



The Billboard

SEPTEMBER 22, 1951  THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY  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...

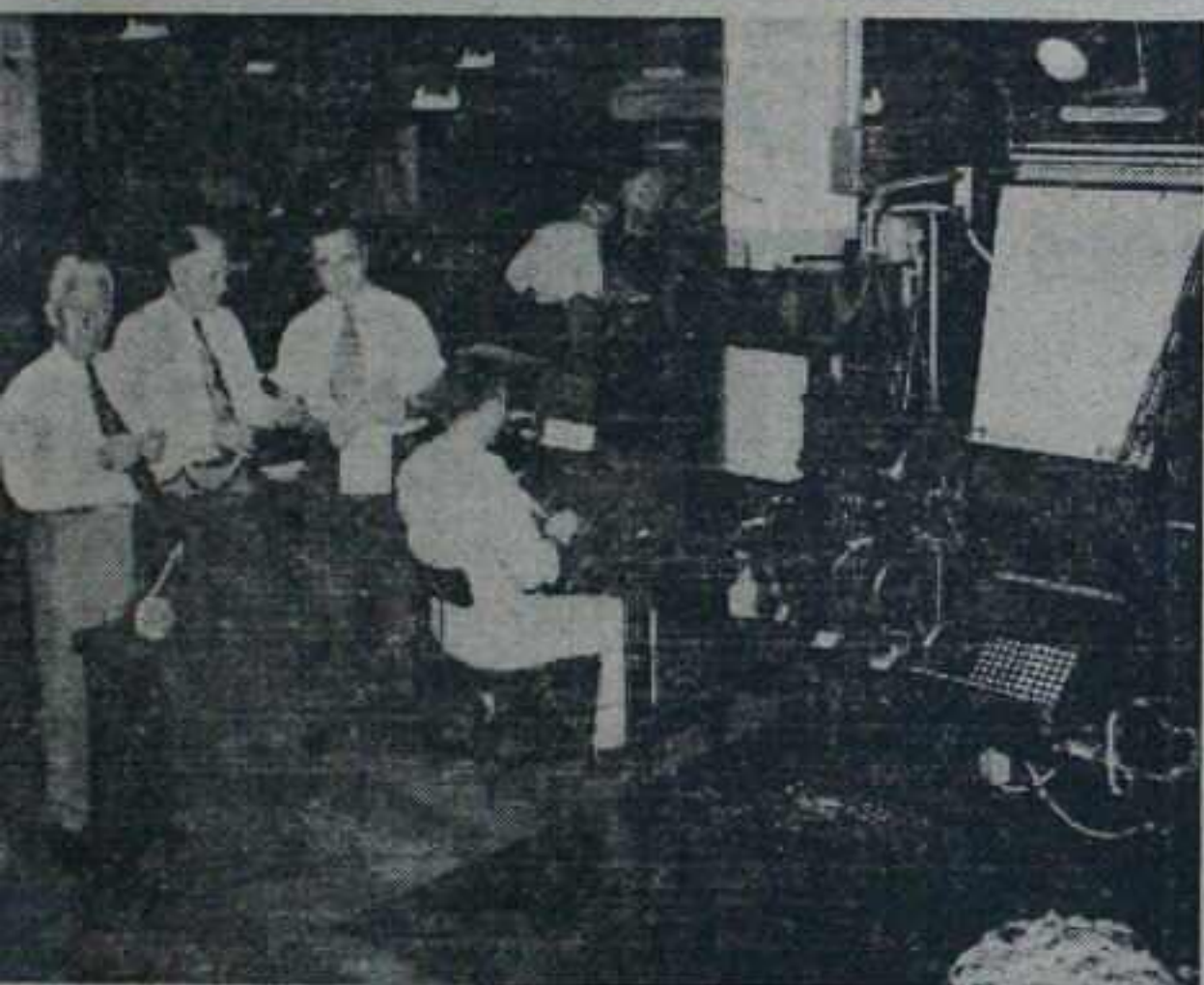
Help yourself and *The Billboard* by filling in the coupon on

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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

board 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-vaude editor, catches the new stage show at Radio City Music Hall Friday

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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 Sweet, the Teletypesetter operator. As Sweet 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 teletunes 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*, Robert 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.

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.

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.

Monday: 7:30-8:00—ABC, Hollywood Screen Test (Ironrite), 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 Jessi 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.

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.

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 Seeman 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 NBC TV AFFILIATE A STEINMAN STATION

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 programing division when the station relations department, headed by Bill Schudt, assumed its supervision. Co-operative programing 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

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, etc.

Fuel Sponsors

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

*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.

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

A QUIZ FOR ADVERTISERS AND THEIR AGENTS

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



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*
Flower Of Dawn My Love	Tommy Dorsey and Victor Young 27759*

March Of The Siamese Children Shall We Dance? Both from Musical Production "The King And I"	The King And I Orchestra Gertrude Lawrence and Yul Brynner 27717*
Rock All The Babies To Sleep Where Is The Rooster (Meow-Wa, Ba, Ba, Ko-Goo-Ta)	George's Tavern Band 45151*

If I Live A Thousand Years A Little Bit Of Heaven	Clay Allen 46390*
I Want You To Know That I Love You I'll Love You Till The Cows Come Home	Lonnie Glasson 46361*

Where Is Love I'm All Yours	The Bell Hops 48219*
I Been 'Buked—I Been Scorned Jesus, Lover Of My Soul	The Famous Blue Jay Singers of Birmingham, Alabama 48240*

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

DON CHERRY
sings
VANITY
and POWDER BLUE



A SMASH HIT!

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

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		
20.	Deep River Boys	Victor	

26

26

25

9.

Humberto Morales

Columbia

POINTS

521

387

370

55

POINTS

960

411

164

115

109

106

85

61

49

20

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

Johanie 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 Wallich, Decca exec veepee Leonard Schneider and attorneys Henry Cohen, Mortimer Edelman and Morris She-.

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.

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 aircast.

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

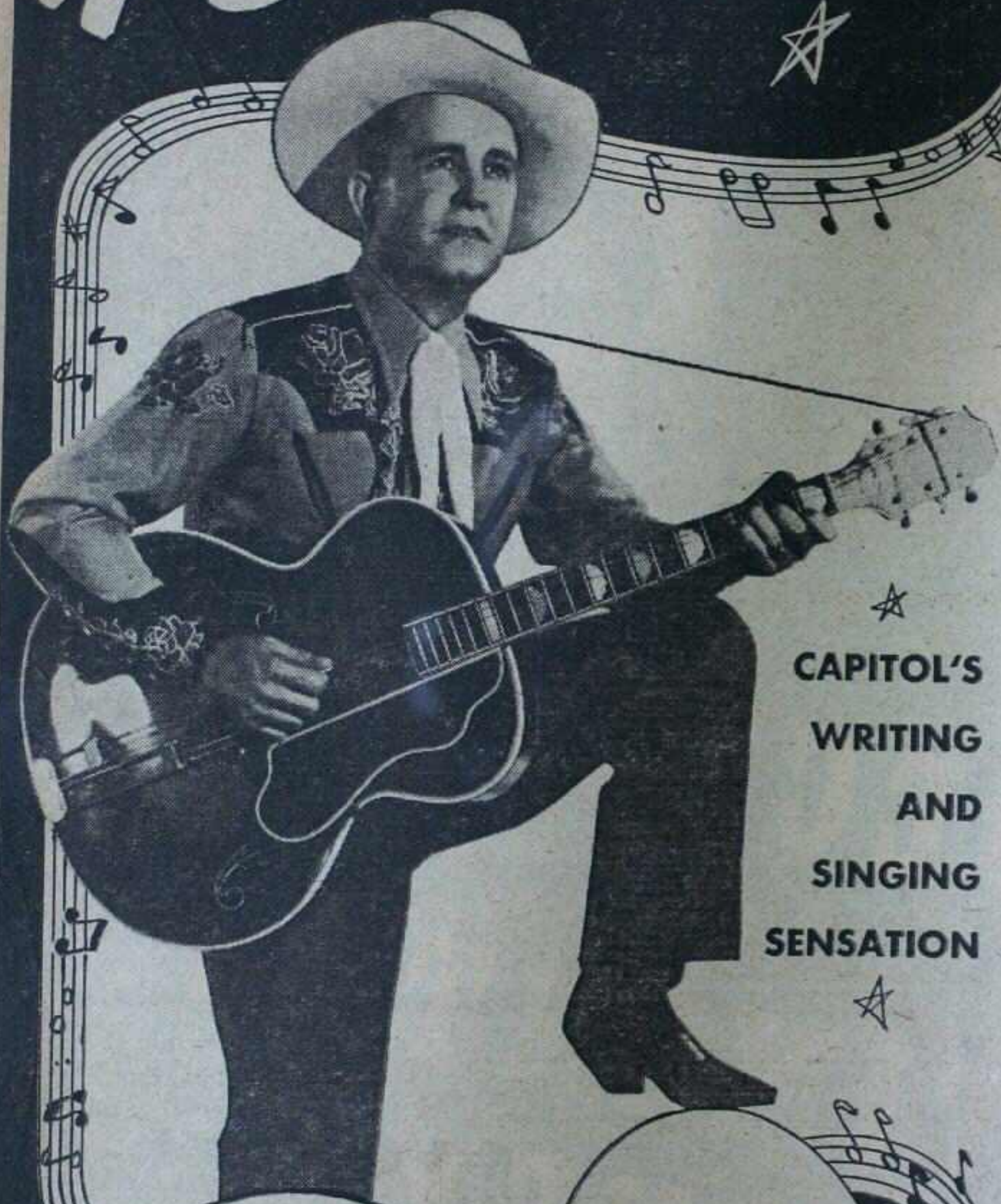
Hear These by AMES BROTHERS
 ONLY, ONLY YOU
 and
 EV'RYTHING'S GONNA BE ALRIGHT
 60549 and 9-60549

•
 SWEET LEILANI
 and
 HAWAIIAN WAR CHANT
 60510 and 9-60510

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

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

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.
4527 Sunset Blvd.
Hollywood 27, Calif.

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, Theatrical; 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 14001; E. Fitzgerald, Dec 81216; B. Hayes-F. Coenbo 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, Theatrical.

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. Vaughn, 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. Derw C. Farran Ork, Mer 5673; B. Shore, V 20-4174; J. Turay, Dec 27668; J. Davis, Columbia 39488.

(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 1348

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, Theatrical; Johnny Guarnieri, Theatrical.

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, Theatrical.

WARNING — The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Simply write or wire Publisher, The Billboard, 1364 Broadway, New York, and permission will be immediately granted.

**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 Portent of
IRVING BERLIN
conducted by Guy Luypaerts

A Symphonic Portent of
RICHARD RODGERS
conducted by Guy Luypaerts

ALWAYS TOP HAT WHITE TO AND TAKE
ALANDIN I RASTINE BARD
GOD BLESS AMERICA
DON'T TELL A LITTLE BOY
HEAT SEA'S
BLUE JONES
A PRETTY GIRL IS LIKE A HELLO
THEY SAY IT IS WONDERFUL
SAY IT WITH MUSIC
EASTER PARADE
THE FIDDLING

Both on 25¢ rpm No. P-278

WITH A DREAM IN MY HEART
MY HEART'S GOOD BYE
IT MIGHT AS WELL BE SPRING
JOHN IS BUSTIN' OUT ALL OVER
LITTLE
I MARRIED AN ANGEL
WONDER DE WUNDER
MY ROMANCE
IF I LOVED YOU
PEOPLE WILL SAY WE'RE IN LOVE
THE LAST IS A TRAMP
OH, WHAT A BEAUTIFUL MORNIN'

45 rpm No. 1027 78 rpm No. 1027

POPULAR		78 rpm 45 rpm
BOB SANDS with Dickie's Orchestra by Bill Lewis	WHEN THE WORLD WAS YOUNG THE LOVE OF A GYPSY	1767 F1767
BILLY MAY and His Orchestra	ALL OF ME <small>with</small> LEAN, BABY	1792 F1792
BILLY MAY and His Orchestra	FAT MAN BOOGIE <small>with</small> MY SILENT LOVE	1794 F1794
BILLY MAY and His Orchestra	WHEN MY SUGAR WALKS DOWN THE STREET I GUESS I'LL HAVE TO CHANGE MY PLANS	1795 F1795
KAY STARR	ANGRY <small>with</small> Dickie's Orchestra DON'T TELL HIM WHAT'S HAPPENED TO ME <small>with Dickie's Orchestra</small>	1796 F1796
DEAN MARTIN with Dickie's Orchestra RUSH RELEASE!	HANGING AROUND WITH YOU <small>with</small> AW C'MON	1797 F1797
JULIA LEE AND HER BOY FRIENDS	SCREAM IN THE NIGHT IF YOU HADN'T GONE AWAY <small>(I WOULDN'T BE WHERE I AM)</small>	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' <small>with</small> 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"**

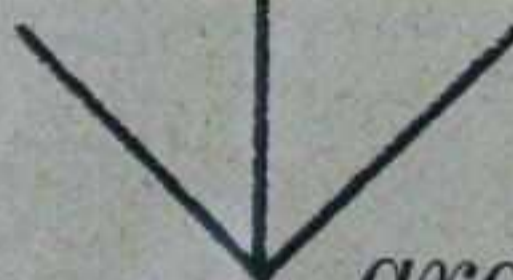
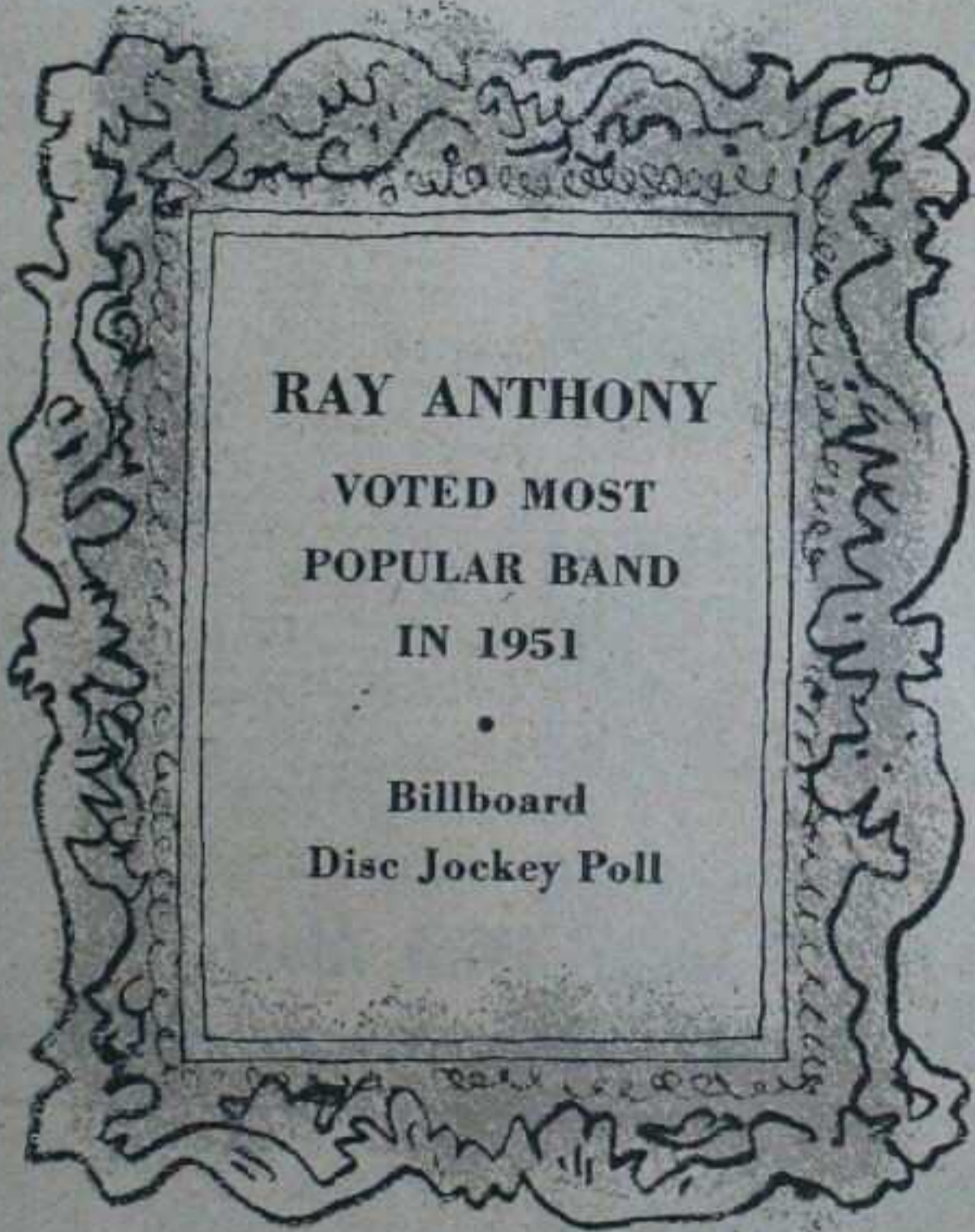


.78 rpm No. 1767 • 45 rpm No. F1767

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...

Table with columns: POSITION, Weeks | Last | This to date | Week | Week, Song Title, Artist, and Record Label/Code.

England's Top Twenty

Table with columns: POSITION, Weeks | Last | This to date | Week | Week, Song Title, English Artist, and American Artist.

VOX JOX

Preems Laverne Watson, WRCS, Ahostie, N. C., has launched a musical quiz on his "Afternoon Dance Parade..." Bob Reynolds, WTAC, Flint, Mich., joined WJBK...

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...

Take but ONE MINUTE please...

Graphic of a clock face with a hand pointing to the minute, and text: Help yourself and the Billboard by filling in the coupon on...

Best Selling Sheet Music

Based on reports received September 12, 13 and 14

Tunes listed are the national best selling sheet music sellers. List is based on reports received each week from all the nation's sheet music jockeys...

Table with columns: POSITION, Weeks | Last | This to date | Week | Week, Song Title, Artist, and Record Label/Code.

Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peabody's Audience Coverage Index...

Table with columns: Song Title, Artist, and Record Label/Code.

Songs With Most TV Performances (RH Tele-Log)

The Richard Humber (RH) Tele-Log is based on the monitoring of all programs televised by the American Broadcasting Company, Columbia Broadcasting System, DuMont and National Broadcasting Company network stations in New York and Chicago...

Table with columns: Song Title, Artist, and Record Label/Code.

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 • MILWAUKEE • CHICAGO • LOS ANGELES • PHOENIX • SAN FRANCISCO

"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 **BIG** ^{New} **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"

Watch this side

(78)-11062
(45)-K11062



M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
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
Blue Crabs-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

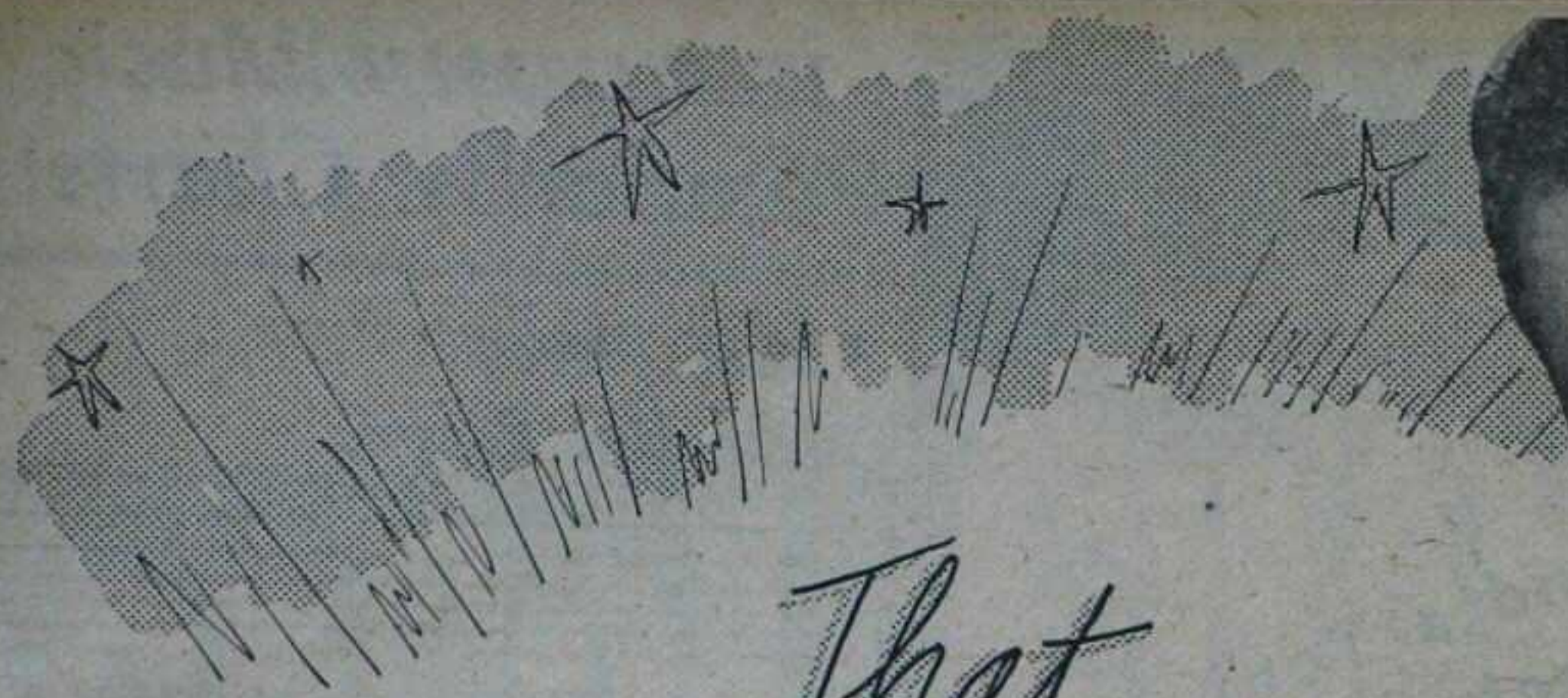
1. BECAUSE OF YOU
T. Bennett—Columbia
2. COLD, COLD HEART
T. Bennett—Columbia
3. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
4. AND SO TO SLEEP AGAIN
P. Page—Mercury
5. COME ON-A MY HOUSE
R. Clooney—Columbia
6. DETOUR
P. Page—Mercury
7. SIN
Four Aces-A. Alberts—Victoria
8. BELLE, BELLE, 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



That

HUGO WINTERHALTER

Magic

WITH A COLLEGE SPECIAL DESTINED
TO BE A TWO SIDED HIT!

**RED LEAVES
ON THE
CAMPUS
GREEN**

**MR.
TOUCH-
DOWN
U. S. A.**

20-4261 — 47-4261

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	REFIE, 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 1595; Cass Daley-M. Carmichael, 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 1/3 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

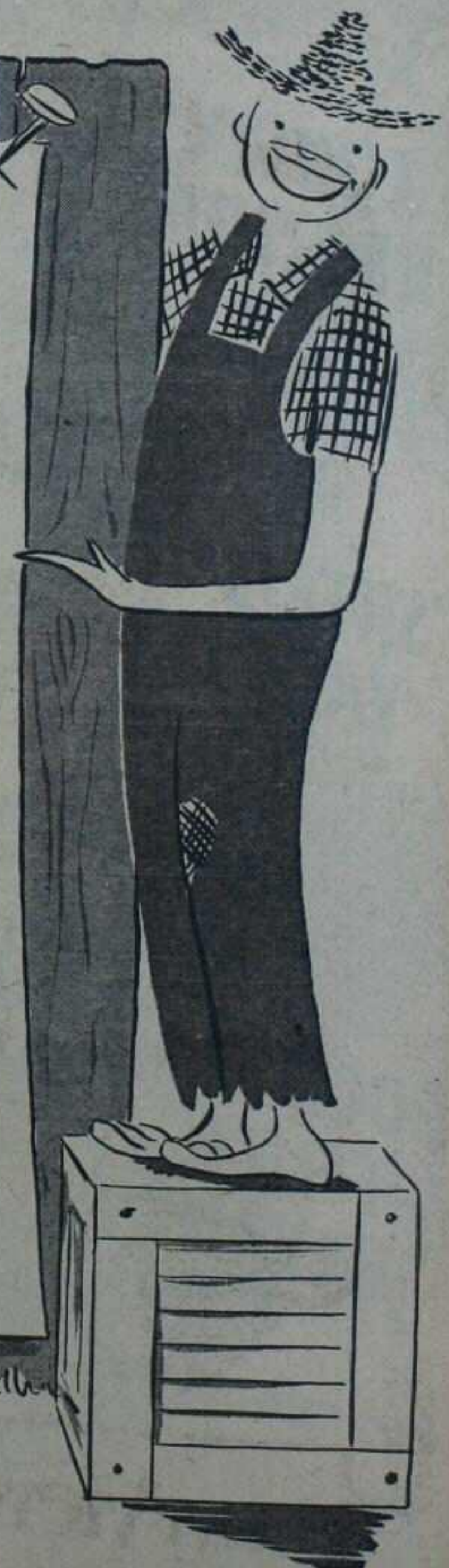
singing

**"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)121-0476; (45)148-0476—ASCAP
7	2	2.	ALWAYS LATE	Lefty Frizzell	Col(78)20837; (45)14-20837; (33)13-20837—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; (33)13-20837
21	4	5.	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)14-20799; (33)13-20799—BMI
15	5	6.	LET'S LIVE A LITTLE	Carl Smith	Col(78)20796; (45)14-20796; (33)13-20796—BMI
6	9	7.	MR. MOON	Carl Smith	Col(78)20825; (45)14-20825; (33)13-20825—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)121-0478; (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)121-0489; (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)121-0489; (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)

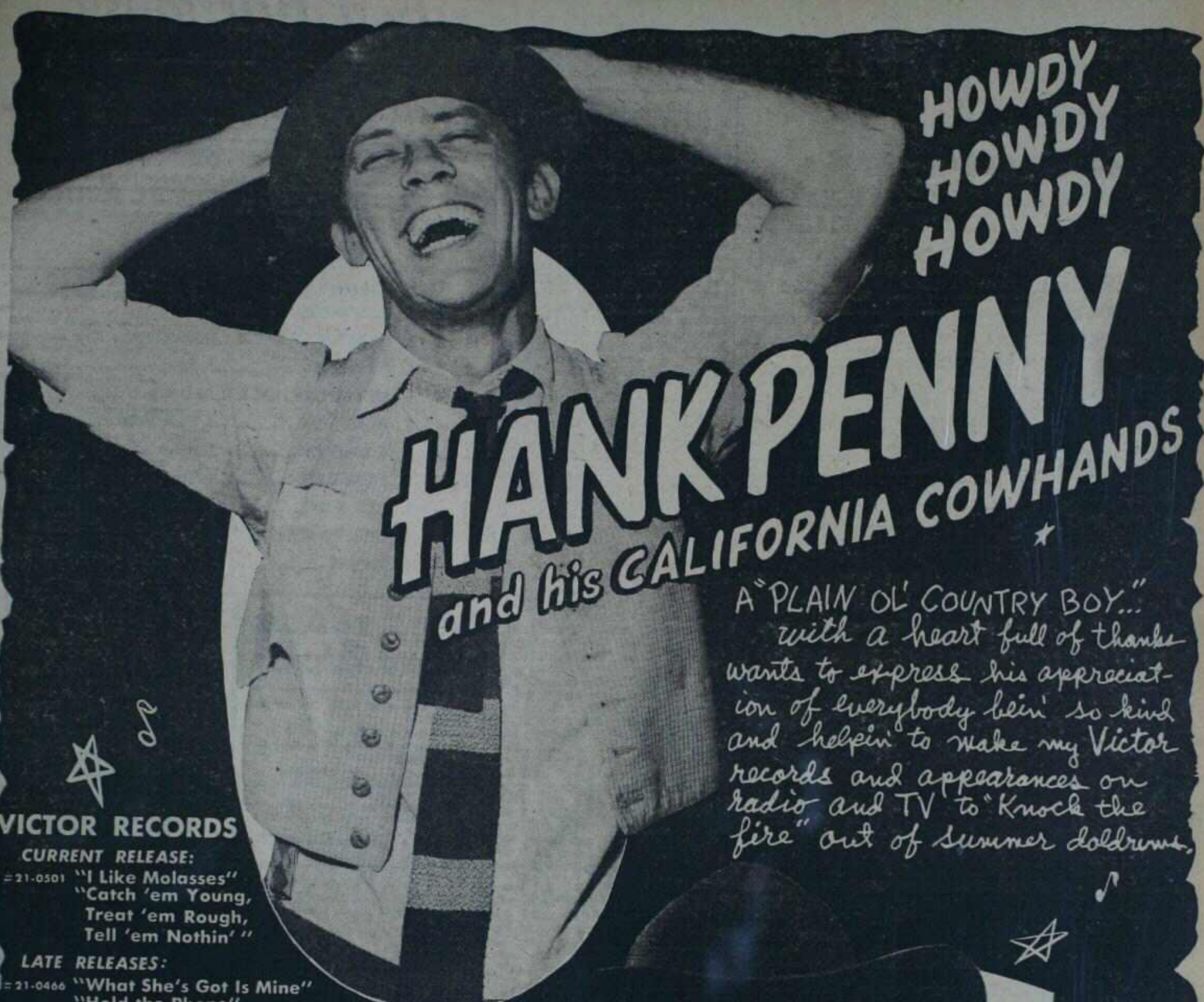
BOOD and FELICE BRYANT

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE. NEW YORK 19, 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

• 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 Bittola—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 Spina (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 a) 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) Sottron S-1001
- Half a Love—Larry Raine (C'est Vous) Coral 60569
- Hanging Around With You—D. Martin (Aw C'mon) Cap 1797
- Horn d'Oeuvre—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 One) 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 Bittola) V 20-4255
- Love Me Blues—Dinning Sisters (I Don't) Cap 1792
- Love It is a Holiday—Tom Spina (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. Wayne (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 d'Oeuvre) 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 20-4261
- 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. Wayne (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) Sottron 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—D. 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—D. 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 Aloma—Ork Lav Churruarles (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 Amarr) 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, Amarr la Chiva—Fauito Curbelo (Mamerta) V (45)51-5525
- Perdoname—Ork Lav Churruarles (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



BIGGER EVERY DAY!

Everybody gets ideas when they hear...



LOUIS ARMSTRONG

sing and play
(When We Are Dancing)



I GET IDEAS

and

A KISS TO BUILD A DREAM ON
From MGM Picture "The Strip"

Decca 27720 (78 RPM) and 9-27720 (45 RPM)

America's Fastest Selling Records

Take but ONE MINUTE please...

Help yourself and The Billboard by filling in the coupon on **PAGE 57**

BACK TO BACK →



FREDDY

MARTIN

with an up and coming SLEEPER...

“DOWN YONDER”

Written by L. WOLFE GILBERT

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 36536—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-poka 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 Vicar Young, who leads the oix and chorus in the lovely background.		79--82--79--77

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Columbia, Tennessee
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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 ideal 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"

20-4267 — 47-4267

the **BIG** ^{New} **HITS** are on . . .



RCA VICTOR RECORDS

Gandy

Take but **ONE MINUTE** please . . .

Help yourself and The Billboard by filling in the coupon on . . . **PAGE 57**





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

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE., NEW YORK 19, N. Y.

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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Occupation

The Billboard

HONOR ROLL OF HITS

The Nation's Top Tunes

The names in this column, THE HONOR ROLL OF HITS, is determined by a special committee of writers chosen by each week's pollsters as explained by the members of The Billboard Music Executive Staff. Each week's pollsters are listed on pages 28 and 29.

Last Week This Week

2 1. Because of You

By Irving Berlin and Duke Ellington—Published by Broadcast Music, Inc.

RECORDS AVAILABLE in Boston, Jan. 1951; in Newark, Jan. 1952. See Golden Gate 4549, & Decca 4549, Columbia 4549, & Decca 4549.

ELECTRICAL TRANSCRIPTION LIBRARIES, Columbia, Decca, RCA, Standard, and others.

- 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
- MG-10947 (K10947)—JOHNNY DESMOND
- VI-10-3425—JAN PEERCE

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"BECAUSE OF YOU"

BMI
gives
you
this
smash,
too!

"JEZEBEL"

recorded by

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|--------------------------------|-----------------------------|
| FRANKIE LAINE (Columbia) | FOUR BLUEJACKETS (Mercury) |
| GOLDEN GATE QUARTET (Columbia) | WINIFRED ATWELL (London) |
| ALEXANDER BROTHERS (Mercury) | LONZO & OSCAR (Decca) |
| ALLEN GREENE (Mercury) | SILVER ECHO QUARTET (Manor) |
| | FREDDIE DARIAN (Vita) |
| | BOBBY HART (Merit) |

and . . .
OFF THE
TOP OF
THE DECK
. . . ANOTHER
SURE-FIRE
HIT!

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ON ALL MAJOR LABELS

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 New York HAROLD WALD
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 BILLY WALTERS

The Biggest Hit Of The Fall and Winter

EDDY HOWARD

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
			<div style="display: flex; justify-content: space-around;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">STANDARD</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">DIS JAZZ</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">CLASSICAL</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">GOSPEL</div> </div>
POPULAR			
	ELLIOT LAWRENCE ORK (Rosalind Patton)		
	Quick		70--72--68--70
	KING 15115—Lawrence makes his King debut with a fine modern band on a breezy beat song which is projected pleasingly by thrush Patton.		
	Sixty Minute Man (Melvin Moore)		79--80--78--80
	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.		
	EDDY HOWARD ORK		
	Sin		86--86--86--86
	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.		
	My Wife and I		79--80--78--80
	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.		
	BILLY GRANT (Wm. Ray Gold Ork)		
	I Speak My Heart		37--35--35--40
	NEWTONE NT-163—Cresty-ish warbler does an innocuous item to a tasty ork background. Tune is an adaptation.		
	Cigarette (Deno Kosta)		25--25--25--25
	Kosta serves up a fancy batch of lumbone on a contrived tune which has the singer addressing a cigarette.		
	STAN KENTON ORK		
	Francesca		76--78--75--75
	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.		
	Night Watch		75--76--74--74
	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.		
	BUDDY GRECO (The Heathertones)		
	I Ran All the Way Home		77--77--77--77
	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.		
	The Glory of Love		74--75--73--75
	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.		

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	1-18	11-99	100-500	500 or more
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2. Straight Osmium	.33	.30	.28	.26
3. Straight Sapphire (Syn)	.50	.48	.46	.44
REPLACEMENT NEEDLES FOR:				
1. Seeburg 100-Play	.50	.48	.46	.44
2. Astatic G-45 or 78 RPM	.34	.32	.30	.28
3. Shure Muted Stylus	.34	.32	.30	.28

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_____ Str. Osmium

_____ Str. Sapphire (Syn)

_____ Replacement

_____ Seeburg 45

_____ Seeburg 78

_____ ASTATIC G-45

_____ ASTATIC G-78

_____ Shure Muted

TOTAL _____



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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 syn-copated 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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"ONE SWEET

PATTI PAGE



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THE TOP!**

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DANCED,
DANCED,
DANCED"**

**GEORGIA
GIBBS**

The Gal Who Made It a Hit!

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"WHILE YOU DANCED" & "WHILE WE'RE YOUNG"
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MERCURY 5718 • 5718X45



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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 Bales, 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-PICKANINNY
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

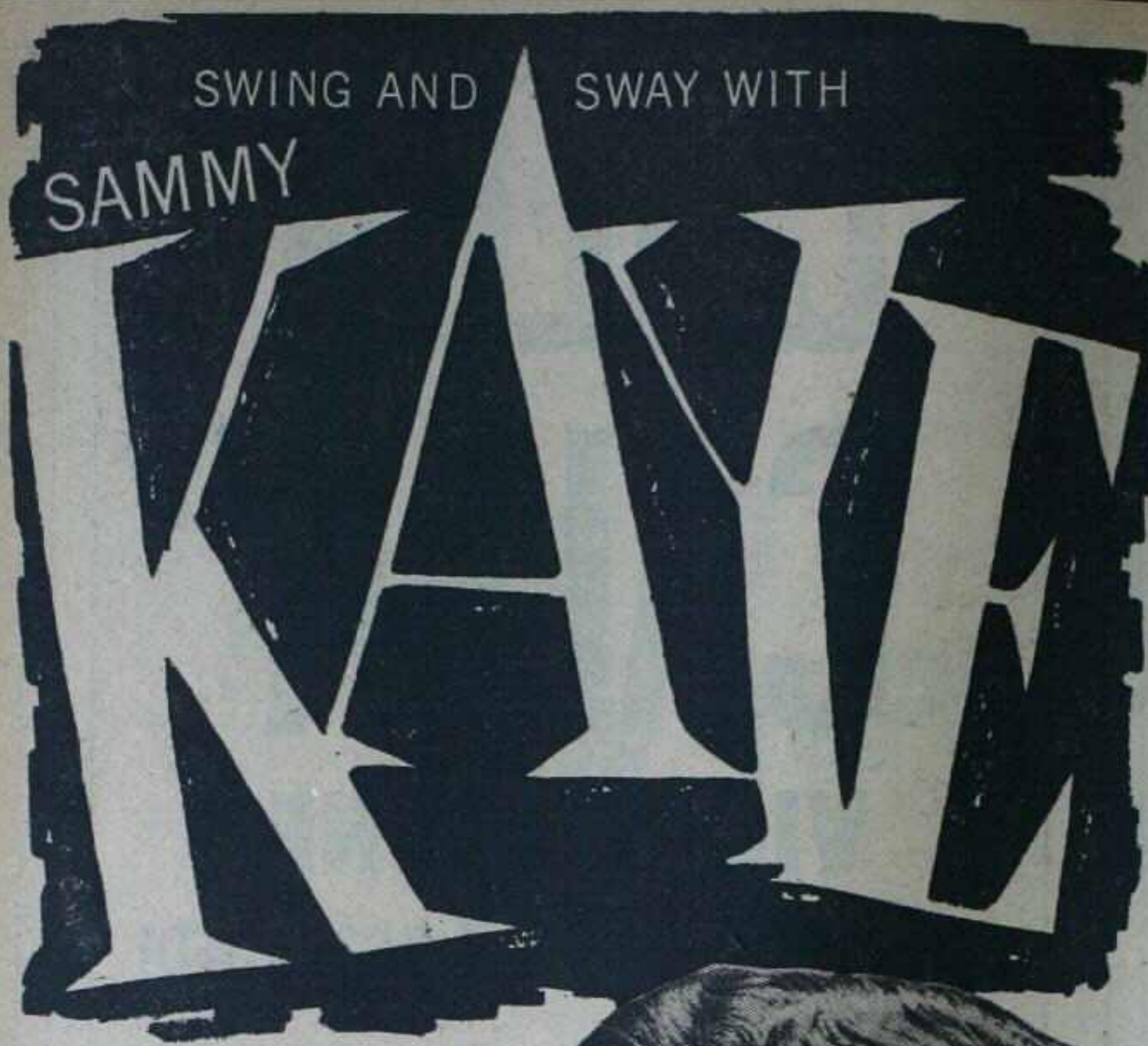
1944—IMPATIENT YEARS
A Columbia picture with Jean Arthur, Lee Bowman and Charles Coburn. Lyrics by Benny Davis and Al Jolson. Crawford Music Corporation.
WHO SAID DREAMS DON'T COME TRUE?

Write for LATEST CATALOG
NEW RECORDS
500 Different "Standards" and
Hit Tunes. 33 1/3, 45 & 78 rpm.
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BALLAD
of the
fall season



"JEALOUS EYES"

backed by "It's No SIN"

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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.

NEF-O-LAC RECORD COMPOUND for every record requirement RIGID OR SHELLAC BREAK RESISTANT (Synthetic or Vinylite) PURE & EXTENDED VINYL For Manufacturing 78 • 45 • 33 1/3 RPM RECORDS

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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 Torino (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.

Starting Oct. 7th SUNDAY SERENADE on ABC

THE SAMMY KAYE SHOW

CBS-TV, 7 P.M. Saturday, EST

NEWS FLASH!

KAYE'S NEWEST Platter Climbing Fast

It's No "SIN"

"JEALOUS EYES"

78 rpm 39567 — 33 1/3 rpm 3-39567 — 45 rpm 4-39567

Current Favorites

"Dixie" and "Tennessee Tears"
 78rpm 39492 33 1/3 rpm 3-39492
 45rpm 4-39492

"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

Personal Management—David Krengel
 Direction—M. C. A.

Your Weekly Guide of Top Hits by...

SAMMY KAYE

Columbia Records

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 HE'LL BE
 "COMING DOWN
 THE CHIMNEY"
 Like he always did before
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BOX D-37
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Singing



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"PRETTY EYED BABY"
"YOU MADE ME LOVE YOU"
10967 (78) — K-10967 (45)

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

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

**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 kidiskery 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.



**—A SENSATIONAL—
NOVELTY SPOOK SONG**

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Perfect Electroformed Products, Inc.
Walker 5-9921

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We are now located in new and larger quarters in Birmingham, where we can better serve our customers in Georgia, Alabama, Eastern Tennessee and Eastern Mississippi.

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Stan Dolinsky, Mgr.

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BIRMINGHAM, ALABAMA

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CORAL—GOTHAM—APOLLO—GOSPEL—VARSITY—ROYALE—GILT EDGE—SITTING IN—HOLIDAY—VICTORIA—LINCOLN—NEW JAZZ—PRESTIGE—TEMPO—MCGREGOR—JUBILEE—WESTMINSTER—STINSON—ALLEGRO—NASHBORO—DIAL FANTASY—DEE-CEE—FORTUNE—DANCETONE—D-C—ETERNA—ELEKTRA—LYRICHORD—JADE—CODA—SMC—OXFORD—PERIOD—PARAMOUNT—JOLLY ROGER—PROGRAM—PHILHARMONIC—RENAISSANCE—L'OISEAU LYRE—FOLK STAR—ACME—RAA—RACHMANINOFF

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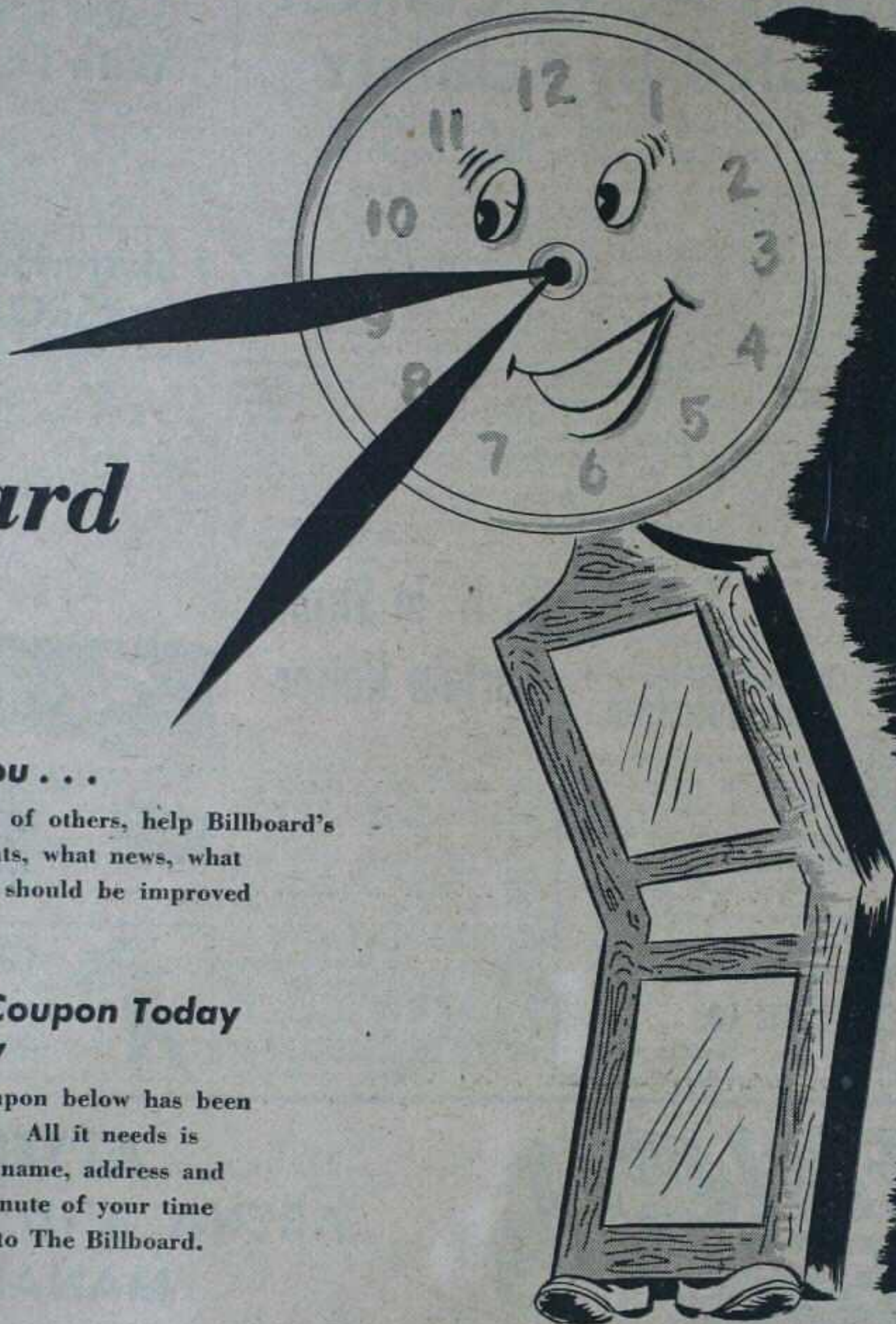
How many people read
 your copy of The Billboard?

This is for The Billboard's
 Annual Reader Survey,
 a survey conducted every year
 to help make The Billboard
 more valuable to you.

Please Fill In and Mail the Coupon TODAY!

Minute

The Billboard



What It Means To You . . .

Your reply and the thousands of others, help Billboard's editors decide what departments, what news, what articles, features and services should be improved and expanded for YOU!

Fill in and Mail the Coupon Today . . . Please Do It Now

For your convenience, the coupon below has been arranged as simply as possible. All it needs is a few check marks, plus your name, address and business. It will take just a minute of your time and it means a lot to you and to The Billboard. Please do it right now!

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- INDOOR** (1) (Radio, TV, Music, Vaude, Legit, etc.) **OUTDOOR** (2) (Fairs, Carnivals, Circuses, etc.) **MERCHANDISE** (3) (Novelty ads, Classified, etc.) **COIN MACHINE** (4) (Vending, Games, Juke Boxes, etc.)

2. Do any other people besides you read your copy of The Billboard? If so, in this space, write the number of people besides yourself who usually refer to your copy: _____ other readers.

3. Check only one of the following business occupations—the ONE which MOST CLOSELY DESCRIBES your occupation. Check ONLY ONE, please!

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| <input type="checkbox"/> 9. Coin Machine Operator | <input type="checkbox"/> 29. Pitchman or Novelty Worker | <input type="checkbox"/> 48. Souvenir Dealer |
| <input type="checkbox"/> 10. Concessionaire | <input type="checkbox"/> 30. Public Relations (Press Agent) | <input type="checkbox"/> 49. Specialty Salesman |
| <input type="checkbox"/> 11. Drive-In Theater | <input type="checkbox"/> 31. Radio Advertiser | <input type="checkbox"/> 50. Talent Buyer (or Theater or Ballroom or Night Club Operator) |
| <input type="checkbox"/> 12. Fair Secretary | <input type="checkbox"/> 32. Radio Announcer | <input type="checkbox"/> 51. Television Broadcasting |
| <input type="checkbox"/> 13. Film Producer | <input type="checkbox"/> 33. Radio Dealer | <input type="checkbox"/> 52. Television Dealer |
| <input type="checkbox"/> 14. Gift Shop | <input type="checkbox"/> 34. Radio Disk Jockey | <input type="checkbox"/> 53. Television Film Producer |
| <input type="checkbox"/> 15. Juke Box Operator | <input type="checkbox"/> 35. Radio Music Director | <input type="checkbox"/> 54. Television Producer |
| <input type="checkbox"/> 16. Library | <input type="checkbox"/> 36. Radio Package Producer | <input type="checkbox"/> 55. Television Programming |
| <input type="checkbox"/> 17. Merchandise Jobber | <input type="checkbox"/> 37. Radio Program Director | <input type="checkbox"/> 56. Television Executive |
| <input type="checkbox"/> 18. Motion Picture Exhibitor | <input type="checkbox"/> 38. Radio Sponsor | |
| <input type="checkbox"/> 19. Motion Picture Producer | <input type="checkbox"/> 39. Radio Executive | |
| <input type="checkbox"/> 20. Music and/or Record Dealer | | |

4. What is your name _____ Title (if any) _____

Your firm name _____ Street _____

City _____ Zone Number _____ State _____

5. Note: Do not try to answer this question unless you are a coin machine operator. If you are a coin machine operator, please check the types of machines you operate. Check only the types listed here that you operate now.

1. GAMES 3. VENDING 5. SALESBOARDS 7. ARCADES
 2. JUKE BOXES 4. SERVICE MACHINES 6. SHUFFLEBOARDS 8. OTHER

6. Which of the following answers come closest to describing your opinion of Billboard since it changed from a magazine to a newspaper format? Check only one of the following:

- I like Billboard better since it changed to newspaper format.
 It has made no difference to me.
 I like Billboard less than when it had a magazine format.

7. If you care to, please give us a few reasons why you answered question 6 the way you did.

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TODAY

TO

Reader Survey
The Billboard
2160 Patterson Street
Cincinnati 22, Ohio

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
 Pro-Tek Toe Stops, doz. pr. 7.80
 Champ Toe Bumpers, doz. pr. 7.20
 Pom Poms—extra large, doz. 3.75
 "Streamliner" Skate Cases, rounded corners, doz. 36.48
 Shoe Laces, all colors, 54" 72" 81" doz. pr. 1.40

L. & L. PRODUCTS
 7019 Glenwood St. Chicago 26, Ill.
 Distributors of Richardson skates and parts, Dustless Floor Powder, Heiser Products, Skating Rhythm Records, Sawson Books, Roscoe Jumpers, Skaters Jewelry, Floor Brushes, Wheels, Skate Wheel Grinders, Royal Wheels, Laces, etc.

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For the new Tape Roller Skating Records. Write us for further information.

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CURVECREST RINK-COTE

The skating surface for wood and masonite floor. The ultimate in cleanliness and traction.

PERRY & 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.

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)

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)

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.

FOR SALE
COMPLETE PORTABLE SKATING RINK
 40x100 hardwood floor, approx. 200 pairs skates, benches, record player and all equipment. Tent is like new. Write or See
IRVIN CASSADY
 R. R. 4, Shelbyville, Ind.

"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., Hdw. 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.



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 trouped on D. Otto Hitzler'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 trouped 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.

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.

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 quarter.

WANTED

Two (2) Comedians, strictly sober. Two (2) fast-stepping Women (no lot women). No Chorus Work. Line and Bix. 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

Immediate or leads immediately for balance of season to December 1. Would consider Team, Man to handle Cances shows. 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, 6" Maroon Letters, 4" 356, 8" 504, 10" 604, S. D. S. CINEMA SUPPLY CORP., Dept. L, 102 W. 52 St., New York 19.

ters base, Vermontville, Mich. Altho 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 canvassman, 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. Bale.

WALTER FANNING, who has had solo and other small tricks for years, reports good returns this 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-cast 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.

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. 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 tambstone 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.

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 Monti 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 Encore, 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 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.

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-airer 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-airer 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 58. 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.



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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.

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 Dresnage, 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.

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 Topekans 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 rescheduled 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.

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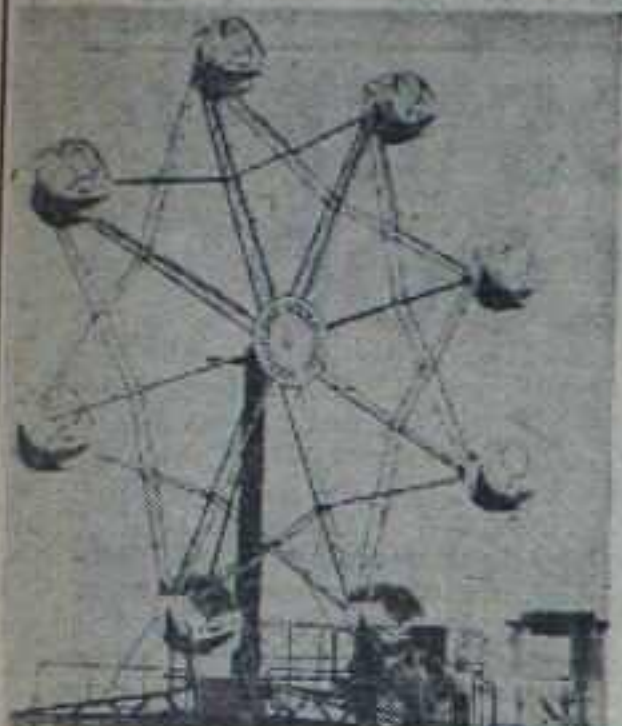
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WANT TO BUY Used Major and Kid Rides

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Also Builders of Adult and Kiddie Chairplanes, Ferris Wheels, Kiddie Airplane, Waves Trailer Mounted Jeep and Fire Engine Rides.

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Floss Equipment & Supplies Available!

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

Thorough 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 though 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 Maynott 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 Shams, 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 gaudemen and Cotton Bowl gaudemen uniforms in new cheyona 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 \$

GEDAR 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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ANY SIZE ANY CAPACITY

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Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75c. Must be even multiples of 10,000 tickets of a kind and color.

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"I can offer you my famous **BUSH HOUR MAMMOTH YELLOW**
@ \$10.50 per 100 pounds, St. Louis.
Can also offer **SILVER HULLS** and **Golden Hulled Popcorns**. Seasoning Oils, Jumbo Peanuts in shell, Star Popcorn Machines, Peanut Roasters, Warmers and Food Serving Equipment, automatic bottom **Popcorn Cans** and over 25 kinds **Popcorn and Peanut Bags**"

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620 N. 2nd St. St. Louis 2, Mo.
Popcorn Processors—In Our 77th Year

PORTABLE AUTO SCOOTER RIDE

Built on two 34 ft. semi-trailers, goes up in four hours, down in three hours. New last spring. Complete with ten late model cards.
WANTED: Late model Tilt-a-Whirl Ride.

KING AMUSEMENT CO.
MT. CLEMENS, MICHIGAN

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.

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.

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

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 Kelmans, 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 knocked 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.

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.

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.

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.

Local Warehouse Stocks ALL ALONG YOUR ROUTE

America's Largest Selling Popcorn Oil

popsit plus!



gives you these advantages

- Butter-like flavor, color and aroma that sell popcorn . . . more volume and fewer "duds" . . . liquid in all weather . . . no need to pre-heat . . . convenient gallon can, easy to handle and to take with you . . . less cost to use . . . no waste.

Write for Names of Distributors Along Your Route

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Made by **C. F. Simonin's Sons Inc.** Phila. 34, Pa.

POPPING OIL SPECIALISTS TO THE NATION

Multiplex Faucet Co. Serving the Trade 46 Years

1/2 C Profit on a 5 Cent Sale!

The Multiplex ROOT BEER BARREL

FOUR SIZES: 8 GAL. 17 GAL. 45 GAL. 60 GAL.

Advertises Ice Cold Root Beer to attract a large volume of sales at an exceptionally large profit. Capture volume business and profits with the Multiplex.

Exclusive! Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

Other DISPENSERS for COCA-COLA, GRAPE-ORANGE, HIRES, DR. PEPPER, ETC.



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On hand in these sizes: 2 1/2 inch; 3 inch; 3 1/2 inch; 4 inch; 4 1/2 inch. Write for prices.

Single Sheet, 5 1/2 x 14, 100, 75¢; Per 30, \$4.00
Gold Fish Pamphlet, 4 Page, 5 1/2 x 11, 12
Signs, Any Quantity, Each . . . 11¢
"WHAT IS WRITTEN IN THE STARS," Folding Booklet, 12-P, 2 1/2 x 3 1/2, Contains all 12 Analyses. Very well written. \$3.25 per 100 Samples . . . 10¢
FORECAST AND ANALYSIS, 10-P, Fancy Covers, 5 1/2 x 11, Each . . . 1¢
Samples of each of the above 4 items for 25¢ No. 1 45 Pages Assorted Color Covers . . . 50¢

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Poling, 120 Dreams Bound in Heavy Gold Paper Covers. Good Quality Paper, sample . . . 30¢

HOW TO WIN AT ANY KIND OF SPECULATION, 24-p. Well bound, 5 1/2 x 11 . . . 35¢

PACK OF 75 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, etc. 40¢

Sign Cards, Illustrated, Pack of 36 15¢

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MENTAL TELEPATHY, Booklet of 21 p. 25¢

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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 88)

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)

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 ebb 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

PAGE 57

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) Linares, 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. Kell & 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...

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FACE 57



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 Piroski, 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 Keesler 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.

Take but ONE MINUTE please...



Help yourself and the Billboard by filling in the coupon on

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: Legitimate Stock Concessions and Hanky Panks of all kinds. Hi-Striker, Coke Bottle, Balloon Dart, String Game.

SHOWS: 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.

HELP: 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.

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

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.

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.

Ride line-up here, with about half the devices used during the still date season, included: Tilt-a-Whirl, Octopus, two Merry-Go-Rounds, three Ferris Wheels, Caterpillar, Whip, Little Dipper, which was added this year, and a Rollo-

plane. 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 Isidore 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 Art, Steve Moskos, Gary Powell, Leo Smith, William Bovine and Frank Papick.

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 Kortis, joined at Morristown, managed by Lou Stone, Kortis' brother-in-law. The line-up included Othelia, Monkey Girl; Prince Denis and Lady Ethel, midgits; Barney Nelson, armless wonder; Rasmus Nielsen, tattooed strong man; Count Maurice, magician; Eko and Iko, sheeheaded men; Prof. Alexander, flea circus; Punch and Judy Show; Happy Jennie and Tiny Lovanda, midgits. 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.

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, Scale, 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.

4602 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 Huckly 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
Rattlesnakes.

SAILOR KATZY

Care Goding 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 ELLI WHEEL

10-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.
Mouffrie, 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 op-
eration at Lancaster, Ohio, Fair, Oct.
18-23; or Circleville, Ohio, Pumpkin
Show, Oct. 17-28. Address

ROY SOLIS

178 King Ave. Columbus 3, Ohio



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 WANT WANT

Loris, S. C., this week; followed by Turbeville, S. C., Sept. 24-29; Ellorree, S. C.,
Colored Fair, Oct. 1-6; Progressive Farm and Live Stock Fair, Moncks Corner, S. C.,
Oct. 8-13; Colleton Colored Fair, Smoaks, S. C., Oct. 15-20.
Can place High Striker, Diggers, Guess Your Age and Scales, Long or Short Range
Gallery, Six-Cats, Slum Spindle, 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, Hinesville, 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 advice.

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 transporta-
tion on arrival. Want Boss Canvasman 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.

SCHAFER'S JUST FOR FUN SHOWS

WANT 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. SCHAFER, 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. Wire

JOE MOONEY

410 BOURBON ST., NEW ORLEANS, LA.

Or phone after 8:00 p.m. TULANE 1544 or MAGNOLIA 8782

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-o-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 bobtails or one semi. Also two Kid Rides—Ten Car Auto and
large size Swings. New GE 50 kw. Transformer. Miscellaneous Tools and other
Equipment. Several Trucks left—Chev's, Dodges and one International. Contact
LARRY NOLAN, Box 2015, Denver, Colo.

P.S. Also streamlined Cookhouse, built on trailer; it's a home

Take but **ONE MINUTE**
please...

Help yourself and The Billboard
by filling in the
coupon on **PAGE 57**



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 Kiwanis Fall Festival, Crab Orchard, Tenn., Business District, Sept. 16-22; followed by Moss, Tenn., Agricultural Fair, Sept. 23-29.

Stock Concessions of all kinds—Fish Pond, Ball Game, Country Store, Novelty, Coke Bottle, Six Cats, American Palmetry, X o xPhotos, Popcorn, Cookhouse or Grab, Apple. Come on, can place you now and for winter season. Percentage open. Will book with Hanky Panks. Catuse Concession Agent on show. Want Side Show, good proposition to shows—Grind Show, any Novelty Show. Ride Help who drive semis on all Rides. Daily drawing amount and salary. Want Sound Car with Concessions to join at once. Crab Orchard, Tenn., this week Sept. 16-22; 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

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 ★ 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 ★★

Lightoline, Basket Ball, Coke Bottles, Balloon Dart, Ball Games, Novelty, String Games, Photos, High Striker, Shes 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

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.

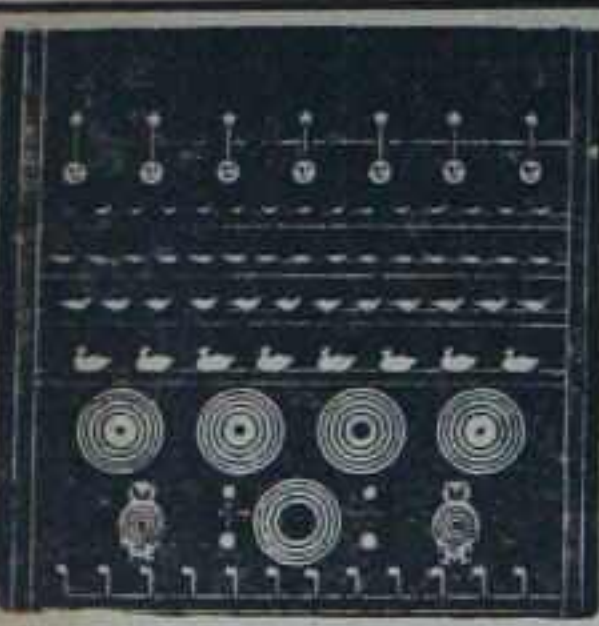
American Midway Shows

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 contracts 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 pull-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. 2-6, MITCHELL, INDIANA. PERSIMMON FESTIVAL ON STREETS—BINGO AND GAMES SPACE AVAILABLE.

OCT. 2-5, NEWTON FALLS, OHIO. ON STREETS—SPACE OPEN FOR LEGITIMATE GAMES (NO SCALES OR BINGO), NOVELTIES, JEWELRY AND PHOTOS.

OCT. 5-13 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.

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 Hayter Ave. Long Beach 8, Calif. MEical 3-7075

WANTED

For Pearl River Livestock Show, Sept 24-30, Piravune, 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. SARAGENT**, 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 1946 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...

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 Foreman 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 cars 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, Milt Camp. Want Ride Help. Office wants Stock Store Agents. Bill Chatkias and Roger Fingar, get in touch with office.
P.S., Fair Sale: 36-foot Allan Herschell Merry-Go-Round with electric music, flame-roof 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

JOHNIE CLEVELAND

Box 4232, Jackson, Miss Just two miles from downtown on U. S. No. 49, S.

DRAGO AMUSEMENTS

Want for Kokomo, Indiana, Fall Festival—18 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
Transportation Fruehauf Trailer 1000	Trailer (complete)
1—1947 A. Herschell Caterpillar .. 5000 \$3000
2 Trailers, Ea. 750	
1—Older 124-seat Chairplane	1—Lowballt GMC Diesel Electric
with lighted crossings	Generating Plant consisting of
1 GI Trailer	2 90 KW and 1 30 KW Generators mounted on 1946
2—Eli #5 Ferris Wheel, Ea. 5000	Fruehauf Trailer with custom
Transportation Ea. 750	built Van Body

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	Roll	2,000
Five Rolls	Machine	4,000
Ten Rolls	Folded	8,000
Fifty Rolls	Reserved	18,000
100 Rolls	Seat	30,000
ROLLS 2,000 EACH		50,000
Double Coupons		100,000
Double Prices		200,000
No C.O.D. Orders		500,000
Size: Single Tkt., 1x2		1,000,000

TICKETS THE TOLEDO TICKET COMPANY
114-116 Erie St., Toledo (Ticket City) 2, Ohio

WANT WANT WANT

Third Annual Ellboro, S. C., Colored Fair, Oct. 1-4, 1951.
Cookehouse, 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 gypsies. Any Show at merit. Easley's 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.

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 AGR. & 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 grift 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, Pan 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, Crafts 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 concessionaires 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.

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.

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.**

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.

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



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
worlds • 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.
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20,000 ... 11.75
50,000 ... 18.25

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The Billboard
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 Cincinnati 22, Ohio

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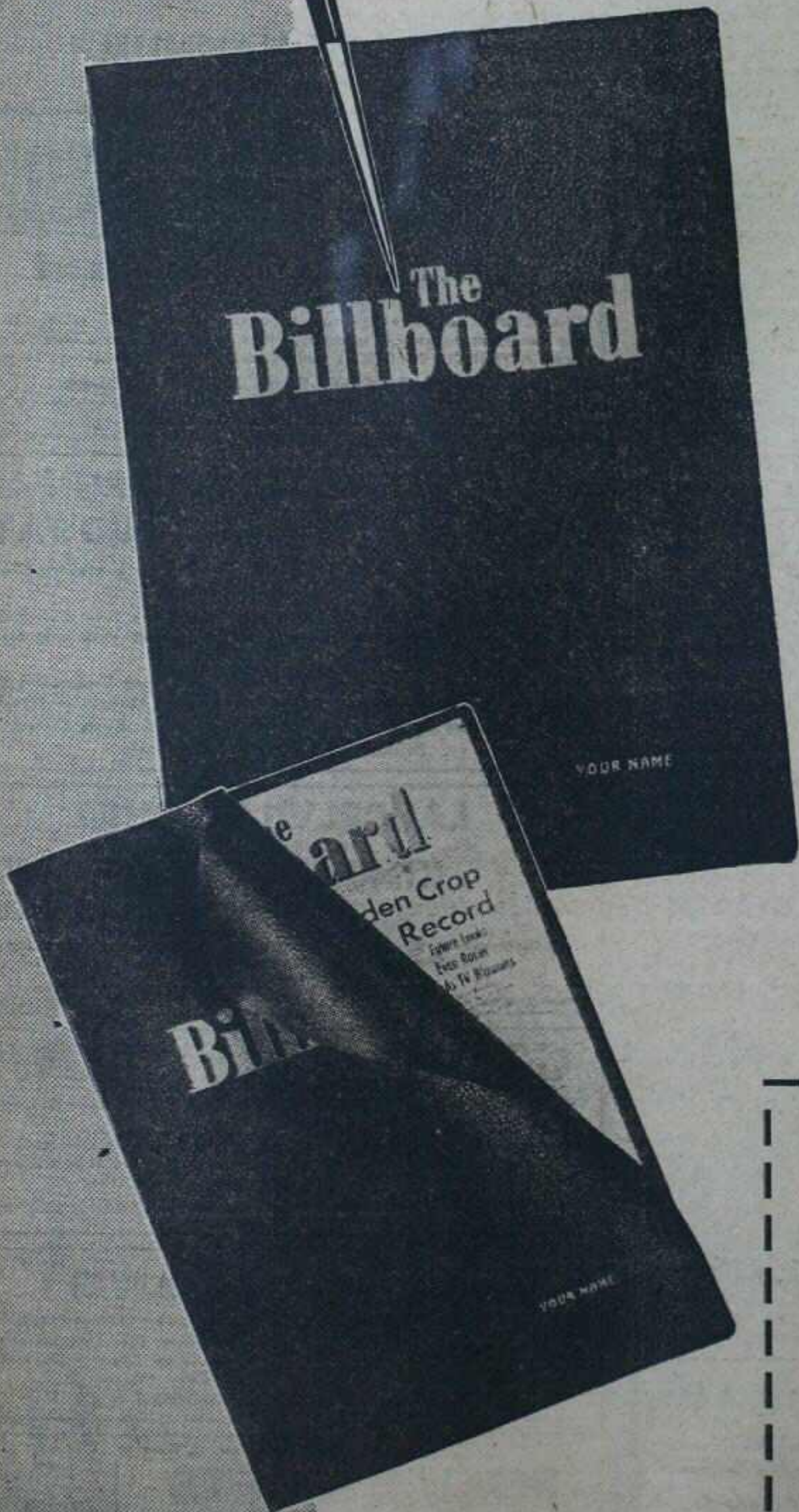
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City _____ Zone _____ State _____



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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; wish pictures and details. Box 715, Bayville, La.

BOOKER—OLD REDPATH—HORNOR CHAIR. Inauguration organization offers profitable permanent interesting field work with leaders of five groups in smaller cities; advance \$200-\$250 weekly, with semi-monthly bonuses; need car. Write Director, 3119 Broadway, Kansas City, Mo.

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, O.

LEAD TRUMPET, STRING BASS, TRUMPET. Lead Alto, doubling tenor; semi-professional Midwest commercial band; state previous bands, etc. Box #401-141, Billboard, Chicago.

PERSONABLE GIRL SINGER—PREFERRED with Southern accent, for comedy group; also Musicians any instrument for novelty band. Box 124, Columbus 16, O.

PIANIST—CAVALLARO STYLE. FOLK SOCIETY combo; play good Latin; state all. Ted Cook General Delivery, Yazoo City, Miss.

SINGLES DUOS, TRIOS, ORCHESTRAS. Acts male female union; send photos. Contactors, Room 95, Gilmore Music Service, 10 Cook in St. Fourteenth Street, N.Y.

STRONG BASS—COMMERCIAL COMPD. Read, take, Latin; steady beat; prefer singer or entertainer; photo if possible; Box #447-c Billboard, Cincinnati, O.

TRUMPET MAN, TENOR MAN — FOR tenor-styled territory band; guaranteed salary; contact Jess Gayer Orchestra, 2023 N. Houston, Grand Island, Neb.

TWO BEAT DRUMMER, SAX MEN — drummer, sleeper bus, good conditions; some locations; state all Buddy Bair, Box 13, Colma, Cal.

TWO MALE TUMBLERS. WORK WITH GIRL acrobat-dancer; give full background experience. Stevens, 1407 W. Jarvis, Chicago 26, Ill.

TWO OR THREE GIRLS WANTED—PIANO Player, Bass or Drummer; Friday, Saturday and Sunday. Moonlight Gardens, R.R. 5, Kankakee, Ill.

WANTED—DRUMMER, SAX AND TRUM pet Man, work limited territory; home night headquarters, Omaha. Hank Winder, 8333 Cass St., Omaha, Nebr.

WANTED—LEAD ALTO, BASS OR GUITAR. Gretchen. Rochester, Minn.

WANTED—FIRST CLASS ARCADE Mechanic; year round work; no flasters; 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 Lynch, R.D. 2, Coatesville, Pa.

WANTED—FIRST CLASS PIANIST FOR hotel type work; must read anything; take 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.

The New Sensational
**FUZZY-WUZZY
CRAZY SHAGGY
STRAW HAT**



made of woven straw in natural color. Sell on sight. 18" from brim to brim.

**\$3.50 Doz.
\$36.00 Gr.**

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

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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. Brub, c/o Fright Show, Bangor, Pa.

PHONE AND PERSONAL CALL SALESMAN experienced on labor, police and veteran publications, glaziers 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.M., not a limster; dynamiter or curve ball artist; will give and want full count 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. Lonnie Stanger, Rt. 3, So. 12th, Sheboygan, Wis.

GRAPHOLOGER—SOUND PSYCHOLOGIcal background; will consider any legitimate offer or proposition. Dr. George G. Flury, 203 Marshall Ave., Collingdale, Pa.

LEAD TRUMPET, STRING BASS, TRUMpet. Lead Alto, doubling tenor; semi-professional Midwest commercial band; state previous bands, etc. Box #401-141, Billboard, Chicago.

PERSONABLE GIRL SINGER—PREFERRED with Southern accent, for comedy group; also Musicians any instrument for novelty band. Box 124, Columbus 16, O.

PIANIST—CAVALLARO STYLE. FOLK SOCIety combo; play good Latin; state all. Ted Cook General Delivery, Yazoo City, Miss.

SINGLES DUOS, TRIOS, ORCHESTRAS. Acts male female union; send photos. Contactors, Room 95, Gilmore Music Service, 10 Cook in St. Fourteenth Street, N.Y.

STRONG BASS—COMMERCIAL COMPD. Read, take, Latin; steady beat; prefer singer or entertainer; photo if possible; Box #447-c Billboard, Cincinnati, O.

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.

\$\$ SPECIAL DEAL \$\$ FOR ALERT OPERATORS

\$48.00 GR.
\$45.00
GROSS IN U.P. Gross Lot



ELECTRONICALLY SEALED BILFOLDS
with Secret Pocket—Folding Buttons Pass Card—Identical on 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.

CLOSE-OUT SPECIAL LADIES' JWELED WATCH

NOW \$7.00 ONLY Each

- Small dial
- Yellow gold-plated case
- Cord band
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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"	1.78 \$ 5.50
Selling 12 1/2 x 12 1/2"	1.30 9.00
BIG 12x18"	2.25 16.90
Confederate Flags Dozals, 3x5"	2.75 22.90
All the Good Sellers below listed at 25% price.	
Disap. Joke Ink \$1.00	Jump Spider \$1.50
Squirt Pen ... 2.00	Jumping Frog 1.85
Writing Pen ... 3.50	Cat Striking Trk 40
Beethoven Rite 3.50	Magic Snapper .60
Cherish Meier .75	Boulette Wh? 2.60
Henry Harry 1.85	Cigar & Snake .85
Jr. Puzzle Kit (5 Wira Puzz. in Box) 1.50	
Monster Magic Set—\$2.00 Refill— 2.00	
Tony & Monk (Organ Grinder), \$1 Ref. 2.50	
Cemic Fur Tail, 12", with Tag & Ribbon 1.50	
Mexican Beachcomber Straw Hat, Lge. 3.50	
Delby Must Tail & 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.

MUSICIANS

A-1 LEAD TENOR & CLARINET—EXPERIenced; lots of schmitts. Address Box #C-449, c/o The Billboard, Cincinnati, O.

A-1 BINK ORGANIST—YEARS OF EXPErience; available for progressive rink; any location; write full details. Box #C-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, 20 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.

PIANIST—CAVALLARO STYLE OF PLAYing; also some bonnie and Dixieland; no vocals; attractive girl union. Box #C-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 HAMDON, 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.

TENOR SAX. CLAR.—COMMERCIAL SOciety; professional all respects; desire top-rate hotel band. Max Revenaugh, 412 Deerfield Road, Lehigh, O.

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 Tasseer 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.

RATLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations; "Aule E. Shaffer, 1041 E. Dennison, Indianapolis 21, Ind.

"ENGAGE" CHARLES LA CHOIX, HIGHEresting outstanding Trapeze Artist; 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; phone #350, Calvert 164 Averill Ave. Rochester, N.Y.)

SENSATIONAL HIGH DIVE ACT — 25 years of impressive results; available parks, fairs, celebrations. Capt. Earl MacDonald, 458 Lamohr Place, Warren, O.

VAUDEVILLE ARTISTS

EXPERIENCED YOUNG LADY CONTOriant; want to join established act; featured on Highest Standard Aerial; only really, Thelma Sweet, 1610 E. 37th St., Des Moines, Iowa.

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NEW CATALOG**

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Fair Workers

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Containing complete selection of engraving jewelry especially for the engraver, demonstrator and fair worker.

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That's all they cost if they run or wear within guarantee period up to THREE MONTHS! Just write orders. We deliver & collect. Earn up to \$24 weekly in spare time. Advance cash & big bonus. No experience needed. Write for FREE sample stocking and money-making kit! Postage prepaid.

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IMMEDIATE DELIVERY!
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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, \$6.00.

TEEPEE TRADERS
104 E. Platte Colorado Springs, Colo.

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.
Spring 7-7180



PACKARD PEN CO.

ELGIN • BULOVA • BENRUS • GRUEN

Brand new 1951 model cases for gents and ladies. Rebuilt movements guaranteed like new.

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.

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● 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**

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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

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
Bursilcraft 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 Wuhrman & 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 distributor 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 90% deposit, balance C.O.D.
SUNSEAM PRODUCTS
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NOW—The Perfect Premium for the new Fall Season!

11" Tall, 5" 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.

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IMPORTANT: To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In

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Take but ONE MINUTE please...

Help yourself and The Billboard by filling in the coupon on... **PAGE 57**



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The "PRIZE" Item for CARNIVALS Pitchmen, Premiums, etc.

A SURE "WINNER" FOR APPEAL & POPULARITY

Everybody loves a "Loving Cup" — the personal prize they can show-off with in pride. Molded in plastic and plated in gold or silver. It's so rich looking and attractive. They sell on sight... make the perfect premium, prize or gift. Can be engraved quickly and easily.

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No experience required. Simple directions teach you quickly.

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Photos are taken DIRECT on "Super-SPEED" direct positive paper.

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Dept 58
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	Per Doz.	Per Gr.
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Cigarette Lighters	8.00	
Continental Pistol Lighters		8.00
—Black Handle		8.00
Squeeze Type Automatic Lighters	7.30	
Weaver's Tri-Color Ball Pens	6.00	60.00
Giant Playing Cards (Cherchez La Femme)	34.00	
14 Kat-Tilly Balloons		9.00
12 Latex Balloons		3.50
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To-Life Ball Pens (3 color)	4.00	
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ALL PHONES FRANKLIN 2-2887
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Opening factory in Japan
BEST OFFER TAKES IT
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CHEAPER THAN REFILLS
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Men's WATCH SET**

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- Brand new nationally advertised watch, gold plated case and matching expansion band
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**MEN'S SHOCK-PROTECTED
JEWELLED MOVEMENT WATCHES**

With Fancy Match
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Brand New In-
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breakable Crystal
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Look what others have said:
"The sales with your merchandise have been really remarkable with some stores of medium size running up to 25 and 115 gross in 2 months and still reordering."
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CORN TOY BROOMS**

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Assorted Steel and Wooden Handles.
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**GIVE TO THE
RUNYON CANCER FUND**

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 thruout 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

Under the Marquee

Continued from page 89

Billie show. **Frank Morrissey**, former Ringling press agent and until recently in the Ringling concession department, is press agent for Royal American Shows. **Eddie Billetti**, 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. Gustke, 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 Brisson, Lee and Tandra Brisson 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 Dun-** 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.

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.



JUST INTRODUCED, and Creating A Real Sensation....

White Kathead balloons with polka dots in red, green or blue all over the balloons. A great flash!

No. 15-KPD per gross, \$9.35

Be one of the first with this big money maker.

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The OAK RUBBER CO
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For Immediate Shipment Write for FREE Catalog

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Newest Purple Sensation



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Write, wire, phone. Orders shipped same day received. \$7.90 per doz. F.O.B. N. Y. Samples \$1.00 ea. 25% required on all C.O.D. orders. 7% - 10 days in rated accounts.

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Medium Size
White Stones.
\$19.75
Per Doz.

NEW Catalog Listing Complete Line
Sample Assortment—
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CHANDLIER EARRINGS
\$3.50 to \$6.00 Doz.
—bracelets \$4.50 Doz.
25% deposit, balance C.O.D.

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Folding or Non-Folding
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- 14" Rubber Inflat. Animal, Dz. 1.50
- Cork Pop Guns, Gr. 22.50



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- TINSELED**
- 3 inch \$ 4.60 Gr
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 - 7 inch 14.40 Gr
 - 9 inch 22.00 Gr
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 - 7" w/High Hat 7.50
 - 8" w/High Hat 10.80
 - 9 1/2" w/High Hat 13.50
 - Jumbo Fur Monkey 22.50

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- 22 inch spread 36.00 Gr
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- 28 inch spread 4.50 Dz
- 32 inch spread 5.75 Dz

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- Jumbo Rabbits' Feet w/Key Chain, Per 100 4.50
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- Knife Key Chains, Gr. 6.00
- Pearlized Jack Knife Key Chains, Dz. 1.20
- "Mule Train" Puzzle Key Chain, Dz.80
- Gold Horras, Special, Gr. 9.00
- 50-L Comic Buttons, Closeout, Per 100 (no less sold) 10.00

Schattur Novelty Co.
144 Park Row New York, N. Y.

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Fits in Your Pocket

Helps You Quickly Sell

World Famous Perfumes

AT A FRACTION OF ORIGINAL COST

COMPARE the scent! You can't tell the difference! **SIBONNE** Alphabetical Perfumes are true reproductions of world famous scents—perfumes that sell now in big city stores at \$2 to \$6 per 1 1/2 dram bottle. Same expensive perfumes now offered in our own millproof 1 1/2 dram bottles with gold top and packed in gift box for only \$1.30 each.

SEND \$7 for one dozen assorted fragrances, with Free Perfume Bar. Or send \$1 for sample bottle under Money Back Guarantee.

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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.

50¢ Talent Bill

Backing up the perfect grandstand 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; Ridolos, aerial ballet; Ellie Ardelt; Susan Brooks, Ivanovs, DiMattiavris, Ten Karels, Jack Meyand, Skyliners; Johnny Woods; emcee; the Lands, Wallendas, Frank Tanne-wee and Russell-Joy, Johnny Lonergeran 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.

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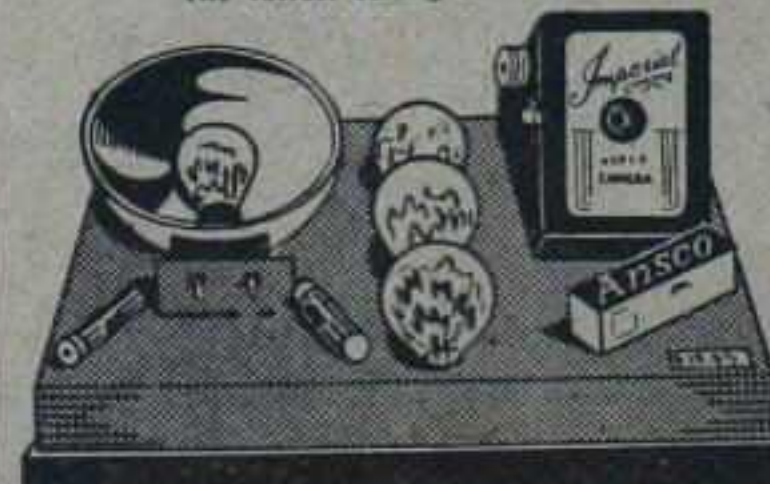
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Dressing Room Gossip

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 Artour 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 Wokery, 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 Walsh 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 Hartzells and family, Lieut. Albert Von Trott, Marsha Wayne, Emil Van Horne, the Tong brothers, and Dr. and Mrs. Don Brown.—HARRY DANN.

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- J&M SALES**
8237 N. St. Louis Chicago, Ill.

Salesboard Sidelights

Hartich 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 Roxettes in five production numbers, **John Barry** and **Miss Leslie** were principals.

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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, 2957 Milwaukee Ave. Chicago, Ill. se22

ALL TYPES CIGARETTE, CANDY MACHINES and Bulk Vendors wanted; send list and lowest price. Baker, 909 Spring Garden St., Philadelphia 23, Pa. se22

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 reconditioned 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. se22

DIGGERS, ROTARIES, ARCADE AND CIGARETTE Machines; selling out cheap; Iron Claws, Erles for Carnivals, Merchants, Electro-Holists. National, 4243 Sansom, Philadelphia, Pa. se22

FOR SALE—BALLY HEAVY HITTERS with stands, \$35 each; A.B.T. Challenges, \$10; A.B.T. Shuffler, \$10; Chicago Coin version, \$45; B.I. Ball Vending Co., 422 S. Main St., Memphis Tenn. se22

FOR SALE—3 GOTTLEB SPOT BOWLERS, \$180 each; 1 1/2 cash, balance c.o.d. Birmingham Vending Co., 540 2d Ave., N., Birmingham, Ala. se22

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. se22

LIKE NEW—BULK VENDERS, WITH Standa, 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. Wacker Rd., Tucson, Ariz. se22

SHUFFLEBOARD OPERATORS, ATTENTION! We have Exhibit Shuffle Board Coin versions for Shuffleboards, \$49.50 each; try one or two, you can't go wrong. Reliable Shuffleboard Co., 5728 Broadway, Chicago. se22

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 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.

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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.

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- Electric Stove—Two Burner 11.25
- Motarbikes 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.

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SALESBOARDS—JAR TICKETS NEW LOW PRICE ALL ORDERS SHIPPED SAME DAY RECEIVED

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305	25c	QUARTER KOLORS, THICK	\$15.90	\$ 95
405	5c	LUCKY BUCKS, THICK	7.90	.90
60c	5c	5c CHARLEY, THIN	17.00	1.25
1000	25c	J. P. CHARLEY, THIN	52.00	1.55
1205	25c	TEXAS CHARLEY, THICK	102.98	2.50
1000	5c	SOUTH PACIFIC GIRL BOARD	26.87	2.25
1005	5c	HOLD THAT LINE GIRL BOARD	27.25	2.25
1000	5c	FLAMING GIRL GIRL BOARD	27.99	2.25
4000	10c	TEN CENT SAW BUCKS	45.90	2.25
1000	25c	SIX TWO BITS	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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DISTRIBUTORS AND OPERATORS
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PEERLESS PRODUCTS, INC.
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633 PLYMOUTH COURT HANSON 7-2971 CHICAGO 7, ILL.



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 dis-

(Continued on page 100)

of preparing the equipment for mass production of vital ammunition components.

The equipment will be used to fulfill a contract recently awarded to Bally by the Navy. A second contract, awarded by the Air Force, will require large additional installations of equipment. Initial output is scheduled for October when game production will be crowded in a comparatively small section of the plant.

In announcing the contracts, President Ray Moloney said: "This is only the beginning. Because of the proud performance of Bally folks during World War II, the government has mobilized all the Bally plants for important defense material and, as the national defense program speeds up, the Bally factories will be called on for larger and larger contributions to the great task of strengthening our country's defense."

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.

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 600 civilians.

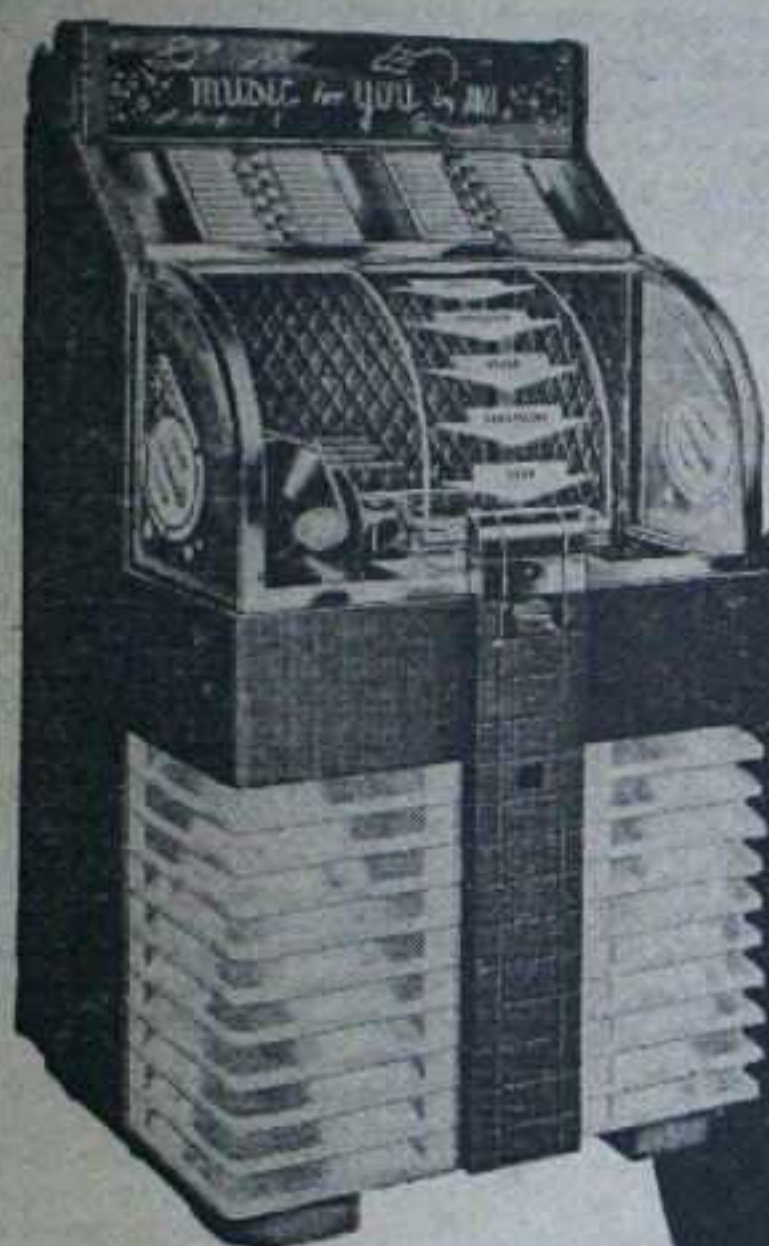
At West Palm Beach, Col. Glenn R. Birchard, scheduled to be the base commander, estimated that re-activation would "bring in about \$1,400,000 a month to this area."

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 146S \$139

SEEBURG 146M \$159

SEEBURG 147S--\$169 147M--\$189

WALLBOXES SEEBURG 3-WIRE, 5; Postwar \$20.00 WIRELESS 5c \$15.00

WRITE—WIRE PHONE

WURLITZER 1015--\$195 1250--\$450

AMI MODEL A \$325.00

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.

Table with columns for machine brand/model and prices for various issues (Sept. 15, Sept. 8, Sept. 1, August 25). Includes brands like AIREON, AMI, FILBEN, MILLS, PACKARD, RISTAUCRAT, ROCK-OLA, SEEBURG, and WURLITZER.

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

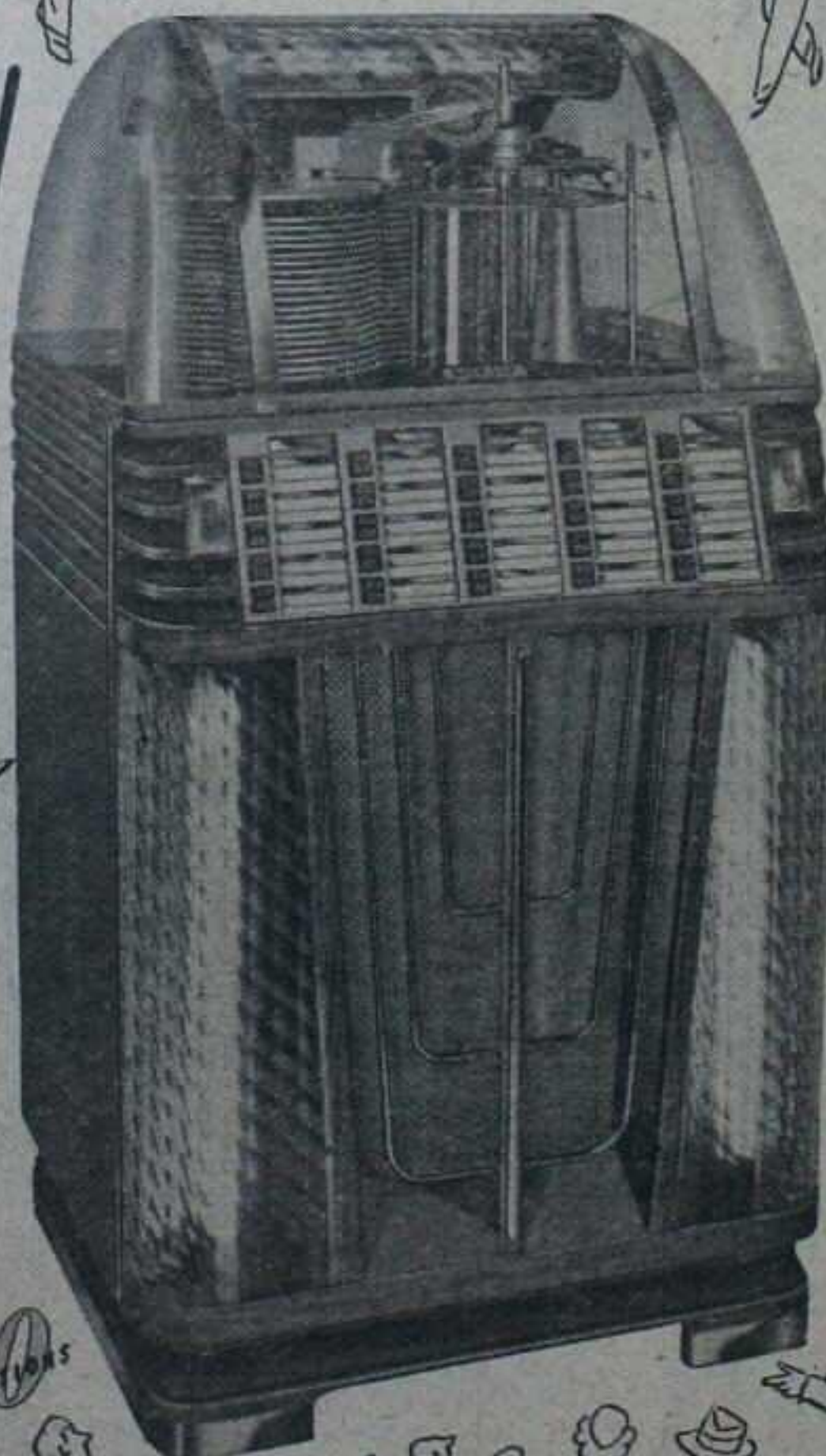
2185 North West 79th Street - Miami, Florida

Distributors Wanted - Write for List

*ALSO AVAILABLE IN SINGLES FOR COIN MACHINES ONLY.



the new **Universal Favorite**

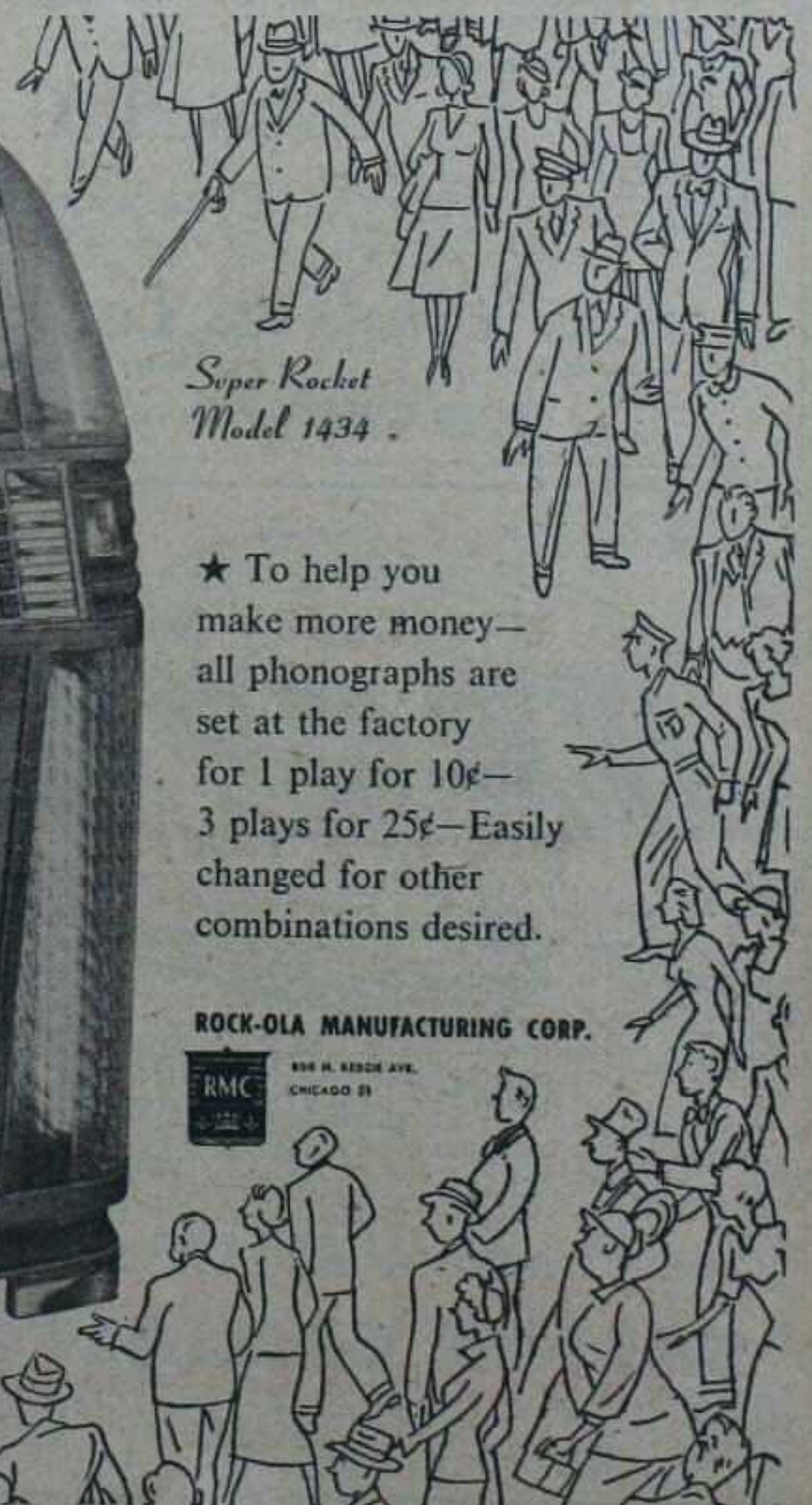


Super Rocket Model 1434

★ 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.

RMC 836 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...



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PAGE 57

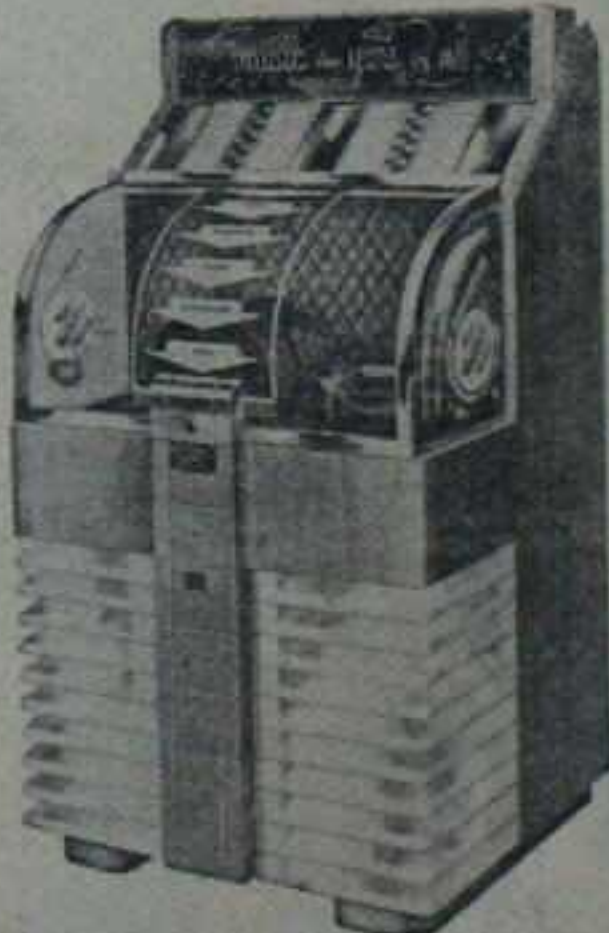
new

- 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



Glascocock Starts Vendall Output For Belvend Co.

CHICAGO, Sept. 15.—Belvend Manufacturing Company, Inc., following arrangements with Glascocock 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.

Glascocock 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 1/4 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 Valetoria, 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 Valetoria, 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 cleaner. (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 Coltsac 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



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

18-20-22 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.
Uniper 9-1814

FOR SALE

PRE WAR SEEBURG R.C. SPECIAL
Price Ridiculously Low.

\$29.50

Also WS2Z 5c Wireless and 3 Wire Wallomatics.

\$5.00 Each

Inventory Reduction Sale.

W. B. DISTRIBUTORS, INC.

1012 Market St., St. Louis, Mo.

MAN WITH EXPERIENCE

Wishes permanent position in South or Southwest. Reliable, sober and honest. Top-notch man on One Balls and Slots. Experienced on Music and Vending Machines. Excellent references. Capable of management. Write

F. H. ARNOLD

19 Marne Rd., Buffalo 15, N. Y.

WANTED SERVICEMEN

For bowling and pin type games. Steady work. Must be thoroughly experienced. Top salary.

Phone: HUDSON 3-5042 (Chicago)

ONE BALLS

- Victory Specials \$25.00
Daily Races 25.00
Special Entries 35.00
Jockey Specials 55.00

Citations... \$75.00
Winners... \$100.00

MUSIC

- 416 Wurl... \$32.00
759 Wurl... 75.00
898 Wurl... 75.00
700 Wurl... 75.00

KEELS MUSIC CO.
Florence, S. C.

GIVE TO THE

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.

Table with columns for machine names and prices across five issues (Sept. 15, Sept. 8, Sept. 1, August 25, and August 25). Includes items like Ace Bomber, Air Hockey, Air Raider, All Stars, Astroscope, Atomic Bomber, Bag-A-Bunny, Ball Grip, etc.

Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

Table with columns for shuffle game names and prices across five issues (Sept. 15, Sept. 8, Sept. 1, August 25, and August 25). Includes items like ABC Bowler, Ace Bowler, Baseball, Bowlette, Bowling Alley, Bowling Chump, etc.

Subscribe Now! ONE YEAR \$10

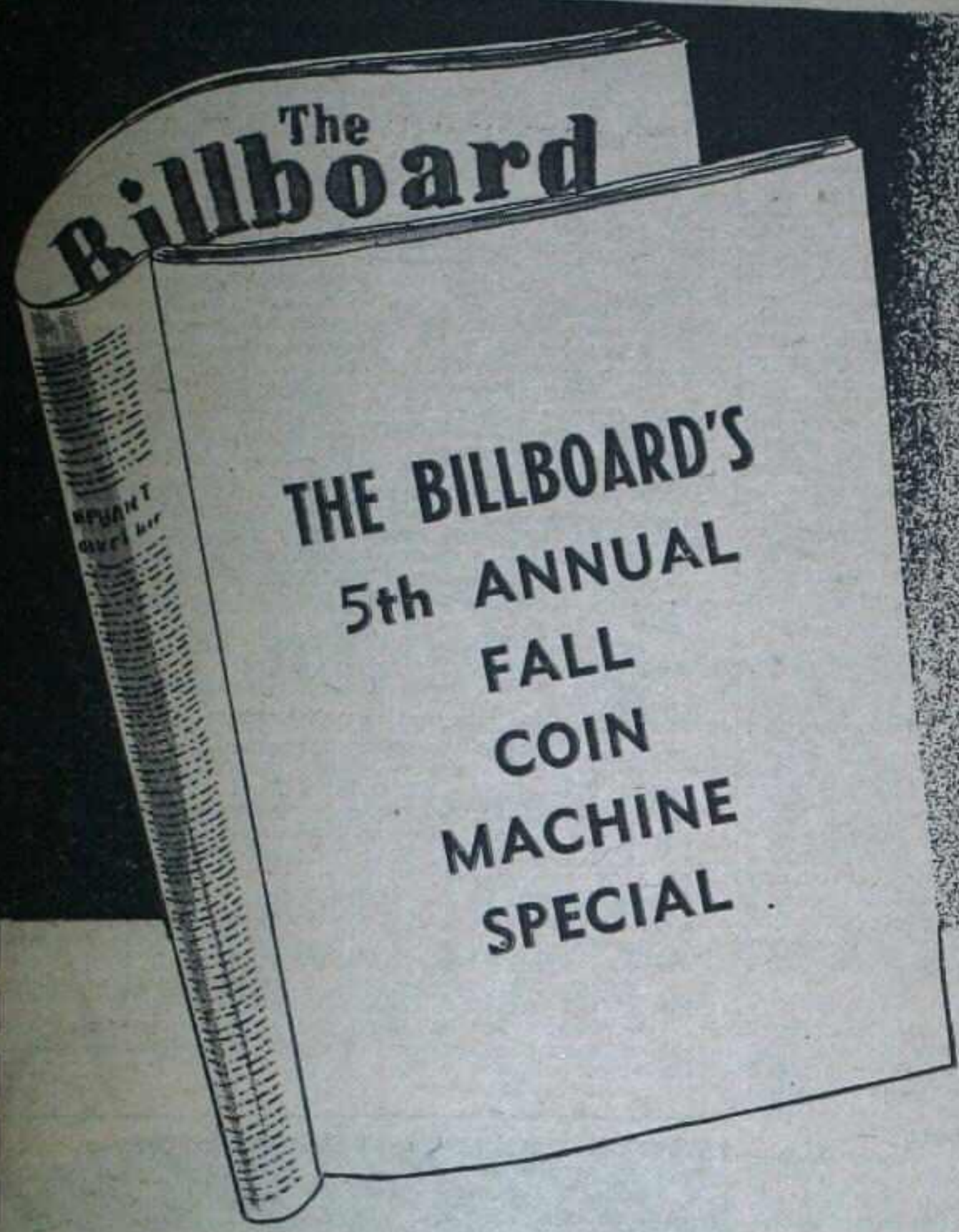
52 BIG ISSUES including 8 Special Issues

THE BILLBOARD 2160 Patterson St., Cincinnati 22, Ohio

Subscription form with fields for Name, Address, City, State, and Occupation.

Take but ONE MINUTE please...

Help yourself and The Billboard by filling in the coupon on PAGE 57



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.

FOR THE ADVERTISER. The Billboard's Fall Coin Machine Special is a BIGGER—BETTER advertising buy today than ever. No other advertising medium in the field can deliver your sales message to as many buyers for as low a cost per reader. THE BILLBOARD'S BUREAU OF CIRCULATION IS A PAID CIRCULATION AUDITED BY THE AUDIT BUREAU OF CIRCULATION.

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

Table listing various 5-ball games and their prices, including Four Horsemen, South Pacific, Camel Caravan, etc.

New 5 BALL GAMES

Bally CONEY ISLAND, Keeney LITE A LINE, United 3-4-5, Gottlieb WILD WEST

Table listing new 5-ball games and their prices, including Telecard, Dallas, Big Top, etc.

ARCADE

SATISFACTION GUARANTEED

Table listing various arcade games and their prices, including Hollycrane, Exhibit Six Shooter, etc.

Brand New CLOSEOUTS

IN ORIGINAL FACTORY CRATES

Table listing brand new closeout games and their prices, including Bally Turf King, etc.

SHUFFLE GAMES

SATISFACTION GUARANTEED, Completely Reconditioned, All Playing Fields Resurfaced

Table listing shuffle games and their prices, including Keeney League Bowler, Un. Twin Shuffle Rebound, etc.

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

FIRST DISTRIBUTORS logo and address: 748 W. North Avenue, Chicago 22, Illinois, Dickens 2-0500

DAN STEWART COMPANY

Distributors for Rock-Ola, Exhibit, United, Williams, Genco, Chicago Coin, Automatic Products Co. and Downey Johnson

9-0931 1/3 deposit on all orders, 140 East 2nd, South Telephone 4-5209 balance C.O.D. Salt Lake City, Utah

NEW, CLOSE OUTS, STILL IN ORIGINAL CRATES

Table listing new closeout games and their prices, including C.C. Thing, Ba. Turf King, etc.

USED MACHINES Reconditioned

FIVE BALL

Table listing reconditioned five-ball machines and their prices, including Ba. Carnival, Ba. Ballerina, etc.

ARCADE

Table listing reconditioned arcade machines and their prices, including C.C. Ace Bowler, C.C. Trophy Bowler, etc.

MUSIC

Table listing reconditioned music machines and their prices, including Filhen 30 Record, Mills Constellation, etc.

ONE BALL

Table listing reconditioned one-ball machines and their prices, including Turf King, Ba. Champion, etc.

MISCELLANEOUS

Table listing reconditioned miscellaneous machines and their prices, including Color-Ado P.B. Mach, Color-Ex P.B. Mach, etc.

CHICAGO COIN HIT PARADE UNITED A. B. C.—WRITE

"Central Ohio Coin Quality Buys"

Table listing various coin machines for sale, including United-3-4-5, Shuffle Alleys, Keeney 4 Player Conversion, etc.

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...

In music circles top interest centers around the coin industry dinner Tuesday (18) honoring Albert S. Denver, president of the Automatic Music Operators' Association...

Irv Holzman, of Flushing Music, is mourning the death of his mother... Paddy G. Biris, who operates jukeboxes locally, has just joined AMOA...

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...

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...

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...

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...

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...

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...

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...

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.

Advertisement for AMI jukeboxes. Features an image of a jukebox and text: 'every day is payday with the new "D" by AMI'. Includes contact information for Southern Automatic Music Company.

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.

Cookies, Inc. is moving along fast with its Sunshine Biscuits vender operation. Owner Willie Blatt acquired the franchise a year ago when 100 machines comprised the route.

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.

Reactivation by the Air Force of Morrison Field, West Palm Beach, is now a reality and should prove a business stimulant for coin ops.

Exhibit Supply Company's Big Bronco has registered big, according to Orzie Truppman of Bush Distributing, which is selling the pony to coin ops.

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.

Dave Engel, who operates Arrow Amusements, believes the newly formed Amusement Machine Operators' Association of Dade County is destined for outstanding success.

Taran Distributing's open house in honor of AMI's new Model D phonograph coincided with the second birthday anniversary of little Freddy Lomborg.

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.

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.

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.

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.

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.

Geri Lois Taran, daughter of Sam Taran, has moved up her wedding to Marve Lieber from December 29 to November 3.



EVANS' Push-Over PROVED BY SENSATIONAL DEMAND AS THE BUY YOU WANT! THE NEW AND DIFFERENT MERCHANDISE MACHINE OF REAL SCIENCE AND SKILL!

Colorful, new appeal, plus greater opportunity to obtain merchandise through skillful play makes Push-Over the modern replacement for old-fashion crane diggers!

DESIGNED FOR BIG PLAY ATTRACTION! Full Vision, Extra Large Merchandise Chamber for Top Flash and Wide Range Pusher Action.

QUALITY BUILT FOR MONEY SAVING OPERATION! Simple Mechanism, Easily Accessible From Back. Fool-Proof Anti-Tilt Device.

FOOL PROOF! BUG PROOF! LOCATION TESTED! PRICED RIGHT FOR PROFIT!

Buy Push-Over for HALF THE COST of Ordinary Merchandise Machines. Double Your Operation for Half the Investment!

IMMEDIATE DELIVERY SEE YOUR DISTRIBUTOR OR WRITE DIRECT NOW!

H.C. Evans & Co. 1556 W. Carroll Ave. Chicago 7, Illinois

SEE EVANS' CONSTELLATION AD, PAGE 94

Compare SEE FOR YOURSELF... LONDON GIVES MORE QUALITY FOR THE MONEY!

Table listing various phonographs (Post-war and Pre-war), accessories, shuffle games, and cigarette machines with their respective prices.

Exclusive Distributors SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan.

S. L. London Music Co., Inc. 3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. DIVISION 4-3220

2605 7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. KENWOOD 6612

WANT TO BUY WILL PAY TOP DOLLAR—CASH OR TRADE!

Advertisement for National Coin Machine Exchange, featuring a list of late 5-ball games, shuffle games, and phonographs, along with contact information for Chicago 14.

NATIONAL COIN MACHINE EXCHANGE 1411-13 DIVERSEY BLVD. (Phone: BUckingham 1-6466) CHICAGO 14

The American Red Cross Is Your 24-Hour Friend in Disaster and Misery

WANTED! Late 5 Ball Models, after September, 1950. 1100 Wurlitzer. LANIEL AMUSEMENT, INC. 1815 NOTRE DAME W. PHONE: WE 1124 MONTREAL 3, CANADA

FOREIGN BUYERS For Pins, Arcade Equipment & Music Equipment. WRITE TODAY FOR OUR EXPORT PRICE LIST AND HANDY ORDER FORMS. INTERNATIONAL AMUSEMENT CO. 5 Parkhurst Street, Newark 2, New Jersey

GENCO 2621 NORTH ASHLAND AVE. CHICAGO 14, ILL.



Patents Pending

HERE IT COMES!

Williams
RIP-ROARING
NEW

JALOPY



OUT IN FRONT with HIGH OCTANE ACTION . . . SOUPED-UP SUSPENSE . . . FAST 'N' FURIOUS FUN!



6 THUMPER BUMPERS

Send ball hurtling around playfield, register High Score, advance Jalopies! Roll Overs and Flippers add speed to each race!

DEATH DEFYING DEMON

DRIVERS pilot actual Miniature Cars down the track inside the backboard! Breath-taking suspense as they race to hair-raising photo finishes!

SIMPLE, EASY PLAY! No complicated instructions . . . no confusing scoring! Smooth going all the way!

GET THE WINNER'S SHARE

ORDER FROM YOUR DISTRIBUTOR TODAY!



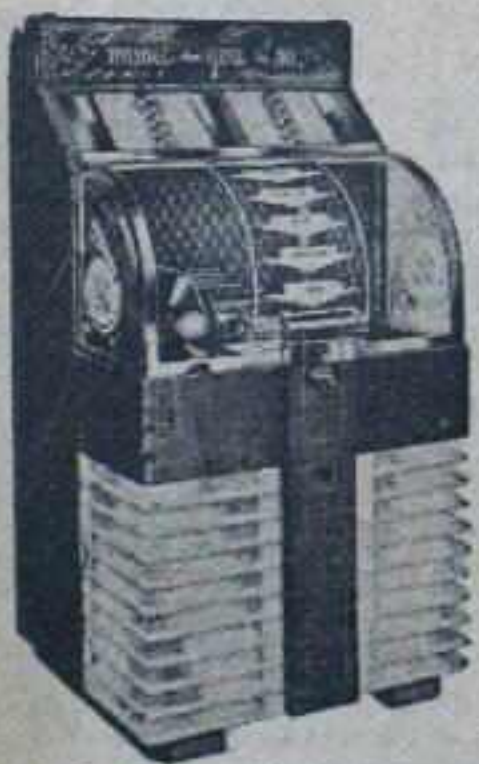
Williams
MANUFACTURING
COMPANY

**CREATORS OF
DEPENDABLE
PLAY APPEAL!**

4242 W. FILLMORE STREET

CHICAGO 24, ILLINOIS

*Now
Featuring*



*On Display
in Our Showrooms.
Immediate Delivery*

- ★ 5 ft. high
- ★ edge lighting
- ★ dramatized coin drop
- ★ eye-high program
- ★ extra visibility
- ★ new amplifier
- ★ inspiring cabinet
- ★ ultra-modern design

**AUTOMATIC PHONOGRAPH
DISTRIBUTING CO.**

806 N. MILWAUKEE AVE., CHICAGO 22, ILL.
PHONE: CHESAPEAKE 3-4900

YOUR RELIABLE DISTRIBUTOR

ONE BALL CLOSEOUTS!

Turf Kings
Winners
Champs
Citations
Photo Finish
Jockey Special

**RECONDITIONED
5-BALLS!**

Humpty Dumpty
Build Up
Rondevoe
Knockouts
Bank-a-Ball
Robin Hood

**EXTRAORDINARY
BARGAINS!**

Dale Guns
Chicago's Pistol Pete
6 Players Shuffle Alley
United's 3-4-5's
Phonographs—All
Makes

Above machines, plus many others at lowest prices, some new, some reconditioned, but all definitely at a price you can afford—Write Today!

NEW EQUIPMENT UNITED ABC—UNIVERSAL 5 STAR — NEW KEENEY ELECTRIC CIGARETTE VENDORS

Terms: 1/3 Dep., Bal. C.O.D. Write for complete list and prices of Arcade Equipment, Cigarette Vending Machines, Coin Counters and Changers.

**AUTOMATIC COIN
MACHINES & SUPPLY CO.**
TELEPHONE: CAPITOL 7-8244
4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

**ANY WAY YOU LOOK AT IT—A BETTER DEAL!
NEW—WRITE—NEW**

Chicoin Horse Shoe
Genco Shuffle Target
Bally Shuffle Line
United Six Player

Bally Coney Island
Wms. Hayburner
Keeney Life a Line
Gottlieb Watch My Line

RECONDITIONED

C.C. Bowling Alley \$ 64	Bally Hook Bowler \$345
C.C. Trophy Bowl 129	Un. Single S.A. Rebound
C.C. Classic 125	Fly-Away Pins 119
Un. Super Twin Bowler 135	Un. Twin Rebound 209
Un. Shuffle Alley 29	Keeney Duck Pins 105
Bally Speed Bowler 69	Keeney Lucky Strike 67

WRITE FOR LIST OF CLOSEOUTS—ALSO RECONDITIONED EQUIPMENT

Clayt Hemeroff **MONARCH COIN MACHINE, Inc.** Charley Pierl
2257-59 N. LINCOLN AVE., CHICAGO 14, ILL. Phone: Lincoln 9-3996-7-8

Exclusive **AMI** Write for NEW LIST of Hundreds of New Phonographs
Distributors in Kentucky, Indiana, Southern Ohio
"The House that Confidence Built"
**SOUTHERN AUTOMATIC
MUSIC COMPANY, INC.**
ESTABLISHED 1923
735 S. Brook St., Louisville 3, Ky. 1000 Broadway, Cincinnati, Ohio
240 Jefferson St., Lexington 2, Ky. 3011 E. Maumee Ave., Ft. Wayne 4, Ind.
129 W. North St., Indianapolis, Ind.

TAKE BUT ONE MINUTE, PLEASE...

Help yourself and The Billboard by filling in the coupon on

PAGE 57



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!

Bally MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION
 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

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
 8 FT. BY 2 FT.
 9 FT. BY 2 FT.

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100 SELECTIONS



AT 78 RPM

The world's only 100 selection music system, designed for the playing of both 10 and 12-inch 78 RPM records.



AT 45 RPM

The world's only 100 selection music system, designed exclusively for the playing of 7-inch 45 RPM records.



Wall-o-matic

Brings 100 selections—grouped under the five basic musical classifications—right to the finger tips of guests.



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only one has 100

Select-o-matic
100