside Park here July 7, "solely because of his race and color." He added there were other numerous violations of the State and federal constitutions.

Thomas D. McBride, attorney for Rev. DeShields, said the suit followed an investigation by the local branch of the American Civil Liberties Union. The action was filed against Norman S. Alexander, president of the corporation operating Crystal Pool and Woodside Park, and all the other officers; the Philadelphia Suburban Pool Swimming Association, and its secretary, Vernon Platt.

There has been much agitation for several years now among civil liberties forces in the community over the alleged discriminatory practices of the swimming pools and roller skating rinks. In both instances, patronage is handled on a membership club basis and the contention is held that the so-called clubs serve only a means of keeping out Negroes.

TAKE BUT ONE MINUTE, PLEASE...

Help yourself and The Billboard by filling in the coupon on

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ROSENTHAL REPORTS

Palisades Credits Ads, Ballyhoo for 14% Hike

NEW YORK, Sept. 15. — Advertising, promotion and transportation were cited by Irving Rosenthal, co-owner of Palisades (N. J.) Park, as reasons for a 14 per cent rise in business this season over last.

The spot across the Hudson River from Manhattan wound up its 1951 season Sunday (9) after a week of bargain days, eliminations in the Mrs. America contest and a New Jersey Republican outing which lured 28,000 persons Saturday. Excellent weather for two days produced high returns.

Rosenthal felt that weather thru 1951 was not near as good for Palisades as it had been in 1950. Decoration Day and Labor Day periods, particularly, were struck this year. On the other hand, he said, extra cash made its appearance in the hands of defense plant workers. Per capita spending rose appreciably over last year.

New Patrons Aid

Business increase also was traced to a new crop of patrons coming from Upper Manhattan and the Bronx. In transportation matters, he claimed that the park gained rather than lost by elimination of the ferry which formerly linked the park and New York. Busses were substituted. In the works for 1952 is a tie-up by which two Gotham bus firms would send loads of passengers from Tremont Avenue and Fordham Road, main highways in the Bronx, directly to the park. The trip and admission to the spot would cost 50 cents.

Rosenthal also praised swimmer-

cowboy name, Buster Crabbe, as instrumental in giving the park its best year ever. Crabbe acted as a swimming instructor for the major part of the season. At present, park Superintendent Joe McKee is working on construction of a kiddie Roller Coaster and general renovations tasks are proceeding.

Season Closed At Edgewater; Plan Buildings

DETROIT, Sept. 15.—Reversing the usual procedure of staying open for several September weekends, Edgewater Park closed Labor Day night (3), altho other local parks, including Jefferson Beach, operated by the same management, were slated to remain open a little later.

Plans for 1952 are indefinite, but include conversion of the skating rink into a ballroom and reopening with a name band policy early in May. Detroit has lacked a major close-in summer spot using name bands for the past two seasons. Two new concession structures, to replace old buildings, also are planned to house Arkansas Kids and Hole in One.

Louis Wish, concession proprietor at Edgewater, reported that this season's business about equaled 1950. He is taking four concessions on the road to play about five stands, with a crew that includes Ralph Lewis, Louis Brown, Jack Zeman, Freddie Bartch, Frank Torpey and John Smith.

Harry Currie concession superintendent, and his wife, Evelyn left to join the Cavalcade of Amusements at the Michigan State Fair. The Curries will not return to Edgewater next season, but plan to operate their own concessions in an Eastern park.

Harry Wish, associated with his brother operating the concessions, left for his home in New Orleans.

Louis Wish's other operation, Summit Beach Park, Akron, proved highly successful. The park, tentatively slated for closing soon, will continue open as a result of Wish's promotion of the concession end there.

The Summit Beach operation has been managed by Donald Wish, a son, and his wife, Faye, who will remain in charge next season. Plans call for considerable improvements.

RELIC RESTORED

Fire-Razed Carrouel Runs Again

NEW YORK, Sept. 15.—Central Park Carrouel which was razed by fire late last year is again in operation at Bronx Beach Playland, small spot in the upper part of this city owned and operated by Dr. Sarah E. Mossew.

She purchased the 44-horse device from Myron Lomborg, who operated the ancient ride at Central Park before it was struck by fire. Renovation work took nine months, but Dr. Mossew did not reveal the cost. Her location also includes Boat, Chairplane and Airplane rides.

The Carrouel was put into operation Saturday (8) and will continue to run as long as weather is favorable.

Gotham Funspots Click

Continued from page 66

that customers were spending more in the belief that it was necessary to obtain what they received for less in 1950. Defense money also was significant factor in the play at Olympic.

Rockaways' Playland was in the odd position of doing excellent business all season, according to management's reports, yet wind-

ing up the regular stint only a bit ahead of the 1950 sum. Tho a final-week Mardi Gras drew heavy crowds, the execs reported, the situation was not materially altered. Since the spot is not in a defense production area, no extra money from that source. Park pilots also felt that high costs cut their profit margin.

Labor Day NSG

Perhaps the biggest disappointment of the year was the Labor Day week-end, which was pretty much a bloomer all along the East Coast. Other holidays were struck by weather but not with such severity.

In the kiddie department, operator Bernard Berkley learned as he went along with his outsized Fairyland, located on a principal highway in this city's suburban Queens Borough. A newcomer, Berkley put the spot into full operation this year, went heavy on advertising and found that his best days came when weather was cloudy and cool, keeping patrons from beaches and sending them to Fairyland. When the elements were favorable, Berkley enjoyed excellent business.

Arthur Nelson, ride manufacturer who operates a kiddie park a goodly distance out from the city on Long Island, did well enough this season to be in the market for a few more six-ride locations. Nelson builds all rides used by his spot and holds operating expenses to an extremely low level.

New Artery Will Benefit N. J. Resorts

ATLANTIC CITY, Sept. 15.—Another step toward the development of the South Jersey resort area will be the opening of the New Jersey Turnpike in November, which will link New York City and Wilmington, Del., with a high-speed super highway. It will also provide a time-saving route from New England and New York State points to Atlantic City, Ocean City, Wildwood, Cape May and the other South Jersey resort towns, according to Paul Troast, chairman of the Turnpike Authority.

Speaking to members of the Atlantic City Rotary Club this week, Troast said the new speedway will stimulate increased travel by motorists from the New York area to the seashore resorts in the Atlantic City area. Business here and in the other near-by resorts, already bolstered by the opening last month of the Delaware Memorial Bridge, is expected to be given another major boost when the super roadway is opened. The bridge links New Castle, Del., with Pennsylvania, N. J., in spanning the Delaware River. Local interests feel that the Turnpike, like the bridge, will aid in the stimulation of off-season travel to the resort.

Indian Point Gross Tops 1950 by 12%

Kelmans Contracts for New Herschell Ride Units, Coaster in Future Planning

PEEKSKILL, N. Y., Sept. 15.—As of last week-end (8-9), operator Ed Kelmans reported that his Indian Point Park here, originally scheduled to close at that time, had gained business 12-15 per cent above the comparable period last year, the park's first season of play.

Tho slated to close, the spot remained open to catch outings this week-end and next (22-23). Kelmans said the seven days ending last week-end were only tepid and spending fair. Over the season, tho, spending rose 6-7 per cent, with none of it due to any increased defense production dough.

He felt that weather this year for Indian Point was much worse than in 1950, with July 4th the only solid holiday and several week-ends struck by rain. He attributed the rise in business to increased boat outings from New York City, principal customer source for this Hudson River location. He plans to enlarge his booking staff for next season.

On a recent trip to fairs Kelmans stopped off at the Allan Herschell Company in North Tonawanda, N. Y., and laid out \$25,-

000 for a Little Dipper, Sky Fighter and Auto and Water Boat rides. In the works at Herschell is a major Roller Coaster ride, and Kelmans is definitely interested, waiting for it to reach the production stage. A Pretzel ride also is being considered for 1952 at Indian Point.

Upcoming is a Florida trip for Kelmans, where he once more will search for a natural location, such as a zoo or spring, on which to build a kiddie spot. He is considering the Daytona Beach area, and if a deal materializes many of his Indian Point concessionaires will string along for the winter. He probably will store the Herschell rides somewhere in Florida. Kelmans last year tried to locate in Florida but felt he started activity too late, and nothing came of the venture.

Playland, Rye, Season \$\$ Up

RYE, N. Y., Sept. 15. — Take for the season at Playland here was described by director Allan E. MacNicol as a comfortable bit ahead of the 1950 gross, following the closing week-end (8-9).

MacNicol said that weather for the park was not as good as that enjoyed last year but that a fast start did much to put Playland ahead for the year. The closing week, with a fireworks display offered Friday (7), was just normal, he said, altho outings were heavy.

At present, Playland is making ready for the opening of its ice rink October 26, for a run that will last thru late this winter.

GALVESTON PIER CLOSES AFTER BEST SEASON YET

GALVESTON, September 15.—Galveston Pleasure Pier ended its 1951 season Labor Day after the best business in the four years it has operated, Jack Mankey, manager, announced. Altho the spot is more than four years old, it never was in full-scale operation until leased by the present occupants in 1948.

Ballroom, recently air-conditioned and refurbished at the cost of \$100,000 grossed close to \$42,000, Mankey said. Top admission is \$4 per couple on Saturday nights, Monday features Ladies' Night, with free admission for the feds and a \$1 tab on their escorts. Bands the past season included those headed by Clyde McCoy, Dean Hudson, Richard Bovio, Nick Stuart, Curley Broyles and Paul Neighbors.

Only other admission charging spot is the Summer Circle Theater Playhouse where five plays-in-the-

round were presented to almost capacity between June 15 and Labor Day. Dramas staged were *Our Town*, *Hay Fever*, *Tobacco Road*, *Taming of the Shrew* and *Smilin' Thru*.

Weakest link in the set-up this year was the concession area, this year themed as a Southern village, Mankey said. Units were operated this year under supervision of Joe Shaughnessy and opened with four stands, balloon darts, grocery store, short range shooting gallery, original electronics bombing game, cigarette pitch, penny arcade, archery range and kiddie rides.

By the end of the season the balloon darts, kiddie rides and archery range were left, the last named operated by James J. Lynch, noted archer.

Good crowds turned out for the spot's outdoor movies, which ran second run flickers at the stadium.

Playland, NBC-WNBT Deal

Continued from page 66

commercials plugging WNBT and WNBC sponsors, including such advertisers as Pepsi-Cola, Piel's Beer, Esso Gasoline, Nedicks' Orange Drink, and others, as an added merchandising service by the station to its sponsors. Meanwhile, daily station breaks on the station were heard urging listeners to visit Rockaways' Playland and describing the amusement park's rides.

Personalities Participate

In the contest to choose "Miss WNBT," staged June 16th after three elimination contests held at the park May 26, June 2 and June 9, WNBT provided Skitch Henderson, Ed Herlihy, and Francey Laine to act as judges. Co-sponsor of the promotion was TV Guide Magazine, which devoted six consecutive issues plus a front-page picture to the contest and its winners, WNBT, and Rockaways' Playland. A total of 23 pictures

on the event, all including WNBT and WNBC stars, plus a wide assortment of newspaper and magazine space, appeared in metropolitan dailies during the month-long promotion.

Under the supervision of WNBT, a merchandising tie-in was arranged between the station, Playland, and 150 Ralston Food Stores in Brooklyn, Queens, and Long Island. Stores distributed one free coupon, good for a free ride at Rockaways' Playland any weekday from 1 p.m. til 6 p.m., with every purchase made. Ralston announced the promotion in paid commercials on the station and in newspaper ads in *The Brooklyn Eagle*, *Long Island Daily Press*, *Long Island Star Journal*, *N. Y. Journal-American* and *New York Post*. Approximately 501,000 coupons were distributed thruout the season, of which the park received and honored 28,000.

Minervinos Plan 1952 Expansion

LAKE HOPATCONG, N. J., Sept. 15. — Island Kiddieland at Bertrand Island Park here closed its initial season successfully, according to Owners Ralph and Ettore Minervino, who plan to expand their layout for the 1952 season.

The operators started the year with three rides and did better-than-expected business despite a rained-out Labor Day week-end and much rain in mid-June and early August. The season was the Minervinos first in the amusement business.

Tivoli Crowds Top 3 Million

COPENHAGEN, Sept. 15. — Tivoli wound up its 109th season at midnight Sunday (9) by chalking up the highest attendance of 1951, with 70,000 paid admissions. Saturday's (8) gate also was a near-record one, with 49,000 paid admissions. Total paid attendance for the 1951 season, May 2-September 9, hit 3,195,000, second biggest season in the park's history, topped only in 1946, when paid admissions totaled 3,313,000. Sale of season tickets also registered a record 17,000, topping last year's sales by 3,500.

Tivoli was managed this season by two new directors, Mrs. Inge-Lise Bock and Henning Soager. Making the attendance record more outstanding was the fact that the park had to buck the worst weather ever experienced.

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.

Permanent Kiddieland WANTS
To book Little Dipper for 1942 season on percentage.
BOX 822, c/o Billboard Pub. Co.
390 Arcade Bldg. St. Louis, Mo.

FOR SALE—BARGAIN
Miniature Train, complete unit. Locomotive Diesel type and three cars; 270 ft. of track. Slightly used for private use only. Price, \$2,250.00 cash.
ACKERMAN
44 Wayways Ave., Middletown, N. Y.

ANY SIZE  ANY CAPACITY
MINIATURE TRAIN CO.
RENSELAER, INDIANA

FACTORY DEMONSTRATOR SPECIALS
Priced To Sell!—Never Been Used!
1—ONLY—KIDDIE AUTO RIDE
2—ONLY—KIDDIE BOAT RIDES
1—ONLY—SKY ROCKET RIDE
Now taking orders for New Rides—Styled for 1952!
WRITE, WIRE OR PHONE TODAY
MAR-CRAFT, INC.
12 Miles East of Buffalo on Route 55
CLARENCE, NEW YORK

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.

Los Angeles Builds For Ringling Show

Late Arrival Hurts Opening Business; San Diego Ends Okay Attendance-Wise

LOS ANGELES, Sept. 15.—Opening here Monday (10) for a seven-day run, the longest it has ever played this city. Ringling Bros. and Barnum & Bailey Circus got off to a bad start, both business and performance-wise. Show gave its opening matinee performance nearly two hours late because of a delayed arrival.

Moving in here from San Diego, where the show played to good business but no sellouts Saturday and Sunday (8-9) under the auspices of the Welfare Foundation of the Lions Club, the first train section was not at the lot until nearly 9 o'clock Monday morning. Delay was caused by the necessity of turning the cars after arrival.

The first matinee was light with the night show satisfactory. Tuesday's performances built with good matinee and evening shows on Wednesday. Evening shows from Thursday thru Saturday were sold out in advance.

The show lot is at the corner of Rodeo Drive and West Jefferson Boulevard, on the outskirts of Culver City. Spot is served by city bus lines with plenty of parking. At the start of the engagement, parking lot operators

opened with \$1 prices but quickly cut them to 50 cents when cars passed them up.

Local newspapers and radio stations have been most co-operative. Radio and television spots, sequences and interviews hit around 250. Frank Braden got neat newspaper breaks, despite war and paper shortage.

Santa Ana, Calif., played Thursday (7), came up with two three-quarter houses.

King Reaps \$\$ As Carolinas Market Crops

MONROE, N. C., Sept. 15.—King Bros. Circus continues to rack up big business in the Carolinas, hitting the area at the height of a bumper tobacco and cotton marketing season. Stand here Wednesday (12) produced a three-quarter matinee and close to a capacity night crowd, typical of most towns during the past several weeks.

Lancaster, S. C., played the previous day, had a weak afternoon show due to schools remaining open but made up with a straw house that night. Charlotte, N. C., played Monday (10), was a carbon copy of the Lancaster date despite Ringling advertising of October 27 date.

Lack of sponsor and more Ringling advertising at Winston-Salem, N. C., was blamed for two half houses there Saturday (9). Statesville, N. C., Thursday (8), and Gastonia, N. C., Wednesday (5), produced two overflow night shows with matinees slightly under capacity.

Recent visitors included R. M. Harvey, vet show agent.

North's Talent Hunt in Europe Bears Little Fruit

COPENHAGEN, Sept. 15.—Local newspaper carried a big story stating that John Ringling North had engaged Albert Schumann and the Schumann horses for next season with the Ringling-Barnum circus. Story is inexact as, while North admitted that he would like to engage young Schumann, the Schumanns have a very prosperous circus here and are opposed to crossing the Atlantic with their horses, which are a big feature of their circus.

From reliable sources it can be stated that the only act lined up here by North was the (2) Linars, tight-wire act, working with the Circus Belli. North is also said to have taken an option on John, a very young but exceedingly fine contortionist-equilibrist, also with Circus Belli. This boy will not be old enough to be permitted to work in the United States for at least two years.

Fairmont, N. C., Okay for Campa

FAIRMONT, N. C., Sept. 15.—Campa Bros. Circus, taking advantage of increased spending brought about by big tobacco harvests, played to a three-quarter house at both its matinee and night show here. Weather was good.

COLE SHOW SALE TO BAXTER OFF

CHICAGO, Sept. 15.—Negotiations for the purchase of Cole Bros. Circus by T. R. Baxter, of Houston, have blown up.

"Baxter is unable to furnish me with proof that he is able to handle the deal," Bill Horstman, Cole vice-president, said upon his return from Houston this week.

Suesz's Hagen Wins in East; Tag Unchanged

CHICAGO, Sept. 15.—Howard Suesz, owner of Hagen Bros. Circus, said here that his show had enjoyed a good season in the East this year. Stands thru the Middle West, the winners, were less spectacular, he said.

Show is moving into Arkansas and Texas. Original plans called for it to make Kansas City, Mo., and agents were there at the time of the major floods. Route was changed because of the floods, Suesz reported.

Suesz explained that there has been no change in the titles of his shows. The canvas circus continues as Hagen Bros. and the indoor unit is Clyde Bros. Use of a combined Hagen-Clyde title resulted from forms prepared for use by either show, he said, and the combined titles were used accidentally in several towns.

Macon Moose Plan Halloween Circus; Conaway Directs

MACON, Ga., Sept. 15.—Macon Moose Lodge has decided to repeat its Halloween circus this year, and last week elected Paul M. Conaway to serve again as chairman.

The show, a free event designed to take children off the streets and keep them out of mischief on Halloween, drew a huge crowd last year. A program of 18 professional acts was presented last year, and plans call for a similar type show this year.

Moose event was credited by local police with reducing Halloween vandalism to an all-time low. A pledge card is all that is required at the gate.

Show again will be presented at city-owned Porter Stadium.

Mo. Towns Good for Rogers After Clash With Beatty

POPLAR BLUFFS, Mo., Sept. 15.—Rogers Bros. Circus pulled capacity or near-capacity crowds at its first two Missouri stands this week, following a clash with the Clyde Beatty Circus at Cairo, Ill. To avoid playing day-and-date with the railroad org at that Illinois town on Monday (10), Rogers officials made a settlement and switcher to Paducah, Ky. The two shows did, however, continue their billing war over Jonesboro, Ark., played by Beatty on Tuesday (11), with Rogers skedded to move in three days later.

Despite threatening weather and some rain here in Poplar Bluffs, org's Wednesday (12) afternoon and evening shows were slightly below capacity. A day earlier at Sikeston, Mo., an overflow house greeted the matinee performance and the night show went off before a capacity crowd.

Two-day stand at Evansville, Ind., Friday and Saturday (7-8) was satisfactory as a whole. Altho the first matinee was held until 3:30 p.m. for closing of schools,

Beatty, Rogers Battle Over Ill., Ark., Towns

JONESBORO, Ark., Sept. 15.—Clyde Beatty Circus, after resorting to a settlement to avoid playing day-and-date with Rogers Bros. at Cairo, Ill., Monday (10) entered a second billing war with the truck org prior to its Tuesday (11) stand here. Rogers, stressing its Shrine auspices, heavily advertised the Friday (14) stand.

Despite the battle, however, Beatty came up with almost a capacity crowd at its night show after about a third-house showed up for its matinee performance, which started at 5:15 p.m., due to delays en route. Jonesboro folks came out strong, however, and despite cloudy weather, gave the show a three-quarter matinee and near-capacity that evening. Meanwhile, Hagen-Clyde Bros.

Circus #58 entered the battle by slipping into Longview, Tex., for a Tuesday (11) show, just 11 days before Beatty was skedded to play that town.

Two performances at Harrisburg, Ill., Sunday (9) were losers for the railroad org, with seats only 25 per cent filled. Danville, Ill., was much better Friday (7) when the matinee brought out a half house and the evening three-quarters.

This latter attendance was a repeat of business in Crawfordsville, Ind., Thursday (6).

One N. E. Town Off for Mills; Others Strong

BARRE, Vt., Sept. 15.—Despite steady afternoon rains here Tuesday (14) Mills Bros. Circus pulled a three-quarter house at its matinee. Clearing skies resulted in close to a full house for the evening performance. Schools in the area closed in the afternoon to allow small fry to attend.

Brattleboro, Vt., Saturday (8) was one of the few poor New England stands, producing only quarter houses for two shows.

Sponsor co-operation, along with press work by Dean McMurray, added up to big business Friday (7) at East Windsor, Conn., a suburb of Hartford. Altho the lot was some 10 miles from the latter city, show tabbed two three-quarter houses.

Belli Presents Strong Program In Copenhagen

COPENHAGEN, Sept. 15.—Circus Belli is playing long stand here to good biz. Show has a large green-topped big top hung on four large metal poles, which seats about 2,000. Boxes and reserve chairs are attractively covered with imitation leather. Program is excellent and paced at speedy tempo.

Margot & Kurt open with neat acrobatic stunts on two horses. Three Jolandis, two men and a fem, follow with speedy tumbling and zany acro gags. Black & Scott offer comedy hand-to-hand routine, with several good straight lifts. Steckel Brothers on in acro, balancing and tumbling medley. Climax is an unusual toe-to-toe hold with one man hanging on straps from wire.

Senior Don Jose puts 10 Liberty horses thru their paces, followed by Margita Jose with eight Shetland ponies. Don Jose also puts a beautiful horse thru complicated high-school paces. Christian's large group of small dogs are well trained and quite amusing.

Two Antalias, man and girl, work very fast in daring aerial act, with breakaway by girl as

(Continued on page 69)

Weber Puts in Worst Season With Flamante

SANTA BARBARA, Calif., Sept. 15.—Herbert Weber's Circo Flamante has come thru what he called the worst season in the show's history and now is pulling better business in established territory.

Weber was injured seriously in the first of two damaging traffic accidents involving show vehicles and was hospitalized for two weeks. His wife, Chatita Escalante Weber, has not been on the show this season because of ill health.

Business declined while Weber was in the hospital, and the show, he said, has had only seven winning days this year. Blowdowns at Gallup, N. M., and Flagstaff, Ariz., also rapped the show.

Receives Fairchild Circus Paintings

SAN ANTONIO, Sept. 15.—Presentation of 16 circus paintings by Frank Leslie Fairchild to the Harry Hertzberg circus collection at the public library here, was announced by Vivienne Mars, librarian in charge of the Hertzberg collection.

Fairchild, Bridgeport, Conn., industrialist, has displayed the paintings at the Barnum Festival at Bridgeport. The paintings were made on the Ringling-Barnum circus and include portraits of Emmett Kelly, Felix Adler and Lou Jacobs as well as views of animals and other circus scenes.

HOOSIER TURNOUTS BIG FOR KELLY-MILLER SHOW

PRINCETON, Ind., Sept. 15.—Al G. Kelly & Miller Bros. Circus continued its winning ways in Indiana, playing to at least one full or near-full house each day. Despite threatening weather here Wednesday (12) with the stand just two weeks after the county fair, org pulled a three-quarter house at its matinee and close to a full ten' in the evening. Altho unsponsored here, it was the first show in four years and schools closed at noon.

Huntingburg, Ind., played the

previous day, turned out a three-quarter house for the matinee with the evening show playing to slightly less than capacity. One matinee show at Mitchell, Ind., Sunday (9) came up with a near-full house and the performance was well received.

Opening game of the high school football season at Columbus, Ind., Friday (7) failed to hurt attendance. Night show was flooded with an overflow of patrons while the afternoon crowd was a three-quarter house.

TAKE BUT ONE MINUTE, PLEASE...

Help yourself and The Billboard by filling in the coupon on

FACE 57



WANTED
BIG TOP BOSS CANVASMAN
BOSS SEAT MAN
SIDE SHOW BOSS CANVASMAN
TALKER FOR SIDE SHOW
HAGAN-WALLACE
3-RING CIRCUS, INC.
 AS PER ROUTE

6- PHONEMEN-6
 Annual Indoor Circus dates. Strong auspices. No drunks or limbsters tolerated. All winter's work. No collect calls or wires accepted.
 Contact by wire, mail or phone.
HARRY MASON
 Hotel Gibraltar Paris, Texas

Promotional Directors
 Want Men capable of getting money. Plenty of good towns, good auspices. Indoor Dates to follow. No Drunks or Limbsters. This is not a finance corporation. Wire immediately where I can phone you, do not call me. (Jack Kay answer.)
BILL MORRIS
Kelly-Morris Circus
 Georgetown, Ohio, Sept. 19; Frankfort, Ky., 20; Richmond 21; Danville, 22; Somerset, 24; Glasgow, 25; Russellville, 27; Hopkinsville, 28; Murfreesboro, Tenn., 29.

5 PHONEMEN-5
SHRINE CIRCUS
 Starting now Hagerstown, Md.
 Also have opening for good dates around Washington, D. C. Steady work until November. Banners, UPC's. No collect. Wire or phone
MEARI N. JOHNSON
 Dagmar Hotel Hagerstown, Md.

PHONEMEN
 10 Weeks 30 Weeks
 WANT experienced Phonemen, sober and reliable, who are not afraid to ask for money. Guarantee you see son's work and good auspices—Police, Firemen and Grotes. 25% on ads in Year Book. 20% on Show Tickets. We pay collectors. We set the twice a week. Excellent treatment if you deserve it. Write or wire **TOM HASSON**, Care Binghamton Hotel, Binghamton, N. Y.

WANT TAP MEN
 Good Tap Men for year round proposition National Funeral Directory publication—commission 65% and bonus—must have good front and ear. Hundreds of renewals—publication in third year of Denny Lewis, Jim Wilder, Dave Picard, have good deal for you. Have excellent proposition for Men on West Coast.
C. W. (Red) Davis
 P. O. Box 41 Amsterdam, N. Y.

WANT RODEO
 For the Garland County (Arkansas) Fair Association (Hot Springs) for week of Oct. 15, 1951. Six big days and nights. Last year's attendance 50,000. A real Rodeo Town. Good position. No time to write, wire or call.
RAY OWEN
 Telephone 1100 Hot Springs, Ark.

WANTED
 Two capable Phone Men
SAM WARD
 Polack Brothers Shrine Circus Office
 116 W. Markham St., Little Rock, Ark.

ATTENTION
 Will Capt. Walter Jenner and Grover O'Day kindly write me immediately.
J. L. KEYES
 P. O. Box 198 Peru, Ind.

FOR QUICK SALE
 Sacrifice complete 5 Truck Circus with Menagerie. Can be seen in operation \$12,000 cash.
J. J. BARKLEY
 2256 South Shelby St Louisville, Ky

WARNING
 To Ringling Bros.—Barnum & Bailey
HENRY L. BRUNK
COMEDIANS
 Will day and date you, Clavin, N. Mex., Sept. 24. When we take all the business, don't say we didn't warn you.

GIVE TO THE RUNYON CANCER FUND

COPENHAGEN UNITS SCORE GOOD SEASON

JOHANNESBURG, South Africa, Sept. 15.—Boswell Bros.' Circus, largest show in this country, is in Southern Rhodesia, and altho capacity crowds were anticipated, Manager Stanley Boswell said that business has been beyond expectations.
 Playing the first Rhodesian town, West Nicholson, it was found necessary to add another 40-foot center piece, making a three-pole big top. Bulawayo gave straw houses matinees and nights, and Salisbury produced the same. The price policy for Rhodesia has been stepped up, with seats for Europeans going for \$3, \$2 and \$1.50, and 75 cents for natives. The American dollar is worth seven shillings, four pence in Rhodesia.
 New seats with back rests have been added to the \$2 section of the 4,500-capacity big top. A new canvas-carrying truck also has been added. The Rhodesian press has given the show a solid play

New Territory
 Jaunt into Rhodesia marked the first time it has been made in 10 years. The Boswell family, who came to South Africa 37 years ago, have been importing European acts for the past three years. An entire new talent line-up is offered every year, and it pays off in that the same territory can be played repeatedly without acts losing their novelty.
 Season here is 12 months, with no winter break. The show usually gives two performances a day, except in this city, where three performances are given Saturdays. There are no Sunday offerings. Before the new center piece was added the big top was 110 feet, with one 40-foot center piece. The menagerie is covered by a 110-foot round top, with all tops coming from England

May Add Band
 The circus has not used a band in several seasons, but Manager Boswell is planning to use a 10-piece outfit next year. At present, records and amplifier are used. The show carries one African and four Indian elephants, 20 ring horses, ponies and zebras, 10 full-grown lions and baboons. No chute is used for lions' entrance, but the traveling cage is backed up to the ring cage.
 Show was an all-rail unit until six months ago, when a truck was added to carry canvas. The arrangement saves time, since the canvas is on the next lot well ahead of the show train. The circus averages 7,000 miles a tour.

Johannesburg Longest
 Longest stands are in this city, three weeks, and Cape Town and Durban, two weeks each, with the entertainment tax on tickets averaging 20 per cent. To date, the show's paper has been supplied by

South African sources and is mostly window and display-card size. Lithographing is good, and pictures of each act are displayed on all billing in addition to appearing in the 16-page program, which carries no advertising.
 All equipment is in good condition, and running time of a performance is two and a half hours. The ticket wagon uses three sellers, two for Europeans and one for natives. The railroad's rolling stock is used, but no flats are in the show train, which retains two shapers thruout the tour. Wagons and cages are all steel.

Program Listed
 This year's line-up, presented in one ring, includes: Stanley Boswell, lion taming (10); baboons and ponies; Phantom and Night, high school horses; Annie and Buddy, hand-balancers; Atom, Lucky and Koko, clowns; elephants presented by Boswell; the Ape, trapeze; the Revolving Del Rios; Boswell's Shetland ponies; Two Kemps, barrel act; mules and zebras; Maria Chy's Tien Tsien Troupe; Miss Joan, bareback rider; Sheridan Brothers, wire act; Liberty horses; the Morellys, double trapeze, the Riding Machine and the Douglas Troupe, springboard.

Circus personnel, in addition to Boswell, includes: A. J. Hanlon, publicity; H. Boswell, accountant; A. Clothier, secretary; E. Mariani, equestrian director; M. May, ring stock superintendent; G. Pinder, loading superintendent; H. Nel, lights; R. Doyle, transportation; S. Mayes, advance; G. Morrison, canvas and S. Pinder, I. Nel and G. Morrison, tickets.

Belli Presents

• Continued from page 68
 finale. Alfredos, two men, a boy and a girl, present good trampoline-casting act, with girl doing 75 back somersaults. Frank Wilson, an Australian, stops the show with comedy musical act. His slide trombone, ocarina and bag-pipe playing are tops.
 Two Linars, young man and girl on tight wire, have been signed up by John Ringling North. Man needs a little more confidence but is good—doing a forward somersault as climax.
 Pippo & Andreff are excellent in series of clown gags, highlighted by their concertina and clarinet playing and eccentric dancing. John, an extremely young Danish boy, is tops in tumbling, balancing, contortion and juggling. North has an option on him.
 Seven Rieffs close the show with speedy and good teeterboard routine. Unusually fine band, fronted by George Hansen, provides the music. Ted Wolfram.

Under the Marquee

Al Priddy, Oconomowoc, Wis., who bills himself as The Sage of the Circus, addressed Kiwanis and Rotary club members at Calgary, Alta., recently, pointing up the fact that cruelty is of no use in training animals.
 About 50 members of the Jorgen M. Christiansen Tent, CFA, visited the Ringling-Barnum show at the Cow Palace, San Francisco, September 1. Dewey D. Shannon, veteran advance man with Biller Bros.' Circus until the middle of July, has signed with Mighty Page Shows as advance man. He's billing fairs in North Carolina for the shows.
 Attending the Five-States Shrine Convention (Ohio, Illinois, Indiana, Michigan and Wisconsin) in Cincinnati September 14-15, was Dwight Pepple, general agent of the Polack Western unit. He returned to Chicago after the two-day festivities. The Shriners staged a parade and took in a display of fireworks at Ed Schott's Coney Island Park.
 R. M. Harvey, veteran general agent, was in Chicago Thursday (13) en route to his Perry, Ia., home, following his close with Campa Bros.' Shows.
 Barnes Bros.' Circus hit the front pages recently in Stanton, Neb., when animals and performers from the show gave a special morning performance for Mary Margaret Bado, 7-year-old youngster who is dying of cancer. The

4 PHONEMEN-4

Tickets and Book. 25%
DOC TATE
 326 N. Huron Wheeling, W. Va.
 Phone: Wheeling 2483

San Antonio Pacts All-Girl Rodeo

SAN ANTONIO, Sept. 15.—San Antonio will get its first view of the world's championship all-cowgirl rodeo September 25-29 at the Coliseum.
 The San Antonio Police Department Welfare Fund will sponsor the rodeo with Jerry Rippeteau, Corpus Christi, Tex., rancher-producer, representing the Cowgirls' Rodeo Association of America, signing for the appearance here.
 JOHNIE HERRIOTT, former Liberty Horse trainer with Cole Bros.' Circus, is attending Officers' Training School, Camp Chaffee, Ark., and would like to read letters from friends. His address is Pvt. Johnnie Herriott, U.S. 55145816, Camp Chaffee, Ark. Addie Mae Barnes and her son were among recent visitors to the Jay Gould Million Dollar Circus.
 Paul Stevenson, aid to Gov. Herman E. Talmadge, of Georgia, and a circus fan, was quoted on show history in a column by Fred D. Moon in The Atlanta Journal and Constitution recently.
 Shakey-Leg Murphy, after closing with the Beatty show, stopped off in Chicago and went to New York, where he planned to negotiate for a legit road company. Win Partello has left the (Continued on page 83)

More Dressing Room Gossip on Page 86

Cranbrook, B. C., Tabs 4,000 at Rodeo

CRANBROOK, B. C., Sept. 15.—Second annual Lions Club rodeo here drew over 4,000 customers for its two days despite a heavy rain on the opener. A capacity turnout witnessed the second day's events.
 Permanent bleachers at the rodeo grounds hold 2,600 and temporary bleachers were built for 1,200.
 Proceeds of the 1951 show go toward Lions Club community service work. Last year the club grossed \$12,000 but turned the net and an additional \$500 into permanent rodeo equipment.

4 PHONEMEN-4

Tickets and Book. 25%
DOC TATE
 326 N. Huron Wheeling, W. Va.
 Phone: Wheeling 2483

Dressing Room Gossip

Ringling-Barnum

Run into Santa Barbara, Calif., was made in good time with all sections arriving before dark. Long Beach was a railroad lot with the third section in the backyard. A number of movie friends showed up during the week to visit before the Los Angeles stand. Harry Ray caught the show in Long Beach and Dorothy Lamour and son, Ridgley, saw it at Santa Ana. San Diego was a big two-day stand. The local Lions Club sponsored the shows and the big top was full each show. Prior to the San Diego stand, Otto Griebbling made a trip to that city to attend the Lions Club Father and Son Banquet.
 J. A. Jewel visited and brought along his miniature band wagon and circus clock. Claire Faucett has been touring with the show since the San Francisco date. Kay Burslem's family and relatives visited here. Ben O. Wilson's son visited and took part in the spec. Visitors: Del Graham's mother, Harry Ray, Herbert Rhyman, Fred Frank, J. A. Jewel, Johnny Burnside, Ben Thomas from Sarasota, Mr. and Mrs. H. Genders, Delores Baldwin's sister and family; Kay Burslem's sisters, Althea and Percina and families, and Uncle Percy Clarke. — MARY JANE MILLER.

Campo Bros.

Jimmy Winter joined as legal adjuster during Joe Baker's absence. Joe has returned and Jimmy is ticket seller in the big top. D. J. Styron joined clown alley. Don Duncan is boss canvasman and ticket seller on the Side Show. Our folks visited King Bros. in Elizabeth. Emma Valdez is on the sick list. Doc and Mrs. Warner visited. Charlie, largest of the male elephants brought to this country in 1948 by B. C. Davenport, will be returned to the show from Mexico soon. It has been in Mexico several months.
 A new horse has been added to the riding act, and Ed Martin is answering all the questions about it. —MILLIE CURTIS

More Dressing Room Gossip on Page 86

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Wanted—Promotional Directors

Join on wire. No shortage of good towns with strong auspices. Phone Men, contact Jim Burke, Ed Lininger or Tom Dittio, care of the show. See route. Write or wire show.
Hagen-Wallace 3-Ring Circus, Inc., per route

Promotional Manager

To recruit, train and supervise Telephone Salesmen for nationally established and only recognized railroad publication in States west of the Mississippi. Phones are set and ready in 42 key cities. Renew advertising space on established accounts stand. We are subscribers to the Better Business Bureau and members, Chamber of Commerce, call for co-operation of the "A" railroads. This is a bona fide deal for men of high caliber, interested in a permanent connection with earnings the highest in the telephone business. Will furnish car to right man and wife team. Can use Phone Men for Omaha and Kansas City offices. Write, phone or wire; pay your own, please.
JOHNNY GAYNOR
 Phone Victor 8722
 ROOM 432, 1121 GRAND KANSAS CITY, MISSOURI

WANT CONCESSIONS AND SHOWS POLICE CIRCUS

October 5-6-7, Chattanooga, Tenn., WANT
 Side Show, String Show, Pit Shows, Working World, etc. Pete Cortez, contact. Grandstand and Midway Concessions, P.C.
 Want Midget Cop to work streets and schools, start now. Also work Show. Want Aerial Acts.

CANDY PITCH—OPEN

Act money paid in advance on arrival here or any recognized booking office at any time you say.
 Address:
POLICE CIRCUS
 P. O. Box 621 Chattanooga, Tenn.
 Phone 6-1814

ACTS WANTED

Am now contracting New Feature Acts for my 1952 Fairs, Television and Circuses
ERNIE YOUNG
 203 N. Wabash Chicago, Ill.

WANTED

PROMOTERS: Those answering previous ad, regret could not reply, as didn't have sufficient route. Answer again, giving plenty route, as mail has to be forwarded. Stoltz, Krumenacher, Devaney, answer. Give phone number if possible.
 ACTS: Can place acts for Indoor Circus to open October 30. State lowest winter salary and send photo first reply. Eighteen weeks' work last winter.
 LITHOGRAPHER with car to start October 28. Seale
JULIEN WEST
 Box 162 Ardmore, Oklahoma

PHONEMEN

King Bros. Circus Deals, Banners and UPC. Wire or call. No collect.
CIRCUS CHAIRMAN
 Negley Hotel Florence, Ala.

CIRCUS ACTS

WEEK OF OCTOBER 1
 Family Acts, Slack Wire, Acrobats, Jugglers, Teeter Board Bar Act, etc.
CHR'M CIRCUS
 Tel. 8414 532 1/2 Joplin St., Joplin, Mo.
 P.S.: Bono Harrell, get in touch with us.

TWO PHONE MEN

CLYDE BROS.' CIRCUS
 Wire or phone.
HARRY ALLEN
 Knight Templar Circus Office,
 Masonic Temple
 Des Moines, Iowa

TWO PHONEMEN

U.P.C.s, BANNERS BLOCK TICKETS, PHONES READY—INDOOR SEASON TO FOLLOW
JON F. SHAFER
 PHONE 5704 LEBANON, PA.

TELEPHONE SALESMEN

3 experienced Men for State Convention Program. Legal Order of Moose. Phones ready. Positively no collect or advances.
LOYAL ORDER OF MOOSE
 Jackson Bldg., Chattanooga, Tenn.
 Barney Spears and Reuben L. Stevens, come on.

3 PHONEMEN-3

For U.P. tickets and book
JACK SCHENCK
 Hotel Goodhue Port Arthur, Texas

WANTED—PROMOTIONAL DIRECTORS

Join on wire. No shortage of good towns with strong auspices. Phone Men, contact Jim Burke, Ed Lininger or Tom Dittio, care of the show. See route. Write or wire show.
Hagen-Wallace 3-Ring Circus, Inc., per route

Promotional Manager

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ALL-TIME RECORD GATE SCORED BY SACRAMENTO

Grosses \$1,086,944; Grandstand Up Sharply; Other Segments Rise

SACRAMENTO, Sept. 15.—Ending its 11-day run here Sunday (9) with a total attendance of 762,029, the California State Fair surpassed its 1950 mark and set a new record by besting its 1949 crowd of 698,235. Along with the turnstile clicking hike went revenue and attendances at events within the fair.

The nine days of horse racing accounted for grandstand attendance of 103,189 and a pari-mutuel handle of \$3,527,081. Last year the events were attended by 91,189 people and the wicket money amounted to \$2,579,148. Revenue in the afternoon events was boosted somewhat by the hike in admissions from 50 cents to 60 cents and \$1 including tax. Grandstand revenue rose from \$52,711.68 to \$80,063.20.

Comparative attendance figures follow:

	1949	1950	1951
Thurs. (30)	33,158	34,362	41,633
Fri. (31)	42,940	39,401	47,421
Sat. (1)	81,122	70,719	89,837
Sun. (2)	123,174	95,008	126,848
Mon. (3)	82,485	67,961	98,860
Tues. (4)	43,515	42,621	47,503
Wed. (5)	48,946	48,809	52,974
Thurs. (6)	49,873	47,487	58,309
Fri. (7)	65,359	46,610	53,041
Sat. (8)	70,476	78,402	80,777
Sun. (9)	57,187	59,876	64,886
Totals	578,235	631,256	762,029

Opening on a Thursday (30), the fair had good weather throughout its run. Unlike 1950 when the thermometer hit around 107 degrees, the night crowds for the first seven nights attended in weather cool enough to require wraps. The run included the Labor Day week-end but the event closed Sunday preceding Admission Day. Usually, the State fair run includes the national and State holiday. However, with Monday (10) being a holiday in a city in which 80 per cent of the people observe it, accounted for an increase on the closer. At the close of the ninth day, the fair had

practically equalled its 1950 total as the turnstiles chalked up 616,366 people.

The horse show this year pulled into the drawing class with an attendance of 38,832 as against 37,185 a year ago. The revenue was \$24,580, which was \$1,840.50 over 1950.

The grandstand show in the evenings was attended by 101,456 payees, compared with 87,040 last year. Staged by Don Mulford and Stuart Allen, of Music Corporation of America, the pro-

(Continued on page 88)

Rain Slows Record Pace at Reading, Pa.

Five-Day Total Tops 200,000 Mark as Annual Gets Best Weather in Years

READING, Pa., Sept. 15.—Rain smacked the Reading Fair yesterday afternoon to slow down the record gate pace prevailing thru Thursday (13) when the estimated attendance passed the 200,000 mark. Despite the washout of the afternoon grandstand show and the curtailing of the crowd's enthusiasm on Governor's Day, fair execs were not too unhappy in view of the bad weather a year ago when the annual took it on the chin on most of its eight days.

Comparable attendance figures for the past three years follow:

	1949	1950	1951
Sunday (9)	41,731	16,431	45,814
Monday (10)	11,850	12,421	15,691
Tuesday (11)	6,581	15,450	48,516
Wednesday (12)	44,712	11,500	47,910
Thursday (13)	45,148	24,302	34,156

Talent line-up again utilized name performers, a George A. Hamid night show, featuring the Roxettes, thrill show presentations by Jack Kochman and Joie Chitwood and big car auto races by Sam Nunis.

Principal afternoon feature was Grand Circuit racing, the only such competition in the State, with prizes aggregating about \$70,000.

Opening Sunday night show featured Jarrett Davis and the Mari-

ners, stars of the Arthur Godfrey radio-TV programs. Program was solid with a large crowd on hand. Eddie Cantor was featured Monday night. Stand was better than half, but the light crowd was not construed as a failure since President Stanley Giles said name personalities paid off in publicity value that was hard to gauge.

Giles reported that all departments of the annual were clicking. More concession privilege money was received prior to Tuesday than in any recent year, indicating that only favorable weather was needed to keep this event high on the

(Continued on page 88)

DALLAS PRINTS MINIATURE MAG TO HYPO EVENTS

DALLAS, Sept. 15.—State Fair of Texas received first copies of new promotion book from printer—a 20-page booklet in size and format of Quick magazine—on same day real Quick (September 3 issue) appeared on newsstands with State fair round-up including item on Dallas fair. Quick's round-up also included items on Eastern States Exposition, New York State Fair, Iowa State Fair and California State Fair and used three photographs. Dallas fair furnished two of the photographs, including one of the Velare Sky Wheels which was carried in full-page illustration.

Dallas fair previously had received permission of Quick to use its cover design and logotype on fair's own book. Fair has printed 15,000 copies which will go to Cotton Bowl bond and option holders, State fair musicals season ticket holders, barbershops, beauty shops, doctors' and dentists' offices. Pioneer Air Lines is using 1,500 in seat packs.

Gate Mark Set At Topsfield

TOPSFIELD, Mass., Sept. 15.—New attendance record topping 75,000 persons was set during the run of Topsfield Fair, Sunday (2) thru Saturday (8), beating the old mark by about 15,000.

Greyhound racing, with dogs from surrounding tracks, including Wonderland and Raynham, presented the second year was said to be responsible for establishing the new mark by fair officials.

QUEBEC'S 333,000 BEATS 1950 GATE

Coliseum Attendance Dips 14,162; 40,988 View 15 Horse Race Programs

QUEBEC CITY, Sept. 15.—Quebec Provincial Exposition ended its nine-day run here Sunday (9) after topping last year's fair at the front gate and grandstand while attendance at the coliseum show fell below '50 figures.

Total paid front gate admissions, not including opening day when a free gate was in force, amounted to 333,000 compared with 308,018 in 1950. Fair's 15 programs of harness racing in the grandstand were witnessed by 40,688 this year against 37,823, with the five-mile classic on closing day drawing 11,582 compared with 9,858 a year ago.

Coliseum attendance, where Skating Vanities staged 14 shows, aggregated \$4,491, down from the \$8,633 of last year. Officials attributed some of this decline to

the fact that last year the new coliseum was a draw in itself.

Larger crowds and increased spending pushed midway business well ahead of last year. Conklin-Sullivan combine, which provided the fun zone attractions, are reported to have topped 1950 grosses by almost 40 per cent.

Saginaw Tops Peak '48 in First 5 Days

SAGINAW, Mich., Sept. 15.—The Saginaw Fair thru Thursday (6), fifth day of its seven-

Detroit Pulls 417,716, Down 20% From '50

Unions' Dispute, Cool Weather Cuts Gate; Coliseum Draw Off

DETROIT, Sept. 15.—A 20 per cent attendance drop-off from last year was experienced by the Michigan State Fair, which closed its 10-day run here Sunday (9). Cool weather, a hassle between unions and unfortunate local publicity were blamed for the attendance toboggan.

Gate count was announced as 417,716, down almost an even 100,000 from last year's 527,841.

Day-by-day attendance comparison with 1950 follows:

	1950	1951
Friday	15,426	10,162
Saturday	51,085	35,077
Sunday	112,994	91,205
Monday (Labor Day)	110,483	82,294
Tuesday	35,223	30,893
Wednesday	37,814	29,997
Thursday	32,177	23,703
Friday	31,469	23,626
Saturday	45,236	40,359
Sunday	54,934	50,201
Total	527,841	417,716

Early in the fair's run, Manager James D. Friel said the event was running in the red by over \$60,000, with the loss coming from high-budgeted Coliseum shows that failed to pay off. Fault, however, did not lie with the attractions; Bob Hope, the first two days; Marilyn Maxwell, the next four;

(Continued on page 86)

Tyler, Tex., Opens Strong

TYLER, Tex., Sept. 15.—Scattered rains that broke the longest hot and dry spell in 20 years brought out heavy crowds the forepart of the East Texas Fair, which closes its six-day run here today. Bill Hames Shows arrived late from Gainesville, Tex., but were in full swing by Monday.

Livestock entries are heavy considering that livestock events were canceled last year due to anthrax. Cooler weather and the big turnouts encouraged Manager C. R. (Cy) Heaton and predictions were for a total attendance close to 100,000. Gate is free until noon, when a 50-cent charge for adults and 20 cents for children goes on.

Salem, Ore., Extended Run Pulls 176,514

SALEM, Ore., Sept. 15.—Oregon State Fair, extended to eight days this year instead of the customary seven, wound up its run here Saturday (8) with new paid and total attendance records.

Total paid attendance was 176,514 against the previous high of 176,201 set in 1948 and 167,123 last year. Total attendance, including children admitted free, pass holders and exhibitors, was estimated at 282,500, compared with 231,921 in 1948 and 267,395 in 1950.

Pari-mutuel handle exceeded '50 by \$75,350. Betting Saturday (8) totaled \$108,825 and the handle for the run totaled \$561,433.

Ticket sales at the night grandstand show, Helen Hughes' Tulip Time Revue, brought in a revenue of \$34,283 compared with \$32,604 a year ago. Afternoon horse races grossed \$14,962 to top last year's \$12,462.

Manager Leo Spitzbart said the fair commission has yet to decide whether to continue the eight-day policy or return to seven days.

Attendance Up At Marshfield

MARSHFIELD, Wis., Sept. 15.—Central Wisconsin State Fair closed its five-day run here Wednesday (5) after an estimated 94,000 patrons, free and paid, had come thru the front gate, W. A. (Tiny) Uthmeier, secretary-manager, announced. This topped 1950 attendance of 93,402, he said.

After a slow start, Voorhees-Fleekles ice show, night grandstand attraction, picked up steam and was forced to put on two shows Sunday and Labor Day evenings. Joie Chitwood thrill unit played to capacity Sunday afternoon (2) and the 100-lap stock car race, staged by Frank Winkley on closing day, was run to a packed grandstand.

William T. Collins Shows, which provided the midway, are reported to have topped 1950 grosses.

Pawnee City, Neb., Re-Skeds Annual

PAWNEE CITY, Neb., Sept. 15.—Pawnee County Fair, postponed earlier this season when its carnival refused to appear, is now scheduled to run the first week in October, Tom Sawyer, secretary, announced.

The board has decided to hold a small exposition featuring 4-H displays, rodeo and a small midway. Carnival originally skedded to play here forfeited its bond claiming that the State's anti-game policy would force it to leave half its concessions at home.

9-Day Louisville Run Clicks; Gate Up 100,000 First 7 Days

LOUISVILLE, Sept. 15.—First nine-day run of the Kentucky State Fair was proving a solid success thru Thursday (13), its seventh day. Attendance was up sharply over last year, night horse shows were playing to near-capacity or capacity in the Coliseum, and midway business was running 22 per cent ahead of last year. Only the paid attractions in the grandstand did not show any added strength, but they held about even with grandstand offerings of the past.

Biggest single day's attendance in the event's history was regis-

tered Sunday (9), with the turnout that day announced at 54,800. It gave the Gooding Greater Shows a whooping day, racking up the largest single day's midway receipts in the fair's history. Midway line-up embraces 17 shows and 21 rides, and is brilliantly lighted by nine-show-owned light towers and two show-owned searchlights.

Gate Up 100,000
J. Dan Baldwin, fair secretary, estimated that at the end of the first seven days the fair's gate to that point exceeded by 100,000 the attendance to the same point last

year. Friday and Saturday (7-8) were the added days. Friday provided a light turnout but Saturday yielded a good gate.

Horse show, in for eight performances, is pulling stronger than ever before in this horse-minded city. The equine event winds up tonight, an assured sell-out. All tickets for the final night having been sold several weeks before the fair's opening.

Free attractions in front of the grandstand, a TV-talent show, Hayloft Hoedown from Louisville's, WHAS, and a talent show.

(Continued on page 86)

TAKE BUT ONE MINUTE, PLEASE...

Help yourself and The Billboard by filling in the coupon on

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Mull Changes For Buildings At Northampton

NORTHAMPTON, Mass., Sept. 15.—Proposals made last week by Racing Commissioner Thomas Beedham during the run of the Three County Fair here may see several buildings moved to the racetrack field for next year's edition of the annual.

Charles N. DeRose, president of the fair, and John L. Banner, secretary, conferred with Beedham Wednesday afternoon (5). While complimenting the fair plant, Beedham said that switching several buildings to the infield might materially improve the set-up. The following day DeRose said the jockey house and the structure used by track officials for the testing of horses after races might be moved in 1952. Considerable expense would be involved in the switch, he said, because of the plumbing fixtures needed to be moved and other changes.

There also is the possibility that more betting windows will be placed in the vicinity that is now used for the jockey's house and the veterinarian's quarters.

Dayton, O., Tabs 70,947 To Beat 1950

DAYTON, O., Sept. 15.—Montgomery County Fair closed its four-day run here Thursday (6) after topping last year's attendance every day winding up with a total count of 70,947. Last year's gate was 65,011.

Grandstand attendance aggregated 12,092 against 10,512 but automobiles parked fell off from 9,493 last year to 9,243 this year.

Except for a light rain one night the weather was clear, cool and crisp for the first run under Goldie V. Scheible, who succeeded the late Ralph C. Haines as secretary.

Gooding Amusement Company furnished the midway and in addition to six rides, had Rex Barnes' Monkey Show, Big Bertha Alligator Show and live ponies.

Talent line-up at the night grandstand show included the Flying Lavals, casting; Judy and Jeanette, aerial; Naitto's Dogs; Beatrice Dante and her chimp; Four Merrills, acro; Franklin and Astrid, balancing, and Four Whirlwinds, skaters.

Houston Event Sets Giveaway

HOUSTON, Sept. 15.—Houston Fair will open its maiden 16-day run here October 27, featuring a house giveaway which will be built on the fairgrounds during the event, Ira W. Curry, general manager, announced.

Tom Moore's Coast-to-Coast audience participation radio show will be one of the chief attractions during the annual's first seven days with the troupe skedded to put on two shows daily. Other attractions are yet to be signed. Fireworks will be a daily attraction throuth the run.

Exhibit space has been divided into nine categories, agriculture, better living, farm and ranch, life, food fair, hobbies, home-making, industry, science and transportation.

Parking facilities for 5,000 automobiles, will be available, according to officials.

Canton, O., Draws 56,884

CANTON, O., Sept. 15.—Stark County Fair broke all attendance records at its five-day run that closed here Friday (7). Ed Wilson, secretary, announced. Total paid count was 56,884, topping 1950 figures by 1,700, despite a 60-cent front gate charge, a dime higher than last year.

Weather was good with the exception of rain on one day and the daily racing program drew big crowds. Variety acts booked thru Gus Sun Agency provided entertainment between the heats.

Allegan Tops 1950 Crowds First Four Days

ALLEGAN, Mich., Sept. 15.—Allegan County Fair, thru Thursday (13), its fourth day, was running slightly ahead of its '50 pace and given good weather thru today, its finale, was expected to surpass last year's attendance by a good margin, James Snow, secretary, announced.

Good traffic at the front gate was registered despite rain on Monday, which hurt kids' day business. Rain abated in time for the night grandstand show, however, and Irish Horan's thrill unit put on two performances to care for the crowds. Big car races under CSRA sanction Tuesday afternoon drew a fair attendance.

Ernie Young revue, fair's night attraction, did well Tuesday and Wednesday night but lost Thursday's performance to rain. Schedule for the remainder of the run, however, calls for two shows nightly.

An overflow of harness horses are entered in the annual's races this year with some of the animals being stabled as far away as Kalamazoo and Holland. Total purse is \$12,800.

Line-up at the night revue includes Curry, Byrd and LeRoy, comedy; Dennis and Darlene, songs; Frisco's seals; Five Marimba Co-eds, instrumentalists; Great Smetons, high wire; Gissela and Nemeth, perch; Marcus Troupe, jugglers; Three Hoffmans, plate spinning; Farias Duo, roly-poly, and the Glorians, hand balancing. A 16-gal line is included.

Eddy Arnold Signs to Play Rodeo, Fairs

HOLLYWOOD, Sept. 15.—Eddy Arnold, Tennessee Ploverboy, has been set to play a rodeo, State fair and a charity dinner following his appearance at Arkansas-Oklahoma Livestock Exposition, Fort Smith, Ark., his manager, Thomas A. Parker, announced.

Arnold, Victor recording artist whose new radio show, *Eddy Arnold Sings*, debuts October 1 on 75 stations for Ralston Cereals and whose *Eddy Arnold Show* is now in its seventh year coast-to-coast for Purina, will be the feature at the Fort Smith event September 24-29. Appearing with him will be Roy Wiggins, Guy Willis and his Oklahoma Wranglers, with Jam-Up and Honey, George Dunn and the Dickens Sisters as special added attractions.

On Sunday, October 7, Arnold appears with Wiggins at Texas State Prison Rodeo, Huntsville. He moves then to State Fair of Texas, Dallas, for an appearance October 16 with Wiggins, Willis, the Wranglers and Jam-Up and Honey. The following day he will be featured at the Bill Williams Annual Charity Capon Dinner, Houston. During the 1952 Houston Fat Stock Show, Arnold and the Wranglers will be playing the Shamrock Hotel in that city.

Will Reynolds Passes at 88

WINSTON-SALEM, N. C., Sept. 15.—William Neal (Mr. Will) Reynolds, tobacco executive, veteran enthusiast of harness horse racing and long identified with Winston-Salem-Forsyth County Fair here, died here Monday (10). He was 88.

Mr. Will who retired several years ago as chairman of the board of the R. J. Reynolds Tobacco Company, makers of Camel cigarettes and other products, was well known to showfolk.

Attendance Mark Set At Shaunavon, Sask.

SHAUNAVON, Sask., Sept. 15.—Attendance at the two-day Shaunavon County Fair, town's 11th annual, broke all records and entries were well ahead of last year. Weather was excellent. Event, co-sponsored by the Shawnee Club and the Shaunavon Agricultural Society, featured a parade, fireworks, baseball tourney, grandstand shows, midway, softball tourney and horse racing. Secretary is A. M. Sanburn.

Fair Dates

The following corrections and additions to the list of Fair Dates were received during the week ended Sept. 14.
The complete list of Fair Dates was published in the issue dated July 28. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

GEORGIA
Barnesville - Lamar Co. Kiwanis Fair Assn. Oct. 22-27 Wyatt W. Childs.
NORTH CAROLINA
East Bend - Yadkin Co. Fair, Sept. 25-29.
SOUTH CAROLINA
Rock Hill - Rock Hill Colored Fair, Oct. 22-26. Rev. B. J. Anderson.

Brockton Bids To Beat 1950 In Attendance

BROCKTON, Mass., Sept. 15.—With Sunday, the second day of the run, drawing large throngs and most days favored with hot, clear weather, Brockton Fair, Saturday (8) thru today, seemed a good bet to touch a gate mark of 200,000, compared to last year's weather-wrecked total of 178,677.

Rain was expected yesterday (14). With no statistics available, the pari-mutuel handle for combination trotting and running races was described as fair. For five days of racing in 1950 a meager \$242,982 was bet. Last year's edition of the annual was hit by rain, unseasonable cold and near-hurricane winds. Record attendance for the fair is the 218,424 registered in 1949.

Frank Bergen's World of Mirth Shows held down the midway and his gross was reported as good. The grandstand offered a revue booked thru Al Martin, of Boston, and Joan Edwards, radio and television singing name. She performed Thursday, Friday and closing nights.

30,000 Jam Gt. Barrington Opening Day

GREAT BARRINGTON, Mass., Sept. 15.—A new mark for a day's attendance at Great Barrington Fair was set Sunday (9) when an estimated 30,000 patrons jammed the grounds for the opening of the 110th annual event. Harry Storin, fair public relations manager, said the mark was about 4,000 better than the previous high for a day.

Typical "Carroll weather" greeted patrons, as fairgoers have come to call the balmy days that seem to greet the annual since Edward J. Carroll acquired the premises. Shortly after the program got under way it was announced there were no more grandstand tickets available for the Al Martin show. It was the first time that all seats had been sold out. Another large turnout was on hand this evening.

The O. C. Buck Shows on the midway also report banner business.

Greenville, Tex., Plans Permanent Annual Operation

GREENVILLE, Tex., Sept. 15.—Plans to make the Hunt County Fair, started in 1950, a permanent institution at the 40-acre Majors Air Field site were announced here by President S. R. McWhirter of the fair association. Organization received its State charter over the week-end.

Fair was started on a temporary basis by the association, which opens its second fair September 25 for a five-day run. Improvements totaling \$7,000 were made for this year's annual, with tax funds from Hunt County Commissioners Court, tho it was on a temporary basis.

In addition to sponsoring the fair, the newly chartered association engages in reclamation of depleted land in the county, soil conservation work and encourages diversified farming.

York Sets Multiple Marks in Gala Run

Grandstand, Concessions Zoom Past \$100,000 Mark as All Segs Score

YORK, Pa., Sept. 15.—Grandstand and concession receipts far in excess of the \$100,000 mark were assured the York Interstate Fair by mid-week. Terming the current run of the model annual one of the best in the association's history, President Samuel S. Lewis said that perfect weather and record crowds were boosting the dollar take to record proportions.

Two one-day attendance marks have been set and more may come if the excellent fair weather prevails thru today's closing. On Tuesday (11), Children's Day, the grounds were jammed to capacity and veteran participants viewed the turnout as the largest in the annual's history.

On Wednesday (12) a normally light day, another record attendance was registered. Annual closed its inside parking lots as they reached capacity shortly before 2 p.m. and put its auxiliary parking areas, acquired a year ago, into use.

Share the Wealth

Every department has shared in the good fortune. Concessionaires reported after Tuesday to Lewis that they were off the nut and pocketing the profits. The fair itself was in excellent circumstances with \$31,000 in grandstand receipts banked by Wednesday in addition to \$85,000 in concession rentals. At the time the grandstand receipts were at least \$22,000 ahead of last year and all the more remarkable since this spot is noted for its show attendance. There isn't any doubt, Lewis said, that both departments would show final figures well above the \$100,000 mark.

Most pleasing to fair execs is the continuing acceptance by patrons of grandstand offerings. The unparalleled covered stage, which allows for the advertising and actual presentation of all scheduled shows in all types of weather, has more than proved its worth which currently stands at well over \$100,000.

Referred to as "Lewis' monstrosity" by skeptics in the beginning, the novel unit, which to date has saved shows grossing nearly the equivalent of its entire cost, has since become a mecca for visiting

(Continued on page 86)

Knoxville Gets Rain But Gate Outruns 1950

KNOXVILLE, Sept. 15.—Rain pelted the Tennessee Valley A. and I Fair here three of its first four days and storm clouds threatened early Friday as the event entered its next to the last day, yet it was running 2,000 ahead of last year in paid attendance.

Rain washed out one of the night grandstand shows Wednesday (12) and two Thursday night (13) plus the horse show skedded for the outdoor arena Thursday night. Grandstand attraction, an act-revue type show booked thru Ernie Young, Chicago, played to excellent crowds when weather was with it.

Midway business for the Amusement Corporation of America, the former Hennes show, was up about 25 per cent over last year, when another railroad show played the fair. Of the midway attractions, the shows did best, with rides and games hurt by the rain.

Entries in livestock classes were up substantially from 1950 with Pat W. Kerr, veteran fair secretary, reporting record entries in many divisions.

Mineola Runs Ahead of '50 In Attendance

MINEOLA, N. Y., Sept. 15.—With a better break in the weather, day-by-day attendance figures for the first three days of the Mineola Fair which opened Tuesday (11) and ended today, were ahead of the comparable period during last year's edition.

Tho the opener was cloudy, 45,000 persons were on hand, contrasted to the 1950 figure of 30,000. The weather for the next three days was hot and clear, but the forecast for the closer was cool and cloudy. Wednesday drew 65,000 this year, against a rain-blasted 15,000 last year. Thursday was good for 66,500, as compared to 40,000 for the day in 1950. If the same pace could be maintained thru the last two days, the annual seemed a cinch to beat last year's gate total of 262,000 persons.

Gate fees were 60 cents in the day and 75 at night, with parking space going for 40 cents. The grandstand offering, presented afternoon and evening daily, included Jack Westcott's Circle W Wonder Rodeo; Janet's Circus, dog, and ponies and Ferdinand the bull. Stand seating capacity is 3,000, and general admission price for adults was 75 cents and 40 cents for children. Box seats went for \$1.

Fred Murray, of the International Fireworks Company, Jersey City, N. J., was scheduled to give a nightly pyro display, but local authorities deemed the Wednesday shoot a safety hazard, with only four shows being supplied.

Huron, S. D., Tabs 171,500 For New Record

HURON, S. D., Sept. 15.—South Dakota State Fair rang down the curtain on its six-day run here Saturday (8) with a big final day that pushed attendance and receipts to a new all-time high for the operation.

Attendance at the 1951 edition totaled 171,500, topping the 169,000 high set in 1947 and beating last year's mark of 160,000. Altho complete financial reports were not available this week, Secretary Frank L. Hafner estimated the gross would top by \$10,000 the previous record of \$137,051.48 set last year.

A closing-day record crowd of 31,000 poured on to the grounds Saturday and jammed the grandstand that afternoon for the stock car races put on by National Speedways (Al Sweeney and Gaylord White).

Friday's gate was hurt by rain but the showers abated in time to permit the Barnes-Carruthers night grandstand revue to play to capacity. The 20th Century Shows had the midway.

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TOPEKA AMAZES 'EM

Fair in Flood-Hit Area Proves Winner for RAS

TOPEKA, Kan., Sept. 15.—"It's amazing, downright amazing. Who would have thought the fair would have drawn as many people as it has?"

The words are those of Sam Gordon, concession manager of the Royal American Shows, uttered as he scanned a well-filled RAS midway at the Kansas Free Fair here this week.

The same expression was voiced by other RAS members as if there had been no July flood, which had inundated the Kaw

River basin for 135 miles, bowled over hundreds of houses and farm buildings, caused vast losses and forced the evacuation of North Topeka.

Almost to a man or woman—show personnel had expected the fair to be a loser for all hands. However, the RAS was duty bound to make the fair, and they did it. But when the seven-day fair wound up Friday night (14) it proved a winner for most and a bigger winner than last year for some.

As for the Royal American Shows, while final figures had yet to be tabulated, the take was estimated at close to that of last year, despite rain Wednesday (12) that caused the cancellation of the first grandstand performance in the last 20 years of the fair.

"It just shows how important fairs and carnivals are to people after some major catastrophe," Carl J. Sedlmayr Sr., declared in commenting on the turnouts and on midway business.

"People who have suffered losses or gone thru a lot of trouble need the tonic a midway supplies. The crowds here are more proof of that."

Sedlmayr recalled that two years ago his shows went into Winni-

peg, close behind the worst flood that city ever had, yet the shows' business was excellent.

One factor in the brisk spending here is that practically every employable man is at work. Such little employment slack that existed before the flood was taken up by rehabilitation work for which co-called common labor is being paid \$1.50 an hour, an uncommonly high rate for this area.

To make Topeka, Royal American had to do some fancy rail-roading. Two of the railroad bridges entering this city had been knocked out by the July flood, and were nearing repair a week before the fair's opening when heavy rains again knocked them out.

As a result, the show train was sent over a route 600 miles longer than usual to get here from St. Paul. From the latter city, the train went first to Kansas City, then up to Omaha, over to Lincoln, Neb., down to Fairbury, Neb., then into Belleville, Kan., and from there into here over the Santa Fe tracks.

Move was handled by the Rock Island Lines, and has Bob Lohmar, RAS general agent, singing the praises of Rock Island co-operation.

Knoxville Fair Gross Up 25% By ACA in Rain

Weather Pelts Three Of First Four Days Of Week's Run

KNOXVILLE, Sept. 15.—Rain fell three of the first four days of the Tennessee Valley A. and I. Fair here this week but the ride and show gross of the Amusement Corporation of America, the former Hennies show, was up 25 per cent over the corresponding period last year when another carnival played the fair.

The higher take was attributed to the vastly greater earning power carried by the ACA. The fair's attendance thru the first two days, was up by 2,000.

Shows of the ACA accounted for the biggest share of the midway take, as the weather either killed or discouraged ride patronage three days. Of the shows, Lash La Rue's Western Show, Irving C. Miller's Showboat, the Gal Revue headed by Evelyn West, and Charlie Hodges' Side Show were running in that order, with not much spread between their takes.

ACA has only five games concessions. All others are operated by John Gallagan.

A visitor to the midway here was Johnny J. Denton, of Gold Medal Shows.

York Wealth Shared By All Strates Units

Fine Weather, Banner Crowds Build Solid Grosses Thruout Fun Zone

YORK Pa., Sept. 15.—A record take on the midway at the choice York Interstate Fair loomed for the James E. Strates Shows as the annual started its final sessions today. Tremendous free-spending crowds have showed thruout the week, urged on to attending the annual in the near perfect weather prevailing, the best experienced in several years.

The Strates coffers would be even fuller except for a late start occasioned by a slow move here from the New York State Fair, Syracuse, where the show racked

up a hefty gross reported in the vicinity of a record take, if not over. Journey here on branch lines of the Pennsylvania Railroad took 31½ hours which, in itself, was a record of some kind, but one that the shows could well do without.

Owner Strates was on the job all night and without sleep for some 38 hours supervising the erection of all units so that the lucrative kid's Jay play Tuesday (11) could be garnered. A bonus system spurred all help and the co-operation from all hands was reported excellent.

Fairs Excellent

Show personnel is in its second rugged week, having just concluded at the New York State Fair, where units ran at capacity for many hours. The fair season to date has been excellent, and crowds have been on hand on the few occasions when the weather was unfavorable.

Dense crowds and the blending of industrial and farm incomes makes for lucrative hauls here. Terrell Jacobs' Wild Animal Circus clicked and Strates announced that he is in the process of con-

(Continued on page 76)

MAKES TRUCK SHOW HISTORY

20th Century Tops Railroad Org's '50 Grosses at Three Fairs in Row

SPENCER, Ia., Sept. 15.—20th Century Shows are making truck show history. Here this week at the six-day Clay County Fair, the 20th Century returned a 15 per cent higher take for the first four days than did a now defunct railroad show for the same period last year.

At South Dakota State Fair, Huron, last week 20th Century topped the '50 midway gross by 25 per cent, again surpassing the receipts of the same now defunct railroad show.

And at Fargo, N. D., a week earlier it surpassed the 1950 gross of the fair there which last year

had its midway attractions supplied by the same railroad show as Huron and the fair here.

Makes History

Execs of Huron Fair contributed to history-making with the 20th Century immediately after the close of the South Dakota event by signing the Al Martin-E. D. McCrary-owned shows to a 1952 contract. The signing marked the first time in the annals of the Huron Fair that it closed for its carnival before the annual Chicago winter outdoor show business convention.

Labor Day at Huron this year

GOODING BIZ UP AT LOUISVILLE

17-Show, 21-Ride Line-Up, Bigger Attendance Ups Grosses by 22%

LOUISVILLE, Sept. 15.—Gooding Greater Shows, with a line-up of 17 shows and 21 rides—the largest number ever to play under a Gooding banner — racked up thumping better-than-1950 takes at Kentucky State Fair here thru Thursday (13), seventh day of the nine-day event.

Average increases in midway receipts for five of the seven days, Sunday (9) thru Thursday (13) was 22 per cent, with each of the days showing an increase over the corresponding days last year. Heretofore, the fair's run was seven days. The added two days were Friday (7) and Saturday (8). Tee-off day was light in attendance and midway business but Saturday gave the fair a good gate and the midway excellent patronage.

Sunday's attendance was an all-time record-breaker for the fair, with attendance reported at 54,800; and the Gooding org matched the attendance, coming thru with the highest single day midway gross in the fair's history.

Weather hasn't been altogether with the fair. There was rain Monday (10) about 1 p.m. and rain up to noon Thursday (13), with a drizzle following. Fair's total attendance, tho, is up substantially from 1950.

Midway customers are going strong for shows. Thru the first seven days, Carl Lauther's Side Show was leading the back-end units. Arnold Raybuck's two-headed bull did remarkably well in the first seven days, grossing \$7,200. Raybuck pulled out all the stops in advertising his attraction, using even an airplane carrying a trailer ad. Bob Edwards' Negro Show was running in third position at the end of the first seven days.

Auto Scooter, office-owned, was pacing the rides, with Bert Britt's Pretzel second, and the office-owned Tilt-a-Whirl third.

Gooding unit is managed by Ralph Address. Hal Eifort, Gooding general agent, is traveling with the shows, which go from here to the Mid-South Fair, Memphis.

Va. Greater Hits Bloomer At Norfolk

NORFOLK, Va., Sept. 15.—Out-of-town lot, lack of transportation facilities from the city to the grounds and low-pressure publicity results from the sponsoring committee combined to give Virginia Greater Shows a poor week's stand here ending Saturday (8).

Location was the Princess Ann Speedway and the committee changed the date of Monday night auto races without notifying the public ahead of time. Auto races and a horse show, both staged closing day of the local stand, did the shows' midway little good. Cool weather and the proximity of bleachers hurt attendance Labor Day, the opener.

Danny Dorso joined at West Point, Va., with bingo. Sam Maddalnor came on with a grab stand and Jerry Grier with duck pond and cork gallery. Several folks on the shows purchased living trailers this week. Among them were Calvin Nelson and Buddy and Betty Monroe.

GAL OPS SOLVE HELP SHORTAGE

READING, Pa., Sept. 15.—Help shortage was pointed up recently on the Cetlin & Wilson Shows, when two of the fem concessionaires, finding themselves shy of help, put their gentlemen friends, both visiting businessmen, to work.

Billie Cooper, who has caramel, popcorn and candy apples with the shows had Al Allen, visiting Tampa furniture man, work at her stand and Laura Monas was assisted by Tom Moore, Miami contractor.

Conklins' CNE Gross Hits Record \$435,000

Surpasses '47 Peak Take by 3G's; Velaire Wheels Do 27G in 14 Days

TORONTO, Sept. 15.—Ride and show grosses on the midway at the 14-day Canadian National Exhibition, which closed here Saturday (8), hit an all-time high of \$435,000. The total exceeds by \$3,000 the previous peak set in 1947 and tops last year's take by \$53,000. J. W. (Patty) Conklin an-

nounced. Patty and his brother, Frank, are long-term suppliers of the midway at the big event.

Record-breaking ride and show grosses were run up despite rain that marred the exhibition's final run and despite a drop-off in attendance from last year. The CNE's final gate count was 2,699,000, down 24,000 from last year.

Top money-getter among the huge battery of rides was the Velaire's Sky Wheel, which, operating with a price of 35 cents, grossed about \$27,000 for the run. On one day, the Velaire's ride took in \$3,475 for the biggest single day's business in the device's history.

The Auto Scooter rode more customers than the double wheel, but its take was lower, as its going price was 25 cents per ride. The huge Kiddieland set-up built up a whopping \$60,000 ride take, up 20 per cent over last year.

Pace maker among shows was Harry Seber's Zorima Girl Show, with Pete Kortez' Water Show second spot and Dick Best's four-legged gal third biggest grosser.

Acts which worked in the Kortez show included Congo, Zulu torture act; the Atomic Girl, electric gal; Ed Hill, novelty artist; J. B. Shuster, billed as the man with the million-dollar hands; Tiny Cowan, fat man; John W. Cooper, ventriloquist; Grace McDaniels, mule-

(Continued on page 76)

WOM Maintains '50 Pace at Brockton

BROCKTON, Mass., Sept. 15.—World of Mirth Shows' midway grosses at Brockton Fair here were even with 1950 thru yesterday and good business thru today's closing sessions will send the fun zone take considerably ahead, Frank Bergen, owner, reported.

Most units again missed the big Sunday (9) opening because of the lack of time for making the jump from Rutland, Vt., after a Saturday night closing. However, six shows, two Ferris Wheels and a number of kiddie units were trucked in to work to opening crowds. Also on the midway for the first two days were units of the King Reid Shows. Excellent business was reported.

All show units were ready for the Monday (10) kiddies day turnout, which Bergen reported was big. Annual is enjoying better weather than a year ago, and this has aided midway earnings considerably.

Rutland Good

Business at Rutland was reported good, even tho considerable inclement weather prevailed at that spot, including the looked-for earnings on Labor Day.

Biggest jump of the season is in this week-end when the org trains for Allentown, Pa. Move involves the use of ferries in New

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Midway Confab

Lewis Gibson, formerly with Virginia Greater Shows and now living in Newport News, Va., visited his father, Fletcher Gibson, shows Merry-Go-Round foreman, last week at Norfolk.

Chester Pirooski, bingo operator, closed with Virginia Greater Shows at the conclusion of their stand in Norfolk.

Carmen Del Rio, annex attraction, reports from Galesburg, Mich., that he has purchased a seven-foot Mexican boa, constrictor for his night club work this winter.

After closing with Lee Bros. Circus, Ray Brisson framed a 10-in-One Show and played the Grange Picnic, Williams Grove, Pa., and the Firemen's Fair at Willow Will Park, Pa.

Fitzie Brown, concession manager on Wallace & Murray Shows, cards from Winchester, Va., that he narrowly escaped death when his car caught fire while he was en route from Clarksburg, W. Va., to Winchester. Fitzie says the car was demolished.

While Royal Crown Shows were playing the Nebraska State Fair, Lincoln, J. L. Machamer, org's secretary, was visited by his brother and wife, Mr. and Mrs. Lloyd Machamer, Holyoke, Colo., and Mr. and Mrs. Bob Mack entertained Mrs. Mack's parents, Mr. and Mrs. W. A. Palensky. . . . Jack Cohen, of Veterans United Shows, is in St. Francis Hospital, Maryville, Mo., with a fractured knee cap and other injuries sustained when his car was crowded off the road by a truck while he was en route from Council Bluffs, Ia., to Kirksville, Mo. His car, which plunged over a 35-foot embankment, was demolished.

Arthur J. Frayne, Detroit, is taking over as business agent for Wade Exposition Shows' special stand at Inkster, Detroit suburb.

Mrs. Carl Park, of Cavalcade of Amusements, has entered Broyles Hospital, Dayton, Tenn., for major surgery. Her children, Jackie and Rhea, are enrolled in Central High School there. . . . Tom Boone and Jack Jagers report good business with Stoney

St. Clair's tattoo parlor at Kessler Field, Biloxi, Miss.

Bunny Venus, dancer and gal show owner, recently visited with Donald Crown and his mother, Helen (Butterfly) Crown Smith, at Hanover, Pa., Fair.

Jimmy Sullivan, of Wallace Bros. Shows, Canada, received a pleasant surprise last week when Mrs. Sullivan and sons, Jamie and John L., visited Renfrew, Ont., site of shows' stand. Mrs. Sullivan and the boys also visited at Quebec City the previous week.

Slocum Slocumb, for many years with the James E. Strates Shows, was in charge of the entertainment tent at the New York State Fair, Syracuse, when org played there last week. Dick Best, who enjoyed top business with Betty Lou Williams, four-legged girl, at the Canadian National Exhibition, Toronto, has booked the attraction at some of the leading fairs for the next two months and will present her in store shows during the winter.

Brad Bradford, Snake Show operator on World of Mirth Shows, was interviewed via WBET, which set up a microphone on the Brockton (Mass.) Fairgrounds while shows held down the midway last week. Brad told questioner Dorothy Dale that there is nothing more gentle than a snake and talked her into holding a python, which she described as "dry, smooth and cool."

Lucille and Sonny Maserang card from Mobile, Ala., that they have returned to their home after a successful season. They are presenting their act at Temple Gardens Club there. Carmen Del Rio, annex attraction, visited Ted Porter (Theodora), annex attraction on Happyland Shows, recently. Alma Pumphrey has returned to Ocala, Fla., following five successful weeks with her sister, Mrs. Jay Williams, on Gladstone Shows. Mrs. Charles S. (Faye) Noell reports from her home in Harlingen, Tex., that her daughter and grandson have been her guests for the past month.

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C&W Eyes Record At Reading Annual

READING, Pa., Sept. 15.—An early arrival, plus the best weather enjoyed at the Reading Fair in a number of years, is accounting for a top-flight gross for Cetlin & Wilson Shows, which arrived here from Indianapolis in time to get into action early Monday.

Co-Owners Issy Cetlin and Jack Wilson reported business thru Thursday (13) well ahead of any recent year. Rain hampered action in all fair departments Friday afternoon, Governor's Day, when a big crowd was anticipated. Today's finale, however, will still give the midway unit a shot at a record gross if skies clear.

Shows have enjoyed one of their

best seasons in recent years and the outlook for the remainder of the tour is equally bright since the annuals to be played are held to be of highly lucrative stature.

Indianapolis Big

Shows last week racked up a notable handle at Indiana State Fair where midway grosses were reported well over \$130,000 after taxes. Big earnings also were registered at Missouri State Fair, Sedalia, and Ionia, Mich.

Sedalia earnings nearly doubled last year's reported midway business. Influx of money, with all segs handling their share, has resulted in an infectious happy atmosphere thruout the fun zone.

An important and highly successful contribution is being made this year by the concession department under the direction of William Moore, assisted by Claude Secrist.

Bill Hartzman, treasurer, reports that the nerves in one hand have rebelled and refused to function as desired, presumably from strain and overwork in handling the season's crop of cabbage.

Units Spic and Span

Shows appearing in the East for the first time since they headed West early last spring, presented a sparkling, fresh appearance here. Spic and span presentation won considerable commendation, especially in view of the tough tramping undergone during the past six weeks of fair dates.

Increases on the first couple of days were nearly 100 per cent for some units. Over-all take was aided by the trucking in of several show units to catch Sunday crowds.

Jake Shapiro had a couple of kiddie rides here and Howard Y. Barry had his Africa Zoo on a railroad siding within the grounds.

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PAGE 57

W. R. GEREN Presents

MIGHTY HOOSIER STATE SHOWS

Indiana's Most Modern Midway

WANT FOR FRANKLIN, IND. ONE BLOCK FROM COURTHOUSE. EIGHT BIG DAYS STARTING SEPT. 25 THRU OCT. 2. CATCH THE SOLDIERS' MILLION DOLLAR PAY DAYS. THEN AURORA FARMERS' FAIR ON MAIN STREETS. THESE ARE THE BIG SPOTS OF THE SEASON.

CAN USE HANKY PANKS OF ALL KIND, FISH POND, BALLOON DARTS, CIGARETTE GALLERY, BASKETBALL, PITCH-TIL-U-WIN; EVERYTHING OPEN. GOOD SPOTS FOR GADGETS.

CAN PLACE SHOWS EXCEPT GIRL SHOW.

GET WITH THE SHOW THAT PUTS YOU IN CHOICE SPOTS WHERE YOU CAN WIN YOUR WINTER BANKROLL. ALL REPLIES

BILL GEREN
c/o WESTERN UNION, SEYMOUR, IND.

C. C. (SPECKS) GROSCURTH PRESENTS

BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

WANT WANT WANT

FOR TRI-STATE FAIR AND LIVESTOCK SHOW AT CORINTH, MISS., 6 BIG DAYS STARTING SEPT. 24, AND FOLLOWED BY THE MISS-LOU EXPOSITION, VICKSBURG, MISS., 6 BIG DAYS AND NIGHTS.

CONCESSIONS

SHOWS

HELP

Legitimate Stock Concessions and Hanky Panks of all kinds. Hi-Striker, Coke Bottle, Balloon Dart, String Game.

Non-conflicting Shows of all kinds—Motordrome, Monkey, Snake, Wildlife, Glasshouse. Must have own equipment and transportation. Can place Free Act for balance of season.

Can place 1st and 2d Men on all rides. Must drive semis and be licensed. Can place Experienced Cotton Candy Operator.

All Address C. C. GROSCURTH, Jasper, Ala.

JOHN H. MARKS SHOWS

MILE LONG PLEASURE TRAIL

Now booking for the following outstanding Southern Fairs

Hickory, N. C., week of Sept. 24th; Fayetteville, N. C., week of Oct. 1st; S. Boston, Va., week of Oct. 8th; Greenville, S. C., week of Oct. 15th; Monroe, N. C., week of Oct. 23rd; Greenwood, S. C., week of Oct. 29; Camden, S. C., week of Nov. 5; Charleston, S. C., week of Nov. 12, and balance of Fairs until Xmas.

Concessions: Legitimate Merchandise Concessions of all kinds. No exclusives.

Shows: Glass House, Unborn, Fun House or any money getting Grind Shows.

Rides: Tilt-a-Whirl, Train and any novel Ride with own transportation.

Can place Talkers, Grinders and useful Carnival Help and Ride Help on all Rides.

MARKS SHOWS
This week Albemarle, N. C., then as per route.
P.S.: John Garrett wants Waiters, Griddle Men and general Cookhouse Help.

VICTORY EXPOSITION SHOWS

WANT FOR

TEXAS-OKLAHOMA FAIR

6 DAYS—IOWA PARK, TEXAS, SEPT. 24 THROUGH 29—6 DAYS

200,000 Attendance Last Year—40,000 Soldiers at Sheppard Field

CONCESSIONS—Want Cookhouse, Photos, Custard, Short Range, Hanky Panks of all kinds.

RIDES—Looper, Caterpillar, Rock-o-Plane, Dark Ride, Pony Ride.

SHOWS—Can place Glass House, Illusion, Mechanical or any worthwhile shows.

HELP—J. A. McDonald wants Arcade Mechanic. (Tex Daniels, wire.) Address: ALVIN VANDIKE, Anadarko, Okla. (Fair) this week, Iowa Park, Tex., and other Fairs to follow.

GOTHAM CASH TIGHT

I. T. Units Suffer 25% Still Date Drop

MINEOLA, N. Y., Sept. 15.—Summing up the season experienced by the two units of I. T. Shows, Inc., Phil Isser, general manager of the first, which was playing the Mineola Fair Tuesday (11) thru today, opined that two or three still dates in his show's metropolitan New York area route were good and the remainder were anchors that dragged the gross down 25 per cent from the comparable 1950 period.

Isser said he could not blame the slim pickings on the weather, since only a few dates were lost to the elements. He put his finger on poor spending as a partial cause for the drop. Any extra cash promised earlier this year thru increased defense production has failed to materialize, he said.

A Ridee-O and seven kiddie rides also were used during the still dates, but the former device was eliminated before this point was reached. A miniature train and a fire engine ride were taken on for this date.

Show's staff, in addition to Isser, includes Isidre Trebish, president; Harry Sussman, secretary-treasurer; Al Howard, business manager; Morris Brown, concession manager, and Leo Jenkins, electrician. Ride foremen are Charles Maxwell, Merry-Go-Round; John Youngbaugh, Ferris Wheel; Johnny Metz, Tilt-a-Whirl; Michael Argumper, Whip; Walter Rodak, Caterpillar; Thomas Brown, Rolloplane; Atlas Miller, Little Dipper, and Charles Argumper, kiddie rides. All-round assistants in the ride department included James Brown, John McCoy, Henry Ar., Steve Moskos, Gary Powell, Leo Smith, William Bovine and Frank Papick.

As an illustration of the situation, Isser used a stand made earlier this season at College Point, Long Island, a semi-suburban town with at least a few light-industry plants. Isser's show made the stand under church auspices there this year and lost money. Two years ago the same spot produced a winner, and in 1950 it gave a break-even date. Due to high license fees within New York City, the show's usual routine was two weeks at a spot, with the extra time needed to nullify the license charge and get into a profit-making position.

The picture for the annuals was brighter. The Morris County Fair, Morristown, N. J., August 21-25, produced a high yield, as did the Flemington (N. J.) Fair, August 28-September 3. Despite cloudy weather for the opener here, fair officials estimated a crowd of 45,000 persons, and Isser tabbed the start satisfactory.

The show's second unit played the outer Long Island area to about the same results as the first, with Louis Scherer in charge. Following the local stand, the first unit will make a date near the Brooklyn Navy Yard.

Isser used a Side Show off and on thru the season, and the Delores Posing Show, managed by Jack Chiccarelli, made most of the dates. Congress of Wonders, framed by Pete Kortez, joined at Morristown, managed by Lou Stone, Kortez' brother-in-law. The lineup included Othelia, Monkey Girl; Prince Denis and Lady Ethel, midgets; Barney Nelson, armless wonder; Rasmus Nielsen, tattooed strong man; Count Maurice, magician; Eko and Iko, sheepheaded men; Prof. Alexander, flea circus; Punch and Judy Show; Happy Jennie and Tiny Lovanda, midgets. Daredevil Katherine, Motordrome, also was with Isser thru most of the still date and fair seasons.

The Nation Broadcasting Company sent field crew here early in the week to record midway atmosphere for use on a future radio show. *Newsday*, a leading daily paper on Long Island, gave the show a picture-and-text spread yesterday (14). Ironically, the same journal last year ran an expose series on carnivals at mid-season. T. W. (Slim) Kelly, who played the major portion of the season with a Side Show on John H. Marks Shows and was scheduled to join Isser here, arrived Sunday (9) but due to space difficulties passed up the stand and returned to the Marks org.

UNITED STATES SHOWS

WANT PHOTOS, FLOSS, PAN GAME, PERCENTAGE TABLES, COKE BOTTLES AND HANKY PANKS OF ALL KINDS.

SHOWS: Snake, Monkey, Animal, Ten-In-One or any grind show. Want sober Ride Help who drive semis. Hildebran, N. C., week September 17-22, but mail should be addressed to Hickory, N. C.

Week September 24-29
GREAT YADKIN COUNTY FAIR AT EAST BEND, N. C.
All replies to
L. P. BRADY

LAWRENCE Greater Shows

AMERICA'S MOST PROGRESSIVE CARNIVAL

WANT FOR ROCKY MOUNT, N. C., AND GREENVILLE, N. C., FAIRS
LEGITIMATE CONCESSIONS OF ALL KINDS
Especially COOK HOUSE, Eating and Drinking Stands, Custard, all kinds of Hanky Panks. Everything open.
RIDE HELP AND OTHER HELP

WANT Second Men on all rides. Foreman for Ferris Wheel. Top salaries paid. Come on if you are capable.

WANT capable Man to handle Monkey Show. Address: MT. AIRY, NO. CAR., this week; then ROCKY MOUNT.

PALMETTO EXPOSITION SHOWS

WANT Loris, S. C., this week; followed by Turbeville, S. C., Sept. 24-29; Ellerbe, S. C., Colored Fair, Oct. 1-6; Progressive Farm and Live Stock Fair, Mancks Corner, S. C., Oct. 8-13; Colleton Colored Fair, Smoaks, S. C., Oct. 15-20.

WANT Can place High Striker, Diggers, Guess Your Age and Scales, Long or Short Range Gallery, Six-Cats, Slum Spindie, Pan Game, Coke Bottles, Ball Games, Bowling Alley, Hoop-La and Bee Hive. Will also place one more Mitt Camp and Shows with own outfits and transportation. Need Ride Help on all Rides. This show will stay out until late in December. All replies to MILTON N. McNEACE, Loris, S. C.

ATTENTION, FRANK MICKEY McDONALD

GET IN TOUCH WITH ME IMMEDIATELY

Wanted for Hazelhurst, Minessville, Blackshear and spots to follow, all Georgia. Hanky Panks, Monkey Show, Sideshow, Illusions, A-1 Wheel Foreman, Foreman for two Kiddie Rides, also Help for Tilt and Merry-Go-Round. Agents for office-owned Concessions. All address:

LEO LANE SHOWS
THIS WEEK, WADLEY, GA.

FOR SALE FOR SALE

A complete Carnival consisting of 11 up-to-the-minute rides. A fleet of dependable Trucks and Trailers. Concessions, etc. Come and look it over. If you are looking for a bargain, this is it. Will sell to the highest bidder. Dreamers and curiosity seekers, please save your time and mine.

BOX NY 135D, c/o THE BILLBOARD
1544 Broadway New York 19, N. Y.

JIMMIE FERENZI WANTS

Girls for Posing and Revue Show. Also Talker to take over my third show, with 2 Girls or more. Good proposition, 10% or guaranteed salary. Wardrobe supplied. Girls' salary, \$60 a week. Pay every night, also bonus nightly. Girls who join now can work all winter at Miami Beach Club. AGVA scale. Girls reimbursed for transportation on arrival. Want Boss Concessionman who can drive. Good pay and ticket box. Contact:

JIMMIE FERENZI
Care Lawrence Greater Shows, this week Mt. Airy, N. C.; next week Greenville, N. C.; followed by Rocky Mount, N. C.; then the Great Petersburg, Va., Fair.

SCHAFFER'S JUST FOR FUN SHOWS

WANT Hanky Panks of all kinds, Peanuts, Popcorn, Candy Apples, Ice Cream. Will book Grind Shows, 10-in-1 or any worth while Show. Hanky Pank Agents, come on. Have cream of Texas Fairs.

ADDRESS: W. A. SCHAFFER, MGR.
Hillsboro, Tex. this week; then per route

WANT FOR ALL WINTER'S WORK

In my new club on Bourbon St. in New Orleans; Strips, rumbas specialties. Good salary, good treatment. Will teach willing beginners. Must be good mixers, looks essential. Following girls contact me at once: Venessa, Jenny Ling, Cathy Carroll, Jean Martin, Vicki King and others who have worked for me.

JOE MOONEY
410 BOURBON ST., NEW ORLEANS, LA.
Or phone after 8:00 p.m. TULANE 1544 or MAGNOLIA 3783

PAGE BROS.' SHOWS

Want Hanky Panks of all kinds, Jewelry and Arcade. Ride Help on all Rides. Also Wheel Foreman and Operator for Monkey Show. Hedy Jo Starr wants Girls for Burlesque. Howard Piercy wants Agents.

Camden, Tenn., Fair now; Ashland City, Tenn., Fair to follow.

FOR SALE—BARGAIN—FOR SALE

1947 Super Roll-a-Plane, both motors perfect (one owner ride), take \$2,000.00. It Semi is wanted have large Springfield, excellent rubber, \$300.00. Will deliver this Ride within five hundred miles for gas and oil. Also Parker Two-Ahead Merry-Go-Round, new top, fluid drive electric motor, runs fine, but hoses are in need of some repairs. Loads on two bobtalls or one semi. Also two Kid Rides—Ten Car Auto and other large size Swings, New GE 50 kw. Transformer. Miscellaneous Tools and other Equipment. Several Trucks left—Chevy's, Dodges and one International. Contact:

LARRY NOLAN, Box 2015, Denver, Colo.
P.S. Also streamlined Cookhouse, built on trailer; it's a honee.

Take but **ONE MINUTE** please...
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THE CARL D. FERRIS SHOWS

Want for the Great Reidsville, N. C. Fair, Sept. 24 to Sept. 29 Incl.

CONCESSIONS—Eats of all kinds (Chet Long, contact). Hanky Panks and legitimate Concessions.

RIDES—Chairplane and Octopus to join with our office-owned rides.

SHOWS—Side Show, Monkey Show, Wild Life, Penny Arcade or any Grind or Novel Shows. Gig Show, we have top. Have 6 very good fairs in North and South Carolina.

All wires to **CARL D. FERRIS**
Washington, North Carolina, Fair Grounds.

WANTED WANTED WANTED

Will book Hanky Panks for balance of season, Long Range, Short Range, Jewelry, Scales, App, Fish Bowl, Pitch, Ball Games, Novelty. No Mitt Camps. Will book two Shows, Mechanical Show or Fun House, Wild Life, Glass House.

New Madrid, Mo., Sept. 17-22; Manila, Ark., Sept. 24-29; then per route.

BIG FOUR AMUSEMENTS

MARLBORO COUNTY FAIR, Bennettsville, S. C.

WALLACE AND MURRAY SHOWS

Want Concessions of all descriptions. Good opening for Diggers. Will book Cook house, also Grab. Will book any non-conflicting Rides or Shows. We play all Fairs until Armistice week, then Florida spots. Can place at once experienced Mechanic with tools. Answer to:

AL WALLACE, this week Bedford, Va., Fair; next week, Bennettsville, S. C., Fair

ROSS MANNING SHOWS

Want for STATESVILLE, N. C., FAIR, Sept. 24-29

Can place Eats, Drinks, Hanky Panks and all Slum Stores RIDES: Want Tilt, Rolloplane or Ridee-O. SHOWS: Any Grind Show with own equipment. Lexington, N. C., to follow.

Wire or write **Ross Manning Shows, Lynchburg, Va., this week**

SPERRY SEARCHLIGHT FOR SALE

Complete 64" Searchlight and Generator in A-1 working order. This is not junk, but in perfect condition. Priced to sell quick, complete, \$1,600. Generator alone worth this.

Address **BOX D88, Billboard, Cincinnati 22, Ohio**

America's Finest Show Canvas

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.
4862 N. CLARK ST. CHICAGO 40

WANTED CALLER AND COUNTER MEN

For Number Two Bingo.

Address
GUY B. WEST
Care Cavalcade of Amusements, Nashville, Tennessee, September 17 to 22.

D. S. DUDLEY SHOWS WANT

Foremen for Ferris Wheel, Kiddie Air-planes and Autos, Second Men, who drive semi; Men to take care of Monkey Show; Agents for Penny Pitch, Fish Ponds, Coke Bottle and Hucky Buck, Age, Need Ticket Agents for Rides and Front Gates, Lovington, New Mexico, Fair, Sept. 17 through 22; then Big Springs, Tex.

Contact **D. S. DUDLEY**

SNAKE SHOW FOR SALE

WITH OR WITHOUT TRUCK
Am building a larger Show for Milking Rattle-snakes.

SAILOR KATZY
Care Gooding Amusement Co., Memphis, Tenn., this week; then Tupelo, Miss., and Columbus, Ga.

LESLIE'S TRAILER PARTS AND ACCESSORIES

Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog: 1920 Stewart Ave., S. W., on Highway 4 going south Atlanta, Georgia Fairfax 2626

HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.

Open all year round

Want Freaks and Novelty Acts. State salary and all particulars in first letter.

WANT TO JOIN AT ONCE

One more Girl Show with two or more girls. Also Long and Short Range Gallery. All mail and wires to:

WM. C. "BILL" MURRAY
VIRGINIA GREATER SHOWS
Spring Hope, N. C., this week.

FOR SALE ONE #5 ELI WHEEL

18-CAR ALLAN HERSHELL AUTO RIDE, LATE MODEL.
Both Rides in A-1 Condition. Priced for Quick Sale.

TOBE McFARLAND
2117 Appleton St. Houston, Texas (Phone: Melrose 1773)

FOR SALE SMALL MONKEY SHOW COMPLETE

ANN MILLER
General Delivery, Chattanooga, Tenn.

P.S.: **DICK DUNCAN, CONTACT.**

GEORGIA AMUSEMENT CO.

Will book Hanky Panks of all kinds, \$21.00 per week. Don't wire, come on. Shows: Will book you for 20 per cent. Moultrie, Ga., Fair, Pembroke, Ga., next week. No Flats allowed.

RIDE HELP of all kind WANTED

Want Glass House Man and Concession Help. Don't wire come to Huntsville, Ala.

FRED LEGRAND

Chuck Wagon

Custom built, used one season, fully equipped. Completely separated living quarters. See this fine Trailer in operation at Lancaster, Ohio, Fair, Oct. 18-23; or Circleville, Ohio, Pumpkin Show, Oct. 17-28. Address:

ROY SOLIS
178 King Ave. Columbus 3, Ohio

Freedman Novelties Pays \$10,700 Fee At Sacramento Fair

SACRAMENTO, Sept. 15.—Freedman Novelties, headed by Olivia and Alex Freedman, paid a total of \$10,700 for the novelty and guess-your-weight concessions at the California State Fair, which closed its 11-day run here Sunday (9), and came out all right. Freedman said that his firm was out in front as of Sunday night (2) with Labor Day and six days to follow. The fair pulled 762,029 people to beat its 1949 record.

The contract was on a fence-to-fence deal with the exception of a hat stand, operated by Dorothy and Newton Stone, on the Ferris Greater Shows midway.

Following the fair here, the Freedmans moved their merchandise to San Jose for the Santa Clara County Fair. Firm has the novelties on the Crafts 20 Big Shows' midway at Los Angeles County Fair, which opened yesterday for 17 days in Pomona. Freedman will also handle the items on the Crafts Shows' midway at the Fresno District Fair in October and fence-to-fence at the Arizona State Fair in Phoenix in November.

Freedman's personnel here in-

American Carnival Ass'n, Inc.

By MAX COHEN

ROCHESTER, N. Y., Sept. 15.—Annual visitation program is drawing to a close, latest visit being to the James E. Strates Shows at New York State Fair, Syracuse.

Plans for the annual meeting are about completed and the confab will be held at the Hotel Sherman, Chicago, November 26-29.

cluded J. W. Gilman, Ferris Greater Shows' auditor, accountant; Benny Haberman, Sammy Wexler, Morris Levy, Carl Fry, Harry Levy, Jimmy Phoenix, Jeanette Wolkoff, Dolores Goldstein, Sammy Silverman, Jean Goldstein, Catherine Ray, Ivan Gilligan, Mary Lou Ray, Al Mann, Jack Dotterwick, Ed Kennedy, Steve Freedman, Benny Stone, Marvin Freedman, William Peters, Joe Doresey, Joe Alesio, Henry Halloran, Roy Devaney, Cy Stern, Danny Gordon, Carl Leider, Mickey Hogan, Joe Broadus, Red Haffards, Murray Fein, Alex Goldstein and Ernest (Dutch) McCarthy.

MIGHTY HAMMONTREE MIDWAY

Can Place for the Following Two Fairs
SANDERSVILLE, GA., FAIR, SEPT. 24th thru 29th; CEDARTOWN, GA., FAIR, OCT. 1st thru 6th; and four more Fairs to follow.

CONCESSIONS—Want legitimate Concessions of all kinds. Open midway. Good proposition for Photos, Custard, Jewelry, Lead Gallery, Cork Gallery, Eats and Drinks, Bumper, String Game, Hoop-La and Penny Pitch.

RIDES—Will book for above two Fairs and balance of season Tilt-a-Whirl, Spittire, Caterpillar or any Ride not conflicting.

SHOWS—Snake Show, Motor Drome, Mechanical City, Penny Arcade or any Show with own equipment.

HELP—Want Truck Mechanic with own tools. Top salary to man who can keep trucks rolling. Want Foremen and Second Men on Chairplane and Loop-o-Plane. Want Agents for office-owned Hanky Panks. Sam Housner wants Griddle Man and Agents for Count Stores and Clothes Pins. All wires and replies to

WILLIAM O. HAMMONTREE, General Manager

Sunbright, Tenn., Fair, this week; Sandersville, Ga., Fair, next.

GEORGE CLYDE SMITH shows

WANT FOR THE FOLLOWING FAIRS

5 County Fair, Farmville, Va., week Sept. 24th; Franklin County American Legion Fair, Rockymount, Va., week Oct. 1st; Vance County Colored Fair, Henderson, N. C., week Oct. 8th; Mebane 4 County Fair, Mebane, N. C., week Oct. 15th; Tidewater Colored Fair, Suffolk, Va., week Oct. 22nd; Fall Festival and Flower Show, Plymouth, N. C., sponsored by Jr. Chamber of Commerce, week Oct. 29th.

WANTED: Ball Games, Fish and Duck Ponds, Long and Short Range Lead Gallery, Cigarette Shooting Gallery, Pitch Tilt You Win, Balloon Darts, Candy Floss, Glass Pitch, Blower, Grab, Guess Your Age and Weight.

WANTED: Side Show Acts, Illusion Show, Mechanical City, Girl Show, Minstrel, Want General Ride Help—Truck and Tractor Drivers. All replies to

GEORGE CLYDE SMITH SHOWS, Oxford, N. C., this week; Farmville, Va., next week.

WANT

WANT

For the following Mississippi Fairs: NEWTON, WAYNESBORO, CHARLESTON, SHAW and others to follow. Big cotton crop and plenty of money here.

CONCESSIONS: Short Range, Custard, Ball Games, Coke, Scale, Novelty, Pan, Block, Pea Pool, Six Cat, come on we will place you; others working for stock.

SHOWS: Motordrome, Mechanical, Animal, Snake, 10-in-1 and any other Show with own equipment. No Girl Show, No Gypsies.

Peck Amusements

Winona, Miss., this week; Newton, Miss., Sept. 24th-29th.

\$\$\$ COTTON \$\$\$ COTTON \$\$\$ COTTON

WANT FOR FULTON, MISS., FAIR, SEPT. 24, AND BALANCE OF SEASON IN THE VALLEY OF COTTON.

Stock Stores, Pitch Win, Hoop-La, Darts, Clothes Pin, Heart Pitch, Bowling Alley, String, Coke, give Ex on Scales, Custard, Photo Novelties. We have no Shows. Good opening for two Shows of merit and Fun House. Want Free Act for privilege and percentage of gate. Good route to Motordrome.

KELLIE GRADY SHOWS

FLORENCE, ALA.

GLADSTONE EXPOSITION SHOWS

WANT FOR NOXUBEE COUNTY FAIR, MACON, MISS., WEEK SEPT. 24, WITH 5 MISSISSIPPI FAIRS TO FOLLOW.

CONCESSIONS: Hanky Panks of all kinds, Cookhouse and Grab, Want Fun-house, Girl Show, Monkey, Snake, etc., with own equipment.

Want Major Rides not conflicting with Tilt, Comet, Swings, Jenny and Wheel. Useful Showfolks, come on, can place you, Jackson, Miss., all this week.

FORREST POOLE, MGR.

8 RIDES—GREAT LAKES SHOWS—8 RIDES

Want for Kewanee Fall Festival, Crab Orchard, Tenn., Business District, Sept. 18-22; followed by Moss, Tenn., Agricultural Fair, Sept. 23-29.

Stock Concessions of all kinds—Fish Pond, Ball Game, Country Store, Novelties, Coke Bottles, Six Cats, American Palmistry, X o x Photos, Popcorn, Cookhouse or Grab, Apple. Come on, can place you now and for winter season. Percentage open. Will book with Hanky Panks. Cause Concession Agents on show. Want Side Show, good proposition to shows—Grind Show, any Novelty Show. Ride Help who drive semis on all Rides. Daily drawing account and salary. Want Sound Car with Concessions to join at once. Crab Orchard, Tenn., this week Sept. 18-22; Moss, Tenn., Agricultural Fair, Sept. 23-29.

KALAMAZOO COUNTY FAIR

KALAMAZOO, MICH., SEPT. 24-29
200,000—People Last Year—200,000
One of the Largest County Fairs in the Midwest

6 BIG DAYS

6 BIG NIGHTS

101 ACRE FAIR GROUND

CAN PLACE FOR THIS GIGANTIC FAIR

80 ACRE PARKING FIELD

CONCESSIONS

CONCESSIONS

Photos
Custard
Gadgets
Jewelry
Grab

Ice Cream
Ball Games
Cork Gallery
French Fries
Pan Games

Age & Scales
Glass Pitch
Basketball
Waffles
Cigarettes

Duck Pond
Fish Pond
Baseball
Air Ball
Diggers

SHOWS

CIRCUS SIDE SHOW
Motor Drome
Illusion
Animal
Glass House
Fat

SHOWS

All Replies by
Western Union
Now Thru
Sept. 22

W.G. WADE SHOWS

East Warren
& Connor Ave.,
Detroit, Mich.

THE MIGHTY GEM CITY SHOWS

WANT FAIRS

WANT FAIRS

WANT FAIRS

COLUMBUS FAIR AND LIVESTOCK SHOW, COLUMBUS, MISS., SEPT. 24-29. MISSISSIPPI FAIR AND DAIRY SHOW, MERIDIAN, MISS., TO FOLLOW, WITH SIX OTHERS CONTACTED AND TWO MORE PENDING.

Do not be misled—This is the only chartered Fair and we hold the exclusive contract for the midway. Horse Racing, Automobile Racing and Grandstand Program Day and Night. This is the Big One.

SHOWS: Want Shows of all types. Especially want Mechanical City, Animal Show and Glass House. Can place Girl for office paid Dancing Girl Revue, salary and bonus.

RIDE HELP: Want Ride Help who are capable and drive semis. Can also place Man to operate Sperry Search light.

CONCESSIONS: Can place Concessions of all types. Hanky Panks of all descriptions. Especially want Ball Games, High Striker, String Games, Grab Stand and French Fries. No exclusive on anything.

Wire, call or come on—**THOMAS D. HICKEY, Mgr.**

North Alabama State Fair, Florence, Ala., this week; Columbus, Miss., to follow.

P.S.: Rex Miller, come on, can place you.

THE DIAMOND of the SHOW WORLD

THE BEST IN THE MIDDLE WEST

GOLD MEDAL shows

WANT

WANT

WANT

For MADISON COUNTY FAIR, HUNTSVILLE, ALA., Followed by BIG CHEROKEE INDIAN FAIR, CHEROKEE, N. C., and Six More BIG Fairs in GEORGIA, ALABAMA and FLORIDA, including DOTHAN, ALA.; PANAMA CITY, FLA., Etc.

SHOWS: Good proposition for Wild Life, Motordrome, Big Snake, Crime, Penny Arcade and Mechanical Show.

CONCESSIONS: All Eating and Drinking Stands open, including Popcorn, Candy Floss, French Fries and Wonder Bar. All other Hanky Panks open.

RIDES: Dark Ride, Flyoplane and Rolloplane.

Wire **JOHNNY J. DENTON**

GOLD MEDAL SHOW, Covington, Tenn., This Week.

HOUSTON'S FIRST BIG FAIR

16 DAYS and NIGHTS

HOUSTON, TEXAS
OCT. 27 THRU NOV. 11

16 DAYS and NIGHTS

The HOUSTON FAIR is the largest Fair ever produced in South Texas! Fair Grounds cover 114 acres—new Exhibit Building—large Grandstand—1/2 Mile Race Track—Modern Lighting—Sound System—Parking for 5,000 Cars—Grandstand Attractions all Nationally known Shows—Free Fireworks every nite. Exhibition covers 150 miles radius of Houston. Located 1/4 mile from the famous Shamrock Hotel—inside city limits. Attendance expected to exceed 500,000! The HOUSTON FAIR is like Houston—Texas' LARGEST City! It's BIG! Get your Winter Bankroll here!!!

WANT

Independent Shows *** Rides *** Concessions

*** SHOWS ***

Fun Show, Mechanical, Motor Drome, Glass House, Monkey Circus, Iron Lung, Midget Show, first-class Side Show, Big Snake, Crime Show, NOTICE: Manager "Bad Men of History" contact! Or any first-class Tented Attraction.

*** RIDES ***

Caterpillar, Flyoplane, Dodgem, Tilt, Twin Wheels, Rockoplane, C-Cruise, Little Dipper, Octopus, Merry-Go-Round, Flying Scooter and 5 first-class Kiddie Rides. All Rides must be A-1 condition!

*** CONCESSIONS ***

Lightoplane, Basket Ball, Coke Bottles, Balloon Dart, Ball Games, Novelties, String Games, Photos, High Striker, Shoo Ball, Glass Pitch, Fish Ponds, legitimate Concessions only. Must work for stock... no exclusive.

IRA W. CURRY
General Manager

HOUSTON FAIR

1401 O.S.T. Houston, Tex.
Phone: LYnburg 6787

JACK EDWARDS
Mar. Midway Attractions

HARRISON GREATER SHOWS WANT FOR DURHAM COUNTY COLORED FAIR

This is the biggest Colored Fair in North Carolina, Day and Night Fair with plenty of Tobacco Money and Soldiers, Durham, N. C., Sept. 24-29; with Pine Top American Legion White Fair, Pine Top, N. C., Oct. 1-6; then the great Smithfield, N. C., bona fide Fair in heart of Tobacco and plenty of Soldiers, Oct. 8-13, with five more bona fide Fairs to follow. Everything open.

Want Concessions of all kind—Grab, Novelties, Age, Scale, French Fries, Popcorn, Candy Apples, Floss, Custard, Glass Pitch, Ball Game. All Sium Stores open, specially Glass Pitches. A few choice Concessions open. Also some Percentage. Due to disappointment want A-1 Bingo for balance of season. Will book one or two Colored Girl Shows with or without outfit for this date. Will book Flyplane, Spitfire, Ferris Wheel for duals, set of Kiddie Rides. Will book any worthwhile Grind Show, Snake, Monkey, Wild Life, Motordrome or what have you? Liberal Percentage. Want one more high sensational Free Act. Want Ride Help and Semi Drivers for balance of season. Jack Lance no longer with this show. All mail and wires to

FRANK HARRISON, Manager; CURLY GRAHAM, Bus. Mgr.
Pittsboro, N. C., Fairgrounds, this week; then Durham, N. C., Fairgrounds.

SOUTHEASTERN FAIR-A-GANZA ATLANTA, GEORGIA SEPTEMBER 27-OCTOBER 7

CAN PLACE CONCESSIONS OF ALL KINDS.

One Location for Long Range Gallery.
Hanky Panks of all kinds.

Followed by Wilson, N. C. and Orangeburg, S. C., Fairs.

Address: **AL WAGNER**
CAVALCADE OF AMUSEMENTS
FAIRGROUNDS, NASHVILLE, TENN.

WANTED CONCESSIONS OF ALL KINDS

FOR TENTH ANNUAL MIDDLE GEORGIA COLORED FAIR
The BIG, established, public supported Colored Fair in Macon, Georgia. Now ready for the biggest run in history, Oct. 8-15, under direction of HOMOSOPHIAN CLUB. Special events, celebration, hugh demonstrations, big array of exhibits. Schools released for all day, children's day. Don't be misled; this is the old established Fair with success growing bigger every year. Heavy advance ticket sales. Have exceptional opportunity for Rat Game, Photos, Popcorn, French Fries, Root Beer, Taffy Candy, Frozen Custard. ATTENTION! Capable Promoter who can stand prosperity wanted for this and long route of established fairs. Can use capable money-getting Concessioners who know how to handle the public. Jimmy Annin, answer. This unit will play four weeks in or near Macon. Contact

SUNSHINE SHOWS
2105 E. CHELSEA ST., TAMPA, FLA

Another unit wants for long string of Fairs, booked until after the holidays in Georgia and Florida, all kinds of clean Shows, Rides and Hanky Panks, Little Dipper and Scooter for year round spot. Need good Ride Help. Jimmy Deal, Mgr., Kirtland, Ga., Sept. 17-22, No. "X." Come on. Big Fairs starting October 1

DON'T MISS THIS ONE —OPEN MIDWAY—

WILL BOOK STOCK CONCESSIONS OF ALL KINDS—COOKHOUSE, PITCHMEN, NOVELTIES, ETC. WANT SHOWS WITH OWN EQUIPMENT WILL BOOK ONE MAJOR RIDE, ALSO KIDDIE MERRY-GO-ROUND.

FOR MISSOURI'S BIGGEST FREE FAIR (ON THE STREETS)
AURORA, MISSOURI, SEPT. 26-29.
WIRE, PHONE OR COME ON

F. C. BOGLE, MGR., F. C. BOGLE SHOWS, INC.

Aurora, Mo., anytime after 1:00 p.m. Wed., Sept. 19.

P.S.: THIS IS THE BIG SPOT BETWEEN HUTCHINSON AND MUSKOGEE FAIRS.

WANT—Cumberland Valley Shows—WANT

SHOWS: Motordrome, Wild Life, 10-in-1, Midget or any show with own outfit except Girl Shows, Want Penny Arcade.

CONCESSIONS: Water Games, Jewelry, Bumper, Pitch-Till-You-Win, Ball Games or any Stock Stores.

Want Ride Help—A-1 Wheel, Chairplane and Octopus Men.

Address all mail and wires to

ELLIS WINTON

Manchester, Tenn., this week; Athens, Tenn., next week.

JIMMIE CHANOS SHOWS

Want legitimate Concessions of all kinds for the
BIG STREET FAIR, WINCHESTER, INDIANA
Around the Court House, followed by
POTATO FESTIVAL, NEW CARLISLE, OHIO
Need Shows with own equipment. Want Custard, French Fries, Waffles or any other legitimate Concession. All replies to
JIMMIE CHANOS, St. Paris, Ohio, this week.

NEW FUNLAND AMUSEMENT PARK

OPENS SEPT. 29—BOOM SPOT—11 ACRES—10 YEAR LEASE—NO GATE

Want exclusive Cafe, Drinks, Hoop-La, Darts, Stock Stores, Rat and Pan Game.

RIDES: Dipper, Scooter, Tilt, Funhouse, Rocket, Spitfire.

All replies: Secretary, 1244 Greene St., Augusta, Ga.

Phone 29536

PAGE BROS.' #2 SHOWS

Want Shows of all kinds with own outfits. Don Marconi, come on. RIDES: Set of Kiddie Rides, one Flat Ride and Live Ponies. CONCESSIONS: Hanky Panks and P.C. Will book one each—Rolltown, Razzie, Skills and Lineup. Mack Hoge, come on. Bennie Hazen, Louie Hall, Johnny O'Conner, come on. This unit out all winter. Want Wheel Foreman, Electrician, Jeff Kiser and crew come on. All People with me before, come on. Will place you.

E. A. (HOPPY) CHAPMAN, Mgr.
Parsons, Tenn., Fair now; Lexington, Tenn., Colored Fair next.

Take but **ONE MINUTE**

please...

Help yourself and The Billboard
by filling in the

coupon on.....

PAGE 57

Seasoning in Politics Led to Gravy in Food

• Continued from page 62

ton-holing constituents, whispering glad tidings into willing ears, and cementing votes for his favorites with himself frequently in the line-up. His political activities took place in the big leagues, too, since his district, was in Philadelphia where he resided for many years.

Louie was a member of the Pennsylvania State Legislature for two terms, resigning during his second incumbency because of the demands of his business. Politics after that and thru the present time continue to interest and occupy him, but his running for office is a thing of the past, Louie says. Still his friends are never too sure, noting that the expolitic is attracted to the ruling fraternity as flies are to sugar. Wherever he goes, Louie soon becomes thoroughly acquainted with the political fraternity, from governors on down. He is proud of the fact that he has served governors and their parties at all of the annuals where he has set up shop.

Louie has built his food dispensing enterprise to a high level. The featured dining room, a focal point on any midway, is the 260-seat portable dining hall. The unit is not a slap-up affair, but a carefully designed and engineered edifice. Eatery measures 40 by 85 feet, including a mobile kitchen mounted on a 36-foot trailer. Kitchen is a beauty containing every modern restaurant convenience, including refrigeration and hot and cold running water. All units are completely screened and its hard to find a fly even on the hottest fair day. Seeking perfection as always, Louie recently added electrical fly killers, new gadgets that are only now finding their way into the nation's restaurants.

There isn't much difference between a successful politician and a showman and Louie proves the point by the manner in which he has flashed his principal eatery. Neon signs span the 40-foot glazed in front and shining stainless steel doors, that are as smooth working as those on more permanent installations, provide inviting gateways.

All of the equipment, including the special improvisations on six tractor-trailer units, was constructed at Louie's Allentown, Pa., winter quarters. Improvements are the result of his years of experience, and Louie has yet to encounter a situation when the serving of huge quantities of food under pressure has baffled him and his staff.

Resides in Allentown

Louie was born in San Francisco 48 years ago. He grew up and was schooled in Philadelphia and had a year at Temple University. He made his home in the metropolis until he married his wife, Rae, an Allentown belle, and moved to that city where they acquired a 20-acre country estate for off-season living. They have a young son, Paul Warren, who combines the best features of both his parents and who already knows every nook and cranny in his folk's eatery.

Back in 1940 Louie had a show of his own, consisting of several rides. It was an unnamed unit and soon abandoned to finish Louie's only carnival troupe.

The cookhouse season is relatively short for Louie, about 18 weeks in all. However, he is constantly seeking out new spots and will extend his season as dates become available. Until this year, when the fair dates interfered with his routing, Louie also made eight weeks of PGA golf tournaments. He has catered on the lawns of many of the nation's leading links, including Tam O'Shanter, Chicago. He also catered the widely publicized Bing Crosby-Bob Hope celebrity charity tourney staged in Washington a couple of seasons ago. At the York (Pa.) Music Festival he fed 3,300 at one time.

Until about eight years ago, Louie owned and operated a hotel and eatery in Allentown. He sold the property and has since limited his selling of food to events with big attendance. Annuals at York, Pa., and Raleigh, N. C., provide mass patronage with big appetites, and Louie can't even begin to estimate the thousands of folks he has fed at these, and other fairs.

Louie employs about 50 persons during the height of the season, and his personnel ran over 100 when he also operated a large dining room, a permanent installation, at York. Extra help has

sometimes been a problem, but Louie is never perturbed and his countenance reflects none of the strain usually associated with cookhouse operations. He has been known to hire needed help from his patronage.

Visiting fairmen, many of whom are Louie's guests, gather at Louie's establishment wherever he plays. He is quick to sarry word of improvements at one spot to the next, thus displaying an interest in the advancement of annuals that is both unique and commendable.

Louie serves a lot of food each year. Specific figures are lacking, perhaps because they would hit an astronomical note and, as the entrepreneur says, they are easily fabricated and don't mean a whole lot. Suffice it to say that chicken he serves in a short season placed end to end would stretch from York to Miami—a fitting place to wind up since his specialty happens to be the Southern fried bird.

Strates York Biz

• Continued from page 72

structing a new front for the unit which will be used first at the shows' Southern fairs. Appeal of the circus, Jacobs as a personality, and the animals within the show are expected to lure big crowds.

Midway here, with Jack Fickes, fair official aiding despite a broken back received in an automobile accident a month ago, presented a tidy and colorful picture. Added units were numerous with midway features stretching for hundreds of feet beyond each end of the grandstand.

Concessionaires were beset with problems early in the run, but these were ironed out early and little work time was lost. Bingo ops, with Benny Weiss in the forefront, switched to skillo operations with customers picking out numbers to be called and so lessened the objectionable element of chance. Wheels were replaced with dart wheels and the fun units early won popular and public acceptance.

Business thruout the length of the fun zone was reported excellent and on par with the expected pace here. Rides were particularly numerous and the money was there for all, particularly on Kid's Day when walking space was at a premium, even tho the grandstand was jammed to capacity. Dr. William Mann, head of the Washington Zoo and a friend of the Strates organization, visited. He chatted at length with Starr De Belle and others.

Strates ends his Northern routing here, jumping tonight to Shelby, N. C., for the first leg of a Dixie tour. Business to date at all annuals has been above 1950 and the outlook for the remainder of the season is equally bright, he reports.

WOM Pars 1950

• Continued from page 72

scheduled to appear at Allentown next Friday. A tour of the midway has been arranged.

Added features for Allentown will include Betty Lou Williams, four-legged girl, presented as a separate attraction by Dick Best.

Bergen said he is planning to send a number of cars with surplus equipment to Trenton where they will be erected in advance of the Sunday (23) opening of New Jersey State Fair. Limited space available at Allentown makes it impossible to erect all units.

Superintendent Harry Hauck lost a truck and little train in an accident while making the move here. No injuries were reported to personnel.

Conklin Gross

• Continued from page 72

face woman, Mimmi Garneau, sword-swallower; Milo Vage, bag puncher; Sally, accordionist; Sam, the penguin boy; Jacqueline, pain-proof gal, and Jess Willard, former heavyweight boxing champ; Bingo Hinkler, bally act, with Amos Webb, Woody Dutton and Elmer McDaniels on the front.

London Takes Up

LONDON, Ont., Sept. 15.—Conklin Shows, here this week at the Western Fair, chalked up a substantially higher gross during the first four days of the fair than it did last year.

Experienced

GENERAL AGENT

At Liberty

Railroad or motorized show. Fifteen years' experience all phases advance details. Desire connection with reliable organization furnishing not less than 44 weeks' employment per season. Excellent contacts. Loyalty, integrity and industry can be vouched for. Compensation commensurate but secondary to mutual happiness. Will be available November 1st. Can also provide reliable Press Agent (capable of handling some special agent details) and one of best bill-posters in outdoor show field. Good opportunity to solve your advance problems. Write in confidence to

BOX D85

The Billboard
2160 Patterson St. Cincinnati 22, Ohio

FRONTIER SHOWS WANT

For the following Celebrations
in the Heart of the Cotton

Legitimate Concessions of all kinds. Will book Photos for balance of season. Will book major Rides that do not conflict.

Prescott, Ariz., Sept. 17-23.
Fair; Chandler, 24-29; Safford, Oct. 1-6, Fair; Tucson, 8-13; Coolidge, 15-22, Fair; all Arizona spots. All replies

WALTER SANSUSIE
Concession Mgr.

AGENTS WANTED

For Pitch-Till-You-Win, Shoot-Till-You-Win, Balloon Darts, Sium Alley, Set Spindles, Six Cats and Buckets.

Address:

DWIGHT BAZINET

Care BUFF HOTTE SHOWS

Thibodaux, La. (Fair), this week;
Oberlin, La (Fair), next week.

Girls—GIRLS—Girls

for nine weeks' work. Salary, \$60.00 a week and tips. Will wire tickets if I know you. Wire

JACK GALLUPPO

c/o Gem City Shows,
Florence, Ala., this week.

ORANGE BCWL SHOW

Fairs—Twenty—Fairs
SIX GEORGIA—FOURTEEN FLORIDA
Rides: Tilt, Caterpillar, one more Kiddie Ride. Shows: Big Snake, Unburn, Fire Show, Girl Show. Stock Concessions of all kinds. What have you? Rudy, contact. Can place Agent. All replies to

FRANK ROSS

Lumber City, Georgia

WANT BINGO

For Senath, Mo., Fair and balance of season, closing Laredo, Tex., Dec. 9. Book on percentage only. Teskis, can place you and other Grind Shows.

MOORE'S SOUTHWESTERN SHOWS

Jonesboro, Ark., Fair, this week; Senath, Mo., Fair, next.

FREE ACT WANTED

Want High Trapeze Act or High Dive Act for week of September 24 through 29. All replies to

William O. Hammontree

MIGHTY HAMMONTREE MIDWAY
Sunbright, Tennessee

COMING SOUTH?

We operate two units, DYER'S LOTTA HOOEY, Tiptonville, Tenn., Annual, now; Dyer's Greater W. Helena, Ark., now. All fairs or sponsored events. Both units show Ark. Miss. Fairs until the woodchuck chucks. We book Shows, Rides, Concessions. What have you? Want Eli Wheel Foreman, Spitfire Foreman, Second Men and Helpers, Talent for Athletic Show, also Manager. Contact Per Route

STAINLESS STEEL AND POLISHED ALUMINUM POPCORN TRAILER

Fully equipped for making Carmel and Pop Corn. Cooler for Soft Drinks, Root Beer Dispenser, Ice Cream Cabinet, Star Sandwich King, Electric Light Plant, Electric Automatic Brakes, Gas Tanks, Fluorescent Lights inside, Neon Signs on top, A-1 condition. Sacrifice Size on top. J. O. DAVIS, 4921 Excelsior Blvd., St. Louis Park 14, Minn.

NEXT WEEK, OPENING WEDNESDAY, SEPT. 26
THE BIG ANNUAL VERSAILLES PUMPKIN SHOW, VERSAILLES, IND.

CONCESSIONS:

Everything open except Cotton Candy. Privilege reasonable. Don't waste time writing. Come on. You will be placed. No gypsies no flats.

We are booked solid and will play Indiana and Ohio territory until November 4.

For Sale—Short Range Gallery complete, ready to go. A steal!
Address: This week, Brown County Fair, Nashville, Ind.

RIDE HELP:

Can place top men for top salaries. Foremen for Wheel and Spitfire. Second Men on Merry-Go-Round, Rolloplane and Kiddie Rides. Drunks and tourists, stay away.

Capitol City Amusements, Incorporated

P. O. BOX 811 PHONE WA-1010 INDIANAPOLIS, INDIANA

HELLER'S ACME SHOWS, INC.

High Point, N. C., Sept. 24-29; then Clayton, N. C., Oct. 1-6; then Farmville, N. C., Oct. 8-13; Beaufort County Agril. Fair, Washington, N. C., Oct. 15-20. This is a big Agricultural Fair with horse racing every day and big grand stand acts. Carteret County Fair, Beaufort, N. C., Oct. 22-27. After Beaufort comes Mt. Olive Pickle Festival. You all know this one. Nov. 5 to 10, closing here. Have complete outfit for Plantation Show. Want Shows: Girl Show, Fun House, Side Show, Motordrome and Grind Show. Want Rolloplane, Octopus, Dark Ride, Caterpillar, Ridee-O or Whip, Buddy Bernstel, Fred C. McKinney, Torchy (Ferris Wheel man), contact. Will book Ferris Wheel for duals. Want Chairplane Foreman. All Concessions open. No exclusives, but will not overload midway. Want Diggers, Rotaries and Cookhouse. Few Wheels open. Dutch Whiteside wants Agents. Those joining now will be given preference at Fairs. Live-and-let-live prices to all

All address as per route. Harry Heller, General Manager
Madison, N. C., this week.

JOHNNY'S UNITED SHOWS

Want for Huntingdon, Tenn., Carroll County Fair, Sept. 24-29; Athens, Ala., Colored Fair follows, then Scottsboro, Ala., Jackson County Fair.

WANT Popcorn, Cotton Candy, Grab, Custard, Novelties, Ice Cream Dip, Long and Short Range, Hit and Miss, Milk Bottles, Cat Rack, Diggers and Penny Arcade.

SHOWS—Want Manager for office-owned Sideshow. Must supply people. Especially interested in Monkey Show. Ride Help Wanted. Chairplane Foreman. Must drive. Kelly Pool Agent wanted.

All replies to JOHN PORTEMONT
Lexington, Tenn., this week

20th century shows

WANT WANT

For NORTHEAST ARKANSAS DISTRICT FAIR, Blytheville, Ark., Sept. 25-30, and AMERICAN LEGION FAIR, Carruthersville, Mo., Oct. 4-7.

Shows: Want Fun House, Glass House or Dark Ride, Snake, Mechanical, Unborn, Lung or any Show or Exhibit of merit. Show People: Can place Line Girls, Musicians, Dancers for Harlem Swing Revue. Want organized Girl Show to take complete framed unit for balance of season. Concessions: Have space for a few more Stock Concessions. Ride Help: Can place Second Men on Rides, must drive. Fair route until November 5.

Address: ROLLA, MO., THIS WEEK.

BUFF HOTTLE SHOWS

WANT NOW AND ESPECIALLY FOR

DONALDSONVILLE AND FRANKLINTON, LOUISIANA, FAIRS.

Can place well-framed Shows, especially Snakes, Athletic Unborn, Mechanical. Want Concessions that work for stock. Have space for Cookhouses, Grab joints. Pronto Pups, Ice Cream. Entire list of Fair dates in last week's Billboard.

All replies BUFF HOTTLE, Mgr.
THIBODAUX, LA., THIS WEEK

JOHN FRANCIS SHOWS

WANT WANT

Concessions of all kinds. Shows with own outfits. Ride Men that can drive trucks. For Newport, Ark., Fair, Sept. 17-22, and Marks, Miss., Fair and Street Celebration; Winona, Miss., Fair; Cleveland, Miss., Fair. Will place Hotby Corn Game for the above dates.

Address JOHN FRANCIS, Mgr.
Newport, Ark. (Fair), this week.

AMUSEMENT COMPANY OF AMERICA

EDDIE FITZGERALD AND JIMMIE LEE OR ANY OTHER POLERS AND SOBER MULE DRIVERS, CONTACT

FRANK SEIGEAR, Trainmaster

Amusement Company of America (Hennies Shows), Chattanooga Tenn., this week.

ROYAL EXPOSITION SHOWS

Sylvania, Ga., this week. Montgomery County Fair, Vidalia, Ga., next week. Booking Shows, Rides and Concessions. Seven more weeks to go.

Contact J. P. Bolt
ROYAL EXPOSITION SHOWS.



HERE'S A SHOT AT THE
BIG ONES!!!

WANT

COOKHOUSES • GRAB STANDS • HANKY PANKS

for FAIRS at

TRENTON • WINSTON-SALEM • GREENSBORO • ANDERSON
COLUMBIA • AUGUSTA • SAVANNAH

All communications to FRANK BERGEN, General Manager

World of Mirth Shows

The Great Allentown (Pa.) Fair this week . . . then as per route.

ONLY LEGITIMATE CONCESSIONS CONSIDERED
• NO OTHERS NEED APPLY

ATLANTIC RURAL EXPOSITION

OFFICIAL STATE FAIR OF VIRGINIA

Richmond, Va., September 27th to October 6th Inclusive

PIEDMONT INTERSTATE FAIR

Spartanburg, S. C., October 8th to 13th Inclusive

WANT—Mule Driver and Workingmen in all departments. CAN PLACE—Hi-Ball, Fly-o-Plane or any ride that does not conflict with what we have. No Kiddies Rides Wanted. ALL HANKY PANKS AND EATING AND DRINKING STANDS OPEN FOR ALL FAIRS UNTIL THE MIDDLE OF NOVEMBER.

All address:

CETLIN & WILSON SHOWS

Great Hagerstown Fair, Hagerstown, Md.

VIVONA BROS. Combined SHOWS

Want for Laurens County Fair, Laurens, S. C., Sept. 24-29; Union County Agricultural Fair, Union, S. C., Oct. 1-6; Robeson County Agricultural and Industrial Exposition, Lumberton, N. C.; American Legion Newberry County Fair, Newberry, S. C., and 5 more fairs to follow.

WANT Cat Rack, Buckets, Glass Pitches, Hi Striker, Penny Pitches, Short Range, 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, Mechanical City, Monkey, Unborn and any Grind Shows not conflicting. Hitler's car, contact.

WANT Man to handle Searchlight and tower. Need Foreman for new Sky Fighter, Chairplane and Ridee-O, also Second Men on all rides. Wives sell tickets. Can always use good, capable Show People who drive. Want Acts for Sideshow and Minstrel Show. Agents for Glass Pitch, Pan Game and Rat Game. Bob Perry, contact Moe. Important!

Wire or write JOHN VIVONA this week Hendersonville, N. C., then as per route.

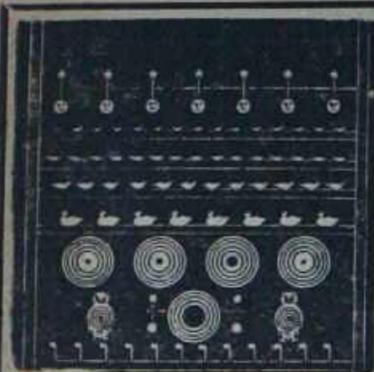
American Midway Shows

Can Place Shows of All Kinds. Will Book Rides Not Conflicting. Homer Candle, Wire. Stock Concessions, Come On for the Following Big Dates:

Comal County Fair, New Braunfels, Tex., Sept. 26-Oct. 1; Burtleson County Fair, Caldwell, Tex.; Lee County Fair, Giddings, Tex.; Sequin Fair, Sequin Fall Festival; Waco (Camp Hood pay day); Navy pay day, Corpus Christi; then Valley Midwinter Fair, Harlingen, Tex., Thanksgiving week.

Those joining now given choice space at Harlingen. Have some space on limited independent midway at Harlingen.

All answer: DON BRASHEAR, Mgr., Shamrock, Texas, this week



ATTENTION—SHOOTING GALLERY OPERATORS!

IF YOU NEED GALLERIES
ACT NOW!

Due to unsettled conditions and present controls we cannot guarantee availability on Evans' Galleries later this year! This is the time to get set for the long haul. Do as many successful operators do—assure your future with Evans—the Gallery built to last.

Complete details in our **FREE CATALOG**
Parts and Targets also available

Write Today

H. C. EVANS & CO.

1556 W CARROLL AVE
CHICAGO 7 ILLINOIS

IMMEDIATE DELIVERY—NO WAITING for These EVANS' Quality LONG RANGE GALLERIES

GALLERY "L"—8 ft. high 18 ft wide. One of the best small units. Good assortment "all-eyes" moving and stationary targets spinners. With or without motor and belt.
GALLERY "E"—19 ft high, 12 ft wide. One of the most popular medium sizes, with plenty of targets of every kind for real appeal. With or without motor and belt.

CONCESSIONAIRES, ATTENTION! FOR ESTABLISHED FALL FESTIVALS

SEPT. 24-29, JASPER, INDIANA. DOWNTOWN — AMERICAN LEGION FESTIVAL — GAMES, CONFECTIONS, JEWELRY, NOVELTIES (NO BINGO).

OCT. 2-5, NEWTON FALLS, OHIO. ON STREETS—SPACE OPEN FOR LEGITIMATE GAMES (NO SCALES OR BINGO), NOVELTIES, JEWELRY AND PHOTOS.

OCT. 2-6, MITCHELL, INDIANA. PERSIMMON FESTIVAL ON STREETS—BINGO AND GAMES SPACE AVAILABLE.

OCT. 6-13 INTERNATIONAL DAIRY EXPOSITION, STATE FAIR GROUNDS INDIANAPOLIS—SOME GAME SPACE OPEN.

GOODING AMUSEMENT CO., INC.

1300 NORTON AVE., COLUMBUS, OHIO

UNIVERSITY 1193

JAMES H. DREW SHOWS

COCKE COUNTY FAIR, NEWPORT, TENN., WEEK SEPT. 24TH;
FRANKLIN COUNTY FAIR, LAVONIA, GA., WEEK OCT. 1ST.

With six more Big Fairs to follow

Can place Dark Ride, Little Dipper, Train or any Ride that does not conflict. Will place all Concessions, must be legitimate. Notice—Popcorn is open exclusive, must be flashy outfit. All Eating and Drinking Stands are open at the fairs. Address

JAMES H. DREW SHOWS

GREENUP, KY., FAIR NOW; NEWPORT, TENN., FAIR SEPT 24 to 29 inclusive.

WANTED CONCESSIONS OF ALL KINDS

Long Range, Custard, Cookhouse and Grab, Photos, Floss, Popcorn, Candy Apples and all legitimate Concessions. (No exclusives.)

For Mississippi-Alabama Fair and Dairy Show
TUPELO MISS. OCT. 2-6

And Chattahoochee Valley Exposition
COLUMBUS, GA. OCT 5-13

CONTACT:

MORRIS LIPSKY
Baltimore Hotel St. Louis, Mo.

BUDDY PADDOCK
Richmond Hotel, Atlanta, Ga.

DAN-LOUIS SHOWS

Want Concessions for the Meade County Fair, Brandenburg Kentucky, this week September 20, 21, 22.

Wonderful spot for big Bingo, Pan Game, Beat The Dealer, Over and Under Seven, Pea Pool, Big Six, Shooting Gallery, Ball Games or any Stock Concession. Candy Floss, Photo, Snow Ball. Good Eating Spot. You will clean up with a good Grab Outfit. There is no better County Fair in Kentucky than the Brandenburg Fair. 4,000 men, working there on Government work. Don't call or wire—come on in. We will place you, reasonable privilege and you will work.

LOUIS T. RILEY, Gen. Mgr.

DAN-LOUIS SHOWS

Want Concessions of all kinds that work for stock at the Hart County Fair, Munfordville, Kentucky, this week September 20, 21, 22. Don't call or wire—come on in to this fair with your Ball Games, Fish or Duck Pond, Darts, both Add 'Em Up and Balloons; Photo, Jewelry, Country Store, Novelties. A wonderful spot for a fast working grab with plenty of food to feed a lot of people.

DAN C. STRATMAN, Mgr., #2 Unit

WANTED

Semi-Driver with license and who does not drink. If married, will use wife in concession. All winter in Florida. Ticket if I know you.

LOUIS A. (STRETCH) RICE

Pioneer Shows, Carbondale, Pa., this week.

WANT WANT WANT

Third Annual Ellboro, S. C., Colored Fair, Oct. 1-4, 1951. Cookhouse, Grab Stand, Mug Outfit, Ball Games or any legitimate Concession. Fun Game, Penny Pitch, some Percentage if you have Hanky Panks. No Flat Stores or Gyro. Any Show of merit. Excellent Monkey Show, can use you. Seven Rides, fireworks every night. All replies to

SCOTLAND RIDES SHOWS

Sharpsburg, N. C., until Sept. 22, after Sept. 22 all replies to Ellboro, S. C.

WANT TO BUY OR LEASE

With option to buy one \$5 or \$12 Eli Wheel. Electric driven; must be in A-1 condition. Permanent location.

FRED H. MASSEY

160 Hermitage Ave.
Nashville, Tennessee

FOR SALE—DERBY

All Steel Construction with Aluminum Siding. 16 Units on Realistic Mechanical Track

JACK DOKE

5403 Hayler Ave. Long Beach 8, Calif.
MEcalf 3-7075

WANTED

For Pearl River Livestock Show, Sept. 24-30, Piravone Miss.; Thomas Community Fair to follow and others. Merry-Go-Round, Roller Wheel, Long Range Gallery, Cork High Striker, Photo, Candy Floss, Glass Pitch, Foreman for Chairplane, Wire.
C. H. BREWSTER
Satsuma, Ala. Till Sept. 23

WANTED

Young Lady for Photo Gallery, must be fast

JUDY

was with Trudy Russell and Triangle Shows in 1947 and Dodson Shows in 1949, or anyone knowing her whereabouts please contact at once. **DON RICARDO** (Photo), Thomas Jayland Shows, Oakland, Md., this week; Parsons, W. Va., next week.

FLOYD O. KILE SHOWS WANT
Join now. Stock Concessions of all kinds. Popcorn, Ball Games, Pitches of all kinds. Bumper, Water Games, etc., come on Snake Show or others. Grind Show. Two good Helpers for Bingo. Foreman for Merry-Go-Round. Second Men who drive. All replies to **FLOYD O. KILE, Mgr.**, Hampton, Ark., Fair now; followed by Fairs at Hermitage, Ark., Sept. 25-29; then Verda, La., Oct. 2-4. We carry six Rides. Out till Christmas.

RIDES WANTED

Hiawatha Shows
Will book Octopus, Tilt or Rolloplane, Auto, Train or any Kiddie Rides for balance of season of 6 weeks.
Ansonia, O. September 18-22

SPITFIRE

'47 with special trailer for sale after Sept. 21. Can be seen at Kansas State Fair, Hutchinson, September 16-21

M. L. BRODBECK

Kinsley Kan.

RIDES WANTED

Ferris Wheel, Merry-Go-Round and one other major Ride. Miniature Train and Ponies. All for Cen-Tex Fair at Clifton, Texas, Sept. 24-30, and other Fairs to follow. Can use Candy Floss and Candy Apples, Guess Your Weight. 25% privilege for Rides and Concessions. Contact **FRANK COLEMAN**, Temple, Texas, or **MR. SARGENT**, Clifton, Texas

CARNIVAL WANTED

to HARDEE COUNTY CUCUMBER EXPOSITION

Nov. 12 thru 17

Contact **EARL A. RUMBLEY**
Phone 4651
WAUCHULA, FLORIDA

MECHANICAL SHOW FOR SALE

Built this season. Rural Village mounted on 1944 1 1/2 Ton Chevrolet, price \$2,000; without Truck, \$1,500, cash only. Booked with Penn. Premier Shows.
MARIAN SIMONS
7171 S.W. 7th St. Miami, Fla.

Take but **ONE MINUTE** please...



Help yourself and the Billboard by filling in the coupon on...

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ALAMO EXPOSITION SHOWS

Want for Fairs at DENTON, LUFKIN, CARTHAGE and CENTER, TEXAS, and EUNICE, LA., Reputed To Be Biggest Fair in State Except State Fair at Shreveport.

Athletic Show Manager and People. I have complete outfit. Will book Motordrome and Little Dipper and any other shows and rides that do not conflict.

Can place Hanky Panks, Chocolate Dip, Ice Cream, Custard, Diggers; also Novelties except at Eunice.

Now booking attractions for Charro Days, Brownsville, Feb. 16th to 24th, 1952.

Address **JACK RUBACK, Manager**
Denton, Texas, week Sept. 17; Lufkin, Texas, week Sept. 24.

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

Want for Warren County Fair, Warrenton, North Carolina, Sept. 24-29; Tri County Fair, New Bern, North Carolina, Oct. 1-5. Seven more Fairs to follow.

Exclusive on Custard, Photos, Novelties, Grab, All Hanky Panks Open. All Ball Games Open; Taylor Bros., come on in. One American Mitt Camp wanted (no gypsies).

Want Monkey Show, Wild Life Show, Live Ponies, Snake Show, Al Dameron, we wired you.)

All mail and wires to **WM. C. (BILL) MURRAY**
Spring Hope, North Carolina, this week.

CAN PLACE

For the New Meridian, Miss., Fair and Cattle Show
Oct. 15-20

All kinds of Hanky Panks and Merchandise Concessions. Ex open on Novelties, Jewelry, Short Range, Popcorn, Peanuts, Candy Apples, Ice Cream and Custard. Will book 2 nice Grab Stands, one Photo and Derby Racer. Good opening for Pitchmen and Demonstrators.

Gooding's Rides and Shows on the Midway; Ernie Young's Revue in Grandstand. This will really be a big Fair.

All Reply To **JOHN GALLAGAN**

Sept. 18-29, Gayoso Hotel, or Fair Office, Fairgrounds, Memphis, Tenn.

ALABAMA AMUSEMENTS

RIDE HELP WANTED

James Short, get in touch with us. Can place Foremen on Octopus, Wheel and Roll-a-Plane. Will sell the exclusive on the following Concessions: Glass Pitch, Penny Pitch, Slum Blower, Coke Bottles, Scales and Age, Cork Gallery, Fish Pond, Slum Spindle, Bowling Alley and Photo Gallery.

Will not tolerate with any drinking. Best Cotton Crop in many years. Come where the money flows freely. Pop Fisher can place you. All join on wire.

Bay-Minette, Alabama, this week; Monroeville, Ala., in front of the court house to follow. Wire care of the Manager of

ALABAMA AMUSEMENTS

Bay-Minette, Ala.

LOOK LOOK LOOK

Ansonia, O., Annual Legion Fall Festival, September 18-22; Franklin, O., Chamber of Commerce Fall Festival, September 24-29. Then the Big One, West Alexander, O., 27th Annual Homecoming on the Streets, October 2-6.

Get your winter bank roll at these annual spots with three more to follow. Want legitimate Concessions and Shows of all kinds. Popcorn, Floss, Glass Pitch, Ball Game, Hoop-La, Fish Bowl or any Stock Stores. No gypsies or flats, please. Will book Tilt or Octopus and two Kiddie Rides for balance of season.

HIAWATHA SHOWS

AS PER ROUTE

Want—KEYSTONE EXPOSITION SHOWS—Want

Playing the cream of the tobacco markets in South and North Carolina. Want Stock Concessions of all kinds: Photo Gallery, Coke Bottles, String Game, Scales, Lead Gallery, Hoop-La, Bumper, Glass Pitch, Jewelry, Custard, Heart Pitch, Cane Rack, Novelties, Hats, French Fries, Candy Floss, Pop Corn and Candy Apples, Bingo, High Striker, Basket Ball, Mitt Camp. Want Ride Help. Office wants Stock Store Agents. Bill Chatkias and Roger Finger, get in touch with office.

P.S., Far Sale: 36-foot Allan Herschell Merry-Go-Round with electric music, flame-proof top, in A-1 condition, with or without transportation. cheap for cash.

Address all wires and letters to

KEYSTONE EXPOSITION SHOWS, CARL O. BARTELS, OWNER & MANAGER

This week, Pamlico, S. C.; then per route

P.S.: Fred Cantrell, get in touch at once.

ATTENTION, CARNIVAL FOLKS

Winter with us at TRAILERTOWN. New, every modern convenience, playground, Bar-B-Q pit, grocery, large lots, FREE BUILDING TO REPAIR YOUR PROPERTY, FREE STORAGE FOR EXTRA THINGS. Write for information and reservations

JOHNE CLEVELAND

Box 4232, Jackson, Miss. Just two miles from downtown on U. S. No. 49, S.

DRAGO AMUSEMENTS

Want for Kokomo, Indiana, Fall Festival—10 Big Days Starting Sept. 24th. Concessions of all kinds working for stock—Long and Short Range, Photo, Ball Games, String Game, Dip, Cigarette Shooting Gallery, Snow Ball, Bowling Alley, Tiles or Hucky Buck, Six Cats or what have you (must be stock), Pitch Tilt You Win, Cake Bottle, Glass Pitch.

Shows—Girl Show, Monkey Show or any Show at small percentage. Jack Adams, call me at once. Will book any Ride not conflicting. Wire or call Summitville, Indiana, Fair Grounds all this week.

PAUL DRAGO

1—1950 A. Herschell Little Dipper \$6000	2—60" Sperry revolving Searchlights mounted on 1947 Fruehauf Trailer (complete) \$3000
Transportation Fruehauf Trailer 1000	Trailer (complete) 2,000
1—1947 A. Herschell Caterpillar... 5000	2,000 2,750
2 Trailers, Ea. 750	1—Lowball GMC Diesel Electric Generating Plant consisting of 2 90 KW and 1 30 KW Generators mounted on 1946 Fruehauf Trailer with custom built Van Body 12000
1—Older 124-seat Chairplane with lighted crossings 1000	
1 GI Trailer 500	
2—Eli #5 Ferris Wheels, Ea. 5000	
Transportation Ea. 750	

FORSYTHE AND DOWIS RIDES, INC., Sterling, Colo.

STOCK TICKETS	The one thing worse than a quitter is the man who is afraid to begin.	SPECIAL PRINTED Cash With Order Prices:
One Roll \$ 1.50		2,000 \$ 4.99
Five Rolls 4.50		4,000 7.99
Ten Rolls 8.50		8,000 12.99
Fifty Rolls 21.00		16,000 20.99
100 Rolls 40.50		30,000 35.99
ROLLS 2,500 EACH		50,000 55.99
Double Coupons		100,000 105.00
Double Prices		200,000 205.00
No C.O.D. Orders		500,000 505.00
Size: Single Tkt., 1x2		1,000,000 1,005.00

TICKETS

THE TOLEDO TICKET COMPANY
114-116 Erie St.
Toledo (Ticket City) 2, Ohio

WANTED
HIGH SENSATIONAL FREE ACT
Carl Wallenda, answer
CUMBERLAND COUNTY FAIR
Elbert C. Jackson, Mgr.
Fayetteville, N. C.

Greater Midway Shows
Can place Photo Gallery, Dart Game, Hoop-La or any Stock Concession. Place Shows with own outfits that don't conflict. Place good P.C. Agents.
FRANK DICKERSON
Sharpsburg, N. C., this week; then as per route.

WANT
COUNT STORE AGENTS, ALSO SLUM SKILLO AGENTS
DAN DONNINI
A.M.P. SHOWS Big Stone Gap, Va.

WANT TO BUY
TOP SUITABLE FOR 10-IN-1
Wire price, size and condition
LOUIS AYERS
General Delivery Hendersonville, N. C.

WANTED
Count Store Agents. Men to up and down Concessions. All Fairs. A R (Dutch) Whiteside.
Heller's Acme Shows
Madison, N. C., this week; then High Point, N. C.

Southern Valley Shows
Want Ride Help for all Rides. Good salary. Shows out until Christmas. Drunks and agitators save your time and mine.
Eddie Moran
Southern Valley Shows
Coushatto, La., this week; Olla, La. next week.

B. & H. AMUSEMENT CO.
Wants for the following fairs:
LIONS' CLUB COMMUNITY FAIR, Estill, S. C., Sept. 24 thru 29; GARDEN CLUB COMMUNITY FAIR, Salley, S. C., Oct. 1 thru 6; ORANGEBURG CO. COLORED FAIR, Orangeburg, S. C., Oct. 8 thru 13; AMERICAN LEGION FAIR, Williston, S. C., Oct. 15 thru 20; BARNWELL CO. FAIR, Barnwell, S. C., Oct. 22 thru 27; WINNSBORO FALL FESTIVAL, Winnsboro, S. C., Oct. 29 thru Nov. 3; PEE DEE AGRIC. & EDUCATIONAL FAIR, Florence, S. C., Nov. 5 thru 10; SUMTER CO. COLORED FAIR, Sumter, S. C., Nov. 12 thru 17, with seven more fairs to be announced later.
All Concessions open, no "X" Hanky Panks of all kinds, Fan Game, Scale, Ago and Novelties. Peter Paul wants Grind Store Agents. Want \$5 Eli Foreman, \$50.00 if you can cut it. Second Men for Wheel, Merry-Go-Round and Swings. SHOWS: Ann Lee King, contact at once. Can place Minstrel Show, Snake, Ten-in-One or any Side Show. Can use Free Act for balance of season. High Pole preferred. Billy Shafar can give you good proposition now.
B. & H. AMUSEMENT CO., Johnsonville, S. C. this week
W. E. Hobbs, Mgr. **Earl Miller, Bus. Mgr.**

BARNEY TASSELL UNIT SHOWS
Want for Keysville, Va., Tobacco Festival, week Sept. 24. Car given away, fireworks, etc.
Week Oct. 1, the winter bankroll spot, Brookneal, Va., Tobacco Festival, right smack in town. Don't let size of town fool you.
Concessions of all kinds. Everything open except grit and percentages. Want major Rides not conflicting. Shows of merit. Glass House, Motordrome, Funhouse, Monkey Show. Can place sensational Free Act. This show has no paid admission and using Free Act daily.
Write, wire this week, Ruckersville, Va.

CAVALCADE OF AMUSEMENTS
Can place Mule Drivers, Cat Skinners and Train Hands. Help for Roll-o-Plane, Foremen for Octopus and Caterpillar. Also capable Top Men for Ferris Wheels. Long season of fairs.
Address **AL WAGNER, Mgr.**
Nashville, Tenn.; this week; then Atlanta, Ga.

ROYAL MIDWEST SHOWS
Want for Bath County Fair, Owensville, Ky., Sept. 26-29; Vanceburg, Ky., Fair, Oct. 3-6. Want Bingo, Photos, Cookhouse or Grab, Novelties, Ball Games, Long and Short Range Gallery, Bumper, Diggers, Fish Pond, High Striker, Buckets or any Stock Concession. Come on, will take care of you. Want Girl Show or any good Show.
Address **ROXIE BARRIS**
Royal Midwest Shows, General Delivery, Winchester, Ohio, this week.

A. M. P. SHOWS
WANT
Photos, String Game, Hoop-La, Penny Pitch, Fan Game, Rat Game, Hi-Striker, Buckets, 6-Cats, Novelties and any other Concessions not conflicting. Good opening for Sideshow, Wild Life, Monkey, Snake or others of merit. Ride Help—Want good Men who drive semis. Can place Electrician.
Address: **BIG STONE GAP, VA., THIS WEEK.**

Crafts Units Set For Pomona Run
POMONA, Calif., Sept. 15.—The combined shows of Orville N. Crafts opened yesterday at Los Angeles County Fair here for the 17-day run, marking the fourth consecutive year since the fair resumed its schedule, following a wartime layoff, that Crafts has held the contract.
To supply rides in the midway area and two kiddielands, Craft augmented the equipment of the Crafts 20 Big Shows with that of his Crafts Exposition and Crafts Fiesta units. Crafts is using 18 major rides on the midway and 15 rides each in the kiddielands. There are only three shows on the midway—a Side Show, Vanities, and Funhouse.
Game concessionaire were busily engaged yesterday revamping their stands, for no wheels are allowed this year. In place of them, merchandise dart wheels were substituted. Several flasher games are working.

Happyland Up At Allegan
ALLEGAN, Mich., Sept. 15.—John S. Reid's Happyland Shows topped their '50 takes the first four days at the Allegan County Fair this week and provided with good weather thru tonight, the final day, expected to end up way ahead of last year.
All fairs thus far has been better than a year ago, according to Owner-Manager Reid, who has a line-up here of 14 major and kid rides and 8 shows.
Back-end units include Kitty Sutton's Side Show; Joe Stiy's Funhouse; Emil Kedrowicz's miniature farm and sawmill; Mrs. Harold Lucas' mirror maze; Neal McTaggart's Motordrome; Thompson's glass blowers; O'Neil's monkeys and Eddie Miller's gal show.

From the Lots
Frank Elliott
NEW GLASGOW, N. S., Sept. 15.—Org chalked up two winners in a row, a still date here preceded by the Pictou, N. S., Fair.
Altho the weather at both places was not too good, rides and shows kept busy late into the night and spending, hyped by large adult attendance, was ahead of '50.
The lot in New Glasgow was located in the heart of the business district with two main roads on both sides.

Club Activities
Showmen's League of America
400 S. State St., Chicago
CHICAGO, Sept. 15.—Painters and carpenters are working on the new quarters on the third floor of 170 West Washington Street, and everything is expected to be completed in time for the opening meeting Thursday, October 4.
Nominating committee is setting plans for a meeting late this month so that it can report by October 11.
Membership applications of Oliver J. Russell, Joseph Barick, William Martin, Harry Moore, Robert C. Hicks, Murray Adelman, William B. Jacobs and Doyle O'Kelly are on hand.
Secretary Joe Streibich visited the Cavalcade of Amusements at Detroit and Canadian National Exhibition, Toronto.
Recent visitors included W. A. Hetlich, Silent O'Brien, Louie Berger, Ed Sopenar, Max Brantman, Oliver Barnes, Morris A. Haft and M. J. Doolan.
Ed Hartman, former member, is now a gentleman farmer near Delavan, Wis.

F. C. Bogle
MARYVILLE, Mo., Sept. 15.—Louisburg, Kan., on Labor Day and three days here were red ones. The following, formerly w Evans Unites' Shows, are now with his org: D. J. Cox, balloon darts; Billie Cox, cat rack, Bill Easterwood, b h gallery; the writer, add'em-up darts.—JAMES E. PINKERTON.

Wallace & Murray Approach Fairs Ahead of '50 Pace
MARTINSBURG, W. Va., Sept. 15.—Wallace & Murray Shows have run ahead of '50 in nearly every spot played this season and have lost only six nights to rain thus far, according to Al Wallace, owner-manager. Org is here this week after trucking from Winchester, Va., where it got good weather but ran into light spending.
Despite many long hauls thru the mountains, show always has been ready for opening night. All equipment has been overhauled for the fairs, first of which comes next week at Bedford, Va. New canvas has been purchased for the Side Show, Merry-Go-Round and Girl Show and Fritzie Brown has new canvas on his bingo and three other concessions. Owner Wallace has added another Ferris Wheel to make a total of eight major and four kid devices.
Mrs. Fritzie Brown returned recently from Dallas after putting her daughter, Judy, in school there. Rosa Lee, armless girl, joined Frank Zorda's back-end show and snakes and monkeys also have been added. A live pony ride joined for the balance of the season as did a free act. A. R. Maxwell, secretary, left recently for a two-week trip to Southern spots.

Tivoli Exposition Shows
WANT
Legitimate Concessions of all kinds for six more big Arkansas Fairs, no exclusive. Business is very good and privilege reasonable. Contact
H. V. PETERSEN, Mgr.
Camden, Ark. (Fair), this week; Hope Ark., District Free Fair, next.

CRAFTS 20 BIG SHOWS
NOW BOOKING CONCESSIONS FOR
FRESNO DISTRICT FAIR
and
ARIZONA STATE FAIR (Phoenix)
CRAFTS 20 BIG SHOWS
7283 BELLAIRE ST. NORTH HOLLYWOOD, CALIF.
PHONE SUNSET 2-3131

Central Amusement Company
"DIXIE'S OWN AMUSEMENTS" • YOUR SATISFACTION OUR SUCCESS
WANTS FOR LIONS' ANNUAL FESTIVAL, HERTFORD, N. C., SEPT. 24-29 WITH 10 MORE TO FOLLOW
Want Hanky Panks all kind. No exclusive. Can place Minstrel Show People, salary out of office. Can place Rides not conflicting. What have you? Want Free Acts. We are now also booking Rides, Shows, Concessions and park-type Attractions for our park location, Parris Island, S. C., Marine Base.
All Contact
SHERMAN HUSTED
Seaboard, N. C., this week; Hertford, N. C., Sept. 24-29; then as per route.

Farm Show, Elizabethtown, Pa., 4 Days, Sept. 19-22; Farm Show, Ephrata, Pa., Sept. 25-29; Farm Show, New Holland, Pa., Oct. 3-6, 4 Days
Have very desirable location left for Motordrome only. No rides or games. Can place Ferris Wheel Man and other Ride Help. Come on. Replies to
MORRIS HANNUM
Stevens Hotel, Lancaster, Penna.

PENN PREMIER SHOWS
world's • cleanest • midway
Wanted—LEE COUNTY FAIR—Wanted
SANFORD, N. C., SEPT. 24 TO 29
CONCESSIONS: Can place legitimate Concessions of all types. HELP: Can place Ride Men in all departments who drive. Remember we have nine more Fairs, then Florida. ATTENTION! Bob Grogaid, wire me immediately. Address all mail and wires to
Lloyd Serfass, Penn Premier Shows
Durham, N. C., this week; Sanford, N. C., next week; followed by Golden Belt Fair, Henderson, N. C.

WANT FOR BLOOMSBURG FAIR ON THE KING REID MIDWAY
First-class Talker for the "JEANNE" show. Can use extra Dancing Girls for this date and one following.
We are bringing both of our Wild Life Shows into Bloomsburg. Can use extra Help in all departments familiar with this type of attraction.
Girl Show People, contact JEANNE BARRON, care Centennial Exposition, Carbondale, Pa., this week, or call Anthracite Hotel.
All others wire DALE BARRON, care O. C. Buck Shows, Bridgeton, N. J., Fair, this week.

LAURELVILLE, OHIO
Fall Festival, Sept. 24-29
KINGSTON, OHIO
Homecoming, Oct. 1-6
CONCESSIONS WANTED
Want Concessions of all kinds, Grab, Diggers, Floss, Popcorn, Ball Games, Long and Short Range, Six-Cats, Swinger and Buckets.
FRED NOLAN
Moxahala Park, South Zanesville, Ohio
Phones 2-8252 and 2-7671

GOLD MEDAL SHOWS
Want high-class Minstrel Show for 8 more big Fairs. Madison County Fair, Huntsville, Ala., next week.
Can place A-1 Mechanic with own tools. Want Electrician who understands Diesel plants, also Ride Superintendent who can take care of 14 office-owned Rides. Want Caterpillar Foreman. Pee Wee Johnson, wire.
All wire **JOHNNY DENTON**, Covington, Tenn., this week.

BOB SICKELS WANTS
For Cherokee County Fair, Murphy, N. C., Sept. 24-29, with 5 Southern Fairs to follow. Concessions of all kinds, Custard, Ice Cream, Novelties, Lead Galleries; also Eats and Drinks. Want Man and Wife to operate Cookhouse. Want Shows with own outfits. Need reliable Ride Men for all winter's work. Address:
Sweetwater, Tenn., this week; then Murphy, N. C.

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Keystone Ticket Co. DEPT. B SHAMOKIN, PA.
Send Cash With Order. Stock Tickets, \$21.50 per 100,000.
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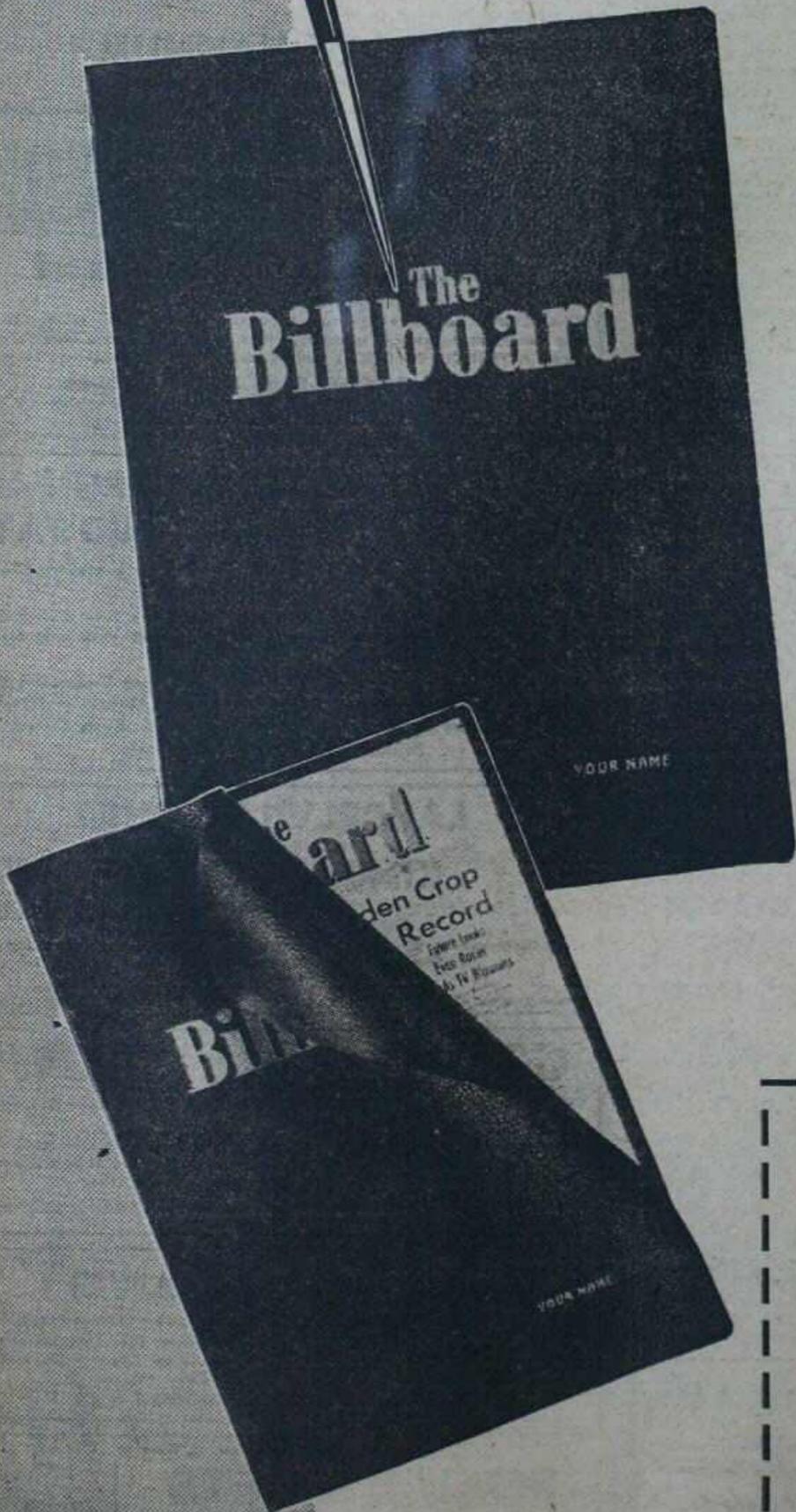
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#1202 WHITE LUSTRE METAL AVAILABLE IN ARMY, NAVY AND AIR CORPS

\$3.50 per doz. \$39.00 gr. Get in on these fast selling Military Rings...



NUMBER \$4.00 dz. 0202 \$45.00 gr. AVAILABLE IN ARMY AND NAVY

Both of the above styles are available in 14 Kt. yellow gold...

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Min. order—1 doz. either style. Samples on request...

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GUARANTEED SALES

offers over 500 new assorted styles of BUTTERFLY WING MOSAIC and TURQUOISE JEWELRY

We stand behind our name—No Sales Final—Money back guarantee on all purchases...

GENUINE CHINA TABLE LAMPS

Marbelized master finish, hand painted 24K gold decorations. Beautiful assortment of colors and styles.

FRANKLIN INDUSTRIES, INC.

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Matched set, heavy gauge virgin aluminum. Recipe book guaranteed \$49.95 extra price \$7.90

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BEST COMEDY VALUE — "SHOWMAN-Emcee Collection" includes 1952 Entertainer's Catalog and monthly "Informant"...

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AAA LADIES' NYLONS AVAILABLE in all ranges and deniers; new fall styles and colors...

SIGN SALESMEN — HOT NEW ITEM!

Amazing new changeable plastic letters, stick to glass by themselves; send name for free sample...

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ANIMALS—GENET CATS, \$35 EACH: ONE Pair Tigers, two years old, forest bred...

ANYONE CAN SELL HOOVER DUPONT

Nylon Uniforms for beauty shops, waitresses, doctors, nurses, others, in white and colors...

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In beautiful album; sample album, \$1; large selection, quantity prices...

BIG PROFITS—SAUCY PIN-UP DECALS!

Brilliantly colored durable lacquers; also complete range Stock Signs, PX Novelties...

BIGGER PROFITS—SELL KOEHLER BUSINESS SIGNS

over 1,500 varieties; free catalog; 15 samples, \$1 postpaid...

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Aprons, Combs, Handkerchiefs, Pocket Knives, Pipes, Shoe Laces, Razor Blades...

CLIP COMBS, ASSORTED COLORS, 100

Cards, \$25; send for bargain specials. Combs, Novelties, Notions, etc...

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low, low prices; write for catalog. Alanjack, Inc., 580 Fifth Ave., N.Y. 19

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100 yds. 1/2", \$1; 3/4", \$1; 1", \$1.25; 50 yds. \$2.50; all colors; quantity discounts available...

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...

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.

EXTRA MONEY! BIG PROFITS SELLING Christmas Cards

in spare time; extraordinary variety; name printed items; all occasion assortments...

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Profitable, no experience needed; sample assortment, \$1 every business buys...

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then return safely to your hand; circumference 5 feet; ideal for exhibitions, contests, hallyhoo...

FREE MERCHANDISE TO NEW CUSTOMERS

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HOTTEST MEN'S POCKET NOVELTY

item in years! Wholesale list; samples \$1 (refundable); repeat sales...

MAKE \$200 FIRST WEEK WITH OUR NEON

Ad Clock or return it for a full refund; exclusive territories to good men...

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for football games and fairs; individually packed; 100 to a case...

NYLON HOSIERY BARGAINS—10,000 DOZ

Mill Close Out Prices; Mill Bellets, \$1.25 per doz; Better Grade, \$2.50 per doz...

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paid; shined, oiled; attention, shive packs, present specialty...

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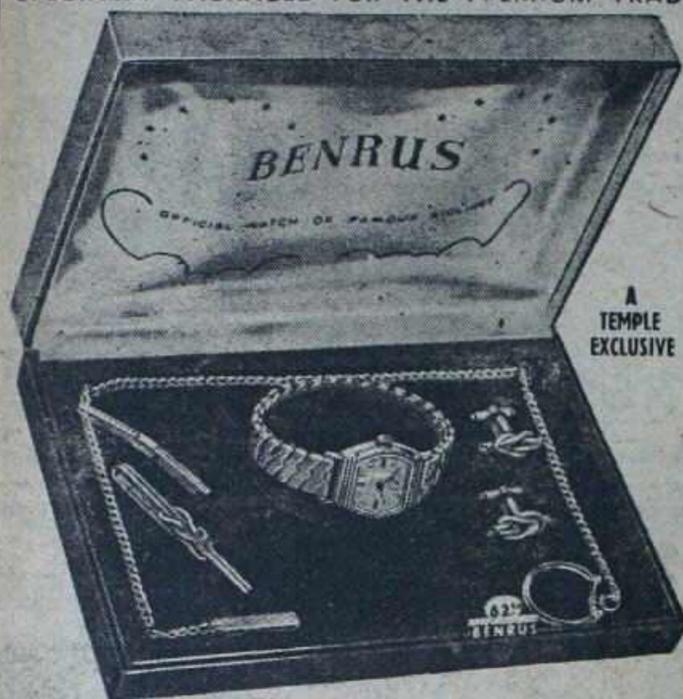
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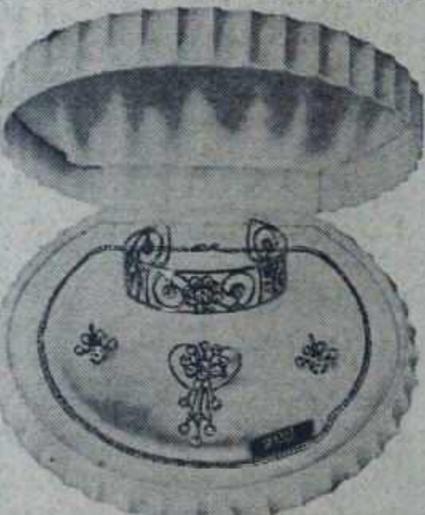
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TEMPLE SWEETHEART 4-Piece—Dual Purpose JEWELRY SET

A honey of an item. No slum jewelry, but the highest quality guaranteed merchandise. Made by master craftsmen. Corset Chain and Dress Pin with safety catch (can be used as Neck-ace or Brooch). Adjustable Filigree Bracelet and Earrings to match. Hand pronged, brilliant simulated diamonds and imported rhinestones. No paste or glue. Hand polished front and back in durable Hamilton gold tone. Beautiful ivory plastic case. \$29.75 retail and worth it.



ONLY \$2.50 IN DOZ. EA. SET LOTS

Sample \$2.75 prepaid
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DROP IN TO SEE US WHEN IN PHILADELPHIA
GET ON OUR MAILING LIST • NEW FALL-WINTER CATALOG READY SOON.

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with the most sensational pearl deal offered yet. 3-strand, graduated, indestructible pearl bead necklace with brilliant rhinestone clasp—matching 3-strand indestructible pearl bead expansion bracelet and pair of matching, indestructible pearl button earrings all complete in a silk lined, velvet covered box with \$27.50 price tag.



This is a terrific flash and sells on sight. Convassors and agents are cleaning up 25% deposit required—money order or cash. We ship same day as we receive orders. Ship all over the world

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FOR SALE—THE FAMOUS "GEORGIA Minstrel"; season just opening and show is on the road now; this is the 27th year of showing. Contact J. A. Johnson, Cleveland, Miss. oc13

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ENTERTAIN WITH TRICK CHALK STUNTS and Rag Pictures that glow in the dark; catalog \$5. Balda Art Service, Oakbrook, Wis. oc29

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A BRAND NEW 223 CATALOG—MIND- reading, Mentalism, Spoons, Hypnotism, Holography, Crystals, Palmistry, Graphology, Magic; 144-page illustrated catalog. Buyer's Guide, both 50¢; wholesale, Nelson Enterprises, 230-B S. High, Columbus, O. oc29

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HAND MADE, ALL LEATHER, SOFT SOLE Moccasins; good for all wear; feel good on your feet. Sizes 5 to 10; men's and women's \$3 per pair delivered. Jack Eastwood, 494 1/2 Jefferson, Chillicothe, O. oc29

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50 BALL POINT PENS WITH YOUR NAME or ad imprinted, \$5, 100 for \$9.50; trial order, 10 for \$1 with name imprinted. Sorry, no C.O.D.'s. Ideal M.O. Service, 1123 Broadway, New York 10, N.Y. oc22

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WOULD YOU LIKE A BUSINESS IN Southern California? I want a Partner (Man or Woman) on a 20-50 basis in the Publishing Business; assist in promoting the Abundant Life Associates (Incorporated in Calif.); I am now developing 160 acres as World Headquarters; Recreation Amusement, Cabins, etc. This is a practical plan and should produce substantial incomes. For details, write Hancil Cordrey, Route 3, Box 188, Escondido, Calif. oc29

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CARNIVAL PHOTOGRAPHERS—WE HAVE full stocks Eastman DP Papers, Chemicals, mounts for all sizes; catalog of famous Chicago Camera mailed. Memphis Photo Supply Co., Memphis 1, Tenn. oc6

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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 1903. PDQ Camera Co. 1161 N. Cleveland Ave., Chicago, Ill. oc27

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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

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HANDSOME NU-LACE IMPROVES SHOES— Slip your shoes on and off without untying, 25¢ per pair; state length, color. Send to: Eas-T-Lace, 914 W. 4th, Pittsburg, Kan. oc29

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WINDOW CARDS, PROGRAMS, HERALDS Photo-Offset Printing. Cato Show Printing Co., Cato, N.Y. oc29

WINDOW CARDS—14x22 AND 11x14 The Bell Press, Winton, Penna. oc20

100 LETTER HEADS AND 100 EN- velopes, Hammermill Bond, five lines copy, \$2.25 postpaid. Dickover Printing, Lithography, 3233 Cleveland, Kansas City 4, Mo. oc13

200 64 ENVELOPES AND 200 WHITE Bond Letterheads, 8 1/2x11; five lines copy; \$3; 1,000 Business Cards, \$3.95 Webster's Printing, Farmland, Ind. oc29

SALESMEN WANTED

MAKE MONEY WITH FAMOUS EASY- selling Bostonian Shirts; spare time, full time, sideline, fabrics, outfit free. Bostonian, 89 Bickford, Dept. G-77, Boston 30, Mass. oc29

1001 NEW AND DIFFERENT STYLES GOLD plated Scatter Pins and earrings \$30 for pierced and unpierced ears; sample \$2; 24 designs; 144-page illustrated catalog; gift boxed, \$22.80; sets: sample \$4; plain and fancy Combs, \$6.00; Pin and Earring Sets, gold plated, beautifully gift boxed for volume sales, \$7.50; cash with order; 25% deposit; bal. C.O.D. Berkshire Mfg. 352 Columbus Pittsfield, Mass. oc22

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NIEMAN CARNIVAL, CIRCUS BANNERS— the best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago, CA 6-2514. oc29

WANTED TO BUY

PHOTO OUTFIT, 1"x1 1/4", SUITABLE FOR identification photos; also postwar juke box in good condition. Ocean Tide Baths, Coney Island 24, N.Y. oc29

LADIES' FULL FASHIONED

51 GAUGE, 15 DENIER, DUPONT NYLON HOSE, \$6.50 Doz. Packed 1 dozen of 6 size and 6 shade to a box. Largest assortment. Terms: 25% with order, balance C.O.D.

GAINOR SALES CO. 414 Transportation Bldg., Detroit 26, Mich. Phone: Woodward 2-8015

Free Sample! FAMOUS 7 1/2 LB. ALL-RUBBER DOOR MAT MAKE \$650 PER MONTH

If you are in the business of selling for profit, then this ad is for you and you alone. This history making offer is made for one reason only—so you can see and test this famous product—the Mitchell Personalized Door Mat. You pay only postage and handling—\$1.00. We ship a full sized perfect stock sample in a beautiful color (no black samples shipped).



GIANT 18"x28" SIZE

FAMOUS MITCHELL PERSONALIZED MAT SELLS FOR \$5.45

You take order and letters to be molded in, collect deposit of \$1.95. Keep all deposits, mail orders to us. We ship and collect balance One of our salesmen made over \$10,000 last year. This is a natural profit maker.

SEND JUST \$1 POSTAGE HANDLING Receive free sample 7 1/2 lb. mat, book of order blanks complete sale kit.

PLEASE ENCLOSE THIS COUPON

R. L. MITCHELL RUBBER CO
Attn: Ray Mitchell, Dept. B-9
2116 San Fernando Road
Los Angeles 45, Calif.

Please send my sample order book and sales kit Enclosed is \$1 to cover postage and handling. I understand that will be under no obligation.

Name _____
Address _____
City _____ State _____

Jobbers & Premium Users

Terrific Values and Flash in Real Fur and Plush Stuffed Toys for Carnival and Concession Trade. Buy Direct from Ace.



1000 12x4" REAL FUR Cat (illus.), rabbit skin, white. Packed in cellophane bags. Jobbers & Distributors price \$15.00. \$16.50 doz. in a doz lots.

Also Ace has sensationally low priced REAL FUR Puppy, St. Bernard, Cocker Spaniel, Scotty, Pekinese at the above low price. Order now.

25% dep. ac. bal. C.O.D. if not rated. To receive FREE Catalog you must state nature of your business.

ACE TOY MFG. CO.
123 West 27 St New York 1, N.Y.

CLOSEOUTS

\$1 DZ. ANY ITEM \$1 DZ.

- Retail \$4.95
- 50 Hand painted gift boxed Brooches
 - 50 Boxed 2 ounce Toilet Water
 - 50 Giant Needle Book & Threader
 - 50 Sachet Pillow, perfumed
 - 50 Genuine Leather Cigarette Cases
 - 50 Scatter Pins 3x4 gold plated, baked finish
 - 50 Large-Eggie Padlocks
 - 50 Perfume Atomizers, pastel, crystal bottle, gold metal rim
 - 50 "Dilatons" reliable shoe Lotion
 - 50 Eucalyptus Bennett Face Powder
 - 250 Midget Pocket Knives with key chain
 - 50 Imported Dutch Paintings
- Ask for free catalogue of 6500 terrific bargains 25% deposit C.O.D.'s
- TED BURKE INDUSTRIES, Dept. B-49**
10 W. 27th St New York 1, N.Y. MU 4-4736

\$7 Brings Back \$38.50

550% PROFIT ON ULTRA-BLUE STOCK SIGNS

100 SIGNS, 7"x11"—\$7

THANK YOU (Cash With Order) I make in orders for those fast-selling "Eye Catcher" Display Signs from every kind of retail store—large or small in big towns or small cities. More than 1000 different slogans. Comedy, General, Religious, Marvelous full or spare time money-maker!

OR SEND ONLY \$1 FOR 15 SIGNS THAT SELL FOR 35¢ EACH!

15 Samples Ultra-Blue Stock Signs, 7x11 \$3.00
15 Samples Ultra-Blue Relie's Signs, 7x11 1.00
15 Samples Ultra-Blue Comedy Signs, 7x11 1.00

Above Samples Mailed Postpaid.

L. LOWY 812 Broadway, Dept. 634
New York 3, N.Y.

MANUFACTURERS OF AMERICA'S BRIGHTEST COLORED FELT RUGS

Lowest prices. Sample \$2.50. Postage prepaid.
EASTERN MILLS, Box 154, Chelsea, Mass.

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

ATTRACTIVE YOUNG FEMALE PIANIST—must accompany some singer touring America; returning to Europe 1952; rush pictures and details. Box 715, Rayville, La.

BOOKER—OLD REDPATH—HORNOR CHAUNQUA organization offers profitable permanent interesting field work with leaders of civic groups in smaller cities; advance \$100-\$250 weekly, with semi-monthly bonuses; need car. Write Director, 3119 Broadway, Kansas City, Mo. np

DISTRIBUTOR SPECIALTY SALESMAN wanted by well rated manufacturer of automatic merchandising equipment; on a liberal commission basis; only interested in men capable of earning \$10,000 upward; this is an opportunity to make real money; providing you're free to travel; in writing state qualifications and experience; confidential. Box C-437 Billboard, Cincinnati, 22, O. se22

LEAD TRUMPET, STRING BASS, TRUMBONE—Lead Alto, doubling tenor; semi-professional Midwest commercial band; state previous bands, etc. Box 308-141, Billboard, Chicago. oc13

PERSONABLE GIRL SINGER—PREFER with Southern accent, for comedy group; also Musicians any instrument for novelty band. Box 124, Columbus 16, O.

PIANIST—CAVALLARO STYLE FOR SOCIETY combo; play good Latin; state all. Ted Cook General Delivery, Yazoo City, Miss.

SINGLES DUOS, TRIOS, ORCHESTRAS—Act as male female union; send photos; no charge. Russ' Gilmore Music Service, 10 Cook in St. Poughkeepsie, N. Y.

STRING BASS—COMMERCIAL COMP. read, fake, Latin; steady beat; prefer singer or entertainer; photo if possible. Box C-447 Billboard, Cincinnati, O. se29

TRUMPET MAN, TENOR MAN—FOR tenor-styled territory band; guaranteed salary; contact Jess Gayer Orchestra, 2023 N. Huston, Grand Island, Neb.

TWO BEAT DRUMMER, SAX MEN—saxophone, sleeper bus, good conditions; some locations; state all Buddy Bair, Box 13, Colma, S. Dak. se29

TWO MALE TUMBLERS, WORK WITH GIRL acrobat-dancer; give full background experience. Stevens, 1407 W. Jarvis, Chicago 26, Ill. oc13

TWO OR THREE GIRLS WANTED—PIANO Player, Bass or Drummer; Friday, Saturday and Sunday. Moonlight Gardens, P.O. 5, Kankakee, Ill.

WANTED—DRUMMER, SAX AND TRUM pet Man, work limited territory; home early night Headquarters, Omaha. Hank Winder, 8333 Cass St., Omaha, Nebr. se29

WANTED—LEAD ALTO, BASS OR GUITAR—Green, Rochester, Minn. se22

WANTED—FIRST CLASS ARCADE Mechanic; year round work; no flatters; give references, experience and salary required. Playland, Charleston W. Va.

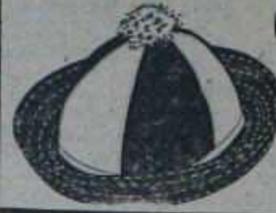
WANTED—EXPERIENCED TENOR MAN—also Drummer and Guitar for established combo; Florida location; contact immediately. Bob Davidson, Gen. Delivery, Gulfport, Miss.

WANTED—FEMALE MAGICIAN; PARTNER for circus, parks, radio, television stage and screen. Ray Louch, R.D. 2, Coatesville, Pa.

WANTED—FIRST CLASS PIANIST FOR hotel type work; must read anything; fake Latin essential; appearance, good habit; cut or no notice basis; good salary; right man. If interested, contact Ted Rodgers, Nave Hotel, Tulsa.

FAIRS, CARNIVALS & RODEO OPERATORS

CREW HAT OPERATORS

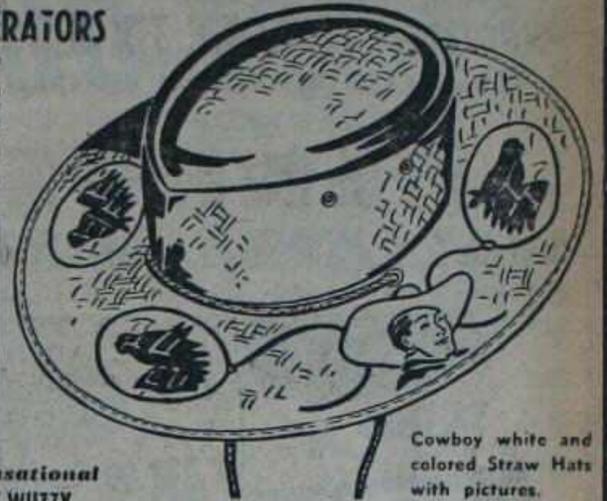


We have the best Crew Hats made in the market. We guarantee them first quality. All these hats are made out of the finest gabardine. They simply are beautiful and sell on sight. \$62.00 gr with Pompons \$66.00 gr.

NEW
Kiddie Felt Hats with Pompons and sun-glo fluorescent trimmings. Gr. \$27.00.
Without Pompons, Gr. \$24.00.

NEW
Felt Jockey Caps with large Pompons. With new sun-glo fluorescent trimmings. Gr. \$39.00.

FELT CREW HATS
Assorted beautiful colors with Pompons and new sun-glo fluorescent trimmings. Gr. \$36.00.



Cowboy white and colored Straw Hats with pictures.

DOZ. \$4.50 GR. \$51.00

Dart Balloons, assorted colors First quality. 60c Gross

25% deposit required—money order or cash. We ship same day as we receive orders—Ship all over the World. THIS IS OUR ONLY STORE.

HARRIS NOVELTY CO. 1102 Arch St., Philadelphia 7, Pa. Phones: MA 7-9848—WA 2-6970

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

CIRCUS & CARNIVAL

LEE RICHARDS HAS DISCONTINUED "Mad Monster Attractions," and wishes to travel with Illusion or Spook Show as assistant for coming season; no car; has toured with the best; photo. Contact R. L. Bruch, c/o Fright Show, Bangor, Pa.

PHONE AND PERSONAL CALL SALESMAN experienced on labor, police and veteran publications, placards and tickets; wants permanent work in Southern States; will consider Kentucky or Tennessee; prefer permanent residence location with minimum of traveling; or several weeks in a city; age, past fifty, dignified, reliable, presentable, married, don't drink, good education. Thirty-Second F.A.A.M., not a limster, dynamiter or curve ball artist; will give and want full credit under reliable auspices; will furnish references on request; available November first; write or wire full information. F. R. Ferguson, 4117 Holton Ave., Fort Wayne, Ind.

MISCELLANEOUS

CHARACTER COMEDIAN—COMEDY EMcee; available personal appearances, radio units, home shows, etc. Louie Stanger, R. 3, So. 12th, Sheboygan, Wis. se22

GRAPHOLOGER—SOUND PSYCHOLOGIcal background, will consider any legitimate offer or proposition. Dr. George G. Flury, 303 Marshall Ave. Collingdale, Pa. se22

MUSICIANS

A-1 LEAD TENOR & CLARINET—EXPERIenced; lots of schmitts. Address Box 2C-449, c/o The Billboard, Cincinnati, O.

A-1 HINK ORGANIST—YEARS OF EXPERIence; available for progressive rink; any location; write full details. Box 2C-450, c/o Billboard, Cincinnati 22, O.

ARRANGER, TENOR, ALTO, CLARINET and Flute; available immediately; location only; experienced commercial or jazz. Paul R. Simmons Jr., 802 N. Rankin St., Natchez, Miss.

EXPERIENCED DRUMMER—JOIN IMMEDIately; any proposition considered; dance or shows; new equipment; plenty rhythm, reliable, voice. Tom Wrenn, 30 Chatham St., Asheville, N. C.

ORGANIST—EXPERIENCED MAN; WILL furnish Hammond; neat, sober, popular, versatile; write Organist, 2311 Arctic Ave., Atlantic City, N. J.

PIANIST—UNION, TRAINED, SINGLE; hotel lounge alone; accompanist, soloist; teaching position letter only. Raymond Dempsey, 44 Maple, Franklinville, N. Y.

PIANIST—AVAILABLE IMMEDIATELY; young, sober, reliable, union, all around; fast butterfly style; prefer society or tenor bands; experienced; minimum \$80 clear. Joe DeGregory, 534 Linden Ave., Steubenville, O. se29

PIANIST—CAVALLARO STYLE OF PLAYIng; also some bonnie and Dixieland; no vocals; attractive girl, union. Box 2C-448, Billboard, Cincinnati, O.

PIANIST—ALL STYLES, NAME BAND EXperience; only good offer considered. Write Muselman, 11 E. Gregory St., Pensacola, Fla.

POPULAR PIANIST—DOUBLE HAMMOND, all around; read, improvise; allow for two weeks' notice here. Bolick, Gen. Del., Hobbs, N. M.

RHYTHM OR ELEC. LEAD GUITAR—DOUble violin; sing lead or harmony; complete tune-dex library; read or fake; prefer small combo in location in South; at liberty after Labor Day; union. John Meyer, 646 N. Beach St., Daytona Beach, Fla. oc6

TENOR SAX, CLAR.—COMMERCIAL SOciety; professional all respects; desire top-rate hotel band. Max Revenaugh, 413 Deerfield Road, Lehigh, O. se22

TENOR, ALTO, CLARINET, VOCALS—Available Sept. 24; prefer commercial; dependable Harold A. Nelson, care General Delivery, Biloxi, Miss.

TRUMPETER-VOCALIST—READ, FAKE—Georgia. Florida location desired, good commercial. Rick Shorey, 3810 So. Tamiami Trail, Sarasota, Fla. Tel: 44372.

PARKS & FAIRS

ACCLAIMED BY PRESS AND PUBLIC AS the World's Highest Contortion Troupe. Act the 3 Fearless Stars, featuring Janice the Great and 2 gorgeous air acrobats; available for Southern fairs or balance of season with reliable carnival. Contact Jerry D. Martin, Billboard Office, Cincinnati, O. se29

RATON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. "Ade" E. Shaffer, 1041 S. Dennison, Indianapolis 21, Ind. oc20

"ENGAGE" CHARLES LA CROIX, HIGH class outstanding Troupe Act; available for Outdoor Celebrations, etc. (platform required). For full particulars, address: Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

GREAT CALVERT—BOOKED SOLID MAY to November; (this small ad made it possible); office 6350, Calvert 164 Averbill Ave. Rochester, N. Y. se29

SENSATIONAL HIGH DIVE ACT—25 years of impressive results; available parks, fairs, celebrations. Capt. Earl MacDonald, 458 Lamohler Place, Warren, O. se29

VAUDEVILLE ARTISTS

EXPERIENCED YOUNG LADY CONTOriant; want to join established act; featured on Ripley Street; available early next. Thelma Sweet, 1610 E. 37th St., Des Moines, Iowa.

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
NEW FOUR-CO. OR DESCRIPTIVE 6 PAGE BOOKLET CONTAINING 35 DIFFERENT ELECTRIC CLOCKS, LAMPS, NOVELTIES. WRITE FOR FREE COPY.
25% Deposit Required With Order. F.O.B. Chicago. Wholesale Only.

COOK BROS. 816 W. Maxwell St. Chicago, Ill.

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. 55
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

WANT TO BE PAID FOR "GIVING AWAY" NYLONS AT 49c?

That's all they cost if they run or wash within guarantee period up to THREE MONTHS! Just write orders. We deliver & collect. Earn up to \$26 weekly in spare time. Advance cash & big bonus. No experience needed. Write for FREE sample stocking and money-making outfit. Postage prepaid.

KENDEX CORP. • BABYLON 67, N. Y.

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.

STERLING SILVER INDIAN PINS TIE HOLDERS

Values to \$1.50 each retail. Per Dozen, assorted, \$9.00.
TEEPEE TRADERS
104 E. Platte Colorado Springs, Colo.

CLOSE-OUT SPECIAL LADIES' JWELED WATCH

NOW \$7.00 ONLY Each

- Small dial
- Yellow gold-plated case
- Cord band
- Beautifully boxed with \$49.50 retail price tag
- Order at once while they last

BRAND NEW—NOT RECONDITIONED WRIST WATCHES

Jeweled Shock-Resistant Watch, complete with band, only \$3.25 Each

- Best buy anywhere
 - Volume seller
 - Radium dial
 - Sweep second hand
 - Removable pins
 - Written guarantee
 - Quantity limited
- 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.

CONFEDERATE 4x6"	Doz. 100
FLAGS 4x10"	1.75 3.50
Selling 12 1/2 x 12 1/2"	2.25 18.00
BIG 12x18"	2.75 22.00
Confederate Flag Decals, 3x4	50 100
All the Good Sellers below listed at 50% price.	
Disap. Joke Ink \$1.00	Jump Spider \$1.50
Squirt Pen ... 2.00	Jumping Frog \$1.80
Wetting Pie ... 3.50	Cat Striking Trk. 40
Beethoven Rite 3.50	Magic Snapper .60
Cherish Meier. .75	Boulette Wh? 3.00
Hairy Harry 1.80	Cigar & Snake .85
Jr. Puzzle Kit (5 Wira Puz. in Box) 1.50	
Master Magic Set—\$2.00 Refill. 2.50	
Tony & Monk (Organ Grinder), 31 Wat. 2.50	
Cemic Fur Tail, 12", with Tag & Ribbon 1.50	
Mexican Beachcomber Straw Hat, Lge. 3.50	
Doby Mug Salt & Pepper Sets (Perc.) 4.50	
Mexican Jump Beans, \$1.25 Card of 21 Pieces	
All the Good Sellers in Stock. Order from above or send for Cat. State your business.	

FLORIDA FUN FACTORY, Miami Beach, Fla.

MODEL PHOTOS

Latest Pin-Up Models. Posed as you like them. 13 Assorted Photos, \$1.00. Unusual—Exclusive. No C.O.D. please.

PERRY PELTON
Box 5697, Dept 104, Chicago 7, Ill.

25% Deposit. Balance C.O.D.

25% Deposit. Balance C.O.D.

\$\$ SPECIAL DEAL \$\$

FOR ALERT OPERATORS



ELECTRONICALLY SEALED BILFOLDS
with Secret Pocket—Folding Buttons Pass Case—Identification Card, Beautiful Alligator, Pigskin and Calf-Grained Plastic Simulated Leathers
These wallets retail for \$1 at all leading drug and chain stores. One operator alone sold 32 gross wallets last week. Cash in on these big profits!

25% Deposit. Balance C.O.D.

IMPERIAL MERCHANDISE CO.

893 BROADWAY NEW YORK 3, N. Y.

DIRECT From Manufacturer SENSATIONAL VALUE

Beautiful 3-piece set. Hooted point fountain pen, automatic pencil and precision ball pen. Assorted colors. Attractive box.
PER GROSS \$39.00
Sample set \$1.00 up

These Pens Sell Like Wildfire!

Combination ball pen and lighter \$42.00 per gross

New 1951 Vacuum Filler Fountain Pen \$36.00 per 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.

27 East 32nd Street New York 10, N. Y. 5Pring 7-7180

ELGIN • BULOVA • BENRUS • GRUEN

Brand new 1951 model cases for gents and ladies. Rebuilt movements guaranteed like new. \$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.

25% deposit with order, balance C.O.D. Open Account to Rated Houses.

MIDWEST WATCH CO.

5 S. Wabash Ave. Chicago 3, Ill.

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' Rings and Cameo Rings in Gold Plate—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.

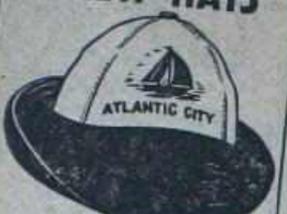
Take but ONE MINUTE please...

Help yourself and The Billboard by filling in the coupon on

PAGE 57

CLOSE-OUT!

CREW HATS



\$58.00 GROSS

STRAW COWBOY HATS



\$48.00 GROSS
\$4.50 DOZ.



ORIGINAL BIRD HAT .. \$37.50 GR.

#4 Dart Balloons 50c Gr.
Minimum Order—10 Gross

EXTRA SPECIAL!
Mechanical Fur Begging Dogs \$36.00 Gr.
Mechanical Fur Hopping Dogs 36.00 Gr.
Sold in Gross Lots Only!

25% Deposit With All Orders

WRITE FOR COMPLETE CATALOG

KIM & CIOFFI - 912 ARCH STREET, PHILADELPHIA 7, PA. PHONE: MARKET 7-2283

NO. 902 EXPANSION IDENT. WASHERS 62. Now—72.00 GR.

NO. 910 SWEETHEART BRACELET \$14.40 GR.

NO. 776 \$14.40 GROSS

NO. 954 \$14.40 GROSS

NO. 788 \$14.40 GROSS

1951 CATALOG UPON REQUEST STATE YOUR BUSINESS

25% DEPOSIT REQUIRED ON ALL C.O.D. ORDERS

FRISCO PETE "FOR SERVICE THAT CAN'T BE BEAT"
ALL PHONES FRANKLIN 2-2867
604 W. LAKE ST., CHICAGO 6, ILL.

CLOSING OUT STOCK
Opening factory in Japan
BEST OFFER TAKES IT
ENTIRE LOTS OR ANY PART

- 3,000 Race Horses Games. \$2 retail. Christmas Gift Item.
- 700 Dz. Wool trimmed Boots—sachet filled or plain. \$1 retail.
- 20 Gr. Miniature Dogs—gift boxed. \$1 retail.
- 50 Gr. Foxtails.
- 25 Gr. Raccoon Tails—regular size.
- 10 Gr. Small Plastic Sailboat. 10¢ retail.
- 100 Jolly Roger large Sailboat. \$1 retail.
- 5 Gr. Large 12" American made Monkey—fur covered. Individually boxed. \$1 retail.

CHARLES BRAND NOVELTY CORP.
154 West 27th St., New York 1, N. Y. CH 3-2678

FOOTBALL BRACELET
Gold or Silver Finish



\$24.00 Gross
Deposit with order.

A. LEONARD COMPANY 51 Bassett Street, Providence 3, Rhode Island

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.

New Western Design! TEXAS LONGHORN
(in Metal)

A NATURAL FOR COUNTRY FAIRS
9" long, 6 1/2" high from horn to ground. Beautiful high lighted bronze finish. Immediate delivery.

\$19.20 Dt.
25% Deposit, Balance C.O.D.

CARDINAL MFG. CORP.
430 Keap Street, Brooklyn, N. Y. EVERGREEN 7-5027

From France RHINESTONE CROSS
With Lord's Prayer

Ind. Boxed—\$2.98 Retailer.
\$9.00 DOZ.—3 DOZ. FOR \$25.00
Sample Prepaid \$1.00

Beautiful Earrings: sensational at 59¢ retail; only \$3.50 doz. assorted (carded).
Scatter Pins, 2 to a box, doz. boxes \$4.50.

Satisfaction guaranteed.
25% deposit, balance C.O.D.

GANDURA SALES
146 Baltimore Ave. Clifton Heights, Pa.

Mdse. Topics

Pittsburgh
Preferred Distributing Company is mailing a 16-page catalog containing five pages on clocks, four pages of watches in color, six pages of horse clocks and a four-page section of costume jewelry. . . . Minsky Bros & Company has a genuine full-sized imported ukulele with nylon strings at \$3.98. . . . A. H. Rapoport Company has new lines of wallets, dresser sets, watches and music boxes. . . . Milton D. Myer Company has large assorted cat balloons. . . . Mullen Bros. has a remote-control car retailing at \$7.95, friction toys (hot rods) at \$2.98 and pull toys from \$1 to \$2.49. . . . Brinn's China and Glassware Company has large multicolored rooster-and-hen figurines for bingo that are eight inches tall. . . . John Robbins Company reports a remote-control jeep at \$4.95 that operates by two batteries. . . . United Merchandise Company has character dolls of every nation at \$1.50.

Los Angeles
Bursillcraft has gone into the production of the Spiralette cigarette humidior. It holds a full package of regular or king-size cigarettes. To insert the cigarettes the lid lifts and swivels out of the way. To remove a cigarette, the lid lifts and raises the cigarettes to a convenient height, in a neat spiral position, thus giving the item its name. The container has a felt-lined top for freshening moisture, self-tamping the cigarettes as the item is used. Three styles are available—blond modern, traditional mahogany and provincial maple, the latter a miniature butter-churn.

From All Around
Temple Company, one of the country's largest distributors of exclusively packaged name brand merchandise, has its fall catalog on the press. The volume will run 28 pages in color and will illustrate and describe the many exclusive combinations in which Temple deals. Also included will be hundreds of other name brand items selected for their high consumer acceptance and styling—all ready for immediate delivery and attractively priced for the premium and gift trade. The catalog will be ready for mailing some time this month.

Chrome Seal, a revolutionary liquid plastic coating developed by Wührman & Company is designed to protect chrome auto finishes from the ravages of winter, road salt and salt air. Applied with a brush or applicator, it dries in a matter of minutes to a heavy, tough film, but it may be peeled off in strips of plastic film by loosening an edge with a finger nail. The coating is available in three clear colors—aztec gold, seafoam green and iridescent red—all translucent which permits the brilliance of the bright metal parts to show thru.

Economy Merchandise is offering the latest fad in horse racing—"Phony Ponies." Item is a miniature horse race on an inclined track. Sam Rosen, Economy's boss and local distrib for "Ponies," says the item retails for \$1 and is selling fast.

Slik-Shav, Inc., is putting an emergency shaving kit on the market designed to sell at around 25 cents as a premium item. Unit contains a razor with blade and brushless shaving cream in a transparent plastic container, and is available with display carton.

Gem Sales Company is conducting an aggressive fall merchandising campaign for its five-in-one tool kit, which is built around a screwdriver with separate chuck and set of five blades for all types and sizes of screws. Made of precision tool steel, the set is packaged in a plastic pouch.

Border Sales Company is launching an advertising campaign to promote its variety novelty line. Firm is currently featuring holiday toys, noisemakers and decorations, and an unusual playing card set, "Models of All Nations."

CLEAN UP WITH PLASTIC RAYON TOWELS
Powerful Quick Demonstration
Grease, Ink Stains rinse right out in cold water. Use over and over. Package holds 8 18"x27" Towels. Sells \$1; \$65.00 gross. Send \$1 for sample package & Toys. Big profits every pitch. All orders 50% deposit, balance C.O.D.

SUNSEAM PRODUCTS
624 4th St., South St. Petersburg, Fla.

NOW—The Perfect Premium for the new Fall Season!

11" Tall, 8" Wide



ANIMATED OWL CLOCK

White porcelainized Owl mounted on a hand rubber, mahogany finish case. Eyes move to and fro continuously. Dependable United self-starting electric clock manufactured under Westinghouse license.

A sure-fire sales winner at this low price. Satisfaction guaranteed. Must be seen to be appreciated.

\$4.95 Ea. in Samples, Duz. Lots \$5.50 Ea.

CUTTLER & COMPANY, INC.
928 Broadway...New York 10, N. Y.

ENGRAVERS
with it since 1907

3 phones: ESsex 5-8877-8-9

day and nite service

MILLER CREATIONS
7739 Avalon Avenue Chicago, Ill.

send for new 1951 CATALOG

Merchandise You Have Been Looking for
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Massocks, Plaster Slum Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise

Catalog Now Ready—Write for Copy Today

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PAGE 57

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Pipes for Pitchmen

By BILL BAKER

CHIEF GRAY FOX who closed his med show August 31, is in Ruskin, Fla., where he will winter. The Chief says the season, spent entirely in Indiana, was fair. His roster included Gaynell Swan, David Robert, Dolores Jean and Hilda Goodman.

AFTER A SPOTTY season in Georgia and Tennessee with the Ozark Med Show, Ray and Vivian Shrimplin, magicians, have returned to their home in Alliance, O., where they are readying their school show for its fair and homecoming dates. They plan to head East after January 1 and play college stands until next May.

AMONG PITCHMEN working the Firemen's Tournament at Hicksville, L. I., Labor Day were Jack Koebet, former museum operator and showman; Beefneck Charley, birds and novelties; Gimp the Blimp, and Tex Sherman. Jim Brown had the exclusive on gas balloons at the grandstand. All, however, report that business was 50 per cent under last year.

JIM STUTZ former circus performer, operator and agent, has retired from the business in favor of operating a mail order store and pitching at the various farmers' markets in New Jersey, Pennsylvania and New York. Jim says that most of the markets have better attendance than a good-sized circus and that all operate all year around, thus giving anyone making them a long season.

"THANK HEAVEN for Red Kelso's idea on a pitchmen's fund," pens D. E. (Doc) Wood from his Memphis headquarters. "We have no unemployment insurance and the fund would help itinerant salesmen in time of need. Take my case as an example. A drunk driver ran me down and put me in bed for two years. I'm still unable to walk. In addition, I lost a leg at the hip and have undergone 43 operations. I sold everything I owned to pay my bills. I suppose anyone can amagine how grateful I would have been to receive a helping hand. I think a dollar or so a month would be fine. And as soon as I go to work everyone can count on me to become a charter member. Pitch spots around here are fairly good."

REPORTS HITTING the pipes desk indicates that Art Nelson has one of the best med layouts on the road today.

KID SMITH former prize fighter, worked snakes at the Iowa State Fair, Des Moines.

PITCHMEN again found the Indiana State Fair, Indianapolis, August 30-September 7, a red one. With record crowds on hand in good weather throught the run, such items as gadgets, pen and pencil sets, novelties of all kinds and garnishing sets went like the proverbial hot cakes to give the boys and girls working the event a handsome bit of long green.

HANGOUT for most of the pitchfolk who made the Iowa State Fair, Des Moines, was Little Opie's and Galinsky's, operated by Joyce Galinsky, widely known in pitch circles.

"MILLION DOLLAR" question here among pitchmen is why business is so far out of line," letters Big Al Wilson from Des Moines, site of the Iowa State Fair. "In previous years, this fair always has been okay and still is in some locations. Old spots here which always clicked now just simply don't get it. People this year roamed about in spots they never roamed before. The people just aren't buying. The chief story seems to be that a worker must get something new; he must have a new talk and a new closer. All these things will be discussed by pitchmen around the coal stove. I admit we need something new and this fair has proven it. Also, the average pitchman must learn to change his spots if it's impossible to change to a new item. Some of the best workers in the game made this fair, but didn't get much money. Of course, the marks are tougher than ever before and they'll be even tougher next year. Gadgets are taking a spill and even if the champions were here they

would still take a beating. Car workers making the event were among the best in the business and when these fellows tell you it's tough they know what they are talking about. The gate here was hiked, which didn't help much. I've always contended that this fair was the topper of them all, but it certainly was hard hit this year. This was written when the fair still had three days to go and it may pull out a big one. But that's the big question."

JUST concluded reading the September 1 issue and ran across the letter written by Red Kelso pertaining to the raising of a fund for pitchmen who are temporarily disabled," pens Jim Clark. "I believe that the idea is a great one and something should be done about it. Red said the plan should be worked out by some of the smart boys, but I doubt if there are too many men who are much more capable than Red. However, if Red really is too occupied to handle it, someone else should get on the ball. I'm not a member of the pitch fraternity yet but will be starting next summer. I'd gladly give a healthy monthly amount as soon as someone is designated to handle the job."

LEO F. HELLER JR. with headquarters in Pontiac, Mich., reports that he daily winds up his 1941 model half-ton panel truck to demonstrate his liquidine cleaner at gas stations and garages and adds that business has been good. However, he wants any of the boys to suggest other items that go well at these locations. "I'm

going to buy a trial dozen of the nickels-to-dimes tricks to pitch at these country gas stations where the boys gather to talk crops," he says.

"I'M NOW the advance agent on this show," cards Mrs. Robert Noell, of Noell's Ark Gorilla Show, from Newton Grove, N. C. "This spot proved a slow week and business generally has been off for us this season. However, it is picking up a little in this cotton and tobacco sector. Spent three pleasant days at the show lot in Erwin, N. C., which belongs to Kate and Lonnie West. I also visited with my dad and gave him the pet groundhog and one of our skunks. He plans to use them on his school unit. We ran into a terrific rainstorm here a few days ago, but it looks like Indian summer is just around the corner. I've been doing a lot of visiting of late, mostly with Ben Davenport, of Campa Bros.' Circus, and spent one afternoon on the King show. Also renewed acquaintances with Frank Sotiro, who was a Jap foot juggler on the Jimmie Heron show back in 1936."

TOMMY CURRAN of Bangor, Me., who has been with Biller Bros.' Circus this season, has joined his old teammate, Chet Greeley, of Liberty, Me. They are en route to Canada to play fair dates.

EDGAR S. STRASBAUGH who makes his home in Spring Grove, Pa., says he'd like to see pipes here from Mike Gunn, who played Vancouver, B. C., recently.

HENRY H. VARNER cards from Akron that he took in the opening day of the Stark County Fair, Canton, O., and that good spending crowds were hand all day.

Under the Marquee

Continued from page 89

Biller show. Frank Morrissey, former Ringling press agent and until recently in the Ringling concession department, is press agent for Royal American Shows. **Eddie Billeliti**, former wire performer and earlier this season co-owner of Don Robinson Circus, is assistant property boss on Ringling-Barnum.

George Graf Ring of the Circus Model Builders will meet October 14 at Chicago. Miniature shows will be displayed in a gymnasium at 1320 Loyola Street, Joe Washburn announced. **Ira Gaskill**, clown, closed his season with Biller Bros.' Circus Saturday (1) and returned to his Fort Wayne, Ind., home. **Jay Gould** Circus played to big business at Beatrice, Neb., where a Chamber of Commerce official estimated attendance for five performances totaled 14,000. Parade was rained out. **Doc Waddell**, of Mills Bros. Circus, broke into print at Dubois, Pa., with a recollection of a date played there in 1888 with the John Robinson Circus. Show people, he recalled, helped battle a serious fire in the town.

Recent visitors on the Biller show included Mr. and Mrs. Earl C. Guske, Mr. and Mrs. G. H. Townsend, Art R. Mitchell and Mr. and Mrs. C. W. Chapman, all fans who assisted with repairs on the big top, and Robert Lorraine and Kenneth Waite, of Polack Eastern.

Visitors on Bailey Bros.' Circus have included Mr. and Mrs. Ray Brison, Lee and Tandra Brison and Miss Miner. Among Bailey personnel, Buck Leahy will winter at Newburyport, Mass.; the Hart Family will play fairs and Nick Bengor will winter in Florida. **J. T. McCoy** joined Bailey Bros.' Side Show recently.

Loyal-Repenski Family visited the Cristianis on King Bros.' Circus. **Josh Kitchens**, of Polack Eastern, was hospitalized for several days and his wife, Lil Kitchens, came on to work the horse acts. **Smoky Rouse**, clown, is with the post office department at Arcata, Calif. **Polack Western** personnel visited the Ringling-Barnum show at Centralia, Wash. **Hagen-Clyde** people caught the Kelly-Miller show in Ohio. **Ted Milligan** and family joined Kelly-Miller. **George Williams** and **John Carroll**, both of Kelly-Miller, have been called into military service.

Robert S. Good advises from Cape May, N. J., that he caught Hunt Bros.' Circus performance

during its stand there. He adds that **Tanit Ikao**, hypnotist, held over half the big show crowd for the concert. **B. W. (Americo) Carson**, anatomical magician, formerly with Clyde Beatty Circus, is in General Hospital, SW-V, Kansas City, Mo., and would like to read letters from friends. **Mr. and Mrs. Arlo Dunn** of Omaha, spent a week on the Wallace & Clark Circus in Western Colorado recently. Mrs. Dunn's brother, **C. B. (Buck) Reger**, has the banners on the show.

Eight elephants of the Campa Bros.' Circus stampeded while making downtown bally at Louisville, N. C., and were recaptured several hours later in swamps near the Tar River. Several were mired in the soft ground. **Mrs. S. E. Badger** received bruises when she was thrown from the head of one elephant.

George W. Bradley, Long Beach, Calif., advises that a fund is being raised to continue the children's benefit hospital shows started by the late **Ed (Bobo) Boyle**, clown. **E. F. Sprague**, of Cheyenne, Wyo., who was on the Walter L. Main Circus 50 years ago, enjoyed reading a recent story from the Postdam, N. Y., paper about an 1889 Barnum & Bailey wreck and the formation of Cele & Lockwood Circus there in 1894.

Vin and Winnie Carey, owner-operators of Carey's Magic Shop, Baltimore, while on a recent junket caught Campa Bros.' Circus in Emmitsburg, Md., Hunt Bros. at Arbutus, Md.; Bailey Bros., Hanover, Pa.; Rogers Bros., Waynesboro, Pa., and King Bros., Annapolis, Md. They met **Jimmy O'Donnell**, of the O'Donnell-Caleano family at Hanover and O'Donnell spent a week-end at the Careys' house guest. He also visited the Bailey, Rogers and King orgs with them. As past president of the International Jugglers' Association, Carey says he got a big bang out of visiting with **Carlos Ricci**, on Rogers Bros., and **Truzzi**, on King Bros. Carey says that **Dime Wilson** tried to persuade him to go to Hagerstown, Md., and join clown alley but that after a full week-end of visits and running his magic shop he had to renege on the invitation. O'Donnell was in the East signing contracts for his family for the winter.

Con Colleano, wire walker, is expected to arrive in Los Angeles late in September from Australia, where he has been appearing.

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York Sets Multiple Marks

Continued from page 71

fairmen: Unit has been viewed and admired by fair execs from every section of the nation and Canada and the visiting list this year is heavier than ever.

50C Talent Bill

Backing up the perfect grandstand-stage setting this year is Frank Wirth-produced series of night events costing \$50,000. Week-long feature is Wirth's colorful and popular *On the Town* revue, featuring 14 line and six show girls in production numbers and a number of novel stage acts. Added features were Ken Murray and his TV showcast Monday (10), championship school bands Tuesday (11), Guy Lombardo and ork Wednesday (12) afternoon and night, the Three Suns Thursday (13), Freddy Martin and ork Friday (14) and midget auto racing and Joie Chitwood and his dare-devils today.

More than 11,000 viewed Lombardo Wednesday night. Crowd flowed over into the track to provide a record house. Afternoon turnout approached the capacity mark and was especially notable in view of the prevailing hot, humid weather.

Acts featured with the Wirth revue included the Spring Garden Band, directed by Martin Keller; Ridolas, aerial ballet; Ellie Ardelt; Susan Brooks, Ivanovs, DiMattiazis, Ten Karels, Jack Meyand, Skyliners; Johnny Woods; emcee; the Lands, Wallendas, Frank Tannevee and Russell-Joy, Johnny Loneragan produced all show fea-

tures and directed all talent appearing in front of the grandstand. Track features also included harness racing Tuesday thru Friday and running races this afternoon. Lewis said more horses were on hand than for many years past. Novel feature is the railroad transportation show with the Pennsylvania, Baltimore and Ohio and Western Maryland railroads displaying more than \$1,000,000 worth of equipment on sidings within the fairgrounds.

Detroit Down

Continued from page 70

and the Ink Spots, the closing four, on a two-a-day schedule.

Union Hassle

It was a hassle between rival unions, AFL vs. CIO over jurisdiction of gals working a ginger ale stand which sparked picketing opening day and caused the cancellation of the first Hope show. The effects of the union dispute—and of picketing—did not die when picketing ended two days later, and the fair never did rally from the publicity which put the fair in a bad light. The weather, too, was off, with cool weather most days and some cold nights during the run.

Final Figures

Final figures on Coliseum business put the gross at \$37,042 on 34,343 admissions, as compared to \$52,949 on 58,724 admissions last year. Hope's three appearances grossed \$11,912 with 10,873 admissions. This compared with \$35,904.95 for six shows in '49, when he last played the fair. Marilyn Maxwell played to 15,233 persons for a \$16,427 gross. Ink Spots took in \$8,070 in eight performances. Headliners were supported by acts and a 24-gal line.

The grandstand was off about 12 per cent from '50, grossing \$91,969 on 55,991 admissions as compared to \$104,680.74 and 75,169 admissions in 1950. Cherokee Wild Ranch Rodeo played the first nine days and grossed \$50,355 with 41,306. More than 40 per cent of the grandstand gross was provided by the 100-mile AAA-sanctioned national championship big car auto race closing day. Event drew 12,209 and grossed \$38,735, down substantially from the same event last year. Lucky Lott's Hell Drivers, in the final night, played to 2,476 persons who paid \$3,239.

Midway ride and show business for the Cavalcade of Amusements was slightly under 20 per cent of last year's total. Gross was \$145,960, with the fair getting \$56,885 for its end. Midway gross last year was \$173,985.

Only revenue source reported up was parking, which yielded \$28,503, compared to \$25,262 last year.

Louisville Clicks

Continued from page 70

offered by the REA, gave the grandstand its best crowds, Friday and Saturday night respectively.

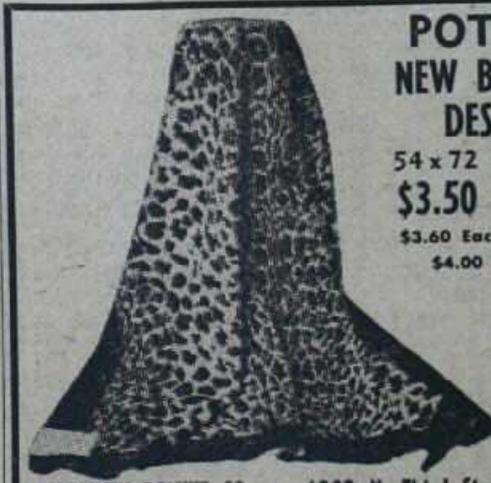
Grandstand Draw

Lucky Lott's Hell Drivers, in for a night grandstand show Saturday and matinee and night performances Sunday, grossed \$4,000 for three shows. The Voorhees-Fleekles Ice Varieties moved in front of the grandstand Tuesday for two-a-day. A leak in the ice plant forced cancellation of the Wednesday matinee and delayed the show Wednesday night. It has been getting good press notices.

Entries in the youth departments and in dairy cattle about double last year, according to Baldwin. The M. and M. Building is filled to capacity with commercial and educational exhibits. New feature is exhibits by all colleges of the State.

Fair caught rain Monday up to noon and had rain up to 1 p.m. and intermittent drizzle thru the remainder of Thursday afternoon.

POT OF GOLD NEW BEACON LEOPARD DESIGN BLANKET



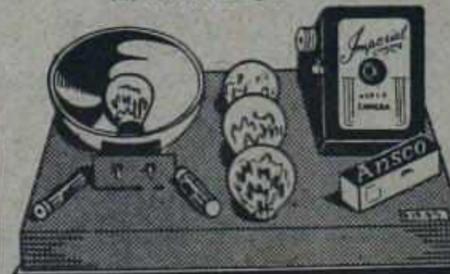
54x72 Packed 30 to Case \$3.50 EACH IN CASE LOTS OF 30 \$3.60 Each in Less Than Case Lots \$4.00 for Sample Postpaid

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- Less Than Case Lots, Add 10c Per Blanket. For Sample Add 50c Per Blanket.
- READY FOR MAILING SOON—Our new 1951 No. 61 Catalog. Write for your copy NOW. State business in first letter.

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Dressing Room Gossip

Clyde Beatty

The fall dampness has set in, along with cool nights, but business continues good, as usual. We are thankful for these grassy lots after the barren ones of the West. Sunday off in Elkhart called for a busman's holiday to the Eastern unit of the Polack show in near-by South Bend. Most of our folks spent the day on the lot there and was accorded every courtesy. Tuesday they returned the visit. Noted on our lot were Mr. and Mrs. Richard Berg, Mr. and Mrs. Jimmy Troy, Slivers and Jo Madison, the Artrou Family, Hanel Troupe, Bob Lorraine, Kenneth Waite, Josh and Lil Kitchens, Whitey and Edith Boyd, Billy Griffin, Harold Conn. Also at Elkhart, George Way, of Leedy Company, and Lee Hinkle, of Buescher Company, were guests of Vic Robbins and his bandmen, both being former drummers. They sat in and played drums at the matinee. Marie Ladeau is a new member of the Side Show.

Milonga Cline has returned from L. A., where she was called because of the illness of her mother. Logansport was like old home week, with the showfolks from Peru much in evidence. Seen around the lot were Joe Cuta, Mr. and Mrs. Frank Orman and family, Eddie Woeckner, Mary Gardner, Charles Tucker, Nellie Mannis and son, Von Binkerd Dollie Binkerd, Dorothy Mowery, Fred Senger, Marion Lewis, Bob Printy, Charles and Katie Lucky.

Show is headed for the South and temperatures are running high and the humidity is uncomfortable. David Stan, hospitalized because of injuries received in an auto crash, returned to the show much to the relief of Archie Hindon, who has been doubling for David. Leon Drewry has been on the sick list for a week but is on the mend. Fred Donovan joined as legal adjuster. Both Alva Johnston and Pappy Johnson were pleased to have their wives visit for a week. Jeff Murphree received word that he has another grandchild. Gibby Gibson has recovered from a recent illness and is back with Vic Robbin's band.

Bill Berichon, Muskegon, Mich., hosted Mr. and Mrs. Beatty when the show played there. It was like old home week when personnel of Rogers Bros.' Circus visited. Visitors included George and Pauline Penny; Felix, Iva and Mam Morales; Mr. and Mrs. Harry Vilponteau; Lou Walton, Hunky Johnson, Billy Barton, Skinny Goe, Carlos Ricci, Sanches Family, Eva Vasques and Jose Vasques.

Clyde Beatty and Joe Walch are breaking animals daily and have several new tigers ready to go into the act. Art Cooksie and family spent a day renewing old friendships.—LAURENCE CROSS.

Polack Western

For the Seattle engagement, the ceiling of the ice arena was hung with huge flags of the United Nations. Clowns participated in the opening day parade and also made a hospital show. Jean Merkle was tendered a surprise party and gifts on her birthday. Some of the trailerites celebrated the Fourth of July late by plugging into a 220-line. Joyce Shawgo left to attend school in Los Angeles. Skeeter Ward and Roland Natal planed to Sarasota for opening of school. Francis Brunn has added a new rope-skipping trick to his routine. Mac and Peggy McDonald are presenting the five Packs' elephants in a new routine.

The parents of Bertha Guerre, Dean Newbury and Susan Huang gave a party in honor of the new arrivals into circus life. Visitors: Dr. David Reed and son, Harry Sawdon, the Asia Boys; Charles C. Milroy and Mr. and Mrs. Wallace G. Winter, CFA; Bob Clark, Sis Madison Hopes, Tommy Gill, Dr. and Mrs. Oscar Anderson and mother, the Johnny Hartzels and family, Lieut. Albert Von Trott, Marsha Wayne, Emil Van Horne, the Tong brothers, and Dr. and Mrs. Don Brown.—HARRY DANN.

Nylons Direct From Mill

All popular Grades, Styles and Prices. Complete line of Men's Hosiery, Ladies' and Children's Anklets. Write for our price list.

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What a girl! Looks so real that every man will stare and dream (and buy)! A precision made mechanical pencil, complete with eraser and refill leads. Packed individually in attractive colored box. One dozen to a colorful counter display.

No. 504 \$5.75
Per Dozen

Get Your Orders in the Mail... or on the Wire... Today!

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Since 1915 — Makers of Novelties That Amuse

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- 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
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Rhinestone Cross with the Lord's Prayer. Assorted colored stones. \$9.00 doz., boxed. Sample \$1.00.

We manufacture a complete line of Rosary and Rhinestone Packaged Goods.

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- Ball Pen \$42.00 Gross
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Regular Large Barrel Ball Pen, \$9.00 Gr. (replaceable cartridge)

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226 Fifth Ave. New York 1, N. Y.

Take but ONE MINUTE please...

Help yourself and the Billboard by filling in the coupon on

PAGE 57

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.

- 1500 Hole, plain \$1.10
 - 1000 Hole 25c J.P.C. X-Thk. Pr. \$52 1.25
 - 1000 Hole 25 Chly bd Thk. Pr. \$50 1.15
 - 300 Hole 25 Kuler Kolor; Pr. \$15 60
 - 1000 Hole 5c Play Girly bd. Pr. \$28 1.95
- We carry a complete line of plain, money and merchandise boards at very low prices.
- J&M SALES
8237 N. St. Louis Chicago, Ill.

Salesboard Sidelights

Hartlich Corporation, Chicago, is getting a steady pull from its campaign in favor of the pencil shape board. It is but eight inches long and less than an inch wide. It was designed for locations where counter space is at a premium. Firm also has come up with a catalog which is now ready for delivery.

Empire Press, Chicago, has added a bunch of new units recently and now boasts it has the most comprehensive line in the trade. Its newest push cards vary from 10 to 200 holes. **W. H. Brady Company**, Chippewa Falls, Wis., reports an upsurge in trade since Labor Day but still lays claim to having 275 different

sized and styled boards ready for immediate delivery. **Jerry Scanlon**, head of the Chicago firm bearing his name, says business is on the upswing. Always considered a real idea man, Scanlon recently came up with one in another field which may really score for him.

Another Chicago manufacturer, **Superior Products, Inc.**, has started making its fall releases. Visiting firemen say the new numbers should win the firm a steady run of new customers. Up Minneapolis way, **Ace Manufacturing Company** is getting steady action on its jackpot tip units. Some have 100 numbers, others 55.

From Blue Earth, Minn., **Deluxe Sales Company** is staying with its Charley boards and firm officials are glad for the Charleys have been a good item since their introduction. In South Bend, Ind., **Galentine Novelty Company** jar deals and new board ideas continue to keep the staff hopping. A new circular on firm products was released this week.

Rain Slows Reading

Continued from page 70

preference sheet of all the traveling operators.

Annual has long been noted for its corraling of radio time and this year is no exception. Event got a rousing send-off Saturday on a coast-to-coast stanza featuring the town and the annual. Other hits number in the dozens, with all Philadelphia stations participating. Publicity and fair director Russ Moyer, who also secured the usual volume of newspaper space, was able to analyze the results of his efforts for the first time in a couple of years. Last couple of sessions have been virtually ruined by rain, and tho the publicity was equally good, it was not so strong that patrons were sold on coming out in bathing suits.

Hamid night show included Kirk's dogs, comedy canines; Billy Ward Flyers, flying act; Lynn and Margot musical novelty; Mike Telesco, sway pole; Johnny Welde and his bears; Brick Brothers, and Gloria, trampoline; Ming Sing Troupe, Chinese juggling; Oldfield and Ware, comedy pantomime and knockabout; Les Idalys, aerialists; Therons, comedy bike act, and the Roxyettes in five production numbers, John Barry and Miss Leslie were principals.

Sacramento Gets Record

Continued from page 70

grams were headlined by Dennis Day, Sons of the Pioneers and Jerry Colonna. A circus-type of show was featured during the opening days. William (Hopalong Cassidy) Boyd was an added attraction on sixth day, September 4. Day's pull was outstanding with sellouts the last four nights. His crowd on Saturday night was 13,169 paid with an estimated 3,000 on passes and another 3,000 watching from the free sidelines.

Fireworks were featured each night under the direction of Patrick Lizza, of the Golden State Fireworks Manufacturing Company, Redondo Beach. Lizza has held the contract since 1921, except two years when another firm won the bid and during the war layoff.

Revenue from admissions, including 50 cents at the front gate for adults, amounted to \$359,283.62. Total fair revenue was reported as \$1,086,944.09. The Ferris Greater Shows, which had the midway contract, paid on the basis of 15 cents per gate admission or \$114,304.35.

The run went smoother than was expected. General spending was up. The average spending at concessions, most of which were on a per capita basis, ran about 36 cents.

Fred Heitfeld, director of special events, staged an exceptionally good free show. Appearing twice daily, the program included Rio Brothers, Winstons Seals, Irene McAfee's Dogs, Al Castle and Company, Dick and Dinah, and Bozo, the clown. Felix Valle, rope spinner, opened with the group but left following the Saturday (1) shows because of illness. Also emanating from the open-air theater was the Curt Massey-Martha Tilton Show with Country Washburn's Orchestra for five days over the CBS-MBS networks for Alka-Seltzer. A fashion show thru the entire fair run featured 30 professional models from San Francisco and Los Angeles with Fred Beck, Los Angeles Examiner columnist; Bill Baldwin and Paul Speegle, emcees. Ivan Scott's orchestra played for this stanza. Rafael Mendez, trumpet impresario, and Patricia Lynn, soprano, were the highlights of the bandstand attraction.

A new feature, the Junior Museum, gained plenty of favorable publicity for the event. Live animals, including squirrels, snakes, possums, skunks and other animals were exhibited. Also drawing praise was the excellence of the dioramas showing wildlife in a natural settings. A plan is under way to make the exhibit permanent thruout the year, with the building to be fenced off. Mrs.

Florence Hinton and her trained squirrels were highlighted.

The BBB Puppeteers appeared on the outdoor stage in the north section.

Publicity was directed by Ralph Bell with the assistance of journalism students from the Sacramento Junior College. Radio stations maintained studios on the grounds with both local and national shots being handled.

Saginaw Tops Peak

Continued from page 70

single day's attendance in the event's history. An estimated 50,000 turned out, with the paid gate for the day running about 36,000.

Circus-type acts booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, comprise both the afternoon and night grandstand bill. Two night shows were given Wednesday and Thursday (12-13) and two were skedded for Friday night (14).

All available commercial exhibit space was sold out, with many turnaways. Clarence H. Harnden, fair secretary, pointed out four large buildings, having 412 booths, were devoted to such exhibits. Entries in virtually every agricultural and livestock department attained capacity, with the fair resorting to screening entries to meet available space.

Olympic Business

Continued from page 66

The two channels with the lowest rates in New York also are not clearly received in this vicinity, he said. Another angle that has him irked is the manner in which locals appear at the park or fail to show due to ignorance of closing dates. This holds true despite heavy newspaper advertising noting dates.

Last week of free acts at Olympic included Jack Holst, bar and trampoline; the Winters Sisters, tumbling; Connie Shearer, contortionist, and Janet and Paul, high act. All rides and equipment now are being stored, and general maintenance work starts soon.

Announcement:

EMPIRE TAKES OVER Complete Mercury Line!!

Empire Press has bought out from Mercury Industries all their engravings, punch press dies, steel rule dies, crimpers, gluing and building machines, and various special machinery used in the manufacturing of Mercury punch boards; also all materials and stocks on hand, finished and unfinished, in possession of Mercury Industries.

Empire will manufacture the Entire Line of Mercury Boards in the exact fashion and manner as Mercury produced them.

Our prices will be Reasonable for the same High Quality Boards Exactly as produced by Mercury.

For a Square Shake in Every Way Contact Empire

WRITE, TELEGRAPH OR PHONE US (Charges Collect)

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We now have a substantial stock of Mercury boards ready for delivery

PREMIUMS	GIFTS	NOVELTIES
Musical Bowling Ball \$7.50	Lifetime Camera Kit—With Flash 9.50	Camera Kit—Acetate Box 9.95
Electric Stove—One Burner 6.25	Electric Stove—Two Burner 11.25	Motarobes With Air Cushion 8.95
Frying Pan Clocks 3.75	Frying Pan Clock (Calendar) 5.50	#300 Comb. Case & Lighter—Chrome 1.50
#2002D Comb. Case & Lighter—Chrome 1.75	#1004D Comb. Case & Lighter—Chrome 1.75	#1002D Comb. Case & Lighter—Chrome 1.75
#1004/102 Comb. Case & Lighter & Compact 2.50	3 Pc. Costume Jewelry—Boxed 1.50	4 Pc. Costume Jewelry—Boxed 2.00
Evans Nudie Lighters, Pocket 3.30	Evans Nudie Comb. Case & Lighter 4.00	12" Jeweled Horse Television Lamp 5.00
10" Horse Television Lamp 3.50	Roy Rogers Alarm Clocks 2.60	Roy Rogers Wrist Watches 3.00
Travel Alarm Clocks 4.50	Flashite 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 Each 3.00	3 Pc. Lighter & Tray Set Each 2.50	

1/3 Dep., Bal. C.O.D., F.O.B. Phla.
Full cash with orders under \$20.00.

Send for list of complete Premium and Novelty Line.



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SALESBOARDS—JAR TICKETS

NEW LOW PRICE ALL ORDERS SHIPPED SAME DAY RECEIVED

Holes	Plays	Description	Def.	Profit	Net Price
308	25c	QUARTER KOLORS, THICK	Def.	\$15.00	\$ 85
408	25c	LUCKY BUCKS, THICK	Def.	7.00	90
90c	25c	5c CHARLEY, THIN	Def.	17.00	1.25
1000	25c	J. P. CHARLEY, THIN	Avg.	32.00	1.55
1296	25c	TEXAS CHARLEY, THICK	Avg.	102.98	2.50
1000	25c	SOUTH PACIFIC GIRL BOARD	Avg.	26.81	2.25
1000	25c	HOLD THAT LINE GIRL BOARD	Avg.	27.29	2.25
1000	25c	FLAMING GIRL GIRL BOARD	Avg.	27.09	2.25
4000	10c	TEN CENT SAW BUCKS	Avg.	45.00	2.25
1000	25c	SIX TWO BITS	Avg.	114.28	2.25

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Stating your requirements. Large stock. Plain Tip Definite. Jackpot. Boards, Coin Boards, Super Giant Holes. 25% deposit with all orders, balance C.O.D.

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Only advertisements of Used Machines accepted for publication in this column

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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 Postal, 2953 Milwaukee Ave. Chicago, Ill. se22

ALL TYPES CIGARETTE, CANDY MACHINES and Bulk Vendors wanted; send list and lowest price. Bake, 909 Spring Garden St., Philadelphia 23, Pa.

A SPECIAL SALE ON SCALES, GUM Vendors, Target Machines, etc.; free price list! Adair Company, 6926 Roosevelt, Oak Park, Ill. se22

CIGARETTE AND CANDY MACHINES re-conditioned and refinished to factory specifications; we carry all types of coin-operated 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.

DIGGERS, ROTARIES, ARCADE AND CIGARETTE MACHINES; selling out cheap; Iron Claws, Eries for Carnivals, Merchants, Electro-Holists. National, 4243 Sansom, Philadelphia, Pa.

FOR SALE—BALLY HEAVY HITTERS with stands, \$35 each; A.B.T. Challengers, \$10; A.B.T. Skee-ball, Chicago Coin Game, \$45; B.L. Bull Vending Co., 422 S. Main St., Memphis Tenn. se22

FOR SALE—3 GOTTLEB SPOT BOWLERS, \$180 each; 1/2 cash, balance C.O.D. Birmingham Vending Co., 540 2d Ave., N., Birmingham, Ala.

HIGH DIAL TEN STRIKE 5 FT. BOWLING Machine, \$29.50; Low Dial, \$23.50; positively first class condition. Reliable Shuffleboard Co., 5728 N. Broadway, Chicago.

LIKE NEW—BULK VENDERS, WITH Stands, wrapped for your counter; 5c candy bar, 1c candy bar, 5c gum and ball gum; good buys now or goodbye later. Frontier Novelty Co., 258 W. Hoyer Rd., Tucson, Ariz. se22

ROCK BOTTOM—CARNIVALS, \$45; CIN-derellas, \$27.50; Jack 'n' Jill, \$45; Tele-card, \$50; Feist, \$15; Swanne, \$50; One-Two-Three, \$45; Puddin' Head, \$45; Catalina, \$25; Shantytown, \$100; Trade Winds, \$30; Robin Hood, \$35; Yanks, \$30; Trinidad, \$25; Super Hockey, \$65; Williams Double Header, \$75; Drivemobile, \$75; Waiting Fortune Scale, \$25; Loboy, \$30; Shipman Select-a-Bar, \$15; Packard Boxes, \$10; Rock-Ola Commando, \$25; Wurlitzers, \$90; \$35; 600's, \$35; 700's, \$65; 750's, \$60; 800's, \$75; Mills Empress, \$25. Will trade any of the above for late model Cigarette Vendors. Southern Vending Machine Co., 338 Craighead St., Danville, Va. Phone 2414.

SIX EXHIBIT DALE GUNS, ALL IN guaranteed, A-1 condition; both appearance and mechanically, \$50 each. Curly's Menominee, Mich.

STAMP FOLDERS DIRECT FROM MANUFACTURER; low, low prices; immediate delivery; write for prices and sample. J. Schenbach, 1645 Bedford Ave., Brooklyn, N.Y. se22

STAMP FOLDERS—DIRECT FROM MANUFACTURER; unlimited quantities; immediate delivery; write for prices. Veedco Sales Co., 2124 Market St. Philadelphia 3, Pa. se22

STAMP FOLDERS DIRECT FROM MANUFACTURER at lowest prices; write for samples and prices. Flatio Mfg Co., 5436 S. W. 8 St., Miami 44, Fla.

WANTED—MILLS VIOLANO ONE OR two violins, in working condition with rolls; write giving accurate description of condition and price. Richard R. Seddon, 72 Claremont Rd., Belmont, Mass.

WANTED—BALLY BRIGHT LITES, STATE number and best price. W. E. Keeney Mfg. Co., 5229 S. Kedzie Ave., Chicago, se13

WILL TRADE TURP KINGS (LIKE NEW) for Music, Cigarette or any other Coin Machine Equipment. Runyon, 123 West Runyon St., Newark 8, N. Y. se22

5 PANORAMS, RECONDITIONED, IN PERFECT shape, a real bargain at \$175 each; late Films, \$12.50 per reel. Emmett S. Gardner, 1963 E. 7th St., St. Paul 6, Minn.

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.
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WRITE FOR LATEST PRICES
WORLD SERIES BOOKS

- N. & A. Style, Inning Style—
- Split Innings, 1st of 2nd, Etc.
- World Series Position—

MANUFACTURED BY
GAM SALES COMPANY
1321 SO. ADAMS ST.
PEORIA, ILLINOIS

JAR DEALS and PUNCHBOARDS

Write for Circular
Galentine Novelty Co.
South Bend 24, Ind.

WE ARE MANUFACTURERS OF
All Kinds—PULL TICKET GAMES
C. TIP BOOKS
I Buy Direct from Manufacturers at A Very Very Reasonable Prices. A
A—Columbia Sales Co.—L
L 302 MAIN ST., WHEELING, W. VA.
S Phone: Wheeling 348

United Ships Zingo In-Line Scoring Game

CHICAGO, Sept. 15.—United Manufacturing Company this week shipped distributors samples of the new type five-ball game Zingo. It is a three card, three coin, in-line scoring unit and is available for either nickel or dime play.

Designed with a 26 hole play field, Zingo has an automatic ball return feature. This is actually the 26th hole placed at the bottom of the play area and gives patrons extra chances to run up a favorable score. It is in operation only when the player shoots a ball thru the entire playfield without dropping into a numbered hole. Instead of the ball dropping in the out-hole and therefore out of play, the ball returns to the shooting area and is replayed.

Numbered holes on Zingo are placed in parallel rows from virtually the top of the playfield to the bottom. Players registering three numbers in a row on the backglass are entitled to replays. Those who make four in a row, 20 replays. The major replay award is 200 and is attainable after making five numbers in a row.

Zingo has an illuminated playfield and is housed in a deluxe type floor cabinet. Play of the game is speeded up at all times by the United developed automatic ball lift.

Merit Expands, Appoints Four

CHICAGO, Sept. 15.—Merit Industries, South Side distributing firm here, announced completion of an expansion program and appointment of four key personnel. Firm is headed by Col. Lou Lewis.

The expansion consisted of remodeling the office and showroom facilities and extending the repair and service shops. In addition Merit has taken over the large basement of the premises for warehousing purposes.

Appointments include Evelyn Lewis as office manager; Ed Lavendar, service manager; Art Vierling, in charge of shipments, and James Turner, repair and shop manager.

Merit handles a variety of amusement game products and also specializes in repair and service work for operating firms on the South Side which are not equipped to take care of these details.

COIN SCARCITY SPECTRE

Industry Faces Severe Nickel, Penny Pinch

WASHINGTON, Sept. 15.—The entire coin machine industry is facing a growing problem brought on by serious shortages of nickels, it was disclosed this week in a report by Nellie Taylor Ross, director of the Mint. With the shortage even more severe in pennies, a situation having wide implications for bulk vending equipment may develop.

MILWAUKEE OPS SAVE, PRAISE "WORK BENCH"

MILWAUKEE, Sept. 15.—Milwaukee operators report that they are finding The Work Bench series in The Billboard extremely helpful in the shop. Leslie Reder, head of L. R. Distributors here, has the feature on machine maintenance and repair clipped each week and posted above the shop bench.

Says Reder of The Work Bench: "It's one of the finest things anyone has ever done for the operator."

MAY BROADEN JOHNSON ACT

WASHINGTON, Sept. 15.—The Senate Interstate and Foreign Commerce Committee will embark Wednesday (19) on a hearing on legislation to widen the Johnson Act to include salesboards. The session will cover four bills recommended by the Senate committee investigating crime.

The bill to broaden the Johnson Act proposes to ban the shipment, mailing, transportation or carrying of salesboards between States. The bill also calls for a ban on mailing of promotional literature and ads for salesboards.

Speedy Action Key to Jalopy, Williams' Game

CHICAGO, Sept. 15.—Jalopy, a new five-ball game with all the features introduced on Hayburners is now on display at distributors of Williams Manufacturing Company, Vice-President Sam Stern announced Wednesday (12).

In addition Jalopy has some new ideas in amusement play such as scores increasing each time a bumper is hit; a game is completed when the first Jalopy crosses the finish line or can be adjusted so player can continue increasing his score until all five balls have been played.

As in Hayburners, the Jalopy has a wide open playfield for cross ball action and combination plays and the concept of play has been worked out so that maximum interest is sustained until the completion of the game.

Gird Bally Plants For Defense Output

CHICAGO, Sept. 15.—Bally Manufacturing Company's plant, one of the largest in the industry, began taking on a nautical air this week as 10 truckloads of heavy machinery arrived from Navy warehouses in the first step of the firm's mobilization for defense production. To make room for this assignment, game assembly lines were cut to skeleton proportions to accommodate the service machinery and Bally engineers concentrated on the job

Late Model Game Demand Poses Distrib Problem

CHICAGO, Sept. 15.—The first real pinch in demand for late model used games became a reality this week as a number of major distributing houses in several sections of the country and particularly in this area reported they were having a difficult time filling operators' orders. The increased demand began just before Labor Day and stepped up noticeably in the past two weeks.

At first some experienced coinmen felt the trend was the usual seasonal pattern since the summer slowdown is traditionally followed by a September upsurge. However, this year several factors have influenced and spurred used game sales. Among them are operators, who more so this year than others, concentrated on one type of game in the early months of 1951 and now are looking for diversification; less over-all production in the first part of 1951 and last of 1950 resulting in fewer late model

used games; the now obvious scarcity of key materials for new production and finally the sharply increased preference for multi-player shuffle games.

One of the real tip-offs to the demand situation is the growing incidence of distributors and jobbers calling up one another to find certain games. While this has happened occasionally even in the slower business periods, now distributors report receiving local and long distance calls from competitors who are looking for games which had comparatively slight demand when introduced only six months ago.

Now that demand has firmed, there is some concern for the future when most of the plants and probably all will be concentrating on defense output and the game production will amount to a sideline. To alleviate this situation somewhat several distributors have enlarged their shop and refurbish-

ing departments to keep up with operator requests for quick service on older games. In addition, a growing number of distributors are working out logical conversions of older games which will keep the basic theme of the converted game but give patrons a feeling of playing a new game.

Keeney Ships 6-Player Game For Showings

CHICAGO, Sept. 15.—J. H. Keeney & Company announced thru President Roy McGinnis that samples of the 6-Player Bowler were shipped this week to all distributors. A de luxe cabinet shuffle game, it is available in either 8 or 9½ foot lengths.

The multi-player game operates on 20-30 scoring and not only records strikes and spares but all split shots as well. A stepped-up automatic puck return, keeps playing time to a minimum.

Keeney's 6-Player is equipped with side guards which gives the appearances of a regulation bowling alley. Wings on either side of jumbo light-up pins are of modern streamline construction. One of the new ideas introduced in the construction of the game is its silent playfield, made possible with reinforced Masonite laid just under the conventional plywood playing area. It eliminates the rumble sound of the puck as it glides toward the scoring area. Cabinet is finished in three colors, ivory, maroon and speckled green.

Chi Coin Sets Coast Distrib

CHICAGO, Sept. 15.—Chicago Coin Machine Company thru Owners Sam Gensburg and Sam Wolberg announced this week the appointment of Coin Machine Service distributor in San Francisco and Northern California.

Firm has headquarters at 1797 Union Street, San Francisco.

OPS Nullifies New Conn. Cig Price Rulings

BRIDGEPORT, Conn., Sept. 15.—The State Office of Price Administration this week knocked the props out from under the new price-fixing laws passed by the 1951 Legislature on cigarettes and liquors. It ruled that in no case could anyone sell either commodity at a price higher than charged during the pricing period of December 19-January 25.

This means that stores, particularly those of the cut-rate variety, can continue selling such items at the same low rates. The new State price fixing laws, slated to become effective October 1, will thus have little or no effect.

Decision to hold the line on liquor and cigarette prices was reached by James E. Kelley, district OPS director, following a legal opinion by Dennis P. O'Connor, director of the office's legal department.

State OPS officials stated that this will be the new Connecticut policy, barring any official directive from Washington OPS headquarters. National OPS office continuously goes over price situations in different fields, they stressed, and could come out at any time with a ruling that could

Portland Pins Run Under Court Writ

Injunction Expires, But Court Continues Restraining Order

PORTLAND, Ore., Sept. 15.—Pinballs continued to operate in Portland this week despite expiration of a temporary restraining order that would prevent enforcement of a city ordinance outlawing games. Circuit Judge James R. Bain Monday (10) took under advisement a complaint by Stanley G. Terry, Portland operator, and

continued the restraining order Terry obtained.

At the hearing before Judge Bain, attorneys David Fain and George Black for Terry argued the ordinance denied due process of law and sought to confiscate the business of the plaintiff, who sued in behalf of himself and 600 others connected with the industry. City council passed the ordinance July 10, as an emergency action, which precluded submitting the issue to popular vote.

Time Expired

Deputy City Attorney Marian C. Rushing contended that since no attempt had been made to refer the ordinance to the people (which legally was forestalled by the nature of the ordinance) and that the time for filing a referendum petition had elapsed, the question had become moot.

Meantime, the city council continued to deny tavern licenses to applicants who indicated they might allow games in their establishments, council members declaring games against their "policy."

Charge Discrimination

In neighboring Vancouver, Wash., game operation continued without benefit of license pending a decision by Judge Charles W. Hall on a suit against the city ordinance. Judge Hall had under advisement a case in which Lou Dunis and Harold R. McKee, amusement company operators, claimed discrimination.

(Continued on page 100)

2 FLA. BASES RE-ACTIVATED

MIAMI, Sept. 15.—Of great interest to Florida coinmen was the announcement this week by the Air Force that it is opening two large air bases in the State—Pinecastle at Orlando and Morrison Field at West Palm Beach.

The Pinecastle base opened September 10 as a bomber crew training station. It eventually will have a population of some 4,600, including 1,000 civilians.

Morrison Field will be opened September 16 by the Military Air Transport Service. The base eventually will house some 2,700 officers and airmen and will employ 800 civilians.

At West Palm Beach, Col. Glenn R. Birchard, scheduled to be the base commander, estimated that re-activation would "bring in about \$1,400,000 a month to this area."

Monarch Bows Tough Finish

CHICAGO, Sept. 15.—Monarch Coin Machines, Inc., here has completed tests on a new wood surfacing finish which Owners Charles Pieri and Clayton Nemeroff state gives wooden playfields on shuffle games a durable surface. It is called C. C. Finish.

Designed from the standpoint that shuffle games in top locations take an unusual beating, the newly created finish also is burn and stain resistant. Tests carried on over a period of several weeks were so successful that some operators have adopted the practice of putting the finish on games as soon as they are uncrated.

(Continued on page 95)

TAKE BUT ONE MINUTE, PLEASE...

Help yourself and The Billboard by filling in the coupon on

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Wurlitzer Buys Packard's Entire Juke Box Division

Deal Includes Patents; Service Parts Will Be Made Available

NORTH TONAWANDA, N.Y., Sept. 15.—Packard Manufacturing Corporation, Indianapolis, which manufactured juke boxes until 1948, has sold the assets of its phonograph division to the Rudolph Wurlitzer Company. Announcement of the sale, for an undisclosed amount, was made by Wurlitzer president R. C. Roling,

and Thomas Capehart, president of Packard.

The deal included the entire inventory of Packard Pla-Mor phonograph and remote equipment service parts, as well as the patents covering the juke box and the Pla-Mor wall box, trademarks, tools, jigs, fixtures, dies and drawings.

Roling said that all of the Packard equipment would be transferred from Indianapolis to North Tonawanda, where Wurlitzer manufactures its own phonograph and electronic organ.

In its announcement of the purchase, the Wurlitzer company said: "Mr. Roling did not indicate that the Wurlitzer Company would go into the production of completed units of any items which Packard had previously manufactured."

Beginning this week, however, operators who have Packard equipment on location will be able

to order service parts from the Wurlitzer factory here. Wurlitzer announced it would fill such orders from inventory "wherever this is possible."

If there is sufficient demand for service parts, Wurlitzer said it would manufacture additional parts from time to time.

In Indianapolis, meantime, Packard Manufacturing's president, Thomas Capehart, said the firm was devoting all its time to fulfilling defense orders. Capehart, son of Packard's founder, Sen. Homer E. Capehart (R., Ind.), said the company had no intention of re-entering the phonograph business.

Packard's sale to Wurlitzer closed the juke box career of the senator—one of the most colorful figures the industry ever saw. (For background data on Packard and Capehart, see separate story on this page).

FLORIDA JUKE STOPS LIABLE FOR SALES TAX

TALLAHASSEE, Fla., Sept. 15.—Location owners who permit operation of a juke box or pinball machine on their premises on a percentage basis must pay the Florida State sales tax on their share of the proceeds, the State Supreme Court ruled today.

The decision upheld Comptroller Clarence M. Gay's contention that the location owner's share of the proceeds from coin-operated machines is taxable rent on tangible personal property.

It reversed Circuit Judge Marshall B. Wiseheart of Dade County, who knocked out collection of the sales tax in a suit brought by Supreme Distributors, Inc., Advance Music Company and Supreme Music Company, all of Miami.

Attorneys for the three companies had contended that these were joint ventures and the comptroller was wrong in ruling the percentage received by the location owners amounted to rental on the machines.

MGA Previews New Disks for Hit Potential

Continued from page 13

occasion, before distributors stock up and start local promotion. If they rack up impressive play readings (a special formula is used to equate these with readings on established hits) in advance of the general ballyhoo, the theory is that they will develop into solid money-earners over the long pull.

While Steinberg did not disclose the number or location of his panel phonographs, he asserted they were adequate in quantity and distribution to furnish an accurate sampling. It is believed, however, that co-operating record companies forward about 50 copies of candidate pressings to MGA for test.

Panel phonographs use special orange-colored title strips to identify previews, and about 20 per cent of the records in such machines comprise the test grouping. A sticker on the juke box urges players to try out the new numbers. "You pick the hits," it reads.

Steinberg reported that an incidental result of his preview plan has been to stimulate total play on the panel machines thru application of the principle of audience participation. Patrons like to feel they are instrumental in determining tomorrow's hits, he said.

Test records remain in the preview category two weeks. Locations whose operators don't turn in accurate weekly reports on meter readings are disqualified and removed from the test panel, Steinberg stated.

CPMA Re-Elects Execs; Honors Member at Meet

CLEVELAND, Sept. 15.—The Cleveland Phonograph Merchants' Association held its annual election this week. A co-feature of the meeting was the honoring of a former executive committee member for his long CPMA service.

All officers were re-elected. They are Jack Cohen, president; James Ross, vice-president, and Sanford H. Levine, secretary-treasurer. Members elected to the executive committee were Joseph Solomon, Henry Ilg, Edward Kenny, Hyman Silverstein, Nathan Peariman and James Burke.

In honor of his service to the organization since its founding, CPMA presented John Bou-Sliman with a wrist watch.

Start MONI Member Drive At Oct. Meet

CHICAGO, Sept. 15.—Favorable dime play response by the public and locations, and a move to encourage expansion of membership were highlights of the monthly meeting of the Music Operators of Illinois this week.

Attending members reported individual efforts on the dime play front have resulted in better dollar grosses, compared to straight nickel operation. As the bulk of MONI member equipment is located outside metropolitan Chicago, 10-cent play gains were seen as reducing earlier nickel-dime play differences thru West and North suburban areas.

Adoption of a concerted drive for new members marked a "first" for the association, which up to now has concentrated membership in Northern sections of the State. Operators in the Southern near-Chicago areas are an especial new-member target, it was indicated. As do present members, new operators are required to pay monthly per machine dues.

The September meeting, held at Club Acada in suburban St. Charles, will be followed by the group's October 10 meet at the Hapsburg Inn, three miles North of Des Plaines on the River Road.

Oregon Ops Urge Fair-Trade Pegs

PORTLAND, Ore., Sept. 15.—Music operators this week were viewing with interest a ruling by District Judge Frank E. Day upholding the Oregon fair-price law. His decision upheld the conviction of a merchant charged with selling coffee at retail below cost.

Outcome of the case strengthened position of operators who contend the State needs a fair-trade law covering operation of juke boxes. They point to the California statute, which insures an operator recovering cost of doing business plus reasonable profit.

AMI Distributor Model D Showings Draw Big Turnouts

High Interest Features Events Held in Five Key Territories

GRAND RAPIDS, Mich., Sept. 15.—Distributors of AMI equipment moved into the second week of D-Day operator showings of the new 40-selection Model D phonograph with heavy interest registered in such separated areas as Buffalo, Miami, Fort Wayne, Louisville and Cincinnati. (For reports on the initial showings held in Los Angeles, Chicago, Pittsburgh and San Antonio see *The Billboard*, September 15.)

As at previous showings, distributors were able to display and demonstrate 40-selection Model D boxes and also had pictures and selection boards of the 80-choice unit scheduled to be introduced a few weeks from now.

Following is a rundown of some of showings held September 8-9:

Buffalo

Over 200 operators, some from as far away as 400 miles, attended the D-Day event in the Buffalo headquarters of Alfred Sales, Inc. With President Alfred Bergman on the welcoming stand, the Sunday (9) showing resulted in many outspoken compliments for the Model D. AMI was represented by

Jack Mitnick and Arthur Daddos and together with Murry Sandow and Fred Iverson of the local firm were able to give visiting operators a comprehensive picture of the D's performance as well as its service highlights.

Fort Wayne

The Fort Wayne office of the Southern Automatic Music Company played host to approximately

(Continued on page 93)

HOOSIER'S SUCCESS

Wurlitzer Deal Ends Capehart Juke Saga

By DICK SCHREIBER

INDIANAPOLIS, Sept. 15.—With the sale this week of Packard Manufacturing Corporation's phonograph division to the Rudolph Wurlitzer Company, Sen. Homer E. Capehart (R., Ind.) one of the industry's most colorful figures, officially took leave of a business he helped pioneer.

For details of the sale, see separate story on this page. The chunky man with the cigar clamped firmly in a corner of his mouth, began his business career as a high-powered salesman for farm implement companies, was fascinated by coin-operated machines in the late 1920's when he

was a salesman in the Cleveland territory for Holcomb & Hoke, pioneer manufacturer of popcorn vending machines.

In 1927, Capehart read a newspaper story describing a new coin-operated phonograph which

(Continued on page 94)

Portland 45 Switch Gaining Momentum

PORTLAND, Ore., Sept. 15.—A canvass by *The Billboard* this week indicated the switch to 45 r.p.m. platters by Portland operators was gaining momentum, impeded only by (1) availability of choice selections on the small biscuits and (2) installation of new machines geared to the slower motion.

Enthusiastic over the advantages of the new disks, operators indicated the time is not far off when all phonos will play the smaller platters. Estimates were not available on the percentage of firms using 45's, but a random poll revealed operators have from 10 to 35 per cent of their routes converted to 45.

Operators say they like the 45's because they require less storage space, their tonal quality is better, they resist wear longer, postage charges are lower owing to the re-

duced weight, and the breakage problem is virtually eliminated.

The complaints gave promise to be solved in time: Selections on the 78 r.p.m. disks remain wider, there is a considerable lack of race platters on the 45's, sunlight and heat are more of a threat to material in the new platters, and requests are more readily filled on 78's than on 45's.

Operators generally prefer to switch their best locations to the new speed first. Greater activity of juke boxes pays off where wear on records is a consideration.

The switch here is being made two ways: Conversion and new phonos. Kits are popular for use in the older boxes, which are available for all but the newest machines. Distributors report brisk sales of 45's since the first of the year.

Name Ristaucrat Outlet for N. Y.

NEW YORK, Sept. 15.—Joe Cohen, general manager of Ristaucrat, Inc., this week appointed Garden Automatic Vending Distributing Company, 135 Garden Street, Hoboken, N. J., as local outlet for the manufacturer's counter-model phonograph. Cohen, here on a business trip, said Garden Automatic will handle the selective unit in the metropolitan area.

Garden, a recently organized firm, is headed by Abe Katz, John Sheehan and Bernard Dolin. They were reported lining up a sales force this week.

Oregon Operators Set Own Play Tab

PORTLAND, Ore., Sept. 15.—Oregon juke box operators this week were relying on their own discretion as to whether to continue changeover to dime play. Their decision followed failure of the Oregon Music Association to receive any definite directive from the Office of Price Stabilization.

Members of OMA attended a special meeting Thursday (8) at the Multnomah Hotel here, but learned that the national body, Music Operators Association, had been unable to hew thru the tangle of governmental regulations to obtain an OPS decision.

Lee Jones, of Portland, OMA president, read a letter from George A. Miller, Oakland, head of MOA and of the California Music Guild. Miller, replying to

an OMA request for guidance on whether dime play would violate price ceilings, said that while no OPS directive had been received he believed coin phonographs would be found to be classed as non-essential and therefore not coming under price ceiling regulations.

Miller's advice, however, was to make no more changeovers pending receipt of a ruling. He said, tho, he believed there would be no prosecutions over changeovers already made.

Opinion among Oregon operators was divided whether to halt changeover, some feeling to do so would invite prosecution, others contending OPS' failure to rule promptly placed an unfair economic burden on operators.

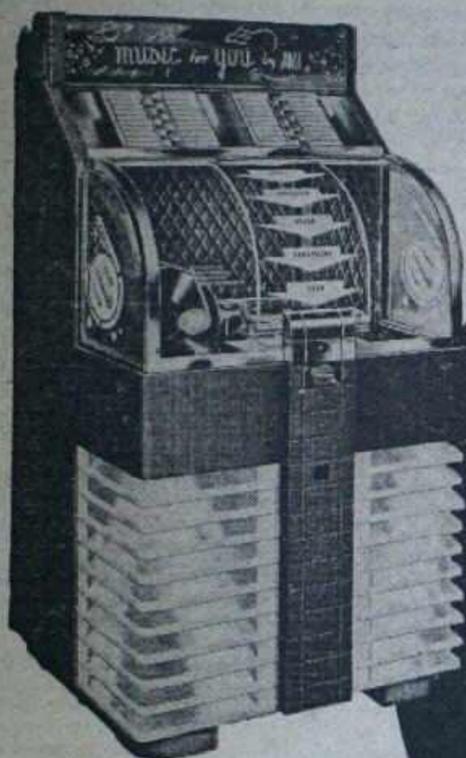
(Continued on page 24)

TAKE BUT ONE MINUTE, PLEASE...

Help yourself and *The Billboard* by filling in the coupon on

PAGE 57





Actual route
experience
is already
proving that the
new AMI Model "D"

**see
the "D"
now...**

provides keener listening

pleasure for patrons,

bustling business

for locations and

more money for

the operator!

**...at your
AMI
distributor**

AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

WURLITZER

104 254

Conversion

See your Wurlitzer Distributor for information and parts on dime-quarter conversion of all Wurlitzer post-war equipment.

TAILORED TUNES-FILL TILL

20-Year-Old Milw. Route Custom Serves Locations

MILWAUKEE, Sept. 15.—High on the list of requisites for profitable earnings on a music route, according to Leslie Reder, head of the 20-year old L. R. Distributing Company is taking care of the special requirements and tastes of each location. "Musical appetites

differ in various neighborhoods" he says. "Completely different types of clientele are often found in two locations in the same block."

In 1931, Reder went to work as a collection agent in the Badger State for the W. E. Keeney Company of Chicago, calling on operators. A desire to be his own boss led him to branch out on his own with a string of peanut machines, and when the penny pin-ball games made their appearance on the market a year later, he invested in six of them. The fast action of the game business appealed to him and he gradually built up his route in that direction. A few years later he began to add music equipment.

Ride the Crest

In addition to insisting on "tailor made" music for each location in order to boost play, one of the L. R. Distributing Company principles is a strong insistence upon keeping abreast of all hit tunes.

"We never wait for the top tunes to be over their peak pulling power before they get in the machines," Leder says, "even if it may require an extra service trip now and then. We want to be in on the original money-making impact of a smash hit, not on the tail end. If locations have to ask too often for hit records, they get the feeling we are not on the ball."

Location Plugs

In addition, Reder believes it is not merely enough to get good play grabbers in the machines; it is also imperative to let locations know what numbers are hot so that they can also help by plugging the tunes to their customers. To encourage more plugging activity a generous credit for each location is allowed for nickels used to keep the music going during lulls.

Reder is very generous in his praise of good performance by his employees, all of whom have been with the firm for many years. Walter Neubauer, who handles office chores, has been a Reder employee since 1933, and routemen Carl Staska and Charles Story have been with him since 1936.

MUSIC SYSTEMS, Inc. HARVEST BARGAINS

AMI MODEL B \$449.00

SEEBURG 146M \$159

SEEBURG 146S \$139

SEEBURG 147S--\$169 147M--\$189

WALLBOXES SEEBURG 3-WIRE, 5; Postwar \$20.00 WIRELESS 5c \$15.00

WURLITZER 1015--\$195 1250--\$450

AMI MODEL A \$325.00

WRITE—WIRE PHONE

IMMEDIATE DELIVERY

1/3 Deposit Bal. C.O.D. Crating \$7.50 Extra

MUSIC SYSTEMS, INC.

Detroit, Mich. 10217 Linwood

Grand Rapids, Mich. 245 N. Division

Cleveland, O. 2600 Euclid

Toledo, O. 1302 Jackson



BLUE CHIP PAYOFF!

The RISTAUCRAT S-45 offers the Best Return per Investment in the Music Field Today!

Yes, the sensational counter-size S-45 is **PAYING OFF** big on all locations. The deciding factors in this payoff are: low investment per machine; new locations; steady play; negligible repair costs, and ease of service. If **YOU** want blue chip returns for a small investment, contact your RISTAUCRAT distributor today.



Smartly styled 12 record 45 RPM selective phone.

RISTAUCRAT, INC.

1216 E Wisconsin Ave.

Appleton, Wisconsin

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 Sept. 15	Issue of Sept. 8	Issue of Sept. 1	Issue of August 25
AIREON				
Coronet	\$159.00	\$159.00	\$159.00	
Deluxe	49.00	49.00	49.00	\$49.00
AMI				
Hideaway	295.00	295.00		
Model A	319.00 325.00	319.00 325.00	319.00 325.00(2)	319.00 325.00
			345.00	345.00
Model B	429.00 449.00	429.00 475.00	429.00 450.00	425.00 429.00 475.00
FILBEN				
Hideaway	195.00	195.00	195.00	
MILLS				
Constellation	169.50 195.00	169.50 195.00	169.50 195.00	169.50
Empress	39.00 39.50	39.00 39.50	39.00 39.50	39.00 39.50
PACKARD				
Manhattan	149.00 149.50	149.00 149.50	149.00 149.50	100.00 149.00 149.50(2)
7	79.50	79.50	79.50	79.50
RISTAUCRAT				
45	60.00	59.50 60.00		
ROCK-OLA				
Commando	39.00	39.00	39.00	39.00
Playmaster	64.50 69.00	64.50 69.00	64.50 69.00	64.50 69.00
Rocket 1432			575.00	
Super '40	49.50(2)	49.50	49.50	49.00
'39	39.50			
1418	49.50	49.50	49.50	49.50
1422	99.50 129.00	129.00	129.00	129.00 130.00 149.50
142e	179.00	179.00	179.00	179.00
SEEBURG				
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
Erver	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
Gem	49.50 59.50	49.50	49.50	49.50
Hi Tones	199.00	199.00	199.00	199.00
H-146 M Hideaway	249.00	249.00	249.00	249.00
H-148 M Hideaway	225.00	225.00	225.00	175.00 225.00
H-246 M Hideaway	59.00	59.00	59.00	59.00
Hi-tone ES	59.00	59.00	59.00	59.00
Maio	49.00	49.00	49.00	49.00
Rena	249.50	249.50		
'46 Hideaway	175.00 195.00	195.00	195.00	195.00
146	159.00 199.00	159.00 199.00	159.00 199.00	159.00 199.00
146 M	139.00 195.00	139.00	139.00	125.00 139.00
146 S	189.00 249.00	189.00 249.00	189.00 249.00	189.00 249.00
147 M	169.00	169.00	169.00	165.00 169.00
147 S	349.00	349.00	349.00	349.00
148 M	369.00	369.00	369.00	369.00
148 M1	79.00	79.00	79.00	79.00
1941 RC Special	249.50	249.50	249.50(2)	249.50
1946 RC Special	274.50	274.50	274.50	274.50
1947 RC Special				
WURLITZER				
24	49.00	49.00	49.00	49.00
500	49.00 49.50	49.00 49.50	49.00 49.50	35.00 49.00 49.50
600	49.00	49.00	49.00	49.00
600H	49.00	49.00	49.00	35.00 49.00
600R	79.50	79.50	49.50 79.50	79.50
616	69.50 79.50	79.50(2)	79.50	70.00 79.50
700	69.50 109.00	109.00 109.50	109.00 109.50	109.00 109.50
750	109.50			
780	79.00	79.00	79.00	79.00
780E	89.50	89.50	89.50	89.50
800	69.50 79.00	79.00 79.50	79.00	59.00 79.00
850	59.00	59.00	59.00	59.00 60.00
950	49.50	49.50	49.50	49.50
1015	195.00(2)	195.00 199.00	195.00(2)	165.00 195.00
	199.00 199.50	199.50 225.00	199.00 199.50	199.00 199.50
	225.00 250.00	250.00	225.00 250.00	225.00(2) 250.00 275.00
1017	200.00 259.00	200.00 259.50	259.50	259.50
1080	195.00 229.00	199.50 229.00	195.00 229.00	229.00
1100	369.00 374.50	369.00 374.50	369.00 374.50	369.00 374.50
	395.00	395.00	395.00	375.00
1250	450.00 489.00	450.00 489.00	450.00 475.00	450.00 489.00
	495.00	495.00	499.00 495.00	495.00
Victory	39.00	39.00	39.00	39.00

Lowy & Company Sets New Business

NEW YORK, Sept. 15.—Dave Lowy & Company, coin machine distributor, opened this week a branch firm, Ace Trading Company, dealing in premiums and gift ware.

SEEBURG DISTRIBUTOR Has Opening for MECHANIC

Capable of Advancing to Service Manager. State experience and salary expected. All inquiries confidential. Box D-86, The Billboard, 2160 Patterson, Cincinnati, O.



Take but **ONE MINUTE** please...

Help yourself and The Billboard by filling in the coupon on **PAGE 57**

AMI D Showings Big Draw

Continued from page 20

100 operators from Indiana and Ohio during its two-day showing of the Model D with Manager Samuel S. Dieter in charge. Other key staffers on hand to point out the features of the new AMI included John P. Stocksdale, Fred J. Allen, E. Wayne Palmer, chief engineer, and his associates, Fred W. Weber, William E. Malone, George H. Graybill, Winston W. Seitz and Carroll W. Everhard. Most of the operators brought their wives and children to the event and food and souvenirs were distributed to all. Hostesses handling the buffet were Mrs. Samuel S. Dieter, Suzanne G. Dieter, Mrs. John P. Stocksdale, Mrs. E. Wayne Palmer, Mrs. Fred J. Allen and Dorothy Leonard.

Cincinnati

The Queen City showing was also under Southern Automatic auspices and was handled by Joe Weinberger. Operators from Cincinnati and the surrounding territory turned out and the reaction to the Model D was entirely favorable on both days. Weinberger estimated the attendance at about 200.

On the welcoming and demonstration committees were Paul K. Humberg, Matt Maley, Ralph Fitzpatrick, Donald Combs, Bill Colston, Al Hahn, Allen Fryer, Bob Holt, Mike Carliotta, Ted Clark and Mrs. Maxine Meale.

Indianapolis

The Southern Automatic D-Day event here was attended by upwards of 150 operators, many of whom were outspoken in their praise of the tone, appearance and commercial aspects of the new model. AMI assistant sales manager John Stewart aided Sam Weinberger of Southern Automatic in welcoming operators with the following Southern Automatic staff members: George G. Burch, Leo Levy, Herman F. Perkins, Wilbur E. Nelson, Clifton G. Smith, Stanton A. Leverton, John Gallagher and Edward Barker. Refreshments were served and souvenirs were distributed to all attending. Many operators and servicemen brought their wives.

Lexington

Central and Eastern Kentucky operators started arriving at the

local Southern Automatic headquarters early Saturday and many were still coming in at a late hour the next night. Manager Howard Sharp said. One operator from Vicco, Ky., 155 miles away, came in with his truck to be certain to take home a Model D. An international aspect was the unscheduled appearance of Mr. and Mrs. Vivian C. Courtiour, Litchfield, England, who have been interested in American made music machines for a number of years.

Assisting Sharp in presenting the salient points of new AMI machine were staffers Mabel Cundiff, C. F. McMillen Jr., James McKechnie, Stanley Burger and Jimmy Cochran. This same group supervised the distribution of souvenirs and refreshments.

Louisville

Leo Weinberger, Southern Automatic executive who handled the Louisville D-Day showing, announced the D-Day for Kentucky and Southern Indiana operators held here resulted in the largest attendance for any equipment showing in the history of the Louisville office. Most of the operators attending the first day, Saturday (8), were from the Louisville area while the final day brought in delegations from many parts of the State, plus industry leaders just across the border in Indiana. Approximately 300 operators examined the Model D during both days.

Weinberger, summarizing showings at all five Southern Automatic offices, said at least 1,400 operators in Southern Automatic's AMI territory took part in the combined D-Day events. Over-all reaction, he said, pointed to a banner fall for the firm's music line. He indicated it might take as much as six months to deliver all the orders written at the two-day showings. Weinberger also said that 70 Southern Automatic sales, office and engineering staffers were needed to adequately handle the visiting operators at the combined showings.

Miami

About 200 guests attended Taran Distributing's unveiling of the new AMI Model D phonograph at the company's headquarters here.

Operators from Greater Miami and other cities in Southern Florida expressed enthusiasm over the new 40-selection box, according to President Sam Taran, who declared he had sold the initial shipment of 30 machines the first day of the showing. Since then many additional orders have been taken and deliveries will be made as the new juke boxes arrive, a Taran spokesman said later.

Visitors were served a buffet lunch and refreshments. Out of town coinmen included Dan House, of Naples; Jack Corbin and Frank Hartman, of Sarasota; Gordon Williams, of Fort Lauderdale; Bill Perry, of Fort Pierce; Gleason Stambaugh Jr., Happy Weedican and Lester Stone, of West Palm Beach.

Taran Distributing also held showings of the Model D in its territory as follows: Jacksonville, September 9-10; Savannah, September 12; Pensacola, September 14. Others scheduled are Tampa, September 16; San Juan, Puerto Rico, September 16, and West Palm Beach at a date to be announced.

St. Louis

The natural combination of the unveiling of AMI's Model D plus the reputation of Central Distributors as a host drew a large turnout of operators, servicemen and their families to the showing here. The entire staff led by Tony Koupal, Charles Kagels, Norwood Veatch and Morton H. Soll had a busy time thruout the showing trying to get around to all visiting Missouri and bordering Illinois operators.

Philadelphia

D-Day was an eventful one in the history of the local music machine industry with several hundred operators from Eastern Pennsylvania and Southern New Jersey on hand to witness the unveiling of the new machine. It was staged at the showrooms of David Rosen Company, AMI distributor here.

The entire ground floor of the North Broad Street building, housing the Rosen firm, was cleared to display the new equipment. The ceremonies were staged last Sunday (9) with a constant parade of music operators coming in from the noon hour until early evening to inspect the new machine and to enjoy the Rosen brand of hospitality. David Rosen,

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:

NEW TAX DRAFT PUTS RELIEF IN SIGHT FOR MANY. Vast part of industry would benefit from new provisions (General Department).

BONACIO-JACOBS FORM NEW DISKERY. Bennie Bonacio and Adrian Jacobs launch 400 Label (Music Department).

MARTIN ASKS BARCLAY ALLEN WEEK. Heads group requesting juke, disk jockey assist for benefit days (Music Department).

JUKES TEST WAX IN HIT PARADE. Music Guild pre-tests disks via selected juke box locations (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

head of the firm, was joined by his brother, Harry Rosen, who heads the firm's record distributing department, in playing host to several hundred persons. All the members of the Rosen staff were also on hand to help make the guests feel at home and to explain the many new features of the machine.

A buffet supper was served and the many floral pieces from industry leaders were added evidence of the enthusiasm of the trade over the introduction of the new machine. Apart from the continual flash of the cameraman's bulbs, the Hollywood air was

heightened by the appearance of many recording artists headed by Georgia Gibbs, Richard Hayes and Peggy Ann Garner. The singers are with the Mercury record label which is distributed in the area by the Rosen firm.

The D-Day party made it seem like "old times," according to the music operators in attendance. The feeling was pronounced that the trade showing not only served as the kick-off for a new machine but was just as much the kick-off for a new season that promises to find a new spirit and a new interest in the music machine industry.

FROM NASSAU IN THE BAHAMAS

Topping the Toppers in Southern Test Locations!

A New Album* - standard or L.P. - of 10 Native Bahamian Songs

by **Blind BLAKE**

and the ROYAL VICTORIA HOTEL CALYPSOS

on ART RECORDS

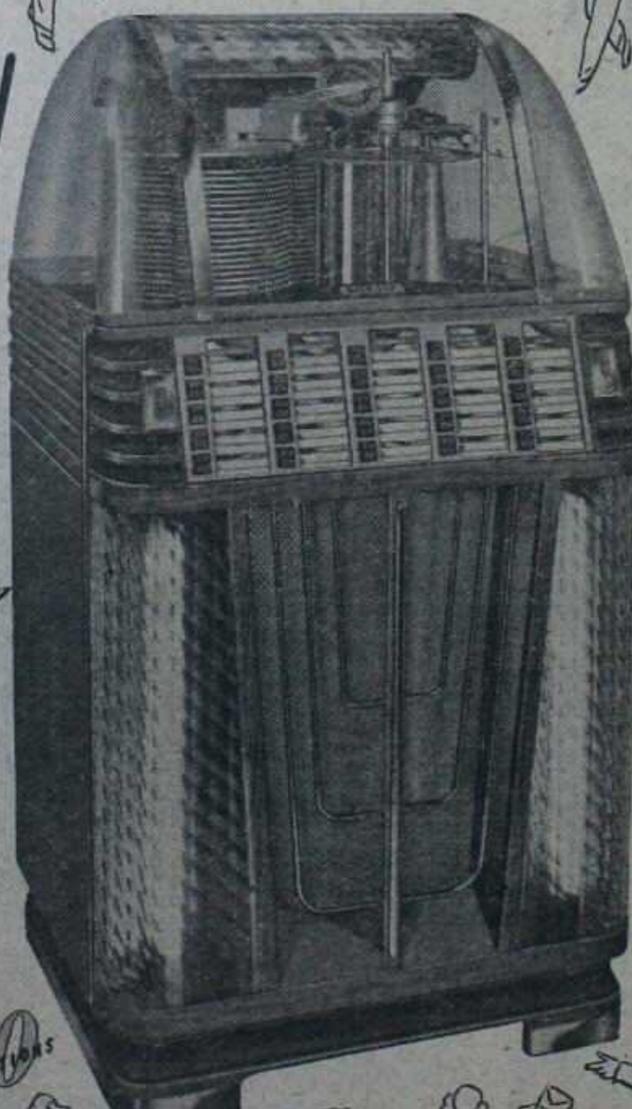
2185 North West 79th Street - Miami, Florida

Distributors Wanted - Write for List

*ALSO AVAILABLE IN SINGLES FOR COIN MACHINES ONLY.



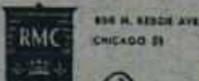
the new **Universal Favorite**



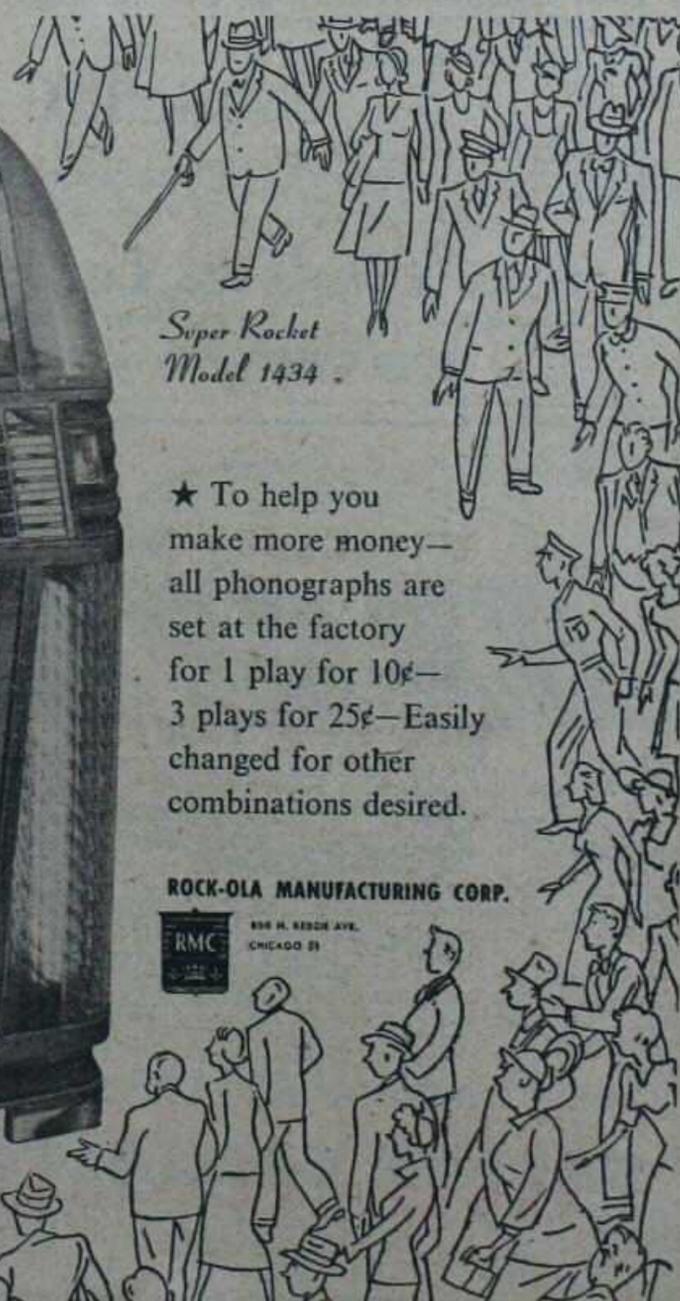
Super Rocket Model 1434

★ To help you make more money - all phonographs are set at the factory for 1 play for 10¢ - 3 plays for 25¢ - Easily changed for other combinations desired.

ROCK-OLA MANUFACTURING CORP.



806 N. BEECH AVE. CHICAGO 91



MEXICAN JUKE GIANT

Riojas Co. History A Trade Parallel

MEXICO CITY, Sept. 15.—One of the giants in the music industry here is Casa Riojas, owned by Jose Riojas, one of the country's most colorful merchandisers. Wurlitzer distributor for the vast Mexican territory, the firm occupies approximately 2,000 square feet in a modern industrial edifice at 87 Rosas Moreno and is capitalized at 6 million pesos.

Casa Riojas employs 25 persons in its administration and display room at its main headquarters. In another near-by two story building it has warehouse facilities and an assembly floor where another 40 work. A look at the personnel roster indicates it must be a good place to work as well as do business as many staffers have been with the firm since it was established in 1939.

Trains Others

Proof the firm is a trade leader is evidenced by the fact several

South American and Central American firms send their mechanics to Casa Riojas to learn music machine assembly and service. Since the firm was organized some 6,000 to 7,000 machines have been sold. Currently, the annual sale rate is about 1,200 pieces, of which 75 per cent are new. A law passed about a year ago makes it mandatory to have a permit to assemble jukeboxes in Mexico. Firm assembles from 50 to 1,000 machines monthly.

It is estimated there are some 5,000 music machines operating in Mexico City with a 25 per cent operator owned. Usual commission rate is 20 per cent. Usually music boxes are sold with no down payment if the buyer has a good rating. Otherwise it is with 25 to 35 per cent down. In many instances even firms with good ratings prefer to put down a substantial down payment. In either



TESTED PERFORMANCE ONLY!

There are no untried ideas in Constellation Phonographs. Inside and out, every feature has earned its place with trouble free performance, proved over years of consistently profitable operation, everywhere!

EVANS' 20 RECORD, 40 SELECTION

CONSTELLATION

Constellation is the best Policy to insure your hold on locations and players alike. See your Evans Distributor or write Factory direct.

Built with YOUR Future in Mind.

H. C. EVANS & CO.

1556 W. Carroll Avenue

Chicago 7, Illinois

SEE "PUSH-OVER" ON PAGE 105

VOX JOX

Continued from page 26

dinner to the deejay which receives the greatest number of requests each week. The two jocks play it big and urge listeners to help them win the free feed. . . . Civil division of the U. S. Army filmed part of Barry Gray's remote from Chandler's Restaurant over WMCA, New York, recently as part of a program designed to show Japanese broadcasters various facets of American radio.

case balance due is paid in from 12 to 18 months.

One of the things which reduced new equipment purchases in the past few months was the reduction in the exchange value of the peso. Formerly it was 4.85 pesos per dollar, now it is 8.65 per dollar. The old exchange had the peso rated at a little over 20 cents and now its value is but 11½ cents.

Importers here must pay 20 per cent ad valorem, plus 150 pesos per kilo (2,205 pounds). Once the operator or location has a juke box installed in Mexico City he has to start paying the annual city tax of 345 pesos, plus 10 per cent of gross to the Mexican Treasury Department, plus 1.8 per cent of gross income as sales tax and finally 15 pesos per box to the society of authors and composers. Jukes operate on 20 centavo play (about 2½ cents). Operators pay 3½ to 4 pesos for Victor, Capitol, Columbia and similar labels.

The one active music association here is the Association De Importadores Distribuidores Y Proprietarios De Aparatos Electromecanicos De La Republicana Mexicana, A.C. (Association of Imports, Distributors and Proprietors of Electro Mechanic Machines of the Republic of Mexico). It has been active about two years and usually meets at Casa Riojas. There is no regular meeting time but a session is called whenever there is some need to acquaint members with an impending trade crisis. It has 700 registered members who pay 15 pesos annual dues. Officers are David L. Romero, president; Luis Alonzo H., secretary, and Jose Riojas, treasurer.

Op Ups Title Strip Output

CHICAGO, Sept. 15.—Adolph Raymond, A. & M. Music Company, thru use of a duplicating process, has speeded up turn-out of title strips so that only a fraction of the former time is required.

Adopted several months ago, Raymond's use of an addressograph, with pulp fiber wood duplicators on which each title is initially typed, permits a single title to be run off on continuous strips with errors and erasures eliminated.

Wurlitzer Deal End Juke Saga

Continued from page 90

had been invented by a Chicagoan. Capehart immediately went to Chicago, sold the inventor the idea of turning over the device to him, and formed his first manufacturing concern.

Formed Capehart Automatic

Capehart set up offices in Indianapolis as the Capehart Automatic Phonograph Company of America, interested two Huntington (Ind.) furniture manufacturers in building cabinets for him and investing money in his firm. Shortly afterward he was in production on his "Orchestropes."

Capehart salesmen took to the roads to sell coin machine operators the new device, selling the phonograph on time-payment plans—a program which enabled operators to pay for their phonographs by turning over a percentage of their gross. Sales ran into thousands of machines, production was increased, and Capehart moved to Fort Wayne where wealthy lawyer and financier, C. M. Niezer, put up a new plant for the company.

Credit Lags

By 1930, as the effects of the depression began to be felt, the Finance Company of America—which held the paper on the Capehart phonographs—began to notice a slow-up in payments. In 1930, the Capehart firm took a net loss of \$370,000.

In 1929, however, Capehart had made the acquaintance of an inventor, Ralph Erbe, who was working for the Columbia Phonograph Company. Erbe had developed a mechanism later known as the "16-E," and it was a greatly improved record changer which also turned the records to play both sides.

Joins Wurlitzer

Capehart decided to concentrate his attention on the home phonograph market—building an expensive radio-phonograph combination. In 1932, however, Capehart resigned from the firm, now known as Capehart-Farnsworth, joined the Rudolph Wurlitzer Company where he became vice-president and general sales manager—a post he held until 1939.

At Wurlitzer, Capehart set sales patterns which long influenced the phonograph industry—lavish banquets, sales contest, distributor showings which are still the subjects of many a coinman's reminiscences.

Formed Packard

After leaving Wurlitzer in 1939, Capehart bought the old Marmon Manufacturing Company, and many of his associates in the Wurlitzer phonograph division went along. Capehart bought the old Marmon motor car manufacturing plant in Indianapolis and was just getting the company rolling when World War II came.

During the war, Packard suspended phonograph production to concentrate on ordnance orders.

Capehart became a national political sensation in 1938, while still with Wurlitzer, when he threw a gigantic cornfield barbecue for Republicans from 11 Middle Western States. At that time,

Capehart had his eye on the 1940 presidential campaign, but the nomination went to another Hoosier—Wendell Willkie, and Capehart was Willkie's stage manager when the nomination came thru.

Wins Senate Seat

In 1944, Capehart sought and won the Republican nomination for the Senate from Indiana, subsequently took office and was elected to another term last year.

At war's end, Packard resumed production on phonographs and accessories—introduced its last model, the Manhattan, at the January, 1948, exhibit sponsored by Coin Machine Industries, now Coin Machine Institute. Altho Capehart remained chairman of the board, and appeared at all of the post-war trade showings and conventions, his primary interests were in Washington and his political career.

In April, 1949, the Packard company announced it was suspending production on its Manhattan phonograph until such a time as the cost of manufacturing phonographs declined.

Apparently the senator decided costs just aren't going to decline.

RHYTHM AND BLUES NOTES

Continued from page 38

liams for personal management.

Williams, incidentally, opens with Tiny Grimes at the Brass Rail niter in Chicago for an indefinite run on September 26.

Irv Marcus, national sales manager for Peacock Records, was in New York last week and reported that the diskery had inked several new artists, including Joe Fritz and spiritual singer Robert Anderson. He also said the diskery would issue sides by blues singer Andrew Tibbs, who reportedly has been inked by the Savoy firm.

Oregon Ops Set

Continued from page 90

omic burden on music firms needing the extra revenue.

Members received copies of a bill sponsored by Rep. George P. Miller of California that would prohibit refacing or coloring of coins. Many agreed to work for passage of the bill in Congress. It deemed beneficial in helping deal with situations wherein locations owners are repaid for coins they put into machines to stimulate their own business in taverns and similar locations. Information on the Miller bill came to OMA thru the MOA.

Discussion of 10-cent play brought further evidence of increased profits for ops and location owners. Some locations have doubled their weekly gross earnings.

Operators reported finding that conversion to dime, 3 for 25 resulted in customers spending more quarters than formerly. Many customers who formerly put a nickel into the juke box now puts in a quarter, they said. Under 5-cent, 6 for 25 cents play, typical local proportion was 15 per cent of the gross in quarters and 85 per cent in nickels.

OMA's next regular meeting will be October 4.

Take but ONE MINUTE please...



Help yourself and the Billboard by filling in the coupon on...

PAGE 57

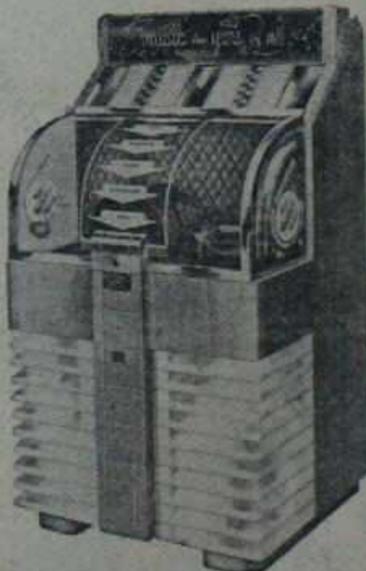
new

- NEW CABINET DESIGN
- NEW EYE-HIGH PROGRAM
- NEW SIMPLIFIED AMPLIFIER
- NEW TREBLE & BASS CONTROL
- NEW LO-TEMP OPERATION

See the NEW AMI Model "D" at
BANNER SPECIALTY COMPANY

1508 Fifth Ave., Pittsburgh, Pa. • Phone: GRant 1-1373

Endorsing Only the Best



Glascock Starts Vendall Output For Belvend Co.

CHICAGO, Sept. 15.—Belvend Manufacturing Company, Inc., following arrangements with Glascock Brothers Manufacturing Company to produce the Vendall candy machine, reports initial output under way at the contract manufacturer's Muncie, Ind., plant.

With the original production schedules disrupted due to delays in delivery of needed dies, Belvend indicated that a 100-machine per week output is the goal.

Glascock Brothers fabricated the custom vending equipment used by Filene's, Boston department store, and has for years turned out the selective bottle vender for Ideal Dispenser Company, Inc.

Cig Production Hits Record 407 Billions

WASHINGTON, Sept. 15.—In a survey and report on the tobacco market, the Department of Agriculture this week announced that the manufacture of cigarettes in the year ending June 30 hit a record 407 billion, 24 billion above the previous year, and that cigarette production during the 1951-'52 season is again expected to be close to this figure.

Meanwhile, with 1951-'52 supplies of flue-cured tobacco, used mostly for cigarettes, estimated about 8 per cent higher than those of the season before, flue-cured prices from the 1951 crop are not expected to average quite as high as last season's record.

Prices for this season thru late August averaged about 49 cents per pound, as compared with nearly 54 cents per pound in the 1950 period. Exports of flue-cured during 1951-'52 are expected to be somewhat higher than the 1950-'51 exports which took nearly three-eighths of the total disappearance.

Cigar consumption in the year ending June 30 was 5 3/4 billion, a rise of 5 per cent above the preceding year. Total supplies of cigar filler tobacco for 1951-'52 will be up slightly more than last season's, largely because of carry-over supplies, the department predicted. Supplies of binder tobacco for cigars will probably be smaller than supplies last season, however.

Model Cup Machine Ordinance Drafted At NAMA Meeting

Plans Presentation During Annual Convention; to Aid Municipalities

NEW YORK, Sept. 15.—A proposed model ordinance regulating the operation of automatic beverage equipment is being drafted by the National Automatic Merchandising Association, cup vending division for presentation to its full membership at the NAMA

Baker to Bow New 10c Bars

DORCHESTER, Mass., Sept. 15.—Walter Baker Chocolate has two new dime bars, in 100-count packs, ready for the fall market. Advertising will feature the 10-cent numbers.

New bars are a malted milk and milk chocolate Crunch Bar and Baker's Farmington Milk Chocolate Peanut Bar. Both feature inner wrappers of silver foil. Distribution will be national.

COIN QUALMS

Venders Face Short Nickel, Penny Supply

Continued from page 89

scarcity list because of the different metal content. Some operators of vending equipment venture the opinion that a real breakdown in the nickel supply may be the factor to hasten volume conversion of many machines to 10-cent operation, with a like shift in supplier accent on dime merchandise.

On the penny bulk vender front, operators could forecast no such "out," price increase-wise, as a solution to a worsened condition in their copper coin flow.

Test Coin-Op Dry Cleaning Service Unit

CLEVELAND, Sept. 15.—A coin-operated cleaning and pressing service unit was introduced this week by U. S. Hoffman Machinery Company, one of the nation's largest makers of dry cleaning equipment. Called Valetaria, each multiple unit, consisting of individual 2 by 8-foot cabinets, is complete with telephone and coin mechanisms.

Unit operates in this manner: A person places his suit, coat, etc., in a unit of the Valetaria, uses the special phone which is connected to the dry cleaner's office to describe the service he desires. He is told when to return for his apparel. A driver picks up the clothing and returns it to the unit the same day. Upon returning, the customer again phones the cleaner, is told what amount to deposit in the coin chute. The unit is then opened by the cleaner by remote control.

Test 21 Units

Joseph Friedman, president of Hoffman machinery, announced that 21 of the units are being installed in Cleveland's downtown area to test operating conditions. Plans are to introduce them later in all major cities.

Under present plans, a set of 24 units will be sold to the dry clean-
(Continued on page 98)

VENDERS GET JOYRIDE IN PENNA. R. R. TEST

Rowe Has Five Machines Feeding Passengers on N. Y. to Wash. Run

NEW YORK, Sept. 15.—Food venders took to wheels yesterday (14) as the Pennsylvania Railroad put into test operation a passenger car fitted with coin machines capable of serving up a complete luncheon menu.

As the Executive pulled out of Pennsylvania Station bound for Washington, travelers found they could go to the automatic machines and buy fruit drinks, sandwiches, milk, coffee, pastry, ice cream and candy, and bring their selections back to their seats to sample at their leisure. And the dining car was still available for more substantial fare.

Viewed as a major step in the advance of automatic merchandising, the experiment reached the public stage after almost two years of negotiations and the design and trial of special equipment. The project is a joint effort of two Rowe Corporation operating subsidiaries and the PRR dining car department.

While the parties to the plan have little doubt that the new service will gain public acceptance, they are exploring its potential with caution. Only the single car has been converted to date, and present plans call for testing it in regular passenger service for the next 30 days before extension of the plan is mapped.

For 10 days the coach will make the daily run to Washington and return. It will then be switched to a New York-to-Pittsburgh train for a similar period. For the final 10 days it will make the short run between New York and Philadelphia. During the 30-day stretch, trainmen and Rowe executives will keep close tabs on the experiment, studying consumer reaction and watching for unexpected service problems.

Remove Seats

To make room for the five vending machines used, four seats, two on each side, were removed from one end of the air-conditioned test

coach. The equipment, bolted to car walls and floor for safety, includes Rowe candy, sandwich and milk machines, a Bert Mills coffee bar and a Colsnac ice cream vender. A Vendo coin changer is provided for customer convenience.

From the Rowe milk machine, 15 cents will buy a half-pint container of Dairy-Pack orange, milk or chocolate. The unit is smaller in size than the one presently used in stationary locations, and it has three vending levels rather than the customary two. Capacity is 42
(Continued on page 96)

Warn Jobbers Direct Sales N. G. Practice

NEW YORK, Sept. 15.—The National Association of Tobacco Distributors, some of whose members are in the forefront of the latest drive to sell cigarette machines direct to location, has cast an official frown on this deviation from normal operating practice.

Recognizing the program as "a contentious issue," the NATD vending machine division had this to say in a bulletin mailed to all its members recently:

"We have witnessed a quarter of a century of (the) vending business and the projection of the vending machine into all areas of commercial activity. Invariably that success has been wedded to the ownership of the machine by the operator."

The bulletin the first of series to be published by the division, also offered advice to wholesalers mulling expansion into vending. Stressing that service is the do-or-die of success in op-
(Continued on page 98)

Mills Candy Unit Offers 2d 5c Returns

CHICAGO, Sept. 15.—Mills Industries, Inc., as a customer protection on split nickel-dime column candy venders, has altered the coin mechanism on its 8-column machine so as to allow nickel return.

Idea is to provide change to those patrons who deposit two nickels for a dime bar then, because of a change of mind or if the dime brand desired is out, purchase a nickel bar. Pushing the coin return will return the second nickel.

Insurance Progress Reported at NAMA N. Y. Regional Meet

Met-Area Ops, Suppliers, Mfrs. Talk Taxes, Prices and Shortages

By IS HOROWITZ

NEW YORK, Sept. 15.—More than 500 employees are now enrolled in the group insurance program sponsored by the National Automatic Merchandising Association, with coverage benefits totaling about \$1,500,000. B. W. Scheuer, president of the Vendomat Corporation of America, said this week.

A featured speaker at the NAMA New York metropolitan-area regional meeting Monday (10), Scheuer predicted that the scope of the insurance program would be doubled at the next enrollment in October.

Insurance was only one of several industry topics that came up for discussion at the meeting, chaired by Charles Brinkman, Rowe vice-president. The 175 persons attending the event at the Advertising Club of New York heard the major NAMA objectives for the coming year outlined and were given a prospectus of the

forthcoming national convention to be held in Cleveland November 12-15. Following the formal addresses, they participated in an open forum examination of the problems of material shortages, machine and merchandise taxes and the factors affecting the switch to dime candy and drinks.

Major Efforts

While NAMA will continue and expand its membership services in 1952, major efforts will be devoted to public relations and the fight against unfair legislation, Scheuer declared. He credited the latter phase of the association's work with reducing to seven the number of States now saddling the industry with discriminatory machine taxes. Good public relations has enabled the industry to grow in prestige over the years, he added.

Tom Hungerford, of National Venders, who is chairman of this year's national convention and exhibit, urged all to attend the Cleveland show. He said several innovations will be tried this year to spark operator interest. The prime departure from past practice will be the scheduling of events concerning each segment of merchandising each day of the con-
(Continued on page 97)

Debut Second Vender Shave Kit Package

DETROIT, Sept. 15.—A complete shaving kit has been placed on the vending machine market by Silk-Shav, Inc., which is handling national distribution. Unit is currently being sold thru Advance Machine Company venders at a quarter.

The Silk-Shav unit is packaged in a transparent plastic case, containing a razor and a package of brushless shaving cream in tinfoil wrapping. The razor is a three-part unit, has a plastic handle, together with the blade which is protected in a cardboard container. Illustrated instructions contained in the kit.

The company, 6432 Cass Avenue, is headed by S. W. Duncan and Miss E. Jane Duncan. The kits are being sold nationally, distribution confined to the vending field except for one premium outlet.

A Miami firm debuted a similar kit, Needa-Shave, last week (*The Billboard*, September 15).

Fla. Citrus Group Votes for Venders

Earmarks \$20,000 to Test Equipment; Contacts Manufacturers to Submit Models

LAKELAND, Fla., Sept. 15.—The Florida Citrus Commission at a meeting last week took another step toward entering the vending field as a supplementary means of merchandising its growing output of citrus. It approved the recommendation of its Dispenser Committee to spend \$20,000 on a program to test various machines for their suitability in vending juices (*The Billboard*, August 25, September 1).

The committee, headed by Robert C. Wooten, proposed that the commission invite all known

manufacturers of venders to ship samples to Lakeland for a two-fold purpose: (1) thoro testing by the commission's research department, and (2) tests on actual sales locations.

Seven of the 19 vender manufacturers who were given advance notice of the commission's plans have agreed to co-operate in the tests, said Wooten.

It is expected that the commission's research director, Dr. L. G. MacDowell, will have a complete report to submit at the
(Continued on page 97)

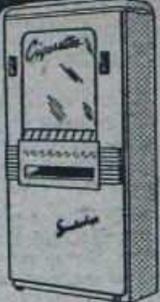
TAKE BUT ONE MINUTE, PLEASE...

Help yourself and The Billboard by filling in the coupon on

PAGE 57



SMOKESHOP '612'



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

Jean Peterson NAMA P-R Aid

CHICAGO, Sept. 15.—Mrs. Jean Peterson has been appointed assistant to Mrs. Vivian Peterson, director of public relations for National Automatic Merchandising Association.

She will assist in the association's over-all p-r. program, promotion of membership, insurance, exhibit, convention and the Buyer's Guide. Previously, she has worked with the promotion department of the State Street Council, Chicago, as publicity writer and in various capacities on several newspapers.

R. Carsky Leaves Movie Concession Post October 1

CHICAGO, Sept. 15.—Ray Carsky, merchandising director and confectionery manager of Balaban & Katz Theaters Corporation and Great Lakes Theaters Corporation, will retire October 1 following 28 years with the organizations. A successor has not as yet been named.

A pioneer in development of concession business in theater lobbies thru the two chains, Carsky was responsible for buying all popcorn, candy, soft drinks and related impulse-purchased items suitable for lobby sale.

Retiring because of ill health, Carsky will make his home in Sarasota, Fla.

TOPPER DELUXE

With Plastic Side Display Windows
Case of 4 \$54.80
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.

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 Sept. 15	Issue of Sept. 8	Issue of Sept. 1	Issue of August 25
Adams Gum 1c				\$9.95
Advance Candy	\$25.00	\$25.00	\$25.00	25.00
Ajax's Hot Nut			39.50	
Atlas Bantam 5c				8.95
Candyman 72 Bar	50.00	50.00	50.00	50.00
Cigarette Machine, 25c (9 col.)				90.00
Columbus Duo, 2 Comb., 5c			15.00	
Columbus 1c Bulk			7.50	
Columbus 5c Bulk			8.00	
DuGrenier Model (5) (7 col.)	69.50	69.50	69.50	69.50
DuGrenier Model W	49.50 82.50	49.50 82.50	49.50 82.50	49.50 82.50
DuGrenier Candyman, 5c			89.50	
DuGrenier Challenger			59.50	
Electro Serve Popcorn 5c			74.50	
Exhibit Metal Post Card			19.50	
Kirk's Astrology Scale	85.00	85.00	85.00	10.95
Lo Boy Scale	50.00	50.00	50.00	85.00
Master's			10.00	
Masters 1c Novelty			8.50	
Match Box Machine, 1c			4.95	
Mercury Grip Scale			95.00	
Monarch (8 col.)	85.00	85.00	85.00	85.00
National 9A	75.00	75.00	75.00	75.00
National 9A col. 25c			89.50	
National 930	85.00	85.00	79.50 85.00	85.00
New York Stamp			12.50	
Northwestern De Luxe, 1c and 5c			15.00	14.50
Northwestern Tab Gum	25.95	25.95	25.95	25.95
Northwestern 33 Ball Gum	7.50	7.50	7.50(2)	7.50
Northwestern 39's			7.50	
Northwestern 40			6.95	
Peanut Machine 1c (2 col.)			9.95	
Pop Corn Sez	89.50	89.50	89.50	89.50
Postage Stamp			17.50	
Rowe Candy	85.00	85.00	85.00	85.00
Rowe Crusader (10 col.)	145.00	145.00	145.00	145.00
Rowe Imperial (6 col.)			69.50	
Rowe Imperial (8 col.)	77.50	77.50	77.50	77.50
Rowe President	85.00	85.00	85.00	85.00
Rowe Royal (6 col.)	82.50	82.50	82.50	
Rowe Royal (8 col.)			85.00	85.00
Rowe Royal (10 col.)	85.00	85.00	85.00	85.00 90.00
Rowe 7 col. Gum & Mint, 5c			20.00	
Shipman Stamp			22.50	
Shoe Shine Machine			75.00	95.00
Sirox Brush-Up	75.00	75.00	8.00(2)	75.00
Silver King 1c			12.50	
Silver King Hot Nut			19.50	
Silver King Target King			125.00 200.00	
Stoner 8 col. 5c			19.50	
Target Hunter (Silver King)			29.50	
3 col. Cigar Machine			5.00	
U-Chu Ball Gum, 1c	75.00	75.00	75.00	75.00
Uneeda Candy 102 Bar	85.00	85.00	85.00	
Uneeda Model A (9 col.)	75.00			
Uneeda Model E, 9 col.			69.50	
Uneeda Model Pack A (8 col.)			49.50	
Uneeda Pack E (6 col.)			69.50	69.50
Uneeda (500)	69.50	69.50	95.00	95.00
Uneeda (9 col.) Model 500	95.00	95.00	85.00(2)	85.00(2)
Uneeda (15 col.)	85.00(2)	85.00(2)	35.00 49.50	35.00 49.50
U-Select-It	35.00 49.50	35.00 49.50	8.50 9.00	
Victor Model V				

Perfumatic MEANS PROFITS



THE SENSATIONAL NEW NON-ELECTRICAL PERFUME DISPENSER

THERE'S A LOCATION WHEREVER THERE'S A WOMAN

Write for details

PERFUMATIC OF CANADA LTD.
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ANOTHER ADVANCE HERSHEY'S 5c BAR VENDOR



Typical Advance sturdy construction— all steel for indoor and outdoor use— with famous Advance coin deflector and window to show product. Capacity 90 bars. Hopper can be adjusted to vend many other size confection packages 3 1/2" high, 4 1/2" wide, 4" deep. A flexible vendor that will make money for you 52 weeks a year.

SAMPLE \$20.15

2 to 11 \$16.75
12 or more 15.10

ORDER TODAY
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

J. SCHOENBACH
Distributor of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.

Profit-Making Combination For Wide-Awake Operators

MODEL 49 1c-5c-10c

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.



1c Selective TAB GUM VENDER

The Selective 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 Northwestern," 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



Outstanding MODEL 49

1c-5c-10c
PRICES:
Less than 25 \$17.35
Less than 100 \$17.35
100 or more \$16.95

Sensational TAB GUM

PRICES:
Less than 25 \$25.95
Less than 100 \$25.45
100 or more \$24.95



19-COLUMN 1c SELECTIVE

MERCHANDISE

- ADAMS, All Flavors, 100 Count . . . \$.42
 - WRIGLEY'S, All Flavors, 100 Count 46
 - FRUIT CHARMS, Assorted, 100 Count 40
 - SUCHARD, 200 Count 1.25
 - HERSHEY'S, 200 Count 1.30
- MINIMUM ORDER 25 Boxes of Any Assortment.

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL
438 WEST 42nd STREET, NEW YORK 18, N. Y. • CHickering 4-0142
4105 16th AVENUE, BROOKLYN, N. Y. • GEdney 8-3600

Penny R.R. Tests Venders

Continued from page 95

milk, 36 chocolate milk and 30 orange.

Five selections are offered in the refrigerated sandwich vender. Riders may choose ham, ham and cheese or roast beef, two of them on either white or rye bread, and all prepared by the railroad's dining car department. The machine accepts nickels, dimes and quarters. Two of its columns operate at 35 cents, and three at 50 cents.

Only dime bars are stocked in the four columns of the Rowe candy machine reserved for confections. The remaining three columns carry pastry prepared in a vending pack by the Frishofer Baking Company, Philadelphia, and sell at 15 cents each.

At a dime a serving, coffee is vended thru the Bert Mills unit in a nine-ounce cup. To avoid spilling, only six ounces is dispensed, and to help the patron negotiate his way back to his seat without spattering fellow travelers he may pick up a snap-on lid which fits the cup rim tightly. Ice cream is offered at 15 cents a bar thru the Colsnac machine.

Price levels, it was pointed out, are equal to charges of the railroad's regular lunch service, where "candy butchers" patrol car aisles.

Machine maintenance and loading are handled by the two Rowe subsidiaries, Automatic Food Service (Newark), headed by John Sharenow, and Automatic Food Service (Philadelphia), managed by Morris Auerbach.

as at intermediate stations. Bern Bernard, Rowe executive who has been close to the experiment since its inception, said that only after considerable study will the most efficient loading pattern be worked out. He said they may find it necessary to stock emergency supplies of foodstuffs at strategic way stations to accommodate fluctuating passenger traffic and appetites.

On the railroad's part, technical problems to which answers had to be found before the public test was launched were mainly electrical. Special equipment was installed to enable the venders to operate off generator current when the train is in motion, and off batteries when halted. Bernard asserted it had been discovered that equipment, in any event, would retain proper ingredient temperatures, whether hot or cold, for up to six hours without current.

Participants to the experiment expect no technical difficulties to mar the 30-day test. Said Homes Bannard, manager of PRR's dining car service:

"The purpose of the experiment is to find out whether our patrons are in favor of a choice of good things to eat and drink dispensed by automatic machines at any time during their trip."

To help riders get familiar with the service, the railroad places special brochures on seats thruout the train listing a typical vender menu. Passengers are advised to look for the arrows at either end of all coaches directing them to the car carrying the machines.

Take but ONE MINUTE please...



Help yourself and the Billboard by filling in the coupon on...

WRITE FOR CATALOG

On Bulk Vendors, Merchandise Games, Etc.



TOPPER DELUXE

16 or 24 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... \$2.95 Hand-painted Imported Charms. Per Gr. 1.25 Toy Watches, 2 Gross 2.50 Stone Set Rings, 1 Gross 1.75 "Nap Car" Buttons, 1,000 5.95

STANDS All steel—aluminum finish We 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 Emor St. Baltimore 2, Md.

Immediate Delivery! NEW Northwestern '49 Special

Cuts Costs and Servicing Time in Half Less Than 25... \$17.35 Less Than 100... \$17.15 Over 100... \$16.95 AVAILABLE IN 1c OR 5c PLAY PLEASE SPECIFY WHEN ORDERING WE TAKE TRADE-INS LIBERAL ALLOWANCE Terms: 1/3 Deposit, Balance C.O.D. Write to Dept. V for complete list and prices of coin operated equipment, supplies, charms, etc.

COIN MACHINE EXCHANGE 1000 TRUMAN RD. KANSAS CITY 1, MO. LOMBARD 3-2676

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 all parts and supplies. VENDING SPECIAL—1ST SINCE 1934 Write for FREE information regarding VENDING SCHOOL for operators. BERNARD K BITTNERMAN 1000 Truman Rd. Kansas City 1, Mo.

2,000 ASSORTED CHARMS 45 Different Items—everything we make—in plastic and plated mixture WORTH MORE—SPECIAL DEAL 2,000 for \$10 F.O.B. Jamaica, N.Y. Immediate delivery EPPY Samuel Eppy & Co., Inc. 81-15 144th Place Jamaica 7, L.I., N.Y.

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 LANSDOWNE, PA.

CHARMS—Proven Sales Boosters Write for Complete Price List! Karl Guggenheim inc. 33 UNION SQUARE • NEW YORK 3, N.Y.

NAMA Sets 2d Group Insurance Enrollment Date

CHICAGO, Sept. 15.—National Automatic Merchandising Association has announced October 1 as a second enrollment date for its group insurance plan. The plan, put into effect April 1, had by the first enrollment date (July 1) attracted more than 10 per cent of NAMA member companies.

The current waiting list, along with other members who may desire to do so, will be accepted for group coverage next month and are expected to bring the total to over 20 per cent of all member organizations.

NAMA's group insurance plan covers life, death and dismemberment and polio expense reimbursement, and is underwritten by John Hancock Mutual Life Insurance Company, Boston. A seven-man NAMA insurance-trust administers the program, which is available to one-man operations as well as multiple-employee companies.

Rates as low as \$3.66 per month per employee are a feature of the plan. Employers and employees share the cost.

Fla. Citrus Group

Continued from page 95 next meeting, after the tests have been conducted at the Lake Alfred Experiment Station.

Out of the Lake Alfred work is expected to come a recommendation by Wooten's committee for the purchase of a limited number of the two or three types of machines which appear most satisfactory. These will be placed in carefully selected locations and given actual sales tests under closest supervision to determine the amount of new business that can be obtained.

Meanwhile, the Florida Citrus Mutual, the organization composed of growers throughout the State, announced thru its Newsletter that its special Florida Citrus Commission Committee is keeping in close touch with the Wooten committee. Mutual's committee is headed by Earl W. Brown.

If a machine which is completely acceptable is found in the Lake Alfred experiments, it is possible that Mutual then might take the lead in having them distributed in large numbers, according to the Newsletter.

Commenting on the obstacles to be overcome in successful vending of citrus juices, Mutual said: "Another problem... where frozen concentrate is manually reconstituted by the retailer and placed in the machine, is the unethical but still existing tendency to cut the concentrate more than it should for a larger profit. This makes a bad finished product and, as far as the consumer is concerned, he blames the raw product. As a result, customers are lost.

"This would happen where a gallon of concentrate was mixed with four or even five gallons of water, instead of three."

Concluding with the optimistic assertion that persistence can result in developing the dispensing field for its products, FCM declared "We fully realize that every possible outlet must be exploited to its fullest for Florida to continue to sell its ever larger crops of fruit."

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 Pittsburgh 20, Pa.

NAMA Gets Insurance Report

Continued from page 95

vention's run. Previously, sessions of top interest to the separate equipment categories were concentrated in special days. Also, for the first time, attendance prizes will be awarded registrants.

The importance of national trade associations in the industrial set-up was highlighted by Clinton S. Darling, NAMA executive director, who asserted NAMA's services assume even greater value in the growing defense economy. He urged members to get "free riders" to join, since all in automatic merchandising were benefiting from the association's activities.

Greene Speaks His remarks were underlined later by Robert Z. Greene, president of the Rowe Corporation, who asserted that no individual firm, regardless of size, could represent the industry adequately in Washington today. This could be accomplished only by a national group, he said. Greene warned operators that they were being unduly optimistic if they felt controls would affect the industry only at the manufacturing level. This may be true at first, he said, but if equipment producers are labeled unessential, operators will feel the pinch later should the control framework be tightened. It is up to the industry as a whole to foster its claim to an essential rating.

On the equipment front, the meeting was given a gloomy view of the prospects for sustained machine production. I. H. Houston, president of Spacarb, Inc., stated that the most recent CMP order had seriously curtailed the amount of stainless steel, aluminum and foundry copper that could be utilized for vander fabrication. This, he said, would cut into future output as will the necessity of manufacturers to devote an increasing portion of their facilities to government work to keep their plants operative.

Cup Supply Okay Cups for beverage venders, on the other hand, should be in plentiful supply, according to Ed Scully, Lily-Tulip executive. In fact, the supply will be increased as new cup plants, now under construction get into production, he pointed out. The only danger would be the imposition of paper rationing and Scully foresaw no such eventuality in the predictable future.

George Herald, of Sero Syrup, in answer to a query from the floor, said syrup manufacturers anticipate no shortages to affect their output. He, too, stated only ingredient rationing could have that effect and none was in prospect.

Other problems brought out during the open-forum session included how cigarette operators, soon to cope with an extra penny-per-pack excise tax, will pass on the increase to consumers. Where cigarettes are vended for a straight 20 cents, it was brought out, the next practical vending-price peg is 22 cents. Price regulations, tho, may enforce a 21-cent price ceiling, an impossible pennyng situation.

Cigarette Problem This problem is recognized by NAMA, said Darling, and the association is mulling the advisability of sponsoring a test case to unfold its technical nature before OPS authorities.

Another price problem was brought out by Leon Koken, of RKO Theaters, who told of the attempt to institute dime drinks in Washington, D. C., movie houses. The switch was forbidden by OPS authorities, he said, despite the

Model Cup Mach.

Continued from page 95

the effectiveness of commercial detergents and sanitizers. Mallmann who supervises a research program on cup equipment under the sponsorship of the NAMA group, is gathering material on sanitation techniques, both at the location and shop levels, it was said.

Members of the division attending the meeting, in addition to Nolan, included K. C. Melikian, of Rudd-Melikian, vice-chairman; John Van Ulk, Canada Dry; George Duchett, G. B. Macke Company; W. D. Ayers, Continental Can; Raymond L. Eddy and W. H. Armstrong, Coca-Cola; Ed Scully, Lily-Tulip; Paul Halstead and Regis E. Parks, Welch Grape Juice; H. K. Yates, Skinner Valve. Also I. H. Houston and William V. King, Spacarb; Jack Pero, Maryland Cup; R. J. Lyons, Canada Dry; C. D. Clarke, Hires Root Beer; Charles Baker and William Blake, Pepsi-Cola, and NAMA executives, Clinton S. Darling, H. F. Maloy and Bernard Osmond.

fact that most other theaters in the RKO circuit experienced no opposition in earlier moves to raise the vending price.

Tackling the problem of 10-cent candy thru automatic equipment, Harold Cummings, president of Caddbury-Fry (America), said timidity on the part of retailers, operators included, had delayed the trend away from nickel bars. While most operators seem to favor an industry-wide move to a dime, the majority are reluctant to try it on their own routes. It is up to venders to go out and promote 10-cent merchandise, he declared.

New York operators outlined for the NAMA officials their special gripe against city sales taxes. Altho they are required to pay the levy on gross sales here, regardless of the unit price of the item vended, they have no way of collecting 3 per cent tax from consumers. This, in effect, is discriminatory taxation, they allege, and offered the problem as one worthy of attention by the national association.

Operator prices on soluble and liquid coffees are not due for substantial increases, the meeting was told by manufacturer representatives. George Harrison, a processor, stated that there is no expectation within the industry that prices will fluctuate more than 10 per cent.

Insurance Plan

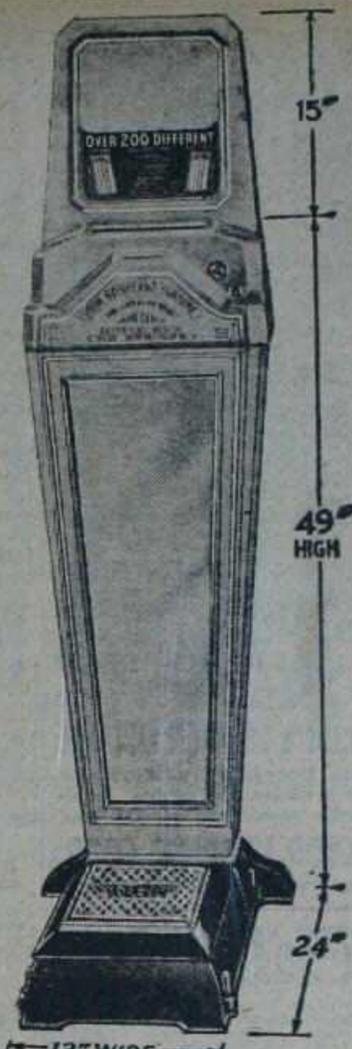
In support of the NAMA group insurance plan, Joseph Grive Jr., of John Hancock Mutual, underwriters of the program, asserted it is of benefit to both employers and employees. Such programs tend to reduce personnel turnover and increase productivity by boosting employee morale, he said.

Bernard Osmond, of the NAMA staff, traced the progress of the insurance project from the formation of a special investigative committee 18 months ago to its acceptance by the association last January and its implementation in April.

First Completes Shop Expansion

CHICAGO, Sept. 15.—First Distributors, thru Wally Finke and Joe Kline, owners, announced this week it had completed its over-all expansion program with the addition of new and larger shop facilities. Previously, the firm had enlarged its warehouse space, remodeled its showrooms and offices and installed a courtesy department for visiting operators exclusively.

First's officials stated that with the installation of new spray booths plus all modern fittings and the enlargement of the repair and equipment remodeling area, the firm is now able to step up its service to operators.

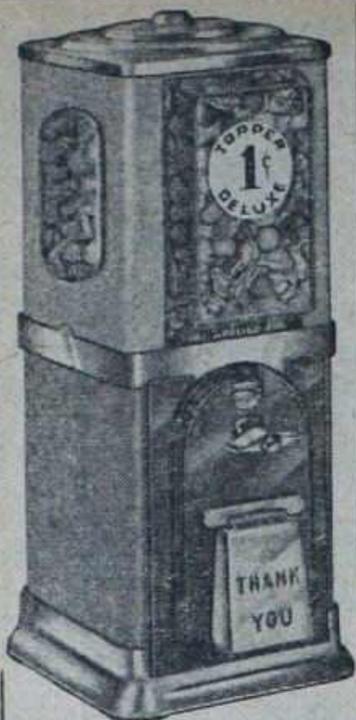


WEIGHT 165 LBS. \$25 DOWN Balance \$10 Monthly 400 DE LUXE PENNY FORTUNE SCALE NO SPRINGS WRITE FOR PRICES LARGE CASH BOX HOLDS \$65.00 IN PENNIES Invented and made only by WATLING Manufacturing Company 4650 W. Fulton St Chicago 44, Ill. Est. 1889—Telephone: Columbus 1-2772 Cable Address: WATLINGITE, Chicago

OUR PRICES ARE STILL LOW! CIGARETTE MACHINES Rowe Royal, 6 Col., 240 Pack Cap. \$ 82.50 Rowe Crusader, 10 Col., 475 Pack Cap., King Size Included 145.00 Rowe Imperial, 8 Col., 240 Pack Cap. 77.50 Uneeda Model A, 9 Col., 270 Pack Cap. 85.00 Uneeda Model E, 9 Col., 270 Pack Cap. 75.00 Uneeda Model '60, 8 Col., 350 Pack Cap., King Size Included 15.00 DuGrenier Model S 7 Col., 210 Pack Cap. 69.50 DuGrenier Model W, 9 Col., 308 Pack Cap. 82.50 55.00 Additional for Silver Quarter or King Size Vending. CANDY MACHINES Rowe Candy, 120 Bar Cap. 85.00 Uneeda Candy 102 Bar Cap. 75.00 U-Select-It, 54 Bar Cap. 35.00 Advance Candy 4C Bar Cap. 35.00 Venable Candy (New) Write KING SIZE COLUMNS INSTALLED IN ALL CIGARETTE MACHINES SPECIAL! \$50.00 SANDYMAN 72 Bar Cap. (Wall Model, No Base) TOP EQUIPMENT UNCONDITIONALLY GUARANTEED 1/3 DEP. WITH ORDERS, BAL. C.O.D. Parts and Mirrors available for all makes and models. SPECIAL! \$85.00 UNEEDA MODEL 300, 13 Col., 435 Pack Cap., King Size Included. CONVERSIONS ANY MAKE OR MODEL CIGARETTE VENDOR TO 25c OR 30c VENDING —TRADE PRICES—

UNEEDA 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

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Victor's TOPPER DELUXE
WITH SIDE DISPLAY WINDOWS
Also Available in Double, Treble
and Revolving Super Market Units
VICTOR VENDING CORP.
5701-13 W. Grand Ave., Chicago 39, Ill.

WANT TEA OR SOUP?

Harmon Builds Four-Selection Hot Unit

CHICAGO, Sept. 15. — Harmon Enterprises, which announced last week that it was entering the vending machine manufacturing business (*The Billboard*, September 15) has released details of its new four-way hot beverage machine, a vender which offers customers a selection of hot coffee, chocolate, tea and soup.

Frank Doyle, vice-president in charge of sales for the new company, said that the initial showing for the machine will be held September 27-28 at the Phillips Hotel, Kansas City, Mo. The showing was originally scheduled for September 22-23 in Kansas City, but

hotel facilities were unavailable for those dates.

Doyle likewise announced that Fred Pierson had joined the sales department of Harmon. Pierson, formerly with Vendo and Coan Manufacturing Companies, will spend his time contacting national accounts, Doyle said.

\$995 List Price

The Harmon machine carries a list price of \$995, has a cup capacity of 750. Since all the ingredients used in the vender are dry, no refrigeration is required. The four ingredient containers slip in and out of the machine for ease of servicing, and Harmon will recommend that its operators fill the containers at headquarters rather than loading them on location.

Altho the machine will sell coffee, tea, chocolate and soup simultaneously, it can be set to vend only one, two or three of these liquids depending on location traffic and demand.

Serving Counter

A counter, mounted inside the cabinet door, shows the number of servings from each of the four containers, thus giving the serviceman a quick check on available supplies. Each of the four containers can be set to dispense different quantities of ingredients—from 1/4 teaspoon to 4 tablespoons by simply changing a set pin.

When one of the ingredient containers runs out, and a customer deposits his coin, a light directs him to make another selection. Standard equipment is a coin changer. The cabinet stands 72 inches high, 22 inches wide and 24 inches deep.

No Water Filter

Doyle said the vender would not be equipped with a water filter, but all the fittings for installing a standard make water filter have been incorporated to enable operators to add a filter if they so desire.

This week, too, Harmon—headed by Frank Harmon, Chicago restaurateur, opened offices at 30 North La Salle. The Harmon vender is being built on contract by Lennox Manufacturing Company, Chicago.

Wash. Operator Leads Bottlers' Sales Tax Fight

Half-Cent Levy Vetoed As Governor Cites Harm to Industry

SPOKANE, Sept. 15.—One of Spokane's larger drink vender operations, Pepsi-Cola Bottling Company, led local bottling concerns in a successful fight against a soft drink tax approved by the Washington State Legislature at a recent special session called to raise revenue. This week, Gov. Arthur B. Langlie vetoed the tax.

The measure would have imposed a 1/2-cent tax on bottled beverages of 12 ounces or less. An additional 1/2-cent tax would have been levied on each additional 12 ounces or fraction thereof per bottle and 40 cents per gallon on sirups. Tax stamps would have been required on all containers.

Hits Tax

Otto Garcea, manager of Pepsi-Cola Bottling, said in a statement to the governor and the press that it would be "almost a physical impossibility" to operate under the tax bill.

"Children will be called upon to pay this tax bill, and it's going to cost possibly four or five times the actual amount of the tax to collect it," he stated. "Those costs will be right down the line and finally they'll be passed on to the consumer."

"In order to comply with the law, bottlers' costs will be increased from 1/2 to 3/4 of a cent. Actually, then, 2-cent increases may be necessary to collect a 1/2-cent tax."

Price Increase

It was pointed out also that a 1/2-cent tax would mean the price of soft drinks actually would have to be increased 1 cent and that operators would "get into trouble" with the OPS for raising prices.

In vetoing the tax bill, the governor said the levy would amount to about 10 per cent of the selling price and when added to the State 3 per cent retail sales tax would seriously injure the soft drink industry, particularly the smaller operators. The tax also would create costly administrative problems, he said.



Try **VICTOR** Once and you will **BUY VICTOR ALWAYS** ORDER TODAY!
VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone LOcust 7-1448

Video Show Sponsored By Fred W. Amend Co.

CHICAGO, Sept. 15.—Fred W. Amend Company, starting next week, will sponsor a television show to promote its nickel Chuckles and Chuckles Spice Jelly Drops.

Program, telecast from Chicago beginning Saturday (22), is called *Hail the Champ*, and will be seen in Cleveland and Detroit. Expansion into additional markets is planned for the show in 1952.

Fla. Cig Receipts Up

TALLAHASSEE, Fla., Sept. 15.—State Beverage Department reports the nickel-a-pack tax on cigarettes sold in Florida produced \$1,239,653 in July, or \$22,147 more than in the same month a year ago. Officials said the cities split \$1,039,326 of the total proceeds turned into the State beverage department in August from dealer collections. The remaining \$200,326 collected on sales outside city limits goes to the State tuberculosis board.



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Single \$25.95
25 to 100 \$25.45
100 or More \$24.95
30-Day Money Back Guarantee
We Stock All Molds for Mach.
Write for Charm and Merchandise List
1/3 Dep. Bal. C.O.D.
NORTHWESTERN SALES & SERVICE
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SPECIAL SALE DuGRENIER CANDYMAN

- A-1 Mechanically
- Repainted
- 72-Bar Capacity
- Base Included

\$42.00 Each
1/2 down, balance c.o.d.
PAUL STEICHEN
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BRAND NEW LUCKY BOY VENDORS

\$9.75 Lots of 5 \$47.50
EACH MODEL \$9.75
12 or 36

4oz and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 500 Ball Gum. Fully Guaranteed
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FREE
5 LBS NUTS OR BALL GUM WITH EACH MACHINE

BLOYD MFG. CO.
VALLEY STATION, KY



Vend
"The Magazine of Automatic Merchandising"

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Harold A. Steuber
Steuber Service Company, Long Beach, Calif.

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Please enter my subscription to *VEND* Magazine for One Year for which I enclose \$3.

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25 Northwestern Deluxe Nut	Each \$14.50
25 Victor V's, 1c	7.95
25 Masters, 1c or 5c	7.95
25 Snack Nut, 5c, 3 Col.	19.50
25 Andrews Nut, 2 Col.	9.95
25 Columbus Nut, 5c	7.95
25 Silver King, 1c or 5c	7.95
25 Wrigley Stick Gum, BRAND NEW	7.95

1 Lot of 25 Assorted NUT and BALL GUM VENDORS \$100
1/2 With Order, Balance C.O.D.

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The only completely die-cast aluminum, precision-built

ALL-PURPOSE VENDOR

- Vends all bulk mids.—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**

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\$51.50
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THE DELUXE ELECTRIC KEENEY CIGARETTE VENDOR

In steady production for more than 4 years, easiest to service, trouble-free, sells more cigarettes!

WRITE for free demonstration. No obligation.
J. H. KEENEY AND CO., Inc. 260 W. 58th Street Chicago 32, Illinois



Pa. Soft Drink Tax Revival Move Killed

HARRISBURG, Pa., Sept. 15.—The Republican majority caucus in Pennsylvania's House of Representatives has rejected by a vote of 2 to 1 a proposal to revive the State's soft drink tax (*The Billboard*, September 8).

Imposed four years ago at the rate of 1 cent on each 12 ounces of bottled soft drink and 1/2 cent an ounce on sirups used in the making of fountain drinks, the tax was permitted to expire May 31 in keeping with campaign promises of both political parties, altho the State is seeking additional operating revenue.

The soft drink tax was seriously considered for enactment after the Assembly failed to agree on a State income tax to balance the commonwealth's budget. Approximately \$27,000,000 was collected from the pop levy in a two-year fiscal period.

Both cup and bottle vender operators, who along with major bottlers in the State were girding

for a second battle against reimposition of a soft drink levy, hailed the definite anti-tax action.

Under the tax, operators were faced with either absorbing the tax themselves or making expensive and troublesome changes in their equipment's coin mechanisms. Cup operations could continue offering a 5-cent drink of five instead of six ounces, rather than go to a 7-cent price for the larger serving, but many maintained the six-ounce drink and strived to write-off the increased product cost by watching operating expenses elsewhere.

Where dime machines constituted the bulk of a route, as in theater locations, the tax was absorbed outright. Bottle routes generally were converted to odd-cent operation, with the two-coin price in many instances resulting in curtailment of many impulse sales.

Test Coin-Op Unit

Continued from page 95

ing trade at from \$1,500 to \$2,000 but the central control unit, including phones, remote control unlocking devices for 26 of the steel lockers, will be leased to cleaners on a royalty basis.

According to Hoffman, the units will reduce dry cleaners' operating costs \$9,650 annually (for a store doing \$20,000 volume) to \$3,450. He said the coin unit will permit completion of the average transaction in 42 seconds instead of the 5 1/2 minutes by the conventional counter method which includes waiting for a confirmation slip.

Materials for constructing the units, which can be erected in apartment house projects and other heavy-traffic areas in addition to business sections, are said by Hoffman to have been cleared by NPA.

Warn Jobbers

Continued from page 95

erating, it advanced a few guides for fixing the value of routes up for sale. Several "typical recent sales" were described.

One route, reported the bulletin, went for book value per machine (five year depreciation), plus "full payment for inventory and \$60 good will per location." Another brought \$1,000 per case of cigarettes sold in a selected week. In a third transaction, the sales price was arrived at by figuring each machine at base cost and adding the full value of inventory. In the final case cited, equipment was sold at book value, plus inventory at cost and good will equal to profits earned during the past two years.

OPS Nullifies

Continued from page 89

upset State regulations. The new State cigarette law, which was also dealt a blow by the OPS, would have banned dealers from selling cigarettes at less than 4 per cent profit. It would also have required dealers, who purchase their cigarettes for \$1.79 a carton from wholesalers to sell them at no less than \$1.86. Many stores and gas stations have been selling cigarettes at around \$1.79 a carton as "come on" items.

State Tax Commissioner William F. Connelly stated that upon receipt of official report to him from the OPS, he would order Attorney General George C. Conway to determine the future status of the cigarette law.

Portland Pins

Continued from page 89

crimination under an ordinance banning games but permitting operation of other amusement devices.

Dunis, with headquarters in Portland, objected to the ordinance, to have become effective July 1, on the ground it permitted operation of shuffleboards and similar devices.



I Found My Best Equipment at PURVEYOR!

Univ. Twin Bowler Flying Pins, Top Condition **\$129.50**

Wms. Double Header, Late Model Floor Sample **\$149.50**

18-20" Ft. Rock-Ola Shuffleboards, Good Condition, Ea. **\$119.50**

Write for quantity prices.

SHUFFLE GAMES

- Rock-Ola Shuffle Lane \$ 37.50
- Rock-Ola '50 World Series... 49.50
- Chi. Coin Trophy Bowl 149.50
- Chi. Coin Bowling Classic... 139.50
- Bally Speed Bowler 99.50
- Univ. Twin Bowler 89.50
- Ext. Shuffle Bowl Conversion 59.50
- United Shuffle Alley 39.50
- Exhibit Strike 99.50
- Genco Baseball 92.50
- United Express 69.50

SHUFFLEBOARD SUPPLIES

- Fast Wax, case (12) \$ 4.50
- Pucks (Set of 8) 12.00
- Score Sheets, 10 pads 7.50
- Shuffle Game Wax, case (12) 3.39
- Fluorescent Lights, pair 17.50
- Used Wall-Type Scoreboards 79.50

Premiums! Write for List.

PURVEYOR SHUFFLEBOARD CO.

4322 N. Western Ave., Chicago 18, Ill.
 Juniper 9-1814

THE BILLBOARD Index of Advertised Used Machine Prices

Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Sept. 15	Issue of Sept. 8	Issue of Sept. 1	Issue of August 25
Ace Bomber (Microscope)...	\$95.00	\$95.00	\$95.00	\$95.00
Air Hockey (Woodcraft-Shufflevision).....				385.00
Air Raider (Keeney).....	125.00	125.00	125.00	125.00
All Stars (Williams).....	49.50 95.00	49.50 109.50	69.50 109.50	69.50 109.50
Astroscope.....	109.50 125.00	125.00(2)	125.00	125.00
Atomic Bomber (Microscope).....	125.00	125.00	125.00	125.00
Bag-A-Bunny.....	150.00	150.00	150.00	125.00 150.00
Ball Grip.....	75.00	75.00	75.00	75.00
Batting Practice (Scientific).....	75.00	75.00	75.00	75.00
Big Inning (Bally).....	185.00 195.00	185.00	185.00 195.00	25.00
Billiard Game.....		45.00	45.00	45.00
Bombardier (Amusement Corp.).....	45.00	45.00	45.00	45.00
Bing-A-Roll (Genco).....	75.00	75.00	75.00	75.00
Build Up (Exhibit).....	34.50	19.50 34.50	34.50 35.00	20.00 34.50
Camera Chief.....		95.00	95.00	95.00
Career Pilot.....	95.00	95.00	95.00	95.00
Challenger (ABT).....	24.50	24.50	19.50 24.50	24.50
Champion Hockey (Max Glass).....				65.00
Chicken Sam (Seeburg).....	75.00 95.00	75.00 95.00	75.00 95.00	95.00 109.50
Dale Gun (Exhibit).....	109.50	109.50	109.50	109.50
Dale Pistol Gallery.....	49.95 69.50	59.50 69.50	59.50 69.50	69.50 84.50
Deluxe Athletic Scale (Mercury).....	84.50 85.00(2)	84.50 85.00(2)	75.00 84.50	85.00 95.00
Electric Shocker.....	95.00	95.00	95.00	95.00
Fishing Well (Microscope).....	125.00	125.00	125.00	125.00
Fishing Well (Microscope).....	95.00 99.50	95.00 99.50	95.00 99.50	95.00 99.50
Goalie (Chicago Coin).....	125.00	125.00	125.00	125.00
Grip Developer (Exhibit).....				195.00
Heavy Hitter (Bally).....	59.50 65.00	59.50 65.00	59.50 65.00	59.50 65.00
Hi-Ball (Exhibit).....	60.00	60.00	60.00	60.00
Hi-a-Homer.....	19.50	19.50	19.50	19.50
Hockey (Chicago Coin).....	75.00	75.00	75.00	75.00
Hollycrane (Cameo).....	255.00 275.00	245.00 375.00	245.00 375.00	295.00 375.00
Jack Rabbit (Amusement Corp.).....	109.50	109.50	109.50	109.50
Jungle Joe (Scientific).....				22.50
Kicker & Catcher (Baker).....		150.00	150.00	150.00
Knockout Punch (Exhibit).....		95.00	95.00	95.00
Lighthouse Grip.....				95.00
Lite League (Amusement Corp.).....	95.00	95.00	95.00	95.00
Corp.	125.00	125.00(2)	125.00	125.00
Magic Pen.....	99.50(2)	99.50(2)	99.50(2)	99.50(2)
Merchantman (Exhibit).....				175.00
Monkey Shines.....	225.00	225.00	225.00	225.00
Panorams (Mills).....	125.00	125.00	125.00	125.00
Periscope.....	350.00	350.00	350.00	350.00
Phil Toboggan Ski Ball.....	350.00(early)	350.00(early)	350.00(early)	350.00(early)
Photomatic (Microscope).....	695.00(late)	695.00(late)	695.00(late)	695.00(late)
Pistol Pete (Chicago Coin).....	149.50 150.00	149.50 150.00	149.50 150.00	149.50 150.00
Pitch 'Em & Bat 'Em (Scientific).....	225.00	225.00	225.00	225.00
Play Ball (Evans).....	275.00	275.00	275.00	275.00
Poker & Joker.....	49.50	49.50	49.50	49.50
Pokerino (Scientific).....	29.50 99.50	99.50	99.50	99.50
Punch Bag Trainer (Exhibit).....		150.00	150.00	150.00
Punching Bag (Microscope).....		185.00	185.00	185.00
Punching Bag (Mills).....		125.00	125.00	125.00
Quizzer.....	89.00 125.00	89.00 125.00	89.00 125.00	125.00
Recordio (Wilcox-Gay).....	175.00	175.00	175.00	175.00
Rocket Busters.....	65.00	65.00	65.00	65.00
Rotary Claw Mdr. (Exhibit).....	175.00	175.00	175.00	175.00
Seven High (Edelman).....	75.00	75.00	75.00	75.00
Shipman Art Show.....	49.50	49.50	49.50	49.50
Shoot the Bear (Seeburg).....	295.00	295.00 339.00	265.00 325.00	325.00 339.00
Shoot the Duck (Seeburg).....		85.00	85.00	85.00
Shoot Your Way To Tokio.....	100.00	100.00	100.00	100.00
Silver Bullet (Exhibit).....	165.00(2)	165.00(2)	165.00 175.00	155.00 165.00
Silver Gloves (Microscope).....		275.00	250.00	250.00
Six Shooter (Exhibit).....	225.00(2)	165.00 225.00	225.00 239.00	225.00 239.00
Shee Ball (Wurlitzer).....		150.00	150.00	150.00
Skill Gun (ABT).....				29.50
Sky Fighter.....	105.00 125.00	125.00	125.00	125.00
Star Series (Williams).....	89.50 99.50	89.50 125.00(2)	125.00(2)	125.00 139.50
Striking Clock (Exhibit).....		125.00	125.00	125.00
Super Bomber (Evans).....	95.00	95.00	95.00	95.00
Swinging Monk.....				19.50
Target Skill (ABT).....				175.00
Team Hockey (United).....	125.00	115.00(2)	115.00 119.50	115.00 119.50
Telequiz.....	115.00(2)	119.50	125.00	125.00
Ten Strike (Evans).....	119.50	75.00	75.00 100.00	75.00
3-Way Gripper (Gottlieb).....	75.00	22.50	22.50	22.50
Twin Drive Mobile (Microscope).....		350.00	350.00	350.00
Undersea Raider (Bally).....	350.00	350.00	350.00	350.00
Western Baseball.....	95.00	95.00	95.00	95.00
X-Ray Poker (Scientific).....	85.00	85.00	85.00	85.00

Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment 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 Sept. 15	Issue of Sept. 8	Issue of Sept. 1	Issue of August 25
ABC Bowler (Keeney).....	\$65.00 69.50	\$25.00 65.00	\$25.00 65.00	\$25.00 65.00
Ace Bowler (Chicago Coin).....	149.00	149.00	149.00	149.00
Baseball (Genco).....	99.50	99.50	99.50	45.00 99.50
Baseball (National).....	49.50	49.50	49.50	49.50
Bowlette (Gottlieb).....	30.00 34.50	24.50 34.50	34.50 50.00	34.50 35.00
Bowling Alley (Chicago Coin).....	55.00 59.00/p	55.00 64.00	55.00 64.50	55.00 64.50
Bowling Alley (Chicago Coin).....	64.00 64.50	64.50 69.50	69.50	69.50
Bowling Alley (Chicago Coin).....	64.50w/p 69.50			189.50
Bowling Champ (Keeney).....				129.50 139.50
Bowling Classic (Chicago Coin).....	99.50 129.00	129.00 139.00	129.50 139.00	129.50 139.00
Bowling Classic (Chicago Coin).....	139.00 139.50	139.50 140.00	140.00 145.00	140.00 145.00
Bowling League (Genco).....	29.50 34.50	35.00	34.50 35.00	30.00 34.50
Bowling League (Genco).....	35.00			35.00
Bowl-O-Matic (Exhibit).....				25.00 35.00
Deluxe Bowler (Williams).....	65.00 69.50	25.00 35.00	25.00 35.00	25.00 35.00(2)
Deluxe Bowler (Williams).....	65.00(2) 69.50	65.00 69.50	65.00 69.50	65.00 69.50
Double Bowler (Keeney).....	155.00	155.00 155.00	155.00 175.00	165.00 175.00
Double Header (Williams).....	149.50(2)	145.00	149.50(2)	149.50(2)
Double Header (Williams).....		149.50(2)	150.00	150.00
Double Shuffle Alley (United).....	79.50	79.50	75.00w/p	79.50
Double Shuffle Alley (United).....				79.50
Double Shuffle Alley Express Rebound (United).....	229.00	229.50	229.50	229.50
Duck Pin (Keeney).....	105.00 155.00	105.00 155.00	155.00	94.50 155.00
Four Player Shuffle Alley (United).....	285.00 295.00	295.00	295.00	295.00
Four Player Shuffle Alley (United).....	30.00 39.50	25.00 30.00	25.00 30.00	25.00 30.00
Glider (Genco).....				39.50
Hi Score Bowler (Universal).....	165.00 185.00	185.00 195.00	185.00 195.00	185.00 195.00
Hook Bowler (Bally).....	245.00 250.00	245.00 250.00	245.00 250.00	250.00(2)
Hook Bowler (Bally).....	275.00	275.00	275.00	275.00
King Pin (Keeney).....	85.00	25.00 65.00	25.00 65.00	25.00 65.00
King Pin (Keeney).....		85.00	67.50 85.00	67.50 85.00
League Bowler (Keeney).....	265.00	265.00 285.00	265.00 285.00	250.00 285.00
League Bowler (A-Player Rebound) (Keeney).....		250.00(2)	275.00	265.00 269.50
League Bowler (A-Player Rebound) (Keeney).....		275.00	275.00	275.00
Lucky Strike (Keeney).....	69.00 75.00	69.00 75.00	75.00	75.00
Lucky Strike (Keeney).....	19.50w/p	19.50w/p	25.00	19.50w/p
Pin Boy (Keeney).....	34.50(2) 35.00	35.00	25.00 34.50	25.00 34.50
Pin Boy (Keeney).....				35.00
Shuffle Alley (United).....	19.00 25.00	25.00 25.00w/p	25.00(2) 34.50	20.00 25.00(2)
Shuffle Alley (United).....	29.00 29.50	29.00 39.50(2)	39.50	34.50 35.00
Shuffle Alley (United).....	34.50 39.50(2)	59.50w/p	39.50w/p	39.50(2)
Shuffle Alley (United).....	45.00w/p	59.50w/p	49.50	59.50w/p
Shuffle Alley (United).....	59.50w/p		59.50w/p	59.50w/p
Shuffle Alley Express 2 Player (United).....	199.50	199.50	189.50 199.50	199.50
Shuffle Alley Express (United).....	69.00 69.50(2)	69.00 69.50(2)	55.00 69.00	69.00 69.50(2)
Shuffle Alley Express (United).....	74.50	74.50	69.50(2) 74.50	74.50 75.00
Shuffle Alley Express (United).....			75.00	75.00
Shuffle Baseball (Bally).....	65.00	65.00	65.00	65.00
Shuffle Baseball (Chi. Coin).....	89.50	89.50	89.50	89.50
Shuffle Bowl (Exhibit).....	19.00 19.50	19.50 25.00	19.50 25.00	19.50 25.00(2)
Shuffle Bowler (Bally).....	44.50 45.00	44.50 45.00	34.50 44.50	34.50 35.00
Shuffle Bowler (Bally).....			45.00	44.50 45.00
Shuffle Bowler (United).....	34.50	145.00	145.00	145.00
Shufflecade (United).....	245.00	295.00	295.00	295.00
Shuffle Champ (Bally).....	89.00(2)	89.00 95.00	89.00 95.00	89.00 95.00
Shuffle Champ (Bally).....				49.50
Shuffle Jungle (Rock-Ola).....	29.50 39.50	39.50	39.50	39.50
Shuffle Lane (Rock-Ola).....				34.50
Shuffle Lane (United).....	34.50	34.50	34.50	34.50
Shuffle Pool (National).....	44.50	44.50	44.50	44.50
Shuffle Pool (National).....	44.50	44.50		

THE WORK BENCH

Lubrication, Fusing Guard Small Motors

By HOWARD P. SCHLEY

So many types and kinds of fractional horsepower motors are being used in modern coin machines that it is impossible to catalog all of them in *The Work Bench* series. Music machine motors formerly were more or less standard in design, but they have been changed to fit new, improved phonographs. The trend in games has been toward motors with built-in speed-reducing gears. These are induction type and are used now widely to replace the universal or AC-DC type.

Electric motors are designed to run at high speeds, and for that reason lubrication is important. For high-speed bearings, such as the armature bearings of a motor, oil is the recommended lubricant. For all but the tiniest motors, No. 10 auto oil is perfect. For the very small motor, a light oil such as 3-in-1 is best.

Don't Over-Lubricate

Do not over-lubricate a motor, however. Excess oil will cause electrical insulation to deteriorate, and on the AC-DC type motor the oil gets on the commutator and fouls the brushes.

Motors with built-in speed reducing gear trains will require lubrication from time to time. On the enclosed type, an oil hole is usually provided which supplies oil for the gear train. On the open-frame type, care must be used to oil the bearings of each gear pinion.

Most Music machine motors are equipped with oil reservoirs which feed oil to the bearings and need only be filled at long intervals. Most manufacturers issue a chart or furnish instructions in their service manual as to proper oiling.

Spotting AC Motors

Induction-type AC motors may be identified since they do not have a commutator or brushes, nor do they have windings on the armature. The armature is made up of laminated iron plates, assembled in a specific design. Since these motors are simpler than the universal type, they give much less trouble and require much less attention.

When a motor is stalled, its winding will pass more current than when it is running. So a stalled motor has a tendency to overheat and injure the windings. Many of the very small, light-duty motors, and some music machine motors, are designed to withstand an indefinite stall with-

out damage. But many motors overheat quickly, and burn out their windings unless properly fused.

When a motor must start under a relatively heavy load, some sort of additional power is needed during the start. One method of giving a motor extra torque during starting involves a starting windings which is wound inside the motor adjacent to the running winding.

Second Method

Another method makes use of a high capacitance condenser which supplies extra current during starting. In this type of motor, a centrifugal switch inside the motor cuts the condenser or starting winding (or both) out of the circuit, after the motor attains running speed.

This switch, however, can be a source of trouble. If it fails to open, the capacitor or starting winding may be damaged if a fuse is not in the circuit. If the switch fails to close when the motor is stopped, it will not start.

Rewinding motors is a field in itself—and in case of a burned out or open winding it is well to take the motor to a reliable repair shop or to replace it.

Small motors, with built-in speed reducers, seldom fail in the actual motor. Most of the small motor trouble occurs in the speed reducing gear train. It is possible to repair this type of trouble, but usually the parts needed are not easily obtained. Sometimes one good motor may be made from the parts of two bad ones, but in general it is best to replace the entire motors.

In the care of motors, proper lubrication and proper fusing are the main points to remember. Lubrication will keep the motor running smoothly, the fuse will protect it from electrical damage.

(NEXT WEEK: It isn't smart in coin machines to have locks strong enough that they cannot be broken. Next week's *Work Bench* will tell why, give some practical hints for better lock performance.)

Ga. Cig Take Dips

ATLANTA, Sept. 15.—Cigarette tax collections for August totaled \$736,256, compared with \$1,246,608 in the same month of last year. Commissioner of Revenue Charles Redwine pointed out, however, that the emergency tax increase recently was repealed.

Coinmen You Know

Los Angeles

Stan Turner, who handled the phonograph department at Paul Laymon Company, has left that firm. At the present, Jimmy Wilkins, outdoor salesman, is taking care of the department. . . . Phil Robinson, Western representative for Chicago Coin, is as excited as the operators, he said, over the arrival of the new Chi Coin's game, 6-Player Bowling Alley. Robinson received one of the games over the week-end for display. Charlie Peddicord, veteran Anaheim operator, visited Coin Row for the first time in many months.

George Regas, San Diego phonograph operator, returned recently from a trip to Detroit. He drove back. Robert Colyer is now operating the Telemuse Company in Salinas, Calif. Perry Irwin, of Ventura, is reported doing all right with his recently acquired tavern in Bakersfield. Ivan Wilcox, of Visalia, in town. The many friends of Mrs. Wilcox will be glad to know that she is reported on the mend following a recent illness. Henry Van Stelton, of Whittier, in town for a look-see at the showrooms.

Pete Shupp, South Gate operator, has returned from a fishing trip in the High Sierras. Pete Thelen, Glendale operator, back at his desk following an extended trip thru the Northwest and the Redwood Empire country. Ben Shupp, who is associated with an Alhambra firm, returned from a motor trip thru the Northwest. Mac McCleary, of General Music Company, is returning to San Francisco and will make the Bay City his headquarters.

Hartford, Conn.

Meyer Parkoff and Harry Rosen, owners of the Atlantic-New York Corporation, Seeburg distributors for New York, New Jersey and Connecticut, were in Hartford for the opening of the spacious new quarters of Atlantic-New York's Hartford branch office and warehouse, managed by Mac Perlman. The new set-up provides Atlantic-New York with some 7,000 square feet of floor space, as compared to the old facilities of 1,500 feet. More than 50 coin men were in attendance each day for the Open House Week. A certificate of incorporation was filed for a new Connecticut corporation with the secretary of state's office here. The firm, Dependable Automatic Products Company, 31 Elm Street, West Haven, Conn., listed \$3,000 subscribed capital paid in cash; president, Albert Aldo; vice-president, Louis P. Dost Jr.; treasurer, Joseph D. Di Sesa Jr.; secretary, Daniel E. D'Elia, and Louis P. Dost Sr., also director.

Francis E. Stern, head of Stern Company, Hartford area Columbia Records distributor, has been re-elected to the board of directors of the Hartford Better Business Bureau. . . . Abe Fish, of Connecticut State Coin Association, was busy last week with last-minute preparations for CSCA's first annual family outing.

Twin Cities

Distributors in this area have had a steady run of visitors from Wisconsin, Michigan, the Dakotas and Minnesota. Among them were H. Fisher, Waconia, Minn.; George Berquist, Ironwood, Mich.; William Kubesh, New Prague, Minn.; Harry Galep, Menomonie, Wis.; John McMahon, Eau Claire, Wis.; Elgin McDaniel, Wadena, Minn.; Don Boiler, Baldwin, Wis.; Jack Backus, Jamestown, N. D., and Jack Howe, Foley, Minn.

Herb Greenfield, serviceman for several Twin Cities operators, is getting around well despite an illness which would sideline an average man. He was busy at the Minnesota State Fair for 10 days taking care of amusement machines at the Beer Garden Arcade. Theodore Heil, Gaylord, Minn., affectionately known as the Will Rogers of the industry, has been busy spreading around his usual good cheer and sound advice to the younger operators in this area.

Jimmy Nold, son of Harry Nold, is being groomed as one of the star tackles on the Uni-

versity of Minnesota squad. He is built for the job and was an excellent player and student in his high school days. . . . A. E. Coddington, Minneapolis operator, recently purchased a resort in Webster, Wis., and is a busy man overseeing his routes and the new enterprise.

Jonas H. Bessler, Lieberman Music Company, Minneapolis, reports his firm is winning a lot of

(Continued on page 102)

GUARANTEED USED ONE BALLS

AT LOWEST PRICES
 CHAMPION \$99.50
 PHOTO FINISH 99.50
 CITATION 74.50
 GOLD CUP 64.50
 JOCKEY SPECIAL 54.50
 1/3 deposit with all orders.

SICKING, INC.

America's Oldest Distributor
 Established 1895
 1401 Central Pkwy.
 Cincinnati 14, O.

World Wide Your Exclusive Distributor for ROCK-OLA, EXHIBIT, KEENEY, WILLIAMS

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. High Scoring Feature.

BRAND NEW KEENEY'S

6 PLAYER

LEAGUE BOWLER

Sensational new rebound game—1, 2, 3, 4, 5 or 6 players! Beautiful eye-catching cabinet—colorful design. 4" jumbo lite-up pins. See it and you'll want it on location!

WILLIAMS SUPER WORLD SERIES

Exciting! Terrific profit earner. All the thrills of baseball. Have these on location during World Series for BIG PLAY.

WRITE!

ROCK-OLA SUPER ROCKET '52-50 PHONOGRAPH

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 for other combination play. See it! Hear it today.

WANT TO BUY

FIVE BALL FREE PLAY FLIPPER GAMES ANY QUANTITIES HIGHEST PRICES! Send list of games for prompt reply and highest prices!

FINEST SELECTION OF

5 BALL GAMES

PINKY \$160	FIGHTING IRISH \$110	MAJORS OF '49 \$95
KNOCKOUT 150	KING ARTHUR 110	CHAMPION 95
Chi. Coin PIN BOWLER 125	Genco TRI-SCORE 110	MERCURY 95
SHOO SHOO 125	TUMBLEWEED 110	DALLAS 95
CAMEL CARAVAN 125	BANK A BALL 110	UTAH 95
GIN RUMMY 125	MARYLAND 110	TELECARD 90
HOT ROD 125	SHARPSHOOTER 105	HOLIDAY 85
PLAYLAND 125	COLLEGE DAZE 95	BLACK GOLD 85
DREAMY 125	OKLAHOMA 95	PARADISE 85
SHANTY TOWN 115	BUFFALO BILL 95	JUST 21 85
SOUTH PACIFIC 110	TUCSON 95	EL PASO 85
GEORGIA 110	DE ICER 95	CARNIVAL 85
	THREE FEATHERS 95	ROUNDUP 85
		PHOENIX 85

ROCK-OLA SHUFFLE BOARDS and SCORING UNITS

Factory Reconditioned 22" Shuffle Board. Includes crating. \$175	New 22" Shuffleboard. Includes crating. \$275	SCORING UNIT—Scores by frames, by points for horseshoe or baseball. \$125
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Write for Quantity Prices

MISCELLANEOUS EQUIPMENT

Exhibit SILVER BULLETS \$165
TELEQUIZ. With Film 115
Williams STAR SERIES 125
Exhibit DALE GUN 95
ADVANCE ROLL 35
TOTAL ROLL 30

Williams MUSIC MITE

New 45 R. P. M. 10 selection phono. 2c or 10c play. Pedestal stand to match. Has 40 play accumulator. Write for price or will trade for late games.

SEEBURG M-100 PHONOGRAPH

100 record player. Really beautiful. Write for price.

Keeneey's LITE-A-LINE

New type 5 ball free play novelty game—41 winning combinations. 1 to 4 coin play. Available 5c, 10c and 25c coin chutes. Can score on 2, 4 or 5 balls.

TERMS: 1/3 Deposit, Balance C.O.D. or Sight Draft.



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TRIMOUNT'S Now Delivering WILLIAMS

JALOPY

THE GREATER GAME THAN HAYBURNERS

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EXCLUSIVE GOTTLIEB, WILLIAMS AND SEEBURG DISTRIBUTORS



Remember IN NEW ENGLAND IT'S TRIMOUNT!

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Fabricante de sinfonolas (aparatos fonograficos automaticos que funcionan mediante la insercion de una moneda) ofrece representacion de ventas, directa, en Venezuela, Guatemala, Cuba y algunos otros paises. Unicamente se consideran solicitudes de firmas responsables capaces, economicamente, de manejar ventas y servicio de esta clase de equipo. Escriba proporcionando amplios detalles a:

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PIN CONVERSION

FOR BALLY SHUFFLE BOWLER, UNIV. TWIN BOWLER, CHICAGO BOWLING ALLEY AND UNITED SHUFFLE ALLEY • Electric Motor Driven • Matches Cabinet Design • Easy to Install • Strikes and Spares Visible in Center of Unit.

\$39.50

SCOREBOARDS

Coin Operated Electric. Fits all Shuffleboards. 5 or 10c play. Center Overhead \$115.00 Wall Model 90.00

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LITE-A-LINE
UNITED ZINGO
CHICAGO 4 PLAYER BOWLING
UNITED 4 PLAYER SHUFFLE ALLEY
KEENEY 4-WAY BOWLER

Coinmen You Know

Continued from page 101

new operator friends in its Wurlitzer territory. . . . **Harold Theisen** is back from a trip thru Northern Minnesota. He is with the Friendly Sales Company and is doing a good job as an operator. His son, who has a bad case of hay fever, also made the trip.

Amos Helicher, Advance Music Company, was too busy this summer to get out to Lake Minnetonka and give his cruiser a real workout. But he still has hopes of spending a few days at the lake before the wintry blasts arrive. . . . **Jack Weinberg**, correspondent in this area for The Billboard who is recovering from a heart attack in Mount Sinai Hospital, has received a lot of encouraging notes from Twin Cities' firms.

Pittsburgh

Joseph Blonstein and **Monroe Greene**, partners, Coin Machine Agency, made a successful biz trip thru West Virginia and Charleston, Clarksburg, Parkersburg, to establish new territory in premiums among wholesale candy jobbers and operators. . . . **Michael Cocuzzi**, office manager, Oak Manufacturing Company's branch, spent a recent week-end at Raccoon Creek park. . . . **Phil Greenburg**, of Atlas Novelty Company, reached the semi-finals competing in the golf tournament at Baldoe Country Club, Irwin, Pa.

Howard Cohen, of Confection Specialties Company, is running a couple sets of operations. . . . **Charles Trent**, of Vandergrift, Pa., is having his brother, **Don**, handle his biz while he goes to Tucson, Ariz., to recover from a recent operation. . . . **Sidney Weinstein**, partner in Sidmor Vending Company, tore a ligament in his leg when he stepped in a hole while running across a vacant lot.

Angelo Cornella, **Frank Chupini**, **Frances Markiwicz**, of Jeanette, Pa., report the recent open-

ing of the Penn-Lincoln Parkway in their area has not kept truckers from patronizing their spots on the alternate route, in fact some locations there are doing better. . . . **Alexander Showe** is attempting to arrange for placement in an executive position in vending in another major city. He feels vending is no more difficult in almost any area in the U. S. than any other type of selling, and that it is difficult anywhere there is competition.

S. P. Moore, formerly district sales manager, is no longer with Tri-State Automatic Candy Corporation. At present **M. Berman**, general manager for the tri-State area with offices in Buffalo, is in town-interviewing candidates for the position. . . . **Victor Abelson**, Empire distributor, has just returned from a short biz trip eastward.

Bowlers are showing so much life that operators are buying new ones, refinishing those they have, and licensing them, for the yearly \$50 fee has given way to the \$25-six-month privilege. . . . **Pittsburgh Coin Machine Exchange** has its premium room completed and merchandise on display.

Milwaukee

Reports continue to come from coinmen thruout this area that grosses have taken a decided upturn. Veteran operator, **Doug Opitz**, informs that his music route has shown substantial gains. . . . **Clyde Nelson's** wife, **Lorraine**, who formerly did office chores for the old Packard Distributing firm, is back in the industry once more. This time she is aiding **Clyde** who guides the music and game routes of the General Novelty Company.

Back from a business excursion thru Northern Wisconsin, **Vic Manhardt**, Evans Constellation distributor, claims operators are clamping down on their orders

in spite of the tightening of equipment availability. **Manhardt's** ace salesman, **Elmer Engel** is slated to enter a local hospital September 17 for a three-week stay. Engel has been ailing with a leg bone infection.

Sam Cooper returned from a two-week vacation in Minnesota to find his desk loaded with paper work. Sam reports an excellent response from ops all over the State toward the new AMI box.

Arline Hackbarth, front office gal at Paster Distributors, waited for the middle of September for her vacation and is taking it in Madison. Another Paster staffer off on a late summer hiatus is **Garth Vossberg**, of the service department.

Making the rounds of coin machine parts and supplies houses this week, were **Casper Reda**; **Mr. Berquist**, of Ironwood, Michigan; **Jack Zimmerman**, Badger Music, of Watertown; **Joe Hess**, Love Amusement, and **Herb Wagner**, of G. & W. Novelty, South Milwaukee.

Detroit

Joe Parker, digger operator, was a visitor here during the Michigan State Fair. . . . **Mr. and Mrs. Charles A. Brandt** at Munising are opening a new Brandt Laundromat on Elm Avenue.

George Boutsikaris and **James A. Kerwin**, operating the G. J. Vending Company, are completing their first season with hair oil venders, installed during the summer at local swimming pools. With the outdoor season closing, they are switching locations to indoor pools. . . . **Vincent Meli**, of Meltone Music Company, was a recent visitor at Music Systems and placed a large order for new Seeburgs for his route.

Philadelphia

The city treasurer's report covering 1951's first eight months showed an increase of receipts from coin machines of \$10,107, indicating a favorable trade outlook for the rest of the year. . . . **Berlo Vending Machine Company** recently staged a display contest in theaters in the area where Pennsylvania, New Jersey and Delaware border.

Tho not complete, September has already been put down as an eventful month in the history of **David Rosen & Company**. Firm head, **David Rosen**, said record sales and the debut of AMI's Model D started the ball rolling and since then their other lines have gone into high gear. In addition **Harry and Teresa Rosen** will celebrate their 25th wedding anniversary Wednesday (19). **Harry**, brother of **David**, heads

the disk distributing department. Two certain to take a leading part in the fete will be the Rosen kin **Leonard** and **Vivian**. The climax to the busy month has been reserved for the 23d when **Leonard** will marry **Marlene Feinstein**.

Jack Kauffman, of K.C. Specialty Company, has announced the marriage of his daughter, **Anita**, to **Morrie Post**. The ceremony took place Sunday (9).

Washington

Hirsh de La Viez, last remaining pinball operator in Arlington County, Virginia, removed his machines from Arlington locations because of the county's high license fees. Meanwhile, **Denman T. Rucker**, Arlington Commonwealth attorney and the man responsible for the drive on pinball machines, was defeated in the recent Democratic primary election by **William J. Hassan**. The banning of pinball machines was one of the big issues of the campaign.

G. B. Macke Corporation will expand its cigaret-premium promotion with a new advertising campaign to be prepared by the **Henry J. Kaufman & Associates** Agency.

Indianapolis

The Calderon Distributing Company has added additional floor space by acquiring room north of present location. The additional space will be used as a showroom for **Rock-Ola** phonographs, while the established room will be used for the display of trade-in equipment. Owner **Calderon**, says his business is good and on the increase.

Southern Automatic Sales Company's open house for the new AMI phonograph, Saturday and Sunday (8-9) drew more than 300 operators from all parts of the State. **John Stewart**, AMI assistant sales manager, was present to greet the operators, and reported many encouraging remarks from the Indiana operators. A buffet luncheon was served visitors. In addition to the AMI display, the **Ajax Cigarette Machine**, **Williams' Hayburner** and **Jalopy**, **Gottlieb's Watch My Lines** and **Wild West**, **United's 6-Player** shuffle alley were exhibited.

Sicking Company, Inc., have on display Coney Island, the product of the **Bally Company**, Chicago. Business was reported improving, with many State Fair goers visiting the Sicking showrooms. . . . Operators report collections good, and ahead of last year at the same time. The trend is on the up, and there is unusual interest by operators in the new product now being displayed.

John Baker, Danville, Ind., operator was in buying records as also was **H. Reed**, of the **King Automatic Music Company**, of Elwood, Ind., and the **Miami Music Company**, represented by **Alfred J. Judy**, of Converse, Ind.

NEW ZEALAND FUTURE

High Export Cost Poses \$ Problems

CHICAGO, Sept. 15.—The future of the coin machine business in New Zealand is difficult to work out at this time in the opinion of **Christopher V. Jobling**, head of the Auckland distributing firm known as **Bell Automatic Company, Ltd.**

In the trade for more than a quarter of a century, **Jobling** made his first visit to the local plants here since 1932 in an effort to find out what type of merchandise was available for export. He had been in Chicago during World War II but at that time all factories were converted to the war effort.

Jobling pointed out the difficulty of distributing and therefore operating at normal capacity in New Zealand was tied up in a maze of restrictions, which in effect amount to a ban on non-essential imports, plus the high cost of getting new games into the country once the shipping and duty costs have been tacked on to the original list price. On the embargo side the basic problem—unless American firms are able to accept New Zealand money in payment for equipment—there is little likelihood for much trade of any type including the older used pieces. He added that while this approach seems feasible

since firms in other industries have been trying this method with success, the cost of operating newer units at New Zealand prices is a more difficult problem.

Coin Problem

Toward this end, **Jobling** stressed the game play price is equivalent to about 4 cents in U. S. money, a three-penny piece. Considering it costs the New Zealand operator about \$600 to put a new game on location after the initial price, plus freight and duties, it becomes obvious how long an operator will have to keep game going before his money is returned. For besides the costs of the equipment, the operator has to figure out cost and maintenance fees.

Currently, there is but one other firm in actual competition to **Jobling's** distributing and operating, a dual service **Bell Automatic** also performs. But **Jobling**, who specializes in games and bells, added there is a music machine operating firm in New Zealand which manufactures its own boxes. This firm has been in business since 1947 and makes only sufficient numbers of boxes to stock its own locations. It never sells its music equipment to other firms or locations.

New York

Vending luminaries who graced the dais at the Monday (10) metropolitan area meeting of the National Automatic Merchandising Association included **Clint Darling**, NAMA executive director; **Harold Cummings**, president of **Cadbury-Fry (America)**; **Ed Scully**, of **Lily-Tulip**; **Tom Hungerford**, National Vendors; **Bernie Scheuer**, Vendomat Corporation of America; **Robert Z. Greene**, Rowe president; **Ernie Fox**, Austin Packing; **Pete Foster**, Spacarb; **Everett Newcomer**, City Milk; **Harry Golden**, Universal Match; **George Herald**, Sero Syrup; **Pete Maloy** and **Bernie Osmond**, NAMA staffers, and **Charles (Brinky) Brinkman**, Rowe vice president and chairman of the confab (see separate story for report of meeting).

A pre-meet cocktail party at **Sam Kresberg's** Automatic Products brought together concession managers of several leading theater circuits. A quick check showed more than 1,100 movie houses represented. **Mel Rapp**, Automatic executive, could not attend. He was in Atlanta at a Coca-Cola convention.

NAMA staffers stayed in town (Continued on page 104)

Take but ONE MINUTE please...



Help yourself and the Billboard by filling in the coupon on

PAGE 57

"TOTO" PENNY EATING CLOWN



New penny pitch counting game! Stimulates trade. 11 1/2 in. Four lights, 3 stomach and nose flap on and off when played. Coins in big grinning mouth. Give beer or cigar to winner. Non-chip gypsum clay, covered with rubber paint, very colorful. Has built-in transformer. Plugs into any AC DC wall outlet. 15 lbs. Semi full amount. Immediate delivery.

\$14.95

Each Let's of \$12.50 each

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100%

Return privilege within 30 days. Not satisfied with our reconditioned equipment.

WURLITZER

616

Fully repainted. Perfect condition. Ready for location.

\$79.50 (repacked)

With Order, Balance C.O.D. Send for Complete List.

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Exclusive AMI Dist. E. Pa.

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DAVE LOWY & CO.

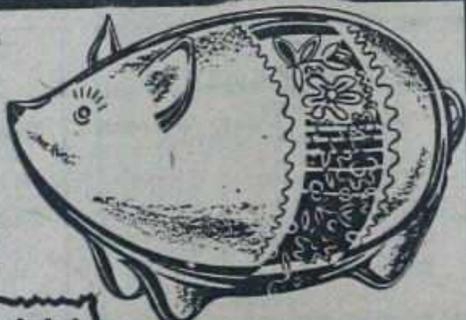
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50% Wool
25% Cotton
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Turf King (AB Series) 269.50
Turf King (AB Series—New) 469.50

USED PHONOGRAPHS
Wurlitzer 700 \$ 79.50
Wurlitzer 750E 89.50
Wurlitzer 300 74.50
850—AS IS and COMPLETE 35.00
Wurlitzer 1015 199.50
Wurlitzer 1017 214.50
Wurlitzer 1250 529.50
Seeburg Wall Boxes, W1-L56. Ea. 9.95

USED 5-BALLS
Mardi-Geas \$29.50
Triple Action 34.50
SHANGHAI 15.00
Spin Ball 29.50
Trade Winds 34.50

COVEN

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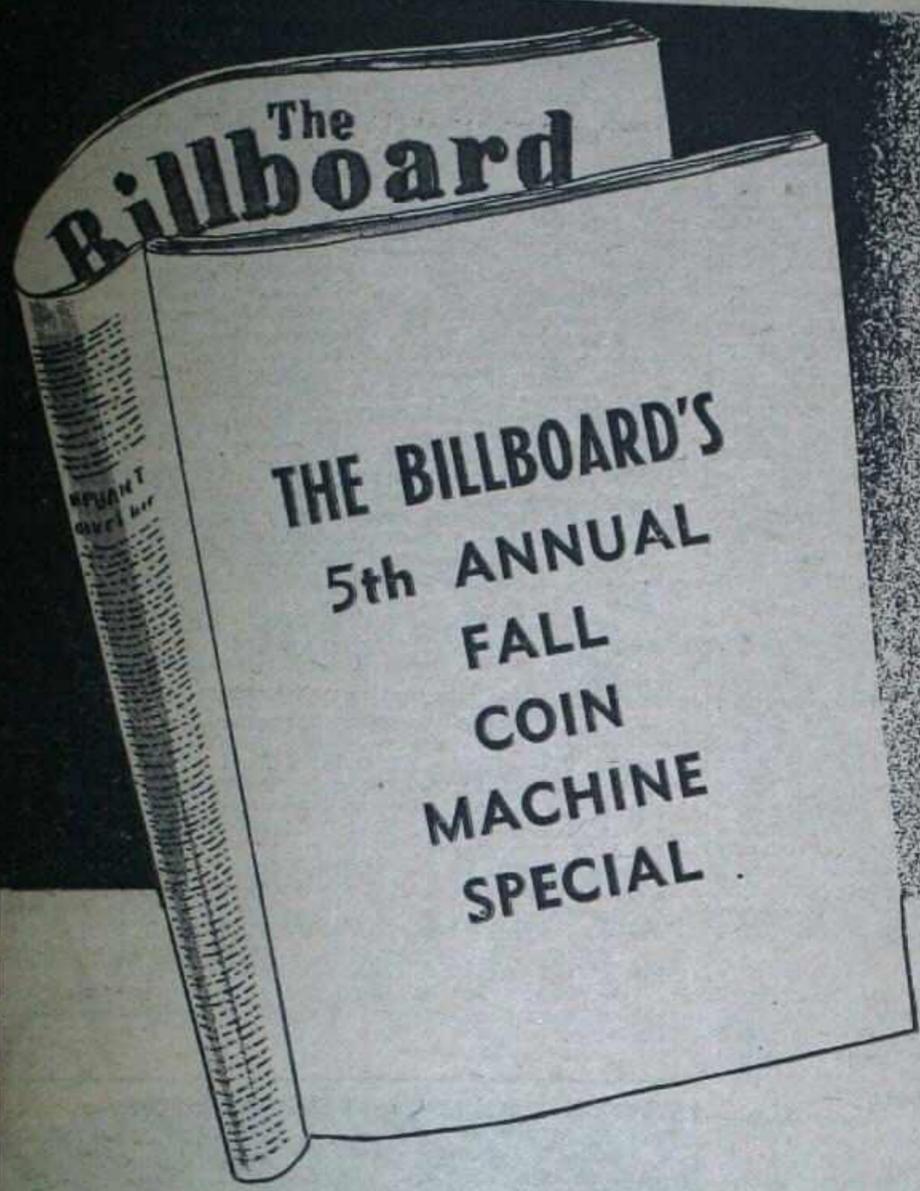
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Bally and WURLITZER
Products Phonographs

All Equipment Thoroughly Serviced or Reconditioned by Our Trained Staff.

MECHANIC WANTED

Must be thoroughly familiar with mechanisms and amplifiers of Rock-Olas and Seeburgs. Familiarity with Shufflelanes and Cigarette Machines desirable but not necessary. Only top men, sober and reliable, need apply. Give full details, references, present salary and experience. Good pay for right man.

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The Industry's Most Powerful Single Sales Promotion Medium

Timed to help you make your strongest bid for sales in the Big Fall Buying Season Ahead!

HERE'S A LOW-COST MEANS OF REACHING YOUR CUSTOMER

Proven by the ever-increasing number of distributors and manufacturers who start their fall sales campaign with ads in The Billboard's Fall Coin Machine Special.



EVERY BUSINESS PREDICTION for fall points to record highs in consumer purchasing power. Whether you get your share as a manufacturer, distributor or operator depends on what you do to make it come your way.

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You Wouldn't Believe an Unaudited Financial Statement of Your Business, Would You?

THAT'S WHY WE BELIEVE IN SELLING YOU AN AUDITED CIRCULATION . . . YOUR GUARANTEE OF GETTING WHAT YOU PAY FOR.

The Billboard's Audited Circulation is at an all-time high. More coin machine buyers than ever before will read your advertising in the 5th ANNUAL FALL COIN MACHINE SPECIAL. To get your fall sales campaign off to a running start, schedule an attention-getting ad in the biggest issue of the year.

FOR THE READER. In addition to regular weekly news features and editorial services, timely articles highlighting the opportunities ahead, such as:

THE COIN MACHINE INDUSTRY'S ROLE IN DEFENSE

The important part it will play in defense production.

EXPORTS—HOW THEY AFFECT YOUR BUSINESS

Growing exports reflect in a more staple market at home. The how's and why's are examined in this informative article.

THE GREAT CORN BELT

How record farm crops will bring record spending in the great Midwest Agricultural Markets.

PREMIUMS

How they have helped others hypo coin machine play and earnings. These, plus many other articles of current interest to all in the coin machine industry.

**EXTRA CIRCULATION at the MIDWEST COIN MACHINE CONVENTION
HOTEL PAXTON — OMAHA, NEBRASKA — OCTOBER 15 and 16**



FIRST Rule for Success:
'Finest Equipment Priced Right!'

5 BALL GAMES

SATISFACTION GUARANTEED

FOUR HORSEMEN	\$149
HOT ROD	125
SOUTH PACIFIC	115
3 METEERS	115
CAMEL CARAVAN	109
SHANTYTOWN	109
TUMBLEWEED	109
BASKETBALL	109
TAHITI	105
COLLEGE DAZE	105
JUST 31	99
KING ARTHUR	99
UTAH	95
SHARPSHOOTER	95
MARYLAND	95
BOSTON	89
DOUBLE SHUFFLE	89
SELECT-A-CARD	85
BOWLING CHAMP	79
JUST 31	79
ST LOUIS	79

New 5 BALL GAMES

Bally CONEY ISLAND
Keeney LITE A LINE
United 3-4-5
Gottlieb WILD WEST

TELECARD	\$79	SPEEDWAY	\$49
DALLAS	75	GIZMO	49
BIG TOP	75	CAMPUS	49
ROUND UP	75	BARNACLE BILL	49
TAMPICO	75	ALICE IN WONDER	45
MAJORS OF '49	75	WISCONSIN	45
CAROLINA	69	RANCHO	45
AQUACADE	69	MONTEREY	45
RAMONA	59	CINDERELLA	45
ONE-TWO-THREE	59	SHORT STOP	45
PINCH HITTER	59	RONDEEVOD	45
PUDDIN' HEAD	59	COVER GIRL	45
SCREWBALL	55	DEW WA DITTY	45
GRAND AWARD	55	RAINBOW	45
SHOWBLOW	55	TRINIDAD	45
SHOWBOAT	55	CATALINA	45
KING COLE	49	VIRGINIA	45
STARBUST	49	THRILL	45
MARDI GRAS	49	BANJO	45
ALI BABA	49		

ARCADE

SATISFACTION GUARANTEED

HOLLYCRANE	\$255
Exhibit SIX SHOOTER	225
MINIT POP, Like New	175
Wms. STAR SERIES	155
United TEAM HOCKEY	125
TELEQUIZ, Late Model w/Film	115
Microscope SKYFIGHTER	105
Chi. Coin GOALIE	95
Wms. ALL STARS	95
SWINGING MONK	95
QUIZZER w/Film	89
Exhibit DALE GUN, Like New	85
Seeburg SHOOT THE DUCK	75
Seeburg CHICKEN SAM	75
BAG-A-BUNNY	75
Genco BING-A-ROLL	75
Mercury 13-Way ATHLETIC SCALE	69
Genco ADVANCE ROLL	35

Brand New CLOSEOUTS

IN ORIGINAL FACTORY CRATES

Bally TURF KING	\$399
United TEAM HOCKEY	139
IRISH POKER (Pool Game)	95
Chi. Coin PLAYBALL	95
Rock-Ola SHUFFLE JUNGLE	55
ABT CHALLENGER	45

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SATISFACTION GUARANTEED

Completely Reconditioned
All Playing Fields Resurfaced

Keeney LEAGUE BOWLER	\$245
Un. TWIN SHUFFLE REBOUND	175
Univ. HIGH SCORE BOWLER	135
Keeney DOUBLE BOWLER	135
Un. SINGLE S.A. REBOUND	149
Chi. Coin ACE BOWLER	149
Chi. Coin TROPHY BOWL	145
Keeney DUCK PINS	145
Chi. Coin BOWLING CLASSIC	135
United SHUFFLE SLUGGER	135
Univ. SUPER TWIN BOWLER	135
Bally SHUFFLE CHAMP	89
Keeney KING PIN	85
Keeney LUCKY STRIKES	75
Un. SHUFFLE ALLEY EXPRESS	69
Univ. TWIN BOWLER (Fly away Pins)	65
Chi. Coin SHUFFLE BASEBALL	65
Keeney ABC BOWLER	65
Bally SPEED BOWLER	59
C.C. BOWLING ALLEY, Litapins	59
C.C. BOWLING ALLEY	55
Gottlieb BOWLETTE, 43 in.	55
Bally SHUFFLE BOWLER	45
Un. SHUF. ALLEY, Flyaway Pins	45
Williams DELUXE BOWLER	45
Genco BOWLING LEAGUE, 16 Ft.	35
Genco GLIDER	30
Williams TWIN SHUFFLE	25
United SHUFFLE ALLEY	25

6 PLAYERS

Keeney 4 Player LEAGUE BOWLER
Chi. Coin 4 Player BOWLING ALLEY
United 4 Player SHUFFLE ALLEY

Other NEW SHUFFLE GAMES

Bally SHUFFLE LINE
Genco SHUFFLE TARGET
Chi. Coin HORSESHOES

Wally Finke & Joe Kline

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Telephone 4-5209 balance C.O.D. Salt Lake City, Utah

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C.C. Thing	\$165.00	The Playrite	\$ 85.00
Ba. Turf King	425.00	Ex. Merchandiser	495.00
Uni. Skee Alley	250.00	Ge. Hits & Runs	165.00
Unv. Five Star	Write		

USED MACHINES Reconditioned

FIVE BALL

Ba. Carnival	\$ 45.00
Ba. Ballerina	45.00
Ba. Melody	35.00
C.C. Holiday	79.00
C.C. Playball	45.00
C.C. Sally	58.00
C.C. Shanshal	45.00
Ge. Hits & Runs	165.00
Ge. Tri Score	128.00
Ge. Rip Snorter	99.00
Ge. Canasta	85.00
Ge. Big Top	78.00
Ge. Floating Power	40.00
Ge. One, Two, Three	50.00
Ge. Mardi Gras	45.00
Got. Madison Sq. Garden	130.00
Got. Just 31	75.00
Unl. Blue Skies	50.00
Unl. Ramona	52.00
Unl. Pinch Hitter	45.00
Unl. Rancho	40.00
Unl. Major League	35.00
Unl. Dew-Wa-Ditty	35.00
Unl. Mexico	28.00
Wms. Dallas	75.00
Wms. Yankee	55.00

ARCADE

C.C. Ace Bowler	\$150.00
C.C. Trophy Bowler	150.00
Ev. Ball & Score	45.00
Ev. Tommy Gun	250.00
Ex. Six Shooter	85.00
Ex. Strike	85.00
Ge. Bowling League	35.00
Groet. Met. Typer	135.00
Ke. Ten Pins	125.00
Kirk Gussner Scales	85.00
MV. Sky Fighter	125.00
Nat. Electric Ticket Scale	95.00
Unv. Shuffle Tournament	225.00
Unv. High Score Bowler	175.00

MUSIC

Filhen 30 Record	\$125.00
Mills Constellation	125.00
Packard Wall Boxes	72.00
Ristaurat	65.00
Rock, 1452	165.00
See, 144 S	125.00
See, RC-889	50.00
Wurl, 800	48.00
Wurl, 400	48.00

ONE BALL

Turf King	\$325.00
Ba. Champion	200.00
Ba. Citation	125.00
Ba. Gold Cup, '48	75.00
Unv. Winner	295.00
Unv. Photo Finish	175.00

MISCELLANEOUS

Color-Ado P.B. Mach.	\$110.00
Color-Ex P.B. Mach.	8.00
Color-Ado Refills	4.25
Punch Master	8.00
Walters Auto. Cabinet	18.00
Weighted Stands	20.00

CHICAGO COIN HIT PARADE UNITED A. B. C.—WRITE

"Central Ohio Coin Quality Buys"

United-3-4-5	SHUFFLE ALLEYS	KEENEY
United-AB-C	NEW	4 PLAYER CONVERSION
Universal-5 STAR	Chi. Coin-HORSESHOES	FOR
Keeney-LITE-A-LINE	United-6 PLAYER	SHUFFLEBOARDS
Bally-CONEY ISLAND	United-SKEE ALLEY	
	Genco-SHUFFLE TARGET	
USED SHUFFLE ALLEYS	New WINNERS FUTURE TURF KINGS	ONE BALLS
Universal-TWIN BOWLER		TURF KINGS
Bally-SPEED BOWLER		WINNERS
Chicoin-BOWLING ALLEY		PHOTO FINISH
Universal-SUPER		CITATIONS
Keeney-9 1/2 LEAGUE BOWLER, 4 Player		CHAMPIONS
Keeney-KING PIN		GOLD CUPS
United-DOUBLE EXPRESS		
Un-ORIGINAL ALLEYS		
Un-ORIGINAL w/DIS. PINS		

WRITE, WIRE OR PHONE FOR PRICES-ADAMS 7254

CENTRAL OHIO COIN MACHINE EXCHANGE

529 S. HIGH-COLUMBUS 15, OHIO

Coinmen You Know

Continued from page 102

until Wednesday (12) to attend a special meeting of the association's cup vending division at the Lexington Hotel. Main address was given by Dr. W. L. Mallmann, who heads up a research project on cup equipment at Michigan State College.

In music circles top interest centers around the coin industry dinner Tuesday (18) honoring Albert S. Denver, president of the Automatic Music Operators' Association. More than 150 operators, distributors and diskery execs are expected to show at the event, proceeds to go to United Jewish Appeal.

Irv Holzman, of Flushing Music, is mourning the death of his mother. . . Paddy G. Biris, who operates jukeboxes locally, has just joined AMOA. . . Joe Cohen, general manager of Ristaurat, Appleton, Wis., was here last week on business. . . Willie Levey, of Levey & Holtzman, was up from Florida this week for a short visit. . . Many city music ops attended a beefsteak dinner in a Queens night spot Monday (10) hosted by Lou Boorstein, of Douglas-Bruce, disk distributors.

Moe Bitter, formerly associated with Marcus Klein in the jobbing business, has joined with Lester Paul in a new game operation. They purchased a shuffle route from Harry Berger, of West Side Distributing. . . Louis Deffner, operator of a large route of drink venders in Canada, was here last week to take in the Turpin-Robinson fight.

Latin-American visitors in to see Harry Berger at West Side last week included Enrique Jay, op-distrib of Santiago, Cuba, and Miguel Arabal, Havana game operator. . . Bill Wiener, Eastern Electric Sales rep, has loaned a cigarette machine for use as a prop on television show this week.

Joe Hirsch, manager of the Associated Amusement Machine Operators of New York, is setting up the year-end affair of the group. He expects it to be held at the Latin Quarter, scene of last year's shindig, December 9.

Chicago

Clare Meyer, Exhibit Supply Company, is still in Toronto winding up firm business connected with the Canadian National Exposition which ended Saturday (8). Frank Mercuri also represented the company at the event which on the final day alone attracted 294,000 persons from many parts of the world. Exhibit Supply's horses, rotary merchandisers and other equipment attracted unusual attention. Mercuri stated on arrival at his office Tuesday (11), M. J. Gorton, Bay City, Mich., arcade operator, was a plant visitor this week.

Ed Levin, Chicago Coin Machine Company sales manager, reports initial acceptance to 6-Player Bowling Alley encouraging. Distributors started showing the game last week and found favorable operator reaction to the high score box and formica playfield as well as the many other new ideas introduced in the game.

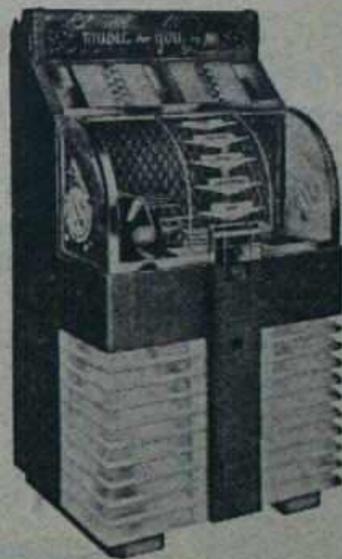
Adolph Raymond, A & M Music Company head, was the central figure in a gala office birthday party Monday (10). With routemen and office personnel lining the "executive" desk which was arrayed with party eats, all enjoyed an extended lunch hour. Contributing to the gathering's sparkle was Mrs. Raymond, who left household duties for the nonce to toast the "old man."

At Empire Coin Machine Exchange there is a noticeable upswing in trade and Gil Kitt and Howie Freer have been extending themselves to keep up with the new demand. Stanley Levin was back from a road trip thru the Illinois and Iowa territory with a fistful of orders.

Wally Finke and Joe Kline have received a lot of compliments for setting up an operators' courtesy department. This is a section of the headquarters completely equipped for operators to handle business or personal matters while they are in for a buying trip at First Distributors.

Calendar for Coinmen

- September 20—National Automatic Merchandising Association Region IX area meeting, Plaza Hotel, San Antonio.
- September 24—NAMA Region IX area meeting, Rice Hotel, Houston.
- September 24—Phonograph Owners' Association, monthly meeting, Broadway Hotel, East St. Louis, Ill.
- September 25—Amusement Machine Association of Philadelphia, semi-monthly meeting, Broadwood Hotel, Philadelphia.
- September 25—Automatic Music Operators' Association, Inc., monthly meeting, Park Sheraton Hotel, New York.
- September 25—Western Vending Machine Operators' Association, monthly meeting, Los Angeles.
- September 26—Music Merchants' Guild, semi-monthly meeting, Narragansett Hotel, Providence.
- September 27—Connecticut State Coin Association, semi-monthly meeting, Hotel Bond, Hartford.
- September 27—Michigan Self-Service Laundry Association, monthly dinner discussion meeting, Detroit-Leland Hotel, Detroit.
- September 27—California Music Guild, Northern Division, monthly meeting, Sacramento Hotel, Sacramento.
- October 1—Illinois Amusement Association, monthly meeting, 208 North Madison Street, Rockford, Ill.
- October 2, 16—Music Operators' Association of Indiana, Inc., semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.
- October 8—Wisconsin Phonograph Operators' Association, monthly meeting, City Hall, Brodhead, Wis.
- October 9—California Music Guild, monthly meeting, 311 Club, Oakland.
- October 9—Automatic Phonograph Owners' Association, monthly meeting, Gibson Hotel, Cincinnati.
- October 10—Music Operators of Northern Illinois, monthly meeting, Hapsburg Inn, River Road (North of Des Plaines).
- 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.
- November 12, 13—National Association of Gum Vendors, first annual convention, Hollenden Hotel, Cleveland.
- November 12-15—National Automatic Merchandising Association, annual convention and exhibit, Cleveland Auditorium, Cleveland.



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- 1000 Broadway, Cincinnati 2, Ohio Phone: Main 3262
- 129 West North St., Indianapolis, Ind. Phone: Plaza 5571
- 3011 East Maumee Ave., Fort Wayne 4, Ind. Phone: Eastbrook 3487
- 240 North Jefferson, Lexington 2, Ky. Phone: 3-2955

Take but
ONE MINUTE
please...



Help yourself
and the Billboard
by filling in
the coupon on...

PAGE 57

Miami

Eddie Frink mechanic at Taran, is swamped with Shuffle Alley conversions in the wake of a recent State ruling holding free plays legal for high scores on shuffle games. . . . Sol (Red) Mohre, Taran parts clerk, goes on vacation shortly.

Cookies, Inc., is moving along fast with its Sunshine Biscuits venter operation. Owner Willie Blatt acquired the franchise a year ago when 100 machines comprised the route, and has since built it up to 300. The steady increase in industrial locations and the stepped-up tempo at Miami International Air Depot have been major factors in the company's climb.

Eli Ross, Taran's sales manager, will go on the road with Jack Lipsiner, service manager, to show the new AMI Model D juke box. Unveillings will take place in Miami, Jacksonville, Havana, West Palm Beach, Tampa and Puerto Rico.

Reactivation by the Air Force of Morrison Field, West Palm

Beach, is now a reality and should prove a business stimulant for coin ops. . . . Eli Ross and his wife, parents of a baby daughter, have moved into their new Coral Gables home. . . . New employees at Ace-Saxon are Percy Lee Wilson Jr., shop man, and William Stone, stock room clerk. Paul Bjerg, shop man and son of Mrs. Astrid Bjerg, the company's bookkeeper, is winding up his summer job and will return to school.

Exhibit Supply Company's Big Bronco has registered big, according to Orzie Truppman of Bush Distributing, which is selling the pony to coin ops. The "pony-ride" has been installed in Sears-Roebuck and two Holly's stores in Greater Miami, and the Maas department stores in St. Petersburg and Tampa. Truppman says he has several orders which he is unable to fill, and in fact doesn't even have a sample left in the showroom.

Taran Distributing's Havana branch, which operates under the name of North American Amusement Company, lost the services of the Ross clan for a few days. Maynard Ross, brother of Taran's Miami sales manager, Eli, and the Ross boys' parents, Harry and Rebecca Ross, flew to Miami to see little Judith Ann Ross, the new arrival at the home of Eli and his wife. Maynard is Taran's Cuban manager and is assisted in the business by his parents.

Dave Engel, who operates Arrow Amusements, believes the newly formed Amusement Machine Operators' Association of Dade County is destined for outstanding success. "At last the operators have an association that will work," exclaimed Engel, who spent many years in Newark, N. J., before coming to Miami in 1945.

Taran Distributing's open house in honor of AMI's new Model D phonograph coincided with the second birthday anniversary of little Freddy Lomborg, whose daddy, Sonny, is the Taran manager for the West Coast of Florida. Setting up the equipment for the AMI display kept Jack Lipsiner so busy he had to munch a sandwich and coke on the fly. Lipsiner and Taran and also sales manager Eli Ross have a busy week ahead with AMI showings slated in Taran's territory which extends from Georgia to Puerto Rico.

Al Borrison, game and music operator in Key West, is back from a vacation in Canada. Borrison has developed his Al's Music Company to a high position among South Florida coin operations. . . . Harry Goldberg, H & G Novelty Company, received a number of new premiums such as overnight cases, novelty clocks and broilers. With pin game play lagging in Miami, many operators have turned to more expensive premiums to stimulate business.

Charles Brown, partner in Barnett's Service, reports two Williams pin games, Hayburners and World Series, are getting the heaviest play on the company's route. Max Shaw, Taran Distributing comptroller, back from a pleasure trip to St. Petersburg, St. Augustine and other points of interest in Florida.

Cy Wolfe, Florida distributor for Seeburg, conducted a two-day service school September 9 and 10 at the El Comodore Hotel here for operators and their mechanics using the 100 Select-o-Matic. . . . Ron Rood, Southern Music Company at Orlando, received samples of the new Rock-Ola '52-'50 Super Rocket phonograph for which he is Florida distributor.

James C. Callahan, manager of the parts department at Bush Distributing Company, off on vacation. . . . Birthday congratulations to Lenease Mullenax, clerk in Ace-Saxon's Fort Lauderdale branch. . . . Ditto to Carolyn Dickens, whose mom is the right hand of John Saxon, president of Ace-Saxon. . . . Dave Engel has sold a pin route to Advance Music Company.

Geri Lois Taran, daughter of Sam Taran, has moved up her wedding to Marve Lieber from December 29 to November 3. Geri and her fiance went fishing in Key West but they ran into bad weather and caught nary a fish. . . . Lenny Bailor has mastered the Spanish language to such an extent that he is slated to join Taran Distributing's Havana office in a few weeks. It wouldn't surprise us if Lenny, a bachelor, finds Cuba's romantic atmosphere luring him to the altar.

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Seeburg 1944 RC Specials	\$249.50	Packard Model	\$ 79.50
Seeburg 1947 RC Specials	274.50	Packard Manhattan	149.50
Wurlitzer 015	199.50	Mills Constellation	169.50
Wurlitzer 1100	374.50		

PRE-WAR PHONOGRAPHS

Seeburg Hi Tones	\$ 49.50	Wurlitzer 700	\$79.50
Seeburg Colonels	49.50	Wurlitzer 705	89.50
Seeburg Envoys	49.50	Rock-Ola 1418	49.50
Wurlitzer 350	109.50	Rock-Ola Super	49.50
Wurlitzer 500	49.50	Rock-Ola Playmaster	64.50
Wurlitzer 550	49.50	Mills Empress	39.50

ACCESSORIES

W1-L56 Wireless Seeburg 5c Boxes	\$22.50
Packard Boxes	17.50
3W2L56 Wired Seeburg 5c Boxes	22.50
2140 Wurlitzer 5c-10c Boxes	24.50
3033 Wurlitzer 5c Boxes	19.50

SHUFFLE GAMES

Shuffle Express	\$69.50
Chicago Coin Bowling Alley	
Universal Twin Bowler	EACH
Deluxe Bowler	
Speed Bowler	
Dale Gun	\$69.50
All Star Baseball	49.50

NEW GAME SPECIALS

Tri-Score	WRITE
Stop 'n' Go	

CIGARETTE MACHINES

Unecda Model 500	\$69.50
Du Grenier Model W	49.50

3 COMPLETE HOSTESS SYSTEMS—UNITS OF 10—MAKE AN OFFER!

Ten Pins	Take Your Choice \$34.50 EACH	Pin Boy	
Shuffle Alley Bowling League		Shuffle Bowler	
Shuffle Lane		Bowlette	
		Twin Shuffle	
	FIVE-BALLS		
Cinderella	\$49.50	Monterrey	\$59.50
Black Gold	79.50	Summertime	39.50
Karatoga	59.50	Virginia	29.50
Wisconsin	49.50	Tennessee	29.50
Trinie Action	29.50	Dallas	79.50
Merry Widow	29.50	Maryland	19.50
Screw Ball	29.50	Lucky Inning (new)	119.50
Trade Winds	29.50	Rendezvous	39.50
Skip Ball	29.50	Major League Base-	
Crazy Ball	29.50	ball	29.50
Catalina	29.50	Moon Glow	39.50
Stormy	29.50	Aquacade	59.50
Dew-Wa-Ditty	29.50	El Paso	79.50
		Camel Caravan	\$79.50
		Three Feathers	79.50
		Floating Power	69.50
		Champion	79.50
		Samba	97.50
		Morocco	49.50
		Swanee	59.50
		Alice in Wonder-	
		land	39.50
		Lady Robin Hood	39.50
		Humpy Dumpty	29.50
		Telecard	49.50
		Mir Parade	29.50

TERMS: 1/3 Deposit, Balance C.O.D.

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HAPPY-GO-LUCKY	GOTT BASKETBALL	KING ARTHUR
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JOKER	A-B-C	CONTROL TOWER
SPOT BOWLER	BRIGHT LIGHTS	SHOO SHOO
4 HORSEMEN	MAD. SQ. GARDEN	3 MUSKETEERS
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TWIN SHUFFLE ALLEY REBOUND
4 PLAYER
5 PLAYER
KEENEY LEAGUE BOWLER

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NEW CLOSEOUTS!
 United Team Hockey \$139.50
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5-BALLS

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United Zingo	United 3-4-5
Bally Coney Island	Keeney Lite-a-Line
Univ. 5 Star	Wms. Hayburners
Gott. Wild West	
Minstrel Man \$169.50	Just 21 \$79.50
Hot Rod 149.50	El Paso 74.50
Rockette 144.50	Phoenix 69.50
Fighting Irish 139.50	Round Up 69.50
Knockout 139.50	Show Boat 69.50
Sweetheart 134.50	Carnival 69.50
Flying Saucers 129.50	Tucson 69.50
Dreamy 124.50	Black Gold 69.50
Tri-Score 119.50	Harvest Moon 69.50
Harvest Time 119.50	Buccaneer 69.50
SHANTYTOWN 119.50	One-Two-Three 59.50
Canasta \$119.50	Swanee 59.50
Arizona 119.50	Grand Award 59.50
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Utah 99.50	PARADISE 49.50
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Maryland 99.50	Cinderella 49.50
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Golden Gloves 94.50	Spinball 49.50
Double Shuffle 94.50	Ali Baba 49.50
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Dallas 79.50	Shanghai 49.50
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Big Top 79.50	SUNNY 49.50
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BUTTONS AND	Star Dust 49.50
BOWS 79.50	Summertime 49.50
Telecard 79.50	Trade Winds 49.50
Super Hockey 79.50	Wisconsin 49.50
	Crazy Ball 49.50
	Contact 44.50

MUSIC

Evans Constellation	Evans
Chicoin	Pushover \$295.00
Band Box .. Write	Hollycrane, New
Wurlitzer 1915 \$250.00	Exh. Merchantman 99.50
Wurl. 1917	HOLLYCRANE 275.00
Hideaway ... 259.00	Exh. Rotary Claw Mdr. ... 175.00

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Evans Constellation	Evans
Chicoin	Pushover \$295.00
Band Box .. Write	Hollycrane, New
Wurlitzer 1915 \$250.00	Exh. Merchantman 99.50
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Bal. Big Inning 195.00	Chicoin Bowling Classic
Wms. Star	Chicoin Trophy Bowl
Series 139.50	Chicoin Twin Rebound
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Wms. All Stars 109.50	Bally Shuffle Bowler, 9 1/2"
Jack Rabbit 109.50	Bally Speed Bowler, 9 1/2"
Chi. Coin Goalee 99.50	Nationwide Shuffle Pool
Scientific	Gottlieb Bowlette, 63"
Pokerino 99.50	Keeney ABC Bowler
Exh. Shuffle Bowl	Keeney League Bowler 4 Player
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69.50	
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Bal. Heavy Hitter & Stand	
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Genco Shuffle Target	
Universal High Score Bowler	
RECONDITIONED	
United 4-Player	\$295.00
United Twin Shufflecade	275.00
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United Shuffle Slugger	149.50
United Skee Alley	189.50
United 2-Player SA Express	199.50
United Single SA Rebound	199.50
United Shuffle Alley Express, 6"	129.50
United Double Shuffle Alley	79.50
UNITED SHUFFLE ALLEY EXPRESS 74.50	
United Super Shuffle Alley	49.50
United Shuffle Alley	39.50
With Disappearing Pin Conversion	59.50
Universal Super Twin Bowler	145.00
Chicoin Bowling Alley	64.50
Chicoin Bowling Classic	140.00
Chicoin Trophy Bowl	150.00
UNITED TWIN REBOUND 224.50	
Bally Hook Bowler	275.00
Bally Shuffle Bowler, 9 1/2"	44.50
Bally Speed Bowler, 9 1/2"	79.50
Nationwide Shuffle Pool	44.50
Gottlieb Bowlette, 63"	69.50
Keeney ABC Bowler	69.50
Keeney League Bowler 4 Player	275.00
Wms. Double Header	149.50

VENDERS

SMOKESHOP 612	CUSTOM \$229.50
Acorn Vendor, Te or Se	14.50
Acorn Se Charm	14.50
Atlas Se Bantam	14.50
Frantz Scale	115.00
Silver King	13.95
S.K. Hot Nut	29.95
N. W. 49, Te or Se	17.35
72-Bar U-Select-It	49.50
De Luxe, 1-Se	34.50
N. W. Tab Gum	25.95
33 Ball Gum	7.50
Freeway Refrig. Sandwich	Write

T-BALLS

Turf King	\$315.00
Winner	275.00
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CITATION	134.50
Gold Cup	84.50
Jockey Special	64.50
Special Entry	54.50
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Winner	Write

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- ★ What's New in Music
- ★ Successful Premiums

and to talk to other operators from all over the country—attend important meetings that will help iron out operating problems.

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Camel Cafevan 85.00	Manhattan ... 22.50	Tahiti 19.50
Floating Power 49.50	Mercury 72.50	Thrill 27.50
Flying Saucer 112.50	Monterrey ... 22.50	Trade Winds ... 24.50
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	Serenade 39.95	Virginia 29.50
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State 1-5 or 10¢; how many and price.

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ACTION!**

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**4 SUPER-HIGH SCORE
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NEW
UNITED SIX PLAYER
BALLY SHUFFLE LINE
KEENEY SIX PLAYER
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PLAYER
RECONDITIONED
BALLY:
Baseball, New . . . Write
Hook Bowler . . . \$285.00
Speed Bowler . . . 39.00
Shuffle Champ . . . 89.00
Shuffle Bowler . . . 19.00
UNITED:
Five Player . . . \$375.00
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Standards . . . 19.00
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All Alleys in perfect
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Send ball hurtling around playfield, register High Score, advance Jalopies! Roll Overs and Flippers add speed to each race!

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DRIVERS pilot actual Miniature Cars down the track inside the backboard! Breath-taking suspense as they race to hair-raising photo finishes!

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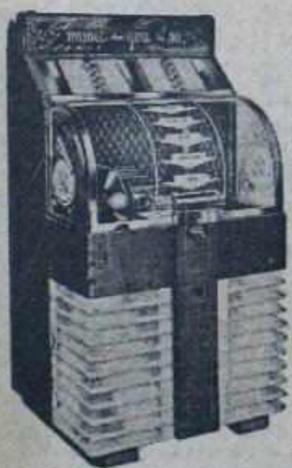


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WRITE FOR LIST OF CLOSEOUTS—ALSO RECONDITIONED EQUIPMENT

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Help yourself and The Billboard by filling in the coupon on

PAGE 57





Chicago Coin's 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 AND COLORFUL

+ PLUS +

■ REBOUND 20-30 SCORING ■ ROLLOVER CONTACTS ON PLAYFIELD
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SIZE - 8 FT. x 2 FT.

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Drive Mobile	350.00	X-Ray Peeper	85.00	Mut. Fishing Well	125.00
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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!

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FOR A LIMITED TIME ONLY!
We will ship all orders of 5 or more deals PREPAID, when full remittance is received with order.

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All deals are guaranteed to satisfy operator and location. If not return for full credit.

MITCHELL'S MASTER MERCHANDISE

MAKES MORE MONEY FOR YOU AND YOUR LOCATIONS!

All Operators agree: Mitchell's Deals are the best value in the entire U. S. A.

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QUALITY PRIZES! ATTRACTIVELY DISPLAYED!

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NEW "EXTRA-BALLS" IDEA

INSURES EXTRA PLAY-APPEAL AND EXTRA PROFITS

Bally CONEY ISLAND



FAMOUS "IN-LINE" SCORES

Popular 3-in-line, 4-in-line, 5-in-line score system attracts busy play . . . and takes in up to 3 coins for first 5 balls, as players select 1, 2 or 3 score sections. Player scores only in selected sections, but scores light up in all sections to tantalize and insure repeat play and plenty of triple-section play.

NEW "EXTRA BALLS" IDEA

After shooting first 5 balls, player may deposit extra coins to play for 1, 2 or 3 extra balls. Extra balls are released on mystery-flash basis . . . 1, 2 or 3 balls. Player may play as many coins as desired for extra balls, but only a total of 3 extra balls are released. Location checks prove players average 2 to 5 extra coins per game to turn near-winners into winners.

FUTURITY

all the profit-proved play-appeal of Turf King
PLUS NEW FUTURE-PLAY SHUFFLE-LINE
 SHUFFLE-BOWLING ACTION
 PLUS "IN-LINE" SCORING

CONEY ISLAND combines the profit-proved play-appeal and earning-power of BRIGHT LIGHTS with the fascinating new Extra-Balls Feature that insures plenty of extra coins every game. Because every game played is either a winner or a near-winner, players can't pass up the opportunity to clinch a winner with extra balls. Try CONEY ISLAND today. You'll be mighty glad!

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UNITED'S
6 Player Shuffle-Alley
 Larger Group Play for Greater Earnings



1, 2, 3, 4, 5 or 6 Can Play!

10¢ PER GAME... EACH PLAYER

FAST REBOUND ACTION

(ROLL-OVER SWITCH REBOUND)

20-30 Scoring

DISAPPEARING PINS

Easy to Service

SIZES
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