

The Billboard

NOVEMBER 1, 1952 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

Limits on Campaign Spending Give Way to Radio-TV Costs

BMI Income Reaches New Record With \$5,607,841

NEW YORK, Oct. 25.—The growth of Broadcast Music, Inc., as a music licensing organization is indicated in a report to the stockholders, available this week and containing both a financial report and a letter from BMI President Carl Haverlin. The financial report for BMI and its wholly-owned subsidiaries for the fiscal year ended July 31, 1952, indicates that the organization's income for this period amounted to \$5,607,841.98. Of this, \$4,970,

836.11 came from radio and television licensees. Other items making up the total include license fees from other than radio and TV stations, \$244,971.76; royalties, \$106,458.03, and income from sale of sheet music, \$285,570.98. It is to be noted that the royalties and sheet music items pertain to BMI's own publishing operation.

BMI's operating costs and expenses for the fiscal year ended July 31 totaled \$4,672,130.13. This is itemized as follows: Performance rights and royalties, \$3,076,640.54; salaries and wages, \$743,698.36; printing and art work, \$142,643.36; and other expenses, \$709,147.87.

BMI & Subsidiaries

The financial statement, attested to by Ernst & Ernst, represents the financial condition of BMI and its subsidiaries, Associated Music Publishers, Inc., and BMI of Canada, Ltd. An accompanying letter by Haverlin points out that at the end of the fiscal year the ratio of current assets to liabilities was approximately three to one. The net profits, after taxes, are listed as \$74,657.65.

Haverlin points out that "as an index of accomplishment during the fiscal period, BMI-licensed songs had 51 per cent of all the first places and 66 per cent of the total positions on the 'Hit Parade'."

COURT'S A-BUZZ: SOMEONE STUNG BY 'HONEY' BEES

NEW YORK, Oct. 25.—There's no telling where a promotion stunt will lead. Flecks promoting John Arcesi's Capitol disk of "Wild Honey" collected 20,000 wild bees and sent them to disk jockeys on the Coast. Some of the bees escaped from their container and stung the messenger entrusted with their delivery. Now he's suing Capitol Records in Municipal Court, Los Angeles, charging mental disturbance, shock and injury. Complaint asks that the lad be awarded \$1,500 damages.

In Hollywood, Bert Richmond, manager of Arcesi, hyped the promotion Thursday (23) when he honeyed and feathered several "Miss National Honors" at a cocktail party. Cans of honey were poured over the models and delays threw pillow feathers at the gals. Newsstreet services were present.

Congressional Group Studies New Structure

Canvass of Industry Set; \$3,000,000 Top Is Unrealistic

By BEN ATLAS

WASHINGTON, Oct. 25.—In the first concrete step by a standing congressional committee to clear the way for legislation to raise campaign spending ceilings in order to accommodate buying of TV-radio time, the Senate Subcommittee on Privileges and Elections next week will start canvassing the nation's broadcast-television industry for data. The subcommittee will send questionnaires to TV and radio broadcast stations for a full report on political time and political spending for broadcast and telecasts. Paul J. Cotter, counsel to the subcommittee, told The Billboard that the subcommittee "hopes to see what the figures add up to so that Congress may intelligently tackle the whole question of rising election campaign costs 'in view of the vast new role' of TV and radio."

Overhauling of the laws governing campaign ceilings is viewed here as more urgent than ever. In the current national election campaign, volunteer committees spending for candidates and parties have multiplied on an unprecedented scale, rendering almost meaningless the current statutory limit of \$3 million per committee for political candidates and parties. Cotter said that "the time has come to look at this situation realistically. He said that stations will not be asked to start submitting data until after the November election, inasmuch as

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Posers Plague Miami Clubs

By HERR RAU

MIAMI BEACH, Oct. 25.—A campaign for a uniform early closing of cafes started slowly within the past few weeks led by a few religious leaders and public officials. A public hearing was held Monday (20) by the Dade County Commission for a solution to the difference in hours of operation by nightclubs and bars in the various county municipalities. No action was taken, but ops feel a temperance movement is afoot.

(Continued on page 10)

NBC Page Boys Click on TV Kine

NEW YORK, Oct. 25.—The comedy team of Dana and Woods, both members of which are pages at the National Broadcasting Company, this week headed in the same up-and-down direction as other erstwhile page boys who made good. A kine has been cut of the boys, starting them in a new variety show called "Up and at 'Em." The show is headed for a Saturday morning time slot if a sponsor shows up. Pete Barnum is supervising.

The cast includes Betty Ann Grove as vocalist, the dance team of Danny Hoctor and Betty Byrd, singer Steve Lawrence and Slim Gaillard, who delivers a comic "perfidious" talk. The show can go either 30 or 60 minutes.

"THIS IS NO PICK-UP!"

That's what the strongest man will say when he tries to lift you off the ground. It's a great party gag, needs no apparatus—just the original "Pick-up" record now available exclusively in this week's Billboard classified pages.

You can make plenty of pick-ups with one dollar and cents day-off every week in our three separate classified sections. Dozens of products, services, gimmicks of all kinds fairly shout "Pick me up for fast profits!"

Or if it's too late you want, spot your items in these columns for big pay-offs—1-1-1-1-1 for as little as \$3 a week!

What Do You Want to Buy or Sell? see pages 11, 45, 63, 89.

64 Stations Marry 'Joan'

NEW YORK, Oct. 25.—The virtue of film as a means of clearing stations was demonstrated in no uncertain manner when General Electric this week cleared 64 out of 66 markets for "I Married Joan." The program, on the National Broadcasting Company's TV web Wednesday from 8 to 8:30 p.m., which is against the first half hour of the high-rated "Arthur Godfrey and His Friends," is believed to have set a new record for total stations cleared for a show of this nature.

But out of the 64 stations cleared only 26 are live. The rest are delayed telecasts. Many more shows, of course, have cleared more stations for live presentation.

A prime factor in the terrific station acceptance of the property is said to be the recent Hollywood junket staged for TV news editors by General Electric. They were wined and dined and taken behind the scenes for the making of the show. The result was naturally a favorable response which was reflected in their columns. The public, therefore, was almost pre-sold the program, and the stations did not wait to respond to public pressure. Not yet cleared are WFBM-TV, Indianapolis, and WDTV, Pittsburgh.

Haverlin noted that in addition to the increased service to AM broadcasters, the company had increased its activities in the field of television. Field clinics, held in 40 States and five Canadian provinces, were attended by more than 1,800 broadcasters. The BMI president also noted that BMI Canada, Ltd., now has over 30 Canadian publishers and more than 100 Canadian composers on its roster.

In the foreign field, Haverlin pointed out that BMI had concluded agreements with the performing rights societies of France, Germany, Belgium and Portugal, under which BMI licenses performing rights on works originating in these countries and published in the United States by BMI-affiliated publishers.

The number of BMI non-radio licensees, according to the report,

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Kiddieland Moves Into Ex-Film House

By CHARLES BYRNES

CHICAGO, Oct. 25.—Possibility that outdoor show business has come up with an answer to what will be done with shuttered motion picture theaters was seen here today with the opening of the Boy's World Indoor Kiddieland in the auditorium of an ex-movie house.

Whether it is the answer remains to be seen, but the indoor kiddie fun spot has sparked strong interest among operators of independent and chain houses. At least 50, mostly from Chicago with several from nearby cities such as Milwaukee and Indianapolis, inspected the set-up this week.

The Kiddieland is housed in the former Cine Theater, two

BRIDE, GROOM'S DOUBLE TAKES

KANSAS CITY, Mo., Oct. 25.—Country singer Hank Williams was married here last Sunday (19) to Billie Jones during his show at the Municipal Auditorium. The wedding was advertised in the local papers as a part of the performance. The ticket demand was so heavy that Williams and his bride decided to go thru the ceremony twice, once at the 3 p.m. show and later at the 7 p.m. performance.

Williams has had an enviable record as both a writer and artist in the country field during the last four years. In the past year many of these tunes have become pop hits. The most recent is "Jambalaya."

short blocks west of the busy shopping intersection of Western and Devon Avenues on the Northwest Side. The house is leased from Balaban & Katz by the Lind Brothers, song trio, and David Mall, their accompanist, who refurbished the spacious lobby into an elite boys' clothing and toy store.

They have leveled off the auditorium portion of the theater,

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CURRENT DANGER

Fairs Can Beat Threat Of TV With Ingenuity

RALEIGH, N. C., Oct. 25.—Fairs can withstand the threat of television but it will take imagination on the part of attraction and fairmen to foil the ever-growing home entertainment media, in the opinion of Dr. J. S. Dorton, manager of three top-flight North Carolina annuals, including the State Fair here, and past president of the International Association of Fairs and Expositions.

The continuance of fairs should not be thought of in terms of survival, but rather as growing and prosperous enterprises. Dr. Dorton points out in sounding a warning that the lack of ingenuity on the part of show and fair people may result in the loss of patronage that can never be regained.

While the fair business has not yet stopped growing, attendance losses have been reported by a number of annuals, despite good

weather, and many of these are located in areas blanketed by video. When this happens it is well not to minimize the importance of television in holding patronage.

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Billboard Backstage

By JOE CSIDA

I am about to reprise one of my favorite themes: that there is a distinct affinity among every single phase of the entertainment industry (not excepting coin-operated amusement equipment), and I have two new variations on said theme.

One is the increasingly intriguing manner in which the music publishing business is snuggling up to television. The other, the happy mating of several show business fields with the fast-growing coin-operated kiddie ride industry.

In 1951, Broadcast Music, Inc. published a Television Sketchbook. This contained words and music to 44 songs which had achieved considerable popularity. A sketch for a TV production accompanied each tune. Now two great American Society of Composers, Authors and Publishers firms have issued similar books. Max Dreyfuss, Chappell & Company, Inc., have published "The Chappell Television Book," and Louis Bernstein has brought out the "Shapiro-Bernstein TV Song Production Book." These are two of the oldest publishing firms in the industry, and their catalogs contain a great deal of the finest popular music ever written.

The Chappell book, for exam-

ple, includes such great standards as "Mad About the Boy," "The Thrill Is Gone," "I Apologize," "The Last Time I Saw Paris" and "How High the Moon" among the 40 songs featured. The S-B tome contains 75 tunes, including such all-time favorites as "Anniversary Song," "Boo Hoo," "Have You Ever Been Lonely?" "Last Night on the Back Porch" and "The Old Lamp Lighter," as well as a number of more recent ditties like "Penny a Kiss, Penny a Hug" and "Too 'ol Polka."

Again, of course, both books feature suggested sketches for TV production with each song. The Chappell book's sketches were written by TV Producer Perry Lafferty, has a foreword by Columbia Broadcasting System TV Program Chief Hub Robinson, and a very dignified introduction by that dean of music publishers, Max, himself. The S-B sketches were done by Dick Rogers (without the middle D), and the book edited by Eliott Shapiro and Robert C. Harlan.

These two books, added to the BMI effort, constitute the beginning of a very respectable music production library for video stations. And the beginning of what I'm sure will be an ever-closer working relationship between

music publishers and television stations.

A national pet, "Rudolph the Red-Nosed Reindeer," which, too, you'll recall, became a country-wide favorite via a popular song recorded by Gene Autry on Columbia Records, transformed into the latest of the coin-operated kiddie rides. Exhibit Supply is making Rudolph, so the moppets may mount him for a dime. And coin-operated kid ride manufacturers are lying into show business favorites of video and films in ever-increasing numbers. Capitol Electro-Pony Corporation, Deco and Kiddie Rides Amusement Company are among those who are zooming into solid operations on the trail blazed by TV's space shows. Cap has a ride called Planet Patrol. Deco has one called Rocket Ranger, and Kladdie a Rocket Patrol. And Exhibit has named its newest, mechanical, silver-fred steed, Trigger, after Roy Rogers' nag of the same name and video and movie fame.

Only a blind guy in a very dark room could fail to note the ever-recurring affinity of every show business field for every other. And, as I've preached previously, that's why The Billboard—and only The Billboard—covers all of show business.

Washington Once-Over

By BEN ATLAS

WASHINGTON, Oct. 25.—Movie-theater men were pleased when the Federal Communications Commission shifted the theater TV hearing this week from the relics-filled Smithsonian Institute to the new post office building. One movie legend described the shift as "rescuing us from the dinosaurs."

TENSE HEARINGS ON THEATER TV

This week in D. C. produced some telling signs of the coming struggle for power in TV ownership. The sprawling post office building, which houses the Federal Communications Commission and its scattered hearing chambers, was swarming with legalists, engineers and harassed newsmen. The main event was the off-deferred theater TV hearing. As anticipated, testimony was in dry-as-dust technical language, inasmuch as this phase of the hearing was confined to engineering matters. However, observers weren't fooled by the calmness of the proceedings. Beneath the surface was a definite tension. The stakes in this contest are tremendous. The theater-movie interests are asking for a valuable piece of the spectrum. Their proposal to link theaters by microwave would leave them in a position to do their telecasting without depending on American Telephone & Telegraph Company or any other common carrier service. Also the main bout on theater TV takes place in January, the titanic dimensions of the conflict were clearly delineated, in this phase of the hearing.

HOPE TESTIMONY BUT SERIOUS

In another hearing chamber the struggle was signaled on more dramatic levels. There was a theatrical atmosphere when Bob Hope testified as majority stockholder of a corporation fighting for one of Denver's prize VHF channels. The FCC had to shift the proceedings to a bigger chamber in order to accommodate the crowds. The comedian provided D. C. with a pretty clear picture of one phase of life in the new electronic era. Hope stopped here en route to New York from where he planned to Hollywood to start on a new movie, "The Girls Are Here to Stay." In D. C. he attended a board of directors meeting of his TV corporation at the

Mayflower. He received a citation from President Truman at the White House. And he spent a morning at the FCC hearing his bid for Denver's TV Channel 4. Next scene will star Jimmy Stewart. Jimmy's in an outfit which wants Denver's Channel 7.

Nobody would have been surprised if Bing Crosby had turned up in the oaken hearing chamber yesterday when Bob Hope took the stand for his bid for a TV license in Denver. While Hope handled his role with dignity which drew the hearing examiner's admiration, his deadpan expression made him look, more than ever like the "Son of Paleface." He even discarded his gum (at a hastily-whispered suggestion from one of his lawyers), wrapping the big wad politely in a sheet of legal-sized stationery from his legal battery's paper arsenal.

Hope's serious mien didn't halt recurrent chuckles from the overflow audience which included government girls, a mother with an infant in her arms and a sedate woman who beamingly introduced herself to the comedian after the hearing as "a grandmother whose grandchildren just adore your programs." "Son of Paleface" faced news photographers with a Sittin' Bull expression that caused a cameraman to plead, "Give us a smile, Bob." Hope parried, "This is my straight role." When a newsman asked him afterwards if he had ever before appeared at a government agency hearing, Hope said: "No, I'm auditioning." Asked if he liked the role of witness, he quipped, "Sure, but I'd have liked it better if I had a writer under my chair."

Glasgow Gleanings

By CLIFF HANLEY

GLASGOW, Oct. 25.—Scotland glowers on the brink of the 1952 pantomime season with several novel prospects in this ancient art. But before the season opens, Betty Hutton's date at the Glasgow Empire October 20 is absorbing show business headlines with capacity figures. Archie Robbans, American vaude star, is also attracting big attention from a couple of British TV appearances since his Scottish visit here, and will probably be offered a regular winter TV program of his own.

As for the pantomimes, far be it from this reporter to try to analyze their mystic cult. There is no explanation. Pantomime just is, and nobody has ever been able to do anything about it, far less analyze it. It should be recalled, however, that a pantomime usually carries the title of a classic nursery story, such as "Cinderella," "Dick Whittington," "Robinson Crusoe" or "King Ridding Hood." The action of the thing being some kind of relation to the title, but includes any modern pop song numbers available, any kind of specialty vaude act the producer can buy, a hero (or Principal Boy) played by an actress whose requirements are a loud voice and a statuesque gamma and a comic dame played by an actor. Let's leave it at that, eh?

LOGANS SQUABBLE OVER PANTO

Jimmy Logan is to star in the lavish Howard & Wyndham panto at the Lyceum, whereby he has a somewhat prickly label. Logan is the undisputed star of the Logan Family show, currently at the Glasgow Metropole. He has been playing in this family circle through his stage career, and the Edinburgh panto will be his first big contract away from Ma and Pa. And Pa Logan, nee Jack Short, announced that he would give his son for use of the contract. Since this announcement, the show has gone on at the Metropole in apparent amity. But who goes on backstage is anybody's guess. But the young performer deserves the break to go right to the top. He combines genuine talent with quite positive sex appeal, and could hold his own in any country or in any medium.

Legit Line-Up

British Equity's ban a few weeks back on Joe Ferrer's playing at the Old Vic in "The Sea Gull" now may be reversed, according to a report from London. Meanwhile U.S. actor Phil Brown has been okayed to replace British actor Paul Scofield in London in "The River Line" November 24. The Theater Guild has two pots boiling, William Inge's "Picnic" and Peter Ustinov's "The Love of Four Colonels," for which Rex Harrison and Lilli Palmer are wanted.

The Texas Theater, San Antonio, opens November 2 with Joan Bennett and Zachary Scott in "Bell, Book and Candle." The New Haven Show Train pulls in for the Radio City Music Hall in December. The Erlanger Theater, Philadelphia, re-lights Monday (3) with Bert Wheeler in "Maid in the Ozarks." The University of Pennsylvania's Mask and Wig Club production, "Here's How," will open at the Erlanger on November 21, to be followed by one-night stands in the East and Middle West. Philadelphia's Circle-in-the-Square gets going with "Summer and Smoke" at the Academy of Music foyer theater on November 19. Vancouver, B.C.'s, Everman Repertory company is presenting "The Late Christopher Bean" featuring Zasu Pitts, William Buckingham, and Doris Buckingham, with

Dean Goodman directing. The heater plans to import Hollywood names during the season.

Vancouver's Totem Theater Players' arena has Verlie Cooter in "George and Margaret." The company will shortly build its own theater, using the current location for the production of TV films. Thor Arngren and Stuart Baker, producers, have received financing of \$1,000,000.

PICON TO OPEN NEW BRONX COMBO

The Bronx Avalon Theater has been leased by Joseph Green for a film-and-stage theater chain with Broadway and Yiddish stars featured. Molly Picon opens the theater October 31. The opening of Edwin M. Bronner's "Air-Conditioned Jungle" at the President Theater, New York, has been postponed 'til November 24.

Walter Matthau will relinquish his lead to Lonny Chapman in "In Any Language" to free himself for the lead in "The Green-Eyed People." The American Lyric Theater, which opened July 1 at the Provincetown Playhouse, New York, will close this weekend. The group is arranging to move uptown in a revue called "Bits and Pieces."

Robert Dowling was elected to the board of directors of the New York City Center. Albert Karger has joined the Center's drama company as associate director, with plans for

a permanent company and projected tours in the offing.

Thomas G. Rahliffe, of the Sea Cliff Summer Theater, was elected proxy of the Stage Managers' Association Thursday (23).

Shepard Traube, director of "Time Out for Ginger" joins the show's production forces. Broadway Angels, Inc., organized for small theatrical investors, has optioned the William Free-Jeanie Gunn "Hold Your Breath."

DAVIS MUSICAL PLANS RE-OPENING

Due to Bette Davis' laryngitis, "Two's Company" was canceled in Detroit for the better part of the week, with re-opening planned for the week-end. The star's inaudibility on Monday caused the scheduling of a midnight showing next Monday for disappointed customers. TV Director David Friedman will stage Sally Benson's "Josephine" for Luther Greene and Leonard Kay. Larry Parks and Betty Garrett are set for a pre-Broadway tour of Canada and the Midwest in Vernon Sylvaine's four-character "Anonymous Lover." George Hall and Helen Baron are the other two players. Jimmy Stewart is considering a tour of "The Male Animal." Harriet E. MacGibbon has replaced Cherry Hardy in "I Am a Camera" in Chicago.

BROADWAY SHOWLOG

Performances thru October 25, 1952

DRAMAS

| | | |
|--------------------------------------|-----------|-----|
| Bernadine (Playhouse) | 10-16 '52 | 12 |
| Dances of Bull (Playhouse) | 9-16 '52 | 34 |
| In Any Language (Cort) | 10-8 '52 | 21 |
| Mr. Roberts (Playhouse) | 9-17 '52 | 41 |
| Mrs. McThing (Morosco) | 9-8 '52 | 278 |
| Point of No Return (Adva) | 12-13 '51 | 323 |
| The Four Poster (Barrymore) | 10-25 '51 | 425 |
| The Gambler (Adva) | 10-13 '52 | 16 |
| The Male Animal (Music Box) | 4-30 '52 | 204 |
| The Willingness (Stuyvesant) | 10-17 '52 | 52 |
| The Moon and Sixpence (Henry Miller) | 3-8 '51 | 467 |
| The Sacred Flame (Playhouse) | 10-7 '52 | 23 |
| The Time for the Cuckoo (Empire) | 10-15 '52 | 13 |

MUSICALS

| | | |
|---------------------------------|-----------|-------|
| An Evening With Beatrice (Lunt) | 10-2 '52 | 28 |
| Gay and Delia (46th Street) | 12-15 '50 | 852 |
| New Faces of 1952 (Playhouse) | 9-16 '52 | 361 |
| Pal Joey (Broadhurst) | 1-3 '51 | 341 |
| South Pacific (St. James) | 4-7 '49 | 1,460 |
| The King and I (St. James) | 3-19 '51 | 659 |
| The Mikado (Mellinger) | 10-20 '52 | 1 |
| Wish You Were Here (Empire) | 8-25 '52 | 143 |

COMING UP

| | | |
|---------------------------------------|-----------|---|
| Pirates of Penzance (Mellinger) | 10-27 '52 | 1 |
| My Darling Clementine (Winter Garden) | 10-27 '52 | 1 |
| Frankie and Johnny (Theater 81) | 10-27 '52 | 1 |
| Dial for Murder (Playhouse) | 10-29 '52 | 1 |
| RECESSED | | |
| Beatrice Square (Century) | 10-18 '52 | 1 |

(Opened 10-14, '52)

Picture Business

By LEE ZHITO

HOLLYWOOD, Oct. 25.—The film beat is still reeling from the Wall Street Journal's bombshell tossed at the new owners of RKO. The Journal's series of stories treating the business backgrounds of some of the members of the new group have sent reverberations thru the film colony which apparently will be felt for some time. It forced the sudden resignations of new RKO Prexy Ralph Stolkin and board members Abraham Koolish and William Gorman. Arnold Grant, as board chairman, still remains as head of the company, but the firm itself now finds itself sans prexy and a complete board.

In bowing from their top posts in the new RKO organization, Stolkin, Koolish and Gorman blamed the Journal's articles. Their statement explained: "Our only interest in acquiring stock in RKO was our belief that this company can be, under able and independent management, brought to the full realization of its great potential. We recognize that a volume of unfavorable publicity directed against us as individuals has or can be damaging to the company. Consistent with our original intention of doing that which is best for the company, and for that reason only, we have submitted our resigna-

tions." Grant, in turn, promised stockholders men of top reputation in the industry will be named to the studio's key posts who will serve the company to the best interests of its stockholders. These, he said, will be announced within a week. This marks the second revolution in RKO's upper echelon within that many weeks and has set the company reeling. Those who know Grant, however, say this condition is temporary. He will move swiftly and the RKO house, they say, will be in order before you can say Stolkin, Koolish and Gorman.

Wage stabilization board this week was a Santa Claus that came early as far as Hollywood's extras were concerned. WSB placed its stamp of approval on the Screen Extras Guild's new collective bargaining contract with the major studios. This meant extras will receive in a lump sum retroactive pay amounting to approximately \$1,000,000. Retroactive pay is for an 11-month period dating back to October 25, 1951, effective date of the Guild's pact with the majors. Rate increases for extras went from \$15.56 to \$18.50 per day with stand-ins being boosted from \$13.90 to \$17 a day. Dress extras, dancers, skaters, swimmers, riders and special ability extras, up from \$22.25 to \$26; silent bit adjust-

ment increased from \$35 to \$40; auto allowance up from \$5 to \$7.50; wardrobe allowance set at \$2.50 per change with maximum of \$5; interview carfare allowance increased from 50 cents to \$1.25.

Merian C. Cooper, production head of the Cinerama firm, this week revealed that his company has received numerous requests from major studios to use the Cinerama three-dimensional process. However, no decision has been reached as to whether the firm will permit this at this time. As owner of all the patents, Cinerama could conceivably, in a manner similar to Technicolor, license its process for use by all major studios. At present, Cinerama's apparent concern is to find a home production base. This could result in the outright purchase of an existing lot or a long-term lease. Inasmuch as special installations for shooting the triple process seem necessary, it may prove more feasible for the company to buy its own lot. Despite the presence of Louis B. Mayer on the company's roster as board chairman, some feel it would be best for the firm to wait until it gets under way with several productions and can definitely determine public acceptance to the new process before it goes into any long-range real estate investments.

Paris Peek

By ANNE MICHAELS

PARIS, Oct. 25. — Beginning today, the World Congress of Variety Artists will meet in Amsterdam under the presidency of Willi Feldmann from Germany. The main point of the meeting is to define the organization's power in dealing with engagements in the variety halls of the world. Also on the agenda is the possibility of alleviating work difficulties in the exchange of artists of different countries, also consideration of the social rights and the legal position of the artist in general. France, Great Britain, Austria, Denmark, Norway, Sweden, Switzerland, Belgium, Italy, East Germany and Holland are members of the federation.

Yves Montand, after being away from the Paris stage for two years, makes his return at the gala performance for the film "Beauties of the Night," by Rene Clair, on October 30. This being the season for celebrations, Charlie Chaplin's "Limelight" has its premiere the following night at the same theater. Paris' fabulous opera house... June Richmond goes into the Drap d'Or... Italy's singer, Yula de Palma, takes star spot at Carrol's... Added onto the ABC bill are Jugler, Bole Murray, the puppets of Yves Joly, the Carsony Brothers, the Elkins Sisters, Joan Danielle, Claire and Leslie Gonda, Marguerite and Charles, and the Ramzes.

ARMSTRONG BOWS NOVEMBER 1

Louis Armstrong, whose Paris dates have long been touted, will open November 9 at the Theater Champs Elysees with a new ork made up of Trummy Young, Bob McCranken, Marty Napoleon, Arvel Shaw, Coby Cole and singer Velma Middleton... American blues singer Mahalia Jackson, who last year received the French grand record prize is booked for two concerts at the Salle Pleyel next week... Dickie Wells comes to Paris to set up an ork with trumpeter Bill Coleman and drummer Zutty Singleton... After Francis Lopez finishes a rewrite job on his new operetta, "The Flowered Road," for the Theater ABC, he is scheduled for a March trip to New York in regard to doing a musical there.

A wonderful comedy has been revived, "Haymence," which 10 years after its premiere performance now stars Yvonne Brin-tempis, Pierre Fresny and Marie Daenis, now takes its place in the small list of good plays which have appeared in this disappointingly poor, also bedecked by famous stars and authors, Paris play season.

London Dispatch

By LEIGH VANCE

LONDON, Oct. 25.—Now that it's over and that tear-drenched scene at the press showing of "Limelight" has faded a little, the impact of the picture is a little easier to sort out. It seems clear that Chaplin has hatched a winner—on this side of the ocean anyway. But with the raves are mingled criticism... ham... melodramatic... obvious... weepy... Said one critic, summing up, "If 'Limelight' were Chaplin's last film cold objectivity might possibly be out of place. But with ample promise of more to come, it would seem to me that an affectionate blinking at his obvious mistakes can do him no conceivable good..."

Earlier there were questions in Parliament about the U. S. State Department's alleged ban on Chaplin's re-entry.

A member asked Foreign Secretary Anthony Eden if he were aware of the steps the department was taking and "if he would make representations to the American government..." Said Mr. Eden, "So far as I am aware the State Department has taken no final decision yet... in any case I think the matter is beyond my jurisdiction..." But other members, not satisfied, reminded him of an earlier undertaking to ensure that holders of British passports could move about the world on legal business without hindrance. Feeling over here seems to be that Americans are angry at Chaplin mainly for his consistent refusal to take out citizenship papers. Say his supporters, "Neither we, nor the French, nor any other country in which Americans settle semi-permanently, put pressure on them to change their nationality. Look at so and so—been here since 1917..." and so on. To cap all the controversy the British Broadcasting Corporation had Chaplin on a 30-minute program to be interviewed on his "Forty Years in Films." Apart from calling him through "Mister Chaplin" and "Charles" when he is known always here as plain "Charlie," the program was a smooth flop. "Chaplin's voice," cracked one critic, "made me long for the old days when radio, too, was silent..."

"COUNTRY GIRL" MAY CLOSE

It seems Clifford Odets' "Country Girl," playing here for the last six months under the title "Winter Journey," may fold but soon. After high words between Sam Wanamaker who staged co-presented and played Bernie Dodd in the production, and star Michael Redgrave, the latter played a six-month clause in his contract and walked out on October 4. Now the management announces it will withdraw the piece next Saturday unless business picks up. Repace-ments for Redgrave and Googie Withers, who left with him, are Alexander Knox and Constance Cummings. They got good notices when they took over. Wanamaker's performance is currently the most outstanding on the London stage.

MIRROR TECHNIQUE MAKES TV NEWS

A young man called Dennis Vance (no relation) has been making the news on TV with his production of a BBC Sunday night play, "Holiday in Berlin." It seems he and designer Barry Leary worked out a system for cutting out studio scenery by using three special mirrors on which projectors threw enlarged pictures. It was the first time a whole show had been handled like that over here.

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Highlight Reviews

OPERETTA

U. S. Savoyards Full of Cheer; Season Opens and Green Is Here

By BOB FRANCIS

S. M. Charneck gets another of his seasons of Gilbert and Sullivan rep off to a good start, unweaving as usual with "The Mikado." Production-wise, matters look about the same as the last time the Savoyards came to town. The familiar pagodas and what-nots have been touched up with a bit of gilt and scarlet, and Peggy Morrison has run up some fancy new costumes for the principals. Their framing and direction runs to the traditional. What G. & S. fan would want things different?

However, Charneck's troupe is vastly improved. It has long been a Savoyard cry that nobody can do the operas like the D'Oyly

Carte vets. So Charneck has three of them currently under his ban-ner to set an example for those less steeped in laws and customs of the masters. There are other new faces as well, solid recruits from our operetta field, and some others who have done right well by their assignments in the company in the past. They sing out the familiar melodies loud and clear, and Lehman Engel has joined up with them to give the old score a fine reading from the pit.

The troupe's top news, of course, is the advent of Marty Green, beloved of D'Oyly Carte fans these 25 years. Green looks

no day older. His Ko-Ko has become a classic, embroidered with his own inimitable steps and non-sensical bits of business. He is the essence of G. & S. tradition and should prove a tower of strength both as player and consultant. Also refugees from the London troupe are Ella Halman and Radley Flynn. The former has been the D'Oyly Carte's contralto mainstay and Flynn sang their principal bass-baritone roles.

Robert Eccles is again the ubiquitous Pook-Bah. Eccles is an old Charneck stand-by and a good one. Joseph Macaulay has

(Continued on page 14)

NIGHT CLUB

Rose Marie, Now Fast With Ad Lib, Proves She Ain't a Baby Anymore

By BILL SMITH

This is a new Rose Marie, a Rose Marie that shook the quiet walls of the staid hotel as few performers have done. Somewhere along the line, the gal has picked up comedy material, gags and shaggy dog snappers that she throws into her set routine with an off-hand style for hilarious results. The audience, taken aback by her punching and ad libs, yowled with glee as soon as they caught her pitching. If there was any doubt about Rose Marie's effectiveness, it was dispelled after her first few "ad libs." In the singing department the gal remains one of the best rhythm sellers around. Now that she's added comedy to her set, the chances are Rose Marie will start moving up again.

The dance team of Teddy and Phyllis Rodriguez is one of the smoothest ballroomologists in the traditional sense around today. Their looks are class personified. But more than that their tempo are beautiful to watch. The team showed a number, a Mexican folk dance, that was as spritely as it was simple. The boy looked properly suave and sleek; the girl was beautiful and graceful. In fact, he grace was the more outstanding because at times she looked as if she didn't have any bones. Of course, her partner's handling had a great deal to do with it. Stanley Melba's becoming quite an emcee. He doesn't tell stories he just introduces the acts. But he's now: finished lad up there doing his intro chores with a min-

imum of nervousness and almost a maximum of results. The Melba band, incidentally, is still a top-flight dance band, and its show cutting is definitely top-drawer.

Cotillion Room, Hotel Pierre, New York
(Tuesday, October 21)

Capacity, 265. Price policy, \$1.50-\$2 cover. Shows at 9:30 and 12:15. Booking, non-exclusive, with Stanley Melba, room manager and ork leader, as talent buyer. Publicity, Kurt Hofmann. Estimated talent budget this show, \$2,500. Estimated talent budget last show, \$3,000.

TELEVISION

Daniels' Sensational Bow With Own Starrer Gives ABC Sunday Punch

By SAM CHASE

This is one of those programs which you just can't visualize failing to make it big. Billy Daniels, a dynamic performer if ever there was one, registers on TV like the A-bomb. Daniels virtually bursts out of the receiver at you, and he sells his songs like mad.

The fact that he's slotted just before Walter Winchell won't hurt Daniels or the bankroller either. By the same token, Daniels is bound to build up a considerable audience for Winchell. In all these shows, back-to-back, give ABC-TV a hefty one-two punch

Backed by Benny Payne's trio, Daniels warbled "Begin the Beguine," "She's Funny That Way" and "Bye, Bye, Blackbird" to good effect. Payne joined in on the latter number for a highly effective duet bit. This number was preceded by some chit-chat between the two, with Daniels reminiscing about the days when he played up in Harlem with Dickie Wells, some years back.

The show was directed by Alex Segal and moved smoothly and imaginatively. Commercials were spiced by emcee Jimmy Blaine, himself a pop singer of no little

note. Rybutol was plugged, with the show featuring an offer of the \$1.98 size free with each purchase of the 100-tablet size.

Billy Daniels Show

TELEVISION—Reviewed Sunday (19), 6:30-6:45 p.m., EST. Sponsored by Vitamin Corporation of America via American Broadcasting Company-TV thru Kantor, Farrell, Chesley & Clifford, Inc., Producer-writer, Fred Heider, Director, Alex Segal, Emcee, Jimmy Blaine. Cast, Billy Daniels.

NIGHT CLUB

Chez Welcomes Thomas Sixth Time Around, and Fights Off the Mobs

By MAYNARD REUTER

Danny Thomas is here and the ropes are up again. There were tabes on the dance floor at the show caught and a queue outside for Danny's sixth return to this spot since he emerged seven years ago from the cocoon of the neighborhood 5100 Club here and flew to stardom.

From the time he takes over with his "Oath of Allegiance" to the bosses he has the crowd with him. Too much, in fact, because many know every line of his more famous bits and by beating him to the punch line with their guffaws, pull the rug from under their

true effect. At show caught, Thomas did 67 minutes. The first half, he was a walking ambassador for Hollywood, plugging pictures in general and his latest, "The Jazz Singer," in particular and rubbing television at every opportunity. A routine on the woes of having his wife become a Gaylor Hauser disciple with a parody on "She's Getting to Be a Rabbit With Me" got a hefty hit. After a Sam Pincus bit, he set the background for a resume of the plot leading up to three songs from "The Jazz Singer," "Living the Life I Love," "Moon," and "Mama Won't Go

Away." The crowd loved the first half, it was the second stanza that gave them the Danny Thomas they came to see. As soon as he took his first bow, the ringers started demanding "Chloe," "Toledo" and other routines that were the rungs on which Danny climbed to stardom. So after much by-play, he gave them "Toledo." With this crowd, he could have read the stock market quotations and scored solidly.

Following opening routine of the Adorables, Estelle Sloan spun thru

(Continued on page 15)

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Vol. 64 No. 43

AM Sponsors Up Coverage To Include Video Markets

Radio Listening Surges in Television Areas, Cutting Into Prime 8-10 Time

NEW YORK, Oct. 25.—Sponsors of network radio programs, who have experimented with limited AM networks which exclude coverage in TV cities, have found that this type campaign is impractical, even when combined with network TV sponsorship.

The result is that several such bankers have moved to expand their AM coverage in order to embrace video markets as well. Radio still is so potent a medium in the biggest television cities, that sponsors have found it impractical, on a cost basis, to eliminate these markets. Latest research figures show that radio listening has continued to surge back in TV markets in the prime hours of 8-10 p.m., showing a continued gain in sales in the video market.

The result is that few ad agencies even are considering AM deals which eliminate the video markets today. Three recent examples of sponsors altering their thinking all involve bankrollers on the Columbia Broadcasting System: Regent, Jergens and Ford. A fourth, General Mills, on American Broadcasting Company, changed its mind before the show even hit the air. Another bankroller, Procter & Gamble, with shows on virtually all webs, was one of the

first sponsors to make analyses of the effect of elimination of video markets; the results persuaded P&G not to make any such move, and it has retained its full AM web line-ups.

The result of a cut-down AM web invariably is an increased cost per thousand for reaching listeners, which makes the medium over-priced. Upon adding the TV cities, however, the sponsors have found that this cost is driven down to a point where radio becomes one of the cheapest advertising buys around, particularly in view of increasing listening in prime time.

Regents, newly sponsoring "America Calling," via CBS, Sundays, 4:30-5 p.m., started with a 36-station line-up. After a week on the air, Regents looked at market statistics showing AM up in the top 10 TV cities, and jumped its coverage to full network.

Jergens, airing "Hollywood Playhouse" Thursdays at 9 p.m., ordered all CBS stations except those in TV cities, to supplement its video show, "News to Me," which airs on CBS-TV. A cost-per-thousand analysis convinced Jergens that this approach was not paying off, and the radio show now has been expanded to include TV cities as well.

Ford, bankrolling the Bob Trout CBS news show four nights weekly, now is considering adding a fifth night. The sponsor is now in the process of including TV cities in the line-up, having found that too much circulation was lost by not having them in all along.

On the American Broadcasting Company, General Mills originally planned to air its Cal Tinney daytime strip, 4-4:30 p.m., in non-TV markets only. By the time the show's potential was plotted out on paper prior to airing, it was decided to use TV markets, after all. New York, Chicago, Los Angeles and San Francisco were penciled in immediately, and nine more were added before the show was airborne last June 30.

One sponsor which was a victim this week of the non-video markets policy was Buster Brown Shoe, which cancelled the Smilin' Ed McConnell show, via CBS radio, at 10:30 a.m., Saturdays. Lack of circulation was the basic reason for winding up the veteran series.

Sylvania Cancels

Sylvania, which aired the "Sammy Kaye Serenade" show on ABC last year, also cancelled it when its non-TV market policy did not pay off. Old Gold, which just bought two Sunday night news shows on ABC, had been considering a similar policy, but since has changed its mind.

Latest A. C. Nielsen Company figures point up the increased radio usage in TV homes during prime hours. From 8 to 9 p.m., New York time, 5.7 per cent of U. S. television homes were using radio during August. This is a boost from August of last year, when 5.2 per cent of TV homes were listening to radio between 8 and 9. There was also an increase in the 9-10 p.m. period. Percentage in August, 1952, was 6.3 as against 5.8 the year before.

In the 7-8 p.m. and 10-11 p.m. periods, there was an insignificant drop in the usage of radio in TV homes, according to Nielsen. In the 7-8 period it was 6.8 in 1952, as compared to 6.8 in 1951. In the 10-11 slot, it was 5.2 in 1952, compared with 5.6 in 1951.

Slight Decline

Nielsen also, incidentally, records a very slight decline in TV sets-in-use in August, compared to the previous year.

CBS began plugging the angle that network radio shows are a better buy when they include TV areas this July, in a promotion piece entitled "Radio in TV-land."

In September CBS put out a brochure entitled "Where Network Radio Faxes Peak Competition," which gave Pulse figures of the first week in March showing the great amount of evening radio listening in New York area television homes.

EDITORIAL

Rate Holds, Sales Rise

The upturn in network radio sales, which has been noted in these pages in recent weeks, is one of the most promising developments of the current season. Altho The Billboard was editorially opposed to the recent downward re-adjustment of network rates, which took the form of discount changes, once these changes were made it was our expressed hope that broadcasters would get down to the business of selling and promoting AM as never before, and eliminate such industry-damaging practices as making rate deals under the table.

This would seem to be the turn being taken, and we hope it portends even greater efforts along this line. On this page are several stories indicating that radio remains a vital advertising force, still offering perhaps the best return to advertisers of any medium.

Most significant, this seems to be the time when both broadcasters and advertisers are recognizing this fact. This is certainly evident from the continuing record rise in billings reported by the Spot Sales Division of the National Broadcasting Company. Sponsors also are recognizing the strength of radio in TV markets, shown by latest research figures, as reflected by the virtual elimination of station line-ups excluding TV markets.

The broadcasters, for their part, are in a hard-selling mood. Having made the cost of buying network time more attractive than ever to sponsors, they now are using their ingenuity to present effective programming at the lowest prices in recent years, as shown in another story here. This is being done, in good measure, by devising new methods of keeping down unnecessary costs, and reflects the growing competitive revival of the medium. On the selling side, the webs are learning how to take the most advantage of their new rate structures, as evidenced in other stories on this page.

If we add up to more interest, more talk, more activity and more sales in radio this season than the pessimists even dreamed was possible. Needless to say, we think it's great, and hope to see even more of the same. Selling of the medium, not underselling, remains the major hope of radio.

NBC National Spot Sales Rack Up Record Gross

NEW YORK, Oct. 25.—The National Broadcasting Company's owned and operated stations, and National Spot Sales are up to continue to rack up unprecedented grosses, and are heading for the biggest year in the division's history. October figures show national spot and local sales for the NBC owned and operated stations (not including represented stations) up 18 per cent over the same month of 1951 in radio, for the biggest single month on all of the combined stations' history, and 33 per cent ahead of October, 1951 in television, again for the

biggest single month, by 20 per cent, in the operation's existence. The stations represented by NBC National Spot Sales are up 40 per cent over the same month in 1951. By the year's end, there is little doubt that NBC's 1952 operations will account for the biggest gross and net profits ever earned, and for a substantial percentage for the entire NBC net earnings.

ABC Reskeds Thurs. Segs In New Plan

NEW YORK, Oct. 25.—In a move to make its Thursday night radio sked more sales, in line with its new "vertical contiguity" discount structure, the American Broadcasting Company this week reshuffled some shows. "Top Guy," now on at 8 p.m., Friday, is shifting to 8 p.m., Thursday; "Michael Shayne," another strong whodunit, moves to 9:30, Thursday, from 8 p.m., Tuesdays, making that evening solidly dramatic, with "Escape With Me" and "Newsstand Theater" sandwiched between the two mysteries.

The move makes it possible for a single sponsor to buy into half of any two of these shows, and wind up paying less than if he sponsored just one of the stanzas all the way thru. The web is plugging the combination of "Top Guy" and "Shayne" on this basis.

Plan Seg From Savoy-Plaza

NEW YORK, Oct. 25.—A deal was in the works this week for a late-evening radio show to originate from the newly appointed Fountain Room of the Savoy-Plaza Hotel. Negotiations are nearing the finalization point between the hostelry and WNBC, New York. Program would be a class stanza, in line with the hotel's clientele, featuring interviews with top-level theatrical, diplomatic and other noted names.

No personality has been set as yet, but among those mentioned has been Iona Massey. The hotel is also considering using the room for a breakfast show.

Webs Go Heavy on Low Budget Shows

Move Is Effort to Accelerate Further Picked-Up Tempo of Net Radio Sales

NEW YORK, Oct. 25.—Network radio program chiefs currently are coming up with lower-budgeted shows than at almost any time in recent radio history, in an effort to further accelerate the picked-up pace of AM sales. With the recent radio rate and discount slashed drastically, reducing the time charges to bankrollers, the program brass now is making every effort to provide prospective clients with less expensive, but effective program material.

In addition, every means of streamlining the budgets of existing unsold shows is being attempted. The move is being a major effect on network-indie packager relationships.

This, the prevailing practice today, regarding AM packagers setting network deals, is not for the packager to provide the entire show, ready to air, as has been traditional. Instead, the packager now usually provides only the script, and the network casts the show and supplies a staff director.

Water Eliminated

In this way, all water is eliminated from the budget. Music, too, now is generally web-provided. Another move is for greater use of shows which have an earlier history of airing, or the switching to networks of programs which have been sold on a syndicated basis. Such programs usually have a backlog of scripts, cutting down costs in that department.

In the realm of low-budget radio shows, the National Broadcasting Company has at least four which can be bought for under \$1,000 weekly. These include "Music by Mantovani," "Hy Gardner Calling," "Hollywood Love Story" and "Secret Story." NBC also has a goodly number under \$2,000 weekly, including "Scarlet Pimpernel," "The Chase" and "First Nighter," the latter show having been sold at \$1,950 recently, after being budgeted at \$950 weekly on a sustaining basis.

Under \$2,000

The Columbia Broadcasting System likewise has over a dozen stanzas, some of them with excellent name talent, available at about \$2,000 weekly now. In a move to expand this type of show, the Steve Allen Show, now airing

9:30-10:30 p.m. Saturdays, is soon to be expanded to a 30-minute, five-night-weekly ailer. Allen is available at \$1,500 per half hour. The expansion is likely to come soon after the elections, and would likely have Allen in the 10:30-11 p.m. slot Mondays, Tuesdays, Thursdays, Fridays and Saturdays.

The American Broadcasting Company and Mutual Broadcasting System also have a number of stanzas available at bargain basement rates. ABC, for example, feels that the low cost of shows, plus the new vertical contiguous rate discount, has been responsible for the three sales recently chucked up to F. Lorillard, Durso Food and Tomi Lorillard, picked up two news shows for Sunday night; Durkee bought "When a Girl Marries" and Don Gardner three times weekly, and Tomi has bought Tennessee Ernie and "Breakfast Club" on daytime radio, as well as the 8 p.m., Friday slot, in which it is to program a whodunit, "Crime Letter to Dan Dodge."

Radio Nets in Drive to Lure Spot Sponsors Into Web Programming

NEW YORK, Oct. 25.—Sales exec at the radio networks, their spirits and confidence soaring from sponsor response to the new AM rate and discount structures, now are mapping a drive to bring over to the webs money which previously has been spent on spot radio campaigns. The web brass feel that they now have potent ammunition to bring back to the network fold bankrollers who have left for radio spot, or combined TV web-AM spot campaigns. They also will be gunning for business which hitherto has eluded the webs.

The reduced cost of network radio sponsorship today is, of course, the key argument. This is to be coupled with the point that better time slots are available on the networks than in several seasons past, while good spot availabilities are tough to

come by in key markets.

On the basis of cost per thousand and listeners reached, the webs feel that no advertising medium, including spot radio, is in a position to offer as effective a job as network radio. The purchase of network radio shows also would place sponsors in a better position, as one web sales exec put it, to "purify the measurement of circulation of homes reached" because of the accuracy of network radio research, and the ability to assess results against uniform opposition.

Key Factors

Another key factor, the webs say, is the identity of a sponsor's product with a program or star at reasonable costs (see separate story), something not so readily obtainable via spot. Also, on network stanzas, a bankroller is in much better position to control

his plugs, the slotting or emphasis of different products and their location within a show.

One exec at the Columbia Broadcasting System said this week that the web is prepping a full-scale blast at spot bankrolls, especially those with heavy spot campaigns for multiple products. Such sponsors will be pressed to move these billings to the web by picking up several programs, taking advantage of the new contiguous discount structure. The sponsor then can rotate plugs for the products among his various shows, according to the emphasis desired on each product. The result will be to give the advertiser virtual saturation coverage and the ability to check results by applying costs to the different products proportionately with the plugs given each product.

First UHF Station Does Brisk Business

PORTLAND, Ore., Oct. 25.—The nation's first UHF TV station, KPVT here, is doing remarkable business, considering that it has been on the air only since September 20 and is delivering only 18,900 viewers (a sensational increase of 10,000 in some 20 days over the 8,000 with which the market started). Virtually all Class A time spots are sold out, at a neat \$50 net (no commission) price, to such standard advertis-

ers as Bulova, United Airlines, National Carbon, Elgin, National Biscuit, Brown & Williamson, General Motors, etc.

And the station is additionally carrying sponsored, at a \$250 per quarter-hour rate, such web accounts as American Tobacco ("This is Show Business"), RCA ("Kukla, Fran & Ollie"), Colgate ("Comedy Hour"), Westinghouse ("Studio One"), General Electric (Fred Waring), P. Lorillard ("The Web"), R. J. Reynolds ("Camel Caravan"), Texaco ("Star Theater"), Lipton's (Godfrey), etc.

Hoffman Radio has just bought Revue Productions' Abbott and Costello film series for 8-8:30 Fridays, starting October 31, for 13 weeks, and three web accounts—Falstaff, Pabst and Anheuser-Busch are on the verge of closing deals for half-hour shows in Class A time.

The UHF operation is utilizing films, both TV and theatrical, heavily, with Langendorf Bakeries sponsoring a feature film show on the station.

KPVT is a National Broadcasting Company basic affiliate, tho it carries a good many important Columbia Broadcasting System shows. Station is reported by NBC Spot Sales Division.

Post-Freeze Tele Station Grants Hit 82

WASHINGTON, Oct. 25.—The Federal Communications Commission this week upped the ever-increasing number of post-freeze TV station grants to 82 with the announcement of four additional commercial allocations. Three of the new CP's are for UHF-TV stations and one is a VHF grant. Nine of the 82 grants are for non-commercial educational stations. The FCC simultaneously declared three applications "mutually exclusive," thus calling for special hearings.

Granted CP's this week were Radio Honolulu, Ltd., Honolulu, Hawaii, VHF Channel 11; Monocacy Broadcasting Company, Frederick, Md., UHF Channel 62; Great Plains Television Properties, Inc., Duluth, Minn., UHF Channel 29; KEPO, Inc., El Paso, Tex., UHF Channel 13.

Meanwhile, designated for hearings as mutually exclusive applications are: Maria Helen Alvarez, Sacramento, and KAA-TV Company, for UHF Channel 40; Monona Broadcasting Company, Madison, Wis., and Radio Wisconsin, Inc., both seeking UHF Channel 27; Josh Higgins Broadcasting Company, Waterloo, Ia., and Black Hawk Broadcasting Company both seeking VHF Channel 7.

At the same time, the commission scheduled the following applications for new TV stations for hearing here November 17: WJFR, the Goodview Station, Inc., Detroit, and Trebit Corporation, for VHF Channel 12 at Flint, Mich.; Enterprise Company, Beaumont Broadcasting Corporation and KTRM, all for VHF Channel 6; Head of the Lakes Broadcasting Company and Red River Broadcasting Company, both for VHF Channel 3 at Duluth, Minn.; McClatchy Broadcasting Company and Sacramento Telecasters, Inc., for Channel VHF 10 at Sacramento; KCRA, and Harmco, for VHF Channel 3 at Sacramento; Northeastern Indiana Broadcasting Company, News Sentinel Broadcasting Company and Fort Wayne Television Corporation, all for UHF Channel 33 at Fort Wayne, Ind.; Bidson, Inc., for VHF Channel 6 at Superior, Wis., and Lakehead Telecasters, Inc., for Channel VHF 6 at Duluth, Minn.

GM Signs for Inauguration

NEW YORK, Oct. 25.—General Motors this week signed to sponsor the National Broadcasting Company's combined radio-TV coverage of the presidential inauguration on Tuesday, January 20, 1953. Beginning at 11:30 a.m., General Motors will pick up the tab for a four-hour radio and a two-hour radio broadcast.

The web's coverage will continue until 2:30 p.m. on radio, and 4:30 p.m. on TV, with William R. McAndrew, NBC's news and special events manager, as director.

Cut Kine on 'Perry Mason'

NEW YORK, Oct. 25.—Benton & Bowles this week cut a TV kine addition of "Perry Mason" for an un-named client within the agency. The property was formerly a radio strip on the Columbia Broadcasting System for Procter & Gamble, a B&B client.

Ceilings on Campaign Drough Give Way to Radio-TV Costs

Congress Committee Plans Canvass; Limit to \$3 Mil Is Now Unrealistic

Continued from page 1

the subcommittee wants "the picture in full and not piecemeal."

It is felt in many quarters on Capitol Hill that the present ceiling laws have been outmoded by inflationary trends and by the growth of TV and radio. The latter media are playing a role which, it is universally agreed, will decide the election outcome. Already these media are heavily credited with having produced the largest registration in history. At the Democratic National Committee spokesmen are strongly enthusiastic over the results of Adlai Stevenson's TV appearances, boasting that the Democratic

presidential candidate pulls votes away from the GOP at each telecast. These same spokesmen have been tossing jobs at the GOP National Committee for failure to arrange more telecasts for Dwight Eisenhower's major speeches (The Democrats have been running well ahead of the GOP in telecasts of major talks so far), claiming that Eisenhower shows up at a disadvantage on TV. At the same time, the Democrats are continuing their blasts against the Republicans for what they describe as a GOP attempt to monopolize the best air time with spot announcements in key cities

in the final days of the campaign. Stephen A. Mitchell, Democratic national chairman, sent telegrams to national committeemen today stating that "Republicans will spend millions" in the final two weeks, trying "to buy victory by saturating all media." Stephen reiterated that the Democratic National Committee does not have funds to match the GOP spending. Republican National Committee leaders, however, have counter-charged that Democrats are spending more abundantly than ever.

Typical of the way both parties are raising funds were dinners staged this week to support rival talks. D. C. Democrats raised over \$54,000 at a \$53-a-plate dinner to pay for Stevenson's TV-radio speech in Boston today, while a \$50-a-plate dinner staged by Republicans in Chicago was intended to pay for a TV-radio talk by Sen. Joseph McCarthy (R., Wis.) slated for Monday (27).

VIDEO MEET

Lees Pioneers TV Use for Sales Session

NEW YORK, Oct. 25.—James Lees and Sons, and its agency, D'Arny, will pioneer in the development of new production techniques for theater TV when Lees uses the medium for its national sales conference December 8. Thru Theater Network Television's closed circuit linking of 15 major theaters equipped with large-screen TV in key cities, the company will present its story to its sales execs, to stockholders and to other groups interested in its product.

The emphasis at the televised sales conference will be on showmanship. Sporting events have been offered on theater TV, but, so far, nothing comparable to the Lees' presentation. The program will originate in the National Broadcasting Company's TV studios in New York.

KMPC Sale Nearing Its Final Stage

HOLLYWOOD, Oct. 25.—Sale of Station KMPC to a group headed by Gene Autry and station manager Bob Reynolds will enter its final stage next week when a meeting will be held between the purchasers and representatives of the stock. Reynolds, station owner. Meeting will be held Wednesday (29) between Wesley Nutten Jr., attorney representing the Richards interests, and Autry along with Reynolds. Nutten is station attorney and the corporations secretary-treasurer. Station selling price is pegged at \$800,000.

Principal stockholders in the station include along with the estate, Frank Mullen, who owns 15 per cent of the stock; Reynolds with 7 1/2 per cent, and the late station owner's daughter, Rosine Richard Moore, Detroit, 17 per cent. Minor stockholders include Bing Crosby, 1 per cent.

Sale is expected to go thru within the next two weeks.

Firm Seeking Second Sudser

NEW YORK, Oct. 25.—American Home Products Co. this week was looking for another TV soap opera. The advertiser already has "Love of Life" on the Columbia Broadcasting System's TV network, across the board, 12:15-12:30 p.m. Blow is the agency.

MBS Shops Indie Field While MGM Pact Pends

NEW YORK, Oct. 25.—The Mutual Broadcasting System's contract with MGM Radio Attractions on latter's ten shows comes up for renewal December 30, and negotiations for a new contract are currently on between the web and the flicker firm's subsidiary. Meanwhile, the Mutual is reportedly shopping around the indie package field for possible substitutes in case the MGM deal fails to jell.

If the deal does go thru, chances are that MGM will have to make some concessions money-wise. The programs were launched in the web's 8-9 p.m. time spot last January with much hoopla—the five new shows to be sold nationally, while five old series (previously syndicated to stations by MGM) would be offered to the web's affiliates on a co-op basis.

The co-op venture was a success from the beginning, but until quite recently national advertisers displayed little interest in the network packages. Shows are currently carrying participation spots for General Mills, Camels and C. P. Sauer Company. Taped

nirers include Bette Davis' "Woman of the Year"; Errol Flynn's "Modern Adventures of Casanova"; "MGM Musical Comedy Theater of the Air"; Orson Welles' "Black Museum"; and the "Gracie Fields Show."

Dixie Winner In ABC Sun. Time Fracas

NEW YORK, Oct. 25.—Burton Dixie this week got the nod over Charles Antell in their battle for the 11-11:15 p.m. Sunday time being vacated by Drew Pearson on the American Broadcasting Company's TV web. Burton's will air Paul Harvey in a news show. Antell, which wanted the time for "A Date With the Continental," now is talking with the web about another time slot.

Carter's Pills, which dropped the time because it was too late to reach the older age group at which it aims, is still hot for both Pearson and TV. ABC-TV may be able to supply a more suitable slot and wind up with all three bankrollers.

Asks Okay On Reb'cast Rule

WASHINGTON, Oct. 25.—Gordon P. Brown, owner of Station WSAY, Rochester, N. Y., asked the Federal Communications Commission this week to avoid "further delay" of its thrice postponed effective date of its rebroadcasting rule.

The Commission, in its most recent postponement, stayed the effectiveness of the rule until October 31. Brown also urged the FCC against amending its original report and order concerning rebroadcasting practices by networks and affiliates.

ABC Weighs Yiddish Show

NEW YORK, Oct. 25.—The American Broadcasting Company's TV network this week was considering scheduling an hour American-Yiddish variety show which would star Molly Picon in its 1-2 p.m. slot on Sundays. The program intends to fly in acts from all over the world, and already has an arrangement with several airlines for free transportation for its talent. David Polan is the packager.

Top stars draw big audiences for TV film features, and Unity Television offers an all-star roster of film fare. Turn to the TV Film Market Place and check its many outstanding selections—feature, series and commercial—plus other helpful listings of reliable TV film services.

NBC Demands 24 Free Hours In Counter Plan

NEW YORK, Oct. 25.—The National Broadcasting Company's counter proposal to the NBC-TV Affiliates Association's original request for a reduction in free hours and an adjustment of TV compensation, insists on a continuation of the 24 free hours which the network now receives from affiliates. It does agree, however, to an increase in affiliate compensation based on amount of clearances affiliates supply for NBC shows, beyond the 24 free hours.

The web proposal is now in the hands of Ray Welport, WRGB, Syracuse, who is a key member of the affiliate committee on TV compensation. The network has promised to work out a new agreement with the affiliates by the first of the year.

Seeks FCC Nix Of Zenith Bid

WASHINGTON, Oct. 25.—Asking the Federal Communications Commission to deny a petition by Zenith Radio Corporation for a comparative hearing on Chicago TV channels, Columbia Broadcasting System this week complained that a comparative hearing would toss an unfair burden on CBS which has negotiated to buy the Bajaban & Katz station—WBKB-TV—in Chicago for \$6 millions. The transfer is contingent on the proposed merger of American Broadcasting Company and United Paramount Theaters, Inc. B&K is a subsidiary of UPT. CBS complained that it had no reason to anticipate that it might be "asked to pay \$6 million for nothing but a right to a comparative hearing," which "it could have gotten without any payment" by applying in Zenith, instead of buying the B-K station on Channel 4.

D.C. Transit FM Gets FCC Backing

WASHINGTON, Oct. 25.—Still another protest to the renewal of a license to WWDC-FM, which supplies street car and bus riders with a radio and news, was rejected this week by the Federal Communications Commission. Harry S. Barger and Henry Stratton petitioned to intervene in WWDC-FM's license renewal or join with the Transit Riders Association, whose similar petition was thrown out earlier by the FCC.

See License Bids Heavy On 540 Band

WASHINGTON, Oct. 25.—An influx of applications for licenses on a new space on the AM broadcast band authorized here Thursday (23) by the Federal Communications Commission is expected by the FCC. The commission finalized its ruling initiated last summer adding channel 540 kilocycles to the AM broadcast band, thus stretching the band from 550-1600 kc. to 535-1605 kc.

Arthur B. Church, president of Station KMBC, Kansas City, Mo., and the nation's oldest licensee, had already filed a bid which was returned along with other premature applications pending the new ruling.

Potential number of stations on 540 will be determined by such factors as location of other channels, interference, and the number of applicants for stations on this frequency. Canada has priority use on the new channel under provisions of the pending North American Regional Broadcasting agreement.

Bob and Ray Are Replaced

NEW YORK, Oct. 25.—P. Lorillard this week, on behalf of its Embassy cigarette division, cancelled the Bob and Ray TV show and replaced it with a news stanza. The program is on the National Broadcasting Company's TV web, Tuesdays 10:30-10:45 p.m. Lorillard, however, is looking for another 15-minute program, probably on film, which might go into the slot if it shaped up as more promising than the news show. Lennen & Newell is the agency.

CBS-TV Sales Up 90% for Half Year

NEW YORK, Oct. 25.—Gross time sales at the Columbia Broadcasting System's TV network were 90 per cent higher for the first six months of 1952 than in 1951, according to Fred Thrower, CBS-TV vice president in charge of network sales. This figure is the largest percentage gain of any of the networks over a similar period, the CBS-TV executives claim.

In October 1952, actually the

first month of the new season, the web showed a 51 per cent gain in its gross time sales over the same month a year before. Thrower claims CBS-TV is programming 40% commercial hours in October, compared to 39% commercial hours October of last year.

The formidable gross gain in the first six months of this year can be attributed to higher rates, larger network and daytime sales. Thrower expects the trend to continue because he feels the constantly improving quality of the network's programming will continue to help reduce cost-per-thousand viewers.

Evidence

As evidence of better programming, Thrower points to the fact that Jack Benny will soon be on alternate weeks, that "Toast of the Town" is continually being refined, to the quality of the "Jackie Gleason Show," and to the host of sponsored situation-comedies that are now studding the CBS-TV web.

Among new CBS-TV clients are Singer Sewing Machine, Simmons Bed, American Chicle, Leeming and Sealy Mattress.

FCC Studies WJZ Plea On KOB License

WASHINGTON, Oct. 25.—Station KOB, Albuquerque, N. M., owned by Wayne Coy and Time, Inc., and holder of the "longest temporary license on record," was back in the news this week when the Federal Communications Commission look under advisement a petition filed by WJZ, New York, recommending that the commission reconsider its recent decision to extend for another six months KOB's temporary license.

Contending that it had been deprived of "23,000,000 potential listeners" during the past 11 years, since the commission first authorized KOB to use the same frequency band as WJZ (370 k.c.), the petitioner demanded a rehearing on the case and urged the FCC to take the following "temporary" steps: Set aside KOB's six month license extension granted September 30; order KOB to return immediately to its licensed frequency of 1030 k.c.; give KOB 48 hours to make transmitter and other adjustments to resume operations on the other frequency; throw out the old 770 k.c. record, in view of changed circumstances, or return it to the current file pending a clear channel decision.

In actual operation, the commission's extension of the Albuquerque station's license would have the effect of "continuing KOB on 770 k.c. until well into 1954," WJZ said.

Subpoena for RCA Stands

NEW YORK, Oct. 25.—The Radio Corporation of America was this week denied its motion to quash or modify a subpoena ordering it to show its books to a federal grand jury investigating possible violation of the anti-trust laws in the radio and television manufacturing business. RCA is one of 20 defendants in the government's action, which began last April.

RCA lawyers, Cahill, Gordon, Zachary and Reindel, has asked for relief from the subpoena of last spring on the ground that it was too broad and indefinite, and that it covered ground already disposed of in previous consent decrees.

But Federal Judge Edward Weinfeld this week declared that RCA's books "may furnish a vital link in the chain of evidence," and ruled that the subpoena take effect.

NEW MINK COAT GAMBOL IN D.C.

WASHINGTON, Oct. 25.—Renewal of WNBW's broadcast license yesterday (24), without hearing by the Federal Communications Commission, is being protested here by Betty Lou Summers, who claims the station reneged on a promise to give her a mink coat and other gifts.

Miss Summers petitioned the FCC this week to grant a hearing on WNBW's renewal application, as set forth in a letter. Inga Rundvold, persuaded her to participate in and win a TV popularity contest on the "Inga's Angle" show. In return for a "mink stole and other gifts worth \$4,000 to \$5,000," the station, Miss Summers says, refused to "pay off with the promised merchandise."

Two Sponsors Weigh Buys Of CBS Segs

NEW YORK, Oct. 25.—Two clients this week were considering buying time on the Columbia Broadcasting System's TV network. The foam rubber division of Goodyear Tire was weighing a buy of several 15-minute segments in the Larry Moore daytime show. Libby-Owens-Ford was also considering a purchase of one of the four open segments of the Ford Foundation's "Omni-bus" series. Willys-Overland has already bought into that property.

Raps Commercial TV's Knuckles on Cost Data

WASHINGTON, Oct. 25.—Fresh signs of friction in the Federal Communications Commission over educational television emerged this week (23) as FCC Commissioner Frieda B. Hennek took issue with commercial TV station data which, she said, exhibits "huge estimates of the minimum (cost) required to build a station." She voiced anxiety lest this data succeed in discouraging school systems from applying for educational TV channels.

Miss Hennek's remarks, delivered before the Minnesota Education Association meeting at St. Paul, came a fortnight after FCC Commissioner Robert T. Bartley warned that these educational channels would not be reserved indefinitely.

Insisting that cost of TV construction is "certainly not as forbidding as it might heretofore have been made to appear," Commissioner Hennek reported that a recent survey of stations now on the air revealed that a 15-kilowatt TV station could be built for as little as \$200,000. For this sum, she said, a school could put its transmitter, its necessary antenna, a substantial tower, stu-

dio equipment including a few cameras, and even a field unit, together with all costs of installation."

She reminded educators that, while this total did not include the price of land and buildings, schools generally could "provide all or most of what is necessary from the land and buildings to which they already have access." She described a 15-kilowatt station as a "fair-sized operation" with "coverage roughly comparable to those now in operation," and considerably above minimum standards demanded by FCC.

WOR-TV Plans To Emphasize Live Programs

NEW YORK, Oct. 25.—Live programming will continue to play a vital part in WOR-TV's schedule, according to new manager, Warren Wade, who is readying a group of new programs for the local station. New airers will include a same-show-every-night-for-a-week vaude show (as in Wade's "Broadway TV Theater") and an integrated programming gimmick for station's afternoon and late evening spots.

The afternoon periods will carry a group of ten-slanted programs under the general title "TV Town Topics," with a single emcee knitting the various segs together. The evening spots will feature a "Theater Party" theme, immediately following Monday night performances of "Broadway TV Theater."

The format will follow the stock company tradition of introducing first-night audiences to the case of "Broadway TV Theater" after the show, with current case members mingling with the press and special guest stars in an informal atmosphere. Audience participation games, music and news-of-the-day rundowns will be inter-woven with general "party" theme.

New Client For 'Revue'

NEW YORK, Oct. 25.—Johnson & Johnson this week bought one-third sponsorship of "All-Star Revue." The advertiser replaces Kellogg, which had decided to end its sponsorship of the program on the National Broadcasting Company's TV web Saturdays 8-9 p.m. J.&J. sponsorship begins January 10, 1953.

Toni Inks Into 'Down You Go'

NEW YORK, Oct. 25.—Toni this week, for its White Rain and Prom divisions, bought alternate-week sponsorship of "Down You Go." The quiz program is sponsored by Carter products on the Du Mont network in the Friday evening 10:30-11 spot. Foote, Cone & Belding, Chicago, is the agency.

Acousticon Buys CBS Sunday Slot

NEW YORK, Oct. 25.—Acousticon this week bought the 1:30-1:45 p.m., Sunday slot on the Columbia Broadcasting System's radio network for the chatter of Galen Drake. Buchanan & Company is the agency.

Theater TV Bid for Channel Faces Tough Hearing Fight

WASHINGTON, Oct. 25.—Movie-theater interests, which this week asked the Federal Communications Commission to allocate a microwave portion of the spectrum for theater TV, will face a formidable array of opposition from TV-radio broadcast and common carrier interests when the main theater TV bout gets under way in January. This was evident this week as the engineering phase of FCC's oft-deferred theater TV hearing swept to a climax.

The engineering phase is slated to wind up next week, with issues to be taken up in January. What the outcome of the battle will be, nobody knows, but all are agreed it will be one of the most tempestuous ever fought here. In TV-radio broadcast circles, the guessing is that the FCC will turn down the movie-theater microwave request, but, of course, this is sheer conjecture. It is likely that the National Association of Radio and Television Broadcasters will form a phalanx with American Telephone & Telegraph Company against the movie-theater proposal.

Movie-theater representatives at the hearing chafed Friday (24) when the FCC granted a request submitted by AT&T allowing the latter to wait until the January phase of the hearing before presenting findings of a study of data submitted by the Motion Picture Association of America and the National Exhibitors Theater Television Committee this week on estimated costs to operate theater-

TV on a microwave system. AT&T had previously informed the movie-theater group that it would not have its own cost data ready until January, and when the movie-theater group submitted its cost figures at this week's hearing, AT&T said it would need at least a couple of months to see how the movie-theater figures correspond with its own.

The movie-theater proposal for a microwave system was outlined this week in greater detail than ever before to the FCC by a talented battery of engineers and legalists. The proposal called for allocation of 860 megacycles in the microwave portion of the spectrum for a nationwide system of telecasting to theaters. Asking for band widths of 30 mc. so as to provide pictures as sharp as those projected on theater screens currently, the movie-theater group suggested that up to 12 channels should be provided.

The theater-movie group submitted alternative proposals as to the exact site of microwave portion sought for theater-TV. One of these opposes allocation of frequencies from 5925 to 6285 mc. for exclusive use of theater-TV and provide a "reasonable transition period" within which the present occupants of these frequencies can move to some fre-

quency between 6285 and 6425 mc., which would be retained for the common carrier fixed service. Another proposal calls for classifying theater-TV as "an industrial radio service" and expanding the 6575 to 6875 mc. operational fixed band downward to include the land mobile frequencies between 6425 and 6575 mc., "thus providing sufficient band width for theater requirements."

Under the proposal, licenses would be sought individually by theaters. The theater-movie group placed on record an exhibit of a theoretically typical design for a theater-TV program transmission system adequate for distribution of theater-TV programs to various selected cities along the Eastern Seaboard, including New York, Philadelphia, Baltimore and Washington.

Aubry Picked KNXT Mgr.

HOLLYWOOD, Oct. 25.—James T. Aubry Jr., sales manager of KNXT, the Columbia Broadcasting System radio station here, this week was named general manager of the outlet. He replaces Wilbur Edwards who moves to New York to become national director of the CBS-TV Film Sales division.

Edward Bunker, a top account executive in CBS-TV network sales, will step up to Aubry's post. Bunker has also been with Avery-Knodel and the American Broadcasting Company.

Rogers, Niven May Be on Talu's Seg

NEW YORK, Oct. 25.—Continuing a policy of seeking top-name guests for Talullah Bankhead's appearances on "All-Star Revue," the National Broadcasting Company again was reaching out to Hollywood for stars.

Negotiations are underway with Ginger Rogers and David Niven to appear on the November 8 Bankhead stanza.

Sat. AM Near SRO for ABC

NEW YORK, Oct. 25.—The Saturday morning TV sked of the American Broadcasting Company was nearing the s.r.o. mark this week as the result of recent sales. With Johnson's Candy coming on with a show in the 10:30-11 a.m. slot, January 23, the line-up is almost solid thru 12:15 p.m.

Johnson's is still seeking a suitable kid show in the \$3,500 bracket. Ralston's "Space Patrol" holds firm in the 11-11:30 time. Doby Foods' "Ski King" will air alternate weeks from 11:30-noon, starting November 8. The other alternate week slot is the only open one. From noon-12:15, Fleers will air "Pud's Prize Party," starting November 8, in a move from its former 11:30-11:45 time.

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AIMING FOR THE MOON

Web Exec Says All Will Have TV Seat 1st Trip

NEW YORK, Oct. 25.—In a talk made at the Manhattan College Symposium here Thursday (23), Sylvester (Pat) Weaver predicted that the first "men" on the moon will be robot machines, and that TV audiences will make the trip with them via their video screens. "TV," said the National Broadcasting Company vice-president in charge of TV, "will give the new generation an exposure to the world and its problems beyond the scope and understanding of any individual of the past regardless of his power or position."

The exec told the group that "NBC's communications center of the future will have innumerable monitors picking up events and information from thousands of vidicon cameras all over the world. However, he cautioned "we must establish the rights of TV to augment or replace the eyes and ears of spectators who now get preferred treatment."

In line with this, Weaver said that NBC's communication center has been working on such a plan for the last two years, and that world-wide video recording of current history may be a reality within the next five years. Ultra-

Fax, an RCA development in the electronic communications field, he pointed out, has already transmitted the whole of "Gone With the Wind" in 90 seconds.

Weaver also reminded his listeners that it's probable "more people saw NBC's telecast of 'Bitty Budd' last week than attended all other operas performed in the United States during the year." "By next Christmas," he added, "NBC hopes Americans will be able to view the Pope celebrating a mass from the Vatican." Weaver spoke on the occasion of Manhattan College's 100th anniversary, substituting for NBC President Joseph McConnell, who was unable to appear.

FCC Grants 12 Radio CP's; 5 To Hike Power

WASHINGTON, Oct. 25.—The Federal Communications Commission this week granted construction permits for 12 new AM stations, the biggest batch in recent years to emerge in a single week. Five other stations were authorized to increase their daytime power.

New AM construction permits went to Benton Broadcasting Service, Benton, Ark., 690kc., 250 watts, daytime only; Geneva County Reaper, Geneva, Ala., 1150kc., 1 kw., daytime only; Voice of Homewood, Homewood, Ala., 1320kc., 1 kw., daytime only; Vacationland Broadcasting Company, Inc., Fort Walton, Fla., 1260kc., 1 kw., daytime only; Elkhorn Broadcasting Corporation, Prestonburg, Ky., 1270kc., 1 kw., daytime only; Louisiana Broadcasting Service, Oakdale, La., 800kc., 250 watts, daytime only; Rumford Publishing Company, Rumford, Me., 1450kc., 250 watts, unlimited time; Southern Maryland Broadcasting, Inc., Leonardtown, Md., 1370kc., 1 kw., daytime only; Idabel Broadcasting Company, Inc., Idabel, Okla., 1240kc., 250 watts, unlimited time; Punsutawney Broadcasting Company, Punsutawney, Pa., 1540kc., 1 kw., daytime only; Giles Broadcasting Company, Narrow, Va., 990kc., 1 kw., daytime only; Hub Broadcasting Company, Lubbock, Tex., 1460kc., 500 watts, daytime only.

AM stations with increased daytime power are: KIBE, Palo Alto, Calif., 250 watts to 1 kw., daytime only; KP0W, Powell, Wyo., 1 kw., unlimited time; WHAK, Rogers City, Mich., 1 to 5 kw., daytime only; KOVO, Provo, Utah, 1 to 5 kw., unlimited time; WTOB, Winston-Salem, N. C., 1 to 5 kw., unlimited time.

Johnson Mulls 'Name's Same'

NEW YORK, Oct. 25.—Johnson's Wax this week was on the verge of signing to replace Bendis as one of the alternate week sponsors of "The Name's Same." Swanson is the other alternate week client of the property, which is on the American Broadcasting Company's TV network Wednesdays, 7:30-8 p.m. Needham, Louis & Brorby is the Johnson agency.

Quaker Oats Cuts Down 'Zoo Parade'

NEW YORK, Oct. 25.—Quaker Oats this week decided to cut its sponsorship of "Zoo Parade" in half. The program is on the National Broadcasting Company's TV network Sundays 5-5:30 p.m. Beginning with its next cycle, Quaker Oats will sponsor it on alternate weeks.

TV film musicals rate high for entertainment value, and high on the list of musicals is the new offering by Atlantic TV Corp. For more information on this and many additional selections by other outstanding producers, distributors and suppliers, check the TV Film Market Place in this and every issue of The Billboard.

Single-Rate Trend Develops Among Individual Stations

NEW YORK, Oct. 25.—Altho there seems little likelihood that a single day-and-night rate card will be put into effect on a network basis in the foreseeable future, a move along this line seems to be developing momentum among individual stations. This is particularly true of regional power outlets, especially those operating with higher wattage during daylight hours.

The American Broadcasting Company, which has been discussing the flat-rate proposition with its affiliates during its regional sessions with the outlets, has been "going so entirely on a theoretical or advisory basis."

Charles Ayres, ABC's vice-president in charge of radio, said this week that there is little chance that consideration would be given any such move on a network basis as far ahead as can be seen now. However, affiliate interest in the matter is such that considerable time was devoted to the topic at the meets.

Pioneer The first station in the Northwest to adopt the single-rate policy is KFGO, Fargo, N. D., an ABC affiliate, which decided this week to do so effective November 15. The station will have a flat time charge between 7 a.m. and

10 p.m., with an over-all rate increase of 10 per cent. General Manager Charles G. Burke said the move "has been contemplated for some time to correct what to us has been an arbitrary and unjustified decision that twice as many people listen to the radio at night as at any other time."

This move gives ABC some half dozen affiliates which are operating on the flat-rate basis. Among these is WFIL, Philadelphia, which was a pioneer in this move a couple of seasons back.

There are many variations of method in station's adoption of the single-rate standard. These all stem from the original radio rate concept of selling daytime

hours at half the cost of prime evening time.

The result is that in making readjustments, stations must determine whether to slash evening rates 50 per cent to equal daytime rates, to bring the two rates closer together at a median point, WGN, Chicago, favors the former method, and as a result cuts evening grosses by 50 per cent. Others, such as KCMO, Kansas City, Mo., up their day rates by 25 per cent, while reducing evening costs by a like amount.

Higher Wattage Most apt to flock to the single-rate card are deemed to be outlets, which, using a directional antenna, operate at a higher wattage daylight hours than evenings. These may have up to three times the audience in the day as they have at night.

As for ABC itself, Ayres said that it would be impracticable and uneconomical for the web to take on any such move in the present period of radio. The web's daytime rate now is pegged at 52 1/2 per cent the evening rate, in order to equalize them, it would mean boosting the daytime rate still further, something advertisers are not likely to accept readily in view of the recent 5 per cent hike in morning time charges, and at the same time cut evening rates to a point where it would make them impractical from the web's point of view.

However, Ayres said that ABC certainly is keeping the thought alive, and that at some time in the future, the medium's economics may make the move desirable.

3 NY Stations Vie for Same UHF Channel

WASHINGTON, Oct. 25.—Radio station WNEW, Manhattan's leading night station, application here this week with the Federal Communications Commission for a commercial TV station on UHF Channel 31, thus posing a problem for the FCC. New York City's municipal station, WNYC, filed an application for the same channel earlier this year, so WNEW's competing bid makes it obligatory for the FCC to hear testimony from both parties.

The situation will be further complicated shortly when a third group, representing Gotham's foreign-language stations WHOM—WOV follows thru on its announced intention to file for the same channel. Two new UHF channels were allocated to New York when the "freeze" was lifted last April, but channel 25, for educational use, has already been granted to the New York State Board of Regents.

Among the factors to be considered by the FCC before making a choice between the three applicants is whether it is feasible for WNYC, a city-owned, non-commercial TV operation which might become an additional expense to tax-paying citizens. On the other hand, WNYC filed its application first, and the station's fine record in the public service programming field will undoubtedly carry considerable weight with educational-minded members of the board.

WHO FEARS TV?

KFWB Carries Video Skeds To Listeners

HOLLYWOOD, Oct. 25.—This is one of those "who's afraid of the big, bad wolf?" stories. Indie Station KFWB, as a service to its listeners, will hourly broadcast the program schedules of TV stations and competitive radio outlets. In addition to servicing the dialers with this innovation, KFWB also shows that radio—or at least this station—feels it has little to fear from TV and its radio competition. KFWB owner-manager Harry Maizlish explained the service as a means of supplementing broadcast logs in the newspapers.

He feels it will save dialers the time of having to look up programs in their newspapers. He further feels the hourly service will provide viewers and listeners with late news on program changes, thereby giving them the most nearly accurate report on shows possible. At each hourly break, audience will get the next hour's program fare for both media. This, it's hoped, will guarantee KFWB an even stronger following once viewers and listeners know the service is available as a regular feature on the station. Service goes into effect November 1.

Jessel Holds Up TV Plans

HOLLYWOOD, Oct. 25.—George Jessel is holding up making future TV plans pending the outcome of a feature film deal with Jimmy Durante and RKO. Jessel was interested in striking out on a tele show of his own, package to be handled by the Three Johns (Masterson, Nelson and Reddy), but told The Billboard he was forced to hold up on that until the pic plans have crystallized.

Jessel said he had agreed to co-star with Durante in "Rip Van Winkle" to be produced by RKO. This deal, however, was made before the new owners took over RKO, Jessel said. He and Durante are awaiting word as to whether that film is still part of the new RKO's production plans before he can make any further tele show commitments on a long-range basis.

OPA Rejects RTMA's Price Ceiling Plea

WASHINGTON, Oct. 25.—Flatly rejecting an appeal by the Radio-Television Manufacturers' Association that the Office of Price Stabilization reconsider its decision to restore price ceilings on radio, television and phonograph parts, the OPS announced late yesterday that the order would stand, effective Monday (27).

The decision climaxed a week of arguments in which RTMA officials sought to show that reimposition of price controls would "hackle both OPS and the industry with costly administrative burdens which are not in line with any benefits which conceivably might accrue to the purchasing public." The industry also insisted that the agency's "arbitrary action" would cast a "stigma on radio and TV manufacturers."

The OPS, however, maintained that suspension of controls on these items made it next to impossible to control prices on other consumer goods which also utilized these parts, and on radio and TV set service repairs.

Simultaneously the OPS ordered radio and TV service shops throughout the nation to plainly post ceiling prices on all types of repairs. Earlier the Radio and Television Industry Advisory Committee recommended a strong OPS enforcement program here.

ADLAI GETS AID FROM RED DOFF

HOLLYWOOD, Oct. 25.—Campaign fervor reached a new intensity this week when Jack Red Doff struck out on his own on behalf of Democratic candidate Adlai Stevenson. Doff, along with musician Larry Neil, put a campaign bite on acquaintances with donations ranging from \$2 to \$100. After raising approximately \$5,000, pair bought time on Station KFWB (8-9:45 nightly) to air rebroadcasts of Stevenson speeches.

In addition, they roamed the area with a tape recorder to record man-on-the-street comments on "Why I switched from Ike." These recorded confessions included showbiz names such as Lena Horne as well as unknowns. Whether or not the Democratic presidential candidate knows it, few aspirants have enjoyed such voluntary service from a pair of celebrities at least as far as the Hollywood beat goes.

WILD WEST

New Seg to Have Rodeo, Circus Bits

NEW YORK, Oct. 25.—A new television program, as yet unnamed and featuring a combination of rodeo and circus-type thrill attractions, will be kined Tuesday (28) at the Trenton (N. J.) State Fair. Co-operating in the venture are WPTZ, Philadelphia, and George A. Hamid & Son, leading New York thrill attraction firm and operators of the fair.

The program, which will be staged and filmed in the Coliseum, will be emceed by Ray Traller, cowboy personality and vocalist. Members and stock of the Cherokee Ranch Rodeo will be used for Wild West sequences, which will be interspersed with Amazin' acrobats, Wild's bears, and George Keller and his trained wild animals.

Sponsor Quits 'Let's Pretend'

NEW YORK, Oct. 25.—Cream of Wheat this week canceled "Let's Pretend," a long-established AM property, on the Columbia Broadcasting System's radio network. The show is on Saturday mornings, 11:30-12, and will be sustained by the web because of its long track record. CBS meanwhile is trying to sell "Grand Central Station" to Cream of Wheat. BBD&O is the agency.

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Send these TV audience... increase their TV sales... make their TV commercials pay off by checking and selecting from the outstanding TV film offerings—series, feature or commercial—provided by leading agencies, distributors and suppliers in The Billboard TV Film Market Place, shown elsewhere in this section. For dramas, mysteries, Westerns, children's news, documentaries—or ANY TYPE of TV film product, write or service consult. The Billboard Weekly TV FILM MARKET PLACE

Profitable TV Audience exclusive with WGAL-TV LANCASTER, PENNA. Only TV station in—only TV station seen—in this large, rich Pennsylvania market area. Clair R. McCollough, Pres. Represented by ROBERT MEE Chicago San Francisco This One

NEWS CAPSULES—COAST TO COAST

NAEB Announces Speakers for Minneapolis Convention Nov. 6-8

MINNEAPOLIS, Oct. 25.—The National Association of Educational Broadcasters will hold its annual convention here November 6, 7 and 8. With the exception of one hour business meeting, all sessions will be open to non-members. Speakers will include G. H. Griffiths, director of mass media, Fund for Adult Education; Senator Hubert Humphrey, of Minn.; Morris Novik, NAEB exec; Pulse Director Sydney Roslow; FCC Chairman Paul A. Walker, and I. Keith Tyler, director of the Institute for Education by Radio and Television. The NAEB Execy, Seymour N. Siegel, Manager of WNYC, New York, will preside.

Meanwhile, the NAEB is readying a new program "Voices of Europe," one of several series made possible by the \$300,000 grant from the Fund for Adult Education established by the Ford Foundation. Tape recordings of interviews with persons in 14 countries will make up the new series, with Milton Mayer, American author, lecturer and professor of social research at the University of Frankfurt, as project director and interviewer. Programs will be aired by NAEB member stations and will also be made available to commercial broadcasters on a sustaining basis.

DU MONT REPORTS

'52 SALES UP ...

NEW YORK—The Allen B. Du Mont Laboratories this week increased its over-all sales from \$37,537,000 in the 40 weeks ended October 7, 1951, to \$52,128,000 over a similar 1952 period. Its net profit increased from \$29,000 last year to \$339,000 this year, but its profits per share after dividends decreased from 18 to 11 cents.

NABT GETS 3

NEW STATIONS ...

WASHINGTON—Three new TV stations this week joined the National Association of Radio and Television Broadcasters. They are KFEL-TV, Denver; WWLP, Springfield, Mass.; and KDUB-TV, Lubbock, Tex. The stations newly authorized by the lifting of the Federal Communications Commission freeze are the first post-freeze outlets to join the org.

NEW STATIONS

JOIN NETWORKS ...

NEW YORK—Several new TV stations this week became affiliated with networks. UHF outlet WAFB-TV, Baton Rouge, La., joins the Columbia Broadcasting System's TV network on January 1 as a primary affiliate. WSLI-TV, Roanoke, Va., and WREB-TV, Wilkes-Barre, Pa., a UHF station join the National Broadcasting Company's TV web about December 15. The first U. S. TV station to be erected outside the continental limits of this country, KGMB, Honolulu, becomes an American Broadcasting Company affiliate on December 1. And KTBC-TV, Austin, Tex., becomes a CBS primary affiliate December 10.

NABT INSURANCE

GROUP MEETS NOV. 20 ...

WASHINGTON—A two-day meeting of the National Association of Radio and Television Broadcasters insurance committee will open here November 20. The committee expects to recommend to member stations low-cost, maximum protection insurance plans.

FORESEE HIGH '53

TV PRODUCTION ...

SCHENECTADY—Production of TV receivers in 1953 will hit an estimated 6.2 million, highest since the record year of 1950, according to the General Electric's tube department. A market analysis made by the company indicates that the 1953 TV total will run ahead of this year's expected total by three-quarters of a million sets.

THREE MORE STAFFERS

MAKE WLW EXIT ...

CINCINNATI—Three more WLW staffers have left the station, making a total of six departures in two weeks. Ernie Lee, folk singer, resigned effective October 27. Clarence Moore, guitarist, and Paul Jones, veteran announcer, took their departure last week. Previously, W.L.W. exec had announced the resignation of

Lee Jones, of the station's "Midwestern Hayride," and the release of Ken Linn, vet radio announcer and Larry Vincent, WLW-T pianist.

COMPTON WORLD-WIDE OBSERVATION TRIP ...

WASHINGTON—Problems confronting U. S. information specialists around the world will be observed by Dr. Wilson Compton, U. S. International Information Administration and Voice of America chief, who left this week on a tour of field offices in the Philippines, Japan, Thailand, Burma, India, Pakistan, Egypt, Italy, Austria, Belgium and France. State Department said that Dr. Compton will report back whether the USIA's new decentralization plan, under which field workers determine the content of the program, is working out.

HOMER CANFIELD

QUITS NBC POST ...

HOLLYWOOD—Homer Canfield will strip his 10-year-old ties with the National Broadcasting Company when he exits his programming post November 1 to enter the packaging field. Canfield holds the rights to three program packages and will leave immediately for New York to negotiate their sale. Programs he owns were not identified.

He joined the NBC press department a decade ago. Later he was made program manager for radio and two years ago was moved into the TV programming department. His exit follows closure of the heels of his former boss, Norman Blackburn. During his stay with NBC he was credited with being instrumental in the net's acquisition of such properties as "Dragnet," "Dangerous Assignment," "Night Beat" and "Halls of Ivy." He's expected to set up offices here following his return from New York.

TV SETS SALES BOOM

IN WASHINGTON ...

WASHINGTON—Local television dealers are still enjoying a boom, figures released by the Washington Television Circulation Committee this week reveal. District TV sets now number 395,345, an increase of 8,546 over last month, and of 70,970 over the first of the year.

DICK PERRY TO DIRECT

CINCY POST TV SHOWS ...

CINCINNATI—Richard Perry, director and producer of the Paul Dixon shows on WCPO-TV, has joined the promotion department and direct Post shows on television. He formerly operated his own advertising agency in Chicago.

NAME MAECHLING RTMA

GOVT. RELATIONS EXEC ...

WASHINGTON—Expansion of the Radio-Television Manufacturers Association's government relations activities is expected with the appointment this week of Charles Maechling Jr., as RTMA's government relations officer. In his post Maechling will assist electronic manufacturers handling government contracts. He comes to RTMA from the general counsel's office in the Department of the Air Force.

JOHN ROSSITER JOINS

WJTV, JACKSON, MISS. ...

COLUMBUS, O.—John Rossiter, general manager of WTVN Television Center here for the past three years, has resigned to become general manager of WJTV, Jackson, Miss. Frank C. Oswald is acting general manager of WTVN until a permanent appointment is made.

FCC OKAYS WRK

SALE TO KEN MAR ...

WASHINGTON—Consent to transfer Station WRK, AM-FM, Rockford, Ill., from Albert G. Simms to the Ken Mar Company for \$3,017,543 was granted this week (23) by the Federal Communications Commission. Seventy-five percent of the stock in the station is now held by the new president, E. Kenneth Codd.

GILLESPIE LEAVES WKRC

TO JOIN ZIV IN CINCY ...

CINCINNATI—Richard D. Gillespie has resigned as publicity director of WKRC here to join the local office of the Fredric W. Ziv Company as assistant to William

B. Philley, sales promotion director.

WCBS SETS PIEL

ELECTION DEAL ...

NEW YORK—WCBS this week sold the last five minutes of every half-hour on election night, beginning at 8:25, to Piel's Beer thru Young & Rubicam. The Columbia Broadcasting System will make the same sort of deal with all its radio affiliates. They can sell the last five minutes of each half-hour locally.

FCC NIXES WNYC BID

FOR E-NIGHT TIME ...

WASHINGTON—The Federal Communications Commission this week once again refused to permit Station WNYC, New York, additional time on the air to broadcast election returns.

Stated FCC: "If any exception were made to the requirements of the rules prohibiting issuance of special temporary authorizations to broadcasting stations, there would be no reason for refusing to grant waivers in any number of other cases and thus the very purpose for which the amendment to this rule was adopted would be defeated," the FCC contended.

THE RESTLESS PEOPLE AND

THE REVOLVING DOOR ...

Freeman Gosden and Charles Correll will mark the 10,000th radio broadcast of "Amos 'n' Andy" November 18 on CBS. ... L. R. Rawlins, for the past three years head of KYW, Philadelphia, will move to Pittsburgh as general manager of KDKA. He will be replaced at KYW by Franklin Tooka, manager of WOW, Fort Wayne, Ind. ... Wallace Ross, publisher of Ross Reports on Television for the past four years, has joined the radio-TV department of Music Corporation of America. ... William Hodapp, producer of NBC-TV's "American Inventory," is at work on "A Handbook of TV Production," to be published in April by Pellegrini & Cudahy. ... Ray Wagner, of the radio-TV department of Young & Rubicam's New York office, is moving to that agency's Hollywood branch to head commercial writing and production.

Mike Hoshkind, public relations exec, is on a short pre-election swing lining up spots for Stevenson. ... Hank Stryern is putting together a program package based on incidents in history that were inspiration of songs. ... Lawrence Gumbinner has been appointed assistant manager of the CBS Television Network's operations department.

Robert Miller has been named farm program director of WLW, Cincinnati. ... Irwin Shans, director of the Television Workshop in New York, is touring U. S. television stations to study personnel problems to study performance. ... William Struble is now promotion supervisor at WBT and WBTV, Charlotte, N. C. ... The Detroit Historical Museum for two months will show a portrait of Fran Harris, public affairs director of the WWJ stations in Detroit, as a "woman of achievement." ... A. H. Saxton has become manager of NBC's technical operations in Hollywood. ... Phil Hazan will replace John Nelson as emcee on "Bride and Groom" for next week.

THEATER-TV-AM E-NIGHT TIE-IN

WASHINGTON, Oct. 25.—In the latest theater-TV-radio tie-in, patrons at the 17 Warner Bros. theaters here on election night will receive periodic bulletins of election returns from Station WTOP. Under the triangular agreement, the theaters will run trailers plugging WTOP radio and TV and announcing for the first time the name of the election news sponsor (Westinghouse), while the station will urge listeners and viewers when the votes are counted to attend the Warner theaters, one of which is featuring that night two horror pictures, Boris Karloff in "The Mummy" and "The Werewolf of London."

NO COMEDY

Hope Testifies in Bid for TV Outlet

WASHINGTON, Oct. 25.—The playing his role straight and serious, Bob Hope delighted a standing-room-only crowd that packed a hearing chamber Friday (24) to hear him testify to Examiner James D. Cunningham, of the Federal Communications Commission, that he stands ready to lend his talent as well as money to assure the successful operation of a TV station for which he is an applicant in Denver. Hope, the businessman, proved to be an adroit witness in his first personal appearance before any government agency hearing. Hope Productions, Inc., headed by Hope, is in a contest with KMYR Broadcasting Company for Channel 4 in Denver.

Government Girls predominated in a furch-hour crowd that had poured into the hearing chamber before Hope took the stand. The comedian avoided clowning as he coped with a barrage of questions which drew such diverse testimony as the following: Hope's net worth is conservatively figured at \$3,769,873; \$2 million of his assets are invested in oil leases for which, as recently as eight months ago, he was offered considerably more; Hope Productions, which is 85 per cent owned by Hope, is half owner of Metropolitan Television Company, in whose name the application is sought. The Hope group, owner of KOA-AM and FM, has invested \$200,000 and has paid National Broadcasting Company for the securities of Metropolitan, purchased by it with a five-year promissory note for \$1,250,000.

Legalists for KMYR Broadcasting Company sought repeatedly during questioning to shed doubt on Hope's qualifications because of his preoccupation with other work and interests. Hope, however, held tenaciously to his claim that he plans to give considerable attention to the new enterprise. Asked whether he has stopped in Denver frequently to give time to KOA-AM and FM, Hope drew a chuckle from the audience when he replied, deadpan: "I don't have

to run to Denver to help them because they're limping along pretty nicely." (For other sidelights, see Washington Once-Over.)

Questioned about financial details of his corporation, Hope produced another chuckle when he declared: "Mr. Gang (Martin Gang, attorney and stockholder) knows more about that—I just know how much we owe." Hope demonstrated plenty of coolness, and once, when he was being questioned about his background, he even corrected his lawyer, who inadvertently referred to Hope's father as Lester Townes Hope. The comedian interposed: "Lester Townes Hope—hey, that's me."

Hope testified that his show-business experience qualifies him to give advice on programming, and he cited his experience of producing his own shows. He said his contract with NBC leaves him with plenty of latitude and that his station could be regarded as a competitor of NBC's if his station were not an NBC affiliate.

DR. N. V. PEALE

ABC Options Sermons of Noted Cleric

NEW YORK, Oct. 25.—In hope that Admiral Fulton's pacting of Bishop Fulton Sheen on the Du Mont web this week will prompt other radio-TV advertisers to back religious efforts, the American Broadcasting Company has taken an option on the services of Dr. Norman Vincent Peale, ranking minister in the Federal Council of Churches of Christ in America, a Protestant group. Dr. Peale, an experienced broadcaster, has agreed verbally to let ABC make his show available for sponsorship, and the web reports advertisers have already shown an interest in the series.

Advertisers started clamoring for Bishop Sheen's services last spring, when the Catholic official's Du Mont program caused an unprecedented drop in Milton Berle's ratings. Philip Morris cigarettes and Johnson & Johnson (Bandages) were among would-be sponsors rejected by the Bishop, who, of course, has complete sponsorship approval, as does Dr. Peale with ABC.

Admiral's commercial will be placed so as to allow an uninterrupted 25 minutes for Bishop Sheen's address. A one-minute institutional spot will follow the Bishop's opening remarks, and a 10-minute "low pressure" sales pitch will be inserted at the end, with Bishop Sheen back on for his usual "God Love You" sign-off.

Wally Ross Joins MCA

NEW YORK, Oct. 25.—Wally Ross, founder and former publisher of the Ross Reports research service, this week joined Music Corporation of America in an executive capacity. Ross will function in MCA's radio-TV department.

The Ross Reports will continue to be issued by the new owner, Jerry Leichter, publisher of Publicity Record.

DJ'S SAY REST OUTWEIGHS \$S

WASHINGTON, Oct. 25.—Washington lost two of its most popular disk jockeys last week when Bill Hanson, of WRC, and Gene Klavan, of WTAP, turned in their resignations for health reasons. Both claimed that desire for a good night's sleep prompted the action. Hanson, 39, said he had been getting up at 4:45 a.m. to make his early-morning broadcast for 16 years (10 of them for WRC). Klavan, 27, has been spinning platters between 12:30 and 2 a.m. for the past three years. Neither disclosed future plans.

Amoco Buys New Year Seg

NEW YORK, Oct. 25.—The American Oil Company (Amoco) this week purchased the one-shot "Year of Crisis" on the Columbia Broadcasting System's radio and TV networks. The show, which is a year-end report by CBS correspondents on the state of world affairs for 1952, will be programmed January 1, 1953, in the 4:30-5:30 time period. Joseph Katz Agency, Baltimore, handled the deal. Esso had the property last season.

Piel's to Back 'Theater' Seg

NEW YORK, Oct. 25.—Piel's Beer this week signed to sponsor a seg of "Broadway TV Theater," the same play-every-night-for-a-week dramatic series, aired over WOR-TV here from 7:30 to 9 p.m.

The program is currently co-sponsored by General Tire, Inc., and Cavalier cigarettes, but beginning Monday (27), General Tire will split its portion of the show with Piel's.

CBS 'Husband' Role to Lynn?

HOLLYWOOD, Oct. 25.—Columbia Broadcasting System is currently negotiating to have Diana Lynn to feature in its TV version of "My Favorite Husband." Harry Ackerman, CBS vicepres in charge of net programming here, this week inked writers Sol Saks and Herb Finn to prepare the audition script. Tele addition will be kind within a month.

According to current planning, show will be aired live as opposed to film.

Nets Seek Pubbers' TV-Film Tune Pact

Want Rate Pattern from Trustee Fox Like Radio's to Facilitate Clearance

NEW YORK, Oct. 25.—Television networks are seeking an agreement with music publishers covering the use of music on TV film programs. Harry Fox, publishers' agent and trustee, has been sounded out on the matter by network reps. Fox, in turn, has outlined the situation to the publishers, and has asked them to submit their ideas on the matter prior to negotiating an agreement.

Anxiety of the networks to work up an equitable agreement with Fox stems from the fact that there is an increasing trend to film by the networks.

Clearance Tough

It is known that the practice of clearing tunes with publishers individually rather than thru a central agency has proved cumbersome to networks, agencies, film producers and sponsors. It has proved so unwieldy as actually to hinder programming.

The networks, therefore, would prefer a general agreement via

the Fox office, at rates patterned after those which obtain in the field of transcribed radio broadcasts. The networks propose, therefore, that the agreement call for a maximum fee of \$7.50 per composition for a one-time network use only. It is understood that repeat telecasts would be subject to additional payments on the same basis.

Currently, the accepted fee is

(Continued on page 18)

MCA Peddles Drama Series

HOLLYWOOD, Oct. 25.—The Music Corporation of America this week was peddling a new half-hour dramatic series, "America's Finest," which will star top talents in its stable.

The initial pilot film stars Ray Milland. Joan Crawford is already committed to act in one of the series. Revue Productions will film.

Ray in Full-Scale Telefilm Invasion

HOLLYWOOD, Oct. 25.—Reid H. Ray Film Industries, of St. Paul, veteran commercial-industrial pic production firm, this week signed ex-Warner Bros. producer-director Saul Elkins to head its full-scale invasion into

TV films. Reid Ray, head of the firm that bears his name, arrived here this week to conclude arrangements with Elkins and to map production plans.

Firm will film pilot reels of two half-hour shows and three quarter-hour shows. Production will be centered at the Ray studios in St. Paul, importing Hollywood acting and writing talent. Elkins will head Ray's newly opened Hollywood office and will commute between here and the Twin Cities while serving as head of the TV film division and as producer-director of the telepix.

Ray firm has been active in the TV film commercial spot field but this will mark its first move into the telepix entertainment field. Three series will be filmed for each of the half-hour series.

First 30-minute show will be tagged "A Sporting Chance," combining what Ray feels are the three top eye-holding elements on TV today sports, melodrama and private eye.

Second half-hour series will be filmed against a carnival background and will use the Royal American Show thru an agreement concluded between Ray and Royal American's Carl J. Sedlmayr.

Three quarter-hour series to be launched include "You Might Like to Know," show based in strange hobbies and occupations; women's panel show tagged "Are Men Necessary?" and a morning calisthenics show called "This Is for You."

Ray said half-hour series will be produced at an estimated cost of \$20,000 per show. Quarter-hour series, he said, would be in the low-budget category. He said his firm's own sales force, numbering 15 men in the field, will peddle the product.

SAG Threatens Strike Against Telefilm Firms

HOLLYWOOD, Oct. 25.—Screen Actors' Guild may go out on strike. The first in its 19-year history against the New York telefilm commercial producers and the American Association of Advertising Agencies. Impasse reported earlier in The Billboard, still hinges on the guild's demand to repeatitious use of filmed commercials and that its members should receive additional payment for reuse of films. Negotiations between the guild's national exec secretary and head of its negotiating committee, John Dales Jr., and the Four A's broke down completely in New York this week. Action got unanimous support here from the SAG board.

Dales said the breakdown was caused "by the stubborn insistence of the advertising agencies that

750 Snader Telecriptions Shorts Sold to Ben Frye

HOLLYWOOD, Oct. 25.—Complete library of Snader Telecriptions, numbering 750 musical shorts, was sold this week to Ben Frye, general manager and executive producer of Cleveland's Studio Films, Inc. Selling price was \$600,000. Series had cost the Snader firm \$1,200,000 to produce, exactly twice the sum for which they were sold. However, during the three years the Snader firm was in existence, the telecriptions grossed \$1,100,000, thereby allowing the company a wealthy profit over its initial investment.

Sale was concluded yesterday between Alexander Bisno, of the firm of Bisno & Bisno, and Ben Frye. Snader firm still retains ownership of 13 Alexander Korda feature films, the Academy Award winning (1951) "Seven Days to Noon," 39 Dick Tracy half-hour episodes and 50 quarter-hour episodes of "Washington Spotlight" with Marquis Childs. Henry Bisno told The Billboard no decision has been reached as yet as to whether the company will sell out its other TV film properties or remain in the business. According to present indications, firm may make its exit from the TV film scene complete if it can peddle its remaining tele properties at an equitable price.

Cleveland's Studio Films will

NEW SERIES

2 New Series Being Plugged By Du Mont

NEW YORK, Oct. 25.—The Du Mont Television Network is pushing two new film series. One is "Fathe Hy-Lights," a miscellany of stories told by columnist Hy Gardner. It's a 15-minute show, and 26 segments of it are available. The other new series is "Sped Classics," which was produced by Dvnamic Films. This covers championship auto races, including interviews with drivers. It's a 25-minute show. There are 13 in the can and 13 more coming up.

OFFICIAL DISTRIBUTES HOLLYWOOD SERIES

NEW YORK—Official Films is distributing a new 30-minute series, entitled "Hollywood at

(Continued on page 10)

Shannon, Shallow Form New TV Firm

HOLLYWOOD, Oct. 25.—New TV commercial spot production firm was formed here this week under the name of Shannon & Shallow, Inc. Firm principals are Bob Shannon, who will head the company's sales wing, and Jack Shallow, who will be in charge of production.

Partners are officers in the firm which is headed by Dr. Donald Branan, its prey and silent partner. Shooting will be at various studios where the firm will rent space and facilities.

SAG Threatens Strike Against Telefilm Firms

for the actor's original fee, they must have the right to televise a filmed commercial spot over and over again without limitation throughout the nation for a period of 13 weeks, and much longer if the spot were televised on 30 stations or less. For a fee to the actor as low as \$70, the advertising agencies want the right to telecast a filmed blur without limit as to number of times. Thus the actor could be getting only about cent or so for each time his likeness and his performance does a selling job on the home television screens of America. This proposal cannot be considered seriously.

In the event the strike goes thru, SAG will seek the support of all the former unions with talks already under way with the various union heads.

add its own 378 "Musilms" to its newly acquired block of 750 musical short shorts to give itself a library of more than 1,100 subjects. According to Frye, his company's "Musilms" are on a par or above the Snader telecriptions, including top name artists (Connie Boswell, Ink Spots, etc.) and high production values. New firm takes all obligations, including various royalty deals with Teleproduction artists.

Combined block of Snader and Musilms will be distributed by United Television Programs. UPT had earlier concluded a distribu-

tion deal with the Cleveland firm. According to Frye, distribution of the "Musilms" were held up pending successful conclusion of its deal with Snader. Snader Telecriptions are currently playing in 53 markets. A stop-sale order went out last week to all Snader salesmen not to renew "Teleproduction contracts pending outcome of the deal with Studio Films.

Television library has long been rumored on the sales block, but officers of the Snader firm continually denied that deals were in the works.

CBS Exec Charts Future of TV Film

NEW YORK, Oct. 25.—In current market conditions it takes at least two and a half years to recoup the original cost of syndicated film packages, according to Fred Mahlstedt, head of the Columbia Broadcasting System's Film Sales Division. The naturally, also takes into consideration distribution charges which run to about one-third of each dollar collected.

Mahlstedt pointed out that should a film cost \$16,000 to produce at least another \$5,000 must be spent for distribution and for prints. Therefore \$21,000 must be earned on each film before the break-even point is reached. Since about two-thirds of the TV markets are single-station areas, the amount available from syndication in those markets is limited. Not only does set ownership lag in those markets, but film salesmen do not get the benefit of the higher prices that would result from competitive bidding among stations.

Mahlstedt sees the potential gross for syndicated film as being restricted until new stations are added in those markets. Ultra high frequency stations, he believes, as yet are an unpredictable factor because of slow set-manufacturing tooling up and other considerations.

The top 20 markets, the CBS-TV exec maintains, now account for 75 per cent of the business. The other approximately 45 markets only deliver 25 per cent of the gross. It therefore becomes absolutely necessary to sell in

those top 20 markets several of which are single-station operations in which the take is limited.

The top price that can be spent for the production of syndicated film now, Mahlstedt feels, is about \$20,000. Those films he believes should be studied with names and should be of such quality as to make their residual value high. But contrary to the optimistic feeling about residuals,

(Continued on page 10)

N. Y. Chevrolet Dealers Buy Abbott, Costello

NEW YORK, Oct. 25.—The greater New York Chevrolet dealers this week bought the half-hour Abbott and Costello film show from the Music Corporation of America. The show is to be slotted Friday nights, 10:30-11, on WCBS-TV, here, beginning December 5. The weekly price of the package is said to be upwards of \$4,000, one of the top prices ever gotten for a syndicated film property.

MCA has already sold the show in 31 markets, and has a deal pending for a West Coast advertiser to pick up several of the markets west of the Mississippi.

TV FILM PURCHASES

The A. J. Bayless Grocery Stores of Phoenix, Ariz., has signed a 52-week contract for the National Broadcasting Company's "Hapalong Cassidy" for showing on KPHO-TV there. In less than three months the new series has been sold in 46 markets.

WNBK, Cleveland, recently bought NBC's "Dangerous Assignment" for sponsorship by the Apex Electrical Manufacturing Company there. And Eckerd's Drug Store of Greensboro, N. C., recently bought the Brian Donlevy adventure for showing on WFBY-TV.

WFMY-TV has also renewed NBC's "Daily News Report" for 13 weeks.

NBC's "News Review of the Week" has been renewed by KDYL-TV, Salt Lake City, and WBRV, Charlotte, N. C.

Atlas Television's Hank McCune show has been sold to WOAI-TV, San Antonio.

Two members of the Quality Bakers of America Cooperative, Inc., have bought the Gene Autry show from Columbia Broadcasting System Television Film Sales. The Raymond Baking Company of Waterbury, Conn., has taken it for 39 weeks via WNBC-TV, New Haven, Conn., and the E. W. Mootz Bakery of Huntington, W. Va., is placing it on WSAZ-TV. The first Quality baker to take it was My Bread Baking Company. Autry has been sold in 40 markets to date.

United Television Programs, Inc., has sold "Royal Playhouse" to WGN-TV, Chicago, where it will be sponsored by the Goldberg Fashion Firm. UTP has also sold "The Chimps" comedy-kidie how-to program to Phoenix, And KGO-TV, San Francisco, has taken "Heart of the City"

from UTP for sponsorship by Franzia Wine Company.

Information Productions, Inc., has just completed a 20-second and a 60-second TV film spot for the "Crusade for Freedom." It also did a 10-minute film starring Henry Fonda, highlighting the work of Radio Free Europe, for distribution to TV stations.

Teletnews' daily film package has been sold to Rediffusion, Inc., of Montreal, a closed-circuit operation.

TV Ex. Wins 'Jungle Fury'

NEW YORK, Oct. 25.—Television Exploitations, Inc., this week won its case against Regent Pictures, Inc., over the TV rights to the feature film, "Jungle Fury." Supreme Court Justice Dennis O'L. Cohan ruled that TV Exploitations is entitled to injunctive relief as of June 1, 1952, when distribution contracts were entered into. He declared that the rights to the film prior to that date were "clouded." Damages have not yet been set.

TV Exploitations had claimed that it found out that Regent was distributing the picture when it found the latter undercutting in a sale to WGN, Chicago. Milton Gettinger, TV Exploitations president, and Oliver Unger, the firm's new exec veepee, were still on the West Coast this week trying to negotiate a deal that would move TV Exploitations into a TV-film series production-distribution operation. The firm has done feature film distribution only up to now.

The FIRST name in outstanding television production



ZIV-TV
 ZIV TELEVISION PROGRAMS, INC.
 1529 Madison Road
 Cincinnati 6, Ohio
 New York Hollywood

Read about ZIV PROGRAMS in "Market Place" on Page 11

THE BILLBOARD TV-Film Buying Guide

ARB Ratings of Non-Network TV Films and markets in which they are currently appearing

Listed below are TV film series currently showing on television stations in cities that the American Research Bureau surveys individually. Only films in the program categories indicated are covered in this issue.

MYSTERY

Boston

Blackie . . . 30 . 78
Dist: Ziv Television Productions
BALTIMORE (3 stations)
WBAL, 10:30-11:30, Sat.
Sept. ARB Rating . . . 30.7

CHICAGO (4 stations)

WBKB, 9:30-10, Thurs.
Sept. ARB Rating . . . 31.3
(WBKB's Rating . . . 32.1)

CINCINNATI (3 stations)

WLWT, 7:30-8, Thurs.
Sept. ARB Rating . . . 31.3
(WBKB's Rating . . . 13.8)

COLLIERVILLE (3 stations)

WBNS, 9:30-10, Fri.
Sept. ARB Rating . . . 28.9
(WBKB's Rating . . . 25.0)

DAYTON (2 stations)

WLWT, 7:30-8, Thurs.
Sept. ARB Rating . . . 44.8
(WBKB's Rating . . . 40.4)

DETROIT (3 stations)

WJLB, 9:30-10, Thurs.
Sept. ARB Rating . . . 44.8
(WBKB's Rating . . . 40.4)

LOS ANGELES (7 stations)

KNXT, 9:30-10, Mon.
Sept. ARB Rating . . . 18.0
(WBKB's Rating . . . 13.1)

WASHINGTON (3 stations)

WTTG, 10:30-11, Mon.
Sept. ARB Rating . . . 15.3
(WBKB's Rating . . . 11.1)

Files of Jeffery

Jones . . . 30 . 39
Dist: CBS Television Film Sales
CHICAGO (4 stations)
WBKB, 9:30-10, Fri.

Invitation

Playhouse . . . 15 . 26
Dist: Guild Films, Inc.
LOS ANGELES (7 stations)
WBKB, 9:30-10, Fri.

DRAMA

Invitation
Playhouse . . . 15 . 26
Dist: Guild Films, Inc.
LOS ANGELES (7 stations)
WBKB, 9:30-10, Fri.

Bloomington, Buffalo, Chicago, Indianapolis, Johnstown, Kansas City, Pittsburgh, Providence, San Francisco, Schenectady.

Television

Theater . . . 26 . 13
Dist: Stuart Reynolds Productions
CINCINNATI (3 stations)
WBKB, 7:30-8, Mon.

This is the Story (Historical)

15 . 78
Dist: Marlon Television Productions
LOS ANGELES (7 stations)
WBKB, 6:30-8:45, Tues & Thurs.

San Francisco (13 stations)

KNXT, 9:30-10, Mon.
Sept. ARB Rating . . . 18.0
(WBKB's Rating . . . 13.1)
KPIX, 8:30-9, Sun.

WARNING

Check distributor for availability. Any of the films listed here may be available in the immediate or near future, regardless of markets in which they are now being shown.

New Series

Continued from page 9
Work. It tells true stories about such Hollywood personalities as Ronald Colman, Harpo Marx and Humphrey Bogart.

Pictorial Acquires "Puppetoons"

NEW YORK—Pictorial Films has signed with Toy Town Productions of England for the distribution of 18 color "puppetoons."

Sterling Plugs Sports Quiz

NEW YORK—Sterling Television Company is plugging "Beat the Experts," a three-minute sports quiz, for across-the-board slotting.

CBS Exec Charts

Continued from page 9
he states that any real coin from re-showing is about three to four years off.

Mahstedt, nevertheless, believes that the day is coming when syndicated film firms will get more money for second runs than for first.

TV Station Film Buyers Pick

Outstanding films (not produced specifically for TV) shown on local stations last week, as selected by the stations TV film buyers and reported in Billboard's weekly survey.

THEATRICAL

Table with columns: Title, Station, Length, and Rating. Includes titles like 'Kit Carson', 'Caught in the Act', 'The Count of Monte Cristo'.

OTHER

Table with columns: Title, Station, Length, and Rating. Includes titles like 'Crusaders Against Fire', 'Fallen Eagle', 'How to Catch a Cold'.

Additional TV Film Series

and markets in which they are currently appearing

Listed below are additional TV film series currently available to stations and sponsors. Films in program categories other than those listed below will be covered in the next three issues.

MYSTERY

Table with columns: Series Name, Length, and Rating. Includes titles like 'Cases of Eddie Drake', 'The City of the Living Dead'.

TRAVEL

Table with columns: Series Name, Length, and Rating. Includes titles like 'Patrick Travelogues', 'The March of Time'.

DRAMA

Table with columns: Series Name, Length, and Rating. Includes titles like 'American Will and Humor', 'The March of Time'.

MUSICAL

Table with columns: Series Name, Length, and Rating. Includes titles like 'Ballads De France', 'Coveport Hall'.

MUSICAL

Table with columns: Series Name, Length, and Rating. Includes titles like 'Ballads De France', 'Coveport Hall'.

MUSICAL

Table with columns: Series Name, Length, and Rating. Includes titles like 'Ballads De France', 'Coveport Hall'.

SUCCESS FORMULA

Balanced News Diet: World, Nation, Town

By KONSTANTIN KALSER
Executive Director Marathon TV
Newsreel

And now for a complete change of pace... Five time a week the commentator of television's most widely seen daily news program utters this phrase...

Successful news media have been analyzed... The simple addition of the components does not add up to the sum total of their overall impression...

Television, the newest media for the dissemination of news, has little or no precedent to draw upon... The shattering impact of its news reports...

In the convention of the other party the temper of the delegates was completely changed by the decision against allowing "the eyes of the people" into the "smoke-filled rooms"...

But this is only one side of the TV news picture. Actually it is the lesser side, since it involves the coverage of special events, not an everyday occurrence... It is the daily news coverage, the drawing of the continuous image of history that occupies us here...

In order to properly discuss the technique of television news and newsreels it is necessary to distinguish initially between network and local coverage... The sharp difference in the size of the operation, dictated largely by its own economic limits...

The individual components of news presentation on television are news gathering facilities, pictorial coverage, delivery or format and of course engineering and technical problems... We began with the gathering of news...

More important is the local coverage set-up. Reporter-cameraman teams and always will be the backbone of that service... They alone can bring the human element into the story...

unrealistic to compete with network news shows... Apart from the desirability of illustrating news events far and near, all of us like to see places we are familiar with...

Yet, foreign and national news are an important ingredient and must be part of any local news show... Here the answer seems to be one of the television newsreels available to individual stations...

In that story up to the time of telecast as well as the local point of view, will change its aspect to one of superior news coverage.

Apart from the desirability of illustrating news events far and near, all of us like to see places we are familiar with or have heard of... It gives us a pleasant feeling of "being in on it"...

Staff and technical requirements for this type of coverage are fairly modest and would include, depending on the size of the operation, one or two competent reporter-cameraman teams...

Above all, the need is for an assignment editor. A good assignment editor must have a rounded knowledge of world affairs and an ability to stay ahead of the news by spotting trends...

ered on major news events, complete with local angle whenever possible.

For instance, when Stevenson won the democratic nomination, an enterprising Southern California station might have had the film reaction of his Marine son at a San Diego camp on the air that night...

It is advisable for stations to do their own film processing with the possible exception of stations in large metropolitan areas which have direct lab tie-ups on a contract basis...

All this, of course, is only the background for TV news' most important phase—the presentation. The over-all identification of a personality with a news presentation must be handled with extreme care...

commentator's face does not add to the proceedings or the understanding of the news... Yet he should have the ability to wrap it up and present it as a unit...

The inclusion of a reporter's voice and face at the scene of a news event, however, makes for a desirable effect of intimacy on the part of the viewer.

Above all, balance is important to the presentation, and it is often necessary to resist the temptation of using a story for an excessive length for reason only of its pictorial appeal...

TV news has a future far exceeding that of any other single facet of television. It is indeed the essence of the medium. With constant advances in the recording and transmission of news events all over the world...

THE MARKET PLACE for the TELEVISION FILM INDUSTRY

Adventure

This is The Story—TV and AM combination offer. Directed by... 13 half-hour shows, "Retreat of the Royal Mounted"...

Adventure-Mystery

TV's greatest combination super-sleuth super-salesman

"BOSTON BLACKIE"

Ken Taylor... Frank Orth... Each half-hour program a complete episode planned for 3 full-length commercials.

ZIV TELEVISION PROGRAMS, INC.

1529 Madison Road, Cincinnati 6, Ohio

The TV series that will keep your audience SPELL-BOUND and "SELL" BOUND

THE "UNEXPECTED"

Each half-hour program a complete original story where FATE writes the "Unexpected" ending!

ZIV TELEVISION PROGRAMS, INC.

1529 Madison Road, Cincinnati 6, Ohio

PUT YOUR MESSAGE ACROSS WITH A DISPLAY AD... For just a little more than the "porograph-style" ad cost you can use an attractive attention-getting DISPLAY STYLE ad like this

Table with 2 columns: REGULAR-CLASSIFIED and DISPLAY-CLASSIFIED. Includes rates for 10, 20, 30, 40, 50, 60, 70, 80, 90, 100 consecutive insertions.

Children's

New Available—26 episode, top rated Marshall Field "Uncle Mistletoe" puppet show, King Studios, Chicago, Hollywood, New York

Commercials

Five Star Productions features "You Set the Budget" TV commercials. Write for brochure. Five Star Productions 6530 Sunset Blvd., Hollywood, Calif.

SEEING IS BELIEVING... so SARRA makes her of clear, lasting production for TV productions. At the last link in the chain of quality control for TV commercials SARRA now offers wide-signals made in its own complete film processing laboratories...

Drama

For the big "Little Theatre" TV show— "The Dr. Contact Teevee Co. 211 So. Beverly Drive, Beverly Hills, Calif.

Feature Films

Alexander Korda features—18 new feature length films finest British production. SARRA now offers wide-signals made in its own complete film processing laboratories...

Exclusive Masterpiece Pictures available. Write Masterpiece Productions, Inc. 45 W. 45th St., New York, N. Y.

These Top Stars Sell BIG!

Vicki Grant, Marlene Dietrich, Linda Darnell, Cary Grant, Gene Toney, James Mason and many others—all now available in top TV feature films at sensible rates.

UNITY TELEVISION CORP. 1501 Broadway, N.Y.C. 10 LO 4-8234

TV-offers—110 TV-offers, Song and Dancers, Comedy, Instrumentals, 2 to 5 minutes each. Hope, Crosby, Kaye, Coca, many others. Atlas, 15 West 44th St., N.Y.C. 36

Film Processing

FAST TV SERVICE

16mm S.O.F. Color or Black & White duplicating and printing. Top quality, fast service. SATISFACTION GUARANTEED.

HOLLYWOOD VALLEY FILM LABS, INC. 12522-B Ventura Blvd. Studio City, Calif.

"PROCESSED BY PRECISION"

synonymous for mechanical perfection. Knowledge gained through 14 years' experience in all phases of cutting, splicing, preparation of films, synchronizing film and sound track correctly.

PRECISION FILM Laboratories 21 West 46th St. New York 19, N. Y.

Miscellaneous

AUDITION PRINTS Available for Lewis Carroll's "Dinah and the Snake" and "The Town of the West"...

SIMMEL-MESERVEY 321 So. Beverly Dr. Beverly Hills, Calif.

BERNARD GIRARD RICHARD J. DORSO New York—Beverly Hills—Nice

OUR LIVING LANGUAGE

Brand-new 15-minute shots, 26 in all, soon to be available thru March of Time. Dramatic, non-intrusive stories behind the odd colloquialisms of our language. Initial response tremendous. Check now for details.

THE MARCH OF TIME 360 Lexington Avenue New York 17, N. Y.

Sling in the Alps—Captivating scenery, lyrical depiction of skiers breath-taking photography, keep children and grown-up, men and women, spellbound, make them wish for more! Perfect universal appeal, audience building, 15-min film. Selection, P. O. Box 230 New York 25th, N. Y.

Musical

"Everything in life"—Never released officially. One to thrill all types of music lovers. A wonderful musical—a wonderful story. The Hamilton-Gita Alpar, Atlantic TV Corp., 130 W. 46th St., N.Y.C. 36

News

For Washington Coverage Sound or Silent

BYRON MOTION PICTURES 1226 Wisconsin Avenue Washington, D. C. DU 1800

TELENEWS WEEKLY REVIEW

A minimum of 17 minutes of "behind-the-scenes" news film of the important and dramatic world events of the week. Another unit of the Telenews-INS TV news package—the 13 TV news film service. Robert M. Reid, International News Service, 235 E. 45th St., N.Y.C. 17. MU 7-8500

Services

BMI Television Sketch Book. Working scripts for song presentation available every month. Producers & Directors. Write BMI, 580 5th Ave., N. Y. C.

Spring Is Coming—Circus Sketch written to order, any length, any size cast. "Tales of Mystery and Romance" and "Yesterday's World Today." Write SIMMEL-MESERVEY 321 So. Beverly Dr. Beverly Hills, Calif.

Syndicators, Sponsors—Syndicated package deals shipped, followed up for return, inspected, cleaned and stored. We cut our commercial rates to meet the new. Peartest, 165 West 46th, N.Y.C. 36

Sports

Sportsman's Club sold by airborne salesman. Pictures sent plane thru 25 States, sales rep. finds exciting filmed hunting-fishing scenes going over big everywhere. Syndicator Films, 1022 Forbes St., Pittsburgh, Pa.

Western

America's greatest salesman with a sensational record sales

"THE CISCO KID"

"O Henry's Famous Robin Hood of the Range" starring Duncan Renaldo as "Cisco" and Lou Carrillo as "Pancho", supported by a top-notch Hollywood cast. 3 full-length commercials on each half-hour weekly program.

ZIV TELEVISION PROGRAMS, INC. 1529 Madison Road Cincinnati 6, Ohio Hollywood

Now in Phoenix

In Phoenix, Castle, His 12-hour adventure series will be seen 25 States, sales rep. TV—sponsored by A. J. Bayless Grocery Stores. For Happy or any of our other numerous high ranking filmed shows, check us for availability in your market now.

NBC FILM PROGRAMS 30 Rockefeller Plaza New York 10, N. Y.

ALL ORDERS AND INQUIRIES TO TV-FILM MARKET PLACE THE BILLBOARD, 1564 BROADWAY, NEW YORK 36, N. Y.

THE BILLBOARD Radio-TV Show Charts

For Reviews and Ratings of Songs and Records See The Billboard Music Popularity Charts (Made Section).

Top 10 TV Shows Each Day of the Week in CHARLOTTE, N. C.

(155,000 TV Sets; * Panel Size 250)

... According to Videodex Reports

WBTV... Jefferson Standard Broadcasting Co. ABC, CBS, De West, NBC

Videodex reports monthly on each of 20 major markets, besides publishing a monthly national network report based on all 63 markets. In the 20 markets it has placed classes in a total of 7,700 TV shows. The class reports for these markets takes the first seven days of each month, contains the rating for every 15-minute segment of every program from 8 a.m. to 11 p.m. The rating for any show longer than 15 minutes is obtained by averaging the 15-minute ratings. The top 10 shows each day in any of the 20 markets are determined by comparing the average ratings.

GODFREY AND FRIENDS* continued to build in Charlotte in September. The Videodex charts for Charlotte on these pages have shown that the Godfrey show had a 60.9 there last December and a 85.0 in April. Its 68.4 in September was the highest TV rating in the market, and was even higher than the top show last April, despite the fact that the rating was taken while it was still summer and the show came in at 7 p.m., rather than 8, due to Charlotte's observation of Daylight-Savings Time. The show following "Godfrey," "Striplin" had a high 64.1, third highest rating. Second highest was "Big Town," and the show that followed that, "Boston Blackie," was fourth highest with 63.2. Thus, four shows had higher than 60, whereas in April five shows got that high, all of them between 8 and 9 p.m. The number of non-network programs, including film series, is greater in September than it was in April.

| SIGN ON TO SIGN OFF | | | |
|---------------------|--------------------------------|---------|-----------------------|
| April, '52 | File | Rate | Time |
| SUNDAY | | | |
| 1 | 1. WHAT'S MY LINE? | CBS | 9:30-10:00 57.8 |
| 2 | 2. THE BIG PAYOFF | NBC | 7:00 8:00 54.7 |
| 3 | 3. THE DOCTOR | NBC | 9:00 9:30 48.4 |
| 4 | 4. STRIPLIN (Film) | Non-Net | 8:30 9:00 42.5 |
| 5 | 5. STU ERWIN (Film) | ABC | 2:00 7:15 41.4 |
| 6 | 6. INFORMATION PLEASE | CBS | 8:00 8:30 40.6 |
| 7 | 7. THE LIVING BOOK | Non-Net | 3:00 3:30 37.9 |
| 8 | 8. TV TEEN CLUB (Film) | ABC | 2:30 3:00 36.8 |
| 9 | 9. THIS IS SNOW BUSINESS | CBS | 6:30 7:00 36.5 |
| 10 | 10. BEULAH | ABC | 1:30 2:00 36.2 |
| MONDAY | | | |
| 1 | 1. LULU VIDEO THEATER | CBS | 7:00 7:30 46.8 |
| 2 | 2. WESTINGHOUSE SUMMER THEATER | CBS | 9:00-10:00 45.3 |
| 3 | 3. CBS NEWS | CBS | 6:30 6:45 41.7 |
| 4 | 4. KIT CARSON (Film) | Non-Net | 6:00 6:30 38.9 |
| 5 | 5. VESPERS, WEATHER & NEWS | Non-Net | 6:45 7:00 38.2 |
| 6 | 6. VOICE OF FIRESTONE | NBC | 7:30 8:00 37.5 |
| 7 | 7. WHO SAID THAT? | NBC | 8:30 9:00 32.6 |
| 8 | 8. SEARCH FOR TOMORROW | CBS | 11:30-11:45 A.M. 29.3 |
| 9 | 9. LOVE OF LIFE | CBS | 11:15-11:30 A.M. 25.9 |
| 10 | 10. GARRY MOORE | CBS | 12:30 1:30 25.1 |
| TUESDAY | | | |
| 1 | 1. ARTHUR SMITH SHOW | Non-Net | 8:30 9:00 43.8 |
| 2 | 2. THE HUNTER | CBS | 7:30 8:00 43.4 |
| 3 | 3. MIDWESTERN HAYRIDE | NBC | 7:00 7:30 43.0 |
| 4 | 4. DANGER | CBS | 9:00 9:30 40.6 |
| 5 | 5. THE UNEXPECTED (Film) | Non-Net | 8:00 8:00 40.6 |
| 6 | 6. DICK TRACY (Film) | Non-Net | 6:00 6:30 34.4 |
| 7 | 7. GARRY MOORE | CBS | 12:30 1:30 33.2 |
| 8 | 8. CBS NEWS | CBS | 6:30 6:45 31.0 |
| 9 | 9. SEARCH FOR TOMORROW | CBS | 11:30-11:45 A.M. 28.7 |
| 10 | 10. UNCLE BUCKSHOT | Non-Net | 5:00 6:00 28.6 |
| WEDNESDAY | | | |
| 1 | 1. GODFREY & FRIENDS | CBS | 7:00 8:00 66.4 |
| 2 | 2. STRIKE IT RICH | CBS | 8:00 8:30 64.1 |
| 3 | 3. PAST BLUE RIDGE BOUTS | CBS | 9:00 9:45 57.7 |
| 4 | 4. TELESPORTS DIGEST (Film) | Non-Net | 8:30 9:00 46.6 |
| 5 | 5. CBS NEWS | CBS | 6:30 6:45 43.1 |
| 6 | 6. WILD BILL HICKOK (Film) | Non-Net | 6:00 6:30 39.6 |
| 7 | 7. VESPERS, WEATHER & NEWS | Non-Net | 6:45 7:00 32.8 |
| 8 | 8. SPORTS PARADE (Film) | Non-Net | 9:45-10:00 32.8 |
| 9 | 9. SEARCH FOR TOMORROW | CBS | 11:30-11:45 A.M. 30.6 |
| 10 | 10. ART LINKLETTER (Film) | ABC | 1:45 2:00 29.0 |
| THURSDAY | | | |
| 1 | 1. BIG TOWN | CBS | 8:30 9:00 64.9 |
| 2 | 2. BOSTON BLACKIE (Film) | Non-Net | 9:00 9:30 63.2 |
| 3 | 3. I'VE GOT A SECRET | CBS | 9:30-10:00 58.4 |
| 4 | 4. THE EARLY SHOW | Non-Net | 7:00 8:00 44.6 |
| 5 | 5. MY LITTLE MARGIE (Film) | CBS | 10:00-10:30 42.2 |
| 6 | 6. CBS NEWS | CBS | 6:30 6:45 41.4 |
| 7 | 7. CISCO KID (Film) | Non-Net | 6:00 6:30 39.7 |
| 8 | 8. PICK THE WINNER | CBS | 8:00 8:30 38.3 |
| 9 | 9. UNCLE BUCKSHOT | Non-Net | 5:00 6:00 33.7 |
| 10 | 10. GARRY MOORE | CBS | 12:30 1:30 33.6 |
| FRIDAY | | | |
| 1 | 1. MAMA | CBS | 7:00 7:30 54.7 |
| 2 | 2. GROUCHO MARX (Film) | NBC | 8:30 9:00 48.4 |
| 3 | 3. RANGE RIDERS (Film) | Non-Net | 6:00 6:30 41.4 |
| 4 | 4. ORAGNET (Film) | NBC | 9:00 9:30 39.2 |
| 5 | 5. CBS NEWS | CBS | 6:30 6:45 38.2 |
| 6 | 6. PLAYHOUSE OF STARS | CBS | 8:00 8:30 35.9 |
| 7 | 7. SEARCH FOR TOMORROW | CBS | 11:30-11:45 A.M. 27.6 |
| 8 | 8. VESPERS, WEATHER & NEWS | Non-Net | 6:45 7:00 27.6 |
| 9 | 9. STRIKE IT RICH | CBS | 8:00-12:30 26.8 |
| 10 | 10. GARRY MOORE | CBS | 12:30 1:30 25.3 |
| SATURDAY | | | |
| 1 | 1. HIT PARADE | NBC | 9:30-10:00 45.3 |
| 2 | 2. LONE RANGER (Film) | ABC | 6:00 6:30 43.1 |
| 3 | 3. THE BIG TOP | CBS | 11:00 Noon 43.0 |
| 4 | 4. BOOTS & SADDLES | Non-Net | 5:00 6:00 39.6 |
| 5 | 5. THE LATE SHOW | Non-Net | 10:00-11:00 38.4 |
| 6 | 6. TOAST OF THE TOWN (Film) | CBS | 8:30 9:30 38.3 |
| 7 | 7. BAR MOON RANCH | Non-Net | Noon-1:00 35.4 |
| 8 | 8. HOLLYWOOD OFFBEAT (Film) | Non-Net | 8:00 8:30 34.4 |
| 9 | 9. HOLLYWOOD WRESTLING (Film) | Non-Net | 11:00 Midnite 31.7 |
| 10 | 10. SUMMER CINEMA | Non-Net | 7:00 8:00 24.2 |

* NBC estimate for August, 1952.

Share of Total Audience Radio vs. TV in BIRMINGHAM

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

| 7 P.M. to Midnight | | |
|--------------------|-----------------|----------------------|
| TELEVISION | % of Total Aud. | Ratio of Radio to TV |
| SUNDAY | 41.0 | 49.0 25.4 |
| MONDAY | 35.2 | 64.8 30.2 |
| TUESDAY | 39.2 | 60.8 30.5 |
| WEDNESDAY | 35.4 | 64.6 33.4 |
| THURSDAY | 36.4 | 63.6 32.2 |
| FRIDAY | 37.2 | 62.8 30.4 |
| SATURDAY | 34.2 | 65.8 28.2 |
| 6 A.M. to 6 P.M. | | |
| MON-FRI. | 13.5 | 86.5 28.8 |
| 6 A.M. in Midnight | | |
| ENTIRE WEEK | 22.8 | 77.2 28.7 |

NEXT WEEK Top 10 TV Shows Each Day in CLEVELAND

... According to Videodex

Top 5 Radio Shows Each Day in NEW ORLEANS

... According to The Pulse

Share of Total Audience Radio vs. TV in NEW ORLEANS

... According to Pulse

FOR FULL INFORMATION

about all radio and television shows, ratings, audience compositions and the many other factors which determine the success or failure of a program, subscribe to part of or the full services of the research organizations featured on these pages. For full details of the Pulse reports, write to THE PULSE, INC., 15 West 46th Street, New York.

For full details of the Videodex service write to JAY & GRAHAM RESEARCH, INC., 342 Madison Avenue, New York. For the ARB service write to AMERICAN RESEARCH BUREAU, National Press Building, Washington.

"Tailor Publicity For AM-TV Needs"

WASHINGTON, Oct. 25. — A recommendation that publicity releases be written to meet the special requirements of radio and television news was made this week by Theodore F. Koop, Columbia Broadcasting System's director of news and public affairs. Koop told the St. Louis chapter of the Public Relations Society of America that "A handout for newspapers can be more detailed; for radio and TV it must be content with hitting the high spots." He urged publicists to furnish radio and TV stations with stories angled especially for this medium, and to avoid the lengthy, "inverted pyramid style so dear to the hearts of city editors."

Top 5 Radio Shows Each Day of the Week in BIRMINGHAM

(143,000 Radio Families)*

... According to Pulse Reports

| | | | |
|------|-------|------|--------|
| WAPI | 5,000 | WABC | 1,000 |
| WBRC | 5,000 | WFSB | 5,000 |
| WEDR | 1,000 | WTOG | 50,000 |
| WILD | 250 | WWSB | |

Pulse radio surveys are conducted in 39 markets, and reports are issued bi-monthly except in New York which is monthly. Information is obtained by the personal interview roster method using a cross-section of homes pre-selected by a modified area sampling method. In the bi-monthly reports, 8,200 homes are interviewed in each market. Ratings are reported by 15-minute segments from 6 a.m. to midnight each day for an entire week. Evening ratings are based on 400 homes in each market. Monday-Friday daytime ratings are based on 1,000 homes.

DURING the season, top radio shows in Birmingham pull in Pulse ratings with three digits, but the chart below, in which the highest figure is 9.7, shows the effect of the summer weather. In July and August, the top show in Birmingham was the news delivered by Ed Murrow and Larry Lesueur. Top evening show was "Romance" on Columbia Broadcasting System Monday night. WILD's baseballcasts were in the top bracket every evening except Sunday (when it made it during daylight) and Monday. CBS programs again dominate the chart overall, but again American Broadcasting Company shows hold Friday evening despite the absence of their strong "Ozzie and Harriet" and "Mr. District Attorney."

| 7 P.M. TO MIDNIGHT | | | |
|--------------------|------|------------------------------------|------------------------------|
| Monday-Fri. | Rate | Time | Station |
| SUNDAY | | | |
| 3 | 8.0 | 1. PHILIP MORRIS PLAYHOUSE | CBS 7:30 8:00 WAPI 7.0 |
| | | 2. DREW PEARSON | ABC 8:00 8:15 WSGM 7.0 |
| | | 3. FRANK FONTAINE | CBS 7:00 7:30 WAPI 6.5 |
| | | 3. SCREEN GUILD | ABC 8:00 8:30 WAPI 6.5 |
| | | 3. MEET MILLIE | CBS 8:30 9:00 WAPI 6.5 |
| | | 3. INNER SANCTUM | CBS 8:30 9:00 WAPI 6.5 |
| MONDAY | | | |
| | | 1. ROMANCE | CBS 8:00 8:30 WAPI 9.0 |
| 2 | 14.5 | 2. GODFREY'S TALENT SCOUTS | CBS 7:30 8:00 WAPI 8.5 |
| | | 3. B'WAY BEAT, STEVE ALLEN | CBS 8:30 9:00 WAPI 7.5 |
| | | 3. WALK A MILE | CBS 9:00 9:30 WAPI 7.5 |
| | | 5. STARS-AIR | CBS 10:00 7:30 WAPI 7.0 |
| TUESDAY | | | |
| 3 | 11.5 | 1. MR. AND MRS. MORTH | CBS 7:30 8:00 WAPI 8.0 |
| 4 | 11.3 | 2. PEOPLE ARE FUNNY | CBS 7:00 7:30 WAPI 7.0 |
| | | 3. BASEBALL | Non-Net 8:00-10:30 WILD 7.3 |
| | | 4. NIGHT EDITION | Non-Net 10:00-10:15 WBRC 5.3 |
| | | 5. TRUTH OR CONSEQUENCES | NBC 8:30 9:00 WBRC 5.0 |
| | | 5. MEET YOUR MATCH | NBC 8:00 8:30 WBRC 5.0 |
| | | 5. WORLD TONIGHT, NEWS | CBS 10:00-10:15 WAPI 5.0 |
| WEDNESDAY | | | |
| | | 1. GROUCHO MARX | NBC 8:00 8:30 WBRC 8.0 |
| | | 1. BASEBALL | Non-Net 8:00-10:30 WILD 8.0 |
| 1 | 12.8 | 3. BIG STORY MUSIC BOX | NBC 8:30 9:00 WBRC 7.8 |
| | | 4. DR. CHRISTIAN | CBS 7:30 8:00 WAPI 7.5 |
| | | 5. WHAT'S MY LINE? | NBC 7:00 7:30 WBRC 7.3 |
| THURSDAY | | | |
| 4 | 10.0 | 1. FBI IN PEACE AND WAR | CBS 7:3 8:00 WAPI 7.5 |
| | | 2. MR. KEEN | CBS 7:00 7:30 WAPI 7.0 |
| | | 2. BASEBALL | Non-Net 8:00-11:00 WILD 7.0 |
| | | 4. MR. CHAMELEON | CBS 8:00 8:30 WAPI 6.5 |
| | | 4. FATHER-BEST, LIFE IN YOUR HANDS | NBC 7:00 7:30 WBRC 6.5 |
| FRIDAY | | | |
| 2 | 10.0 | 1. THIS IS YOUR FBI | ABC 7:30 8:00 WSGM 6.8 |
| | | 2. BASEBALL | Non-Net 8:00-10:30 WILD 6.5 |
| | | 3. DIAMOND, TOP GUY | ABC 7:00 7:30 WSGM 6.0 |
| | | 4. TIME FOR DEFENSE | ABC 8:30 9:00 WSGM 5.5 |
| | | 5. NEWSTAND THEATER | ABC 8:00 8:30 WSGM 5.3 |
| | | 5. WORLD TONIGHT AND NEWS | Non-Net 10:00-10:15 WAPI 5.3 |
| SATURDAY | | | |
| 1 | 10.5 | 1. GENE AITRY SHOW | CBS 7:00 7:30 WAPI 7.0 |
| | | 1. GANGBUSTERS | CBS 8:00 8:30 WAPI 7.0 |
| | | 3. NICK CARTER | CBS 7:30 8:00 WILD 6.8 |
| | | 3. BASEBALL | Non-Net 7:30-12:00 WILD 6.0 |
| 3 | 9.3 | 4. TABAN | CBS 7:30 8:00 WAPI 6.3 |
| | | 4. GRAND OLE OPPY | NBC 8:30 9:00 WBRC 6.3 |
| 6 A.M. TO 7 P.M. | | | |
| MONDAY-FRIDAY | | | |
| 1 | 12.0 | 1. E. R. MURROW, LESUEUR | CBS 6:45 7:00 WAPI 9.7 |
| | | 2. WORLD NEWS ROUNDUP | CBS 7:00 7:15 WAPI 9.4 |
| | | 3. TIME TO RISE | CBS 7:15 8:00 WAPI 8.9 |
| 3 | 10.9 | 3. ARTHUR GODFREY | CBS 9:00-10:30 WAPI 8.9 |
| | | 5. ROBERT O'S WARWORKS | CBS 6:00 6:45 WAPI 8.8 |
| | | 5. BREAKFAST CLUB | ABC 8:00 9:00 WSGM 8.8 |
| SATURDAY | | | |
| 1 | 8.0 | 1. WORLD NEWS ROUNDUP | CBS 7:00 7:15 WAPI 8.0 |
| | | 2. THEATER OF TODAY | CBS 11:00-11:30 WAPI 7.0 |
| | | 3. TIME TO RISE | CBS 7:15 8:00 WAPI 6.5 |
| 2 | 7.8 | 4. STARS OVER HOLLYWOOD | CBS 11:30-12:00 WAPI 6.3 |
| | | 5. BASEBALL | Non-Net 1:00 4:00 WILD 5.8 |
| | | 5. HOPALONG CASSIDY | CBS 5:30 6:00 WAPI 5.8 |
| 5 | 6.8 | 5. EDDY ARNOLD | CBS 6:00 6:30 WAPI 5.8 |
| SUNDAY | | | |
| | | 1. STOP THE MUSIC | ABC 6:00 7:00 WSGM 7.0 |
| | | 2. BASEBALL | Non-Net 2:00 6:45 WILD 6.8 |
| | | 3. DORIS DAY | CBS 6:30 7:00 WAPI 5.8 |
| | | 4. DECEMBER BRIDE | CBS 6:00 6:30 WAPI 5.5 |
| | | 5. GEORGE SOKOLSKY | ABC 5:00 5:15 WSGM 5.0 |

* Based on U. S. Census of Radio Ownership, 1950, and Sales Management estimate of families in the Birmingham metropolitan area.

It's a Woman's World

TELEVISION — Reviewed Thursday (23), 1-1:30 p.m., EST. Sustaining via WJZ-TV, New York. Producer, Claire Mann. Director, Burke Crotty. Technical director, Jack McNally. Femsce, Claire Mann.

Claire Mann, whose "Glamour Show" airs via WJZ-TV on Tuesday afternoons, has a smart idea in her new stanza, "It's a Woman's World." Playing directly to fem viewers, and slotted at a good time to reach them, Miss Mann stresses the advances being made by the distaff side in the arts and business as well as in the more traditional fields of homemaking and childbearing. By splitting the show into segments, each devoted to a different aspect, she maintains consistent interest in the stanza as a whole.

Each of these divisions is symbolized, visually, by a branch or leaf of a tree which itself is the symbol of the whole of woman's activity. Only item on the show caught which varied from the "vive la femme" theme was one dealing with music and featuring musicologist David Randolph, who came thru with a remarkably astute comparison of music with human reactions. Music, too, has moods, he pointed out, using several themes from various classical works to bear out his point. A bit from Tchaikowsky's Fifth was utilized to demonstrate that just as the body's pulse rate builds with an emotional climax, so too does the musical beat pick up tempo, with both relapsing after the emotional crisis has passed. In a mail pull bid, Miss Mann offered disks of Randolph's choral group as prizes to those identifying a "mystery theme" and writing the best letter on why they like the show.

Feature of the stanza was an interview with Diana Masey on the "glamour section" of Miss Masey's lovely appearance and aptness of speech in her intriguing Continental accent made this a high spot. She emphasized her belief that a woman always can improve on the physical assets given her by God and nature, but without Leaky of the soul. All the rest is empty.

Miss Mann also interviewed a "Success Story" guest, a feature which weekly utilizes one of her viewers who has written in her own story. Starting next week, the person invited gets a free mink stole. Another smart feature was the "date book," informing viewers of little-known goings-on about town likely to intrigue the ladies. The show winds up with items on women in the news, a sort of "we made it, gals" feature.

All of this is presented smoothly and, happily, by Miss Mann, who is getting to be something of a TV veteran, and has developed a considerable following. Such a stanza should have hefty appeal to the gals, since it appeals to their egos, their minds and their emotions, and is neatly integrated into an interesting whole. Sam Chase.

Kukla, Fran and Ollie

RADIO — Reviewed Monday (13), 2:45-2:55 p.m., EST. Sustaining via National Broadcasting Company. Producer, Beulah Zachary. Director, Lew Gomowitz. Music, Jack Fascinato.

Now a 10-minute radio strip, "Kukla, Fran and Ollie" has the reverse of a problem which faces many radio shows—it must convert into radio terms, many of the values which have come to be taken for granted in video. Dragon-faced Ollie, for example, will not be able to lean on his snaggle-toothed manner to get laughs. He must use only his voice and perhaps a few sound gimmicks. Kukla may have to play a greater part in the series. And now Fran joins the puppets as perhaps another puppet. The radio audience will not know the difference.

On the initial stanza, the program did not succeed in evolving a formula which created equal aural values. Some sort of plot would have helped, but little story development is allowed within 10 minutes. Instead the program introduced the major characters—Kukla, Fran and Ollie—who sang "It's So Nice to Be Nice to Your Neighbor." With more shaking down, however, the program, which is in experienced hands, should find itself.

Sustaining now, RCA Victor will sponsor the show in the near future. Leon Morse.

Television-Radio Reviews

Bob Hope Show

TELEVISION — Reviewed Sunday (12), 8-9 p.m., EST. Sponsored by Colgate via National Broadcasting Company TV thru Sherman & Marquette and Ted Bates. Producer, Sam Fuller. Staged and directed by Al Capstaff. Camera director, Jim Jordan Jr. Writers: Norman Sullivan, Jack Douglas and Charles Lee. Cast: Bob Hope, Fred MacMurray, Connie Haines, the Clark Brothers and Les Brown's band.

Bob Hope really shone on his first TV appearance of the season. Apparently the experimental period has passed for Hope, as for many other top AM comics, and the time invested in video in past seasons now is paying off. For Hope now seems to have found the format which best fits his talents, and the resulting show moved rapidly and, for the most part, hilariously.

The format, in this case, consisted of a big chunk of stand-up patter in Hope's best solo style, taking up better than 12 minutes at the onset of the show. This was followed by only two sketches, each milked for full value, some pater between Hope and guest Fred MacMurray, a duet featuring Hope and chirper Connie Haines, a solo number by Miss Haines, and a brief dance spot by the Clark Brothers.

By keeping the show relatively uncluttered and making each of the few segments as potent as possible, the program achieved maximum effectiveness.

Sketches

This is not to say that every item in the show was a whiz-banger, for one of the sketches, featuring Hope and MacMurray as French explorers on the Mississippi, was not one of the most scintillating ever done. However, it was done with good humor, and this was transferred to the viewer. The other sketch, a take-off on the ancient fiction puppet dramas, had Hope featured as Captain Electron, and MacMurray as the evil ruler of the planet visited by Hope. This one was good for hefty yocks, especially when Hope worked a fantastic electrical switchboard, then turned to the audience and asked: "Anyone else want coffee?"

MacMurray worked well with Hope, and proved a splendid foil. Miss Haines' solo warbling of "Jambalaya" was generally pleasing and visually provocative. Her work with Hope on "Two to Tango" was good for some laughs via the comic's zany sight antics. The Clark Brothers came on for some nifty acro terping in, their single appearance.

Commercials were the usual film plugs for Vel, Palmolive shave cream, Colgate tooth paste and Palmolive soap. Sam Chase.

Four-Star Playhouse

TELEVISION — Reviewed Thursday (9), 8:30-9 p.m., EST. Presented by the Singer Sewing Machine Company thru Young & Rubicam via the Columbia Broadcasting System TV network. Executive producer, Felix Jackson. Director, Robert Florey. Script, Blake Edwards. Stars, Dick Powell. Cast: Virginia Grey, Marvin Miller, Regis Toomey and others.

This is the kind of polished and professional dramatic entertainment that is virtually certain to get an audience. It has stars, top production, writing and film values and is glossily packaged. Together, the combination should spell success.

The story, "Dante's Inferno," starred the ever-smooth Dick Powell. As the sympathetic owner of a gambling establishment, the name of which the title was derived, he got tangled up with a dame and racketeers. Two bodies, a knock-down drag-out fight and one gun battle later, Powell wrapped up the entire crew and delivered them to the authorities, with hardly a hair ruffled.

The commercials for Singer Sewing Machine offer viewers a fashion stitch book. The idea seems to be to arouse their interest in making the designs suggested by the book, a clever means of getting them sewing-conscious. Leon Morse.

CAPSULE COMMENT

It's A Woman's World (TV), WJZ-TV, New York, Thursday (23), 1-1:30 p.m., EST.

This show plays directly to fem viewers and is slotted at a good time to reach them. It stresses advances being made by the distaff side in the arts and business, as well as in the more traditional fields of homemaking and childbearing. Presented smoothly and capably, it should have hefty appeal to the gals since it appeals to their egos, their minds and their emotions. (See full review this issue.)

Four-Star Playhouse (TV), CBS-TV, Thursday (9), 8:30-9 p.m., EST.

This is the kind of polished and professional entertainment that is virtually certain to get an audience. It has stars, top production, writing and film values and is glossily packaged. The action-packed story was about a sympathetic owner of a night club establishment who got tangled up with a dame and some racketeers. Dick Powell, the star of the story, was his usual urbane self. The Singer Sewing commercial was good. (See full review this issue.)

Bob Hope Show (TV), NBC-TV, Sunday (12), 8-9 p.m., EST.

Bob Hope shone on his first TV appearance of the season. Hope now seems to have the format which best fits his talents, and the resulting show moved rapidly and, for the most part, hilariously. The show was kept relatively uncluttered, with each portion made as potent as possible, thereby achieving maximum effectiveness. (See full review this issue.)

Kukla, Fran and Ollie (Radio), NBC, Monday (13), 2:45-2:55 p.m., EST.

Now a 10-minute radio strip, "Kukla, Fran and Ollie" must convert into radio terms many of the values which have come to be taken for granted in video. Thus, for example, much of Ollie's loveliness is lost. This becomes a fearsome task within the 10 minutes allotted because of the lack of time for story development. The initial show introduced the major characters, but otherwise rambled. Its entertainment value was little. Undoubtedly Burr Tillstrom, the creator of the series, will be able to cope with the problem in the near future. He has handled others as difficult. (see full review this issue.)

The Arthur Murray Party (TV), Du Mont, Sunday (12), 10-10:30 p.m., EST.

Over the years this show has evolved a smooth-running variety format. What was once a friendly little gathering has turned into a sleek soiree. The new "Party" lacks the warmth and heart of the original, but over all it reflects smarter pacing and a surer sense of showmanship. Hostess Kathryn Murray has progressed with the show and now tempers her own natural sales savvy with more professional timing and a keener awareness of audience reaction. Last Sunday's show, which featured Victor Borge, Lauritz Melchior and Teresa Brewer, stacked up as an entertaining half hour, but would have had more zip if pretty Miss Brewer had been penciled in for another warbling stint. (See full review this issue.)

Walk a Mile (Radio), NBC, Wednesday (15), 8:30-9 p.m., EST.

A summer replacement which won a winter berth, "Walk a Mile" looks like a sure bet to wear out many pedometers before its radio career. (Continued on page 14)

Walk a Mile

RADIO — Reviewed Wednesday (15), 8:30-9 p.m., EST. Presented by R. J. Reynolds thru the William Esty agency via the National Broadcasting Company network. Producer, Helen Phillips. Director, James Harvey. Musical director, Ben Ludlow. Announcers: Joe King and Joe Ripley. Emcee, John Henry Faulk.

A summer replacement which found a winter berth, "Walk a Mile" looks like a sure bet to wear out many pedometers before its radio career comes to an end. Actually, the program has a merchandising value that far surpasses its entertainment merits because its title and gimmicks tie in with the slogan of Camel cigarettes, which sponsors it.

The quiz program gives contestants four chances to "walk the mile" against a time limitation. Those fortunates who go the distance in the best time are rewarded with \$250 and first crack at the jackpot which starts at \$500. The program's questions also steer an even balance between being difficult and simple so that most of the audience can also participate. Some of the questions were: "In what city is the longest suspension bridge in the world located?" (San Francisco) Give the full name of Buffalo Bill. (William Cody.) Name the author of "Two Years Before the Mast." (Richard Dana.)

As in all quiz programs, two vital ingredients are necessary: a competent emcee and interesting contestants. In John Henry Faulk, the stanza has a host whose Texas twang should prove appealing to many listeners. Beyond his vocal freshness, Faulk also has a dry humor and a winning way with contestants, who were a pitchman, an Australian housewife, a horse wrangler and a sailor. They were very colorful.

Perhaps the only need the program has is for some musical interlards. One number by the chorus, used for commercials would be sufficient to provide an important change of pace.

The Camel commercials are good, even tho they use old copy. The "Walk a Mile" song, reasonably nice, is perhaps the best of the lot. Otherwise they talk about mild, flavorful tobaccos and Camel's 30-day test. Leon Morse.

Cafe Istanbul

RADIO — Reviewed Sunday (12), 8:30-9 p.m., EST. Sustaining via American Broadcasting Company. Producer, Leonard Blair. Director-writer, Murray Burnett. Cast: Marlene Dietrich, Larry Haines, Eric Dressler, Douglas Chandler, Joe Julian, George Petrie.

For the start of a second season ABC has removed the location of Cafe Istanbul from the Middle East to our West Coast, so its sultry owner, Mlle. Madou, is now operating out of San Francisco. Just how the change in locale is designed to benefit its intriguing-adventure format is something its management yet has up its sleeve, but presumably there is a reason.

At all events, the opening gun of the series spotted the intrepid mademoiselle, in the person of Marlene Dietrich, in about as intricately plotted an adventure as there is in fact, if a listener had taken his ear off the receiver for even a minute, he never would have caught up with Miss Dietrich's involved ddoes. Since Murray Burnett elected to use a script of his own for the opener, he likely figured to be so well acquainted with its intricacies as to be able to make it clear and concise. However, despite the fact that its wind-up was plainly signposted practically from the start, he got all cluttered up with enough character motivations and details to last out a full hour show. It was not an effort calculated to get "Istanbul" off on its best foot.

Lady Avenger

Miss Dietrich, as usual, was throatily effective as the lady bent on avenging a lover's murder. Larry Haines was competent as the lad she used for a tool, and Eric Dressler was properly sly. (Continued on page 14)

The Arthur Murray Party

TELEVISION — Reviewed Sunday (12), 10-10:30 p.m., EST. Sponsored by Arthur Murray Dance Studios, via Du Mont Television Network. Producer, Arthur Murray. Director, Coby Ruskin. Hostess, Kathryn Murray. Guest: Victor Borge, Lauritz Melchior, Teresa Brewer.

Arthur Murray, TV's roving sponsor, was back in his old Sunday night spot, Du Mont last week, after a series of varying runs on Columbia Broadcasting System TV, American Broadcasting Company and WNET, New York. Over the years the show has evolved a smooth running variety format. What was once a friendly, rather gauche little gathering (with a roll-back-the-rug-and-let-the-glasses-fall-to-it) is now a sleek soiree with chic couples whirling around the room in uniform perfection. The new "Arthur Murray Party" lacks the warmth and heart of the original but reflects smarter pacing and a surer sense of showmanship.

Hostess Kathryn Murray has progressed with the show, and now tempers her own natural sales savvy with more professional timing and a keener awareness of audience reaction. At one time the terping had his frau participating in practically every act, a technique with which even Milton Berle couldn't get by forever. It also detracted from Mrs. Murray's most appealing trait—her air of gracious self-effacement. Only enough her song-and-dance talents are more impressive when she confines them to an occasional ad-lib romp and stays primarily in a hostess role.

Last Sunday's show, which featured pianist-comedian Victor Borge, opera star Lauritz Melchior and pop singer Teresa Brewer, stacked up as an entertaining half hour, but would have had more zip if pretty Miss Brewer had been penciled in for another warbling stint. Her opening number was the high spot of the bill. Borge ran thru his familiar delayed-intro pianistics and teamed up with Melchior for some fairish clowning. Melchior scored highest in his solo spot. "Come Back to Sorrento."

Murray's one-step-Charlie commercial was effective when he first used it, but repetition has dulled its impact. He could still retain the basic idea, and dress it up in different settings—one-step-Charlotte, etc. June Bundy.

Colgate Comedy Hour

TELEVISION — Reviewed Sunday (19), 8-9 p.m. Sponsored by Colgate - Palmolive - Pev via National Broadcasting Company TV thru Ted Bates and Sherman & Marquette. Executive producer, Sam Fuller. Producer, Ed Sobol. Technical director, Ross Miller. Music director, Al Goodman. Writers, John Grant and Elwood Ullman. Cast: Bud Abbott, Lou Costello, Elizabeth Scott, Gisele MacKenzie, Les Dasso, Sid Fields, Joe Kirk, Bobby Barbour.

This, the first TV outing of the season for Abbott and Costello, proved one of the limpest offerings of the new semester. The show was weighted down with old routines, none of which seemed capable of paying off with laughs.

Bud and Lou worked up a sweat trying to squeeze humor out of their material, but despite their efforts, something seemed lacking. Elizabeth Scott graced the show for participation in a couple of sketches and looked mighty purty, but despite a good try on her part, too, the sketches—in her case an "historical" item on Daniel Boone, and a suggestive routine on a sleeper car—proved far from aisle-rollers. The A.S.C. and characterizations were used heavily—the typical misunderstandings leading to arguments. But this was one of those shows. Just about nothing came out right, altho there were no obvious technical flaws.

MacKenzie a Natural

Sid Fields did his share in the sketches too. Gisele MacKenzie was on hand to warble "Just One of Those Things" and "Because You're Mine." She's a TV natural, combining looks with voice and the knowledge of how to project herself.

Les Dasso, acroterp team, provided the best humor on the show with their comedy turns. A production dance number late in the show, to "Blues in the Night," seemed cramped, staging-wise.

There are bound to be shows like this one every so often. Sam Chase.

TV-Film Reviews

Danny and the Snark

TV FILM—Reviewed at special screening. Produced by Simmel-Meservey. Executive producer, Louis Simmel. Producer, Edward C. Simmel. Director, Peter Prouse. Based on Lewis Carroll poem. Written by Henry Reese. Puppets created and built by Maurice Seiderman. Sets designed by Chertov. Camera, Bill Morrison. Distributed by Simmel-Meservey, 121 South Beverly Drive, Beverly Hills, Calif.

Lewis Carroll's rollicking, nonsensical story poem, "The Hunting of the Snark," serves as the basis of this quarter-hour puppet series. Unlike most filmed puppet shows, action in this one is staged against an expertly designed third-dimensional set. The puppets themselves are clever creations that provide visual humor to the comedy soundtrack. Carroll's writings have held their place firmly in classic literature because of their dual appeal. They tell a story on a twin plane. On one they hit the bulls-eye with youngsters thru their inane comedy situations. On the other, they hold adult interest by caricaturizing life.

This film inherits this quality so characteristic to Carroll's pen. On the basis of footage seen, the series should appeal to children as well as their elders.

In embellishing on the Carroll original, scripter Henry Reese has added the characters of a boy, Danny, and his dog, Mon. These in no way detract from the Carroll story, but for the sake of a TV film series, add to its appeal by augmenting plot development. Danny, as portrayed thru the puppet, is a highly likeable but adventurous lad who stows away aboard ship. His companion and accomplice in mischief is a lovable, shaggy pup, Mop, who, of course, can talk and thereby adds considerably to the comedy and adventure.

This series is the first of its kind to be produced by Louis Simmel, veteran producer of educational films. Inasmuch as the guiding hand in this production is one that has long helmed accepted educational films, "Snark" reflects meticulous attention to good taste. In a day when educators and parents alike frown upon entertaining youngsters with stories of violence, this series should be welcomed by those seeking to appeal to kids without arousing the ire of their elders. Lee Zhitto.

King Calico

TV FILM—Reviewed at special screening. Running time 15 minutes. Produced by Calbreath Pittman. Produced by Fort Wayne, Ind., in association with C&C Productions, Chicago. Director, Scotch Voices. Johnny Coons and Doris Larson. Puppets, Warren Best and Angelo Antonucci. Distributed by Harry S. Goodman Productions, 19 East 53rd Street, New York.

As a live show on WENR-TV, Chicago, "King Calico" racked up remarkable ratings for a local program. Now on film, it has been sold to WNBQ in Chicago, and it will undoubtedly continue to attract the tiny tots of the city. The show has the simplicity and charm that can excite little ones anywhere. And it includes a few very cute tunes which might have

great disk potential as the TV film gets wider distribution.

A puppet series, "Calico" is in the "Uncle Mistletoe" and "Lucky Pup" manner. Like the latter, each segment of "Calico" is opened and closed by a very pretty girl. Blonde Doris Larson has that certain sweetness that appeals to kids in the pre-violent stage.

The Kingdom

Besides the king himself, the subject kingdom is peopled mostly by animal characters, such as a caterpillar named K. P. Wiggie. One mistake noticed in the segment caught was a tendency to put too many characters on the screen at once, which might make it difficult for the kiddies to tell which one was talking, since the puppets are capable of arm and body motion only. Faces are carved or painted. The story is continuous from one episode to the next and provides just enough action to keep tots in line. So far 65 segments are in the can. Gene Plotnik.

Superman

TV FILM—Reviewed at special screening. Running time 30 minutes. Sponsored by Kellogg thru Leo Burnett. Produced by Superman, Inc., for National Comics Publications, Inc. Producers, Robert J. Maxwell and Bernard Luber. Associate producer, Barney A. Sazeky. Director, Tommy Carr. Script, Eugene Solon. Assistant director, Nate Barrager. Camera, William White. Art director, Harry Berger. Special effects, Danny Hayes. Film editor, Al Joseph. Cast: George Reeves, Phyllis Coates, Jack Larson, John Hamilton. Distributed by Motion Pictures for Television, Inc., 655 Madison Avenue, New York.

The popularity of "Superman" in the past 15 years is legendary. That the current litter of kids will flock to the new TV-film series is a better than good bet. The "Superman" concept is a perennially attractive one for modern pre-adolescents, and the vidpic, which Kellogg is spotting in 52 markets, is as faithful to the original as you can get.

First of all, George Reeves, former Mr. America, is the spitting image of the comic-strip drawing of Clark Kent-Superman. He has the same dark wavy hair and square face. And he's hefty enough to look as if he can bend those bars.

Secondly, the opening of each segment uses the same copy that the old radio series made famous ("Faster than a speeding bullet... It's a bird, a man, etc.), only here it's accompanied by visuals. And finally, the scripts are based on the same thrillers used in the other media, which present Superman as the irrepressible champion of the common man.

His Origin

The initial segment of the series shows the origin of Superman, a useful item of erudition for any kid in modern culture. It opens on the planet Crypton, which was populated by a race of crowbar-bending, X-ray-visioned geniuses. The planet's leading scientist, whose name sounded like Turrell (if true, we can eventually expect a kiddie series about Matty, the Fox), is shown reporting to the council of elders that Crypton is coming to no good end, due to its increasing proximity to the sun. His advice is to build a fleet of rocket ships and scam, but the others laugh him off the stage. Turrell is still determined to get his own family out of there, but it's too late; the ceilings are already coming down. He has, however, already built a model rocket, into which he places his infant son. And the rocket shoots off into space just as Crypton splits apart.

The baby, of course, is the future Clark Kent - Superman, and the second third of the show brings in his childhood and young manhood in the home of an honest, hard-working farm couple, who rescue the infant from the

The Mikado

An operetta by W. S. Gilbert and Arthur Sullivan. Staged by M. Charles. Bookings by Ralph Alawang. Costumes by Peggy Morrison. Production consultant, Nkony Green. Conductor, Chamae Engel. General manager, Ben Boyar. Stage manager, Lewis Pierce. Press representatives, Ned Dorfman and J. Dorfman. Presented by S. M. Chaztock.

come into the fold from recent stints in light opera to sing the title role. Completely new to the Savoyard school of thought, but acquitting themselves handsomely none the less, are Robert Rounseville and Lillian Murphy, who as the idiomatically romantic lovers. Both boast obviously well-trained voices and use them for fine effect. It will be interesting to see them in other assignments. But when all the chips are down, it is this reporter's bet that it will be Marty Green's name that will snare the Savoyard faithful into the Mark Hellinger. Chaztock has always put on a good brand of G. & S. Green should make it real top-drawer.

CAPSULE COMMENT

Continued from page 13

reer comes to an end. Actually the program's merchandising value, because of its title tie-in with the Camel slogan and other gimmicks, is considerable to the advertiser. The quiz program gives contestants four chances to "walk a mile" and win \$250. In addition, there is a \$500 jackpot that the winning contestant gets first crack at. The emcee, John Henry Faulk, has an appealing Texas twang and a fresh delivery and manner with contestants. Show's only need is for some music to provide a change of pace. The Camel commercials were good. (See full review this issue.)

Billy Daniels Show (TV), ABC-TV, Sunday (19), 6:30-6:45 p.m. EST.

It's impossible to visualize this show's falling to make it big. Billy Daniels registers on TV like the A-bomb. His slotting back-to-back with Walter Winchell gives ABC-TV a hefty one-two punch. (See full review this issue.)

Cafe Istanbul (Radio), ABC, Sunday (12), 8:30-9 p.m. EST.

Opening stanza of the second season, starring Marlene Dietrich as the sultry proprietor of "Cafe Istanbul," hardly got the new series off on its best foot. The script was intricate, and overplotted, with enough character motivations and detail to last a full hour show. Actors were consequently at a disadvantage, but acquitted themselves well under the circumstances. (See full review this issue.)

burning rocket after its crash on earth. The baby is saved from burning by the remarkable, non-inflammable blanket in which he's wrapped, and it's out of this cloth that Mrs. Kent makes the famous Superman costume.

Out in World

Following old Mr. Kent's death, Superman is determined to go to the big city to put his extraordinary talents to use in the service of mankind. The last part of the program shows how Clark gets his job on the Daily Planet by pulling one of his amazing stunts. While he's being interviewed by the editor, a flash comes in that a dirigible has broken loose from its moorings and one of the ground crew is dangling from a rope. Kent quickly goes to a washroom, makes a quick change to his Superman costume (which he has magically hidden all the while), and flies out the window. He rescues the man just as he looses his grip, and gets an exclusive interview and the job on the Planet.

In all, the first segment of the series offered the kids plenty of action, plenty of the fantastic and a tremendous opportunity for identification with a redoubtable, undaunted, highly moralistic hero. And that should get the show plenty of audience. Gene Plotnik.

Legit Reviews

MY LUCKY DAY

(Opened Saturday, October 11)

Second Avenue Theater, New York

A musical written and directed by Louis Freiman. Music by Joseph Rumshinsky. Lyrics, Jacob Jacobs, Boris Michalinski. Dances, Felix Sadoski. Stage manager, Israel Mandell. General manager, Irving Cone. Press representatives, Ben Gillman (Yiddish) and Max Karpet (English). Presented by Irving Jacobson and Edmund Zayenda.

A misconception exists in the general public's mind as to the enjoyment of Yiddish-language shows. But for this reporter, whose lingual accomplishments extend no further than a passing acquaintance with Pig Latin, "My Lucky Day" at the Second Avenue Theater is great fun. Its Eastern-Western music is unusual and often catchy; the costuming, top drawer; the head comedy, very amusing; and the vocalizing, first rate. In fact, Yiddish or no, "Day" is a hit with long-run potentials.

There's enough English in the script to keep the story line flowing. To prove same, with no more to go on than "Oy Vay" and "L'Achiem," this reporter gathered the following. Mama, an opera singer, brings back to the States from France her protegee whom she loves. The protegee falls in love with her daughter and vice versa. Mama gives up her love and marries a family friend, so that her daughter will be happy. This is told in serious vein. And on the comic side the same plot relates the love of a cook, with two grown daughters, for a butter-and-egg man who loves one of the daughters and vice versa. Here, however, the cook traps the egg man, and the daughter marries the mailman, while the other daughter marries a gent also in the same situation. All ends merrily with lots of happy couples and great promise of large families to come.

Fine Players

The roster of players is imposing, including the polished Edmund Zayenda, comic Irving Jacobson, zany Yetta Zwerling and charming Miriam Kressyn. The theater's usual fem. fatal, Mae Schoenfield, this time is got up as a teen-ager, as is Esta Saltzman, for her share of the laughs. The prize catch, according to publicity, is Selma Kaye. It's true that she sings circles around the rest, but the situation is quite reversed when it comes to playing. Her entrance with arias is well received and justifiably; her exit with dramatics, after mother putting her at a dead disadvantage is unfortunate choice of clothes which should be slenderizing. In good cast support are Israel Mandell's Irish cop and Gustave Berger's family friend.

As usual Joseph Rumshinsky has turned out a fine score, including a very catchy title tune, and Louis Freiman has done a good staging job. As for the lyrics, this reporter wouldn't know, but the dances by Felix Sadoski are a couple of cuts below standard. However, "Day" has plenty of zip, and its assets are great. It should be a long-lasting tenant at the Second Avenue, provided its shrinking audience hasn't shrunk too far. Anyway, this reporter would like to add his "L'Achiem. (That means "Good Luck" to you unenlightened schmoo.)

Dennis McDonald.

Cafe Istanbul

Continued from page 13

as the triple-timing villain. Douglas Chandler contributed a good character bit as one of his victims. All of them did as well as could be expected with a script that seemed bursting at the seams.

"Istanbul's" first stanza was just another sample of the fact that a writer usually shouldn't direct his own script. He's too close to it to see its faults. Bob Francis.

Faith and Prudence

(Opened Monday, October 13)

Blackfriars' Theater

A comedy by Lottie Michelson. Staged by Dennis Gurney. Setting by Floyd Allen. Stage manager, Bill Field. Presented by the Blackfriars' Guild.

That energetic experimental group, the Blackfriars' Guild, have elected a light comedy for the opener of their new season. It is called "Faith and Prudence," and is by a lady named Lottie Michelson. It is hardly an effort that the Blackfriars are going to sell for Broadway. The author is not a very good playwright, but her notions are serviceable enough to spark a considerable amount of laughter, even when they call upon a couple of characters to toss off vodka by the tumblerful.

Its premise has to do with a mousy spinster, held somewhat fey by her kin because she carries on conversations with a store-window dummy which she keeps in a closet and has a continuous plea in with Saint Joseph to help her snare a mate. This could be an amusing peg on which to hang a plot, but Miss Michelson's dramaturgy isn't up to much more than run-of-the-mill comedy situations. Suffice it to say, that in three acts she arranges for the lady to get her man.

However, the best news about "Prudence" is that the Blackfriars have found themselves a fine new leading lady, Mary Westland by name. Despite some trite lines and obviously manufactured situations handed her by the script, Miss Westland comes thru with a thorough professional stint of acting—one of the best, on the distaff side, that this reporter has caught in the Blackfriars' Theater over the years. What there is to the comedy is largely of her making, plus the benefit of a solid assist from Gerald Buckley as her reluctant suitor, Anne Marie Lee and Allan Cary ad competent, if not particularly distinguished, representations of a younger generation bent on mating off their elders.

Production-wise, director Dennis Gurney has made an overall good job of ironing the kinks out of a frequently awkward script. Floyd Allen has likewise done well by a combo set which is forced to sacrifice eye appeal to utility on so small a stage. Doubtless, the group will come up with a better play before the season is done. "Prudence" is gaited to a low I. Q., but it does snag laughs from the congregation.

Bob Francis.

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The Terrace Room, Statler Hotel, Los Angeles

(Tuesday, October 21)

Capacity, 300. Price policy, \$2 cover. Shows at 9:30 and 11:30. Publicity, Young & Rubicam. Booking, policy, non-exclusive thru John Grande of the Statler chain. Estimated budget opening show, \$10,000.

The newest of the Statler chain's hostelry rooms is a real performers' room. A perfect circle, the intimate room (it holds only 300 as compared to the 500-and-up rooms it backs here among major ritzy and hotels) hasn't a pillar, and tables are spaced on three tiers. The bandstand is high up against one portion of the wall and is large enough so that Xavier Cugat's big crew comfortably works with space to spare. The stage is deep enough to allow acts plenty of room to swing in front of the band. A 30 by 40-foot hydraulically elevated stage rises in front of the permanent stand. The elevated stage contains a full ice rink, which it's understood will be utilized in future shows.

Decor of the room is strictly modern, with various shades of maroon, white and gray setting the theme. Lighting is terrific, but opening act was bugged by usual electricians' missed cues. The p.a. system, too, is topnotch, but will need a week of break-in. Only problem is that despite the elimination of pillars, there are visual obstructions in the waiters, for wherever the help stand, they block the view of some table-sitters.

Cugat, making his first start in four years, was a terrific choice for the opening. The Mercury recorder had his troupe in authentic Castilian garb and the colorful set-up sparkled in this rich room. This town is mambo and tango mad, anyway, and the dance floor was packed continually. Cugat, too, has the best set of acts in years with him, for each conforms to the international theme of his music. Outstanding newcomer is Eddie Garson, a vent, who does his voice throwing with a Spanish foil, Chico Chico. Highlight of his act is a four-way patter bit, involving a tiny girl voice. Chico Chico and a long-distance operator, Jose Wong, cherubic Chinese. (Continued on page 47)

St. Regis Maisonette, New York

(Tuesday, October 21)

Capacity, 170. Price policy, \$1.50-\$2 cover. Shows at 9:30 and 12:15. Owners, St. Regis Hotel. Booking non-exclusive. Manager, Pierre Bultinck. Publicity, Mrs. Timmie Rogers. Estimated talent budget, \$700.

Celia Lipton, said to be an English gal, is a very charming and very attractive blonde. She is well costumed and works with a certain amount of skill. Unfortunately, she seemed to be confused between her desire to do special material with enough salt to suit the taste of the customers here, and straight singing. The result is that neither her special stuff nor her singing blended well enough to give a showmanlike semblance to her routine.

Much of Miss Lipton's material is almost an unintelligible Cockney that may kill them in London's music halls, but is difficult to understand here. Gal opened with a special, "One Big Family" that was right for a walk-on number but could stand pruning, and followed with a slightly suggestive "Everything Stops for Tea" that was cute. Then came a ballad, "Nightingale Sang in Berkeley Square" that required real singing and didn't get it. Miss Lipton needs lessons in voice control before she can do justice to straight ballad singing. Her next, a heavily-accented Cockney number about a mermaid, was amusing; then came a novelty, a torch, a song-talk thing with hackneyed take-offs of Katharine Hepburn and Bette Davis, and a parody based on "The Man That I Marry," aimed at the money class this room draws. It was a heavy-handed attempt at humor that never came off. It seemed obvious that Miss L's forte is material numbers. But she needs snarlier stuff, geared to an American rather than to a British audience.

Mit Shaw's dance music and show backing was well done. Horace Diaz's ensemble did the relief sessions. Bill Smith.

Night Club-Vaude Reviews

Paramount, New York (Wednesday, October 22)

Capacity, 3,654. Price range 80 cents-\$1.80. Four shows daily. Chain booker, Harry Levine. Show played by Duke Ellington's orchestra.

The hipsters were in for force to palm it lustily for a solid, all-Negro bill headed by Duke Ellington and his juvenets. The orchestra (11 brass, plus single bass and trumpet) opened in the jump groove, soloing half-a-dozen star performers, with loudest plaudits going to Cat Anderson's afro-trumpeting. The start hit such a pace that Betty Roche's follow-up vocal, a moderately well-projected stint of "All of Me," seemed anticlimactic.

The Duke did his customary suave job on the intros, and except for a fine melody chore at the keyboard, reviving some of the Ellington oldies, kept unobtrusively in the background and let the talent speak for itself. With the bill a good balance of song, dance and comedy, this attitude was a big assist to poising a strong show.

Comedy assignment went to Bert Howell and Buddy Bowser, with pair, as usual, snaring a full quota of laughs. Two work smoothly, without reaching, and have developed a solid Mexican rhythm, comedy finish, with Howell beating it out on his uke. Likewise, big customer faves were the Ravens, male quartet, currently not record-wise. Group opened with a novel, hyped arrangement of "Ol' Man River." While no great shakes as soloists, the four can come up with devilishly intricate harmonizing, and on such ballad matters as "You (Continued on page 47)

Steuben's Vienna Room, Boston (Wednesday, October 22)

Capacity, 350. Price policy, \$1.50 to \$2.50. Shows at 7:30 and 11:30. Owners, Joe and Max Schneider. Manager, Arnold Bernak. Exclusive booker, Jack Mandel. Estimated budget this show, \$3,500.

Red Sox pitcher Maurie McDermott made his rookie bow on the night club circuit, and as far as the customers were concerned he was curving them in as a crooner. He displayed opening night jitters but showed a pleasing voice, tho he is apt to find the nitery circuit a faster league than the American.

The hurler wound up with (Continued on page 47)

Caught Again

LA VIE EN ROSE, NEW YORK: Mel Torme, with the assistance of the Mello Larks, back for a two-weeker, jammed the room the opening night and again proved that his new act caught here at the tail end of last season wasn't just a flash in the pan. His new act is as different as a double sawbuck is from a buck. Torme's no longer the frog-voiced singer. He's now doing sketches with gimmicks that are as ingenious as they're effective. His use of movie clips to highlight such numbers as "County Fair" drew rapt attention followed by enthusiastic applause. In the straight singing slot, Torme doled ballads with poignancy rather than with trick effects.

The Mello Larks, three boys and a girl, frame and back Torme for plus values. In their own spot the quartet look and work very well. They move, sing and sell with a speed that won immediate attention and held it all the way.

Amalia, a holdover, fell out of the opening show due to illness, and Jay Marshall jumped in. Boy's deliberate underplaying of the suave magician and his sly personal ribs, won him opening titters which gradually developed into yocks.

Continental Cafe, Montreal (Thursday, October 23)

Capacity, 500. Price policy, 85 cents to \$1 admission. Shows nightly at 10:30 and 12:30. Three on Saturday at 9:30, 11:30 and 1:30. Operator, Jack Horn. Booking, Roy Cooper. Estimated talent budget, \$3,500.

Irene Hilda, opening here for her eighth return, is as much a hit as an atom bomb explosion makes a loud noise.

Ahead of Miss Hilda were three production numbers by the Laurel D'Arce Girls, all seven said to be Puerto Rico imports. Helentina Padilla led the samba, Afro-Cuban and mambo numbers. Her exotic looks helped sell the Latin numbers.

Ross Wyse Jr. and June Mann got their share of laughs with their comedy acrobatics. Lee Marx and Company won a big hand with their juggling.

Irene Hilda brought with her a complete new act with special material among the best heard here in some seasons. Wearing a Jacques Costet gown of heavy crepe with gold sequins, the gal was nervous on her first show and told the crowd she was shaking. You couldn't tell from the way she danced across, her opening "Un Souve de Paris" for the 80 per cent French-speaking (Continued on page 47)

Flame Room, Hotel Radisson, Minneapolis (Saturday, October 11)

Capacity, 165. Price policy, no cover, no minimum. Shows at 8:30 and 11:30. Booking policy, non-exclusive. Estimated budget this show, \$2,500.

The DeMarcos, Tony and Sally, are just as fine as ever. Tony is beginning to show his age. The pair have all the poise, the showmanship and the ability that have kept their name up for so many years.

The team opens with a ball-room footrot, then go into a beguine full of graceful spins and twirls. Their quick succession of polka, soft shoe, another beguine, Sally's Charleston solo, Tony's waltz, and their encore, all received heavy mitting thruout.

Don McGrane and his ork, undoubtedly one of the best musical combos to play this spot in several years, does exceptionally well cutting the show and playing for dancing. Customer reaction to the unit has been terrific. Jack Weinberg.

Palace Theater, New York (Friday, October 24)

Capacity, 1,650. Price range, 55 cents to \$1.50. Four shows daily. RKO chain booker, Dan Friendly. Producer, Dave Bines. Show played by Jo Lombardi's ork.

Since the current bill has three of this reporter's favorite performers in its third, fifth and seventh key slots, it racks up from this pew as one of Dan Friendly's better booking stints. Practically all the remaining acts are on the solid side as well. The house has a good show this week.

Marion and Vic Miller set the opening pace with smoothly projected hand-balance routines which click with the customers right from the start. Danny Drayson holds up the tempo with his excellent comedy terping. His mike material is a bit witted but his stepping is fine. Sheila Barrett's inimitable mimicry is just right for the third seg. The gal's takes of Tallulah Bankhead, Bert Lahr, Greta Garbo and the late W. C. Fields go over big as usual, and her wind-up of "Victoria Station" is a small miming triumph.

The bill's half-way mark features ballroom duo, Norton and Patricia. Dance team has an impressive rep of lifts and spins, sparked mainly by Norton's super projection. Girl makes an attractive partner, but needs seasoning in showmanship. Pair looks like comers in their field.

Weakest spot on the agenda is chanting of Melissa Smith, tall Texan balladeer, moderate both vocally and in appeal. However, songstress is slotted between two sure-fire standard acts, Al Gordon and Wally Brown. Gordon and his reluctant pookies are good for sock laughs, a stentch time, and Brown vows 'em all over again in next-to-closing with his familiar, rattle-brained monolog chore. Brown's material is as familiar as Gordon's mutts' refusals to do their tricks, but it's fine comedy, and he's even managed some new twists. Wind-up seg with Annell and Brask puts imagination and novelty into bike stunting. Team are expert cycle acros, but dress up their stunts for added impact via quick costume changes and a bit of good panto. Pic. "Assignment-Paris" Bob Francis.

Chez Paree, Chicago (Thursday, October 23)

Capacity, 500. Price policy, \$1.10 cover with \$3.50 minimum. Shows at 9:15 and 12. Operator, Dave Halper. Publicity, Aaron Cushman. Booking policy, non-exclusive. Estimated budget this show, \$10,000. Estimated budget previous show, \$6,000.

(Continued from page 3)

some intricate ballet tap work. Her pert and effervescent personality projects solidly. Scored heavily with her "Ball Game" routine and encoored with a dramatic ballet bit tabbed "Israel Cloak Dance."

Wini Shaw, in her first stage appearance in seven years, got a fine reception from oldsters who had followed her from her Ziegfeld days. Perhaps it was because she was working in a confined space on the bandstand instead of having the freedom of the floor, but she appeared nervous. Did well with "Great to Be Alive," "You Belong to Me" and a medley of songs identified with her, "You're Marvelous," "Lady in Red" and "I'm Yours." Best bit was an encore take-off on Helen Morgan singing "My Bill." Only note not in keeping was being billed and introduced as "The Lady in Red." It seemed out of character to see her in a royal blue gown. If she intends to resume her career, more bits like the Morgan take-off will get her the bookings.

Adorables did "Mambo," a repeat from the Carter show midway in the bill, with Johnny Martin who's doing a fine job in seeing job. Brian Farnon and his crew cut the book in their usual top-drawer fashion.

Moe's Main Street, Cleveland (Thursday, October 16)

Capacity, 150. Price policy, \$1 week-days, \$1.25 cover Saturdays. Two shows nightly at 9 and 12. Operators, Josephine and Moe Naha. Publicity, Fred Strauss. Exclusive booker, Tony Sennos. Estimated budget this show, \$2,250.

The Nellie Lutchter Trio is working to a partially filled house on the fourth night of her appearance here. But she still has her audience with her intimate singing, piano playing and mugging.

Opening with "Do You or Don't You Love Me" and "I'm Keeping Out of Mischief Now by Being a Good Gal," she gave with her usual squeaks and gurgles, improvising at odd times when she wanted to attract attention. Her little expressions "muchly" and "verily" were, as usual, mixed up with her patter between numbers.

Despite a fairly good response from customers, the show seemed to lag. Miss Lutchter, suffering from a cold, worked as she was bored, tho she did a fair job with "Birth of the Blues," "My Mother's Eyes" and "Brown Frame." She left the impression, however, that she was running on her reputation. It is doubtful whether a lesser known performer could have got by with so little effort. Marjorie Rickards.

Chicago, Chicago (Thursday, October 17)

Capacity, 4,200. Price policy, \$4.50 to \$8 cents. House booker, Harry Levine. Show played by Louis Baval and house band.

Al Martino makes his first Chicago appearance in this presentation, and the recording artist found a good reception for his well-known "Here in My Heart." His vocalizing of "Somewhere Along the Way" also clicked. But apart from these numbers, Martino fell short of the mark. In the three other tries he seemed tense and cool, failing to sell his wares. Comic, Jan Murray, of NBC's "Meet Your Match" TV show, works his way into clever patter and wins some enthusiastic laughs. Some of the impact was lost in this instance when he was called on to fill some extra time. (Continued on page 47)

BEN YOST

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Miami in a Whirl as Season Draws Nigh

Early Closing Drive, Hotel Rooms, High Talent, TV Cause Ops Big Headaches

Continued from page 1

which will curtail—if not halt—their business.

The closing hour variance ranges from all-night operations in some municipalities to a 9 a.m. and 1 a.m. shuttering in Miami Beach night clubs and hotel rooms respectively. Also a "consolidation" of hours, with a uniform closing thruout the county, is the express purpose of the hearing, "dry" leaders seem to be behind the campaign.

Big Headaches

Bistro owners' big headaches at the moment, however, are the competition from hotels and the high price of talent. At least two additional hotels this season will be in the night club business. One is the Algiers, rapidly nearing completion, in the heart of the Collins Avenue Gold Coast. This new plush oceanfront hostelry is already in the market for entertainment to compete not only with night clubs, but with existing hotels offering live shows as the Saxony, Sans Souci, Nautilus, Casablanca and Sherry-Frontena, in addition to a score of other hotels with smaller budgets.

The second new hotel is the Biltmore Terrace, being built by Sam Kay, who, incidentally, is the mortgagee of Copia City. Also on a plush scale, this one is going up at the North end of Miami Beach, at 85th Street and Collins Avenue. Extra palms are being taken for a supper club to vie with anything already in the area. It's understood that Monte Proser and Nat Harris, who've been pitching for a hotel room, are almost at the signing stage for this spot. Also this pair of operators has been reported eyeing almost every other major hotel in town, it's expected that if the ops come into Greater Miami at all, it will be at the Biltmore Terrace.

Hotel Front

Elsewhere on the hotel front which every year looms bigger as purchasers of talent, the Saxony is getting a renovated Sell-I-Min Room to house its two orchestras and Latin-type shows. Pupi Campo's musicrow and the Chevaleres de Espana bow into this room in December, presumably for the entire winter season. Flamenco dancer Trini Reyes is already booked for the opening show.

Along the night club front, it's 99 to 1 that Murray Weinger will be back at the helm of Copia City. There has been considerable comment pro and con on this subject for months, with nobody willing to commit himself, not it shapes up now as if it Weinger & Company again. No major nitery switches are evident at the moment, but if the business holds true to form, new faces—and new bankrolls—will hit the Miami Beach scene in 1952-53.

Talent Question

Big question marks are on the talent situation. Very few ops are making announcements of talent signed for the season, giving as the chief reason the effects of TV. About the only acts assured of dates here so far are Johnnie Ray, bought by Jack Goldman for his Clover Club on the Miami side of Biscayne Bay; Martha Raye, at her Five O'Clock Club; the Vagabonds, in their own club (opening early in December), and Charlie Furrell, due for a seven-week stand at the Brook Club. Furrell's long-time hangout, the Park Avenue Lounge, vanished as a showcase for entertainers. The room now becomes part of Park Avenue's eatery operation.

TV is the big bugaboo for nitery owners. High asking prices resulting from TV's inflated fees make both actor and owner reluctant to commit themselves too strongly this far ahead of the actual season, which starts around Christmas time and doesn't hit full stride until the latter part of January.

What's New?

No definite word has been heard from Philadelphia Ed Fielding who dropped a pile in the Beachcomber last year. When

he departed here last fall, a sadder but wiser man, he was heard to say, "I'll make a go of that club, yet." The same situation exists in the Mother Kelly's operation, with several parties bidding for the property but no deal yet.

Vaudeville in Miami has been non-existent for many months, but Florida State Theaters, owners and operators of the Olympia Theater, is still hoping. Theater officers are angling for a return of the four-a-day, but the Olympia has since become an "action movie" house and is making money.

WTJV Expands

Miami's sole television outlet—WTJV—gets a new studio this month, and it may mean an increase in the number of live shows. The bulk of the product to date has been either network or canned programs, and present facilities for staging live entertainment has been limited. But with additional studio floor space, accommodations for an audience and new equipment, this situation is expected to change.

Since early summer, Miami has been on the receiving-only end of the coastal, but as of January 1, with the Orange Bowl game, a two-way cable will begin to function. While dealers, WTJV executives and the public in general are optimistic about big-name TV performers originating their shows from this locality, none of the networks has as yet passed on commitments. Arthur Godfrey, Milton Berle and Walter Winchell are frequent long-time sojourners in Miami Beach, and it is reported that pitches have been made to all three to use WTJV facilities as an origination point for their telecasts.

Roxy Sweeps Grosses Field

NEW YORK, Oct. 25.—The Roxy walked away with the gross-take honors last week while the other Sier combo houses faded rapidly in the final weeks of their runs.

Radio City Music Hall (5,845 seats; average \$142,000) went down to \$125,000 for "Because You're Mine," plus its big stage show and Will Mahoney. The third week's take was \$145,000. The new bill comes in next week.

The Roxy (3,886 seats; average \$76,000) came thru with a terrific \$93,000 for its first full week of "The Thief," plus Johnny Johnson and Jerry Colonna onstage.

The Paramount (3,664 seats; average \$74,000) sank to \$57,000 for its third and final week with "Son of Paleface," the Louis Prima ork and the DeMarco Sisters. The new bill has "Springfield Rifle," Duke Ellington's band, Howell and Bowser, and the Ravens.

Palace (1,850 seats; average \$23,000) retreated to \$21,500 for "Golden Hawk" and eight acts against \$23,000 the previous week. The new bill has "Assignment—Paris" and eight acts headed by Wally Brown.

Dave Branower Pacts 3 Acts

CHICAGO, Oct. 25.—Personal management stable of Dave Branower was augmented by pacting of three acts this week. Those signing were Marvin Roy, magician; Johnny Martin, featured singer and emcee at the Chez Paree here the past two years, and Bert Henry, comic. Roy will continue to book thru Music Corporation of America.

Paul Gilbert, another Branower property, is now booked solid thru April 5 with dates at the Riverside, Reno; Biltmore, Los Angeles; Elmbro's, San Francisco; Chi Chi, Palm Springs, Calif., and two

MARTIN-LEWIS FOR COPA CITY

NEW YORK, Oct. 25.—Martin and Lewis are set for the Copia City, Miami Beach, beginning January 4, the biggest important attraction set for the Beach so far. Nearby Miami will counter with Johnnie Ray, who's set to open for the Clover Club.

The Copia City is still shuttered by legal attachments, tho Murray Weinger, the operator, is quite optimistic about reopening without legal entanglements. It is understood that fresh money has come in, and the opening date, not yet set, will come in the meantime. Weinger has tied up Martin and Lewis for about \$15,000 for a two-weeker.

ARA Contract Halts AGVA Pitt Pay Hike

NEW YORK, Oct. 25.—An attempt by the American Guild of Variety Artists execs to up the club date minimums in the Pittsburgh area was brought to a sharp halt when the Artists Representatives Association called attention to an existing contract that prevented such action.

The move to raise the minimums was started by Nat Nazario in Pittsburgh. Agents in that town notified the ARA and action followed to the AGVA national office warning that the contract was being breached.

Under the club date code signed between AGVA and the ARA, it is agreed that there shall be no raise in minimums without prior written notice of 60 to 90 days by AGVA in any area where the code exists. The contract runs until 1953. The only exception that would permit a raise in any branch area is if the cost of living in the area, as measured by the index of the Bureau of Labor Statistics, would rise above a predetermined figure.

Extra Added

New York

The Blackburn Twins' new partner is Marion Colby.... Dolores Hawkins, who has gradually been pieking up steam all over the country, sets her first big date at Ciro's, opening October 31. The

21G Tax Liens Filed vs. Williams

ATLANTIC CITY, Oct. 25.—Leroy Williams, owner of the Club Harlem, who back in 1939 beat a Federal indictment on a income tax evasion charges, is in trouble again. He had two "jeopardy" tax liens filed against him this week by the Office of the Collector of Internal Revenue. The attachment against Williams claims that he owes the government \$18,503.79 for 1950 and \$4,772 for 1951.

Williams won acquittal on similar charges in 1939 when a Federal tax investigation here resulted in scores of persons linked with gambling and the rackets were being either sent to prison or fined. In that investigation Williams was among 14 numbers bankers indicted. And while he admitted being partner in two number banks at the resort, he contended he didn't get income from them and a jury acquitted him. It was the first case the government had lost as a result of a three-year investigation at the resort.

engagements at Maison Jassoud, Bakersfield, Calif., following after he winds up at the Chase, St. Louis, where he's currently appearing.

UNION FUSS

Evelyn West Tangles With AFM & AGVA

NEW ORLEANS, Oct. 25.—Evelyn West, "hubba girl," picked up the gauntlet and is now headed for trouble with both the American Guild of Variety Artists and the American Federation of Musicians when she opened here (18) at Moulin Rouge. She claims non-economic conditions forced union cancellation and only came after repeated unsuccessful attempts to straighten out the thing with both the AGVA and AFM representatives.

Since Miss West's last engagement at Moulin Rouge, the club has gone non-union in a controversy with the local AFM. Thru her personal manager, Alexander Charles, Miss West appealed to Jake Ferenz, Petrillo's Eastern rep, to work out things amicably with the musicians. To this end it was arranged so the Moulin Rouge could use four musicians thru the season (Thanksgiving to Mardi Gras) and three thereafter on a six-month basis. However, the local AFM, thru rep Charles Dupont, refused to compromise and insisted that the term of the four-man contract run for one year. Elmo Badon, owner of Moulin Rouge, refused, claiming he took too much of a loss during the summer months.

Jerry Hirsch, local AGVA rep, refused to permit Miss West to work with non-union musicians. So, with a probable four-month engagement dangling before her at a sizable figure, she took the job.

Badon, West and Charles all insist they want to stay on a union basis and will accept it still providing it be on a six-month basis. Other Bourbon Street clubs are watching with interest the outcome of the issue. Frank Ferrara's Sho Bar, Dan Levy's International and Prima's 500 etc. are all completely 100 per cent AGVA and AFM. Lesser clubs on the street are non-union.

BILL TO REPEAL ADMISSION TAX

DETROIT, Oct. 25.—A bill to repeal the admission tax on theaters will probably be introduced in the next Congress by Michigan Rep. John Dingell, Democrat, it was indicated at the convention of Allied Theaters of Michigan Tuesday (21).

Dingell, second in seniority on the House Ways and Means Committee, came out as a strong advocate of "tax the profits, not the product" and opposed all forms of excise tax. Dingell urged motion picture exhibitors to unite with all other groups seeking special excise tax repeals. He indicated, however, that he would probably bill will be directed chiefly to theater admissions, and will have the objective of focusing public attention upon the issue.

WANT IN 4A'S

Model Control Is Objective Of Teamsters

NEW YORK, Oct. 25.—The Teamsters Union, headed by Martin Lacey, is now seeking to take over the jurisdiction of clothing and fashion models, and have applied to the Associated Actors and Artists of America for a charter as part of the 4A's.

The reasoning behind it, is that most of the models work in the garment area where the Teamsters Union represents the largest single unified factor. If Lacey does get the 4A's permit, it is expected he will also move in on the professional models on a national basis.

The basis for Lacey's claim is the existence of an inactive organization, the Models' Federation of America. The latter is said to have a constitution, but it cannot take effect until a 4A's charter is issued.

Tim Gale Sues Baum-Newborn

NEW YORK, Oct. 25.—Tim Gale has started suit in New York Supreme Court against Baum & Newborn for \$700 commission which Gale claims the agents owe him.

The conflict grew out of the booking of Alfred Drake for the Las Vegas (Nev.) Thunderbird by Baum & Newborn. Drake claimed that he had promised Gale the commission and asked Baum & Newborn to pay it. Later Gale made a formal request for the dough, and when it wasn't paid started legal action.

The Artists Representatives Association, of which both agents are members, has a rule that any difference between agent-members has to be arbitrated. It is understood that Gale has agreed to withdraw his suit in favor of such ARA arbitration.

Sherman Fuss Goes to NLRB

NEW YORK, Oct. 25.—Noel Sherman, line producer placed on the national unfair list by the American Guild of Variety Artists, has appealed the union's action to the National Labor Relations Board, charging unfair labor practice.

Sherman is charged with stranding a group of performers in South America last summer. AGVA paid the fares to bring them back to this country. Sherman denied his responsibility in the stranding and appealed the AGVA ruling. Since his appeal AGVA has been unable to get a quorum of its executive board to hear Sherman's case. The producer charged that this inability to get a hearing has cost him his livelihood.

Justice Dept. Eyes ASCAP-BMI Hearing

Many of ASCAP's Complaints to Anti-Trust Division Involved in Rates Discussions

WASHINGTON, Oct. 25.—Justice Department's anti-trust division, which more than six months ago received a complaint from American Society of Composers, Authors and Publishers against Broadcast Music, Inc., is planning to keep a weather eye on the forthcoming federal court hearing in New York on per-program TV licensing rates. The hearing, to be held before Federal Judge Henry W. Goddard at a still undesignated date, is ex-

pected to produce a major flare-up between ASCAP and BMI. Many of the issues mentioned in ASCAP's complaint to the anti-trust division (The Billboard, April 12) are involved in the rates hearing. ASCAP is known to be aware of its opportunity to sound off against BMI at the TV rates hearing and reportedly is planning to unleash some heavy legal artillery.

One of the major themes certain to be sounded by ASCAP at the hearing is the complaint which the Society has already made that insistence by telecasters on a per-program license formula is discriminatory to ASCAP inasmuch as BMI offers only blanket licenses. ASCAP, in its complaint to the Justice Department earlier this year, portrayed BMI as a music licensing group closely tied with the broadcasting industry thru interlocking directorships and other executive posts as well as thru an affinity of aims. With Justice Department looking on, the upcoming federal court hearing in New York cannot help but go beyond the per-program rates issue and become a general sounding board for the Society's grievances. Telecasters' legalists are expected to counter with a claim that ASCAP's blanket license arrangement is unfair.

Whatever the charges and countercharges may be, the forthcoming hearing is looked to by anti-trusters here as a possible means for clarifying some of the issues involved in ASCAP's complaint. Justice Department, in conformity with its customary practice, has declined to comment publicly on the ASCAP complaint, and does not even officially acknowledge yet that the complaint is being explored. Complaints from outfits with the stature and prestige of ASCAP, tho, generally carry considerable weight and are at least investigated. The documents about BMI were filed while Robert Patterson, the late secretary of war and special counsel to ASCAP, was still alive.

EMI, King Are Near Accord On Distribution

NEW YORK, Oct. 25.—Sidney Nathan, King Record topper, and officials of the Electric and Musical Industries, headquartered in London, are in the process of completing an agreement whereby EMI will distribute King Records abroad. The deal will call for the British combine to distribute the King (and its subsidiary, Federal) label on a worldwide basis. South Africa is excepted because of Nathan's prior arrangement with Trutone in that country.

Negotiations leading to this King-EMI deal were conducted during Nathan's recent trip to Europe. He returned about a week ago. Because of the difference in music preference in the various countries, each of EMI's 20-odd branches will select which releases are wanted, with the exports funneling thru the London headquarters.

According to Nathan, the European demand is primarily for American pop records, with r.&b. instrumentals having a fast beat next in importance. Partly for this reason, Nathan plans to build King into a greater factor in the pop field. In line with these expansion plans, Dewey Bergman, a.&r. chief, signed the Charlie Spivak ork, Irving Fields Trio and Tommy Prisco, a new record name, to long-term pacts last week.

While in Europe, Nathan also completed a publisher deal for foreign representation of tunes in the various King catalogs (about 15 in total). The Paris firm, Editions Tropical, will handle King tunes in France and the Benelux countries, while Peter Maurice will represent the catalogs in the British Isles and possessions, as well as in the remainder of Europe.

Beacon Inks R. & B. Talent

NEW YORK, Oct. 25.—Joe Davis, head of Beacon Music, recently signed a flock of r.&b. talent to personal contracts, and has placed a number of them with diskeries. Blues singer Basil Spears, thrush Eileen Redfield, Eddie Carter and the Carero-Rays, singer Gabriel Brown, blues-shouter Millie Bosman, tenorman Sammy Taylor and Clarence Palmer and the Jive Bombers, have been set by Davis with MGM. Otis Blackwell, blues singer, and tenorman Frank Culley were set on the RCA Victor label. Davis will supervise the recording sessions of these artists.

In addition to the r.&b. stable, Davis also signed Vin Strong, organist and composer, to write for his music firm, as well as ork leader Eddie Wilcox, who waxes for the Derby label. Norman Lee, another Davis pactee, was recently signed by Derby.

HILL COW TEST PROVES HOWARD BEST SOOTHER

CHICAGO, Oct. 25.—Anyone who knows the king size ork leader, Tiny Hill, is aware of the fact that he's a sharp guy at figuring a percentage or saving a buck. So when he bought Mountain View Farm in Lupton, Colo., it was only natural that he should start to figure how to get the 64 cows to increase their milk production.

Tiny rigged up a speaker system thru the barn to a turntable to see what effect music would have. After months of study he now reports that the voice of Eddy Howard soothes and relaxes the herd to the point where they give their all easier, faster and in greater quantity than ever before. His own recordings, however—even his latest Mercury success, "Milk Cow Boogie," have a tendency to get the cows shuffling and switching their tails instead of giving, and for Hill that ain't good.

But lest anyone think this strictly a gag, Tiny's theories have been proved by extensive tests at University of Wisconsin School of Agriculture and further research is currently being made at Iowa and Minnesota U's.

Is the next step a disk jockey for the "Moo" network?

Okeh Handled By 20 Indies

NEW YORK, Oct. 25.—Okeh Records, Columbia's r.&b. label, is now being distributed by 20 independent distributors thruout the country. The line had been handled by Columbia distributors exclusively until last month, when the firm in a precedent-making move, took the line from its company-owned branches in Cincinnati and Cleveland and turned it over to indie distributors. Okeh Records are handled by 20 or so Columbia distributors (or half of Columbia's outlets), and the 20 indies.

The transfer of the line to more indies was motivated by the success of the experimental indie handling of Okeh in Cleveland and Cincinnati. The firm was pleased enough with the results to continue the process in areas where it was deemed suitable. Original reason for turning the line over to outside distributors, according to the firm, was that with the turnover of Columbia pops, and the many releases of LP disks, many Columbia distributors could not give the line the attention it deserved. Many traders, especially those with a knowledge of r.&b. merchandising, also felt that the well-known deejay payola in this field, something that has always stymied the major's r.&b. labels, spurred Columbia's transfer of the Okeh line to indie distributors.

The firm would not indicate whether any additional transfers were contemplated, or whether these new moves concluded the changes in Okeh distribution. Independent distributors are now selling Okeh in some prime r.&b. markets, such as Philadelphia, Washington and Detroit, as well as Cincinnati and Cleveland.

Motor Lack Threat To Phono Output

Industry Mulls Steps to Thwart Shortage Of Table Models, Portables for Christmas

NEW YORK, Oct. 25.—A critical lack of motors being supplied to phonograph makers threatens to create a definite shortage of table model and portable phonos for the Christmas season. In order to head off such a situation, the members of the Phonograph Manufacturers' Association took steps to investigate the problem at a meeting Thursday (23).

The supply of fractional motors has dried up to the extent that Steelman, one of the major makers, has been able to fill only about half the orders received during the last month. V-M is reported to be more than 100,000 units behind, and many small kiddie phono makers are receiving only about 150 to 200 motors a week. Other firms too are reported to be far behind in their orders.

Reasons For Crisis
The crisis, as one exec phrased it, appears to stem from a combination of factors. Two firms, Alliance and General Industries, produce practically all of the fractional motors used in phonos. The former accounts for about 85 per cent of the total. Alliance's output of motors has been affected by the recent steel-strike, as well as a strike by one of its suppliers.

Webeor, which formerly made some of its own motors, now depends on Alliance for motors, thus aggravating the problem. A further complication has been that inventories have been clean and orders have been heavy.

As the first step in trying to eliminate the problem, the PMA has set up a committee to investigate the facts. The committee consists of Joseph Dworkin of Dynavox, Roland Kalb of Steel-

man and Sonic Industries' Ben Blums.

This committee has been directed to meet in New York and Washington with the National Production Authority, to determine whether the phono makers are getting their proper allocations and what, if anything, can be done about the whole situation. Tuesday (23), an Alliance representative will meet with the members of the PMA to help cast further light on the problem.

Critical Weeks
The next two weeks "will be critical" according to Kalb. If an immediate solution, coupled with fast recovery action is forthcoming, the Steelman veepee believes that the situation can be salvaged somewhat.

Unless this can be effected, however, the outlook is that well over 30 per cent of the potential business will be lost. In any event, it appears that low-priced promotional phonos will be in extremely short supply.

Morris Takes Over Williams Music Catalog

NEW YORK, Oct. 25.—The E. H. Morris Company has recently acquired the entire Ernest S. Williams School of Music catalog. The catalog contains music for brass instruments, band and orchestra, as well as the long-established method for trumpet or cornet which Williams himself devised.

Williams, before his death some years ago, was recognized as one of the outstanding cornet soloists and teachers. He had been first trumpet with the Philadelphia Symphony and cornet soloist with the Goldman Band. He later founded his own school of music. The teaching method he developed has since been adopted by the Juilliard, Curtis and Eastman schools of music.

In addition to the volumes of instructional methods, the catalog includes such Williams compositions as "Symphony in C Minor," the tone poem "America," and the "Revolutionary Fantasy."

It is believed that considerable significance is being attached to this Morris acquisition among educational circles since this is probably the most important educational catalog sale since Carl Fischer Music acquired the Fillmore catalog almost a year ago. It is also the last important independent band catalog to be absorbed by a major publisher.

The catalog was purchased from Mrs. Gladys E. Williams, the composer-teacher's widow. The negotiations were completed by Philip J. Lang and Harry Gerson for the Morris firm. Lang, who is educational director, is now in the process of re-cataloging the works and preparing a brochure for the trade.

Draft Slows Hilltoppers in Taking Dates

NEW YORK, Oct. 25.—The bookings totaling about \$100,000 have been offered the Hilltoppers, the group will only be able to cash in on an estimated 10 per cent of the proffered dates. Three of the four members of the group are enrolled as students at Western Kentucky State College, and are draft-deferred only until their studies are completed.

It's a case of study or soldier for the combo, whose waxing of "Trying" on Dot Records continues to ride high as a top seller. The Hilltoppers, skedded for an appearance Sunday (26) on Ed Sullivan's "Toast of the Town," can only accept week-end dates that do not interfere with their scholastic programs.

dependent distributors are now selling Okeh in some prime r.&b. markets, such as Philadelphia, Washington and Detroit, as well as Cincinnati and Cleveland.

Mercury Goes Into EP Field

CHICAGO, Oct. 25.—Mercury Records tossed its hat into the extended play field this week with the announcement that dealers would have 20 EP's to stock by November 15. Selections represent the top 20 best-selling Mercury albums in the pop and semi-classical fields. Included are those of Eddie Howard, Vic Damone, Frankie Laine, Alfred Newman, Ralph Marterie, the Vatican Choir.

List price will be \$1.49 and \$2.99 including tax. To help merchandise the EP's, Art Talmadge, Mercury vice-president, stated firm would package them in the same four-colored jackets that have been used on the UP and 78 albums.

A classical line of EP's is now being shipped by Mercury for introduction in January.

BMI Income Reaches New Record With \$5,605,841

Wall, Dolberg, Burton and Sour Promoted in Organization Posts

• Continued from page 1

has increased and is now 4,050 or 16 per cent over last year.

At a meeting this week of the board of directors of BMI and Associated Music Publishers, Charles A. Wall was elected AMP president. He succeeds M. E. Tompkins who reaches the retirement age November 1. Wall will also continue in his present post as vice-president in charge of finance and treasurer of the parent

company. Tompkins is being retained on a long-term basis as a consultant for BMI and AMP.

Board Election

At its meeting the BMI board elected Glenn Dolberg to the post of vice-president in charge of station relations. He had been director of this department.

Robert J. Burton, vice-president in charge of publisher relations, was appointed vice-presi-

dent in charge of writer relations in addition. The added duties are taken as an indication of the increasing importance of this phase of BMI activity.

Robert Sour, director of publisher relations, was elected assistant vice-president of this department, and Charles E. Lawrence, assistant treasurer, was given the added post of assistant secretary.

Remington in Canada Deal

NEW YORK, Oct. 25.—Remington Records, which recently made several distributor changes in this country, has set a deal for Canadian distribution with Quality Records, Ltd., of Toronto.

Under the pact Quality has exclusive distribution of the Remington, Pontiac and Masterseal labels thruout the provinces. Quality, which manufactures its own records and presses and distributes MGM disks in Canada, has branches in Montreal, Winnipeg, Vancouver and Calgary, Alberta.

Resentment, Confusion Arise Over AFM P. A. Record Ban

NEW YORK, Oct. 25.—The recent order by James C. Petrillo, American Federation of Musicians head, to all booking agencies, prohibiting AFM members from making recordings for personal appearance transcriptions, (The Billboard, September 8), has caused a simmering resentment among many booking agencies, diskeries and ork leaders, as well as some feigned and some actual confusion among delays and radio stations. According to the thinking of the agencies, et al.,

Petrillo's promulgation of the resolution adopted at the AFM convention this summer has hurt—rather than helped—the musicians. However, the AFM, convinced of the correctness of its policy, has maintained a firm stance against any relaxation of the ban.

Agencies Burn

Agencies, especially the ones who book key orks—those who sign contracts with the large diskeries—are burning because they believe the ruling limits the ability of an ork leader to hypo his latest record. "It's the record," one agency exec stated, "that builds the ork, and the rule places the ork at a disadvantage with the deejays. A singer can tape dozens of interviews for jocks, have 'em played on the show and get a lot of deejay cooperation in spinning her latest platter. But an ork leader is deprived of this type of publicity hypo, due to this regulation. What kind of a rule is this? Are they trying to help or to hurt the bands?" Many ork leaders and diskeries are complaining about limitations on promoting band disks.

The basic reason for the AFM edict on taped interviews by its members is the fact that many jocks used the taped p.a.'s to make it appear as tho the ork leader was in the studio with them. This "deliberate misrepresentation," according to the AFM, has had the effect of contributing greatly to the expansion of mechanical programs, a practice that the union is against both philosophically and economically.

Confusion

That the new rule has caused confusion, some of it real and much of it not so, is evident from the varying interpretations placed upon the regulations by assorted firms and radio stations, as well as musicians. WNEW, large local indie which has raised the deejay show to its present height of power in the city, has a new weekly taped program "Recording Session," with Art Ford. The show tries to present a picture of an actual recording session, and interviews the a.k.r. man who made the disk, the singer, etc., and then plays the waxings. Some musicians have refused to appear on the show.

(Continued on page 45)

802 Readies 2 Rival Slates For Election

NEW YORK, Oct. 25.—The Blue Ticket, the present administration group at Local 802, American Federation of Musicians, and the Musicians' Ticket, the opposition group, crystallized their slates this week.

The Blue slate is made up of the incumbents, including Sam Suber, president; Jack Downey, vice-president; Charles Jucci, secretary; Jack Stein, treasurer. The executive board slate includes Richard McCann, one-time president of the local and for many years a vice-president during the regime of the late Jack Rosenberg; Jerry Alexander, Max Arons, Jack Fiedelman, Joe Lindwurm, Larry Pagano, James Palladino, Nick Vitale and Tiny Walters. The trial board slate includes Sherman Brade, Edgar Daly, Louis Critteli, Joe Compiglia, Frank Lambert, Charles Söllinger, Happy Powers and Sam Raderman.

The Musicians' Ticket has the following slate: for president, Al Manuti; vice-president, Al Knopf; secretary, Aldo Ricci; and treasurer, Hy Jaffe. For exec board are Maury Deutsch, Bob Effros, Al Gentile, Hy Grossman, Ernest Hill, Tony Muller, Jim Roach, Vince Rossitto and Julie Schwartz. For trial board are Al Brown, Patsy Pansella, Patrick Kiloran, Hal Kushel, Lesse Layne, Don Marcie, Rudy Traylor, Pearl Shendell and Leo Silverman.

ASCAP Asks Fund For BMI Struggle

NEW YORK, Oct. 25.—The growing rancor of important writer-members of the American Society of Composers, Authors and Publishers against the alleged monopolistic practices of the rival licensing organization Broadcast Music, Inc., this week passed from the discussion stage to the more formal level of active solicitation of funds. Altho it is reported that some money is already in the till, the fact that printed pledge cards are being circulated among the dissident writers would seem to indicate that the fund is considerably short of the \$300,000 the group reportedly seeks.

The pledge cards have been closely held within the writer ranks. It is known that the form says in effect that the pledges are for an organization to correct certain inequities of the music business today, and spells out BMI as

the prime reason for the alleged disadvantages being experienced by ASCAP writers.

The group is known to be aiming at collecting 5 per cent of each writer's annual ASCAP take. Certain writers are known to have strongly resisted this suggested percentage as being extremely high.

Opposition Grows

While the discussions among these ASCAP writers, gathered informally in such places as the Paddock, Brill Building and the Songwriters' Protective Association headquarters, have continued apace, a growing voice of opposition to the whole idea appears to be growing. It is expected that much of this will be aired at a meeting of the group, Monday (27).

The objections which are raised by these writers do not mirror a softer attitude toward BMI than held by the others. Rather, these writers are just as militant as the others. Their objections are that the main body of the writer group is going about this in the wrong way. As one well-known writer put it, "I am unalterably opposed" to the whole plan.

The objection of this writer and certain others stems from the fact that ASCAP currently has a complaint filed with the U. S. Justice Department against BMI, charging the latter with monopoly. ASCAP has gone thru intensive investigation to determine its rights and procedures and what chances it has for victory, according to this group.

Why duplicate the efforts of

2-Week Fete For Ellington Is Underway

NEW YORK, Oct. 25.—Performances of Ellington tunes on radio and television are expected to number at least 1,500 during the run of the two-week silver jubilee festival set for the Duke by Mills Music. The program kicked off yesterday (24) with 1,138.0 performances definitely scheduled. The normal bundle of Ellington performances racked during a two-week period averages about 100.

To hype what may shape as one of the greatest tributes ever paid a cleffer-orkster, publisher Sid Mills has stepped up promotional efforts to insure radio and TV participation. Just back from stop-offs in Chicago, Cleveland, St. Louis and Detroit, he leaves Monday (27) for a junket covering Washington, Baltimore, Philadelphia and Boston.

Highlight of the jubilee will take place here Friday (31), when a silver loving cup will be given Ellington on the stage of the Paramount, where the orkster has just opened a three-week stand. Presentation will be made by deejay Martin Block, in the name of Irving Mills, who collaborated with Ellington as a cleffer. The cup will be inscribed with the titles of hit ditties written by the Duke.

Nets Seek Pubbers' TV-Film Tune Pact

Want Rate Pattern From Trustee Fox Like Radio's to Facilitate Clearance

• Continued from page 9

price far beyond this. But the networks and film producers claim that even the \$25 fee is too high. They point out that if the fee remains at this level, it will be difficult—perhaps impossible—to use music on TV film programs in sufficient quantity to benefit either the publisher or the program.

Network and music execs indicated that it was highly desirable that an agreement regularizing the matter be reached as quickly as possible. It was pointed out, too, that the matter at issue has nothing to do with the clearance of music for so-called delayed broadcasts or kinescopes. Station licensees of both the American Society of Composers, Authors and Publishers, and Broadcast Music, Inc., can telecast such kinescopes \$25 per composition, provided that the program is shown only once over any one station. Some publishers, it is known, ask a without additional music costs. A

rider attached to the ASCAP contract contains an authorization from the publishers permitting this.

The only limitation here is that the program be performed within 60 days. This authorization from the publishers was deemed advisable in view of the fact that performing rights societies are generally privileged to clear only the small, nr performance, rights; synchronization rights remain with the publisher. Telecasters insisted that there be no room for interpreting a delayed broadcast as involving a synchronization right.

Licenses

In the case of BMI licensees, the interpretation is a similar one: A delayed broadcast does not call for a synchronization fee but is performable at no extra cost under the regular BMI blanket license. BMI, however, permits a longer time limit—120 days as against the 60 days specified in the rider to the ASCAP license.

Network execs stated no date had been set for initial talks on the matter. The sessions are likely to be held as soon as Fox ascertains publisher opinion.

Page Cool to 'Music Hall'

NEW YORK, Oct. 25.—Whether or not songstress Patti Page would continue as the headliner of the recently-started "Scott Music Hall," TV airing over the National Broadcasting Company, was still undetermined at press time.

La Page was upset about the format of the show, and was ready to pull out during the middle of the week. Last-minute effort to save the show, at a meeting yesterday between Miss Page's manager, J. Walter Thompson, and the General Artist Corporation execs, succeeded in bringing the opposing forces together. The final decision is to be made Monday (27).

Trend Shows Pubbers Footing DJ Tour Bill

NEW YORK, Oct. 25.—A growing trend in the method of promoting a record appears to be evolving among the publisher ranks. This technique has the publisher footing all or part of the bill for a deejay tour by the artist who has recorded the tune. In the known cases, a representative of the publisher accompanies the artist, but there are other reported instances where the artist travels alone, but at publisher expense.

Probably the first to adopt this new technique was E. H. Morris. Last summer, a representative of the firm traveled with Augo Winterhalter thru a number of Midwestern cities, promoting the latter's RCA Victor dishing of "Vassena."

The disk, which had moved very slowly in previous weeks, suddenly took on vitality. A week after the tour, the disk appeared on The Billboard disk jockey chart for the first time, and in succeeding weeks took off sales-wise. Sid Kornheiser of the Morris firm attributes the sales success of the record to this trip.

Other Tours
More recently the Morris firm has toured Tutti Camaratta with his Decca waxing of "Veradero." A Morris representative has also taken Bernice Parks with her Seger record of a Morris tune to Boston to visit jockeys.

Tuesday (28), Lloyd Hughes, Morris' central division manager, leaves for Nashville, where he will meet John Maddox and accompany him on a four-day southern deejays. Maddox has a dishing of "Sloux City Sue" on Randy Wood's Dot label, which has some

considerable sales promise in the last two weeks. Hughes will base the itinerary on Wood's recommendations in all instances. Morris Music picks up the whole tab. The Morris has been the most active in this new method of record exploitation, the firm is not alone. Paul Barry of W&B has just returned from a Midwestern tour with Don Cornell, featuring the latter's waxing of "Be Fair." Julie Stearns of Broadcast Music spent several days with Johnny Desmond recently, visiting deejays and pushing "Stay Where You Are." In the former instance, the expenses were split. According to reports, the new tie-up has proved extremely successful to date. Whether this seeming trend continues to grow, remains to be seen. At any event, it points up again the importance of a record in establishing a tune in the music business today.

Merc. Album Of Jews' Fetes

NEW YORK, Oct. 25.—An album which tells in song the stories of the 12 most generally celebrated Jewish holidays has just been released by Mercury. Entitled "The Musical Calendar," the idea was conceived and the songs written by Gerald Marks, the composer of such stand-out tunes as "All of Me," "Is It True What They Say About Dixie," and the "Sim-Sart" record in establishing a tune in the music business today.

Marks spent a year of research.

Griffin Heads Up New Band

CHICAGO, Oct. 25.—Ken Griffin will head a new 12-piece band being organized by Fred Williamson, head of Associated Booking Corporation here. Ork will feature Griffin and his organ with a library arranged in the sweet vein of the Sammy Kaye and Blue Baron school.

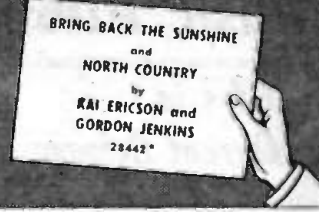
Paul Banister, one-night booker for Associated, is submitting the new group for Midwest dates commencing December 12.



HIGH NOON
(Do Not Forsake Me)
and
OUTSIDE OF HEAVEN
by
FRED WARING
28449*

DECCA DATA

YOUR WEEKLY GUIDE
TO
AMERICA'S FASTEST SELLING RECORDS



TO BUILD SALES



Published in the Interests of Decca Dealers and Music Operators



TO BUILD PROFITS

NEW RELEASES—SINGLES

| | | | |
|---|--|---|--|
| MEET MISTER CALLAGHAN CONGRATULATIONS TO YOU 28456* <i>Guy Lombardo</i> | DON'T LET THE STARS GET IN YOUR EYES 28460* <i>SALLY (What a Pal—What a Gal) Red Foley</i> | JUMP BACK HONEY I WILL STILL LOVE YOU 28461* <i>Dorothy Collins and Snooky Lenson</i> | PLEASE, PLEASE (Don't Leave Me Out In The Cold Again) TALKIN' TO THE WALL 28438* <i>Jimmie Davis</i> |
| SOMEONE LOVED SOMEONE (The First Broken Heart) A SHOULDER TO WEEP ON 28459* <i>Mills Brothers and Sy Oliver</i> | BE MY BABY AIN'T IT A CRYING SHAME 28436* <i>Jane Turzy</i> | I'M SO AFRAID ROSES IN DECEMBER 28437* <i>Robert Monel</i> | KEYSTONE POLKA LOVE'S JOY 28440* <i>Georgie Cook</i> |
| | JURAME (Promise Love) BESS YOU IS MY WOMAN 28435* <i>Jerry Gray</i> | YOURS (Quiereme Mucho) ALWAYS IN MY HEART 28457* <i>Jimmy Dorsey</i> | |

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

BEST SELLERS

... based on this week's actual sales

WEEKS ON LIST

COUNTRY

| | | | |
|----|--|--------|---------------------------|
| 6 | I'LL ALWAYS TAKE CARE OF YOU BACK STREET AFFAIR | 28359* | Webb Pierce |
| 17 | IT WASN'T GOD WHO MADE MONKY TONK ANGELS I DON'T WANT YOUR MONEY, I WANT YOUR TIME | 28232* | Kitty Wells |
| 11 | FORTUNES IN MEMORIES SO MANY TIMES | 28310* | Ernest Tubbs |
| 25 | THAT HEART BELONGS TO ME So Used To Loving You | 28091* | Webb Pierce |
| 2 | T T BOOGIE BEFORE YOU SAT I DO | 28397* | Charlie Adams |
| 71 | There'll Be Peace In The Valley For Me Where Could I Go But To The Lord | 14373* | Red Foley |
| | ** FOOTPRINTS IN THE SHOW IN THE PINES | 28416* | Bill Monroe |
| 5 | YOU BELONG TO ME I WENT TO YOUR WEDDING | 28338* | Grady Martin |
| 47 | WONDERING NEW SILVER BELLS | 46364* | Webb Pierce |
| 8 | DON'T BELIEVE EVERYTHING YOU HEAR I GOTTA HAVE YOU | 28343* | Red Foley and Roberta Lee |

CHILDREN'S BEST SELLERS

| |
|---|
| THE ADVENTURES OF THE LONE RANGER HE BECOMES THE LONE RANGER K-29 • 1-152 |
| SUSIE, THE LITTLE BLUE COUPE STERLING HOLLOWAY K-64 • 1-189 |
| GOOD NIGHT—GOOD MORNING FRANK LUTHER K-71 • 1-197 |
| THE STORY OF BABAR FRANK LUTHER K-39 • 1-184 |
| RIDDLE SONG: WHAT KIND OF ANIMAL ARE YOU K-68 • 1-194 |
| BARNYARD SONG: THREE LITTLE PIGLETS THE CRAWDAD SONG SAM HINTON K-69 • 1-195 |
| NUTCRACKER SUITE FRED WARING CU-117 • 1-119 |

*Also available in 45 rpm (add prefix "9" to record number)
**Another Decca "Best Seller" makes the "Best Seller" list this week!

THREE GREAT NEW RECORDS BY

RED FOLEY

DON'T LET THE STARS GET IN YOUR EYES
and
SALLY
(What a Pal—What a Gal)
28460*

MY GOD IS REAL
and
THE MOCKING BIRD
28447*



DEEP BLUES
and
MIDNIGHT
28420*

BEST BETS

Stock these fast-moving Decca Records now ... the coming hits as indicated by actual sales.

POSITION THIS WEEK

| | | | |
|-----|--|---------------------------------|--------|
| 1. | SOUTH BAMPART STREET PARADE COOL WATER | Bing Crosby and Andrews Sisters | 28419* |
| 2. | DEEP BLUES MIDNIGHT | Red Foley | 28420* |
| 3. | STROLLING IN LOVER'S LANE DREAM BABY | Russ Morgan | 28422* |
| 4. | VERADERO BRIEF INTERLUDE | Music by Camarata | 28376* |
| 5. | MOONLIGHT MYSTERY YOU ARE HAPPINESS | Bill Kenny of the Ink Spots | 28412* |
| 6. | SINCE MY BEST GAL TURNED ME DOWN HERMAN KEPT PLAYIN' AWAY | Frankie Froba | 28414* |
| 7. | A WEDDING RING AGO I HEARD THE JUKE BOX PLAYING | Kitty Wells | 28432* |
| 8. | MY GOD IS REAL THE MOCKING BIRD | Red Foley | 28447* |
| 9. | CLEMENTINE TRUE LOVE | The Weavers | 28434* |
| 10. | GIVE ME THE RIGHT EVERYTHING I HAVE IS YOURS | Roger Coleman | 28418* |
| 11. | THE RUBY AND THE PEARL FORGIVE AND FORGET | Jeri Southern | 28426* |
| 12. | HIGH NOON (Do Not Forsake Me) OUTSIDE OF HEAVEN | Fred Waring | 28449* |
| 13. | BLUES IN THE NIGHT Part 1 (Instrumental) Part 2 (Vocal) | Jimmie Lunceford | 28441* |
| 14. | MY FAVORITE SONG WALKIN' BY THE RIVER | Ella Fitzgerald | 28433* |
| 15. | DAMP RAG FAT MAMA BLUES | Stomp Gordon | 48287* |

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

BEST SELLERS

... based on this week's actual sales

WEEKS ON LIST

POPULAR

| | | | |
|----|---|--------|--------------------------------|
| 6 | THE GLOW WORM AFTER ALL | 28384* | Mills Brothers |
| 2 | JUST SQUEEZE ME HEART AND SOUL | 28390* | Four Aces |
| 2 | HIDE-AWAY HARBOR My Heart's In The Ring | 28385* | Guy Lombardo |
| 4 | A LAUGHED AT LOVE TAKES TWO TO TANGO | 28394* | Louis Armstrong |
| 40 | BLUE TANGO Balls Of The Ball | 27875* | Leroy Anderson |
| 14 | ZING A LITTLE ZONG and Jane Wymen The Maiden of Guadalupe | 28255* | Bing Crosby and Jane Wymen |
| 8 | TBTING My Bonnie Lies Over The Ocean | 28375* | Ella Fitzgerald |
| 3 | SOMEWHERE ALONG THE WAY I WENT TO YOUR WEDDING | 28411* | Guy Lombardo |
| 17 | AUF WIEDERSEHN SWEETHEART HALF AS MUCH | 28271* | Guy Lombardo |
| 11 | HONKY TONK SWEETHEART WISH YOU WERE HERE | 28308* | Guy Lombardo |
| 2 | RIVER RIVER SANS SOUCI | 28395* | Peggy Lee and Gordon Jenkins |
| 10 | TWO-FACED CLOCK JAMBALAYA (On The Bayou) | 28341* | Rex Allen |
| 8 | WALKIN' TO MISSOURI ABSENCE MAKES THE HEART GROW FONDER (For Somebody Else) | 28351* | Russ Morgan |
| 6 | MEET MISTER CALLAGHAN Runnin' Wild 4oogie | 28373* | Carmen Cavallero |
| 15 | TILL THE END OF THE WORLD JUST A LITTLE LOVIN' (Will Go a Long Way) | 28265* | Bing Crosby and Grady Martin |
| | ** "SETTIN' THE WOODS ON FIRE OUR LOVE ISN'T LEGAL | 28424* | Mervin Shiner and Grady Martin |

*Also available in 45 rpm (add prefix "9" to record number)
**Another Decca "Best Seller" makes the "Best Seller" list this week!



KITTY WELLS

A WEDDING RING AGO and
I HEARD THE JUKE BOX PLAYING

Decca 28432 (78 rpm) and 9-28432 (45 rpm)



A complete weekly report, and a cumulative tabulation from January 1, 1952, to date of record sides secured by publishers from Capitol, Columbia, Decca, Mercury, MGM and RCA Victor in the popular, folk and rhythm and blues categories.

Music Publishers' Record Scoreboard

• Sides in • Current Release

Week ending October 25

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

| PUBLISHERS | TUNE | ARTIST AND LABEL |
|---------------------------------|---------------------------------------|--|
| ACUFF-ROSE GROUP | One Little Teardrop Too Late | Al Bell, MGM (P) |
| —ACUFF-ROSE | Wishing Ring | Al Bell, MGM (P) |
| — | Life Is a Heartache | Huckle Berry, MGM (P) |
| — | Driftwood | Huckle Berry, MGM (P) |
| — | See, But I'm Lonesome | Johnnie Ray, Col (P) |
| — | Congratulations to You | Guy Lombardo, Dec (P) |
| —MILENE | | |
| AMERICAN GROUP | Look Out the Window | Rosemary Clooney-Gene Autry, Col (P) |
| —CHOICE | Rack the Joint | Lola Ameche, Mer (P) |
| —ANDREA | Truthfully | Steve Gibson, RCA (P) |
| —BEACON | I Get the Biggest Thrill | Lee Bell, RCA (P) |
| —JIM BECK | Let Me Love You | Lee Bell, RCA (P) |
| — | I Didn't Mean to Be Mean | Curly Dalton, Col (P) |
| — | Roses in December | Robert Monet, Dec (P) |
| — | Outside of Heaven | Curly Dalton, Col (P) |
| —BOURNE | A Crushed Red Rose | Fred Waring, Dec (P) |
| —BREGMAN-VOCCO-DONN | Swing On Love | Woody Herman, MGM (P) |
| —BROADCAST | Heaven's-Heaven | Art and Dotky Todd, RCA (P) |
| —CARTLON | Why Don't You Love Me | Steve Gibson, RCA (P) |
| —CITY & COUNTRY | Please, Please | Jimmie Davis, Dec (P) |
| —CRESTWOOD | Makin' Love Tennessee Style | Hank Penny, RCA (P) |
| —DAVIS | Jing-A-Ling, Jing-A-Ling | Fontane Sisters, Dick Contino-M. Winterhalter, RCA (P) |
| —DELBORNE | Red Is for Roses | Low Ann Simms, Col (P) |
| —DISNEY | Ain't It a Gray Shame | Jane Turzy, Dec (P) |
| — | Please Have Mercy On Me | Little Richard, RCA (P) |
| —DRAKE | Talkin' to the Wall | Jimmie Davis, Dec (P) |
| —DREYER | | |
| —RALEIGH | Silver Bells | Fontane Sisters, Dick Contino, M. Winterhalter, RCA (P) |
| —ELLIOTT | Sally | Red Foley, Dec (P) |
| —FAMOUS | Don't Let the Stars Get in Your Eyes | Red Foley, Dec (P) |
| —PARAMOUNT | Don't Let the Stars Get in Your Eyes | Nola Ameche, Mer (P) |
| —FORREST | Angeline I Wander | Mel Torme, Cap (P) |
| —FOUR STAR SALES | Thumbelina | Jimmy Boyd, Col (P) |
| —FRANK | It's the End of the Line | Lou Ann Simms, Col (P) |
| —GALICCO | Casualty | Mel Torme, Cap (P) |
| —GARLOCK-SCHERER | I Walk Slowly | Dorothy Collins-Snoopy Lanson, Dec (P) |
| — | Bess, You Is My Woman | Jerry Gray, Dec (P) |
| —GERSHWIN | My Favorite Song | Jan Garber, Cap (P) |
| —JACK GOLD | | |
| —HERBERT GROUP | I Don't Care | Herb Kenny, MGM (P) |
| —FANBAR | | |
| —HILL & RANGE GROUP | I'm an Old, Old Man | Lefty Fitzgerald, Col (P) |
| —HILL & RANGE | You're Just Mine | Lefty Fitzgerald, Col (P) |
| —ST. LOUIS | I Brought It All on Myself | Little Richard, RCA (P) |
| —HICREST | My Love Song | Vic Damone, Mer (P) |
| —HOLLIS GROUP | | |
| —CROWWELL | Magie Music Box | David Rose, MGM (P) |
| — | Flavia | David Rose, MGM (P) |
| — | Dance to My Heart | Jo Stafford, Col (P) |
| —DARTMOUTH | Don't Say Love Has Ended | Johnnie Ray, Col (P) |
| —HOLLIS | Kamasutra | Buddy De Franco, MGM (P) |
| —HUB | No Deposit, No Return | Life and Miffie (Debbie Reynolds) and Barbara Ruick, MGM (P) |
| — | I'm So Afraid | Life and Miffie (Debbie Reynolds) and Barbara Ruick, MGM (P) |
| —KAVELIN | North Country | Kai Erickson, Dec (P) |
| —K&L STUOL | | |
| —LEEDS GROUP | Red Leaves on the Campana Green | M. Winterhalter, RCA (P) |
| —DUCNESS | Calling You | Herb Kenny, MGM (P) |
| — | Miss Mister Callaghan | Guy Lombardo, Dec (P) |
| —LEEDS | (I Yi Yi Yi) Wish Me Good Luck, Amigo | Mills Brothers, Dec (P) |
| — | Five String Banjo Boogie | Arthur "Guitar Boogie" Smith, MGM (P) |
| —LYNN | Guitar Jamboogie | Arthur "Guitar Boogie" Smith, MGM (P) |
| — | Yours | Jimmy Dorsey, Dec (P) |
| —E. B. MARKS | Marla, My Own | Xavier Cugat, Mer (P) |
| — | My Shave | Xavier Cugat, Mer (P) |
| —MASSEY | Bring Back the Sunshine | Kai Erickson, Dec (P) |
| —WELLIN | If I Didn't Love You So | Savannah Churchill, RCA (P) |
| —E. H. MORRIS | | |
| —MERIDIAN | Things I Might Have Been | Jan Garber, Cap (P) |
| —MUSIC PUBLISHERS HOLDING GROUP | | |
| —HARRIS | Begin the Beguine | Artie Shaw, RCA (P) |
| — | April in Paris | Vic Damone, Mer (P) |
| — | Give Me Your Love | Alan Dean, MGM (P) |
| — | The Little String Around Your Neck | Lee Montl Tunes, MGM (P) |
| — | Mr. Touchdown U. S. A. | Hugo Winterhalter, RCA (P) |
| —WOTMARK | J'm Thinking Tonight of My Blue Eyes | Bob Atcher, Col (P) |
| —PAXTON | Always in My Heart | Jimmy Dorsey, Dec (P) |
| —PEER INTERNATIONAL GROUP | Lazy River | Mills Brothers, Dec (P) |
| —BEER | | |
| —SOUTHERN | I Saw Mommy Kissing Santa | Jimmy Boyd, Col (P) |
| —RECENT GROUP | | |
| —HARMAN | Ni-Lili, Ni-Lo | Dinah Shore, RCA (P) |
| —ROBBINS GROUP | Street Scene | Buddy De Franco, MGM (P) |
| —ROBBINS | High Noon | Fred Waring, Dec (P) |
| —FEIST | Over the Rainbow | Life and Miffie (Debbie Reynolds) and Barbara Ruick, MGM (P) |
| — | I Cried for You | Life and Miffie (Debbie Reynolds) and Barbara Ruick, MGM (P) |
| —MILLER | Racamin' | Woody Herman, MGM (P) |
| —RUGBY | Jump Back, Honey | Lee Montl Tunes, MGM (P) |
| —RUSH | Jump Back, Honey | Vaughn Monroe-Sunny Gale, RCA (P) |
| — | The Night Before Christmas Song | Dorothy Collins-Snoopy Lanson, Dec (P) |
| —ST. NICHOLAS | The Night Before Christmas Song | Rosemary Clooney-Gene Autry, Col (P) |
| —SANTLY-JOY GROUP | Barrelly-N Barrelly of Roses | Mindy Carson, Col (P) |
| —SANTLY-JOY | All the Time and Everywhere | Mindy Carson, Col (P) |
| —SCHIRMER | Jurame | Jerry Gray, Dec (P) |
| — | Keep It a Secret | Dinah Shore, RCA (P) |
| —SHELDON | Keep It a Secret | Jo Stafford, Col (P) |
| —SPINLAN | Walking by the River | Art & Dotky Todd, RCA (P) |
| —BOB SMITH | So-So | Savannah Churchill, RCA (P) |
| —TALENT | Sweet Mama Put Him in Low | Vaughn Monroe-Sunny Gale, RCA (P) |
| —WEISS & BARRY | Be a Baby | Jane Turzy, Dec (P) |
| — | Half a Heart | Alan Dean, MGM (P) |

COL'BIA MAKES 7-INCH, 78 DISKS

NEW YORK, Oct. 25.—Columbia Transcriptions, the custom division of Columbia Records, is now producing a seven-inch 78-r.p.m. disk that will play for three minutes. The custom division is touting the platter for advertising messages, etc. A seven-inch 78-r.p.m. three-minute disk, which is a recent development in the industry, is being used by Modern and RPM Records, an indie firm, for their r.&b. deejay promotion copies.

• Total Sides for Week Released by Each Label

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

January 1, 1952, to Date

| LABEL | POPULAR | FOLK | RHYTHM & BLUES |
|----------|---------|------|----------------|
| CAPITOL | 4 | — | — |
| COLUMBIA | 12 | 4 | 1 |
| DECCA | 18 | 4 | — |
| MERCURY | 6 | — | — |
| MGM | 14 | 4 | — |
| RCA | 13 | 4 | 4 |

IT'S ALL GREAT MR. G.

Columbia's Concert No. 2 LP Answers Fan Prayers

NEW YORK, Oct. 25.—A lot of insatiable Benny Goodman fans are going to be in seventh heaven with this new Columbia set. The LP could well be called "Benny Goodman Hits the Road" for all the waxings in this deluxe package were recorded off the air from the ballrooms, hotels and clubs played by the Goodman orchestra during the fabulous 1930's, and the majority of the sides were never issued on wax previously. That they now are is a tribute to a B. G. fan turned engineer, Bill Savory, a little luck and the hard work of another B. G. aficionado, George Avakian, Columbia's jazz chief. Whatever the circumstances, the set features the B. G. orchestra in its most exciting, swinging period, playing blues, jump tunes, stomps, pops and standards with the enthusiasm and drive that created a new type of music and a host of frenzied followers.

As was the case with the "B. G. Carnegie Hall Concert," issued by Columbia in 1950, the tapes of which were reportedly found by Goodman's daughter while rummaging thru a closet, this set also has an unusual history. The air checks which compose the LP's were made by Columbia engineers while Savory was back in 1937-'38 as a hobby. The diskery, on the lookout for new Goodman material, after the nearly 100,000 sale of the Carnegie set, had Savory edit his platters for this new release. By working from these off-the-air waxings, Columbia was not only able to select previously unrecorded items, and the best of the many available, but also to capture the authentic sound of the original Goodman band, as it plied its tremendously exciting music before entranced jitterbugs and bobby-soxers in places like New York's Hotel Pennsylvania or Los Angeles' Palomar.

Everything is caught here, of that great Goodman band—the driving beat, the extremely fluid and unified ensemble work and the faultless phrasing and tone of the brass and reeds swinging those spare Fletcher Henderson and Jimmy Mundy arrangements. And, of course, the sizzling solos of Benny, Harry James, Gene Krupa, Lionel Hampton and others. In addition to the wild efforts, the set includes the smooth, chamber music-type jazz of the trio and quartet, as well as bright versions of then-current pops, by the orchestra's most fondly-remembered canaries, Helen Ward and liltin' Martha Tilton.

Goodman fans are liable to believe they are 10 years younger when they hear the original version of "St. Louis Blues" which was picked up from the Hartford Armory, featuring Goodman, Ziggy Elman, Harry James, Jess Stacey, Gene Krupa and a riff finale by the crew. But they are also likely to be knocked out with the Goodman version of "Caravan," which sounds like the genesis of "Sing, Sing, Sing," when Harry James takes his solo. "Clarinet Marmalade," also previously unwaxed by the orchestra, proves that a big group can play a Dixieland item successfully. The Goodman standards are here, too, including "Bugle Call Rag," "King Porter Stomp," "Always," "Down South Camp Meeting," "Roll Em," "Minnie the Mocher's Wedding Day," "Darktown Strutters' Ball," "Star dust" and the definitive recording

of "Sometimes I'm Happy." Even these well-known B. G. favorites featured different solos than the old releases. The disk has captured one (Continued on page 45)

Disk Bonanza Makes Sheet Bonanza Tough

ROCHESTER, N. Y., Oct. 25.—Chain store buyers far removed from Brill Building environs find that the stress many publishers place on records, and the resultant de-emphasis on sheet music promotion, often makes it difficult to reap the full potential of sheet sales on sudden hit ditties. At least that's the experience of S. W. Braverman, who buys all music of the 126 stores in the Neisner Brothers chain. The Neisner operation can move as many as 12,000-15,000 copies of a hit tune if it hops on the item fast. Too often, however, much time is lost tracing the resultant agent of a sudden hit. Also, information on what is available on sheet music is often casually dispersed. Even in the case of major publishers, says Braverman, data on which are the current plug tunes is hard to come by. Publisher contact men don't often get into the hinterlands, he observes.

Records, on the other hand, are effectively promoted to syndicate operations. While the stores in the Neisner chain buy disks individually, according to estimates of local jeeps, Braverman furnishes the outlets weekly reports on disk popularity, culled from all trade sources. Neisner stores cumulatively move as many as 25,000 copies of a hit waxing.

Windfall for BG's '37 Band

NEW YORK, Oct. 25.—The Columbia release of the "Benny Goodman Jazz Concert No. 2" (The Billboard, October 18), an album made up entirely of off-the-air recordings, has meant an unexpected windfall, totaling more than \$6,000, to the 17 musicians of the 1937-'38 Goodman band. American Federation of Musicians' scale paid by Columbia totaled \$4,882.25, including \$783.75 to Goodman as leader. B. G. mailed out the checks personally to such former sidemen as Gene Krupa, Harry James, Teddy Wilson, Lionel Hampton. Tapes for the dates were originally taken off the air by Columbia engineer Bill Savory, who sold them to Columbia with an advance against royalties. Another recent case where musicians received an unexpected pay check was for a recent RCA Victor waxing with Arturo Toscanini, which was also taken off the air. The musicians received \$26,000 total for this date.

5 GREAT SONGS!

- TAKE A CHANCE
 - YOU'LL NEVER GET AWAY
 - YOU DARLIN'
 - ROSANNE
 - THE AGNES WALTZ
- ABC MUSIC CORP.
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CAPITOL

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Another BMI Pin-Up Hit!
(Up the) LAZY RIVER
Published by Peer
Recorded by
Art Mooney (MGM)
Mills Brothers (Decca)
Phil Harris (Victor)
Tex Beneke (Coral)
Owen Bradley

2 Great Novelties
"FEET UP"
(Put Him on the PoPo)
"WALKIN' TO MISSOURI"
HAWTHORNE MUSIC CORP.
1619 Broadway New York 19, N. Y.

"FROSTY THE SNOWMAN"
and
"SUZY SNOWFLAKE"
Are on their way
HILL and RANGE
SONGS, INC.
Beverly Hills, Calif.

MINDY GUY
CARSON—MITCHELL
A Great Duet
'Cause I Love Ya
That's A-Why
SANTLY-JOY, INC.
1619 Broadway New York 19, N. Y.

• Total Number of Sides Released by Each Label

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

Week ending October 25, 1952

| LABEL | POPULAR | FOLK | RHYTHM & BLUES |
|----------|---------|------|----------------|
| CAPITOL | 462 | 156 | — |
| COLUMBIA | 279 | 181 | 101 |
| DECCA | 537 | 138 | 66 |
| MERCURY | 267 | 79 | 72 |
| MGM | 327 | 111 | 12 |
| RCA | 304 | 176 | 133 |



A Couple of Sweethearts

JO STAFFORD

Singing

DORIS DAY

Singing

ONCE TO EVERY HEART

with Paul Weston and his Orchestra

THE CHERRIES

with PERCY FAITH and his Orchestra

b/w "Keep It a Secret"
78 rpm 39891 ★ 45 rpm 4-39891

"Jambalaya" and "Early Autumn"
39838 ★ 4-39838

"You Belong to Me" and "Pretty Boy"
39811 ★ 4-39811

b/w "April in Paris"
78 rpm 39881 ★ 45 rpm 4-39881

*from the repertoire of Josef Marais and Miranda



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Greatest Renditions . . .

of TWO Favorite OLD BALLADS

MERCURY RECORDS



CHICAGO, ILLINOIS

IS IT HOT OR COOL?

Jazz Is Jumping in Detroit, But Takes a Dive in Dayton

DAYTON, O., Oct. 25.—Extracting admission money for jazz entertainments is proving tough here. Three such shows have fallen far below par at the box office.

Starter was Harry James and his band October 16, booked as the first name band in "Carousel," the only downtown public dance hall. It was an experiment. Harry drew only about 300 persons. At Lakeside Park several months ago he drew a crowd of more than 1,500.

"Jazz at the Philharmonic" came in October 17 to draw about 1,200 to Memorial Hall, which seats more than twice that number.

Third on the list was "Biggest Show of '52," sponsored by the local REC (Recreation) club and presented in the University of Dayton field house. It seats nearly 5,000 and about 3,000 showed up, not enough to cover the necessary outlay.

Next to appear will be Billy Eckstine, George Shearing and Count Basie October 31, in Memorial Hall. Then will come the Mills Brothers, Woody Herman and Dinah Washington, at the same place November 3, with afternoon and evening performances.

James was \$2.25 per person. "Jazz" and "Biggest Show" were \$3.50 tops. Eckstine will be the same, but Mills Brothers will drop to \$3.

DETROIT, Oct. 25.—Success of the musical shows at the Michigan State Fair last month (The Billboard, September 13) has inspired a small wave of similar bookings, with the first unit, "Jazz at the Philharmonic," off to a good start last Saturday (18) at the Broadway-Capitol Theater. Using some of the same personalities who played the Fair, the 3,367-seat house grossed \$17,000 in shows at 8:30 p.m., and midnight. Attendance was 7,500 for the two shows, with sales stopping at 6:00 p.m., and turnaways at both shows. Stars of the jazz unit were Ella Fitzgerald, the Gene Krupa Trio, Buddy Rich and the Oscar Peterson Trio. Admission was scaled at \$2 to \$3.75.

Sunday (26) The Fox, a 5,500-seat house, has booked "The Biggest Show of '52," starring Nat (King) Cole, the Stan Kenton orchestra and Sarah Vaughan, for two performances at 6:30 and 9:00 p.m.

Next Saturday (1) the Broadway-Capitol has another concert for two similar performances, with the same price scale, starring Billy Eckstine, the Count Basie band and the George Shearing Quintet.

TV SONGBOOK

75 Standard Tunes Listed In New Tome

NEW YORK, Oct. 25.—Shapiro-Bernstein's TV Song Production Book, containing the words and music of 75 standard songs, together with suggestions for their presentation via television and radio, was mailed to the trade this week. Tome follows shortly after the release of the Chappell Song Book (The Billboard, October 25). The Shapiro-Bernstein tome, like Chappell's, indicates the awareness of publishing firms to the specialized music needs of television. Broadcast Music, Inc., set the pattern months ago with the publication of TV Sketchbook, a venture participated in by many BMI publishers. The S-B publication, and the Chappell book before it, are the first efforts made by ASCAP-affiliated firms.

S-B Song Production Book contains sketches by Dick Rogers, edited by Elliot Shapiro and Robert C. Haring. A foreword notes that "the ideas for sketches have been purposely made flexible to permit a small cast and a small budget." The suggestions, it is noted, may be amplified and are offered merely as suggestions.

The tunes, arranged alphabetically, include such all-time great numbers as "Alabama Bound," "Beautiful Ohio," "12th Street Rag," "Why Did I Kiss That Girl?" "Wagon Wheels," "That's My Weakness Now," etc.

PIANO CAREER THRU DISKS

Westminster LP's Build Stature of Badura-Skoda

NEW YORK, Oct. 25.—Pop artists who catapult to stardom via a couple of hit records are not too uncommon, but it is a rarity when the pattern makes itself evident in the classical field. Yet Paul Badura-Skoda, longhair Viennese pianist, kicks off an ambitious debut concert tour in the United States early next month, booked largely as a result of the following he has won here on wax.

The first disk effort by the 22-year-old pianist came about a couple of years ago when Westminster needed a pianist to fill the keyboard slot in a waxing of a Glinka trio. Impressed with his initial performance, the LP diskery recorded him in other chamber works, until his work in the Schubert "Trout" Quintet, was singled out for critical acclaim by American record reviewers. His first solo disk performance, of the Rimsky-Korsakov Piano Concerto, has sold almost 20,000 cop-

ies in the 15 months since it was released, an enviable sales record for any classical platter. Since then Badura-Skoda has cut some 15 solo disks, plus a substantial number of chamber works. Westminster has recently renewed his contract for five years.

Columbia Concerts, Inc., which books the pianist, Stateside, signed Badura-Skoda prior to the Westminster pact, but has waited until this season to introduce him to the American public. CCI exec Andre Mertens admits the artist's platter reputation made it relatively simple to book top concert dates. Liberal use of reviews accorded his Westminster etchings was made during this promotional phase.

Highlight appearances by Badura-Skoda include a date with the National Symphony Orchestra, a Town Hall recital early in January and a concert with the New York Philharmonic on February 12.

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HUTTON**
and
**AXEL
STORDAHL**



*take their
Capitol bow
with a HIT
rendition
of*



*"Keep it a
Secret"*

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Moving Up the Lists
Current Release
**BLUES
IN
ADVANCE**
MARS RECORD No. 100



Woody Herman

The New Third Herd

New Release—MARS RECORD No. 400

**BABY
CLEMENTINE**

(vocal by Dolly Houston)

b/w **PERDIDO**

Current Releases Exclusively on **MARS RECORDS**

BLUES IN ADVANCE
(Vocal by Woody Herman)

TERRISSITA
(Instrumental) Mars Record-100

STOMPIN' AT THE SAVOY
(Instrumental)

JUMP IN THE LINE
(Vocal by Woody Herman) Mars Record-200

• All Mars Records available on 78 rpm and 45 rpm.

EARLY AUTUMN
(Vocal by Woody Herman)

CELESTIAL BLUES
(Instrumental) Mars Record-300

Coming Soon!
**WOODY HERMAN
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ON MARS**
Mars Record LP Album No. 7

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Management: ABE TURCHEN, 309 West 57th
Street, New York 19, N. Y.

MARS RECORDS
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**WOODY HERMAN
and The New Third Herd**
Now on Tour
Concerts and One-Nighters
Opening November 17
HOTEL STATLER
New York City

**THE BILLBOARD Music
Popularity Charts**

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

HONOR ROLL OF HITS

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Popularity Chart based on reports received October 22, 23, 24.

Last Week | This Week

- 1. You Belong to Me**
By Pee Wee King, Bob Stewart and Chilton Price—Published by Riddaway (BMI)
RECORDS AVAILABLE: G. Auld, Coral; B. Carter, V 20-5003; H. Foster and Royce, Republic 7013; J. Garber, Cap 2148; M. Griffin, Col 39857; T. Hayes, V 20-4943; J. Jones, MGM 11295; M. Katz, Cap 2295; A. Laurie, Oak 6915; E. McGriff-Sony VIII, Jubilee 5094; D. Martin, Cap 2345; F. Martin, V 20-4893; G. Martin, Dec 2828; P. Page, Mercury 5899; T. Smith, United 133; J. Stafford, Weston Ori, Ori 39811; J. Stanton, Top 340; S. Thompson, Mercury 6467.
ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Theauris; Henry Jerome, Lang-Worth; Earl Shelton, Associated.
- 2. I Went to Your Wedding**
By Jesse Robinson—Published by St. Louis (BMI)
RECORDS AVAILABLE: K. Bass, Coral 60847; J. Bond-H. Carter, Col 21007; M. Brooks, Okeh 6916; S. Gibson and Red Cap, V 20-4815; S. Kew, Col 39856; Little Spide, Jubilee 5091; G. Lombardo, Dec 28411; G. Martin, Dec 28348; P. Page, Mercury 5899; J. Selph, Rosemary; H. Snow, V 20-4906; P. Starr, Top 339; J. Waddy, Cap 2221; F. Wright, Savoy 860.
ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Theauris; Earl Shelton, Associated.
- 3. Jambalaya**
By Hank Williams—Published by Acuff-Rose (BMI)
RECORDS AVAILABLE: R. Allen, Dec 28451; Camarata Ori-S. Lamm, Dec 28367; N. Herb-F. Wayne, Coral 6816; Moss Mulligan, King 2106; J. Selph, Rosemary; J. Stafford, Col 39838; J. Stanton, Top 340; T. Turner, Okeh 6907; T. Tyle, V 20-4942; Hank Williams, MGM 11293.
ELECTRICAL TRANSCRIPTION LIBRARIES: Leon Payne, Lang-Worth; Dore Terry, Associated.
- 4. Wish You Were Here**
By Harold Rome—Published by Chappell (ASCAP)
RECORDS AVAILABLE: M. Brooks, Top 337; J. Cassidy, V 14-0617; E. Fisher-H. Wintersater, V 20-4830; J. Frank, Col 3154; Harmonica, Mercury 5900; G. Lombardo, Dec 28108; F. Warren, MGM 11270.
ELECTRICAL TRANSCRIPTION LIBRARIES: Lemmy Herman, Lang-Worth; Earl Shelton, Associated.
- 5. Glow Worm**
By Paul Lincke—Published by E. B. Marks (BMI)
RECORDS AVAILABLE: F. Carter, Col 37567; G. Carter, McGregg 510; Horner & Jukilo, King 15203; S. Jones, V 20-1093; H. Lutz, Imperial 1044; J. Meyer, Cap 2748; Mills Brothers, Dec 25281; Paulette Goddard, Col 39840; H. Suggs, King 15203; C. Wynn, Old Time Records 8004; G. Wynn, Cap 1092; E. Zach, Mercury 10009; Three Suns, V 20-3702; H. Winterhalter, Col 38704.
ELECTRICAL TRANSCRIPTION LIBRARIES: Dick Jurgens, Charles Magnolia, Associated; Fernie Cole, Low White, Al Trace, Milton Charles, Cavalcade De D'Artega, Modern Mademoiselle, Lang-Worth.
- 6. Meet Mr. Callaghan**
By Eric Sporn—Published by Leeds (ASCAP)
RECORDS AVAILABLE: B. Atkins, V 20-4896; C. Carroll, Dec 26773; H. Grove Trio, London 1248; Harmonica, Mercury 5900; Melochrine Strings, V 20-4891; M. Miller, Col 39851; L. Paul-M. Ford, Cap 2193; V. Scandling Trio, Top 339; P. Todd, MGM 10640; L. Webb, Coral 60829.
ELECTRICAL TRANSCRIPTION LIBRARIES: Earl Selton, Associated.
- 7. Half as Much**
By Curley Williams—Published by Acuff-Rose (BMI)
RECORDS AVAILABLE: L. Ballard, Grenobel 804; R. Clooney, Col 39710; K. Griffin, Col 39809; G. Lombardo, Dec 28271; M. Martel, Top 336; H. Marks, Mercury 6366; D. Warrington, Mercury 6294; C. Williams, Col 20879; H. Williams, MGM 11292.
ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gault, Lang-Worth; Leon Payne, Lang-Worth; Earl Shelton, Associated.
- 8. It's in the Book**
By Johnny Standley-Art Thorne—Published by Magnolia (BMI)
RECORDS AVAILABLE: A. Bernie, Mercury 5911; J. Standley-Horace Heild, Cap 2744.
- 9. Because You're Mine**
By Nicholas Broderick-Sammy Cahn—Published by Felt (ASCAP)
RECORDS AVAILABLE: Nat (King) Cole, Cap 2212; B. Eckstine, MGM 11301; M. Lanza, V 30-5914; J. Palt, Dec 26337; B. Wayne, Mercury 5897.
ELECTRICAL TRANSCRIPTION LIBRARIES: E. T. Terry, Associated.
- 10. Trying**
By Billy Vaughn—Published by Randy Smith (ASCAP)
RECORDS AVAILABLE: J. Desmond, Coral 60823; E. Fitzgerald, Dec 28376; Milltoppers, Dot 15018; G. Martin, Dec 28322; J. Palmer, Mercury 5904; T. Rhodes, King 4556.

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STRONG WORDS?

JUDGE FOR YOURSELF

THE MOST PROMISING NEW SHOW BUSINESS PERSONALITY OF THE DECADE!

John Arcesi



Hit Record...

**'WILD
HONEY'**

Record No. 2206

New Record Release...

**'I'm Alone Because
I Love You'** and
'I Promise You'

Record No. 2270

opening

**THUNDERBIRD
HOTEL - OCT. 30th**

Act written, directed
and staged by **RAY GILBERT**
Music conducted and arranged
by **LLOYD SHAFFER**



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

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

MANAGEMENT:
General Artists Corporation

PUBLIC RELATIONS
Leo Guild & Associates

THE BILLBOARD Music Popularity Charts

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

Records Most Played by Disk Jockeys

Based on reports received October 22, 23 and 24

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

| POSITION | Weeks Last | Title | Artist | Label |
|----------|------------|-------------------------------|---------------------------|------------------------------------|
| 13 | 1 | 1. YOU BELONG TO ME | J. Stafford | Col(78)19811; (45)4-39811-BMI |
| 9 | 2 | 2. I WENT TO YOUR WEDDING | P. Page | Mercury(78)5899; (45)5899X45-BMI |
| 6 | 4 | 3. GLOW WORM | Mills Brothers | Decca(78)28384; (45)9-28384-BMI |
| 15 | 3 | 4. WISH YOU WERE HERE | E. Fisher-H. Winterhalter | V(78)20-4830; (45)47-4830-ASCAP |
| 9 | 6 | 5. YOU BELONG TO ME | P. Page | Mercury(78)5899; (45)5899X45-BMI |
| 10 | 5 | 6. JAMBALAYA | J. Stafford | Col(78)19811; (45)4-39811-BMI |
| 6 | 9 | 7. IT'S IN THE BOOK | J. Standley | Cap(78)12219; (45)F-2249-BMI |
| 7 | 7 | 8. I SHOULD CARE | R. Hanagan | V(78)20-4883; (45)47-4883-ASCAP |
| 10 | 10 | 9. MEET MR. CALLAGHAN | L. Paul | Cap(78)12193; (45)F-2193-ASCAP |
| 22 | 12 | 10. SOMEWHERE ALONG THE WAY | Nat (King) Cole | Cap(78)12069; (45)F-2069-ASCAP |
| 5 | 11 | 11. LADY OF SPAIN | E. Fisher-H. Winterhalter | V(78)20-4953; (45)47-4953-ASCAP |
| 4 | 14 | 12. OUTSIDE OF HEAVEN | E. Fisher-H. Winterhalter | V(78)20-4953; (45)47-4953-ASCAP |
| 8 | 19 | 13. YOU BELONG TO ME | D. Martin | Cap(78)12165; (45)F-2165-BMI |
| 26 | 13 | 14. HALF AS MUCH | R. Clooney | Col(78)19910; (45)4-39910-BMI |
| 3 | 19 | 15. MY FAVORITE SONG | Ames Brothers | Coral(78)60846; (45)9-60846-ASCAP |
| 11 | 15 | 16. TRYING | Hilltoppers | Dot(78)15018; (45)47-15018-ASCAP |
| 1 | — | 17. WHY DON'T YOU BELIEVE ME? | J. James | MGM(78)11333; (45)K-11333-ASCAP |
| 1 | — | 18. FORGETTING YOU | R. Hayes | Mercury(78)5910; (45)5910X45-ASCAP |
| 3 | 16 | 19. TAKES TWO TO TANGO | P. Bailey | Coral(78)60817; (45)9-60817-ASCAP |
| 6 | 22 | 20. BLUES IN ADVANCE | D. Shore | V(78)20-4926; (45)47-4926-BMI |
| 12 | 8 | 21. HIGH NOON | F. Laine | Col(78)19970; (45)4-39970-ASCAP |
| 5 | 17 | 22. YOU'LL NEVER GET AWAY | T. Brewer-D. Cornell | Coral(78)60829; (45)9-60829-ASCAP |
| 3 | — | 23. BECAUSE YOU'RE MINE | M. Lanza | V(78)10-3914; (45)49-3914-ASCAP |
| 5 | — | 24. STRING ALONG | Ames Brothers | Coral(78)60804; (45)9-60804-BMI |
| 1 | — | 25. TO KNOW YOU | P. Como | V(78)20-4959; (45)47-4959-ASCAP |
| 1 | — | 26. BUNNY HOP | R. Anthony | Cap(78)12251; (45)F-2151-BMI |
| 1 | — | 27. BLUE VIOLINS | H. Winterhalter | V(78)20-4997; (45)47-4997-ASCAP |
| 1 | — | 28. NINA NEVER KNEW | J. Desmond | Coral(78)60848; (45)9-60848-ASCAP |
| 2 | 25 | 29. NO TWO PEOPLE | Doris Day-D. O'Connor | Col(78)19963; (45)4-39863-ASCAP |
| 1 | — | 29. HEART AND SOUL | Four Aces | Decca(78)28390; (45)9-28390-ASCAP |

VOX JOX

By GENE PLOTNIK

Chatter

Canadian disk jockeys are concerned over a new regulation proposed by the Canadian Broadcasting Corporation. According to the rule, 40 per cent of each station's air time would have to be of Canadian origin. Deceays fear that the rule would either do away with their form of program altogether or force them to chatter more. Bob Murphy, of WJBK, Detroit, was the moving spirit in getting the Tattletales together with Dave Usher, of Decca Records, for their new release of "What Else Is There to Do?"

Alonso Squires, sightless deejay of Charlotte, N. C., has started two daily shows on WGIV there. Hal Davis, former program director and early-morning jock at KING, Seattle, Wash., is now manager of KGAE, Salem, Ore., airing 23 hours a week of his own platter shows under the name, "Big Jam Dandy the Chemo-kid Kid." KKYV, Houston, Tex., has acquired a library of 6,000 45 r.p.m. records from RCA Victor, and another batch of 7,200 titles by signing with World Transcription Library. Bill Silbert has a new 11:15-to-midnight show on WABD, the Du Mont Television station.

YESTERYEARS' TOPS

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

• OCTOBER 31, 1942

1. White Christmas
2. Praise the Lord and Pass the Ammunition
3. Kalamazoo
4. Serenade in Blue
5. My Devotion
6. Der Fuehrer's Face
7. Strip Polka
8. Just As Tho You Were Here
9. When the Lights Go On Again

• NOVEMBER 1, 1947

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

in New York. Dorothy Thronsdon, of KYA, San Francisco, says "Goodbye forever." She's leaving for Europe next month. The Junior Radio Council of Cleveland has named Joe Mulvihill, of WTAM, and Phil McLean, of WERE, as top disk jockeys in the area.

Gimmix

Chuck Thompson, of WFOR, Hattiesburg, Miss., got publicity in local papers via UP and in an up-coming issue of Tab Magazine when it became known that Fimer, of his "Chuck and Elmer Show," was a real live rooster, the only one in radio. Chuck's theme is "Elmer's Tune" via various etchings of it. Chuck and Elmer go to WIMA, Lima, O., the end of this month. Joe Ryan, of WALL, Middletown, N. Y., has local people tape record station breaks for his afternoon "Joe Ryan Show." Joe has selected Aquaviva's disk of "Curtain Time" as the theme for the new show. Jerry Kay, of WVEZ, New Orleans, had the Four Aces on his show Monday (20) and the next day ran a contest in which he gave away an album of their records to the first person to call in and give the correct first names of the quartet. Del Gore is selecting a song each week that he believes is due to make the Honor Roll and is playing it daily on his afternoon "KROW Kaper" show via KROW, Oakland, Calif. His first selection last week was Stan Kenton's new "Lonesome Train" waxing on Capitol.

Best Selling Sheet Music

Based on reports received October 22, 23 and 24

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

| POSITION | Weeks Last | Title | Artist |
|----------|------------|-----------------------------------|-----------------------------|
| 10 | 1 | 1. YOU BELONG TO ME (R) | Ridgeway |
| 8 | 2 | 2. I WENT TO YOUR WEDDING (R) | St. Louis |
| 7 | 6 | 3. JAMBALAYA (R) | Acuff-Rose |
| 14 | 4 | 4. WISH YOU WERE HERE (F) | Chappell |
| 20 | 3 | 5. HALF AS MUCH (R) | Acuff-Rose |
| 18 | 5 | 6. AUF WIEDERSEHN, SWEETHEART (R) | Hill & Range |
| 17 | 7 | 7. SOMEWHERE ALONG THE WAY (R) | United |
| 5 | 9 | 10. MEET MR. CALLAGHAN (R) | Leeds |
| 7 | 13 | 11. WALKIN' TO MISSOURI (R) | Hawthorne |
| 2 | 15 | 12. GLOW WORM (R) | E. B. Marks |
| 10 | 10 | 13. HIGH NOON (R) (F) | Feist |
| 1 | — | 13. WHITE CHRISTMAS (R) | Berlin |
| 19 | 11 | 15. WALKIN' MY BABY BACK HOME (R) | De Sylva, Brown & Henderson |

Songs With Greatest Radio Audiences (ACI)

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

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

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| | | |
|-----|--------------------------------------|-----------------------------------|
| 1. | Auf Wiederseh'n Sweetheart (R) | Hill & Range—BMI |
| 2. | Because You're Mine (R) | Feist—ASCAP |
| 3. | Everything I Have Is Yours (R) | Robbins—ASCAP |
| 4. | Forgetting You (R) | De Sylva, Brown & Henderson—ASCAP |
| 5. | Glow Worm (R) | E. B. Marks—BMI |
| 6. | Half As Much (R) | Acuff-Rose—BMI |
| 7. | I Went to Your Wedding (R) | St. Louis—BMI |
| 8. | I'm In (R) | Dunaway—ASCAP |
| 9. | I'm Never Satisfied (R) | Geo. Simon—ASCAP |
| 10. | Jambalaya (R) | Acuff-Rose—BMI |
| 11. | Lady of Spain (R) | Sam Fox—ASCAP |
| 12. | Line O' Me Tree (R) | Burns—ASCAP |
| 13. | Meet Mr. Callaghan (R) | Leeds—ASCAP |
| 14. | My Love and Devotion (R) | Shapiro-Bernstein—ASCAP |
| 15. | Roses of Yesterday (R) | Berlin—ASCAP |
| 16. | Ruby and the Pearl (R) | Fa—ASCAP |
| 17. | Somebody Loves Me (R) | Harman—ASCAP |
| 18. | Strip Polka (R) | Broadway—BMI |
| 19. | Strip Along (R) | Regent—BMI |
| 20. | Take Me in Your Arms and Hold Me (R) | Hill & Range—BMI |
| 21. | Takes Two to Tango (R) | Harman—ASCAP |
| 22. | Thanks to You (R) | Parsons—ASCAP |
| 23. | Thill the End of the World (R) | Southern—ASCAP |
| 24. | To Know You Is to Love You (R) | Robson—ASCAP |
| 25. | Where Did the Night Go (R) | Chappell—ASCAP |
| 26. | Whispering Serenade (R) | Chappell—ASCAP |
| 27. | Wish You Were Here (R) | Chappell—ASCAP |
| 28. | You Belong to Me (R) | Ridgeway—BMI |
| 29. | You'll Never Get Away (R) | Burns—ASCAP |
| 30. | Zim a Little Zom (R) | Berlin—ASCAP |

Top 10 in Television

| | | |
|-----|--------------------------------|------------------|
| 1. | Auf Wiederseh'n Sweetheart (R) | Hill & Range—BMI |
| 2. | Because You're Mine (R) | Feist—SCAP |
| 3. | Early Autumn (R) | Connelly—ASCAP |
| 4. | Half As Much (R) | Acuff-Rose—BMI |
| 5. | I Went to Your Wedding (R) | St. Louis—BMI |
| 6. | Jambalaya (R) | Acuff-Rose—BMI |
| 7. | Somewhere Along the Way (R) | United—ASCAP |
| 8. | Takes Two to Tango (R) | Harman—ASCAP |
| 9. | Wish You Were Here (R) | Chappell—ASCAP |
| 10. | You Belong to Me (R) | Ridgeway—BMI |

England's Top Twenty

| POSITION | Weeks Last | Title | Artist | Label |
|----------|------------|-----------------------------------|--------------------|-----------------------------|
| 17 | 1 | 1. HOMING WALTZ | Reine | Millet |
| 7 | 2 | 2. HERE IN MY HEART | Robt. Mellin, Ltd. | Mellin |
| 4 | 3 | 3. HALF AS MUCH | Robbins, Ltd. | Acuff-Rose |
| 14 | 4 | 4. HIGH NOON | Robbins | Feist |
| 6 | 11 | 5. ISLE OF INNISFREE | Peter Maurice | Leeds |
| 19 | 5 | 6. BLUE TANGO | Mills | Mills |
| 22 | 4 | 7. AUF WIEDERSEHN, SWEETHEART | Maurice | Hill & Range |
| 7 | 12 | 8. SUGARBUSH | Chappell | Schirmer |
| 11 | 10 | 9. WALKIN' MY BABY BACK HOME | Victoria | De Sylva, Brown & Henderson |
| 10 | 7 | 10. MEET MR. CALLAGHAN | Toff | Leeds |
| 16 | 8 | 11. I'M YOURS | Mellin | Albionquin |
| 10 | 12 | 12. SOMEWHERE ALONG THE WAY | Magna | United |
| 12 | 14 | 13. DAY OF JUBILO | Connelly | Montclare |
| 7 | 13 | 14. ROCK OF GIBRALTAR | Connelly | Montclare |
| 19 | 15 | 15. KISS OF FIRE | Duchet | Duchet |
| 14 | 16 | 16. TRUST IN ME | Lawrence Wright | Advanced |
| 3 | 17 | 17. FEET UP (Pat Him on the Pop!) | Cinephonic | Lawthorne |
| 5 | 17 | 18. WHEN YOU'RE IN LOVE | Connelly | Alamo |
| 1 | — | 19. FORGET ME NOT | Michael Reine | Parliament |
| 5 | 14 | 20. BUTCH-A-MIK | Kassner | Hollis |

COLUMBIA COUNTER-POINTS



The Pitch From Mitch

You'll note that down in the "display space" on the counter below, we've listed Johnnie Ray's new record. This one is a hum-dinger. To coin a phrase. We made the time was right. The Four Lads are in there with Johnnie, and as usual, Johnnie's right in there with that great style. He's been imitated oftener than Hildegarda, but in both cases there's only one. Insist on the original! This disc is coming out almost one year after his first big hit, a little thing you may remember called "Cry." It could be just as big, too. Give it a listen and see what you think. No wonder they throw parties for the boy!

With two Stafford records going great, and a Stafford-Laine duet giving them stiff competition, you may think we're crazy coming out with another one. But wait till you hear Jo on this! For a girl that's been great right since the start, it's hard to see how she could get any better, but she does, every time. With that great technique, she piles on warmth and feeling and such an all-around versatility you wonder what's coming next. Well, the next is "Keep It a Secret" and "Once to Every Heart," and with Paul Weston in the background, it looks as if there'll be four Stafford records on the best-seller lists.

Note, too, that this week we have two new records by two of our newest stars—Mindy Carson and Lu Ann Simms. Mindy's already on the hit charts with her duets with Guy Mitchell, and Lu Ann is due up there any minute. These girls have got what it takes to make great records, and you're going to find these two mighty satisfying. The whole week's release makes a wonderful cross-section of popular music. It's solid, Jack. Or, if you want to be mercenary about it, take out the comma, and it's solid Jack.

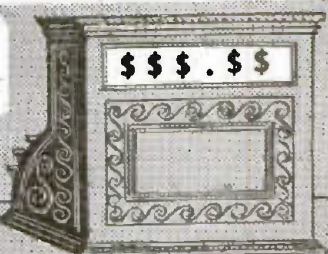
Mitch

his newest!

JOHNNIE RAY

GEE, BUT I'M LONESOME
DON'T SAY LOVE HAS ENDED

78 rpm 39814 • 45 rpm 4-39814



Folk Music

LEFTY FRIZZELL
I'M AN OLD, OLD MAN
YOU'RE JUST MINE
78 rpm 21034 • 45 rpm 4-21034

CURLY DAULTON
A CRUSHED RED ROSE
I DIDN'T MEAN TO BE MEAN
78 rpm 21032 • 45 rpm 4-21032

"LITTLE" **JIMMY DICKENS**
NO TEARS IN HEAVEN
HE SPOKE NOT A WORD
78 rpm 21033-s • 45 rpm 4-21033-s

Okeh Release

THE LAUGHING RECORD NO. 1

I'M THINKING TONIGHT OF MY
BLUE EYES
Vocal Solo and Sobbing by **BOB ATCHER**
Okeh 78 rpm 6925 • 45 rpm 4-6925

Popular Releases

JO STAFFORD with **PAUL WESTON**
KEEP IT A SECRET
ONCE TO EVERY HEART
78 rpm 39891 • 45 rpm 4-39891

MINDY CARSON with **PERCY FAITH**
ALL THE TIME AND EVERYWHERE
BARRELS 'N' BARRELS OF ROSES
78 rpm 39889 • 45 rpm 4-39889

LU ANN SIMMS with **PERCY FAITH**
RED IS FOR ROSES
IT'S THE END OF THE LINE
78 rpm 39890 • 45 rpm 4-39890

Children's Records

JIMMY BOYD
I SAW MOMMY KISSING SANTA CLAUS
THUMBELINA
78 rpm Set MJV-152 • 45 rpm Set MJV 4-152

SQUARE DANCES FOR CHILDREN
Peter Piper with **Tony Mottola's Orchestra**
78 rpm Set MJV-147 • 45 rpm Set MJV 4-147

Recent Albums to Watch

SOUTH AFRICAN FOLK SONGS
Sarie Marais • Sugarbush • Mo Saps, Pa Saps
• Oh, Brandy, Leave Me Alone • When It Rains
• Animal Cries • Train to Kimberly • Pity the Poor Potato

JOSEF MARAIS and MIRANDA
"Ep" Cl 6224 • 45 Set 6-318

HOLLYWOOD'S BEST— Academy Award-winning songs

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

ROSEMARY CLOONEY and HARRY JAMES with **Harry James Orchestra**
"Ep" Cl 6224 • 45 Set B-319

LIBERACE at the piano

Stardust • Malaguna • Liebestraum • As Time Goes By • Carico • Warsaw Concerto • Polish National Dance in E-Flat Minor • "Moonlight" Sonata

LIBERACE with **Orchestra under the direction of George Liberace**
"Ep" Cl 6217 • 45 Set B-308 • 78 Set C-308

Best Sellers

Based on actual sales reports for week ending October 25

JO STAFFORD
JAMBALAYA
EARLY AUTUMN
39838 • 4-39838

JO STAFFORD
YOU BELONG TO ME
PRETTY BOY
39811 • 4-39811

FRANKIE LAINE
HIGH NOON
ROCK OF GIBRALTAR
39770 • 4-39770

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

GUY MITCHELL and MINDY CARSON
THAT'S A-WHY
TRAIN OF LOVE
39679 • 4-39679

FRANK SINATRA
THE BIRTH OF THE
BLUES
WHY TRY TO CHANGE
ME NOW
39882 • 4-39882

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

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

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

PERCY FAITH
FUNNY FELLOW
AMORADA
39874 • 4-39874

RAY PRICE
DON'T LET THE STARS
GET IN YOUR EYES
I LOST THE ONLY LOVE
I KNEW
21025 • 4-21025

GENE AUTRY
RUDOLPH, THE RED-
NOSED REINDEER
IF IT DOESN'T SNOW
ON CHRISTMAS
38610

COLUMBIA RECORDS

"Columbia", "Masterworks", "Blues", "EP" and "EP" Trade Marks Reg. U. S. Pat. Off. Harmonica Registrars

THE BILLBOARD Music Popularity Charts

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

• Best Selling Pop Singles

Based on reports received October 22, 23 and 24

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

| Weeks Last To date/Week/Week | POSITION | Title | Artist | Label |
|------------------------------|----------|-------------------------------|---------------------------|----------|
| 10 1 | 1 | I WENT TO YOUR WEDDING | P. Page | Mercury |
| 13 2 | 2 | YOU BELONG TO ME | J. Stafford | Columbia |
| 5 3 | 3 | IT'S IN THE BOOK PARTS I & II | J. Stodley | Columbia |
| 6 4 | 4 | GLOW WORM | Mills Brothers | Decca |
| 10 5 | 5 | JAMBALAYA | J. Stafford | Columbia |
| 16 4 | 6 | WISH YOU WERE HERE | E. Fisher-H. Winterhalter | Vocalion |
| 10 8 | 7 | TRYING | Hilltoppers | Dot |
| 10 7 | 8 | MEET MR. CALLAGHAN | L. Paul | Columbia |
| 3 17 | 9 | WHY DON'T YOU BELIEVE ME? | J. James | MGM |
| 5 12 | 10 | OUTSIDE OF HEAVEN | E. Fisher-H. Winterhalter | Vocalion |
| 17 9 | 11 | HIGH NOON | F. LaRo | Columbia |
| 24 11 | 12 | HALF AS MUCH | B. Clooney | Columbia |
| 8 14 | 13 | BECAUSE YOU'RE MINE | M. Lane | Vocalion |
| 2 18 | 14 | YOURS | Y. Lynn | London |
| 6 16 | 15 | TAKES TWO TO TANGO | P. Bailey | Coral |
| 9 10 | 16 | YOU BELONG TO ME | P. Page | Mercury |
| 4 13 | 17 | LADY OF SPAIN | E. Fisher-H. Winterhalter | Vocalion |
| 2 22 | 18 | HEART AND SOUL | Four Aces | Decca |
| 2 22 | 19 | HOLD ME, THRILL ME, KISS ME | B. Chandler | Coral |
| 1 - | 19 | I | D. Cornell | Coral |
| 22 18 | 21 | SOMEWHERE ALONG THE WAY | Nat (King) Cole | Columbia |
| 20 21 | 21 | AUF WIEDERSEHN SWEETHEART | Y. Lynn | London |
| 12 23 | 23 | WALKIN' TO MISSOURI | S. Hays | Columbia |
| 9 26 | 24 | YOU BELONG TO ME | D. Marlin | Columbia |
| 7 19 | 25 | HIGH NOON | Tex Ritter | Columbia |
| 1 - | 26 | THAT'S A WHY | G. Mitchell-M. Carson | Columbia |
| 1 - | 27 | SQUEEZE ME | Four Aces | Decca |
| 4 25 | 28 | FAITH CAN MOVE MOUNTAINS | Nat (King) Cole | Columbia |
| 1 - | 28 | MY FAVORITE SONG | G. Gibbs | Mercury |
| 2 - | 30 | BLUES IN ADVANCE | D. Shore | Vocalion |

• Best Selling Classical Albums

| Weeks Last To date/Week/Week | POSITION | Title | Artist | Label |
|------------------------------|----------|--|--|----------------|
| 1 | 1 | Beethoven: Symphony No. 9 | E. Farrell, N. Merriman, J. Pierce, M. Scott, R. Shaw, Chorale, NBC Symphony Ork. A. Toscanini, conductor. | V (33) LM-6009 |
| 5 | 2 | Shaw: Don Juan in Hell | Col (33) SL-106 | |
| 2 | 3 | Berlioz: Harold in Italy; M. Primrose, Royal Philharmonic Ork. Sir Thomas Beecham, conducting | Col (33) M-4542 | |
| 2 | 4 | Rimsky-Korsakov: Scheherazade; San Francisco Symphony Ork. P. Monteux, conductor. | V (33) LM-1002 | |
| 4 | 5 | Rachmaninoff: Concerto for Piano and Ork. No. 2; A. Rubinstein, piano; NBC Symphony Ork. V. Goldschmidt. | V (33) LM-1005 | |

| Weeks Last To date/Week/Week | POSITION | Title | Artist | Label |
|------------------------------|----------|---|-----------------|-------|
| 1 | 1 | Tchaikovsky: Nutcracker Suite; Philadelphia Ork. E. Ormandy, conductor. | V (45) WDM-1020 | |
| 2 | 2 | Rachmaninoff: Concerto for Piano No. 2; NBC Symphony Ork. A. Rubinstein. | V (45) WDM-1075 | |
| 3 | 3 | Offenbach: Gazza Parigiana; Boston Pop Ork. A. Fleeter, conductor. | V (45) WDM-1147 | |
| 4 | 4 | Rimsky-Korsakov: Scheherazade; San Francisco Symphony Ork. P. Monteux, conductor. | V (45) WDM-920 | |
| 5 | 5 | Tchaikovsky: Swan Lake Ballet; St. Louis Symphony Ork. V. Goldschmidt, conductor. | V (45) WDM-1028 | |

DEALER DOINGS

By BOB FRANCIS

Make It Plain

The Music Box, of Oak Ridge, Tenn., comes up with a complaint against deejays. Its beef is basically one to which we have long subscribed, not against platter jocks in particular, but in regard to air interviews in general, both via radio and TV. "Why," asks this outlet, "don't they (the deejays) announce the title and artist after they play a record instead of before? Most people don't listen to a jockey show with constant and entire attention. But they do listen closely when a record catches their ear. So comes the end, and the jock advises neither title nor artist. The intrigued listener then goes shopping, hoping to find the proper record. He knows some of the words (maybe), part of the tune (sometimes) and has a vague idea of who the artist may be. All that he is really sure of is that he 'heard it on the radio.' The poor clerk then has to play '20 Questions' with him in an effort to pin down the particular platter. All because the deejay didn't bother to point up the information in the first place. We're getting a little tired of the '20 Questions' routine. How do other dealers feel about it?" It seems to us that the Music Box makes a legitimate point. We hear plenty of air interviewers who are guilty of the same thing. They intro their subjects with a flourish and then forget to mention their names again, with the result that a late tuner in winds up without the faintest idea as to whom they were talking. Obviously, deejays serve as critics of new and unfamiliar recordings. It would seem equally obvious that they should want the public to confirm their judgments by buying the platters. Q.E.D., it follows that they should make it easy as possible for an intrigued customer to follow thru. It seems as simple as that. . . . Incidentally, a communication advises that Mary Dee, who doubles as manager of Studio Dee Record Shop, Pittsburgh, Pa., and side-saddle deejay on WHOD, was a guest of delegate Edith Sampson at the opening of the new U. N. building in New York. Perhaps, Miss Dee, having a foot on both sides of the fence, can come up with a pertinent opinion on the above.

Album Aches

Keller Record Shop, Lansdowne, Pa., doesn't think much of Columbia's album release of Tony Bennett's successes. Being a re-cap thruout, "it has only a limited potential and adds up to nothing more than a catalog item." Keller is all for albums primarily featuring new releases, and points to the new Four Aces collection recently pressed by Decca. "They're leading off with a hit. Now when a customer asks for 'Heart and Soul' there's a good chance he'll buy the album. Here is a case where all the Four Aces records have not been previously released. The customer just doesn't have them. This does help the dealer!"

Reminder. . . Don't forget to write in your suggestion for holiday sales helps.

• Best Selling Children's Records

Based on reports received October 22, 23 and 24

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

| Weeks Last To date/Week/Week | POSITION | Title | Artist | Label |
|------------------------------|----------|--|---|-------|
| 12 1 | 1 | ROBIN HOOD (2) | M. Ham-B Map | Cap |
| 8 3 | 2 | BOZO HAS A PARTY (2) | B. May-E. Pala-G. Wyle-E. Hayes-L. E. Watkins | Cap |
| 142 2 | 3 | CINDERELLA (2) | I. Woods and Others | V |
| 6 8 | 4 | TWEET, TWEET, TWEET (1) | M. Ham-B Map | Cap |
| 7 5 | 5 | NOIST EATER (1) | M. Ham-B Map | Cap |
| 73 4 | 6 | LONE RANGER, VOL. I (He becomes the Lone Ranger) (1) | O. Trenle | Decca |
| 74 7 | 7 | PETER AND THE WOLF (2) | Sterling Holloway | V |
| 21 13 | 8 | TEDDY BEAR'S PICNIC (1) | Cap | |
| 194 - | 9 | LITTLE TOOT (1) | Don Wilson-The Starliners | Cap |
| 97 6 | 10 | TWEETY PIE (1) | M. Ham-B Map | Cap |
| 162 10 | 10 | ALICE IN WONDERLAND (1) | K. Beaumont-E. Wann | V |
| 197 - | 10 | BOZO AT THE CIRCUS (2) | A. Livingston-Vance (Pinto) Colvig | Cap |
| 63 13 | 13 | BOZO AND THE BERDS (2) | P. Colvig-B. May | Cap |
| 1 - | 13 | COUNTRY COUSINS (1) | D. Wilson-B. May | Cap |
| 1 - | 13 | HOPALONG CASSIDY AND THE TWO-LEGGED WOLF (1) | B. Boyd | Cap |

• Best Selling Pop Albums

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

| Weeks Last To date/Week/Week | POSITION | Title | Artist | Label |
|------------------------------|----------|-------------------------|-------------------------------|-------|
| 1 | 1 | MERRY WIDOW | Original Cast | MGM |
| 2 | 2 | WITH A SONG IN MY HEART | J. Freeman | Cap |
| 3 | 3 | LIBERACE AT THE PIANO | Liberace | Col |
| 4 | 4 | LOVELY TO LOOK AT | Original Cast | MGM |
| 5 | 5 | WISH YOU WERE HERE | Original Cast | V |
| 6 | 6 | BECAUSE YOU'RE MINE | M. Lane | V |
| 7 | 7 | BIG BAND BASH | B. May | Cap |
| 8 | 8 | AN AMERICAN IN PARIS | G. Kelly-G. Gueary-J. Green | MGM |
| 9 | 9 | KING AND I | Original Cast | Decca |
| 10 | 10 | SHOW BOAT | K. Grayson-A. Gardner-H. Keel | MGM |

| Weeks Last To date/Week/Week | POSITION | Title | Artist | Label |
|------------------------------|----------|------------------------------|---|-------|
| 3 | 1 | LIBERACE AT THE PIANO (4) | Liberace | Col |
| 3 | 1 | I'M IN THE MOOD FOR LOVE (4) | E. Fisher | V |
| 3 | 1 | WITH A SONG IN MY HEART (4) | J. Freeman | Cap |
| 4 | 1 | BIG BAND BASH (3) | B. May | Cap |
| 6 | 1 | MERRY WIDOW (4) | Original Cast | MGM |
| 7 | 1 | EDDIE FISHER SINGS (4) | E. Fisher | V |
| 7 | 1 | LOVELY TO LOOK AT (4) | Original Cast | MGM |
| 10 | 1 | SHOW BOAT (4) | Original Cast-K. Grayson-A. Gardner-H. Keel | MGM |
| 10 | 1 | AN AMERICAN IN PARIS (4) | G. Kelly-G. Gueary-J. Green | MGM |
| 10 | 1 | TOP POPS (4) | P. Carle | V |

• Classical Reviews

82 MOHRT: THE MAGIC FLUTE, OVERTURE; ROSSINI: THE BARBER OF SEVILLE, OVERTURE—DNC and NBC Symphony Orchestra; Arturo Toscanini, Cond. (1-7) V (45-EP) WEPR 14

This is a fine LP sampling. The two overtures, each extremely popular in its own right, make for a powerful platter entry in combination. Readings by Toscanini are top, with the compelling detail of his leadership and close attention to detail always in evidence. Sound, too, is what it might be. This, however, is not likely to cause any marked inhibition on sales.

80 BEETHOVEN: SONATA NO. 9, IN A, OP. 47 (Kreutzer)—Jascha Heifetz, violinist; Benno Moiseiwitsch, pianist (1-7) V (33) LM 1191

RCA Victor has heard to an ethical standard of sorts previously by clearly indicating the age of a disk that's reissued if a technical performance is great, even the the warning may not be up to modern standards from a technical standpoint. But nowhere on this entry is it stated that this is an older issue. Buyers, then, may show some signs at the lack of presence in the record, condensed further by a low volume level. The piano tone, especially, has a muggy quality. For many, however, the outstanding interpretation awarded the "Kreutzer" by the two artists will be redemption enough. Dealers should make a buck with this set, regardless.

80 CHOPIN: MUZURKAS; OP. 30 NOS. 3 AND 4; OP. 7, NOS. 2 AND 3; OP. 59, NO. 3—Vladimir Horowitz, pianist (1-7) V (45-EP) WEPR 31

Beautifully articulated readings of the five mazurkas are etched here by the master pianist. They make for a disk of sound value at the extended-play list of \$1.50. The record is especially suited for collectors who want a short take of Chopin without straddling LP bands for their selections.

80 TONALDOVSKY: ROMEO AND JULIET OVERTURE-FANTASY; HAELET OVERTURE-FANTASY, OP. 67—The Philadelphia Orchestra of London; Antal Fialkovsky, Cond. (1-11) V (45-EP) WEPR 31

Buyers who like either of these two overtures almost certainly favor the other, and MGM has shown good commercial sense in pairing the two on a single platter. The music inspired by the Shakespearean dramas is fanciful and passionate in the best Tchaikovsky tradition, and these values are stressed in the excellent readings by Fialkovsky. At the MGM price of \$4.85, the record should sell in proportion to the exposure accorded it.

The Duet of the Year!!!

VAUGHN MONROE

JUMP BACK and SO-SO

RCA VICTOR
20-5028
47-5028

SUNNY GALE

This week's

New Releases ... on RCA Victor

Release 82-11

Ships Coast to Coast November 2

POPULAR

- DINAH SHORE**
Keep It a Secret
20-5027—(47-4992)*
- VAUGHN MONROE-SUNNY GALE**
Jump Back Home
20-5028—(47-5028)*
- ART AND DOTTIE TODD With Orch.**
Heavenly-Heavenly
20-5029—(47-5029)*
- SAVANNAH CHURCHILL**
Walking by the River
20-5031—(47-5031)*
- HARRY HARDEN and His Orch.**
Too Late to Love You
20-5037—(47-5037)*

SACRED

- GEORGE BEVERLY SHEA**
Command and I'll Pray
20-5038—(47-5038)*

COUNTRY — WESTERN

- HANK PENNY**
Makin' Love Tennessee Style
20-5025—(47-5025)*
- LEE BELL**
I Got the Biggest Thrill
20-5026—(47-5026)*

RHYTHM-BLUES

- STEVE GIBSON AND THE ORIGINAL RED CAPS**
Why Don't You Love Me
20-5018—(47-5018)*
- LITTLE RICHARD**
Please Have Mercy on Me
20-5020—(47-5020)*

RESTORE TO CATALOG

- HUGO WINTERHALTER**
Red Leaves on the Campus Green
20-4261—(47-4261)*

CHILDREN'S

- ROY ROGERS**
Buffalo Billy
20-5022—(47-5022)*

*45 rpm cat. nos.

Going Strong...

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

- ⑤ **Dance of Destiny/Sleepy Time Gal**
Tony Martin 20-5008—(47-5008)*
- ⑤ **Lady of Spain/Outside of Heaven**
Eddie Fisher 20-4953—(47-4953)*
- ⑤ **You Do Something to Me/Lee Ah-Loo**
Mario Lanza 10-3961—(49-3961)*
- ⑤ **Because You're Mine/The Song the Angels Sing**
Mario Lanza 10-3914—(49-3914)*
- ⑤ **Wish You Were Here/The Hand of Fate**
Eddie Fisher 20-4830—(47-4830)*
- ⑤ **My Lady Loves to Dance/To Know You (Is to Love You)**
Perry Como 20-4959—(47-4959)*
- ⑤ **Older and Bolder/I'd Trade All of My Tomorrows**
Eddy Arnold 20-4954—(47-4954)*
- ⑤ **Fandango/Blue Violins**
Hugo Winterhalter 20-4997—(47-4997)*
- ⑤ **Blues in Advance/Bella Musica**
Dinah Shore 20-4926—(47-4926)*
- ⑤ **A Shoulder To Weep On/Why Don't You Believe Me?**
June Valli 20-5017—(47-5017)*
- ⑤ **When Hearts Are Young/Midnight Sleighride**
Sauter-Finigan Orchestra 20-4995—(47-4995)*
- ⑤ **Got You on My Mind/One Mint Julep**
Buddy Morrow 20-4868—(47-4868)*
- ⑤ **My Favorite Song/It Wouldn't Be the Same Without You**
Lily Ann Carol 20-4985—(47-4985)*
- ⑤ **I Went to Your Wedding/The Boogie Woogie Flying Cloud**
Hank Snow 20-4909—(47-4909)*
- ⑤ **Simmin' Again/Nickel and Dime Man**
Dorothy Loudon 20-4998—(47-4998)*

Coming Up...

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

- ★ **SHOULD CARE**
Ralph Flanagan Ork. 20-4835—(47-4835)*
Records Most Played by Disk Jockeys, Billboard, October 25th Issue
- ★ **MIDNIGHT SLEIGHRIDE**
Sauter-Finigan Ork. 20-4995—(47-4995)*
Disk Jockeys Pick, Billboard, October 25th Issue
- ★ **DOODLETOWN FIFERS**
Sauter-Finigan Ork. 20-4866—(47-4866)*
Records Most Played by Disk Jockeys, Billboard, October 25th Issue

TIPS KEEP IT A SECRET/HI LILLI, HI LO
Dinah Shore 20-4992—(47-4992)*

HEAVENLY HEAVENLY SLEEPER

One of the most puzzling—and interesting—things about the record business is that a disc by a new recording artist can come out of nowhere and zoom into the million-seller class. We think we have such a "sleeper" after hearing the Art and Dottie Todd disking of HEAVENLY-HEAVENLY.

Art and Dottie are making their debut on RCA Victor, and we think they are a vocal team with a tremendous future. HEAVENLY-HEAVENLY is a multiple-recording job, and thanks to some fine and fancy work by the redoubtable RCA Victor engineers, Art and Dottie act as their own chorus. The lyrics are in a sentimental vein, and the tune has a rhythmic beat.

We think HEAVENLY-HEAVENLY is a real sleeper, and we are reminded of other sleepers which have made show business history. A couple of years ago Phil Harris ambled into an RCA Victor studio and recorded THE THING, a novelty tune penned by Charley Green. It streaked to the best selling stratosphere in nothing flat. And it was at about that time that Mario Lanza recorded a batch of songs from a motion picture called TOAST OF NEW ORLEANS. They all sounded great to us, but the one that broke away from the pack was an item entitled BE MY LOVE. There's no way of telling definitely how big a record is going to be, but occasionally an exceptional disk comes along which has all the earmarks of a million-seller. We give you the appropriately earmarked HEAVENLY-HEAVENLY by Art and Dottie Todd. Listen to it—and watch it zoom!

P.S.: The flip is entitled BROKEN WINGS, also well worth your attention.

The stars who make the hits
are an

RCA VICTOR Records

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



**JUNE IS
BUSTING
OUT
ALL OVER**

**IN PHILLY, DETROIT,
BALTIMORE AND
ST. LOUIS**

**Julie
Valli**

with her terrific
recording of . . .

**'WHY DON'T YOU
BELIEVE ME'**

and
A SHOULDER TO WEEP ON
RCA Victor 20-5017
47-5017

RCA VICTOR RECORDS

**THE BILLBOARD Music
Popularity Charts**

**• Best Selling Pops
by Territories**

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

Each week, The Billboard in co-operation with Western Union, secures last minute sales reports from top dealers in the nation's largest record markets. Although the number of stores queried in each market does not necessarily constitute a scientific survey sample, these 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. I WENT TO YOUR WEDDING—P. Page—Mercury
2. YOU BELONG TO ME—J. Stafford—Columbia
3. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
4. BECAUSE YOU'RE MINE—M. Lanza—Victor
5. GLOW WORM—Milly Brothers—Decca
6. JAMBALAYA—J. Stafford—Columbia
7. AMF WIEDERSEHN, SWEETHEART—V. Lynn—London
8. YOURS—V. Lynn—London
9. HIGH NOON—F. Laine—Columbia
10. TAKES TWO TO TANGO—P. Bailey—Coral

CHICAGO

1. WHY DON'T YOU BELIEVE ME—J. James—MGM
2. I WENT TO YOUR WEDDING—P. Page—Mercury
3. TAKES TWO TO TANGO—P. Bailey—Coral
4. TRYING—Hilltoppers—Dot
5. YOU BELONG TO ME—J. Stafford—Columbia
6. JAMBALAYA—J. Stafford—Columbia
7. GLOW WORM—Milly Brothers—Decca
8. BECAUSE YOU'RE MINE—M. Lanza—Victor
9. BLUES IN ADVANCE—D. Shore—Columbia
10. STRING ALONG—Arms Brothers—Coral

LOS ANGELES

1. I WENT TO YOUR WEDDING—P. Page—Mercury
2. HOLD ME, THRILL ME, KISS ME—K. Chandler—Coral
3. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
4. YOU BELONG TO ME—P. Page—Mercury
5. YOU BELONG TO ME—J. Stafford—Columbia
6. JAMBALAYA—J. Stafford—Columbia
7. OUTSIDE OF HEAVEN—E. Fisher—H. Winterhalter—Victor
8. BECAUSE YOU'RE MINE—M. Lanza—Victor
9. IT'S IN THE BOOK—J. Standley—Capitol
10. HALF AS MUCH—R. Clooney—Columbia

PHILADELPHIA

1. I WENT TO YOUR WEDDING—P. Page—Mercury
2. YOU BELONG TO ME—J. Stafford—Columbia
3. WHY DON'T YOU BELIEVE ME—J. James—MGM
4. GLOW WORM—Milly Brothers—Decca
5. JAMBALAYA—J. Stafford—Columbia
6. MEET MR. CALLAGHAN—L. Paul—Capitol
7. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
8. I—D. Cornell—Coral
9. OUTSIDE OF HEAVEN—E. Fisher—H. Winterhalter—Victor
10. HALF AS MUCH—R. Clooney—Columbia

DETROIT

1. I WENT TO YOUR WEDDING—P. Page—Mercury
2. IT'S IN THE BOOK—J. Standley—Capitol
3. YOU BELONG TO ME—J. Stafford—Columbia
4. GLOW WORM—Milly Brothers—Decca
5. LADY OF SPAIN—E. Fisher—H. Winterhalter—Victor
6. HEART AND SOUL—Four Aces—Decca
7. YOURS—V. Lynn—London
8. TAKES TWO TO TANGO—P. Bailey—Coral
9. I—D. Cornell—Coral
10. MEET MR. CALLAGHAN—L. Paul—Capitol

BOSTON

1. WHY DON'T YOU BELIEVE ME—J. James—MGM
2. I WENT TO YOUR WEDDING—P. Page—Mercury
3. YOU BELONG TO ME—J. Stafford—Columbia
4. GLOW WORM—Milly Brothers—Decca
5. HIGH NOON—Y. Rittner—Capitol
6. TRYING—Hilltoppers—Dot
7. JAMBALAYA—J. Stafford—Columbia
8. IT'S IN THE BOOK—J. Standley—Capitol
9. HALF AS MUCH—R. Clooney—Columbia
10. HIGH NOON—F. Laine—Columbia

ST. LOUIS

1. IT'S IN THE BOOK—J. Standley—Capitol
2. GLOW WORM—Milly Brothers—Decca
3. I WENT TO YOUR WEDDING—P. Page—Mercury
4. TRYING—Hilltoppers—Dot
5. OUTSIDE OF HEAVEN—E. Fisher—H. Winterhalter—Victor
6. YOU BELONG TO ME—J. Stafford—Columbia
7. HEART AND SOUL—Four Aces—Decca
8. YOURS—V. Lynn—London

WASHINGTON, D. C.

1. I WENT TO YOUR WEDDING—P. Page—Mercury
2. YOU BELONG TO ME—J. Stafford—Columbia
3. MEET MR. CALLAGHAN—L. Paul—Capitol
4. IT'S IN THE BOOK—J. Standley—Capitol
5. LADY OF SPAIN—E. Fisher—H. Winterhalter—Victor
6. GLOW WORM—Milly Brothers—Decca
7. JAMBALAYA—J. Stafford—Columbia
8. INDIAN LOVE CALL—S. Whitman—Imperial
9. I—D. Cornell—Coral

DALLAS-FORT WORTH

1. I WENT TO YOUR WEDDING—P. Page—Mercury
2. YOU BELONG TO ME—J. Stafford—Columbia
3. IT'S IN THE BOOK—J. Standley—Capitol
4. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
5. YOU BELONG TO ME—P. Page—Mercury
6. HALF AS MUCH—R. Clooney—Columbia
7. YOU WIN AGAIN—T. Edwards—MGM
8. OUTSIDE OF HEAVEN—E. Fisher—H. Winterhalter—Victor
9. FORGETTING YOU—R. Hayes—Mercury
10. DANCE OF DESTINY—T. Martin—Victor

PITTSBURGH

1. GLOW WORM—Milly Brothers—Decca
2. IT'S IN THE BOOK—J. Standley—Capitol
3. I WENT TO YOUR WEDDING—P. Page—Mercury
4. TRYING—Hilltoppers—Dot
5. HEART AND SOUL—Four Aces—Decca
6. YOU BELONG TO ME—J. Stafford—Columbia
7. OUTSIDE OF HEAVEN—E. Fisher—H. Winterhalter—Victor
8. JAMBALAYA—J. Stafford—Columbia
9. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
10. WHY DON'T YOU BELIEVE ME—J. James—MGM

ATLANTA

1. IT'S IN THE BOOK—J. Standley—Capitol
2. YOU BELONG TO ME—J. Stafford—Columbia
3. I WENT TO YOUR WEDDING—P. Page—Mercury
4. JAMBALAYA—J. Stafford—Columbia
5. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
6. OUTSIDE OF HEAVEN—E. Fisher—H. Winterhalter—Victor
7. MEET MR. CALLAGHAN—L. Paul—Capitol
8. BECAUSE YOU'RE MINE—M. Lanza—Victor
9. GLOW WORM—Milly Brothers—Decca
10. TO KNOW YOU—P. Corro—Victor

NEW ORLEANS

1. YOU BELONG TO ME—J. Stafford—Columbia
2. I WENT TO YOUR WEDDING—P. Page—Mercury
3. JAMBALAYA—J. Stafford—Columbia
4. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
5. MEET MR. CALLAGHAN—L. Paul—Capitol
6. TRYING—Hilltoppers—Dot
7. GLOW WORM—Milly Brothers—Decca

DENVER

1. I WENT TO YOUR WEDDING—P. Page—Mercury
2. JAMBALAYA—J. Stafford—Columbia
3. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
4. YOU BELONG TO ME—J. Stafford—Columbia
5. IT'S IN THE BOOK—J. Standley—Capitol
6. HIGH NOON—F. Laine—Columbia
7. YOU BELONG TO ME—P. Page—Mercury

CINCINNATI

1. I WENT TO YOUR WEDDING—P. Page—Mercury
2. YOU BELONG TO ME—J. Stafford—Columbia
3. GLOW WORM—Milly Brothers—Decca
4. JAMBALAYA—J. Stafford—Columbia
5. IT'S IN THE BOOK—J. Standley—Capitol
6. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
7. HIGH NOON—F. Laine—Columbia
8. YOURS—V. Lynn—London
9. BECAUSE YOU'RE MINE—M. Lanza—Victor
10. MY FAVORITE SONG—G. Davis—Mercury

SEATTLE

1. IT'S IN THE BOOK—J. Standley—Capitol
2. GLOW WORM—Milly Brothers—Decca
3. I WENT TO YOUR WEDDING—P. Page—Mercury
4. JAMBALAYA—J. Stafford—Columbia
5. YOU BELONG TO ME—J. Stafford—Columbia
6. OUTSIDE OF HEAVEN—E. Fisher—H. Winterhalter—Victor
7. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
8. HEART AND SOUL—Four Aces—Decca

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AND
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MERCURY RECORDS, CHICAGO, ILL. * MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

THE BILLBOARD Music Popularity Charts

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

• Most Played Juke Box Records

... Based on reports received October 22, 23 and 24

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. Listing shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hit Music Popularity Chart, Part I.

| POSITION | Weeks | Last | This | to date/Week | Week | Notes |
|----------|-------|------|------|----------------------------------|---------------------------|--|
| 10 | 1 | 1 | 1 | I WENT TO YOUR WEDDING | P. Page | Mercury (78)5898 (45)5898X45—BMI |
| 12 | 2 | 2 | 2 | YOU BELONG TO ME | J. Stafford | Col (78)39811; (45)4-39811—BMI |
| 4 | 4 | 3 | 3 | GLOW WORM | Mills Brothers | Dec (78)28384; (45)9-28384—BMI |
| 10 | 3 | 4 | 4 | JAMBALAYA | J. Stafford | Col (78)39814; (45)4-39814—BMI |
| 13 | 4 | 5 | 5 | WISH YOU WERE HERE | E. Fisher-M. Winterhalter | V (78)20-4830; (45)47-4830—ASCAP |
| 8 | 7 | 6 | 6 | YOU BELONG TO ME | P. Page | Mercury (78)5899; (45)5899X45—BMI |
| 4 | 8 | 7 | 7 | LADY OF SPAIN | E. Fisher-M. Winterhalter | V (78)20-4953; (45)47-4953—ASCAP (Las Paul, Capitol 2285) |
| 8 | 6 | 8 | 8 | MEET MR. CALLAGHAN | L. Paul | Cap (78)2193; (45)F-2193—ASCAP |
| 2 | 13 | 9 | 9 | WHY DON'T YOU BELIEVE ME? | J. James | MGM (78)11333; (45)K-11333—ASCAP (R. Clooney-P. Faith Ork, Columbia 39631) |
| 23 | 9 | 10 | 10 | HALF AS MUCH | R. Clooney | Col (78)39710; (45)4-39710—BMI |
| 10 | 12 | 10 | 10 | TRYING | HitToppers | Dot (78)15018; (45)9-15018—ASCAP |
| 4 | 11 | 12 | 11 | OUTSIDE OF HEAVEN | E. Fisher-M. Winterhalter | V (78)20-4953; (45)47-4953—ASCAP (M. Whiting, Capitol 2217) |
| 10 | 10 | 13 | 13 | HIGH NOON | F. Lane | Col (78)39770; (45)4-39770—ASCAP (Y. Ritter, Capitol 2120; B. Keith, King 15194; L. Rora, London 1232; B. Hayes, MGM 11266) |
| 5 | 15 | 14 | 14 | COMES A-LONG A-LOVE | K. Starr | Cap (78)2213; (45)F-2213—ASCAP |
| 11 | 14 | 15 | 15 | INDIAN LOVE CALL | Slim Whitmon | Imperial (78)8156; (45)45-8156—ASCAP (R. Merrill-B. Peters, Victor 10-3786; L. Armstrong-G. Jenkins Ork, Decca 28076) |
| 10 | 17 | 16 | 16 | WALKIN' TO MISSOURI | S. Kaye | Col (78)39769; (45)4-39769—ASCAP (Rosa Morgan Ork, Decca 2835; K. Griffin, Columbia 39857) |
| 2 | 20 | 17 | 17 | YOURS | V. Lynn | London (78)1261; (45)45-1261—ASCAP V (78)10-3914; (45)49-3914—ASCAP |
| 7 | 25 | 17 | 17 | BECAUSE YOU'RE MINE | M. Louie | V (78)10-3914; (45)49-3914—ASCAP |
| 3 | 19 | 19 | 19 | BECAUSE YOU'RE MINE | Not (King) Cole | Cap (78)2212; (45)F-2212—ASCAP |
| 1 | — | 19 | 19 | TO KNOW YOU | P. Cane | V (78)20-4959; (45)47-4959—ASCAP |
| 2 | 22 | 21 | 21 | SETTIN' THE WOODS ON FIRE | J. Stafford-F. Lane | Col (78)39867; (45)4-39867—BMI (P. Warren, MGM 11334; M. Shiner-G. Martin Ork, Decca 28424; P. Wagoner, Victor 20-4996; H. Williams, MGM 11318) |
| 3 | — | 21 | 21 | BIM BAM BABY | F. Sinatra | Col (78)39619; (45)4-39619—ASCAP (J. Gayle, Capitol 2200; E. Skeets, Jub 6006) |
| 7 | 15 | 22 | 22 | I LAUGHED AT LOVE | S. Gale | V (78)20-4789; (45)47-4789—ASCAP (L. Armstrong, Decca 28394; B. Farrell, MGM 11343; R. Allen, Victor 20-4987) |
| 4 | 20 | 23 | 23 | JAMBALAYA | Hank Williams | MGM (78)11283; (45)K-11283—BMI |
| 3 | 22 | 23 | 23 | THREE LETTERS | K. Starr | Cap (78)2213; (45)F-2213—BMI (R. Brown, Atlantic 978) |
| 7 | — | 23 | 23 | TAKE ME IN YOUR ARMS AND HOLD ME | L. Paul-M. Ford | Cap (78)2193; (45)8-2193—BMI (D. Day-P. Faith Ork, Columbia 39786) |
| 2 | 25 | 27 | 27 | MY FAVORITE SONG | G. Gibbs | Mercury (78)5912; (45)9-2845—ASCAP (J. Garber Ork, Capitol 2264; E. Fitzgerald, Decca 28433; G. MacKenzie, Capitol 2256; C. Lord, MGM 11350; Ames Bros.-R. Block Ork, Coral 60846; E. McGrier, Jubilee 6019; Lily Ann Carol, Victor 20-4985; M. Caruso, Decca 1801) |
| 13 | 28 | 27 | 27 | SOMEWHERE ALONG THE WAY | Not (King) Cole | Cap (78)2069; (45)F-2069—ASCAP (G. Ammons, Decca 28221; G. Lombardo, Decca 28411; Y. Bennett-P. Faith Ork, Columbia 39685; J. Gray Ork, Decca 28141; H. Winterhalter Ork, Victor 20-4691) |
| 2 | 28 | 27 | 27 | BLUES IN THE NIGHT | B. Clooney | Col (78)1913; (45)4-1913—ASCAP (J. Lunceford Ork, Decca 28441; C. Hamilton, London 1210; E. Larkins, Decca 27982) |
| 4 | — | 27 | 27 | YOU BELONG TO ME | D. Martin | Cap (78)2165; (45)F-2165—BMI |
| 2 | — | 27 | 27 | YOU'LL NEVER GET AWAY | T. Brewer-D. Cornell | Coral (78)6029; (45)9-20828—ASCAP (The Holidays, King 15200; V. Mearns Ork, Victor 20-4942; Paulette Sisters-L. Clinton Ork, Columbia 39872) |

They're all rushing for



the Les Paul and Mary Ford



sensational Capitol record of...



MY BABY'S COMING HOME

(VOCAL BY MARY FORD)

CAPITOL 2265

B/W LADY OF SPAIN (Instrumental)



THE BILLBOARD Music Popularity Charts

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

FOLK TALENT AND TUNES

By JOHNNY SIPPPL

Artists' Activities

Wade Bay leaves a long location stay at Cowtown, Los Angeles, and his recent post as d.j. at KTLA, Pasadena, for a road tour thru Northern California and Arizona, booked by Reg Marshall. Ray is taking out a seven-piece, featuring Deuce Spriggins, who recently left Tex Williams.

Del Roy, of the Charley Adams-Pee Wee King-Redd Stewart music pubbery, leaves for two weeks of personal contact of Coast d.j.'s, Erich Aberbach, of Hill & Range, has returned to Hollywood after several weeks of contacting platter pilots in the Coast area. Acuff-Rose is sending Fred Rose to the Coast, with Murray Nash going thru the Midwest, while Wesley Rose heads for New York in November.

Bill McDaniel, of WSM, Nashville, reports that the station's "Sunday Down South" webber will feature the following country talent; Lonzo and Oscar, No-

vember 2; Chat Atkins, 16, and Red Foley, 23. The "Aunt Jemima Home Folks" show featured as week long guests Cow-boy and Cathy Copas, starting

C&W Records to Watch

In the opinion of the Billboard's music staff the following records have the best sales and performance potential among the country and western records received this week:

TENNESSEE TANGO
 Pee Wee King D-4... RCA Victor 20-5009
TENNESSEE TANGO
 Moby Dee... Capitol 2258

October 27... Ernest Tubb tours thru Kansas, Missouri and Nebraska during late October and then into Florida early in November. Jimmy Dickens is currently in Alabama and Mississippi and hits Texas early in November. Lonzo and Oscar are working Alabama. Hank Snow has been set for Ohio, Canada and (Continued on page 86)

Country & Western (Folk) Record Reviews

Ratings: 90-100 TOPS—80-89 EXCELLENT—70-79 GOOD—40-69 SATISFACTORY—30-39 POOR

How Ratings Are Determined

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

The Categories

Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; Interpretation, 15; arrangement, 15; name value, 15; record quality (artwork, etc.), 20; performance, 10; potential, 10; promotion (radio)—production firm, text and other "plugs" added, 10; manufacturer's distribution power, 10; manufacturer's efficiency, 5.

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

RED FOLEY

Deep Blues... 86

DECCA 28420 — This is one of Foley's strongest waxings in a long time. He sings his country blues with sincerity and feeling, handling it a standout performance, over a striking guitar backing. Side should be a big one for Foley, and looks like a real coin-grabber.

Midwest... 89

Another good rendition by Foley of a country blues item. The singer

duets with himself via "Job-Ins." This side too should catch plays and spins.

PEE WEE KING ORK

Tennessee Tango... 84
V 20-5009—The latest top-flight penning effort by King and Redd Stewart, who produced Tennessee Waltz, is given a spirited play by the string band. Stewart and Sherry Boyd get together for a close harmony vocal with gang vocal support in spots. Should pack up a lot of action in the country field, and could also burst out pop-wise.

The Crazy Waltz... 79
Beat changes to a waltz tempo with Stewart taking the vocal alone. Another excellent band styling makes this another strong effort.

MOLLY BEE-VAN ALEXANDER ORK

Tennessee Tango... 84
CAPITOL 2258 — The new 13-year-old bids for stardom with a waxing that packs a lot of power. She has a lot of maturity in her pipes and really soaks across the vocal. It's a grand start for the young artist that could easily elicit.

The Kiss Who Part... 74
This is a real tear-jerker, presenting the kid's side of a divorce, done to a tune that closely resembles "It Wasn't God Who Made Honky Tonk Angels." The youngster sells it well. Might be a little strong for the pop field.

JOHNNIE LEE WILLS ORK

Two Times... 80
V 20-5001—There's a lot of bounce in this one that should catch the eye of ops with Western locations. Lewis comes thru with a good lead to a solid accompaniment job by the Trio. Ork lends flashy support.

Blackberry Boogie... 76
The Wills ork gives this one a good ride. Curly Lewis helps it along with a bright vocal. It's a strong disk. Had it been earlier, it might have cut into the Tennessee Ernie disk considerably.

MOON MULLICAN

Sugar Beet... 79
KING 1137—A melodic novelty is handled a persuasive warble by Mullican, who also turns in some bright work. Tune is peppy and side could draw both spins and plays.

Pipe-liner Blues... 73
Bouncy country item is sold effectively by the warbler, over a lively piano and guitar backing.

YORK BROTHERS

Tennessee Tango... 79
KING 1135—The York Brothers have a very strong wax effort here, with an outstanding rendition of the bright new ditty. They give it a humorous vocal that should draw juke coin in the rural areas.

River of Tears... 72
Leslie York does a good job on this country weeper, but the flip will probably draw the attention.

RAMBLIN' JIMMIE DOLAN

Hot Rod Mama... 76
CAPITOL 2244 — Ramblin' Jimmie has a funny item here that he delivers in amusing fashion. A platter that might earn some deejay and juke action.

Nicotine Fits... 71
Comical ditty about what can happen to devotees of the weed is warbled to a fast beat by Dolan. If it's spun by deejay, it won't be on programs sponsored by tobacco firms.

(Continued on page 82)

America's Favorite FOLK Artist



SLIM WHITMAN NEWEST HITS!

"KEEP IT A SECRET"

published by Shapiro-Bernstein & Co.

b/w

"MY HEART IS BROKEN IN THREE"

published by Valley Hill Music Co.

8169 • 45-8169

Personal Management: MAC MAKELLA, Cotton Exchange Bldg., Dallas, Texas

Imperial Records
 6425 Hollywood Blvd. Hollywood 28, Calif.

THANKS!
 Op's-D.J.'s
 Dealers-Distr.

EVERYBODY'S VOTING

FOR

Pee Wee King
 Redd Stewart

2

MORE GREAT SONGS

Written by
 Pee Wee KING and
 Redd STEWART

↓

'TENNESSEE TANGO'
 b/w
'CRAZY WALTZ'
 by Pee Wee KING and his BAND
 featuring Redd STEWART

↓

Cast YOUR VOTE Now!

BALLOT

'TENNESSEE TANGO'
 'CRAZY WALTZ'

by Pee Wee King and his Band
 featuring Redd Stewart
 Victor 20-5009

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(Before You Know It)
CHRISTMAS WILL BE HERE

By
ELTON BRITT
 and the
 Beaver Valley Sweethearts
 RCA VICTOR 20-5108

THE BILLBOARD Music Popularity Charts

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

• Best Selling Retail Folk (Country & Western) Records

Based on reports received October 22, 23 and 24

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

| POSITION | | Weeks (Last) This to date/Week/Week | | Title | | Artist | | Label | |
|----------|----|-------------------------------------|----|--|--------------|-------------------------------|--------------|----------|--------------------------------|
| 11 | 1 | 1 | 1 | JAMBALAYA | Wanda | Shoppin' | Wanda | MGM | (78)11283—BMI |
| 5 | 2 | 2 | 2 | BACK STREET AFFAIR | W. Pierce | I'll Always Take Care of You | W. Pierce | Dec | (78)28369; (45)9-28369—BMI |
| 14 | 3 | 3 | 3 | INDIAN LOVE CALL | Slim Whitman | China Doll | Slim Whitman | Imperial | (78)8156; (45)45X8156—ASCAP |
| 15 | 4 | 4 | 4 | IT WASN'T GOD WHO MADE HONKY TONK ANGELS | K. Wells | I Don't Want Your Money | K. Wells | Dec | (78)28232; (45)9-28232—BMI |
| 4 | 6 | 5 | 5 | SETTIN' THE WOODS ON FIRE | W. Pierce | You Win Again | W. Pierce | MGM | (78)11318; (45)K-11318—ASCAP |
| 6 | 5 | 3 | 3 | I WENT TO YOUR WEDDING | Hank Snow | Boonie Cloud | Hank Snow | V | (78)20-4909; (45)47-4909—BMI |
| 2 | 10 | 7 | 7 | OLDER AND BOLDER | E. Arnold | I'd Trade All of My Tomorrows | E. Arnold | V | (78)20-4954; (45)47-4954—ASCAP |
| 2 | 7 | 8 | 8 | OUR HONEYMOON | Carl Smith | Side Hit a Little Song | Carl Smith | Col | (78)21008; (45)9-21008—BMI |
| 1 | — | 9 | 9 | DON'T LET THE STARS GET IN YOUR EYES | S. McDonald | Bia Family Trouble | S. McDonald | Cap | (78)2216; (45)F-2216—BMI |
| 14 | — | 10 | 10 | FULL TIME JOB | E. Arnold | Shepherd of My Heart | E. Arnold | V | (78)20-4747; (45)47-4747—BMI |

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

Based on reports received October 22, 23 and 24

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

| POSITION | | Weeks (Last) This to date/Week/Week | | Title | | Artist | | Label | |
|----------|---|-------------------------------------|----|--|-----------------|--------|-----------------|----------|--------------------------------|
| 9 | 1 | 1 | 1 | JAMBALAYA | H. Williams | | H. Williams | MGM | (78)11283; (45)K-11283—BMI |
| 11 | 2 | 2 | 2 | INDIAN LOVE CALL | Slim Whitman | | Slim Whitman | Imperial | (78)8156; (45)45X8156—ASCAP |
| 5 | 3 | 3 | 3 | BACK STREET AFFAIR | W. Pierce | | W. Pierce | Dec | (78)28369; (45)9-28369—BMI |
| 2 | 5 | 4 | 4 | SETTIN' THE WOODS ON FIRE | Hank Williams | | Hank Williams | MGM | (78)11318; (45)K-11318—ASCAP |
| 6 | 7 | 5 | 5 | I WENT TO YOUR WEDDING | Hank Snow | | Hank Snow | V | (78)20-4909; (45)47-4909—BMI |
| 13 | 4 | 6 | 6 | IT WASN'T GOD WHO MADE HONKY TONK ANGELS | K. Wells | | K. Wells | Dec | (78)28232; (45)9-28232—BMI |
| 2 | 9 | 7 | 7 | OLDER AND BOLDER | E. Arnold | | E. Arnold | V | (78)20-4954; (45)47-4954—ASCAP |
| 2 | 6 | 8 | 8 | OUR HONEYMOON | Carl Smith | | Carl Smith | Col | (78)21008; (45)9-21008—BMI |
| 6 | 7 | 9 | 9 | FORTUNES IN MEMORIES | E. Tubb | | E. Tubb | Dec | (78)28310; (45)9-28310—BMI |
| 7 | 9 | 10 | 10 | BLACKBERRY BOOGIE | Tennessee Ernie | | Tennessee Ernie | Cap | (78)2170; (45)F-2170—BMI |
| 1 | — | 10 | 10 | DON'T LET THE STARS GET IN YOUR EYES | S. McDonald | | S. McDonald | Cap | (78)2216; (45)F-2216—BMI |

• Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received October 22, 23 and 24

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

| POSITION | | Weeks (Last) This to date/Week/Week | | Title | | Artist | | Label | |
|----------|----|-------------------------------------|----|--|---------------|--------|---------------|-----------|------------------------------|
| 12 | 1 | 1 | 1 | JAMBALAYA | Hank Williams | | Hank Williams | MGM | (78)11283; (45)K-11283—BMI |
| 6 | 6 | 2 | 2 | DON'T LET THE STARS GET IN YOUR EYES | S. Willie | | S. Willie | Four Star | 1614—BMI |
| 4 | 2 | 3 | 3 | BACK STREET AFFAIR | W. Pierce | | W. Pierce | Dec | (78)28369; (45)9-28369—BMI |
| 2 | 9 | 4 | 4 | SETTIN' THE WOODS ON FIRE | Hank Williams | | Hank Williams | MGM | (78)11318; (45)K-11318—ASCAP |
| 5 | 7 | 5 | 5 | I WENT TO YOUR WEDDING | Hank Snow | | Hank Snow | V | (78)20-4909; (45)47-4909—BMI |
| 13 | 5 | 6 | 6 | INDIAN LOVE CALL | Slim Whitman | | Slim Whitman | Imperial | (78)8156; (45)45X8156—ASCAP |
| 16 | 3 | 7 | 7 | FULL TIME JOB | E. Arnold | | E. Arnold | V | (78)20-4747; (45)47-4747—BMI |
| 16 | 3 | 8 | 8 | IT WASN'T GOD WHO MADE HONKY TONK ANGELS | K. Wells | | K. Wells | Dec | (78)28232; (45)9-28232—BMI |
| 8 | 7 | 9 | 9 | FORTUNES IN MEMORIES | E. Tubb | | E. Tubb | Dec | (78)28310; (45)9-28310—BMI |
| 2 | 10 | 10 | 10 | DON'T LET THE STARS GET IN YOUR EYES | S. McDonald | | S. McDonald | Cap | (78)2216; (45)F-2216—BMI |

Capitol's
Tops in Country Music

Sonny James
**COOL, COLD,
and COLDER**
CAPITOL 2259

Jimmie Skinner
**I SAW YOUR
FACE in the
CROWD**
coupled with
**I AIN'T
GOT TIME**
CAPITOL 2231

Martha Carson
**FEAR
NOT**
CAPITOL 2252

Capitol
RECORDS

THE BILLBOARD Music Popularity Charts

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

Best Selling Retail Rhythm & Blues Records

Based on reports received October 22, 23 and 24

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

| POSITION | Weeks (Last 10) | This to date/Weeks | WEEKS | SONG | ARTIST | Label |
|----------|-----------------|--------------------|-------|------------------------|---------------|---------------------------------|
| 13 | 1 | 1 | 1 | MY SONG | J. Ace | Duke 102-BMI |
| 8 | 2 | 2 | 2 | YOU KNOW I LOVE YOU | B. B. King | RPM 363-BMI |
| 6 | 3 | 3 | 3 | JUKE | Little Walter | Checker 758-BMI |
| 5 | 4 | 4 | 4 | FIVE LONG YEARS | E. Boyd | Job 1007-BMI |
| 23 | 6 | 5 | 5 | LAWD... MISS CLAWDY | Lloyd Price | Specialty 428-BMI |
| 4 | 10 | 6 | 6 | GOODBYE, BABY | Little Caesar | Recorded in Hollywood 235-BMI |
| 2 | — | 7 | 7 | OOOH, OOOH, OOOH | Lloyd Price | Specialty 440-BMI |
| 2 | — | 8 | 8 | RESTLESS HEART | Lloyd Price | Specialty 440-BMI |
| 2 | — | 8 | 8 | ROCK ME ALL NIGHT LONG | Tavens | Mercury 7818291; 4518291X45-BMI |
| 14 | 8 | 10 | 10 | MARY JO | Four Blazers | United 114-BMI |

Most Played Juke Box Rhythm & Blues Records

Based on reports received October 22, 23 and 24

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

| POSITION | Weeks (Last 10) | This to date/Weeks | WEEKS | SONG | ARTIST | Label |
|----------|-----------------|--------------------|-------|--------------------------------|---------------|----------------------------------|
| 9 | 1 | 1 | 1 | JUKE | Little Walter | Checker 758-BMI |
| 7 | 2 | 2 | 2 | MY SONG | J. Ace | Duke 102-BMI |
| 4 | 3 | 3 | 3 | FIVE LONG YEARS | E. Boyd | Job 1007-BMI |
| 5 | 4 | 4 | 4 | YOU KNOW I LOVE YOU | B. B. King | RPM 363-BMI |
| 5 | 5 | 5 | 5 | I'M GONNA PLAY THE HONKY TONKS | M. Adams | Peacock 1583-BMI |
| 5 | 6 | 6 | 6 | ROCK ME ALL NIGHT LONG | Tavens | Mercury 7818291; 4518291X45-BMI |
| 8 | 6 | 7 | 7 | DADDY, DADDY | Ruth Brown | Atlantic 978-BMI |
| 2 | 9 | 8 | 8 | PORT OF RICO | J. Jacquet | Mercury 7818900; 4518900X45-JATP |
| 2 | 9 | 9 | 9 | EVERY DAY I HAVE THE BLUES | J. Williams | Checker 752 |
| 3 | 8 | 10 | 10 | OOOH, OOOH, OOOH | Lloyd Price | Specialty 440-BMI |

Rhythm & Blues Record Reviews

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

How Ratings Are Determined

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

The Categories

Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; Interpretation, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (radio—promotion firm exp. and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's efficiency, 5.

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

CHARLES BROWN ORK

ALADDIN 3157—Charles Brown turns in a top-flight reading of the bright, melodic Rudy Tombeo ditty. Brown sells it in his best style and the ork backing is smooth. Platter should rack up healthy sales.

Jackson band. This combo bears watching.

THE FIVE KEYS

I Cried For You—ALADDIN 3158—The evergreen is given a sensitive reading by the lead singer with buzzing support from the rest of the group. It's a fine waxing which their fans will like.

LITTLE DAVID ORK

RPM 371—Little David and the ork turn in a driving instrumental slicing of a melodic huck dance, showing off some tight tenor work. Ork work is exciting and tune could best here. A coin-catcher.

DRIFTING SLIM

My Sweet Woman—RPM 370—Drifting Slim, latest of the Southern blues singers, hands this wild blues item a solid performance, backed with a powerful beat by the combo which features some good solo work. A strong entry that could grab good.

VARETTA DILLARD

Them There Eyes—SAVOY 458—Varettia Dillard socks over the lyrics to this lively ditty, projecting the tune with a lot of spirit and excitement. Piece is a show-case for the thrash on her night club dates. A strong disk.

ROSCOE GORDON ORK

Dream Baby—RPM 369—Gordon has a good bank of bluesy material here and socke across the lyrics while the ork adds a solid backing that features a wild ork. Could get good action.

JACKSON BROTHERS ORK

We're Gonna Rock This Joint—V 20-5004—One of the best sides from the label recently. It's a joint-heating item that really rocks. Billy Henderson, showing a lot of presence, adds a screaming vocal. Should pull a lot of coin into boxes.

CLIFF BIVENS ORK

Make Love in Me—MODERN 890—Bivens here gives a moody backing by the ork for a (Continued on page 86)

RHYTHM & BLUES NOTES

By BOB ROLONTZ

The Sportsman's Club, Newport, Ky., is starting to book top r.&b. artists as a result of customer demand. Tommie Brown, Dot Records artist, starts Monday (3) for a week. The Joe Morris-Lowell Fulson package opens November 10, and The Five Keys are slated for November 24.

Benny Goodman by Columbia Records to mark his latest Columbia Records LP release. Others who showed at the clam-bake were John Hammond and some of the original members of Goodman's 1937 ork. Coleman Hawkins opens a new club, The Playhouse in New York, Wednesday (5). Errol Garner follows the Hawk, there, November 13. Buddy Johnson and his ork start on a one-nighter tour thru the Southwest, starting Friday (31).

R&B Records to Watch

In the opinion of the Billboard's music staff the following record has the best sales and performance potential among the rhythm and blues records received this week: WE'RE GONNA ROCK THIS JOINT Jackson Bros. Ork... RCA Victor 20-5004

Getting Stronger Every Day Savoy 887

"BACK BITER"

By T. J. Fowler SAVOY RECORD CO., INC. 58 Market St., Newark, N. J.

group, have signed with Tuedo Records. The diskery's thrush, Phyllis Branch, just completed 12 weeks at the Paradise Club in Atlantic City. Emmy Lou Dukes, Pittsburgh deejay with station WMCK, is now putting on r.&b. dances. She has two dances skedded with The Orioles and Fats Domino in Pittsburgh on November 11 and 12. Fletcher Henderson was a special guest at the party thrown for

Hello folks - THE BARONS

One America's foremost love, now, Orange Records exclusively First release! Ezekiel Saw De Wheel #1014 b/w This World Is In A Bad Condition #1815 (Rhythm Spirituals)

ORANGE RECORDING COMPANY 1235 Lewis Drive, Winter Park, Florida

Atlantic Has the Hits!!

- HEY, MISS FANNIE The Clovers #977
- THREE LETTERS Ruth Brown #978
- THE MIDNIGHT HOUR Ray Charles #976
- ESTRELLITA Willis Jackson #975
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TOP SELLERS—POPULAR

Based on Actual Capitol Sales Reports

| | Record No. |
|---|------------|
| 1. IT'S IN THE BOOK, PART I IT'S IN THE BOOK, PART II..... J. Standley | 2249 |
| 2. MEET MISTER CALLAGHAN TAKE ME IN YOUR ARMS AND HOLD ME..... L. Paul & M. Ford | 2193 |
| 3. SOMEWHERE ALONG THE WAY WHAT DOES IT TAKE..... N. Cole | 2069 |
| 4. COMES A-LONG A-LOVE THREE LETTERS..... K. Starr | 2213 |
| 5. THE RUBY AND THE PEARL FAITH CAN MOVE MOUNTAINS..... N. Cole | 2230 |
| 6. BUMBY HOP BLOW, MAN, BLOW!..... N. Anthony | 2251 |
| 7. BECAUSE YOU'RE MINE I'M NEVER SATISFIED..... N. Cole | 2212 |
| 8. MY BABY'S COMING HOME LADY OF SPAIN..... L. Paul & M. Ford | 2265 |
| 9. IN ALL THIS WORLD NOW..... A. Martino | 2260 |
| 10. THE KIDS WHO PAY TENNESSEE TANGO..... M. Bee | 2258 |
| 11. DON'T LET THE STARS GET IN YOUR EYES MY FAVORITE SONG..... G. MacKenzie | 2256 |
| 12. KAY'S LAMENT FOOL, FOOL, FOOL..... K. Starr | 2151 |
| 13. TABOO LONESOME TRAIN..... S. Kenton | 2250 |
| 14. HEADIN' FOR HOME RATTLESNAKE RAG..... J. Carr | 2257 |
| 15. ADIOS DARLIN', YOU CAN'T LOVE TWO..... G. MacKenzie | 2156 |

BEST SELLING POPULAR ALBUMS

Based on Actual Capitol Sales Reports

| | Alb. No. |
|--|----------|
| 1. WITH A SONG IN MY HEART..... Jane Froman | 309 |
| 2. BIG BAND BASH!..... Billy May | 329 |
| 3. PENTHOUSE SERENADE..... Mel (King) Cole | 332 |
| 4. ROMANCE IN THE AIR..... Voices of Walter Schumann | 347 |
| 5. BYE, BYE BLUES..... Les Paul & Mary Ford | 356 |
| 6. UNFORGETTABLE..... Mel (King) Cole | 357 |
| 7. STAN KENTON CLASSICS..... Stan Kenton | 358 |
| 8. ROUGHHOUSE PIANO..... Joe (Fingers) Carr | 345 |
| 9. CITY OF GLASS..... Stan Kenton | 353 |
| 10. A BAND IS BORN..... Billy May | 349 |
| 11. MUSIC FOR TAP DANCING..... Fred Astaire | 338 |
| 12. GORDON MACRAE SINGS..... Gordon MacRae | 231 |
| 13. TODAY'S TOP HITS, VOLUME VI..... 8 Top Artists | 9108 |

TOP COUNTRY & HILLBILLY

Based on Actual Capitol Sales Reports

| | Record No. |
|---|------------|
| 1. DON'T LET THE STARS GET IN YOUR EYES BIG FAMILY TROUBLE..... S. McDonald | 2216 |
| 2. HIGH MOON GO ON! GET OUT!..... T. Ritter | 2120 |
| 3. CRYIN' HOLY UNTO THE LORD FEAR NOT..... M. Carson | 2252 |
| 4. BLACKBERRY BOOGIE TENNESSEE LOCAL..... T. Ernie | 2170 |
| 5. JERSEY BOUNCE OLD LOVE OF YESTERDAY..... O. Rasmussen | 2254 |
| 6. DON'T BREAK THE SIXTH COMMANDMENT OUR LOVE ISN'T LEGAL..... M. Tuttle & W. Tuttle | 2242 |
| 7. I AIN'T GOT TIME I SAW YOUR FACE IN THE CROWD..... J. Skinner | 2231 |
| 8. NIKOTINE FITS HOT ROD MAMA..... J. Dolan | 2244 |
| 9. WAITING IN THE LOBBY OF YOUR HEART DON'T MAKE ME CRY AGAIN..... H. Thompson | 2063 |
| 10. I'LL SEE YOU IN MY DREAMS CANNON BALL RAG..... M. Travis | 2245 |

LATEST CAPITOL RELEASE

No. 342

| | Record No. |
|---|------------|
| YOURS FLUTE SALAD..... L. Baxter | 2274 |
| HANG YOUR WISHES ON THE TREE SANTA CLAUS' PARTY..... L. Baxter | 2275 |
| I DREAM OF YOU I LET A SONG GO OUT OF MY HEART..... G. Carr | 2277 |
| THE WORLD IS WAITING FOR THE SUNRISE THE BOOGIE-WOOGIE BANJO MAN FROM BIRMINGHAM..... S. Freiberg | 2279 |
| YOU'RE THE ONLY ONE I ADORE DON'T BOTHER TO KNOCK..... H. O'Connell | 2280 |
| HULA POLKA HOLIDAY OBEREX..... M. Novak | 2281 |
| HAPPY MAMI—POLKA MONEY POLKA..... W. Gorecki | 2282 |
| PLATT'S POLKA I LIED TO YOU—POLKA..... J. Pecon | 2283 |

BEST SELLING CAPITOL CHILDREN'S ALBUMS

Based on Actual Capitol Sales Reports

| |
|--|
| 1. BOZO HAS A PARTY Capitol DBX-3133; (45)CBXF-3130 |
| 2. THE NOISY EATER Capitol CAS-3120; (45)CASF-3120 |
| 3. ROBIN HOOD Capitol DBX-3138; (45)CBXF-3138 |
| 4. NURSERY RHYMES, VOL. I Capitol CAS-3128; (45)CASF-3128 |
| 5. TWEET, TWEET, TWEETY Capitol CAS-3118; (45)CASF-3118 |
| 6. SPARKY'S MAGIC ECHO Capitol CAS-3134; (45)CASF-3134 |
| 7. WOODY WOODPECKER AND THE SCARECROW Capitol CAS-3140; (45)CASF-3140 |
| 8. HENRY HAWK'S CHICKEN HUNT Capitol CAS-3137; (45)CASF-3137 |
| 9. BOZO AT THE CIRCUS Capitol DBX-3114; (45)CBXF-3030 |
| 10. HOPALONG CASSIDY AND THE TWO-LEGGED WOLF Capitol CAS-3109; (45)CASF-3109 |
| 11. I'M A LITTLE TEAPOT and THE TERRY BEARS' PICNIC Capitol CAS-3038; (45)CASF-3038 |
| 12. HOPALONG CASSIDY AND THE STORY OF TOPPER Capitol CAS-3110; (45)CASF-3110 |
| 13. COUNTRY CONSUMS Capitol CAS-3135; (45)CASF-3135 |

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JUNE HUTTON "Keep It
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AXEL STORDAHL a Secret"
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gals
go
CRAZY
on
CRAZY WALTZ
MELEN O'CONNELL GISELE MacKENZIE
...and even CRAZIER on
WATER CANT QUENCH THE FIRE OF LOVE
Capitol Record No. 2266

It's got the beat!
it's got the lyrics!
it's got everything!
—and
ELLA MAE MORSE
"Greyhound"
and
"Jump Back Honey"
Record No. 2276



Eddy Howard

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FLIP SIDE

KENTUCKY BABE

MERCURY 70015-70015X45



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**THE BILLBOARD Music
Popularity Charts**

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

Record Reviews

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

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

The Categories Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; interpretation, 15; arrangement, 15; name value, 15; record quality (mastering, etc.), 5; music publisher's air performance potential, 10; exploitation (radio-promotion firm, leg) and other "plug" aids, 10; manufacturer's distribution power, 10; manufacturer's efficiency, 5.

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

POPULAR

**ELEN O'CONNELL-GALEE
MACKENZIE-DAVE CAVANAUGH'S
ORK**

Water Can't Quench the Fire of Love...84
CAPITOL 2266—The pair have combined on a real hot effort here. Funny lyrics and gag churning, above the equally pegged-up writing by the Dave Cavanaugh hand, make this platter a commercial winner. Deceit will love, as will opt, who'll quickly note the 1:55 timing.

A Crazy Waltz...84
Another rag made by the Misses O'Connell and Mackenzie has more than a few chuckles in the groove. Should complement Flip neatly.

DORIS DAY-PERCY FAITH ORK

The Cherries...86
COLUMBIA 39881—Cute folk-like ditty about a romantic interlude is given a most appealing performance by Miss Day. Backing by the Faith ork is appropriately simple. Side could easily slip out in all categories.

April in Paris...74
Beautiful ballad is warbled warmly and expressively by Miss Day. A fine waltz many will enjoy.

GENE AUTRY-ROSEMARY CLOONEY

The Night Before Christmas Song...84
COLUMBIA 39876—The pleasant melody set in the favorite Christmas poem receives a bright happy reading from the Autry-Clooney duo. Should be a big holiday disk.

Look Out the Window...82
The duo have a most potent kiddie property here, the pop spins will follow almost as a matter of course. Can be a big Christmas item, for both the young and the young in heart.

JOHNNIE RAY-THE FOUR LADS

Don't Say Love Has Ended...83
COLUMBIA 39883—Ray asks for another chance at love in his usual forceful manner. Chanter given with his "singing" style, and this should move up fast with his fans.

Go, But I'm Lonesome...80
The feisty ballad comes thru strongly in this cutting. Ray turns in one of his most persuasive warble jobs for a side that will be grabbed up by his fans.

VAUGHN MONROE ORK-SUNNY GALE

Jump Back Honey...85
V 20-5028—Miss Gale and Monroe combine for the first time for some exciting results. It really gathers steam at the halfway mark and drives. The ork behind the duo is great with an amplified guitar sparking it along. It's a side that should get a lot of action. It's ready-made for opt.

New-Gen...78
Tempo is way down from the flip side. The team get together for some pleasant close harmony on a dreamy sentimental tune.

FRANK SINATRA

The Birth of the Blues...82
COLUMBIA 39885—The blues classic is given one of the finest recent Sinatra wax efforts. Arrangement is a powerful one. With powerful ork support by the Stanah ork, side could do much to rebuild buyer interest in the chanter. Plentiful interest via deejay twists is assured.

Why Try to Change Me Now...75
Another fine warble by Sinatra. He sings the pretty ballad with warmth and taste. A fine side.

DAMITA JO

I Don't Care...81
V 20-5022—Damita Jo, the gal who had the original waltz of "I Went to Your Wedding," hands this rhythmic novelty a rock reading, backed by a strong ork arrangement and a vocal group. Disk is bright, and could break thru.

I'd Do It Again...80
The truth turns in another strong rendition, this time on a new ballad based on a familiar Latin melody. Ork support is hefty throat. A potent cutty.

TERESA BREWER-JACK PIZIS ORK

I'll Wait Again With You...81
CORAL 60473—The thrush comes up with its first ballad in mercury. It's a lovely ratchety tune which Miss Brewer handles in grand style. Appealing backing by Pizis ork helps

out. It's a fine effort by the songstress and shows that she is equally at home with both a ballad and rhythm novelty.

Mello-Bluesed...80
Miss Brewer is closer to her better-known churning on this side. She injects a lot of Gay Nineties flavor into the song and is helped along by a buoyant rick. This side also could score.

ELLA MAE HORSE

Jump Back Honey...81
CAPITOL 2276—Racy ruff ditty is done in a turn by the songstress to urtic and brisk ork backing. Side should do right well on the juke.

GREASOUND...79

Tune first cut as an A.B. entry is sold strongly by the thrash. Another potent commercial waxing.

RAI LINDSON-GORDON JENKINS ORK

Bring Back the Sunshine...81
DECCA 28442—Simple waltz ditty has an infectious appeal and could catch on quickly. It's show-cased by the new Decca chanter, with the chorus and ork contributing effectively. Good wax.

NORTH COUNTRY...73

We have here a set of musical "Call of the Wild." Chanter runs thru it easily to elaborate ork and chorus support.

VAUGHN MONROE ORK

Yours...80
V 20-5030—The Monroe cover effort on the "Quiere Me Mucho" re-write brings out his best crooning performance in recent months. Mixed chorus and the Monroe ork add a pleasing background. Should share in the love.

LES BAXTER

Yours...80
CAPITOL 2279—The tune that is moving up the best-seller chart via the Vera Lynn waxing is given a top-notch interpretation by the Baxter ork, his chorus and Sue Allen whose intimate presentation gives the vocal a lot of warmth. Should pick off a share of the love.

FLUTE SALAD...77

The body of this salad is formed by strings with the flute adding the dressing. It's delightfully arranged and should pull a lot of jockey play.

MICKEY KATZ

Feet Up, Put Him on the Floor...80
CAPITOL 2367—This is one of the funniest parodies from Katz in a long time. Those who get kicks from this kind of material will chuckle a-plenty at this one. Due for much action in Yiddish-American centers.

You Belong to Me...78

More of the same in the hit ballad. Flip, tho, should get most attention.

GUY LOMBARDO ORK

Santa Claus Is Comin' to Town...80
DECCA 28408—Out well in advance of the Christmas season, this finely-protected cutting of the old favorite should garner a bundle of spins. Kenny Gardner is the smooth-voiced chanter. Should the unlikely happen, and deejays fail to move the platter by Christmas, there can be assured next year's sales will recoup their investment. Fine as a kiddie, too.

JINGLE BELLS...78

Same goes here.

BILLY WILLIAMS QUARTET

Mad About You...80
MERCURY 70012—Traditional folk melody comes up in a new frank and wild pop dress here. The Williams Quartet gives it the full rhythm treatment that builds in intensity to a powerful climax. Side could garner plenty of attention.

I Don't Know Why...75

The evergreen is harmonized prettily by the boys. Platter should earn some deejay action.

(Continued on page 40)

ALWAYS—A Number One Song!
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RCA Victor 20-4841



ROGER COLEMAN
Decca 28418

From The
Forthcoming M-G-M
Technicolor Musical
"EVERYTHING I HAVE IS YOURS"

EVERYTHING I HAVE IS YOURS



**HERBIE
FIELDS**
Coral 60867



**BOB
EBERLY**
Capitol 2278



BILLY ECKSTINE
M-G-M 10259

IT'S HEADS UP ALL THE WAY TO THE HIT PARADE



BOBBY WAYNE "LAST NIGHT I HEARD SOMEBODY CRY"

FLIP SIDE

"IF I DIDN'T LOVE YOU SO"
MERCURY 70011-70011X45

VIC DAMONE "NINA"

FLIP SIDE

"JOHNNY WITH THE BANDY LEGS"
MERCURY 5907-5907X45



BILLY WILLIAMS "MAD ABOUT 'CHA"

FLIP SIDE

"I DON'T KNOW WHY"
MERCURY 70012-70012X45



RAY CURA "YOURS"

FLIP SIDE

"HOW AM I TO KNOW"
MERCURY 70021-70021X45



THE BILLBOARD Music Popularity Charts

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Record Reviews

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

Continued from page 38

POPULAR

DEL WOOD
Waiting for the Robert E. Lee... 88
TENNESSEE 845—Here's a swiny version of the lively standard. In the bouncy tradition of Del Wood's smash "Down Yonder" of a year ago. Her piano work is vibrant, and Mr. Honey rhythmic accompaniment helps a lot. Could be a big one, and should grab the look.
Listen to That Band... 74
Some more good piano work by Del Wood, but the excitement is all on the flip side, as well as the tune.

JOE (FINGERS) CARR
Headin' for Home... 79
CAPITOL 2237—Semi-boogie beat spaced out a tuneful item which Carr taps out neatly on the piano to bouncy rhythm support. Should attract juke hoppers. One of Carr's best in a long time.
Rationable Rev... 73
Carr sells this one strongly too. Effort has an old-time flavor many will enjoy.

JUNE VALLI
A Shoulder to Weep On... 78
V 20-5017—Pretty ballad in given a full measure of the Valli charm, in an effort whose mournful cast will appeal to many. A good side.
Why Don't You Believe Me... 77
Warmth and expression mark this warlike effort by Miss Valli. She has a good wailing here. The query she poses so convincingly will strike a responsive chord in many listeners. With the Joni James MGM disk moving up, this side could share some look.

FRED WARING: ORK
Outside of Heaven... 76
DECCA 28449—The attractive ballad is read persuasively by Joe Waring. If tune makes it, this version, beautifully paced by the Waring combo, should take in its share.
High Noon... 74
Joe Waring is the chanter, and he does right fine, but the main attraction is in the great backing by the Waring ork and chorus. An unusual wailing, the much too late to do much over the counter.

WINIFRED ATWELL
Tambour... 76
LONDON 1207—The rhythm section sets a rapid beat for Miss Atwell to follow here. But she's more than equal to the task. Side generates plenty of excitement and could move some if exposed.
Crazy Words, Crazy Tune... 74
Novelty odds in given a spirited ride by Miss Atwell on the 88's. A vocal combo runs thru a verse or two. Deelay and jokes might use a bit.

JERRY MERADY'S HARMONICATS
La Paloma... 76
MERCURY 70007—Strong Harmonicats' interpretation of the classic odds featuring a strong beat and fine harmonica work by the group.
Sixty... 74
Same comment.

RALPH MARTIERE ORK
Summer Love... 76
MERCURY 70006—A pretty, new item is played smoothly and danceably by the Martiere ork. Arrangement is good, and shows off the band's precise ensemble work. Side should pull deelay spins.
Runnin' Slow... 73
Slight, little pull item receives an okay instrumental performance which should also please the dance set.

MANTOVANI ORK
Teddy Bears' Picnic... 73
LONDON 1253—Cute kiddie comes across sweetly under the direction of Mantovani. It's given an almost symphonic ride here and could move some as a class moppet instrumental.
The Whistling Boy... 72
More of the same treatment is given another item that should appeal to juke listeners. With flip, could carry spins as the holiday season nears.

TED HEATH ORK
Jungle Fantasy... 74
LONDON 1259—The British ork turns in a vibrant reading of the strange opus to jungle-beat tapping by the rhythm section. Good change.
(Continued on page 83)

Album and LP Reviews

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

POPULAR

BECAUSE YOU'RE MINE—Marie Lauro; RCA Victor Ork; Constantine Gallinicos; Cond. (1-10")
V 1333 101 7015
The songs Lauro sings here are all to be heard in the title music. Their variety of style and content permits him to display the full range of his vocal equipment, as well as poetry by some of the best. Among the songs are the pop hit "Because You're Mine," "The Song the Angels Sing," Cole Porter's "You Do Something to Me," "Let's Be Good," and the opera excerpt "L'Espresso." He is perhaps most successful in Malaret's musical setting of "The Lord's Prayer," where listeners may note some straining after effect. The set can hardly fall as a profile maker and can be promoted both in the pop and classical categories.

HOLLYWOOD'S 8 BEST—Rosemary Clooney and Harry James Ork (1-10")
Columbia (33) CL 6224
This new set features eight songs from Hollywood flicks, each of which has won the Academy Award as the outstanding movie tune of its particular year. Tunes include "You'll Never Know," "On the Atchafalaya," "The Santa Fe Trail," "I'll Be Home As Well Be Spring," "Over the Rainbow," "Sweet Lullaby," "The Continental," "When You Wish Upon a Star" and "In the Cool, Cool, Cool of the Evening." Rosemary Clooney wraps her tender love about each disk and sets them with her persuasive charm, while the James ork lends smooth support, with the exuberant supplying some secondary horn solo. Set is either unobtainable musically in spite of its movie status, but it should appeal to the many Clooney and James followers.

NEW FACES OF 1952—Original Cast; Arnan Caspola, Cond. (1-12")
V 1933 LOC 1008
This album by the cast of the current Broadway click will have its strongest appeal among those who have seen the show. Most of the tunes in the extensive score were written as situation tunes and only a few, like "Manny Gandy" could mean anything pop-wise. However, RCA Victor has done a fine job of capturing the vitality, enthusiasm and freshness that have made this new revue a hit. Robert Clark is delightful on "I'm in Love With Miss Lopez," Jane Carrall does a fine job with "Penny Candy" and Nancy Graham comes thru with his funny "Lucky Pierre" novelty. Eartha Kitt registers in the same rock fashion as she does in the show tune "Mamboogie" and the lovely "Bal Petit Bal." The lively finale, "Little Boredom," with the entire cast, is sensationally performed on this LP disk. All in all a top-flight reading of the hit show, and one that should sell steadily as long as the revue is on the boards.

IN A SENTIMENTAL MOOD—Woody 75
Philips Ork (1-10")
Coral (33) CR 54036
With the current Duke Ellington 25th anniversary celebration, to mark the ork leader's silver anniversary in show business, Coral has re-released this fine album, featuring English ork leader Woody Phillips playing eight tunes penned by the Duke. Sides include "In a Sentimental Mood," "Caravan," "I Got It Bad and That Ain't Good," "Sulitude," "I Let a Song Go Out of My Heart," "Creole Love Call," "Sophisticated Lady" and "Mood Indigo." They are all performed with taste, showcased in lovely arrangements by the ork. If the Ellington celebration stirs up any action this set will get calls. Deelay will probably use this set for their Duke Ellington salutes over the next two weeks.

MUSIC FOR THE TIRED BUSINESSMAN 72
—The Edward Kay Ensemble; Francis
Farewell, vocalists (1-10")
Tempe (33) TT 2220
This set is dedicated to the "Tired Businessman," but the businessmen will not be tired after he hears Francis Farewell sing the four titles she has allotted to her on one side of the LP platter. She sings them in a sultry, sexy voice that is both ear-catching and intriguing. Her best tunes are "Hold Me," "Can This Be Love," and "I May Be Wrong." The other side of the plate featured the Edward Kay ensemble with instrumental versions of "American Patrol," "Rain," "Society," and "Love for Sale." They are all smoothly played by the ork, which keeps the tempo and spirit throughout. Set is a good one that should appeal to the businessman and others among the slightly older crowd. Recording is fine.

HOT JAZZ

BUDDY DE FRANCO: KING OF THE CLARINET (1-10")
MGM (33) E 177
Jazz fanciers should get some birds from this new MGM set, featuring Buddy De Franco and his trio and quartet on eight strong items, seven of them well-known standards and one an original composition. Personnel of the quartet is: Kenny Drew on piano, Ted Kotick on bass, Jim Raney on guitar, Art Taylor on drums and De Franco. The trio includes De Franco and De Franco with Garry Russell, bass or Art Blaisley, drums. De Franco has displayed his fine technique and lyrical qualities via his band settings for sax, but on this set he has a chance to get in some driving, exciting solos with the trio and quartet. Strongest sides are: "Sweet Georgia Brown," "Love Come Back to Me," "The Way You Look Tonight," and "Gone With the Wind."



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Singing



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and

"COME TO THE MARDI GRAS"

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Sings
WHY DON'T YOU BELIEVE ME
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PICKED BY BILLBOARD
ART MOONEY
and his "LAZY RIVER" Orchestra
LAZY RIVER
HONESTLY
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TOMMY EDWARDS
SINGS
YOU WIN AGAIN
SINNER OR SAINT
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THE BILLBOARD Music Popularity Charts

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

• 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.

BENNY GOODMAN 1937-'38 JAZZ CONCERT, NO. 2 ALBUM..... Benny Goodman Ork. Columbia 351 350 (2 LPs)

The Benny Goodman ork. trio and quartet of the fabulous 1937-'38 period is excitingly brought to life on this series of five waxings taken off the air. This two-disk LP set should rack up healthy sales with the many B.G. ork followers.

KEEP IT A SECRET..... Jo Stafford-Paul Weston Ork Columbia 39993

Jo Stafford tells this poignant item with much warmth and feeling, over a fine Weston ork backing. Tune was penned by Jesse Mac Robinson, who wrote "I Went to Your Wedding." Flip, "Once in Every Year" is another good side.

IT'S WORTH ANY PRICE YOU PAY... Eddy Howard Mercury 70015

The warbler is in fine fettle for this soft, melodic new ditty, handling it in a very persuasive interpretation.

THE CHERRIES..... Doris Day-Percy Faith Ork Columbia 39883

A most striking piece of material, with a lovely feeling, receives a lissim performance from Dodo, while the Faith ork adds a smooth, lush backing. A beautiful platter.

THE NIGHT BEFORE CHRISTMAS SONG LOOK, THE WINDOW..... Rosemary Clooney, Gene Autry Columbia 39876

For the coming Christmas season, Miss Clooney and Autry dish up two bright tunes that should click in the pop and kiddie fields. An excellent Christmas item.

• 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. I Don Cornell Coral 60860
2. THAT'S A-WHY Mindy Carson-Guy Mitchell Columbia 39879
3. BE FAIR Don Cornell Coral 60860
4. JOHNNY WITH THE BANDY LEGS Vic Damone Mercury 5907
5. DANCE OF DESTINY Tony Martin Victor 20-5008

• 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. DANCE OF DESTINY Tony Martin Victor 20-5008
2. MY FAVORITE SONG Ames Brothers Coral 60846
3. PIECE A-PUDDING Frankie Laine-Jo Stafford Columbia 39867
4. THE RUBY AND THE PEARL Nat Cole Capitol 2230
5. TO KNOW YOU Perry Como Victor 20-4959

• 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 tune the juke box operators think tomorrow's hits will be:

1. HEART AND SOUL Four Aces-Al Alberts Decca 28390
2. MY FAVORITE SONG Ames Brothers Coral 60846
3. FAITH CAN MOVE MOUNTAINS Nat Cole Capitol 2230
4. PIECE A-PUDDING Frankie Laine-Jo Stafford Columbia 39867
5. THAT'S A-WHY Guy Mitchell-Mindy Carson Columbia 39879

• The Country and Western Disk Jockeys Pick

PICKS that appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the country and Western disk jockeys think tomorrow's hits will be:

1. I HEARD A JUKE BOX PLAYING Kitty Wells Decca 28432
2. MIDNIGHT Red Foley Decca 28420
3. OLDER AND BOLDER Eddie Arnold Victor 20-4954
4. DON'T LET THE STARS GET IN YOUR EYES R. Price Columbia 21025
5. PIPELINE BLUES Moon Mullican King 1137



A Great New Singing Discovery

EYDIE GORMÉ

(pronounced "EE-DEE GOR-MAY")



The Most EXCITING Record of the Year

That NIGHT

of

Written by Lanny & Ginger Gray

and

TELL ME MORE

HEAVEN

Orchestra Directed by MONTY KELLY
and the JERRY PACKER CHORUS
Coral 60879 (78 rpm) and 9-60879 (45 rpm)

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America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

MILLS MUSIC Presents

HUGO WINTERHALTER'S

EXCITING RENDITION OF

FANDANGO

R.C.A. VICTOR 20-4997

ON BEST SELLING LIST

HOLD ME, THRILL ME, KISS ME

AS SUNG BY KAREN CHANDLER CORAL RECORD No. 60831

LEROY ANDERSON'S WINTER CLASSIC

SLEIGH RIDE

100% Recorded On All Major Labels

MUSIC FROM THE GREAT CATALOG OF

MILLS

PROGRESSIVE MUSIC MEETS PROGRESSIVE TAILORING... RESULTS: IMPRESSIVE PRICES!

SCOOP! SCOOP! Fox Cuts Price to the Core!

Chicago, Oct. 25.—Because of improvements in methods and the addition of new equipment, we are able to offer the best deal in custom tailoring FOR BANDS ONLY!

Our regular \$67.50 Suit... NOW \$49.00

Choice of house fabrics. 10-day delivery. You get the same high quality fabrics, all 100% wool—wrinkle-resistant with the same smart Fox Styling—different but not zoot, AND the following improvements:

- The new "Forever Wear" lining—a specially processed lining that will outwear anything in the past.
New small shoulder pad designed to eliminate lumpiness.
New Replacement Policy: We will keep enough material on hand for additional suits for replacement purposes.

Send for Samples and Details Today—Arrangements can be made to measure your Band anywhere in the U. S. A.



NOW WEARING OUR NEW \$49.00 SUITS... Famous Bands such as Stan Kenton... Frankie Masters... Gene Krupa... Charlie Ventura... Teddy Phillips. Watch This List Grow!

Stan Kenton and his Orchestra in their new Fox Bros.' Suits.

FOX BROTHERS TAILORS

712 W. Roosevelt Road Chicago 7, Illinois "We Create—Others Imitate"

Music as Written

COLUMBIA 3-SPEED SALES TOP 100,000...

NEW YORK, Oct. 25.—Columbia Records' \$12.95 three-speed player attachment, first introduced five months ago, has passed the 100,000 mark in sales, according to James Sparling, head of the newly-created Columbia phonograph department. The player, one of the lowest-priced marketed by the firm, is also the first three-speed attachment manufactured by Columbia.

ARDMORE TO SEND PLATTER TO DJ'S...

Ardmore Music will send out deejay copies of "Autumn Leaves," backed by "While We're Young" played by the Melchioro Strings on RCA Victor. The platter is one in the newly-released Melchioro Strings album, "Music for Relaxation." Arrangements for the extensive promotion on "Autumn Leaves" was arranged by Mike Gould, professional manager of the firm.

MARTIN WAXING CREATES STIR...

Tony Martin's waxing of "Sleepy Time Gal," recently released on RCA Victor, has created a lot of activity at the Big Three. The song was originally in the Feist catalog, but is being placed in Miller Music for exploitation, and will be the firm's No. 1 plug.

New York

Teddy Powell and his orchestra open at the New Yorker Hotel, November 20... Bill Silbert, deejay over station WABD-TV here, is writing a book about disk jockeys, both the European and American varieties... Malverne Distributors, who handle the Mercury line here, have bought the Mercury-owned branch in Cleveland, and will run the branch as Malverne Record Distributors of Ohio... Irving Fields became the father of a six-and-a-half-pound boy, Sunday (19). The youngster's name is Mark Garry.

Cleffers Fletcher Henderson and David Rose have joined the Songwriters' Protective Association... Milton Rackmil, Decca's deputy, is in from the West Coast for a few days before taking off for Europe Tuesday (28)... Mill Gabler, Coral A.&R. chief, leaves for Chicago tomorrow to cut a date with Johnny Desmond... Ralph S. Peer, head of Peer International-Southern firms, arrived from the Coast last week. He'll be in town for another week... Mindy Carson opens at the Persian Room at the Hotel Plaza, Thursday (30), for five weeks... Georgia Gibbs does a three-day date at the Meadowbrook, Friday (31), then goes to the Latin Quarter, Philadelphia, for a week... Guy Mitchell will be married tomorrow in California to Jackie Loughery... MGM's Harry Meyerson flew to Chicago Wednesday to record Joni James who is riding high with her "Why Don't You Believe Me." He returned the following day... Alan Dean goes into the Ranch House, Johnston, R. I., November 13... Henri Rene, New York RCA Victor A.&R. staffer, leaves Sunday (9) for Hollywood, where he will supervise Tony Martin's latest record session.

Frank Lavere has opened his own publishing firm in Chicago called Berkley Music. Lavere is now in the market for completed songs... Former lightweight boxing champ Tony Canoneri teamed with Danny Di Manno to write two songs. Canoneri penned the lyrics... Publisher George Paxton has returned from a Midwestern deejay trip... Musicnet Records, in Philadelphia, will start a daily deejay radio show over WHAT, using jockey Jerry Galns. The show starts in January... Bill Farrell opens at the Gay Haven in Detroit November 3 for two weeks.

Chicago
Lyon and Healy sponsored the premier broadcast of Victor's new Beethoven ninth by Toscanini over WMAQ here Sunday (28) from 8 to 8:30 p.m. Norma Ross handled the commentary. Repeat performance is scheduled for Monday, November 10 on WMAQ's 11 p.m. "Promenade Concert" with George Stone, Lyon and Healy also is tying in a window display on the work with the

concert... June Vell due in Chicago Monday and Tuesday (27-28) for a tour of disk jockeys and key dealers to plug her latest Victor records... George Rank, whose work has made a two-year career of playing between the Lake Club, Springfield, Ill., and the Four Dukes, Detroit, goes into Chicago's Trianon for three weeks beginning December 2. Associated set the date. Larry Foline begins a three-week engagement at the Hotel Claridge, Memphis, November 24... Chuck Suber at General Artists, busy figuring how to keep in business both at firm's present location and in their new offices at 8 South Michigan on moving day, November 1. Eddy Howard opened Sunday (26) at the Aragon for a month's engagement... Jim Breyley, MCA topper here, off on a two-week hunting expedition in Wyoming... Duke Ellington into the Mambo Club, Wichita, for a week beginning December 8. Opens at the Blue Note, Chicago, December 19 for a two-week holiday run... Herbie Fields into Frolics, Columbus, O., for a two-weeker beginning November 24... Morrie Price, Mercury sales manager, in Canada hypoing Christmas merchandising plans among distributors and dealers.

Hollywood
Roger Coleman, new Decca baritone, has been inked to a management pact by Dick Gabbe, of Gabbe, Lutz & Heller. The newcomer, is a graduate of Julliard, is flying his own plane on a four-week A&R tour, with Seymour Heller advancing... The Carlos Castells are in the throes of a divorce action... Guy Mitchell was set to marry Jacquelin Loughery, film starlet, Sunday (26)... Frank Zarider, who headed up Norman Grant's record distribution point here, is returning to his Cincinnati home, where he'll open a record and artist promotion office. He intends to cover the Cleveland, Pittsburgh, St. Louis and Detroit areas... Barbara Bell, personal manager, and her hubby, Lee Newman, are opening offices here. They've inked Tommy Morton, the ex-cafe show producer and dancer, who is set for the male lead in the important "Main Street to Broadway" They've also inked Joey Castro, young pianist, to a management pact... B. Jay McNeely, the new King tenor diskier, has been inked by GAC. Chuck Landis of the Tiffany Club, is his manager... GAC's Chicago office is moving from 360 North Michigan to 8 South Michigan... Helen O'Connell and

Billy Burton are back again. The Capitol thrush inked a management pact with Burton last week. Burton mentored her while she was with Jimmy Dorsey and later as a single.

Detroit

Cadet Distributors, independent record distrib. have taken over Okeh, Columbia subsidiary for this territory... Peter Uryns, The Polka King, and his orchestra, scheduled the first cutting for the new Emblem label this week, with Florence Trombley as vocalist on "Tinky Tunkey Tu" and "Bronc Buster," and Al Hagger singing "You Live in My Heart" and "I Am Beginning to See It Your Way."

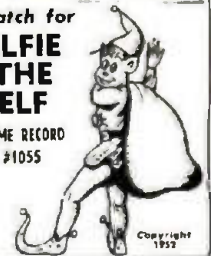
Cincinnati

Billy Eckstine-George Shearing concert package played the 2,500-seat Taft Auditorium here Saturday (18), drawing near-capacity houses at both the 8:30 p.m. and midnight performances, with tickets scaled from \$2 to \$3.75. Accompaniment was furnished by the Count Basie orchestra... Sid Hyman, retired investment broker of Montreal, has become a partner of Dick Flora in the Buckeye Publishing Company here. Hyman will be in charge of exploitation and record promotion.

Watch for

ELFIE THE ELF

DOMO RECORD #1055



COUNTRY MUSIC

Thanks To You DEEJAYS and OPERATORS

It's in the stars these songs will be HITS. 'MY FIRST LOVE LETTER' and 'JUST'

Vocal: JOE TAYLOR (Cowboy

Actress)

Music by the RED BIRDS

YOUR RECORDS

Something To Spin about

910 Alberta St.

Ferndale 20 (Detroit), Michigan

Osgood Signs With Capitol

HOLLYWOOD, Oct. 25.—Capitol Records this week announced finalization of a deal with Bob Osgood, prominent square dance impresario, who has been acting as a supervisor and producer of the diskery's square dance catalog for the past year.

The current Cap release has four square dance albums produced by Osgood, who is known for his Robertson Boulevard mail order disk shop; a monthly publication, "Sets In Order," and an indie diskery with the same name. Osgood has produced square dance packages with Herb Greggerson, El Paso; Raymond Smith, Dallas; Paul Phillips, Oklahoma City, all callers, backed by music by Jack Barber and Slim and Cliffe Stone. Osgood is continuing to make square dance albums of instrumental music for callers on his own label, but is producing the packages with calls for Cap.

Martin Fryberg, Composer, Dies

NEW YORK, Oct. 25.—Martin Fryberg, 82, composer and member of the American Society of Composers, Authors and Publishers, died Thursday (23) in Welfare Island Hospital here. He was born in Poland and came to this country in 1939.

Fryberg was the composer of "Call Me Darling, Call Me Dear," "Small World" and other compositions. A fund totaling \$1,000 contributed by writers, publishers and other music men will be turned over to his widow.

Sell Your Records Here! FIRST CHOICE OF MILLIONS PERMO, INC., CHICAGO 26, ILL.

TEMPO JUKE BOX OPERATORS IT SIZZLES! The Ed. Kay Ensemble Vocals by Frances Forwell "HOLD ME" B/W "American Patrol" TR 1276

TEMPO RECORD CO. OF AMERICA 8540 Sunset Blvd., Hollywood 46, California RECORD PRESSING Originators of the NON-SLIP PLEX (Pat. Pending) Research Craft Co. 1937 N. SYCAMORE ST. LOS ANGELES 26, CALIF.

Resentment, Confusion Arise

Continued from page 18

claiming it is prohibited by the new ruling, others have appeared under the impression that a show of this type is not covered and that the show does not give the impression that they are there in the flesh. Since a.d.r. men are on the program, the question is whether those who belong to AFM are on as musicians or as record company execs.

When checked by The Billboard, a WNEW exec stated that the station had never received notification of the ban, and that in any case he felt that this specific program, "Recording Session," was not the same as a regular decay show. However, he said that the station had asked the AFM for a clarification of the ruling concerning the edict against musicians' taped interviews.

A spokesman for the AFM said that it intends to enforce the new regulation strictly. "The only exceptions we will make will be for charitable purposes or other worthy causes. But under any circumstances we want the musician or orchestra leader who is asked to make a tape to get permission from the union first. Naturally there may be certain cases where we will modify our rule, but each case will be handled on its merits. We know that some stations and some musicians are flouting the regulation, but we will catch up with them. As for those squawks from agencies and diskeries, the answer is that is that we expected it. Musicians should not complain at all, the object to the rule is to stop the growth of mechanical programming, and to get more work for live bands as against records."

The ban on musicians' taped interviews is a continuation of the "new look" by Petrillo in re-

gard to the inroads upon musicians' employment by the use of records, transcriptions, tapes and other mechanical devices.

Merc. Jews' Fetes

Continued from page 18

ing the history of these holidays and composing the songs which, according to the tunesmith, serve as an "introduction to Jewish culture for children, parents and teachers of all races and religions." The songs have been given the stamp of approval by all three branches of Judaism. Marks has already been approached by Protestant and Roman Catholic leaders to compose a similar type package for each of these faiths.

The Jewish holidays, which are recounted in song form by a choir with orchestra, include Rosh Hashanah, Yom Kippur, Succoth, Simchath Torah, Hanukah, Purim, Pesach, Lab Beomer, Shavuot, Tishah Beav, Sabbath and Rosh Hodesh. Henry Hull, the actor who first portrayed the character of Jeeter Lester in "Tobacco Road," serves as narrator, introducing each of the songs.

Ignored Tickets Cost Reig \$1,260

NEW YORK, Oct. 25.—Teddy Reig, who has served as a sometime a.d.r. staffer for several record labels, won distinction in another field this week when he was slapped with a \$1,260 fine after pleading guilty to ignoring 46 parking tickets here. He promptly paid the fine, thus avoiding a 135-day jail term. Reig headed a list of 347 ticket evaders sought by local police.

ASCAP Asks Fund

Continued from page 18

ASCAP," concludes one writer. Continuing the duplication theme, another ASCAP writer pointed out that this means the writers will be paying double. Administrative and legal fees to fight BMI thru the ASCAP suit are taken "off the top" of the ASCAP melon before distribution of writer payments. "Why do I have to pay legal fees to the song writers' plan of action too?" he asks.

These objections undoubtedly will be aired at the Monday meeting, along with other questions seeking further application of exactly what the intentions and methods of the group are.

In the meantime, the proponents of the plan admit that they are not committed to final action. They hope to set up a staff of three investigating lawyers, supervised by attorneys John Schulman and William Klein. The purpose would be, according to a spokesman for the writer group, to determine whether there is "something besides merit in determining why BMI is getting more hits."

England Shifts

Continued from page 18

The less expensive series, for lighter and pop items averages \$5 for 12-inch LP's and \$3.60 for 10-inch LP's.

It had been expected that HMV would be the first EMI concern to introduce 45 platters in England, because of the desire of RCA Victor to get its donut disks on the British market. The original reluctance of the EMI group in England to release LP's previously is understood to be one of the reasons American Columbia broke off with the EMI group. American Columbia made a new pact with Phillips to market its waxings in England and on the Continent starting next year. EMI concerns in France and other Continental countries have had both LP's and 45's on the market for almost a year and a half. Sales of the HMV 45 platters will be closely scrutinized by all English diskeries.

Great Mr. G

Continued from page 20

of the wildest and most exciting performances of the quartet yet heard on "Everybody Loves My Baby." It's a gasser. And the quartet's performance of "Shine" is inspired. There are two originals in this set as well. One is "Killer-Diller," a mighty effective item, and an on-the-air improvisation, "Benny Sent Me," which drives all the way.

Besides all the above, the B. G. Concert No. 2 contains pop items like "Josephine," "Someday Sweetheart," "Sweet Lullaby," "Have You Met Miss Jones," and fine standards like "Runnin' Wild," "Moon Glow" and "My Gal Sal." Helen Ward sings "You Turned the Tables on Me," while Martha Tilton warbles "I Hadn't Anyone Till You."

It is true that the room sound on the various selections varies from tune to tune, due to the fact that the band was picked up from different locations on these airchecks. But this is not a disturbing factor on the LP's and in fact livens the disks. The applause and enthusiasm of the dancers after a particularly wild rendition and the ripples as James or Elman stands up to take a solo is beautifully caught. Only on a few of the selections is there any static crackling thru the off-the-air platters.

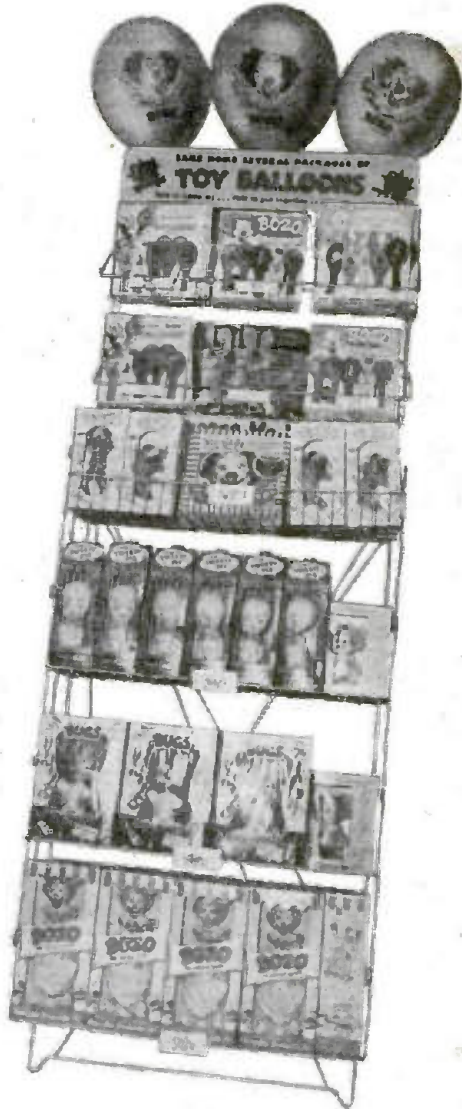
George Avakian's liner notes are very informative, telling about the band, the selections and the individual soloists both musically and biographically. This set will keep collectors very happy.

Bob Rolontz.
BENNY GOODMAN 1937-38 JAZZ CONCERT No. 2: Broadcast Recordings of the original Benny Goodman orchestra, trio and quartet. Personnel: Benny Goodman, Harry James, Ziggy Elman, Chris Griffin, Red Ballard, Vernon Brown, Murray McEachern, Hymie Schertzer, George Koenig, Ari Rollini, Babe Russin, Vido Musso, Jess Stacy, Allen Reuss, Harry O'Connell, Gene Krupa, Teddy Wilson, Lionel Hampton, Helen Ward and Martha Tilton. Two 12-inch LP's. Columbia (33) SL 180. (ML 4613-4).

BOZO TOY DEAL GIVES CAPITOL DEALERS DOUBLE IMPACT! EXTRA SALES!



This big, colorful rack, featuring well-known movie, cartoon and record character toys is bringing record dealers plus business this season ... are YOU getting these extra sales?



AVAILABLE FROM YOUR CAPITOL RECORDS DISTRIBUTOR

Call him today and ask for Toy Deal #347 (act now to get holiday business).



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Specialists in Long Play Microgroove, 45 and 78 RPM pressing. Materials include pure black and red vinylite, non-breakable extended stamper and break resistant. Complete servicing—dubbing, tracing, tape or instantaneous master, metal processing, labels, collating, warehousing, drop shipping, individual mailings, art work, albums.

ALLENTOWN RECORD CO., INC.
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Distributors Agents—Dealers

Distributors Wanted—Fastest selling Polkas in the East: top bands, vocalists; areas open Midwest, South. Contact: Kay Music Corp., 91 Union St., Manchester, Conn.

Promotional low-price lines: write for wholesale catalogue; state whether operator, dealer, agent. Catalog, B643, 4142 W. Armitage Chicago 30, Ill.

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One of the largest folk dance lines available. Both with and without call; instruction sheets with each record. This is a saleable line. Dealer and distributor inquiries invited. Complete listing upon request. 78 and 45 rpm.

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3703 North Seventh St. Phoenix, Arizona

Teles-King of the Mambo Records: also the finest in Rhumbas, Tangos, Samba and Boleros; all top artists, many instruments; finest recording sounds; available on 78, 45 and beautiful long-playing albums; choice territories open for distributors; write for new catalog. Tico Recording Co., Inc., 143 West 41st St., N.Y.C. LA 4-0457.

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Parts—Products Services

Cole's Coin Machine Needle, Omnium Tip: the finest needles at lowest prices; also thousands of other records. \$2.50 per 25. Smith & White Co., 733 E. Main St., Danville, Ill.

Record labels our specialty: LP covers printed, fast service. Progressive Label Co., 137 Manhattan Ave., Brooklyn 6, N. Y. STAGE 2-4759.

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LENAHAN ASSOCIATES, INC.
Box 125, Pitman, New Jersey

The Record Exchange

Operators, Dealers—If you need phonograph records, polkas, waltzes or foreign language records, write to us. We are the only record company in the world specializing in language records. Ask for our general catalogue with records in 21 different nationalities, in 78 and 33 1/2 RPM. New releases every 6 weeks. Standard Phono Co., 163 West 23rd St., N. Y. C.

Wanted—Jazz Records: surplus 78's or LP's any amount; cash; write for particulars. Seymour Record Mart, 439 S. Wabash, Chicago 5, Ill.

POLKAS AND POLISH RECORDS

Top independent line in U.S.A., as rated in The Billboard's Annual Retail Survey.
78—45—33 rpm.
Write for catalog and distributors.

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344 North Ave. New Rochelle, N. Y.

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| Per word line | 20 |
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| 15 CONSECUTIVE insertions, per word line | 16 |
| Minimum 21 | |
| DISPLAY-CLASSIFIED | |
| Any advertisement using display make-up or white space. Figure space between column rules. 1 inch equals 10 lines or more. | |
| Only an ad of 20 lines or more. | \$1.00 |
| Per space line | 25 |
| 3 or more CONSECUTIVE or 24 insertions, per space line | 20 |
| 15 CONSECUTIVE insertions, per space line | 18 |
| 1 inch equals 10 space lines. | |



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We carry one of the largest, most complete record inventories in the entire world. Come in for time saving, money saving. ONE STOP SERVICE. Or write or wire us and we ship F.O.B. Washington. (Mail orders—25 record minimum.) Orders shipped same day.

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RECORD SERVICE
WASHINGTON, D. C.

Coral Sets Up Cincy Branch

NEW YORK, Oct. 25.—Coral Records will open its own branch in Cincinnati November 21, replacing Hit Record Distributors as the outlet for the label in that area. The move is part of the Decca subsidiary's general expansion program which saw Coral set up branches here and in Chicago earlier this year. While no additional company branches are being considered by the firm at this time, Coral execs have stated in the past that such steps will be taken where independent distributors fail to exploit a territory's potential.

Johnny Thompson will head up the Cincinnati branch. With the manufacturer for the past six months, Thompson was formerly New Orleans branch manager for Gramophone Enterprises. In addition to the Cincinnati area, the new branch will cover the State of Tennessee, where it will name a resident representative.

In a related move, Coral's Chicago branch has taken on distribution of Dana Records. The predominantly polka line was formerly handled in that territory by Jimmy Martin. Coral has also recently set the Eastern Sales Company, of Rochester, as distributor in upstate New York.

Sutton Disks Sold to B. D.

HOLLYWOOD Oct. 25. — Bill Richards, proxy of Kem, the local indie, brought to a total of 10 the number of releases he has sold British Decca since the first of the year, when he turned over Ellen Sutton's "Ain't Gonna Get It" and "Then I'll Know" and Yuffados brothers' "Cum-Si-My" and "Throw Him Out" to the English firm.

Richards has received a royalty statement from Decca, showing that Miss Sutton's "I Wanna Say Hello" sold 121,800 in the foreign territory covered by British Decca from January 1 to June 30, 1952, while in the same period, it sold 65,000 in this country. Richards has turned over selling rights to "Ain't Gonna Get It" to Weiss & Barry and "Then I'll Know" to Buddy Morris.

Richards has inked Hal Hopper, ex-Pied Pipers' baritone, to a waxing pact. His first release will be out around Christmas.

Mary Small Inks Mercury Pact

NEW YORK, Oct. 25.—Thrush Mary Small this week signed a term pact with Mercury Records. The warbler will cut her first session upon her return from El Rancho, Las Vegas, Nev., where she opens Wednesday (29). Art Weems, of General Artists Corporation, set the Mercury pact.

Dana Records Uses Own Label on Pop

NEW YORK, Oct. 25. — Dana Records kicks off a new drive in the pop field this week with the release of a platter featuring singer Ricky Hale. The record will appear under the Dana imprint, rather than the Broadway label, used previously by the firm as its vehicle for pop entries. Walter Dana, head of the firm, thus hopes to capitalize on the Dana tag, long a dominant name in the polka field.

One of the tunes on the new Hale disk was written by Dana. This, "If You Love Me," with the flip, "Open Your Heart," have been added to the Peer catalog.

DAMITA JO HITS JACKPOT ON TV

NEW YORK, Oct. 25. — Damita Jo, the thrush whom RCA Victor pacted in recent months, won top honors on the TV "Chance of a Lifetime" talent show this week. Among the prizes were \$1,000, a week's stay at one of the city's hotels, a week's stay at the Paramount, a screen test and last but not least, a Columbia Record contract.

LATEST ON THE BOP FRONT

NEW YORK, Oct. 25. — Herb Marks, of Edward B. Marks Music, was told by Harry Linn, professional manager of the firm, that a well-known bop musician was dropping music to become a modern sculptor. Marks, who is hep to the artistic world, commented, "That's like going from Natchez to Mobile."

Turchin Maps Management Office in N. Y.

HOLLYWOOD, Oct. 25.—Abe Turchin, personal manager of Woody Herman since 1945, is opening a management office within the next 60 days in New York. Turchin said that he will continue to handle the Herman ark and has a paper with Lou Daley, comedian-impressionist, now working on the road with Herman. He also intends to add a full-time publicist to his staff. He will probably add another band and some singers before January 1.

Turchin has found that in order to keep up his present traveling sked with Herman, who is now booking some of his own dates, he must maintain a permanent office. Herman has a deal with GAC, whereby they accept dates booked by the office but are free to skip engagements direct. The current concert tour across the country, with Herman co-featured with Dinah Washington, is a direct deal. The Herman Washington package grossed 2,486 payees at \$2 per October 10 at the Civic Auditorium, Sacramento; 1,887 at \$2 October 11 at Palomar Gardens, San Jose; 3,143 at from 75 cents to \$1.20 at the Civic Auditorium, Corvallis, Ore.; 2,611 at \$2.25 at the Auditorium, Vancouver, B. C., and 2,336 at \$2 October 18 at the Trianon Ballroom, Seattle.

Starting October 29, Herman picks up the Mills Brothers for a concert session starting at Lawrence, Kan., and winding up November 14 at Toronto. Dates also have been set by Turchin.

Herman cut a dance album with his ork for MGM last week deal was a one-shot venture, for Herman's pact with MGM ran out a year ago, and his single records will come out on Mars, his own label distributed by Howie Richmond, the pubber.

DC Store Unveils New Combo Center

WASHINGTON, Oct. 25.—Woodward & Lothrop Department Store, one of the largest exclusive RCA Victor TV dealers in the East, has unveiled a combination radio, TV, phonograph and disk center in its downtown store. Consolidating the store's home instrument sales activities, the new center is in a conspicuous site on the first floor.

The inaugural took place with heavy promotion in co-operation with Southern Wholesalers, Inc., RCA Victor distributor in the D. C. area. Highlight of store promotion is a "See Yourself" television demonstration enabling visitors to see themselves on late model RCA Victor TV receivers on display.

100G Infringement Suit Over 'You're the Kind'

HOLLYWOOD, Oct. 25.—A copyright infringement suit, charging Lutz Bros. Music, songwriters Bill Carey and Carl Fisher and singer Frankie Laine as defendants, is currently being heard in Federal District Court here. Diane Hart, songwriter, charges that she took a song, "You're the Kind" to Max Lutz May 17, 1948. Song had been copyrighted a month before. The complaint further alleges that July 27, 1949, Carey and Fisher copyrighted a song, "You're Just the Kind," which was later cut by Laine on Mercury. Song was pubbed by United Music, a Lutz Bros. firm.

The suit asks for \$100,000 damages plus an injunction against Mercury and United to halt pressing of the disk and an accounting of profits therefrom.

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15203 and 45-15203

THE HOLIDAYS
I'M NEVER GET AWAY
LISTENIN' TO THE GREEN
GRASS CROW
15200 and 45-15200

Folk/Western

JIMMIE OSBORNE
AUTOMOBILE BABY
MAMA WON'T AGREE
1112 and 45-1112

MOON MULLICAN
JAMBALAYA
A WALTZ
1106 and 45-1106

CLYDE MOODY
LANGLISSE OF LOVE
I'LL LOVE YOU DEAR,
FOREVER
1125 and 45-1125

WAYNE RANNEY
I'M REALLY NEEDIN' YOU
BEHIND ROUND THE
BUSH
1087 and 45-1087

Rhythm/Blues

WYRONNE HARRIS
ADAM, COME AND GET
YOUR RIB
DRINKING BLUES
4565 and 45-4565

SONNY THOMPSON
I'LL BROWN IN MY TEARS
CLANG-CLANG-CLANG
4527 and 45-4527
LET'S CALL IT A DAY
BLUES MAMBO
4541 and 45-4541

THE SWALLOWS
BESIDE YOU
YOU LEFT ME
4525 and 45-4525

TODD RHODES
ROCKET 69
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4528 and 45-4528
TRYING
SNUFF DIPPER
4556 and 45-4556

THE CHECKERS
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FLAME IN MY HEART
4558 and 45-4558

Federal

THE DOMINOES
I'D BE SATISFIED
NO ROOM
12105 and 45-12105
HAVE MERCY, BABY
DEEP SEA BLUE
12048 and 45-12048

LITTLE ETHER
SATURDAY NIGHT ODDY
MAINLINER
12100 and 45-12100

THE ROYALS
MOONRISE
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12088 and 45-12088

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COUNT YOUR MANY
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Hocus-Pocus

By BILL SACHS

LYLE AND COMPANY (Lyle and Louise Elliott) of Hamilton, Ont., take their panto magic into the Neil House, Columbus, O., November 6, for an indefinite engagement. They recently concluded 25 weeks thru for Consolidated Artists. . . . Alan Shepard and the Amazing Mrs. Shepard will present their lecture-demonstration on mentalism for the hospitalized vets at the V. A. Hospital, Hines, Ill., Thursday night, November 6. Charlie T. Hudson has resumed with his school show in the Sand Mountain sector of Alabama after filling in on a few dates around Birmingham during the school cotton picking vacation. During the summer it was the steel strike, and now it's the coal strike that's driving me out of the city again. . . . Hudson postal. . . . The Great Morton, hypnotist, who has made a profound impression and played to fabulous business in major Ontario houses in the last several years, moved into the Royal Alexandria Theater, Toronto, October 20, for his fourth return engagement there. . . . Dr. Samuel East is presenting his hypnotic demonstrations at Basco's in the same Canadian city. . . . Cleopatra and Company are presenting their Magic From the Nile at the Seville Theater, Montreal. . . . Lieut. Lee Allen Estes,

Safely First Magician of the Kentucky State Police, and Mrs. Allen luecky host recently to a gang of magic folk at a party at their Lexington, Ky., home, including Okico; Mr. and Mrs. John Braus and Mr. and Mrs. Ronald Haines, of Cincinnati; a group from Louisville; and Roy Benson, who had just closed a three-weeker at the Brown Hotel in the last-named city. . . . George Foster (Mysterioso Mr. Foster), who has played the major vaude houses here and abroad for many years, is now manager of the Clothing Mart in downtown St. Louis. He still does an occasional club dates in the area to keep his hand in.

GUY L. GERBER typewrites from his home, Magic Shores, West Alton, Mo., that he's booked a school act for school and auspicious dates in Missouri and Illinois with his three-people unit, featuring Ruth, the Girl With the X-Ray Eyes, and Frances Ray, chief assistant, in escapades. Gerber is also featuring the hypnotic rock break and an assortment of major illusions, with the blindfold drive as a half Show is piloted by Paul English. After December 15, the unit is set on a number of Christmas dates. On January 8, it opens on an International Harvester unit at Little Rock for eight weeks, returning to schools March 11. Gerber reports that he recently enjoyed a chat with Bill Baird, who was returning to Chicago from the West Coast. . . . The Great Franquin, hypnotist, appeared at Civic Auditorium, Honolulu, October 22-25, his second stand there this year. Prices were pegged at \$1.80 and \$1.20 for adults, with 60 cents for kids. . . . Tenkai and Okino, Japanese trippers, appeared at Maui County Fair, Honolulu, October 9-12, in a vaude show brought in by E. K. Fernandez. They will play an outside island engagement before returning to the States. . . . Lady Frances (Frances R. Francis), employing as a letterhead a blow-up of a Dorothy Kilgallen column which lauded her recent appearance at the Wivel Restaurant, New York, writes: "Had a wonderful trip to South America. Was entertained by magicians in Buenos Aires as a royal queen. They are all grand people." Paul Hubbard, who cracked the school season in Springfield, O., September 10, is set in that sector until November 26. It's his 12th season in the territory. He books on Mondays and does eight schools in four days. . . . Dr. Marcus Bloch, who operates the Eastern School of Hypnotism on Rivington Street, New York, leaves for the West Coast November 30 for a series of lectures on hypnotism for the U. S. Army. Dr. Bloch reports that he has invented a hypnotic device for the cure of nervous disorders which he has placed in the hands of a patent attorney.

and the addition wasn't up to the level of the previous material. Tippy and Cobina, two monkeys handled by Manuel and Marita Viera, come up with monkey-shines that are adequate. The monkeys work at the Tombs and samba with instruments, but the pay-off comes when one sounds off with an electric organ solo. The simian is supposed to produce a tune, but this time he got off to a wrong start and just beat the keys. Comic result was probably as effective as the proposed concert would have been. . . . Wells and the Four Fays, brother-sister team, open the bill with acrobatics, a dance take-off on a prize fight and a contortion finale. The way two members twist a third in the latter phase is a good bit. Louis Basil and house band back the acts well. . . . Tom Parkinson

Chicago, Chicago

Continued from page 15

Latin Quarter
 • Continued from page 15

leave the audience breathless with suppressed tension and hidden fears. . . . The rest of the Latin Quarter show is basically the same it's been for the past few months, which makes it a fast, well-produced flashy thing that's been the envy of all competitors. The networked girl line shows figures that are ideal commercial male white bait. The specialty act is Sid Kroff's puppet handling, Ralph Young's big bar. Bill Brider's competent acting bits, Audrey Spering's singing (doubling as band singer), plus the always excellent show-cutting of Art Wauer's ork-tied things up to make it a great show. And with Miss Tucker on top, plus the awe-inspiring act of Darvas and Julia, the club seems set for big business ahead. . . . Bill Smith.

Terrace Room

Continued from page 15

singer, displays a versatile set of pipes and does okay with twoImpresos. Juan Guerrero does one number, "Granada," which is done in authentic style and warrants an encore. Los Barrancos, the act which Cugat has carried to supply dancing is one of the most entertaining acts around and received the biggest mit of any act on the show. Abbe Lane seemed nervous, failing to make with the sexy gyrations that have made her an important member of the Cugat troupe. . . . Cugat himself imparted the usual smart patter between numbers and did a swell job of warming up the opening night crowd at the show's start. A couple of times, Cugat started to ex-entante with some of the broken-English members of his cast. These bits should be lengthened for they are naturally funny. . . . Johnny Sippel.

Paramount, N. Y.

Continued from page 15

Belong to Me," the "Whiffenpoof Song" and "Auf Wiedersehen" were really in the top bracket. Outstanding spot of the show, however, was the superlative stepping of Bunny Briggs, who not only has a pair of the best educated feet around these parts but has the personality to sell them to best advantage. Briggs is as modest and ingenuous in presenting his stepping wares as he is good at drawing a small ovation from the crowd. Another practical show-stopper was the virtuous drumming of Louis Belson in a specialty traps feature with the ork called "Skin Deep." Belson really laid it on with both feet and hands and had the pewitters spontaneously whooping it up before he was half done. Pic is "Springfield Rite." . . . Dob Francis.

Continental Cafe

Continued from page 15

crowd the room gets. Midway in her routine the crowd was standing to applaud. She has a highly effective novelty laugh getter in "Je Cherche un Homme" which she does first in pitch darkness, using a flashlight prop, and gets bigger yocks by rolling her eyes than many comics can get with a pratfall. She kidded with the boys in the band, and her audience participation bit was a new and very clever stunt. The singer has her material written so she can do it in either English or French. What Edith Piaf does with a sad expression, Miss Hilda does with a grin. . . . Real Style . . . She punches home each word in a lyric with gestures as if this were the message. When it comes to selling, there is no Continental artist seen here, not even Chevalier, who can top the little blonde in winning over her listeners. She believes in sharing the smiles. French singers seem to be born with those selling expressions. In fact, after watching Hilda, I think that singing is in it's infancy on this side of the Atlantic. . . . The show was cut by Johnnie D'Imario's band, with Miss Hilda, an accompanist, Roger Joubert, on piano. . . . Collins Graevon.

Bruce, who fell out when her daughter's illness forced cancellation.

Burlesque Bits

B. UNO

Raven and her Bubble Bath are heading Fred Sindell's package show with Cavalcade of Amusements joining in Rome, Ga., before moving to Mobile, Ala., for 11 days. . . . Charles E. Davis and Gene Stapleton have taken over the concession department at the Folly, Kansas City, Mo., and are building up selling lines for other burly houses. . . . Bubbles Darlene is current at the Chanticleer Club, Baltimore, from where she shifts first to the El Morocco, Providence, and then to the Paper Doll Club, Tampa, November 13 for four weeks. . . . Jaenne Steele, four-year-old granddaughter of Ethel Steele (Mrs. Jack Rubin), former principal, was crowned "Miss America of 1965" in the Carnival Room of the Capitol Hotel, New York, October 17 where Freddie Fulton and the members of the Parsons Social and Athletic Club had gathered to honor and present Sam Taub, sports announcer, with a plaque. Entertainers Freddie Walker, Elaine Lait and the Hillmam Brothers, preceded the awarding of prizes to winners of a fashion model contest for which the judges were Billy Prince and James Precia. Joe Martin was emcee. Buddy Mack's ork served the music and Al Rock and Fulton booked the entire show. Sissy Sparker and Ellen Thomas, wig model toppers. . . . Sam Cohen, former Hudson Union City, N. J., manager, is recovering from a recent appendectomy operation at his home in Encino, Calif. . . . Barbara Milton followed Lee Wayne at Caruso's, Watertown, Conn., October 25, thru the local Joe Martone agency. . . . Denise Darnell, Rene Andre and Vicki Welles are full-page pictured in the January issue of "Hot" quarterly mag. . . . Aquarina and her seal are new at the Gaiety Club, Miami thru Eddie Kaplan and Mike Frankel of the Monarch Central agency, Miami Beach, whose other recent bookings include Mary Mack and Siaka and her macaw for the Paper Doll Club, Tampa, and Sherry Panay for the Torch Club, Fort Lauderdale, Fla. . . . Winsie Garrett opens November 6, at a feature at the Gaiety, Norfolk, replacing Monica Lake who bowed October 26. . . . Matty Matthews, comic, a former member of the 113th Infantry of Jersey City between 1940 and 1944, enjoyed a re-union with his buddies headed by Lt. Col. J. Carpin during Hudson, Union City, week of October 5. The same unit has

Matty's wife, Rhoda (Dimples) True, doing straight and strips. . . . Cliff Cochran, comic, taken ill during a week in Baltimore, was replaced by Jack Rosen on the first circuit. . . . Joe Sterling is back doing straight on the circuits after 11 years absence with the 2d and 8th Infantry tank divisions in the war zone. Prior to the overseas engagement, Joe was with Slinky and Shorry. On his return from the Army in 1947 he was house straight man at the Fox, Indianapolis. . . . Vinl Faye is the new house singer at the Grand, St. Louis, moving in from the Casino, Pittsburgh. The Grand's former chorine, Roxanne, now a graduated strip, is a new principal on the Hirst wheel. An addition to the Grand's chorus, after an absence of two years, is Marie Shipman. Mrs. Richard Zester left her summer home in Villas, N. J., to join her husband, manager of the Grand. . . . Monvay Kirkland, Ruth Swank, James Adair and the Three Freebys preceded Sirens and Ann Arbor into the Roxy, Montreal. . . . Casper Irvine has re-opened the Civic Theater in Los Angeles, where he is doubling as comic and producer. Other principals are Joe Sands, Diane and Candy Kane.



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'Caine Mutiny' Set As 5th Gregory Unit

Office Books 4 Drama Packages; Plans Broadway, Latin Stands

HOLLYWOOD, Oct. 25. — The Paul Gregory Associates' office here is in the midst of its most expansive aud-arena efforts, with Gregory setting four concert packages and preparing to book a fifth.

Gregory altered traditional thinking about auditorium and arena bookings when he put out a package featuring only Charles Laughton in the huge houses. He's continuing the upper intellect dramatic programs this season.

Gregory's fifth package this season will be built around the court-martial scene in the best-seller, "The Caine Mutiny." Principals set so far for the March 1 tee-off are Dana Andrews and John Hodiak, with a supporting cast of 25. For the first time, Gregory will use a bit of scenery; stage will be backed by a huge American flag for this epic of the sea.

"John Brown's Body," with Tyrone Power, Raymond Massey and Judith Anderson as principals in a cast of 30, will open November 1 at Fresno, Calif. Gregory now is booking 80 dates for the show, which has a heavier cast than the others. Tentatively he's planning to end its tour with a 10-week run in a Broadway legit house, starting February 15. Currently, Gregory's "Don

Juan in Hell" package is well into a string of 68 dates which ends December 17. He is shutting Laughton and Vincent Price in one of the roles because of a movie commitment which keeps Laughton in Hollywood. Otherwise, the cast remains the same as last year with Agnes Moorehead, Sir Cedric Hardwicke and Charles Boyer.

Elsa Lanchester, Laughton's frau, is a new attraction, working the aud-arena circuit with pianist Ray Henderson in "Private Music Hall." She is currently in her fourth week and winds up 59 one-nighters on December 15.

Laughton will go out as a single, starting January 15, to do his dramatic readings for 70 dates in the United States, Canada, Jamaica, Cuba and a series of South American cities. These are Gregory's first stands in the Latin countries.

Roller Skating Eyed by Danes

COPENHAGEN, Denmark, Oct. 25.—The successful opening of Denmark's first roller rink in Odense this month has resulted in active interest in promoting similar rinks in other cities in Denmark.

Representatives of the operators of the big Forum sports arena in Copenhagen have visited the Odense rink and are studying plans for installing a rink in their building. Promoters from Aarhus, second largest city of Denmark, have also visited the Odense rink and are considering a similar project for Aarhus.

Some of the large dance schools in Copenhagen have classes for roller-skate dancing. One of them, the Kisbye School, recently put on a dance and roller skating show at the 4,000 capacity K. B. Hall, in which pupils, instructors and pro skaters took part.

Dramatic & Musical Routes

Begle & Yot: (Great Northern) Chicago. Bell, Book & Candle: (Majestic) Fort Worth, Tex., 29-36; (Metz) Dallas 21-Nov. 1.

Biggest Show of '52: (Indiana) Indianapolis 29; (Unit of Ill. Gym.) Urbana, Ill. 36; (Kiel Aud.) St. Louis Nov. 1; (Auditorium) Kansas City 3; (Auditorium) Springfield 3; (Forum) Wichita, Kan. 4; (Unit of Neb. College) Lincoln 10; (Borchi Capades: (Biltmore) Los Angeles. Call Me Madam: (Hartman) Columbus, O. Climate of Eden: (Parsons) Cincinnati. Cornell, Katherine: (Hanan) Cleveland. Country Girl: (Metropolitan) Seattle. Deep Blue Sea: (National) Washington. Don Juan: (Civic) O.H. Chicago 29-36. Pig Leaf: (Belgian) Chicago.

Four Poster: (Hickstone) Chicago. Gentlemen Prefer Blondes (Hubert) Philadelphia. Girl: (Civic) Detroit. Good Night, Ladies: (Majestic) Boston. Greco, Jose: (Curran) San Francisco. Guys & Dolls: (Hubert) Chicago. I Am a Camera: (Harris) Chicago. Jane: (Clark) Worcester, Mass., 29. (Hubert) New Haven, Conn. 30-Nov. 1. Mr. Roberts: (Cox) Cincinnati. Oklahoma: (Lyceum) Minneapolis. Pull Your Wagon: (Royal Alexandra) Toronto. Plunkett's Stage Show: (Sloan) Tex., 3-5. Seven Year Itch: (Parsons) Hartford, Conn. 30-Nov. 1. Show Boat: (Colonial) Boston. Skinner, Cornelia: (Globe) Newark, O. 29. (Indiana Univ.) Bloomington, Ind. 29. (Metropolitan) Philadelphia 31-Nov. 1; (Lumbus, O. 3-5; (Memorial Aud.) Louisville 6.

South Pacific: (Fox) Spokane, Wash. Sialas 17: (Orion) Chicago. Suspects, The: (Plymouth) Boston. Top Banana: (Nixon) Pittsburgh. Tree Opera in Brooklyn: (Clayley) Washington. Two Is Company: (Hubert) Detroit.

Ice Shows

Helen, Royal, Ice Show: (National Guard Armory) Washington 29-Nov. 8. Hollywood Ice Revue of 1952: St. Louis 29-Nov. 2; Omaha 5-12. Ice Capades of 1952: (Arenas) Philadelphia 29-Nov. 1; (Memorial Auditorium) Buffalo 29.

Ice Pollie of 1952: (Arenas) Chicago 29-Nov. 4; (Cincinnati Gardens) Cincinnati 6-16. Skating Vanities-Olsen & Johnson: (Armory) Louisville 29-Nov. 2; (Madison) Chicago 5-8.

AOW Halloween Parties Offer 45 Prize Watches

ELIZABETH, N. J., Oct. 25.—Managers of the nine America on Wheels rink are already putting up decorations and making other preparations for the chain's big Halloween parties which will be held on three nights.

AOW General Manager William Schmitz has purchased 45 watches to be awarded as prizes. Three

women's watches and two men's watches are to be awarded at each rink. The men's watches and two women's watches will be awarded for the best and most original costumes picked from the crowds by judges. The third women's watch will be awarded to the "most married" gal in mock marriages to be held at each rink. As has been the practice in past years, the management staggers the parties so that non-winners at one rink have a chance at a prize at a different rink in the area on another night.

The party schedule is as follows: Wednesday (29), National Arena, Washington; Paterson (N. J.) Arena; Twin City arena, Elizabeth, and Peckskill (N. Y.) Arena. Thursday (30), Boulevard Arena, Bayonne, N. J.; Bladensburg (Md.) Arena; Mount Vernon (N. Y.) Arena, and Alexandria (Va.) Arena. Friday (31), Capitol Arena, Trenton, N. J.

Because in past years parties have been held at night, with the result that many youngsters were not permitted to attend, AOW is experimenting with Saturday, November 1, matinee parties for the little nippers at its Capitol and Boulevard rinks. Costumes are expected to predominate, although they will not be required. Special games have been arranged for the kids, along with prizes of Cinderella watches for girls and Hopalong Cassidy watches for boys.

URO Conclave Dec. 15-16 in New Orleans

LANSING, Mich., Oct. 25.—The United Rink Operators will hold their annual convention and election of officers December 15 and 16 in the Jung Hotel, New Orleans. It was announced this week by Secretary Robert L. Baker.

The following officers will be retired: Frank Ferrara, Everett, Wash., president; Joseph Barnes Philadelphia, first vice-president; Norman Barber, Cranston, R. I., second vice-president; and Steve Seipp, Melrose Park, Ill., third vice-president.

Retiring executive board members are: Sampson Sholes, Dorchester, Mass., treasurer; Robert L. Baker, Lansing, secretary; Perry B. Giles, Muskegon, Mich., and Roy Seibert, Frankfurt, Ind.

Talk on Tax Heard at Chi League Meet

CHICAGO, Oct. 25.—Principal address at the annual meeting here of the Roller Rink Safety League on October 20 was an informative discussion on federal taxation by Paul H. Huedepohl, secretary of the National Association of Amusement Parks, Pools and Benches. In addition, league members discussed rink operating problems.

According to Rufus M. Foster, Rockford, Ill., board member, league membership has increased from 150 a year ago to 225. He also stated the league's intention to co-operate with other organizations in meeting comm. on problems, such as tax modification, when such co-operation would appear to be mutually beneficial.

William Lingbach, Pontiac, Ill., was added to the board of directors, and the following officers and directors were elected to a second term; Roy Seibert, Frankfurt, Ind., president; H. A. Gettler, Davenport, Ia., vice-president; M. A. Arthur, Harvey, Ill.; Edward Hersherson, Roller Bowl, Chicago; Robert Baker, Lansing, Mich.; Perry B. Giles, Muskegon, Mich.; E. O. Ellis, Maryville, Mo.; Ralph Fox, Crosstown Rink, Omaha, Neb.; Robert Y. Gould, Midtown Rink, Des Moines; Al Kish, Toledo; Kenneth Trueman, Marion, Ind., and Foster.

Regina Aud to Buy Ventilating System

REGINA, Sask., Oct. 25.—The ventilation system of Exhibition Auditorium will be improved at a cost of \$12,500, directors of the Regina Exhibition Association have decided. The \$500,000 building was opened last March.

Culls Named AOW Pros

ELIZABETH, N. J., Oct. 25.—Jude and Audrey Mallette Cull have joined the America on Wheels professional staff and have been assigned to Boulevard Arena, Bayonne, N. J., and Mount Vernon (N. Y.) Arena, respectively. Individually and collectively the pair boasts a long list of championships, including the 1951 national senior men's figure title for Cull.

HARDISTY, Alta., Oct. 25. — Construction has started on a \$50,000 hockey arena to seat 2,000. Completion is expected before the year.

WE BUY AND SELL
all kinds of secondhand Roller Skates

MADAME RENEE'S
BONNY SKATING TIGHTS, \$11.50 dot.

SPECIAL
LADIES' CLOSED TOE SHOES
WITH WOOD WHEELS, \$10.50 a pair
White they last!

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The skating surface for wood and masonry floors. The ultimate in cleanliness and traction.

PERRY B. GILES, Pres.
Curvecrest, Inc., Muskegon, Michigan
We invite you to bring your skaters to Curvecrest and see for yourself.

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1953 CALENDARS NOW ON THE PRESS

No second run

ORDER YOURS NOW
with your name

50 Calendars - 40c ea.
100 " - 36c ea.
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You can't afford to be without this beautiful 6-color Year 'Round Plugger for your Rink.

You will get action with

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ROLLER SKATE CO.
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ONE DAY SERVICE - AT FACTORY PRICES

THE LARGEST EXCLUSIVE SKATE COMPANY IN THE U.S. OFFERS COMPLETE LINES OF EVERYTHING MADE BY:

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| FO-MAC | CHICAGO | HYDE |
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RINKS!
Write for Price List and Information

JOHNNY JONES JR.
Representatives for
CHICAGO Roller Skate Co.
51 CHATHAM ST. - PITTSBURGH 19, PA.

Due to the big response to "GLAMOROUS SUE" 78 RPM here is a still better skating record

"WHY WON'T SOMEBODY LOVE ME" b/w "STORMY WEATHER"

A wonderful theatre number. Mel Klein - Hot Electric Organ. Sample Record prepaid, \$1.00. Money back if you don't like it.

K AND K RECORDS Shelton, Neb.

SAY YOU SAW IT IN THE BILLBOARD!

YOUR COMPLETE WHEEL SOURCE

GLOBE-UNION INC.
now offers a complete line of high-quality skate wheels and all other standard replacement parts.

RINKMASTER, Popular Brown Shoe, 2 1/2" x 1 1/2" high tread under actual rink conditions. Heavy-duty tread will not wear or crack. Diamond-ground tread and hardened bushing for extra life wear. Fits any standard ball-bearing rink skate. Guaranteed.

THE DANCEMASTER, A reputation wheel of selected white-pine maple. Official skating shoe will not loosen or pull out. Maximum run-off of .001" to facilitate and ease wheeling.

REPLACEMENT PARTS, Globe-Union has offers a full line of replacement parts, including axles, cups, ball bearings, immediate delivery. Write for literature and prices.

GLOBE-UNION INC.
Roller Skate Div., Milwaukee 1, Wis.

WE BUY and SELL

NEW and USED RINK ROLLER SKATES

lowest prices by buying and selling - repairing and remounting - money pay the highest price for your skates. Write for quotations. One Day Service.

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representatives for CHICAGO ROLLER SKATE CO.
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MAKES MORE MONEY, DRAWS BIGGER CROWDS WITH BEAUTY, GLAMOUR, SHOWMANSHIP

GET THE NEW REVOLVING HOLLYWOOD SPOTS-LITE

BETTER IN A CRYSTAL BALL

NO MARKERS TO BREAK WASH OR POLISH

GLASS OR NEW OR BEAUTY MODERN SHOWMANSHIP FIGHTING SPIRITS AND LONGBALLERS. IT'S BETTER THAN THE OTHERS AND HERE FOR YOU TO TRY IN HALLS, ARENAS, SKATING RINKS, CLUBS, FRONTS AND BACKS OF THE HOUSE.

Write for Complete Free Details

HOLLYWOOD SPOTS-LITE Co.
Dept. B 1937 Mt. Pleasant St. Chicago, Ill.

RINK SUPPLIES

Complete Line of Roller Skate Supplies and Accessories for the Rink Operator

WRITE FOR PRICE LIST
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L & L PRODUCTS
7919 W. Glenwood St. Chicago 26, Ill.
Factory Representatives
RICHARDSON ROLLER SKATES

Roadshow Rep

H. GLENN NEWTON, magician of note who died at his home in Tampa recently, also was widely known as a rep show performer and one-time owner of the California Players. For the past several years, Newton operated several tent pix shows and a 16mm. film exchange in Tampa. His widow is making her home at 411 East Selma Street, in that city.

Eddie Severance is producing amateur shows in Rathdrum, Idaho. Severance, who operated a platform show during the summer to poor business because of the torrid weather, reports that he has a number of bookings listed for the winter.

Gossette Family has been playing spots in Central Arkansas to fair returns. Org performed outdoors the past summer but has come into schools and any eating spots that come along. S. G. Howe is producing hobby shows in Western Massachusetts.

Mr. and Mrs. Paul Allen are promoting amateur shows in Northern New York. They also have a number of sponsors booked for their promotions in Quebec.

DR. EARLE CASSELL has a solo show of the lecture variety playing around Sheboygan, Wis. Lee Seymour is promoting amateur minstrels in Rhode Island. Col. Herman A. Smythe, Denver, The late Charles Collier, of Athens, Ga., was the original owner-promoter of the Silas Green From New Orleans Minstrels. Smythe also would like to know if any members of the Hollingsworth Favorite Players

Drivin' Round The Drive-Ins

BOB CARPENTER'S Kerry Drive-In, Wilmington, Del., has closed for the season. Brandywine Drive-In, also in Wilmington, operated by Mel Celler and Sam Taubitz, has cut its operation to three days a week, Thursday thru Saturday. Kenneth McFarland Jr. and A. M. Riley are new owners of the Lakes Drive-In, Nacogdoches, Tex. They plan a renovating program, which includes a new glass block ticket office, changeable letter sign, a patio which will seat about 50 persons, new all-metal fence and resurfacing of the parking area. Aaron Burns has started a contest to name a new drive-in he has constructed at Henrietta, Tex. He owns and operates the Royal and Dorothy theaters there. Guy Moses has announced the completion of a remodeling project at the Trail Drive-In, Fort Stockton, Tex. New projectors, new sound outlets and wiring have been installed. The second phase of the project will be completed in time for spring reopening.

PAUL W. AMADEO, general manager of the Pike Drive-In, Newington, Conn., will operate on a Thursday thru Sunday schedule for the remainder of the season. William Moore, formerly a drive-in theater manager in the Connecticut area for Lockwood & Gordon Theaters, has been named manager of E. M. Loew's State Theater, Holyoke, Mass. Completion of a 700-car capacity drive-in theater being built at Manchester, Conn., by Bernard Menschell and John Calvo, co-owners of Community Amusement Corporation, Hartford, Conn., is planned for April 1, 1953. Project is the first outdoor theater to be planned by the Community Amusement organization, which operates several conventional film houses in Connecticut. A portion of the former municipal airport site and adjacent land fronting on the Greenboro-High Point N. C. highway is being developed into a new drive-in theater. Sam Neill, who operates a drive-in in Darlington, S. C., is building the new movie arena and expects it to be in operation by Thanksgiving Day. The theater will be named the Pointer Drive-In and will accommodate between 400 and 500 autos.

OPEN A DRIVE-IN THEATRE AT LOW COST
New and guaranteed rebuilt equipment from \$1395. Terms available to repair, single parties. Write giving location and number of cars. SPECIAL OFFER! Tempered Visiting & Movie Letters. \$1.50. 50x10, 60x10, 80x10. S. O. S. CINEMA SUPPLY CORP., Dept. L, 607 W. 52 St., New York 19.

are still active. In answer to a recent query in this corner concerning the 10-20-30 Floyd Crowl Players, Gifford Saunders writes from Providence, R. I., that "this was a topnotch show which played in the East for the most part. I have an old handbill giving the names of some of the plays the group presented. They included 'Luck of Roaring Camp,' 'Little Barefoot,' 'Storm Beaten,' 'Molly Bawn' and 'Neck and Neck'."

HOLLYWOOD VARIETIES, planned by veteran agents, Clarence and Marion Auskins, is in the eighth month of its current tour of sponsored dates in public auditoriums, theaters and schools. Current season opened in San Bernardino, Calif., with the show playing established territory in Utah, Idaho, Montana and Oregon. Unit plans to make an extended tour of California and Southern States for the fall and winter. Varieties, now a TV program comprised of magic, vent, comedy and novelty acts, will be remembered by many old-timers as the Harry and Berdie Lewis Company, which has been active since 1909.

A Night in Harlem Company, with Frank Brown in charge, has been playing to good returns on its jaunt thru Mississippi. Booked thru Biju Amusement Company, Nashville, the show has about four more weeks on its present tour before going into theaters for the winter. Hamp Tyler is emcee, with featured performers including Flossie Jackson and Madam Queen. Show recently took delivery on a new bus which sleeps 26 persons.

L. N. REMINGTON advises from Cibola, Texas, that he has had a fair summer with his platform show and that he will move to West Texas, where he will try a store show. Remington says that Texas is not what it was in the old days for outdoor workers but that there still are many good spots left. Arthur C. Curran is in Elkhart, Ind., making plans to give the amateur production game a trial. He says that he has put together some "hat of a novelty" show. Remington says that Texas is not what it was in the old days for outdoor workers but that there still are many good spots left. Arthur C. Curran is in Elkhart, Ind., making plans to give the amateur production game a trial. He says that he has put together some "hat of a novelty" show. Remington says that Texas is not what it was in the old days for outdoor workers but that there still are many good spots left. Arthur C. Curran is in Elkhart, Ind., making plans to give the amateur production game a trial. He says that he has put together some "hat of a novelty" show.

DAVID S. LORD is promoting amateur shows in Western Connecticut. He also has two minstrel shows on his books for December production. He'll use amateurs at both engagements. Janice Gerson is promoting amateur productions in Belmont County, Ohio. Mr. and Mrs. T. A. Austin have several amateur productions in preparation in Winchester, W. Va., area. Norman Theil pens from Wilson, Idaho, that he had a good summer with his platform show and that he and his wife will take up school dates soon. Theil says that he met Chris Bainter, stroller showman, at Silver City, Idaho, and that Bainter has a top show and is looking out many of his spots that he has published under his own name. Bainter, Theil says, is moving toward Northern California where he spends the winter.

DR. FRANCIS GARRITY has started an East-to-West trek with his solo show in which he has a merchandise set-up with a commercial firm. He expects to promote a few small-town road fairs at spots he has visited before. The Gerry Family Show is working its way into Northern California following its stand in Joyce, Wyo., which resulted in five fair returns. Mr. and Mrs. C. A. Wilson of Pendleton, O., October 1 and will present their musical show en route to Tampa. It will take them about a month before they arrive in the Alligator State and most of their dates will be played in cities where they have appeared in previous years.

BILLIPS—John B. Park, 43, veteran carnival concessionaire, who was with many shows, including the Crystal of America, died at Weber's home in Chicago, Ill., October 25. He is buried October 25 in Showmen's Rest, Woodlawn Cemetery, Chicago.

BALKEMA—Mrs. Olive Wood, 52, former vaudeville dancer and for many years a radio singer, died professionally as Olive Wood, September 26 in St. Mary's Hospital, Grand Rapids, Mich. She is buried October 26 in the "Buster Brown" plot, Mrs. Balkema loved the old Orpheum vaude circuit in her youth with such innards as Gloria Swanson, William Frawley and Walter Winchell when he was an emcee. She was a native of New York and after marriage went to Grand Rapids where she opened a dancing school about 30 years ago. Later Mrs. Balkema spent eight years in Brice Beach, Calif., where she also conducted a dance school. She then returned to Grand Rapids and resumed teaching. She was a member of the Dancing Masters of America. Survivors are a daughter, Mrs. James E. Goldammer, Grand Rapids, who is also a dancer and toured the USO circuit during World War II. Her son, George, lives in Grand Rapids, and two brothers, Grant and Rodney Wood, New York.

BURKIN—Ed, 26, Mount Carmel, Ill., auto race driver, died October 19 during a race meet at Fort Wayne, Ind.

CASBANI—Severino (Sam), 46, owner of the Capitol Amusement Company, October 16 in Montpelier, Vt. His widow and two oldest survivors.

CORWANE—Thomas E., 43, one of radio's oldest entertainers, October 22 at Franston, Ill. He had been a featured performer on "National Barn Dance" since he was 16. He performed in 1925. He was known for his barnyard and bird imitations.

CUNNING—Mrs. Catherine Chisham, author of dramas, comedies, farces and plays, died October 22 at Franston, Ill. Her husband, John Cunningham, was a popular actor in New York. Broadway saw her first comedy, "The Real Thing," in 1911. There followed such shows as "Jerry," a comedy with Billie Burke; "Kitty MacKay," comedy which ran in 1914; "The Three Ladies," musical based on "Ritzy"; "Polynana," with Philip Morris and Patricia Collins; "The Master of the Inn"; and "Enter Alan Poe," both seen in 1925, and such musical comedies as "The Merry Widow" and "The Sign of the Cross." Mrs. Cunningham was the lyric writer for the song "L'Amour, Toujours L'Amour" and wrote the music for "I Love You, Dear." When Brown Eyes Looked Into Eyes of Blue and others. Two sisters and two brothers survive.

DOBROSKY—George, 41, concessionaire for 20 years, October 9 in an automobile accident in Portola, Calif. Remains were sent to his home in Berkeley, Calif., for services and burial in Oak Ridge Cemetery there, survived by his widow, Gerriet, and a brother, Joseph.

DOANIS—Peter, 40, composer, concert artist and father of Peter Doan, radio and television entertainer, October 24 in Los Angeles, Calif. He was born in London, England. He appeared with the Primrose and West and Lew Dockader minstrel shows, and later comic opera with The Bachelors. He also appeared with Priscilla Scherr and Weber and Field, and was featured in the original "Bill of New York." He is survived, besides his son, by his widow, Marie Carson, who played with him in vaudeville from 1911 to 1927.

FACE—Helen, 41, drama critic and editor for The Boston Traveler since 1931 and motion picture critic and editor for the Traveler since 1928 in Boston, October 27. One of the greatest actors, actresses, playwrights and producers of the past 25 years were her personal friends and she was known and loved through the world of the theater. Born in Marlboro, Mass., she became interested in the theater and its people and began in amateur theatricals and minstrel shows hoping to become an actress. Instead of that, she came to the Traveler to help out with advertising mail and her two weeks stretched into 21 years when she succeeded Eleanor Verr, then movie critic. Her stepfather, George F. Bond, and a brother survive.

FRYBERG—Martha, 62, songwriter at Metropolitan Hospital, New York, October 24, following a stroke. Her German-language songs, "Bagel Lied," was a popular American tune in the 1930's as "Call Me Darling." Other of her songs were "Walking on the Rainbow," "Bar With My Mammy Bay New" and "Small World." He joined the American Society of Composers, Authors and Publishers in 1933. A Czech daughter and a brother in Germany survive.

GROVE—Harry K., 35, former announcer at WFCO-TV, Cincinnati, October 19 when his auto went out of control and struck a pole near Montgomery City, Mo. He joined radio-TV during the summer of 1951 and resigned his post two months ago to do radio work in Kansas City. Survived by his widow, daughter and sister, Mrs. Clifton Sobeske, Cincinnati.

HUGHINS—Ernest (Pop), 62, musician, October 13 in Eldorado, Ark., of a heart attack. He had spent about 10 years in show business as a pianist and clarinetist with the Famous Georgia Minstrels and with the A. C. Orlich Show and Crown Amusement Company. Burial October 18 in Eldorado.

JACOBI—Frederick, 61, American composer, October 24 in New York of a heart attack. Born in San Francisco, he studied at the Ethical Culture School, and later in Berlin. From 1913 to 1917 he was assistant director of the Metropolitan Opera Company. He then went west to study the music of the Pacific Indian in Arizona and New Mexico. He later composed his later string quartet of Indian themes and "Indian Dances." He composed many other large choral works including an opera, "The Prodigal Son," and two settings for synagogue rites. Since 1936,

he had taught composition at the Juilliard School. He also lectured extensively, and was the recipient of several musical awards. He is survived by his widow, a son and a daughter.

KARPIS—Charles T., 51, October 31 in Detroit. He organized the Karpis Combination, a minstrel company touring the U.S., playing at Weber's Theater, Detroit, intermittently for several years. This organization developed the family for the Four Karpis, which became the Four Morones, directed by a daughter, Phyllis, and a son, Frank. Buried in Mount Olivet Cemetery, Detroit.

KIRK—Frank L. Sr., 19, in Bridgeport, Conn., October 1. He was charter member of Local 61, American Federation of Musicians, and was well known as director of the old Wheeler and Wilson Band and the American Band. Survived by his widow, four sons, three daughters and a sister. Burial in St. Michael's Cemetery, Stratford, Conn., October 12.

KROG—Joe M., 42, president of the Pacific Coast Showmen's Association and the Associated Trampers, October 20 in Fresno, Calif. He was born in Dayton, O. Survived by his widow, Ethel, burial in Showmen's Rest, Evergreen Cemetery, Los Angeles.

LAFOUNT—Harold Armand, 22, radio pioneer, October 21 in Detroit. He first entered the radio industry when President Coolidge appointed him as Federal radio commissioner in 1927. In 1933 he was named director of the Federal Commission on the Bulova radio interests. He had been president of the Atlantic Coast News Association, the Greater New York Broadcasting Corporation and the Fifth-Forty-Sixth Corporation. His mother, four daughters and a sister survive.

LANDOLF—Ruth, 42, veteran show formerly with Ringling-Barnum Circus, Thursday 23 at Springfield, Mass. He had been in falling since he was 10 years old. Survived by his widow, Mrs. Edith Landolf, and a sister, Mrs. Nellie Pelham, Milwaukee. Burial at Springfield, (Details in Circus Section.)

LANO—Mrs. Pam, wife of James Lano, Hollywood actor's agent, October 22 of a heart attack.

LONG—Mrs. Walter, 58, food concessionaire at fairs and other places, October 13 in a hospital in Gainesville, Ga., as a result of injuries sustained in an October 7 airplane crash near Marietta, Ga. She survived by two daughters, Mrs. Elizabeth Heath, also a concessionaire, and Mrs. Elizabeth Houston, Lebanon, Ind., three brothers and two sisters. Services October 17 in Lebanon and burial in Center Cemetery there. (Details in Carnival Section.)

PETERS—Susan, 31, film actress, Friday (24) at Municipal Hospital, Ukiah, Calif. A promising young featured player in 1942, she was wounded in a hunting accident January 1 of that year which had left her paralyzed from the waist down and permanently confined to a wheel chair. The cause of death was attributed to kidney failure, but her attending physician said she had been "going down hill" for several months and had lost the "will to live." The actress was born in Spokane, her real name being Susanne Carahan. She entered motion pictures upon graduation from Hollywood High School. At the time of the hunting accident, in which a bullet from a 22 caliber rifle lodged in her spine, she was married to actor Richard Quine, whom she divorced in 1948. In recent years, she had been touring "The Barrets of Wimpole Street," "The Glass Menagerie" and "The Sign of the Cross" in all of which she portrayed persons who were crippled and confined to a wheelchair. She later appeared in television, starring in a series, "The Barrets of Wimpole Street," and also survived by an adopted son, Timothy Richard, now 6.

WHEATLE—Arthur, 31, circus performer from the time he was 10 years old until a fall in 1921, while with the Walter L. Main Circus was performing career October 18. He was born January 4, 1921, and had trooped with such shows as the old Alvin and the Kid Circus, Sun Beach, Klutz Jones, Cooper Bros., Rose Kilian,

Orange, Moon, Mighty Itag, Callmar and Christy Bros. circuses. After 1931 he operated a successful tent movie show for a number of years. Survived by his widow, Mary, a daughter, Arline; his parents, Mr. and Mrs. O. J. Whittier; a brother, Edward; and two sisters, Mrs. J. L. Pease, who with her daughter, Evelyn, has been with the Kelly-Miller Circus for eight years, and Grace Prattman, Tell City, Ind.

WORTH—Len R., 47, former radio announcer and musician of Brookline, N. Y., October 19 at Sonoma Hills (R. J.) Hospital after a long illness. He was an entertainer in the Anzac Club during World War II, frequently appearing with his sister, Billie Worth, who is now playing the lead role in "Call Me Madam" in London. At his death he was with the circulation department of the Crowell-Collier Publishing Company. Surviving are his wife, Doris; two sisters, Billie and Grace, and a brother, Colby.

IN LOVING MEMORY OF
MATTHEW J. (SQUIRE) RILEY
Died November 3, 1918.
"Always in our hearts."
LILLIAN & MARK

LLOYD R. PRIDDY
Passed Away
November 8, 1950
WE LOVE YOU AND WE MISS YOU, DARLING
Mr. & Mrs. Lloyd R. Priddy Sr.
Claire Priddy—Rose Westlake

IN MEMORY
Of My Beloved Husband
D. C. (Mac) McDaniel
Died in Saarhausen, S. C.
Bertin (Gyp) McDaniel

IN LOVING MEMORY
AGNES MORRIS
Who passed away October 28, 1950
A wonderful wife and mother.
We miss you more and more.
CHARLES (DOC) MORRIS JR.
Eveline Wife.

In Memory
Of My Dear Husband
GEORGE YAMANAKA
Died October 23, 1952
Columbia, S. C.
LUCY YAMANAKA

In Memory of
RUBE NIXON
Passed away October 26, 1948
It still just away.
Miss you more all the time.
Loving Wife,
Verna Nixon

In Loving Memory of Our
Daughter Who Passed
Away Oct. 29, 1913

"Darling, You Are Constantly in Our Thoughts"
Harley and Billie Sadler

GLORIA SADLER ALLEN
George M. Colman
11878-19423
JERRY VOGEL

100G BLAZE WIPES OUT COLUMBIA CONCESSIONS

57 Stands Lost as Fire Sweeps Independent Space at S. C. Event

By JIM McHUGH

COLUMBIA, S. C., Oct. 25.—Fire wiped out the main portion of the independent midway at South Carolina State Fair here only two hours before the scheduled Monday night (20) opening causing damage estimated at close to \$100,000.

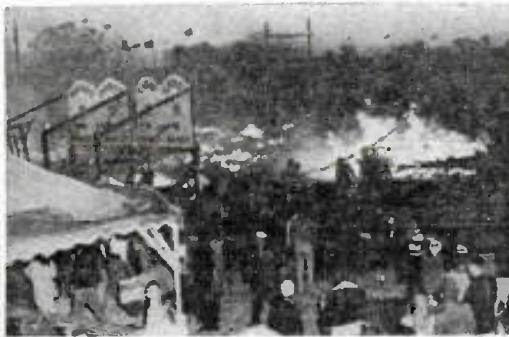
A total of 57 concessions were lost in the blaze, which threatened the World of Mirrh Shows on the midway, the grandstand and dozens of other units booked thru the fair concession office. Only prompt action on the part of show personnel and the rapid arrival of fire apparatus kept the fire from swallowing many of the World of Mirrh ride and show units.

Frank Bergen and Bucky Allen lost 17 stands worth an estimated \$25,000. Earl Fisher and Bill McCoy, of Columbus, O., lost 21 units, a truck and a trailer worth a total of \$20,000. A 30-foot Derby Racer, owned by Robert K. Parker and operated by Vaughn Richardson, was destroyed for a loss of \$20,000.

Losses Listed

Other losses reported included Clyde Warbritton, 3 stands; Jules Lazures, 1; Sonny (Kelly) Gray, 1; Johnny Miller, 8; Larry Falco, 3; Little Joe Miller, one 32-footer; Ed Murray, 2; Louis Wish, 3, including 2 doubles; Al Wish, 1; Maud Varnier, 1 show range; Irving Berk, 1; Raehael Lilly, 1 palmistry booth; Homer Simonds, 2; Harrington, 1 double, and Doc Niday, 5, including four on a small trailer. The house car home of Mr. and Mrs. Robert Bolln and their two children was destroyed.

The blaze occurred about 8 p.m. and just after all of the stands had



DAMAGE ESTIMATED at close to \$100,000 resulted from a flash fire on the independent midway of the World of Mirrh Shows at the Columbia (S. C.) Fair. The flames, at the time this picture was taken, were rapidly finishing Robert K. Parker's \$20,000 Derby Racer, one of the 57 stands lost in the blaze.

been flashed in preparation for the 7 p.m. opening. Many operators and their help had taken time out to clean up and eat before getting ready for the night's business. While it is unlikely that the cause of the blaze will ever be determined, several held the opinion that it was caused by defective wiring.

The heavy black smoke from the fire could be seen two miles from Columbia. This, plus radio reports, brought out thousands of sightseers and made for perhaps the biggest opening night crowd ever counted here. The free gate was an added lure but a sudden drop in temperature coming on the heels of the blaze kept the showmen from reaping any big gains.

Opens On Time

All midway units were in operation by eight o'clock, except the remaining Bergen and Allen concessions, and other independent stores, which were without lights because of the fire until after 9 p.m.

The burned area was a picture of desolation, with only two piles of rubble and the charred ground to mark the scene for the curious.

Allen had the area cleared early Tuesday morning and more stands were erected. The extra concession equipment carried by the

(Continued on page 51)

Merle Evans, Nina Thomas Wed in Miss.

HERNANDO, Miss., Oct. 25.—Merle Evans and Nina Thomas, both of Ringling Bros. and Barnum & Bailey Circus, were married here Sunday (19) by the Rev. Julian Green of the Presbyterian Church. Joe Simon, Memphis theater man and former circus music librarian, was a witness.

Evans has been bandmaster for the circus since 1919. Mrs. Evans is secretary to John Ringling North, circus president, and Arthur M. Concello, general manager. The wedding took place while the show had a Sunday off in Memphis.

Northeast Iowa Fair Assn. Seeks to Legalize Bingo

MONTICELLO, Ia., Oct. 25.—A resolution seeking the legalization of bingo in Iowa was adopted by the Northeast Fair Managers Association at a recent meeting here and the resolution will be presented to the next session of the State Legislature in January. Andy Hanson, president of the association, and manager of the All-Iowa Fair, Cedar Rapids, said the bill would be prepared and presented for approval at the State fair managers' meeting in Des Moines, December 8-10.

According to Hanson, the bill will follow the pattern of a similar law enacted several years ago in Minnesota. It would legalize bingo when the game is op-

erated by a religious, charitable and fraternal organization. This would include fairs.

The proposed measure goes a step further than the Minnesota law in that it provides that the game be wholly sponsored by the "non-profit organization and that no individual shall receive any of the profits."

In addition to Hanson, other members of the legislative committee are Virgil Shepard, Allison; M. C. (Cap) Lawson, Mason City; and Eugene Moore, Tipton. The committee will confer with Attorney General Robert Larson before presenting the bill to the State meeting.

The association is made up of 14 fairs in Eastern Iowa.

2,387,140 Gate Gives Dallas Fair New High Tenth Straight Year

Martin, Lewis 255G in 24 Shows; 122,324 See Ice Cycles; Rotor Tops Rides

DALLAS, Oct. 25.—State Fair of Texas broke its own attendance record for the tenth straight time and again established a new all-time high for fairs. The expo ended its 16-day run Sunday night (19). Final attendance totaled 2,387,140, last year's mark of 2,320,129 being exceeded only a few hours before the gate admission charge was removed at 6 p.m. Sunday (19) for the Cotton Bowl religious festival that followed at 8 p.m. The fair has broken its own record every year since 1939 (no fairs were held during the war years, 1942-45). Money generally was way up. James H. Stewart, executive vice-president and general manager of the fair, expressed surprise at the per capita spending increase in view of the Southwest's two-year drought and economic conditions in farm and cattle-raising sections.

Final attendance figures were:

| | 1952 | 1951 |
|----------------|------------------|------------------|
| Saturday (4) | 172,325 | 161,256 |
| Sunday (5) | 183,478 | 189,175 |
| Monday (6) | 49,673 | 47,791 |
| Tuesday (7) | 50,897 | 52,084 |
| Wednesday (8) | 181,365 | 176,885 |
| Thursday (9) | 82,263 | 51,875 |
| Friday (10) | 227,895 | 215,601 |
| Saturday (11) | 263,694 | 254,601 |
| Sunday (12) | 281,228 | 276,585 |
| Monday (13) | 184,751 | 182,347 |
| Tuesday (14) | 105,698 | 101,817 |
| Wednesday (15) | 76,170 | 77,542 |
| Thursday (16) | 78,963 | 80,672 |
| Friday (17) | 148,109 | 139,208 |
| Saturday (18) | 161,981 | 161,672 |
| Sunday (19) | 173,848 | 171,418 |
| Totals | 2,387,140 | 2,320,129 |

The Martin and Lewis revue in the Auditorium did sensational

Royal Crown Preps Fla. Fair Stands

TARPON SPRINGS, Fla., Oct. 25.—Royal Crown Shows will launch their 1953 Florida fair season the third week in January at the Florida Citrus Exposition, Winter Haven, Mrs. Lolly Young, owner-manager, announced from shows' winter quarters here this week. Date will mark the seventh consecutive year that the shows have held the date, considered to be the second largest event in the State both in attendance and gross, Mrs. Young said.

She also holds midway contracts for Lake County Fair, Eustis, Fla., and Lee County Fair, Fort Meyers, Fla. Shows came in here for the winter following a spotty season. Mrs. Young said. She reported, however, that the major fairs the shows played topped last year's gross figures. The only exception, she said, was the Nebraska State Fair, Lincoln, which was below par because of a polio epidemic which hit the State.

Work in local quarters gets under way shortly after January 1

business, racking up an estimated attendance of 85,000 for 24 performances, and estimated gross before taxes of \$306,000, with the take after taxes about \$255,300. Show was an all-time third to 1950's "South Pacific" and 1951's "Guys and Dolls" at the box office. Auditorium manager Charles R. Meeker Jr., claimed take was a world record for a variety show for comparable number of performances.

Top Guys and Dolls

Martin and Lewis attendance actually exceeded slightly that for "Guys and Dolls." "Dolls" had an attendance of 82,813 and gross before taxes of \$321,346.50. Meeker said Martin and Lewis did much better business in the

(Continued on page 57)

First Animals For 'Africa' Due in Week

Zehorse Included; Quarantine Stalls 21-Giraffe Plan

BOCA RATON, Fla., Oct. 25.—The first shipment of animals for John P. Pedersen's Africa, USA, here is scheduled to arrive from Kenya Colony Friday (31).

Pedersen's efforts to buy 21 giraffes were held up by a hoof and mouth disease quarantine, he said. However, he still expects to acquire the unusually large herd.

In the shipment due Friday will be a zehorse stallion, cross between a Grewey zebra and a horse. He described this as an orange horse with black stripes. He plans to breed this animal with horses to obtain striped horses, he stated.

Also in the shipment are 17 Grewey zebras, which Pedersen said are larger, more tractable and more vividly marked than ordinary zebras. Twenty-two common zebras, 19 ostriches, two leopard and other stock is included in the shipment. Pedersen's son, Jack, has been in Africa and is in charge of the shipment.

The animals will be placed on the 350-acre tract which is being planted here with African foliage and equipped with a waterfalls and other effects. An African native village will be added. Among the equipment already in operation is a National Amusement Device Company miniature trackless train, which will be used to transport visitors thru the artificial jungle. The area is scheduled to be opened to the public in November, and Pedersen expects to draw business from Silver Springs and Miami Beach areas. Pedersen is a former railroad man more recently in the real estate business at Fort Lauderdale.

Bluch Landolf, Famed Clown, Dies at 72

SPRINGFIELD, Mass., Oct. 25.—Bluch Landolf, 72, one of the famous old-school circus clowns, died at his home here Thursday (23). He had been in poor health for several years and had retired from the road about six years ago.

Landolf was with Ringling Bros. and Barnum & Bailey for decades. Among the clown gags for which he was best known was that in which he carried a long plank on his head and reversed the direction of his walk without turning the board.

He was an uncle of the late Lillian Leitzel, famed Ringling aerialist. Surviving are his widow, Mrs. Edith Landolf of Springfield, and a sister, Mrs. Nellie Pelikan of Milwaukee, Lillian Leitzel's mother.

Funeral services were conducted in Springfield on Friday (25).

Aussies Set Five Auto Race Meets

SYDNEY, Oct. 25.—The auto racing season is opening here this month with five meets set between Aussie speedway drivers and an international team from Europe. For the first time in many years, British promoters have entered a team.

Of the five meetings, four will be in Sydney and one in Brisbane. American driver, Cal Niday will be one of those on hand for the season. Another is Fay Taylor, who will compete under the control of Empire Speedways, Ltd., top auto race organization here. Miss Taylor will drive an American car.

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JOURNAL STUDY OF BIZ TREND TO EXHIBITS

CHICAGO, Oct. 25.—The Wall Street Journal Wednesday (22) page-one'd a feature round-up on the increasing trend of national manufacturers to exhibit at county and State fairs. Story, which ran about a column and a half, detailed the success of exhibitors and the low cost of exhibiting. It also reported that more firms would enter the exhibit field next year and that some would enlarge their space.

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Round or square, 3/4 diameter, 2.50
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Smaller Size, 3/4 diam., Red or
Green Plastic, M
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This, Transparent Plastic Markers,
Brown, 1/4 inch, Per M
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Markers, size 1 1/2, 1000 to 10, larger size, 50 diam.,
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Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Mr. and Mrs. Harvey (Miss Luxon) Earlin, who are currently playing a park date in Havana, were recently held over an extra 10 days at the spot. The Earlins are skedded to close Sunday (26) and will then head for the other end of Cuba for a three-week stint at another carnival, and then to Puerto Rico for a three-week park engagement. Then, after a short stay in Miami, the swaypole duo will leave for South America where Jose Martinez, Miami agent, has set them for a Columbia engagement. Weather in Havana was on the rainy side, they report, but publicity for the act was big including film shots on TV and in the motion picture houses.

Jimmy and Nella Troy write that while they played the Dallas fair with the Swenson Thrillcade they enjoyed visits with the Gil Gray performers and were in turn visited by Bobo Barnett who stopped off between Polack engagements. The Troys will play Wichita and Kansas City dates for Orrin Davenport.

Chico-Dell and Company, monkey, ape and pony act now playing the Hawaiian Islands with E. K. Fernandes, announces that Tom Weston, formerly with Spiller's Seal, has joined his troupe. Act will return to the mainland in December for indoor dates.

While performing at the West End Fall Festival, October 13-18, Evansville, Ind., the Aerial Win-

ters, booked by the George A. Hamric office, took delivery on a 1952 Studebaker truck. Leo Francis has signed to play Santa Claus at Block's Toyland, Indianapolis, for the 14th consecutive year. Avery Tudor will be relief Santa. The engagement is November 15-December 24. Since closing the season at Washington, Felix and Iva Morales have been vacationing with Sonny Morales; their son-in-law and daughter, Frank and Elizabeth Thompson, and grandson, Tommy, at the Bennington, Vt., mountain camp of Charles and Edith Thompson. They open their winter dates in November at Greenville, S. C.

Capt. Guy Leslie has returned to his home in Florence, N. J., after spending two months at the ostrich farm in Oxnard, Calif., with Mr. and Mrs. Homer Snow, who are also in the sea lion business. Leslie went to the Snow farm after returning from a tour with the All American Circus and bought four sea lions from there. He also visited the Clyde Beatty Circus in New Mexico and Mrs. Leslie and Dolly Jacobs, of the Gil Gray show, in Gainesville, Tex. He played schools en route east.

Vic Perry, rotund pickpocket artist, who has played a number of Midwest outdoor spots in addition to several fair meetings a couple of winters ago, de-

FAIR ASSN. MEETINGS

International Association of Fairs & Expositions, Hotel Sherman, Chicago, December 1-3. Frank L. Kingman, Brockton, Mass., secretary.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 8-10. E. W. (Deak) Williams, Manchester, secretary.

Indiana Association of County & District Fairs, Hotel Severin, Indianapolis, January 5-7. William H. Clark, 360 Walnut Street, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 5-7. W. H. Eldridge, P. O. Box 266, Plymouth, secretary.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 13-14. Everett E. Erbart, Stafford, secretary.

Maine Association of Agricultural Fairs, Falmouth Hotel, Portland, January 14-15. Roy E. Symons, Skowhegan, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 18-20. Harry B. Kelley, Hillsdale, secretary.

Virginia Association of Fairs, Richmond, January 18-20. C. B. Raiston, P. O. Box 482, Staunton, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 18-20. Clifford C. Hunter, Taylorville, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 19-21. H. C. McClellan, Arlington, secretary.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 21-23. Charles W. Swoyer, 522 Court Street, Reading, secretary.

North Carolina Association of Agricultural Fairs, Sir Walter Hotel, Raleigh, January 22-23. Mrs. Clyde Kendall, P. O. Box 5127, Greensboro, secretary.

Oklahoma Association of Fairs, Biltmore Hotel, Oklahoma City, January 25-26. Vera McQuilkin, P. O. Box 974 Oklahoma City, secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 26. William C. Lynn, 1 West State Street, Trenton, secretary.

Texas Association of Fairs & Expositions, Baker Hotel, Dallas, January 29-31. Ted Overby, Texas - Oklahoma Fair, Iowa Park, Tex., secretary.

Arkansas Fair Managers Association, Hotel Marion, Little Rock, February 2-3. Sen. Clyde E. Byrd, 2601 Howard Street, Little Rock, secretary.

New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 2-3. James A. Canev, State Office Building, Albany, executive secretary.

Western Fairs Association, Palace Hotel, San Francisco, November 18-20. Rose E. Links, 1015 24th Street, Sacramento, secretary.

Kentucky Association of Fairs & Horse Shows, Brown Hotel, Louisville, January 8-9. Ray P. Weller, Shelbyville, secretary.

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(Routes are for current week when no dates are given. For some instances, possible mailing points are listed.)

- Alamo Expo: (Fair) Jennings, La.
- All Fair: (No. Main & E. 27th St.) Houston, Tex.
- All Valley: Benavides, Tex.
- American Eagle: (Fair) Liberty, Miss.
- Arizona: (Fair) Phoenix, Ariz.
- Antioch: (Fair) San Antonio, Tex. 27-Nov. 2; Eagle Pass 4-8.
- A.M.P.: (Fair) St. George, S. C.
- B. & E.: (Fair) Florence, S. C.
- Big State: (Fair) Rockport, Tex.
- Blue Grass: (Fair) Luray, Ala.; season ends.
- Borderland: Blinn, Tex.
- Burkholder's: (Fair) Houston, Tex.
- Burks: (Fair) New Orleans, La.
- Capital City: (Fair) Live Oak, Fla.
- Carnivals of Amusement: (Fair) Mobile, Ala.
- Central Am. Co.: (Fair) Lotts, S. C.
- Collins & Wilson: (Fair) Florence, S. C.
- (Fair) Sumter 2-8.
- Coastal Plain: (Fair) Whitaker, N. C.
- (Fair) Elmora 2-8.
- Crafts Expo: (Fair) Brawley, Calif. 28-Nov. 2.
- Crafts 20 Big: (State Fair) Phoenix, Ariz. 4-14.
- Drex: (Fair) Nashville, Tenn.
- Drum: (Fair) Nashville 2-8.
- Ferris, Carl D.: (Fair) Mansour, S. C.; Summerville 2-8.
- Fleming: (Fair) Dublin, Va.
- Florida Expo: (Fair) Barwell, S. C.
- Franklin: (Fair) Alice, Texas. 29-Nov. 3. (Season ends)
- Gen City: (Fair) Oak, Ala.
- Gentech: (Fair) A. Greenwood, Miss.
- Gladiators Expo: (Fair) Jackson, Miss.
- Gold Medal: (Fair) Dothan, Ala.
- Groves: (Fair) Dothan, Ala.
- Harrison: (Fair) Dillon, S. C.
- (Fair) Fair Bluff, N. C. 2-8.
- Heiman: (Fair) Dothan, Ala.
- Heth, L. J.: (Fair) Dublin, Ga.; Brundidge (Troy), Ala. 2-8.
- Hottle: (Fair) Dothan, Ala.
- Interstate: (Fair) Elba, Ala.
- John's: (Fair) Enterprise, Ala.
- K. & C.: (Fair) Kewtown, La.
- (Fair) Ft. Francisville, Ga.
- Leah: (Fair) Dothan, Ala.
- Leah State: (Fair) Dothan, Ala.
- Marion: (Fair) Moncks Corner, S. C. (Fair) Camden 2-8.
- Mighty Hammettes: (Fair) Butler, Ga. (Season ends)
- Mighty Page: (Fair) Trenton, N. C.
- Model: (Fair) Dothan, Ala.
- Orange State: (Fair) Marion, Ga. (Colored Fair) Jacksonville, Fla. 2-8.
- Ocean: (Fair) Dothan, Ala.
- Page Am. Co.: (Fair) Marion, S. C.
- Palmetto Expo: (Fair) Summerville, S. C.
- Pan American: (Fair) Camanche, Calif.; season ends.
- Penn Premier: (Fair) Nashville, N. C.
- Peppers: (Fair) Fort Walton, Fla. 27-Nov. 2; Bonifay 2-8.
- Petrie Broadway: (Fair) Columbia, S. C. (Fair) Brantley, Ga. 2-8.
- Pyro's: (Fair) Mississippi; Gulfport, Miss.
- Raines: (Fair) Port Stare, La.
- R. & C.: (Fair) Dothan, Ala.
- Royal American: (Fair) Pensacola, Fla.
- Royal Expo: (Fair) Alms, Ga.; Daytona Beach, Fla. 2-8.
- Southern States: (Fair) Arlington, Ga.
- Southern Valley: (Fair) Rayville, La.
- St. Charles: (Fair) Warrington, Ga.
- (Fair) Starke, Fla. 2-8.
- Stirling: (Fair) Waynesboro, Miss.; Rockville, Ala. 2-8.
- Straine: (Fair) Charleston, S. C.; Jacksonville, Fla. 2-8.
- Tassel: (Fair) Waynesboro, Ga. 29-Nov. 8.
- Thelley: (Fair) Newberry, S. C.
- United States: (Fair) Newberry, S. C.
- Virginia: (Fair) Dothan, Ala.
- Vienna: (Fair) Bishopville, S. C. (Fair) Oconeeville 2-8.
- Wallace: (Fair) Jefferson, S. C.
- West Coast: (Fair) Delano, Calif. 28-Nov. 2; Potteryville 4-12.
- West Coast Expo: (Fair) Chowchilla, Calif. 28-Nov. 2; Sanger 2-8.
- Wilson: (Fair) Dothan, Ala.
- Wolfe: (Fair) Greer, S. C.
- World of Mirth: (Fair) Augusta, Ga. (Fair) Savannah 2-8.

Circus Routes

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- Jacob: (Fair) Charleston, S. C. 27-Nov. 2; Jacksonville, Fla. 2-8.
- Kelly: (Fair) Al O. & Miller Bros.; Bristol, Ohio. 27; Shawnee 28; Seneca 29; Holdenville 30; Oklawaha 31; McAlister Nov. 2; Colgate 2; season ends.
- King Bros.: (Fair) Alexandria, Ark. 28; Petekans, Ark. 29; Magnolia, Ark. 30; Camden 31; El Dorado Dec. 1; Monroe, La. 2; Natchez, Miss. 4; McCamp & Boush, La. 6; Hattiesburg, Miss. 7; Laurel 8.
- Mills Bros.: (Fair) Ashland, Va. 28; Richmond 29; Newport News 30; Suffolk Nov. 2; Smithfield, N. C. 3; Warrington 4; Raleigh 5; Sanford 6; Southern Place 7; Troy 8; Greensboro 9; Rocky Mount, N. C. 10; Polack Bros.: (Fair) (Armory) Onondaga, N. Y. 27-28; (Armory) Baltimore, Md. 29.
- Polack Bros.: (Fair) (Little Rock, Ark. 29-31; (Auditorium) Oklahoma City, Okla. Nov. 8.
- Rindling Bros. and Barnum & Bailey: (Fair) Lynchburg, Va. 28; Richmond 29-30; Norfolk 31; New York; Rocky Mount, N. C. 3; Raleigh 4; Greensboro 5; Winston-Salem 6; Charlotte 7; Greenville, S. C. 8.

Spray, N. C., Tabs Good Attendance

SPRAY, N. C., Oct. 25.—Rockingham County Farmer's Fair wound up its six-day run here Saturday (18) after pulling good crowds all week. Cool weather pared down turnouts some nights but as a whole, business was good.

Final night was the biggest of the week, with a big giveaway serving as the lure. Penn Premier, Shows provided the midway attractions.

Out in the Open

J. Raymond Morris, billposter, was released from City Hospital, Cambridge, Mass., October 9 after an operation for a stomach ailment. In November he plans to make a trip thru North Carolina, Tennessee, Alabama and Florida.

Harry Faulkner, formerly of the Carrel agency, Chicago, and the Charlie Mack, and Peter Iodice offices, Detroit, are now inactive and living at 366 Wellington Street, S.W., Atlanta. He would like to hear from friends.

80% Dividend Is Paid by B. Mills

LONDON, Oct. 25.—The Bertram Mills Circus will distribute a final dividend of 80 per cent November 21, which with previous dividends disbursed this past year, will make a total dividend of 120 per cent for the fiscal year of the circus ending April 5, 1952. This is only slightly more than half of the dividends paid out the previous year, which totaled 225 per cent.

Profits for the year ending April 5, 1952, before tax deduction, were \$123,662.00, against \$268,309.60 the preceding year. Taxes paid out were \$81,270.80.

Reading Pays 17G Town Ticket Tax

READING, Pa., Oct. 25.—Admission taxes paid by the Reading Fair to Muhlenberg Township after completion of its eight-day showing last month amounted to \$17,000, according to a report issued here this week. The fair is the greatest source of ticket taxes which are earmarked for the support of the township school.

Sid Bufkin Killed In Auto Race Crash

FORT WAYNE, Ind., Oct. 25.—Sid Bufkin, 26, Mount Carmel, Ill., race driver, was killed here Sunday (19) during the 25-lap feature auto race at the Fort Wayne Speedway. Bufkin, who at the time of his death was leading the CSRA point standings, leaves a wife, Katherine.

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Fritz Kiddieland Expands Railroad

CHICAGO, Oct. 25.—Major expansion of the miniature railroad is underway in a 10-acre addition to the Kiddieland of Arthur Fritz here. The pioneer kidspot operator said about \$10,000 would be invested in the improvements for next season.

The additional land is at the northeast corner of the property and will include a new lake about 250 feet in diameter. In the lake is to be a 75 by 100 foot island. Bridges will take the trains to the island, where stops will be made for passengers to view a proposed collection of birds and perhaps other zoo animals.

Three miniature trains will be used, two steamers and one Diesel model. The railroad track will be increased to a length of one and one-quarter miles, Fritz said. Part of the added land will be equipped with benches and picnic tables; however, the Kiddieland will make no effort to promote picnics. The facilities will

be available to all patrons. Fritz's miniature railroad layout, already one of the most elaborate in the country, is equipped with tunnel, bridges, signals, crossing lights, station and other paraphernalia. The three trains were in use part of the past season but in final weeks of the year only two were operated.

Cuban Festival Draws 20,000; Sign Free Acts

HAVANA, Oct. 25.—Executives of Coney Island Park here have returned from a 30-day tour of the United States during which they booked free acts for the winter season. Venancio Nodarse, president, Gene Beecher, vice-president and manager, and Jose Martinez made the trip. Martinez is the spot's Miami representative.

Meanwhile the park's festival of artists October 17-18 drew about 20,000 persons. Radio stage and TV personalities were featured. Miss Luxem, American high act, was one of the highlights and her engagement runs thru Sunday (26). Four midway shows will close on the same day, but the park will resume full operation again November 1 with new shows and a new free act.

Rides for Books Playland Policy

NEW YORK, Oct. 25.—In a drive to gather needed books for wounded veterans in New York area hospitals, A. Joseph Geist, manager of Rockaways' Playland, Queens, announced that for the first two week-ends in November used books will be good for free admission on park rides.

Book collection baskets will be set up along Playland's midway on the weekends of November 1-2 and 8-9, and tickets to rides will be exchanged for donated books. The drive is being conducted in co-operation with the American Red Cross.

The books will be distributed to the Kingsbridge VA Hospital in the Bronx, Brooklyn VA Hospital and St. Albans Naval Hospital, Queens. The park opens 1 p.m. on Saturdays and 10:30 a.m. on Sundays.

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RIDES FOR SALE

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Allan Herschell Looper with international power unit, in good operating condition, a bargain at \$3,500.00 cash. Immediate possession.

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Permanent Park Location for Arcade for 1953 Season or Winter Location. Have over hundred machines. 15 years' experience.

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Ocean Beach In Red Despite Record Grosses

\$214,000 Take Falls \$25,000 Short of Expenses

NEW LONDON, Conn., Oct. 25.—A final accounting shows that Ocean Beach Park completed the best season in its 13-year history last month, but still fell \$25,000 shy of meeting all expenses.

The city-owned-and-operated funspot grossed \$214,000 last summer. Total expenses were \$239,000, according to a report released by Edward R. Henkle, city manager.

This year's attendance hit 471,844, an increase of 58,972 over 1951. Dick Coleman, operator of rides at the park, reported an excellent season. New units were added this year and more are contemplated for 1953.

The considerable bad weather encountered early in the season had an adverse effect on attendance and spending.

All Booths Sold For NAAPPB Show, Huedepohl Says

CHICAGO, Oct. 25.—All exhibit space for the National Association of Amusement Parks, Pools and Beaches trade show has been sold, Secretary Paul Huedepohl said this week. He stated that only a few small locations remain and that all regular booth space had been reserved. The trade show will be held in conjunction with the NAAPPB convention at the Hotel Sherman, Chicago, starting November 30.

Seek Members For A. C. Cele

ATLANTIC CITY, Oct. 25.—Plans for the 1954 celebration of Atlantic City's Centennial and Diamond Jubilee of Light, which will commemorate the 73th anniversary of Edison's invention of the incandescent light, were given a boost this week with the launching of an intensive membership campaign.

Ezra C. Bell, president, and Daniel M. Longsdorf, financial chairman, announced that colorful brochures, prepared by Mall Dodson, resort publicity chief; J. Howard Savell and James J. Tynan, have been mailed to all business and professional people. Membership shares are priced at \$25 each.

Canadian Zoo Opens

COLDBROOK, N. B., Oct. 25.—A new zoo, called the Wild Game Center, has been opened here for permanent operation. Reno and His Diving Horses perform twice daily and there are other horse acts six times during the afternoons and evenings. A number of wild animals are exhibited in cages. The spot goes for 50 and 25 cents.

Rockaways' to Launch Publicity Drive Dec. 1

NEW YORK, Oct. 25.—Plans for a publicity campaign, to get under way December 1, were discussed this week by Dick Geist, vice-president of Rockaways' Playland, Queens amusement park.

Geist said that the drive would entail a series of promotions, with liberal use of radio and television. He added that details would be announced late in November. Meanwhile, Geist said that "Operation Snowball," which is the name for the park's policy of staying open week-ends thru the fall and winter, is still going strong. In 1951, "Operation Snowball" applied only to Kiddieland, but this year Kiddieland and all adult

rides, except four, are remaining open. Geist estimated October week-ends crowds this year at double the 1951 totals.

Geist announced that the park's publicity department had improved its darkroom facilities so that a print can be prepared within 30 minutes after a photo is taken. He said that within 90 minutes after a photo is taken, the print can be on the photo editor's desk of any one of the New York dailies.

Plans for 1953 call for more Wilson Line excursions to Rockaways than were run in 1951, when 125,000 persons were brought to the resort by 62 excursions.

Chicagans Convert Theater to Kidspot

Movie Moguls Crowd in to See Possible Answer to Dark Houses

• Continued from page 1

The floor has been surfaced with asphalt, and five kiddie rides have been installed. The rides are operated by Tommy Sacco, local talent booker, who as a side-line books rides. All kiddie-size, the rides are a Merry-Go-Round, Autos, Ferris Wheel, Air-planes and an Elephant Ride.

Low Cost

Cost of rebuilding the auditorium was comparatively low, totaling around \$3,000. Work entailed removal of seats, leveling off of the floor and blocking off of the balcony. Redecoration and paving, plus signs was included in the total.

The amusement area measures 120 by 70 feet. Hog dogs, popcorn, ice cream and novelties are sold, and a number of vending and amusement machines dot the big room. Vendors include coffee, pop and candy machines, with additional units to be added. Sacco said. A new Auto Photo machine, along with midweek movies and a voice recording device, all coin-operated, are in use. The Kiddieland is managed by John Woolsey, veteran midway ride operator. Admission is free with ride tickets going at 14 cents or 10 for 95 cents, tax included. Each ride is well flashed with lights, most of the fluorescent type, and each device is set off by regular ride fencing.

There are two entrances to the area. One is thru the former theater lobby, which fronts on

Devon Avenue and is now the boys' store. A former fire exit has been enlarged and serves as a second entrance and is to be used in the evenings after the store has closed and on Sundays and holidays.

Plans call for daily operation with big shopping days expected to yield the best takes. Hours have been set at 2 p.m. to 9 p.m. Monday thru Friday, with a 12 noon to 10 p.m. schedule for Saturdays and 2 p.m. to 9 p.m. on Sundays. Monday and Thursday nights, when stores are open in the area, are expected to produce the biggest week-day grosses.

Sacco, who has had experience in the operation of outdoor Kiddielands in the Chicago area, maintains that the venture's success will hinge upon advertising and promotion.

An ambitious advertising program is being conducted. Advertisements are running in some 30 community newspapers, as well as the Chicago Tribune, each containing a coupon for two free rides. In addition, 5,000 hand bills have been circulated in the area and several hundred window cards have been spotted in stores. Additional plans are to distribute hundreds of free ride tickets to primary grade school pupils.

Birthday party promotions will play a big part in future plans, according to Sacco, who said inquiries already indicate considerable interest. Rates for the parties are set at \$25 per hour for groups of 10 to 25 youngsters. For parties over 25, the rate is \$50 per hour. Food, of course, will be extra. While it is planned to hold most of the parties during off hours, special tickets will be available for parties held during regular operating hours.

100G Blaze

• Continued from page 50

shows was loaned to those who were wiped out in the fire.

The Bergen and Allen losses were fully covered by insurance. At least 75 per cent of the other operators were not insured and the losses in some instances put the owners heavily in debt.

Four Lines Go

The fire ruined one of the greatest concentrations of concessions ever seen in the East. At the time of the fire Allen had finally given up trying to squeeze in any more units. The stores that went up in the fire formed four lines, including two back to back.

The loss to the World of Mirth was mostly in heavy duty electrical cable. One wagon was badly scorched and the C-Cruise was badly blistered and out of action. One of the kiddie rides was damaged by a wagon which was being hauled away from the flames.

While all of the Bergen and Allen tops were made of flameproof canvas, others in the line-up probably were not. The intensity of the blaze disintegrated everything in its path, however, and from the appearance of the flames it was difficult to distinguish between the different types of canvas.

Bingo Saved

Many stands were tipped over in an effort to stop the spread of the flames. The Bill Jones bingo crew ripped off a smoldering end awning on the new top and set up a bucket brigade. This and the fact that it was blocked in by flameproofed units probably saved it. For a long time flames licked at the Merry-Go-Round but a shift in wind kept it from igniting. If it had gone a big portion of the shows would have followed.

Except for Allen's constant patrolling to get operators to remove their cars and trucks from the midway area a great number of vehicles would have been lost.

No serious injuries were reported although several persons suffered burned hands and lacerations.

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Kelly-Miller Corrals More Missouri Moola

Most Houses Come Close to Capacity; Home Run Scheduled for November 3

CARTHAGE, Mo., Oct. 25.—Al G. Kelly & Miller Bros. Circus entered the final two weeks of its season here Monday (20) with two three-quarter houses in cold weather. Business has been good for the show at almost all spots during its lengthy stay in Missouri.

For the final ten days, Kelly-Miller will be in Oklahoma, go-

ing into its Hugo winter quarters after a Sunday (2) matinee at Colgate.

Lamar, Mo., on Sunday (19) turned out a capacity house for the matinee-only. Two near-capacity crowds were counted at Nevada on Saturday (18), with a recent run there of "The Greatest Show on Earth" movie, being given some credit locally for the attendance.

Kelly-Miller's stand at Lebanon (16) coincided with a school holiday, and the show ran up a near-capacity matinee and full night house. On the day before, at Marshfield (15), the show had two capacity houses, with a crowd in town for an annual fox hunt serving to hype the turnout. Low spot was Ava, where the matinee was better than half and the night house was about half filled. Sudden switch to cold weather during the day was blamed. Admission for 500 school children was paid by the school. Sullivan had half and three-quarter houses.

The possibility of exhibiting Kelly-Miller's menagerie in Florida for the winter has been under discussion and an agent has been looking for an acceptable site.

Meanwhile, D. R. Miller's Royale Bros. Circus will open its annual indoor tour at Parsons, Kan., November 10, with a number of Kelly-Miller acts and animals, including three elephants. The show is expected to be larger and play larger towns than last year's edition, which played schools and small auditoriums in the Oklahoma area.

King-Cristiani's Ark. Travelers Tab Good Takes

Helena, Pine Bluff Give Near Capacities After 100-Mile Hops

HELENA, Ark., Oct. 25.—King Bros. & Cristiani's late-season invasion of Arkansas won good business at the first two stands. Both Pine Bluff and Helena produced near-full houses for both performances.

The outfit jumped 105 miles to make Pine Bluff on Friday (17). The hop to Helena for Saturday (18) was 108 miles, including some highway under construction. The street parade was about 90 minutes late in starting at Helena, but matinees were on time in both spots.

Greenville, Miss. (16) was a power stand with the matinee filled and an extra night performance being given to handle the turnaway from the scheduled nighter. The three towns were played under local auspices.

King-Cristiani will be in Arkansas thru November 1, make one stop in Louisiana, and then swing back thru Mississippi.

Bluch Landolf, Famous Clown, Passes at 72

SPRINGFIELD, Mass., Oct. 25.—Bluch Landolf, featured for many years on the Ringling Bros. and Barnum & Bailey Circus as an aerialist and later as a clown before his retirement in 1942, died here Thursday (23) at his home. His age was 72. His real name was Adolph Pelikan.

Born in Germany, Landolf was attracted to the stage and circus life at an early age. He ran away from home at 11 to join an acrobatic troupe. He arrived in this country in 1908 and for a number of years worked with carnival and stage troupes as an acrobat on the Keith Orpheum and other theatrical circuits.

He joined the Barnum & Bailey Circus in 1916 and remained when it merged with the Ringling Bros. Circus. An acrobat for many years, he quit this work to become one of the best known circus clowns. He stood high in his field since he prepared his own material, as well as that of many of his associates.

Landolf retired in 1942 after suffering a heart attack. He is survived by his widow, Edith Hane Landolf, a former vaudeville, and a sister, Mrs. Eleanor Pelikan, a former member of the Leamy Sisters, circus and stage acrobats. He was the uncle of Lillian Litzel, famous aerialist with the Ringling circus before her death while performing in Copenhagen in 1931.

Tent No. 24 of the Circus Fans Association, located in Hartford, Conn., was named after Landolf.

R-B INKS CANINE APEING KELLY

COPENHAGEN, Oct. 25.—

A long-eared hound dog with a sorrowful visage and the mannerisms of Emmett Kelly has been signed by John Ringling North to join the Big Show next season. The canine is the funnier half of the two Vagabonds. The human half, parbed in a hobo outfit, provides a comedy background, but the dog's deadpan mug and wistful eyes sell the act.

Working here in a cabaret, the hound side-steps tricks to amble to the footlights and focus its melancholy eyes on diners at ringside tables. The effect is the same as when Kelly leans on the rail of a circus box and gazes at the occupants. It also has an extremely ludicrous manner of licking its chops while sitting on a bench watching its partner drink from a bottle. The climax comes when the dog seemingly decides to go thru with a trick, but goes into a complete collapse and topples backward in a limp mass to be slung over its partner's shoulder and carried off the stage.

Weather Hurts Mills in Md.

ANNAPOLIS, Md., Oct. 25.—Mills Bros. Circus, making a late-season run for the South, drew light houses in cold weather here Monday (20) under Lions auspices. Total attendance was estimated at 1,000.

Earlier, Winchester, Va. (17) gave a full matinee and three-quarter houses in warmer weather. The American Legion sponsored the date.

Packs Names Talent For Louisiana Dates

ST. LOUIS, Oct. 25.—Tom Packs this week announced staff and acts for his organization's two Louisiana Shrine circus dates. Show will make its seventh appearance at New Orleans November 21-30 and its third annual stand at Baton Rouge November 17-18.

The talent line-up includes only two acts which previously have played the towns for Packs. They are Welde's Bears and the Zaechinis, both of which made the 1948 New Orleans show. The full program includes:

The Eddys and Bouncing Valentines, trampolines; George Keller's wild animals; Sky King (Atterbury) and Sky Master (Turner), high poles; Beverly Bushbom, high school horse; La Norma, single trap; Myriam France, contortion trap; Signorina Ruggers, aerial; Roland Tieber's seals; Smith's Great Dances and Chimps; Welde's Bears; Allan Trio, rotating aerial motorcycle; Huestrel's Hollywood Sky Rockets, aerial; Unus, finger stand; Triaka Family, high wire; Flying Zaechinis and Flying Lavalis; Bill Bushbom, Liberty horse; the Shyrettes and the Victoria Family, bicycles; Cristiani's Elephants; Alberto Zoppel, troupe with Cuccione, barbed wire and Hoger Rasini, somersaulting act.

Crowns will include Grover O'Day, Lee Virtue, Toby Ayres,

W. E. Page Show Slates Nov. Bow

SPRINGFIELD, Tenn., Oct. 25.—W. E. Page, operator of Page Bros. Shows, who is framing an indoor Page Bros. Circus at carnival quarters here, says the show will open here about November 1.

The performance is expected to run about 90 minutes. It will offer three clowns and whip, knife, web, ladder, magic, trampoline and trained monkey acts. L. O. Blaet is equestrian director.

Bozo Harrell, Frank Cain, Dan McNamee, Cecil Eddington, Gino Ramati and Jimmy Dawson.

Tom Packs will be in charge and Jack Leontini and C. W. (Bud) Hoerber will assist. Jack O. Lehr is to be transportation master. Jules Shankman will have the musical director's post and Dave Murphy will handle announcing duties. Rigging and prop crews will work under John Manley.

As in the past, a Canal Street parade November 20 will herald the New Orleans opening. A camel will be donated to the New Orleans zoo by Packs and the Shrine. Leontini said George Douglas, zoo director, will go to the Louis Goebels farm at Thousand Oaks, Calif., to take delivery on the camel.

At Baton Rouge, the Packs performance will be climaxed by a fireworks display. No matinees will be given at Baton Rouge and only two, Saturday and Sunday, will be given at New Orleans.

Polack Business Holds Strong in Southwest

HARLINGEN, Tex., Oct. 25.—Solid business which prevailed on the Pacific Coast has stayed with Polack Bros. Western unit on its eastward movement, staffer Justus Edwards said this week.

Outdoor rigging, in mothballs since the Redford, Ore., stand, was brought out again in Harlingen because of the shift from the Municipal Auditorium to the Hill ball park, Edwards said. The larger seating capacity permitted the biggest attendance for the four days (21-24) in the five years the show has played the Shrine club date. Children's matinees were overflowed and nights were strong.

San Antonio business also topped last year. Capacity houses and turnaways were

Memphis Tempers Ringling Show's Biz

Fair Houses Turn Out in Cold; Jackson, Miss., Strawed at Night

JACKSON, Tenn., Oct. 25.—Ringling Bros. and Barnum & Bailey Circus collided with cold weather at Memphis Monday (20) and business dropped from the high level the show has scored since its Chicago stand in August. Memphis also was one of few auspicious dates played in recent weeks.

Show arrived in Memphis on Sunday, the first one off in several weeks. Monday's matinee was half filled and the night house was about three-quarters. Frank Hildebrand's Warren Bros. Circus had played an indoor date October 9-11.

At Jackson, Tenn., on Tuesday (21), another auspicious date, weather continued cold and the Ringling turnouts were about the same, half and three-quarters. Advance sale had been good, according to the Shrine Club, but weather killed lat sales. The night performance was started 15 minutes early because of the show's long jump from Jackson to Nashville. Some customers left early because of the cold.

Show officials said Memphis was the slowest spot, with the

exception of Clinton, Okla., since business took on boom proportions late in August.

Jackson, Miss., on Thursday (18) was more typical of business done in recent weeks. The matinee was filled and at night the show played to a capacity throng with 1,200 strawed. Aiding there was a city-wide school holiday. Clarksdale, Miss., on Saturday (18) gave a 65 per cent matinee and better than three-quarters at night.

Closing stand for the season is to be Miami, Fla., originally set as a four-day stand but now scheduled for Friday thru Sunday, November 21-23. Show will move to Sarasota quarters on November 24.

Other changes in the route, put the show in Orlando, Fla., November 1; West Palm Beach, a new addition, the next day, and Fort Lauderdale on November 20.

Richards Plans '53 Show, Buys Warner Outfit

PENSACOLA, Fla., Oct. 25.—Plans to frame a new circus were announced this week by Franco Richards, owner of two elephants and four small exhibit shows. Richards said he had purchased equipment from Jay Warner, who had Warner Bros. Circus out briefly this spring.

Additional equipment will bring the show up to 15 trucks, and Richards expects to take it to small towns in the Middle West next season. One of Richards' elephants had been leased to Hill's Greater Shows in Texas and the other has been at the Fort Ware Game Farm, Pigeon Forge, Tenn. Richards has three exhibit shows in the South and one in Canada.

Purchased from Warner were a 70-foot top with three 40s, a 60 with one 30, three trucks, two light plants, several small tents and seats for 1,500. Richards expects to add 500 grandstand chairs. He already has nine semi-trailer trucks. No title has been selected for the proposed show.

Charlie Campbell has been named agent for the new outfit. Campbell recently closed with Hagan-Wallace and currently is agent for the Diamond Jim Circus. Jim Spiegler's outfit now playing in Georgia, Campbell said he would start contracting for Richards in January.

Richards is a relative of the late W. C. Richards, of Pensacola, who operated circuses some years ago and in more recent seasons leased elephants to numerous circuses.

2 Hamid-Morton Elephants Sold

CANTON, O., Oct. 25.—Two young elephants have been purchased by Tony Diano from the Hamid-Morton Circus. It was learned this week. The pair was part of a group of five imported by H-M a few seasons ago. Diano has announced plans to open an under-canvas circus next spring.

At Diano's Diamond-O Buffalo Ranch near here a charge has been set up for admission. Large crowds were on hand last weekend. Thirty members of the Walter L. Main Tent of the CFA and 20 members of a camera club were included.

Jimmy Karro is training elephants at the quarters. Prof. George Keller visited while on his way from Toledo to Utica, N. Y., with his cat act for Polack Bros. Circus.

Ben Davenport Goes on Trial Monday in Tex.

DEL RIO, Tex., Oct. 25.—Trial of B. C. Davenport is scheduled to be called in Federal District Court here Monday (22) an official of the court said this week. Davenport, former owner of Dalley Bros. Circus, is under indictment on charges of transporting stolen money across State lines.

The indictment stems from charges made by Harry Hamml, partner of Davenport's in the Dalley show of 1950. Davenport's Wallace Bros. Circus recently closed its 1952 season and has gone into quarters at Gonzales, Texas.

Tiger Bill Show To Tour South

GALESBURG, Ill., Oct. 25.—Leo (Tiger Bill) Snyder reportedly will pick up the equipment of his Tiger Bill's Wild West Show here soon and take it south, probably to Louisiana, for a winter tour. The equipment has been stored here since the show closed early this season.

Snyder completed the season as equestrian director of the Wallace Bros. Circus. His son, Leon (Tex) Snyder, who will join him in the winter tour, took over the concert on Rogers Bros. Circus after the Tiger Bill show closed.

Polack Business Holds Strong in Southwest

HARLINGEN, Tex., Oct. 25.—Solid business which prevailed on the Pacific Coast has stayed with Polack Bros. Western unit on its eastward movement, staffer Justus Edwards said this week.

Outdoor rigging, in mothballs since the Redford, Ore., stand, was brought out again in Harlingen because of the shift from the Municipal Auditorium to the Hill ball park, Edwards said. The larger seating capacity permitted the biggest attendance for the four days (21-24) in the five years the show has played the Shrine club date. Children's matinees were overflowed and nights were strong.

San Antonio business also topped last year. Capacity houses and turnaways were

Dressing Room Gossip

Ringling - Barnum

Cold, crisp fall days are with us and bonfires are much in evidence. We're making frequent trips to the grease joint for hot chocolate. Sunday off in Memphis, first in several weeks, was enjoyed by all, with movies getting a play. Some of the Ringling folks returned visits to the King show, which was near us over the week-end.

Congratulations to Merle Evans (Continued on page 75)

Mills Bros.

Hogertown fans turned out in force. Entertained with a lunch in the home of Mr. and Mrs. Mac McGaddin, were Mr. and Mrs. Hugo Schmitt, Geoff Dewberry, Mr. and Mrs. Don Campbell, Kathy O'Reilly, Pat Kirby, Mr. and Mrs. Jack LaPearl and Ralph Spidell of Chambersburg, who spent his vacation with the show. Members of Emmett Kelly Tent, CPA, presented LaPearl with an honorary life membership.

There was lots of sightseeing, with the Sunday off at Annapolis followed by four days in and around Washington. Mrs. Paul Bowers treated many of the backyard Virginia ham and cake at Martinsburg.

Chief Red Hawk's trick roping is part of Billy Hammond's concert. The Eric has blossomed out in sparkling new wardrobe. More end-of-season destinations are being announced. The Kentons will tour South America. Race for cookhouse flag is nearing the showdown stage.

Recent visitors included Charles Smith, Bill Mumma, Jim Harshman, Mae McGardell, Mac McGaddin, Sid McGaddin, Carroll Baechtel, Carroll Baechtel, Jr., Ed Grout, Dick Hemphill, Jack Martin, Mrs. Paul Bowers, Ralph Spidell, Rome Schwagel and W. I. Swain Jr.—JACK LAPEARL.

Polack Eastern

The Toledo Civic Auditorium was a welcome change from the wet and cold of our last few outdoor dates. Prof. George J. Keller with his animals, and Sonny Moore and his dogs have joined for the balance of the season. All the clowns gave a show at the Toledo Crippled Children's Hospital.

George and Ruby Cutschall celebrated their 29th wedding anniversary October 14. This was also Lola Dobritch's birthday. Frieda Wiswell was still receiving birthday presents when she and Ernie moved for the season with our show. They play Houston and other dates after a few days rest at their home in Erie, Pa.

Sunny Guerre has a new convertible. Mr. and Mrs. Charles (Moe) Jones and Johnny Manko caught the show while en route to Houston. Jimmy and Carrie Huggle, now at the Toledo Zoo, spent much time backstage.

Other visitors included Toy Wallace, Roy Wild, Canton, O.; Valarie Antek; Dixie D. Hous, Dwight Pepple, Rodney Davis, George Huebly, Stuart Reid, Don Arthur, Dorothy Evans, and Harriet Logan.—BOB LORRAINE.

Polack Western

The San Antonio date was big. Jack Joyce's camels participated in a Shrine ceremonial parade. The Myrons, the Therons and all the clowns made a special show at Brooks Army Hospital. Wally Newbury supplied the music.

Dottie and Harold Ward received the days of Mack Bennett with an impromptu pie smearing bit in the dressing room. The Ward-Bell girls are up to their ears in entering a new wardrobe. Jimmy Blue Jr. celebrated his second birthday.

Alice Ruten, Peggy McDonald's sister, visited for several days. (Continued on page 76)

King-Cristiani

Our 29th route card is out and we've no signs of the closing date yet. We have been rouping thru the cotton section of Mississippi, Arkansas and Missouri the past week. A long jump took us into Pine Bluff, where tremendous crowds caught the parade.

Mr. and Mrs. Paul Van Pool of Joplin, Mo., together with Mr. and Mrs. Bill Moore, were on the lot when we pulled into Greenville, Miss. Bill just closed his season with Clyde Beatty Circus and was headed for Hot Springs and the baths. We are looking forward to a visit from Hunter Jarreau and his wife when we reach the spa.

Lots of birthdays were celebrated the past week. Corky Budd and Side Show Bart celebrated with a party in Blytheville. Doc Hall and his son, Phil, of the Ringling - Barnum (Continued on page 75)

Clyde Bros.

The long haul from Edmond, Okla., winter quarters, to Freeport, Ill., was made without mishap. Opening shows went off smoothly, and program is already whipping into shape.

Workmen were kept busy during the layoff painting and rebuilding props, repairing on equipment and ring curbs. Slim Biggerstaff built a new center ring curb and other show props.

New additions to Clyde Bros. include Lou Henderson's chimp and juggling acts, the Harrison cyclist duo, Pauline Penny's aerial turns, Eddie Frisco's slack wire and comedy car, Jean Nelson's canine cutups, and Billy Irwin's table rock.

Line-up also includes several holdover acts from the summer show, including Hartleys' globe, roly poly and comedy elephant; Barth and Maier, perch and hand-to-hand; Slim Biggerstaff, aerial and ground contortion; The Bantanos, light wire; Eddie Atkins and Dixie, the elephant; Jack Banta and Clyde Bros' ponies and Claudine and Medela Banta, aerial.

Lee Virtue's wardrobe for clown production numbers is the talk of the show. Clown alley includes Virtue, Billy Irwin, Fancher Pierce, Raymond Duke, Carl Nelson, Roy Adkisson, Speed Hart and John Toy, producing clown. The Francesco Reynosa Troupe joins the show shortly. Bill Ward is organist. Maxine Allen has the concession department.—JOHN TOY.

Kelly-Miller

As the last route card is now out and the November 2 closing date is official, everyone is counting the number of shows yet to do.

A note of comedy was added to the spec at Marshfield, when a balky camel, out of place in the line of march, decided to rejoin its companion animals further up in the tournament. The camel bucked and kicked all the way around the hippodrome track, scattering clowns in all directions.

John McLaughlin, big show band drummer, and Sylvia Thompson, wife of our purchasing agent, celebrated their birthdays this week. Jimmy Crabtree is now kid pusher on the big top. Art Miller's daughter, Sharon, the little elephant in spec at Lamar. Herb Cliffguard, trombonist, has been on the sick list, as has been Mrs. Ira Watts.

Missouri brought out a great many visitors, including Paul Van Pool of Joplin; Dale Petross, Liberty horse trainer; Norman Anderson, Shorty Lynn and Sweetsers McFarland of Wallace and Clark Circus; Wayne Sauguin of Hugo, Okla.; Jimmy Ray, former circus wrestler; Frank Capp of the Baker - Lockwood Tent Co.; Fred C. Walker; Jack Clark; Bob White and Irish Farrell; Harry Baltzeel; Mrs. Mike Noble and Mrs. Frieda La Velda. Sylvia Gregory visited Flo McIntosh in Lamar, Mo.—FRANK M. CAIN.

Under the Marquee

Bob Stevens, this season with Wallace Bros' Circus, is planning to revive his old Bailey Bros. title next season with a show to play stadiums and ballparks. Al Hanel Troupe is with the Hollywood Circus Corp. Hanel reports that his wife, Ninon, was unable to work her iron jaw number and also was out of the casting-bar act a week because of a hand injury. Bill Kellogg, veteran legal adjuster of Houston, Miss., visited the King-Cristiani show recently.

James O'Donnell, while playing the recent Charlotte, N. C. fair with the Terrell Jacobs Circus on the James E. Strates Shows, was involved in an auto accident resulting in a jail sentence for him. He would like to hear from friends who may write to him at Box 158, Mount Pleasant, N. C.

Henry Vonderheik has his Burling Bros' Circus in quarters near Allentown, Pa. Hi Lo Mark, amateur clown, has been trans- (Continued on page 76)

HAWTHORN'S BABY ELEPHANT

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U.P.C. block reserve seats and advertising banner. This is the closing town for Mills Bros' Circus. Boys, this is a good deal for the Central School here in Greenboro, N. C. Come on in, it is here.

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General Agent, Phonemen, Acts done two or more. Clowns for Indian Circus opening Springfield, Tenn., soon. Kentucky and Tennessee territory. Sparrow family, contact.

PAGE BROS.' CIRCUS

Box 244 Springfield, Tenn. Phone: 349

DANGER IS CURRENT

Ingenuity Can Rescue Fairs From TV Threat

Continued from page 1

pective customers captives in their own homes.

TV Outlets Multiplying

All three of Dr. Dorton's fairs, Shelby, Charlotte and Raleigh are in television receiving areas, as are most other annuals. Soon other video outlets will be sending pictures into blind spots now existing. Outlets are scheduled to multiply and in areas where there is only one channel now there soon will be several.

The strength of fairs is contained in the fact that they continue as novelties, since they are staged only once a year, and because they have long featured the kind of attractions that do not fit indoors. While the formula is foolproof, the execution is beginning to wear thin.

According to Dr. Dorton, and his slide rule in this instance is box office receipts, the public is beginning to lose its zest for some attractions simply because of the lack of change. Without TV the public might continue to patronize such attractions but the bringing of sight entertainment into homes cuts heavily into the longevity of these events, Dr. Dorton maintains.

Public Wants Novelty

While the appearance of outdoor attractions on television is regarded as good publicity by some, Dr. Dorton believes that the public will not attend fairs and pay the prices demanded to see talent that they can or have seen at home on their own screens. The acts and other features will become commonplace, he feels, and this will destroy the novelty and newness which have been among the chief crowd stimulants at fairs.

Dr. Dorton includes all of the outdoor entertainment fields that are interested in, and even dependent upon, fairs in his warning. These include the midway, track and stage features.

A lack of imagination is indicated, Dr. Dorton says, where his queries for something new and different from show producers is answered with the question "What do you suggest?" That, Dr. Dorton

says, is not the fairman's job. The latter has his job cut out for him if he is going to find different ways and means to present his exhibits, so as to restimulate interest on the part of viewers, and to devise new and economical ways to provide for constant change in the appearance of his plant.

Co-Operation Needed

The solution of newness will not work out so well if it is one-sided.

To Publish History of Calgary Ex

CALGARY, Alta., Oct. 25.—The most complete history of the Calgary Stampede and Banff Indian Days ever published is scheduled to appear on Canadian and U. S. newsstands at the end of the year.

Containing between 200 and 250 pages, with about 100 photographs, the book is being published by the Calgary No. 1 branch of the Canadian Legion.

Proceeds will go to the Hospitalized Veterans' Comfort Fund. The Legion is also giving a free copy of the book to every Albatron serving in the Armed Forces.

Fred Kennedy of Calgary is preparing the Stampede section and Claude Brewster of Banff has written the Indian Days section.

Titled "Story of the Calgary Stampede Including Banff Indian Days," the book is expected to be completed by December and will be priced at about \$3.

Dr. Dorton points out. Neither the fair nor the showman will reap the full benefit of new attractions if the fair plant itself is lacking in appeal since a lot of patrons will remain away from an event, finding it difficult to believe that a run-down plant could harbor something worth seeing. Like any other success story, it will take the combined effort of all interested parties to make it come true.

While an ultra-modern building program, made possible thru a multi-million dollar State appropriation, attracted thousands to the State fair here last week to view the maximum effort in newness, most events have to make out with their earnings alone and these are sometimes very slim.

Dr. Dorton functions at both extremes of budget availability. At Raleigh money is not currently a problem but it is at Shelby where a fire destroyed the grandstand last winter.

New Grandstand

Replacing a grandstand runs into serious money and replacing the Shelby unit as cheaply as possible required considerable ingenuity. Dr. Dorton had the seat area filled in with 15,000 yards of dirt. This was packed and sodded and then cut to insert rows of seating to accommodate 3,500 patrons. In the future the top area, which will be reached from the back, will be built up into a plush box seating arrangement. The whole area also will be landscaped.

Other improvements at Shelby included the addition of several cheap board and batten-type buildings with shed-like roofs. Pastel colors and modern, indirect lighting made them attractive enough to be located on any fairgrounds. New color schemes will keep these buildings looking new and different for many years.

Shreveport Gate Up To '51 Despite Cold

Louisiana Event Opens With Whopping Crowds; Sharp Dip in Mercury Cuts In

SHREVEPORT, Oct. 25.—The Louisiana State Fair, which today entered the next-to-the-last day of its nine-day run, opened big Saturday (18), garnering a whopping week-end. Then the weather turned cold and attendance thinned. Attendance for the first seven days nevertheless held about even with '51. Given warm, clear weather today and tomorrow, the event figures to wind up about even with last year, attendance-wise.

Grandstand business has held about even with '51, despite the inroads of cold nights Monday and Tuesday. On Sunday night, the Barnes-Carruthers revue gave two performances, both to capacity grandstands, and the edge thus picked up was sufficient to overcome the effects of the subsequent cold nights.

A good grandstand saw the

auto races presented by Al Sweeney and Gaylor White Saturday (18) and on Sunday the stand was filled to capacity for a repeat auto race bill by the Sweeney-White combination.

Ride and show grosses for the Royal American Shows were slightly ahead of '51 at the end of '51. Midway enjoyed the biggest preview night business Friday (17) in the history of the fair and racked up excellent takes Saturday, Sunday and during the daytime Monday but cold weather cut into night patronage. Games concessions were reported off slightly.

Negro Day, Monday, was the biggest in the fair's history, with attendance estimated at 80,000. All segments of the fair joined in bumper daytime business but 45 degree night temperature sent the crowds home early.

BOOKERS, ATTENTION!

CHICAGO, Oct. 25.—All booking offices that sell attractions to fairs or amusement parks in the United States and Canada are urged to submit their names, addresses, and the names of their sales representatives for listing in The Billboard's Cavalcade of Fairs issue. To insure listing, booking offices are requested to mail such information to the Outdoor Department, The Billboard, 188 West Randolph Street, Chicago 1.

Detroit Seeks 290G Boost In '53 Budget

DETROIT, Oct. 25.—Michigan State Fair this year will seek a special capital improvement budget of \$250,000 in addition to an increase of \$40,000 on its regular budget, officials announced this week.

The quarter million dollar appropriation is being sought in order to rebuild the grandstand, erect a new home arts building and swine exhibit barn in addition to other plant improvements and major repairs.

The \$40,000 boost in the regular budget, is slated for regular salary increases and a \$20,000 increase in the publicity budget, which is currently \$55,000. If the additional \$40,000 is granted, it will bring the regular budget for the '53 fair to \$690,000. The board is asking for an increase in the salary of James Hare, manager, from \$8,500 to \$10,000.

Cedar Rapids Grosses 126G, Nets \$12,943

CEDAR RAPIDS, Ia., Oct. 25.—The All Iowa Fair, which held forth here at Hawkeye Downs, August 10-17, showed a profit of \$12,943.74 a sharp increase compared with last year's \$3,933, according to an announcement by Andy Hanson, manager. Total attendance was 161,332, he said.

A breakdown of the report shows gate and grandstand receipts totaled \$101,785.46; concessions and space rentals, \$19,895.81; State aid, \$1,793.14. Total receipts, including numerous minor items, came to \$126,235.63.

Disbursements included \$14,597.40 in premium payments; \$47,913.62 for attractions; federal taxes, \$8,758.61, and publicity \$6,139.48. Salaries amounted to \$5,588.99; ticket sellers and ticket takers, \$5,482.72; judges and superintendents, \$2,256.83; police and watchmen, \$2,459.50. Labor totaled \$5,123.50. Total disbursements came to \$113,291.89.

Additional operations during the year, including Memorial Day auto races and a 100-mile stock car race, brought in \$2,200. Building and ground rentals added \$8,046.86.

Cold Hits C-W After Big Bow At Macon Fair

Rides and Shows Do Thriving Biz On Children's Day

MACON, Ga., Oct. 25.—Cetlin & Wilson Shows, making their fourth appearance at the Georgia State Fair, reported a hefty gross for the opener on Monday (20) when a record crowd turned out for Children's Day. Extreme cold weather at mid-week cut the shows slightly behind last year's record highs.

The show again made the run from Spartanburg, S. C. in fast time, with unloading starting Sunday midnight. The midway was in full operation by 2 p.m. Monday.

Co-Owners Izzy Cetlin and Jack Wilson were commended by the Exchange Club fair leaders for the commendable showing, practically all traces of the disaster of the Sedalia, Mo. tornado, having been removed.

This spot is notably good for rides and the cold the first two nights cut down grosses, but business zoomed Wednesday with the return of warmer weather. Officials believed the week could produce another new high with favorable weather.

Bill Moore reported that the concessions were doing well in comparison with last year when they racked up a big week's gross. Richmond Cox, p.m., was featured on a special broadcast Tuesday over WMAZ, and aided Carlton Thomas, managing editor of the Macon Telegraph, in making a pictorial spread Wednesday. Press and radio coverage this year has been exceptionally strong since the fair's opening.

For many the Macon date was a home-coming. Bob Edwards and wife, Virginia, who operate the Torture show, exchanged visits with their many Macon friends, as did R. S. Walters Jr., who has the kiddie rides. Raynell's Girl Show, always a strong feature here, continued to top grosses, along with Jerry Jackson's Revue. Leo Bistany, who is forming his Orange State Shows for a winter tour opening at the Middle Georgia Colored Fair here next week, was a daily visitor. Louis (Stretch) Rice, long the adjuster here with the former Endy Bros. Shows, was back as an independent concession operator. Bennie Weiss had his bingoes on the independent midway, as usual.

Minn., Assn. Elects Jensen

ALBERT LEA, Minn., Oct. 25.—Herman Jensen, named president of the Southeastern Minnesota County Fair Association at the organization's recent annual meeting here. Leon Sexton, of Waseca, was named vice-president, and P. J. (Pete) Holand, Austin, was elected secretary-treasurer. Jensen lives in Albert Lea.

The group, which includes 18 area fairs, passed a special resolution honoring two members who distinguished themselves in fair work. They are Eddie Zimmerliak, who was secretary of the Houston County Fair, Calcdonia, for 32 years before his retirement two years ago, and Kline Tineber, who four years ago retired as secretary of the Steele County Fair, Owatonna, after serving in the position for 26 years.

Postville, Ia., Re-Elects Excs

POSTVILLE, Ia., Oct. 25.—Big Four Agricultural Society re-elected all officers at its annual meeting here recently. Lytle Ziemann was re-elected president; Jerry Spencer, vice-president; Charles Hoth, secretary, and Walter Brandt, treasurer. Directors re-elected were J. B. Waters, Walter Brandt, Louis Harnaek, Arbie Schroder and Ed McNeil.

Orangeburg, S. C., Counts 65,000 For New Record

ORANGEBURG, S. C., Oct. 25.—Orangeburg County Fair topped its record '50 attendance by some 5,000 admissions, according to President-Manager Jerry M. Hughes. During the six-day run which ended Saturday (18), a total of 65,000 came thru the outside gate.

Another record was cracked on opening day when 10,000 came out to beat the previous top crowd by some 1,500. The first performance of the George Hamid grandstand show that night played to an SRO crowd of more than 4,000.

Model Shows, Inc., reported midway business was good throughout the week aided by warm and clear weather.

Aussie Event Does 672G

SYDNEY, Oct. 25.—The Royal Agricultural Society of New South Wales, which operates the Royal Show, Australia's biggest fair, this year grossed \$672,466, an increase of \$106,000 over 1951. The event, however, netted only \$46,300, a drop of \$1,000 from a year ago.

Of the receipts, gate admissions totaled \$241,288, an increase of \$48,000 over last year. The bulge was due to increased admission prices.

There also were slight increases in space rental rates and entry fees. Prize money was increased by \$6,000.

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Cold Hits Columbia But Crowds Soar

Former Gov. Williams Named President; Big Thursday Draws Crowd of 75,000

COLUMBIA, S. C., Oct. 25.—Except for unseasonably cold on opening Monday night (20) and Tuesday (21), South Carolina State Fair would have smashed a number of records during its six-day run which ends here tonight.

Even so, officials were optimistic in gauging the outcome after Big Thursday (23), when an overflow crowd of 35,000 saw the University of South Carolina on top in its annual football struggle with Clemson. The day's attendance was estimated in excess of 75,000.

In line with most other Dixie annuals, patrons have shown an eagerness to attend this year's event. Daily crowds have all been at least on a par with last year, and on several occasions seemed to have hit record proportions.

Williams Elected

Former Gov. Ransome J. Williams was elected president, succeeding the late D. D. Witcover, at the annual meeting of the sponsoring group Tuesday night. Frank Hampton, a farmer, succeeds Williams in the post of vice-president. Paul V. Moore continues as secretary-manager.

At the meeting, it was pointed out that the annual operates en-

tirely without State aid of any kind. However, a number of successful runs have built up its treasury, and a number of improvements have been made in recent years, with more scheduled for the near future.

A fire on the midway, which occurred just a few hours prior to the scheduled opening and caused damage estimated at \$100,000 to concessions, hardly disrupted the scheduled bow. If anything, this blaze, the black smoke of which was visible at the State Capitol two miles away, helped to draw an even larger throng than expected on the opening night. News of the fire was also widely broadcast and thousands of curious persons turned out to see the damage and to take advantage of the traditional free gate on Monday.

Grandstand Clicks

The cold weather on Monday night and Tuesday made it necessary for patrons to keep moving

(Continued on page 76)

Cold Weather Cuts Turnouts At Macon, Ga.

Low Temperatures Hit After Record Opening Day Crowd

MACON, Ga., Oct. 25.—Bad weather hampered the first half of the week for the Georgia State Fair, which began its run Monday (20), but officials predicted that the drop of about 10 per cent would be overcome with a break in the weather during the last half.

The fair actually got off to a better start than last year, according to E. Ross Jordan, vice-

(Continued on page 76)

Hawaiian Event Draws 39,968

HONOLULU, Oct. 25.—Maui County Fair drew to a close October 12 after pulling a total attendance of 39,968 according to fair officials.

Opening day turnouts totaled 6,011, followed by crowds of 15,000, 11,955 and 6,702. The gate was pegged at 50 cents. Entertainment included a variety show produced by E. K. Fernandez, marking his thirtieth year at the annual.

Aud Show, Icer Click As Dallas Fair Sets 2,387,140 Gate Top

Circus, Tented Musical Disappoint; Midway Shows Up; Rotor Makes Hit

(Continued from page 50)

cheaper seats, usually hard to sell in Dallas. This, he pointed out, accounted for discrepancy between attendance and gross comparisons. Show had six complete sellouts, with near capacity on eight other performances. Aud seats 4,301. The show had a \$4.80 top with prices ranging down to \$1.20.

"Ice Cycles of 1953," presented by Clarence Linz in the 5,650-capacity arena, had an attendance of 122,324 for 23 performances with a \$3.30 top. Show had 11 sellouts and three bad days. Attendance was considerably up over last year's total of 106,655.

Aut Swenson Thrillcade, presented by Henry Watson in front of the Grandstand, drew 38,950 paid admissions for 24 performances. Paid attendance last year was 28,673. Show got \$2 for box seats, \$1.50 for adults and 50 cents for kids.

About 191,000 people paid admission to 11 high school, college and professional football games in the Cotton Bowl during the fair. Biggest games were Texas-Oklahoma, which was capacity with about 76,000, and SMU-

Georgia Tech, which drew 45,000. Two pro games during the fair pulled only about 15,000 each. Negro college game on Negro Achievement Day pulled 14,000.

An estimated 204,000 attended free shows and special events in the Cotton Bowl and bandshell. Dallas Day program drew 30,000; Hopalong Cassidy matinee, 40,000; fireworks show on night of Kids Day, 30,000; fireworks on biggest Sunday, 30,000; East Texas Day show, 25,000; Music Festival, 10,000; Koshare Indian Dancers 10,000, and baton-twirling contest, about 1,500.

Food Concessions Up
On the Midway, food grosses were way up, along with all rides. Midway games, without bingo or wheels, were down. Ray Marsh Brydon, who furnished all back-end shows, said his layout made comeback final week-end after being behind in middle of last week and finished ahead of last year. Fair execs reported midway show receipts up \$4,000 over '51.

Brydon said Sally Rand's "Happy Holiday" revue topped

(Continued on page 76)

Camden, S. C., Pulls 30,000

CAMDEN, S. C., Oct. 25.—The largest crowds in the five-year history of the Kernaw County Fair here jammed the grounds during the week of October 13-18. J. D. Crawford, secretary-manager, announced.

The fair, which was expanded this year, rolled up a total attendance of 30,000. Vivona Brothers, on the midway, reported good business throughout, though special days were registered. Good weather prevailed throughout the week.

Edmonton Races Gross \$2,282,693, Draw 50,308 Fans

EDMONTON, Alta., Oct. 25.—Receipts of the Edmonton Exhibition Association's 1952 fall race meet totaled \$2,282,693, an increase of \$132,880 over 1951. Attendance was 50,308.

The org. has given the go-ahead to plans for extension of pari-mutuels on the second floor of the grandstand. Cost will be between \$20,000 and \$50,000.

Directors also okayed a grant of \$2,000 to assist minor hockey leagues in Edmonton.

A recent windstorm did considerable damage to the roof of the grandstand, it was reported by James Paul, exhibition manager.

Jack Deltombe, a director, has resigned and is moving to Grande Prairie, Alta.

Lethbridge, Sask., Mulls New Farm Competition Class

LETHBRIDGE, Alta., Oct. 25.—The Lethbridge Exhibition is considering sponsoring a farm improvement competition next year, according to C. E. Parry, secretary-manager.

Competition would be "a service, not a moneymaker," Parry explained. He said "agricultural improvement is one of the chief purposes of the exhibition board. If we get sufficient interest in the idea from farmers, we will likely go ahead with the competition next year and offer substantial prizes to the winners."

The competition will likely be in two classifications, farm home-stead improvement and field crop improvement.

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Strates Racks Up All-Time Record Gross at Raleigh

Earnings Zoom Past \$100,000 As Event Draws Record Crowds

RALEIGH, N. C., Oct. 25.—A record gross was racked up by James E. Strates Shows last week at North Carolina State Fair here. James E. Strates, general manager, reported that shows' earnings were the greatest registered in the four consecutive years that his organization has held the midway contract.

Dr. J. S. Dorton, fair manager, reported that the earnings were the greatest in the fair's history.

RAS Runs 5% Ahead of '51 At Shreveport

Early Pace Higher But Weather's Turn Reduces Margin

SHREVEPORT, Oct. 25.—Despite a cold snap that spanned three days and four nights, the Royal American Shows' ride and show gross at the Louisiana State Fair was 5 per cent higher than last year as the event went into the next-to-the-last day of its run here.

The fair and the Royal American opened impressively. The preview Friday night (17) provided the biggest preview turnout in the fair's history, with an estimated 15,000 persons turning out.

The following three days—traditionally the biggest of the fair—lived up to tradition. Attendance-wise, they each yielded record or near-record crowds, and at the end of the third day, Negro Day Monday (19) the RAS was holding a 20 per cent lead over its '51 gross to the same point.

Cool-to-cold weather Monday night thru Tuesday night cut

(Continued on page 60)

Estimates of midway earnings at the event, recognized as perhaps the best in the East, run well over \$100,000. Operations are limited to five days, Tuesday thru Saturday.

Opening day (14) brought out a crowd estimated at 100,000. This was the first of two children's days. From 9 a.m. until late at night customers were backed up on all the rides and the shows did capacity throughout the day. Another moppet day, Friday (17) and big car auto races on the closing Saturday (19) put the midway grosses far ahead of last year and assured the new record.

Ideal Weather

Ideal weather prevailed thru-out, with the exception of Thursday (16) when it showered. However, the rain had little effect on business.

Strates announced the signing of another of his annuals for 1953, the Danville (Va.) Fair Shows will close at Jacksonville, Fla.

(Continued on page 60)

CHANGES DUE, MAYBE TO RAILS, KING REID SAYS

MANCHESTER, Vt., Oct. 25.—King Reid owner-operator of the shows bearing his name, yesterday denied rumors that he has purchased the Model Shows, a railroad outfit. However, he did say that he had long planned to turn in 30 tractor-trailer units this winter and to secure new transportation. As of now he has not decided whether he will purchase new trucks or buy flat cars and wagons. A decision is expected to be reached in the next few weeks.

Bistany Inks Georgia Fair

MACON, Ga., Oct. 25.—Leo Bistany opens his Orange State Shows for a winter tour here Monday (27). He announced that he had booked the Twiggs County Fair, Jeffersonville, Ga., to follow the Middle Georgia Colored Fair here.

Bistany will have 6 shows and 10 rides with his winter org and will also carry a free act and his own diesel light plant. He plans to jump from Jeffersonville to Jacksonville, Fla., for the Florida State Negro Fair.

ANDERSON SIGNS WOM TO '53 PACT

To Repeat for 4th Straight Year; Bergen Unit Scores at Columbia

COLUMBIA, S. C., Oct. 25.—Frank Bergen, general manager of the World of Mirth Shows, announced here at the start of a big week on the midway at the South Carolina State Fair that his organization had been awarded the 1953 fun zone pact by the Anderson (S. C.) Fair.

The winning of the contract came on top of brisk speculation in the field which began prior to the staging of the event last week and lasted thru its Saturday (18) closing. The World of Mirth this year became the first show to play the event for three consecutive years in recent times, and it was reasoned that fair officials would not entirely abandon a former policy and book the show in for a fourth term. Then, too, much switching in fair dates will be necessary in 1953 when several pivoted annuals return to their usual dates after being sidetracked during this leap year.

Bergen also announced that the show's route of annuals from Bangor, Me., thru Anderson had all been set for next year. Two more fairs, Augusta and Savannah, Ga., remain.

A \$100,000 blaze which destroyed 57 units in the independent concession line, and for a time seriously threatened all other show units as well as the grandstand and other fair buildings, hurt the scheduled Monday night opening here. While a huge crowd was on hand to take ad-

(Continued on page 60)

Detroit Fair Seeks Bids on Midway Pact

DETROIT, Oct. 25.—The Michigan State Fair board of managers will open bids November 18 for the fair's midway contract, in an effort to get the pact set before the Chicago outdoor conventions. This year, signing of the contract for the midway attractions was delayed until July, when the W. G. Wade Shows were finally set.

Regulations require competitive bidding and invitations will be sent to at least four carnivals, officials said. Bids from other shows, however, will also be welcomed, according to James M. Hare, manager.

Jack Baillie Dies at 45; Was With Many Shows

SHREVEPORT, Oct. 25.—John B. (Jack) Baillie, 45, veteran carnival concessionaire, died here Tuesday (21) after being stricken with a perforated ulcer.

Baillie in his many years in the carnival business had been associated with shows, dating back to the Morris & Castle Shows. Following World War II, he spent several years with the Cavalcade of Amusements and for the past two years had been an independent concessionaire.

He is survived by a brother and sister.

Burial was in Showmen's Rest, Woodlawn Cemetery, Chicago.

RECORD RECEIPTS REGISTERED

Dallas Midway Grows From Rides, Shows, Games, Eats; Tops '51 22%

DALLAS, Oct. 25.—Midway operation at the State Fair of Texas showed a sizable increase in business over last year for the best season in history, despite the abbreviated show layout, all-hanky pank game set-up and cold weather, according to Midway Supt. Fred E. Tennant Jr. The fair closed Saturday (19).

Tennant estimated the gross for the entire midway operation—rides, games, shows and eat- joints—would register an increase that might run as high as 22 per cent in some instances.

Ray Marsh Brydon, who furnished all back-end shows, turned in \$4,000 more with 13

shows than he did with about double that number in '51. Brydon scored heavily with Betty Lou Williams, four-legged girl presented by Dick Best. He estimated about 70,000 saw the freak during the 16 days of the fair, with sensational business racked up on Negro Day (13). Brydon attributed Best's success on the midway to his hard work as a showman. He was always the first to open and the last to close, Brydon said.

Sally Rand brought in the "Happy Holiday" revue that went for a buck, but Miss Rand's personal activities were limited to mistress of ceremonies. The fact that she could not perform her famous specialty, undoubtedly affected business, Brydon said. However, he said, she led the line-up of shows on money.

Sciortino Show Third

Joe Sciortino's "Scandolls" posing show did third-best biz, Brydon said.

Old Gray Circus, sponsored by Variety Club of Dallas, just off the main midway, played to fairly sparse crowds in the big Gainesville Community Circus Tent, although show did good business on some days. Circus had good-size telephone advance sale by the Variety Club, but gross probably won't be known for some time.

St. John Terrell's Motor Music Circus, presenting a one-hour version of "Show Boat" near the main midway entrance, played to a meager 15,000 during the fair, not near enough to get off the

nut. Show had top musical comedy stars in lead roles, received first-class advance tub-thumping both by own press agent and by fair publicity department, was well received by folks who saw it, but never caught on. Terrell considered closing after second week-end but finally decided to stick it out. He finally led orchestra go and finished out run with organist accompaniment.

Music Circus troupe now goes to Miami for winter season, where Terrell expects to repeat successes he has had with show at Lambertville, N. J., and other spots around the country. Post

(Continued on page 60)

FAT FAIR SEASON UPS PRELL TAKES

Shows Overcome Spotty Early Trek When Annuals Get Good Weather

CHARLOTTE, N. C., Oct. 25.—Blot out the rainy weeks and Prell's Broadway Shows have had a nifty season. The fair dates have been mostly good, and a couple have been bigger than ever. It was only the early dates that failed to pay off, and then mostly because of the weather. Manager Joe Prell says.

Here at Charlotte, the new colored fair which opened Tuesday (21) on the grounds of the Southern States Exposition gave promise of being a winner by mid-week, despite unseasonably cold which put a deep freeze on night patronage.

The potential in this area is great, and Prell said that he believed the date would build to a par with other good Negro annuals, including the one at Columbia.

Hammontree in Black

BLAKELY, Ga., Oct. 25.—Altho William O. Hammontree, general manager of the Mighty Hammontree Midway, calls the current 30-week season the toughest in his career, the show will go to the barn in the black following its November 1 close at Butler, Ga., according to J. C. Admire. Until five years ago the Hammontree organization was known as the Silver Slipper Shows.

S. C. The usual publicity outlets are not used since these means would be uneconomical. However, complete co-operation from church, fraternal and school groups ought to do the selling job in a year or two.

Fredericksburg and South Boston, Va., contributed record grosses. Earnings at all other fairs played

(Continued on page 60)

Rain Keeps Vivona From Top Season

13 Big Days Lost to Weather But Fairs Are Excellent and Winnings Pile Up

CAMDEN, S. C., Oct. 25.—Given a little less rain on important days, particularly thru the still-date season, Vivona Bros' Shows would now be well on the way to their best season.

John and Morris Vivona, who had their fresh looking attractions at the Camden Fair here this week, counted 13 Fridays and Saturdays that the shows lost to the elements. Even that doesn't tell

the full story. Near the start and when money is usually needed most, the shows opened at Chester, Pa., on a Monday, as scheduled, but from Tuesday on they wallowed in mud and flood waters that also caused them to blow the following week.

Nearly all spring and summer dates were identified with wetness and the consequent loss of business. Chester would have been big since the gate showed 1,100 paid opening night. The circus date at Philadelphia, always an expensive gamble, would have paid off handsomely, the brothers believe, except for rain Friday and Saturday. The Cambridge (Md.) Fair brought shows more of the same. Virtually the entire run was lost with the grounds inundated.

With the exception of Cambridge, however, the fairs have been excellent. Gratz, Loch Haven

(Continued on page 60)

Brown-Wallace Close Season at Savannah

SAVANNAH, Ga., Oct. 25.—The Brown & Wallace Shows, owned by Fitzie Brown and Al Wallace, will close their season—the first for the org—here tonight and move into winter quarters in this city.

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Midway Confab

Frank Hooper is confined in Chester County Hospital, Chester, S. C. and would like to read letters from friends. . . . Following his best season since the lush war days, Billy Logsdon has signed again with Charles H. Hodges' Side Show as annex attraction for 1953. Logsdon will winter in Texas.

Upon conclusion of the Muskogee (Okla.) Fair Jimmy Chavanne and his side show joined the Sterling Crown Shows at Russellville, Ala. Line-up includes George McAllan, No. 1 box; Johnny Cousins, No. 2 box; Louise Chavanne, c-mee and sword swallowing; Marie Decoux, fat girl; Frank Amess, magic; Grace Andrews, word box; DeLores Hogan, girl with horse's mane; Gertrude Knox, electric chair; Juna and Carl Williams, impalement; Bobby Wingar, Mabel Connors, lion-faced girl; Sandra Lee, annex; Bob Hogan, canvas, and Sarl Spear.

Prince Dennis, performer with the Pete Kortes Side Show is in a Covington, La., hospital with a broken leg. Dennis was injured in a traffic accident and was unable to open with the Cavalcade of Amusements at Mobile.

Mrs. Mildred Allan, wife of Roy Allan, who operates concessions on the Wolf Amusement Company, celebrated her birthday recently with a party at the Allen's Royal Mansion home. Guests included Ben Wolfe, owner of the show; Ernie Sylvester, show's secretary; Edna and Dub Smith, Sol and Lilian Newman, Mr. and Mrs. Morley and their daughter, Maxine; Jimmy and Mary Sanders, Sterl Tomlin, Rocky and Shirley Cox, Lois Dodgins, May and Foster Keen, Johnny Evans and Lucille Casey. Those unable to attend but who sent gifts included Mr. and Mrs. Fisher and Mr. and Mrs. Bill Porter.

W. M. (Bill) Brees, general agent of Eddie Young's Sterling Crown Shows, writes from Tampa that he has concluded his 1952 bookings and, after a brief visit to the shows in Robertsdale, Ala., he'll leave for his home in Richmond, Va., to spend the holidays. . . . Frank W. Peppers, owner-operator of Peppers' All-States Shows, again will winter in Mobile, Ala., following the close of his shows' string of Florida fair dates. He reports good business for the org's stand at Apalachicola, Fla., Fair the week ending October 11.

Floyd Woolsey's Side Show closed its season recently in Jasper, Ala. En route home to Niagara Falls, N. Y., Swanette, annex attraction, visited the James E. Strater Shows, which were playing Raleigh, N. C., and friends on the Bentley Side Show. . . . Edgar Hart has been named foreman of the kiddie train on the Gem City Shows. Stanley Levy and Sonny Levin have been assigned as his assistants. . . . Jimmy and Ann Ackley are spending a month at their home in Michigan during the hunting season. They recently celebrated their 18th wedding anniversary, Jimmy presenting Ann with a new house trailer.

Blanche Sullivan and Vera Zeman, concessionaires on the Royal American Shows, were married recently in Tupelo, Miss. . . . F. W. Miller reports good business at Southern fairs with his Orchid Revue and "Mademoiselle," a posing show, on one of the Gooding

units. The former, which has Jahala Miller in charge of the front, is taking top money. Mike Miller has charge of the "Mademoiselle" show. The shows close with Gooding at Dotban, Ala., November 1, but other bookings will keep them out several more weeks.

John J. Sinko, for 20 years a concessionaire with such orgs as the John H. Marks, Cetlin & Wilson, I. K. Wallace and Jollytime shows, has left the road to go into business in Richmond, Va. He has opened a gas station on Route 60 at Middleham Pike. . . . Mr. and Mrs. Scotty Roberts report that they were unable to salvage their 28 feet of concessions and stock from the October 20 fire which struck at the Columbia, S. C., fair.

John J. Denton, owner of Gold Medal Shows, and Mrs. Denton motored to Knoxville while the show was at Cherokee, N. C., to bring their two children to Cherokee for the week. . . . Sailor Katzy joined with his wild life exhibit, whose flashy front is an eye-catcher on the midway. . . . H. W. (Slim) Wells continues to assist Denton with managerial duties, while Mrs. Wells operates the jewelry concession. . . . Art Frater, business manager, and Mrs. Dolly Frasier recently entertained members of the Gastonia (N.C.) fair board at dinner. . . . Recent visitors included Mrs. Jess Prather, Campaign (Ill.) Fair; Art Lewis, Ben Eddington, Charles Magid, Ralph and Marjorie Lockett, John Marks, Ben Braunstein, Dr. John Lamarr and Dick O'Brien.

Joseph Lehr, spot worker, has returned to his Philadelphia home after closing with Prell's Broadway Shows in Frederick, Md., where he worked a spot store for Mr. and Mrs. Charles Roth. The Roths also closed there and are en route to Miami where they will winter.

With the season fast coming to an end, the lobby and sidewalk conversations in the South have much to do with the acquisition of a new and permanent home by the National Showmen's Association. The guy with all the answers about location, facilities and cost is eagerly listened to. Some of the brothers appear to have already mentally mapped out their claim to a corner in the spacious area that will be available.

Mr. and Mrs. Leonard Ross find themselves competing with a dozen self-appointed foster parents for the affection of their son, Robert, born August 5. The little fellow, already familiar with his parents' trailer, while away the hours at the Spartanburg (S. C.) Fair with hardly a sigh. Louis (Stretch) Rice and Beanie Weiss helped baby sit. . . . Morris V. Ivona is hoping that a second child, due soon, will be a son. He's influenced, no doubt, by the predominant masculine trend in his family, five boys and one girl.

R. C. McCarter, a general agent of note, has opened a children's specialty store in Spartanburg, S. C., his home town. Called Tiny Tot Furniture and Gifts, the shop features dolls, among other things, Mac points out. . . . Sadie Wilson and Irene Moore took a busman's holiday from Cetlin & Wilson Shows to journey from Spartanburg to Anderson, S. C., to visit World of Mirth Shows. Visiting among the two biggies wasn't as brisk as it might have been, even tho they were only some 70 miles apart, because of the heavy work scheduled at fairs.

Madam Burleson (Harlem Hat-tie) reports she has taken over the management of the Skylark Terrace, Corpus Christi, Tex. . . . Jean Porter, costumer for Leon Miller's Mouth Rouge on the Royal American Shows, recently completed a new wardrobe for Rita Cortes, Moulin Rouge feature, and an elaborate formal gown for her to be worn at the Chicago convention. . . . Porter has also made two originals for Leslie and Lawrence, dance team, who open at the Palace Theater, New York, in December. Leon Claxton has commissioned him to do new costumes for the Harlem in Havana show, to be ready for the Tampa fair. Porter will spend the winter at his home in Gibsonton, Va.

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WANT Side Shows, Mechanicals, Big Snake, Monkey, etc. Harvey Wilson and Don Diabert, contact, West Conference, String Game, Fish Bowl, Show Bowling, Alley, Show Cones, Ping Pong Ball, any Stock Show that does not conflict. Want Second Men for all sides, must drive semi. Drunks and chasers, who where you are. Paul Reynolds, contact, West Girls for Girl shows. The following get in touch for Mardi Gras, have excellent propositions for all of you: Mrs. June Reynolds, "Blackie" Johnny Adams, "The Iron Don" Rovers with Bull Hoatie. All others who are interested, contact Jack Dornie, get in touch.

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WANT FOR THE TWO BIG ONES
FLORENCE, S. C., COLORED FAIR, NOV. 3 TO 8
SUMTER, S. C., COLORED FAIR, NOV. 10 TO 15

All Concessions open—no exclusive. Come on, we can place you. Can use one Spring Show. Two good still dates to follow.

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Visit Us at Sarasota or the St. Petersburg Show

183 Models are rolling in. Full line of new Vashboards, Almas, Kits, Tricycles, Tricycles and Kickers. New selection of mad Sports, Segabands. Special showman prices and terms. See MR. T. W. (BLANK) KELLEY for a square deal.

SELLHORNS FOR TRAILERS
E. LANSING, MICH. SARASOTA, FLA. Phone: Ringling 5-5491

I. K. WALLACE SHOWS
LANCASTER COUNTY FAIR, S. C., NOV. 3-8; ROCK HILL COLORED FAIR, S. C., NOV. 10-15

WANT RIDES, MINUTE, COLORED GIRL SHOW OR ANY GRIND SHOWS. CONCESSIONS: Cookbooks, Flies, Poppers, Candy Apples, Fresh Fruit, Photos, Glass Pitch, Sides, Tents, Ball Games, Ping & Duck Tents, Lost & Short Range Galleries, Cook Galleries, Sign Cuts, Roll-up and ballies

I. K. WALLACE SHOWS
All wires to Pleasant, S. C.—Jefferson, S. C.—this week.

MERRY-GO-ROUND FOR SALE

46-foot Sullivan Merry-Go-Round, now erected for examination at winter quarters. Truly a magnificent riding device, beautifully decorated and painted, recently and reading with 36 horses and two magnificent chariots. Brand-new Royal Blue Top used one week. A feature ride on any midway. Complete with Horse Guards, Ticket Box and Gasoline Engine. Replacement cost \$15,000. This unusually beautiful ride a bargain at \$7,000.00.

KING REID
WINTER QUARTERS, MANCHESTER, VERMONT

STOCK TICKETS..

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| One Roll | \$ 1.50 |
| Five Rolls | 4.50 |
| Ten Rolls | 8.50 |
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| 50.00 | 50.00 |
| 100.00 | 100.00 |
| 200.00 | 200.00 |
| 500.00 | 500.00 |
| 1,000.00 | 1,000.00 |

DEALER'S DISCOUNT, DOUBLE PRICE

Rain Hits Vivona Bros.
Continued from page 58

and Leighton, Pa.; Christiansburg, Va.; Leaksville and Madison, N. C., and Newberry, Union and Camden, S. C. have given the shows top winnings which, if they were piled up on a good still-date season, would mean the best trek the Vivonas have ever undertaken.

Still remaining on the fair route are Lumberton, N. C., and Bishopville and Georgetown, S. C. Personnel is confident that these events will be equally good and that the wind-up will see them all holding sizable winter bankrolls.

Business has been good all the way around. Business Manager Tommy Carson has the same story to tell. "Everything was all right except the weather and the season will be a good one although somewhat under what it might have been."

Territory Defined
The route has been a lengthy one with the shows opening March 22. Closing is set for November 8. The territory, which seems pretty well defined for the future, included Virginia, Maryland, Pennsylvania, New Jersey, New York and North and South Carolina. Except for one 350-mile move to get into its Southern fairs, the jumps have been limited to an average of about 50 miles, Morris said.

Prell Take Up
Continued from page 58

to date were at least on a par with last year, except when weather interfered. Expected good grosses at Charlottesville were almost totally lost due to rain and mud.

The Negro fair at Columbia follows next week. After that come annuals at Brunswick and Valdosta, Ga. Extra earnings are expected at Brunswick this year. The annual will be housed in two additional tents, for a total of seven, and the exploitation program has been greatly enlarged, Prell said.

Mother Takes Over
Katherine, the mother of the five-branch Vivona clan, has taken over the management of the office and this has resulted in a smooth and efficient operation. John handles the managerial duties and Morris the booking. Brother Babe supervises the rolling stock and all other equipment. It all makes for a tidy, family-managed enterprise.

Dom Vivona held down the office from June 1 until Labor Day week when he returned to Duke University. Specializing in accounting, he is pegged to handle the family's financial affairs after his graduation.

John and Morris have juggled their staff thru the season. They seem to be well set for next year, however. Tommy Carson will return to hold down the front-end managerial post and Harry Wilson has been signed to handle publicity and promotions. There will be more emphasis on building up special toys for kiddies and adults, a Wilson specialty, the brothers said.

Anderson Signs
Continued from page 58

vantage of the free gate, the show earning power was considerably lessened since Bergen and Allen lost 17 show concession units in the fire. The debris was cleaned out early Tuesday (21) morning and a number of additional units were erected in the area.

RAS Tops 1951
Continued from page 58

Business here has been good for the Bergen forces. The Monday night earnings were curtailed a little because of late openings occasioned by the fire. Tuesday was cold and this also hurt spending, but the weather warmed up on Wednesday (22), and from then on the midway was a happy area. Big Thursday (23) lived up to its name in every way, with more than 75,000 person on the grounds.

The previous week at Anderson midway business was just about even dollar-wise with last year, and the run was termed highly successful. The Anderson crowds were late in arriving, even on closing Saturday, but the night play was tremendous.

Strates Record
Continued from page 58

November 15. No announcement has been made regarding where they will winter.

Concentration of concessionaires appeared to be the largest ever gathered at this event. Business was reported good. The independents were crammed into every nook and corner available to the shows and the space rented by the fair management also was completely filled.

Their building program at the fair, which features unique architectural accomplishments, helped draw the huge crowds.

Record Receipts
Continued from page 58

mortem was simply that show was not suitable for midway attraction.

Kid Rides Away Up
Tennant said major rides increase at least a 20 per cent increase in gross over last year. Velare Bros' Sky wheels were out four days due to motor failure, but still carried about 80,000. Max Myers' Hoffmeister Rotor rode estimated 150,000. Roller Coaster, Merry-Go-Round and other rides, all had their best year. Kiddie Town rides likewise were way up. Tennant said.

Eat joints particularly did terrific biz, Tennant said. Some joints doubled their grosses over last year, he said. Pyland used three freight carloads of potatoes in serving 150,000 people french fried potatoes at 25 and 15 cents in eight spots on the fairgrounds, two in the Cotton Bowl. Louis (Frenchie) Roussel said he had his best business in 22 years at the fair in his six joints, with gross up about 15 per cent over last year.

Novelties all did well. Games, of course, suffered due to loss of bingo and wheels. Fair officials made this decision in order to forestall same criticism received last year, following which, clampdown closed practically every game on midway for several days.

HANKY PANKS

It's New Time to Think About **TURKEY Raffles**

We manufacture a very nice attractive 120-NUMBER wheel made of 70% Fiberglass Pine, beautifully made. This wheel is made to order. We have a very fine brass center with no heads, using a bronze bushing. Tooled steel axle. Metal indicator, metal indicator holder and 2" backboard to that you can set your wheel upright or at any angle. 120-NUMBER WHEEL.....\$12.00

Immediate Shipment
Our Ball Game are still going strong & Call-Punks—Huckley Buckle—Dum Family—Bottles. Send for Catalog.

RAY OAKES & SONS
7731 68th Ave., LYONS, ILL.
Day Phone: Lyons 3-2121
Nite Phone: Brookfield 6-544

FOR SALE

Ferris Wheel, \$1,300.00; Condon, 10 seats, motor, new cable, height approx. 30 ft. Breaks down to load on 1 1/2 ton truck. Used by this show for past five years. Don't Miss! Machine, electric automatic, stainless steel, A-1 shape, \$200.00.

A. J. APRIL
United Amusement Shows
19 Woodland St. Pawtucket, R. I.

STRANGE & WEIRD ATTRACTIONS

Two-headed Babies, Man-Whore, Chimpanzee, Doves, Devil Child, Age 800, Many More. Free Circulars.

Address: TAT'S, 1150 E. Van Buren, Phoenix, Arizona

FOR SALE

Two 26 ft. Freshford closed vans; good number to haul same. 12-car Kiefer-CO. like new throughout, runs perfect. \$3500 cash or trade for another major or Buick.

EDWARD MOREL
4424 S. Krakow Ave. Lyons, Ill.

JERRY JACKSON WANTS
FOR THEATRE TOUR
FOR NUMBER TWO NOVELTY MUSICIANS, CHORUS GIRLS, NOVELTY ACTS OF ALL KINDS
Salary Sure. All Winners' Work
Contact: JERRY JACKSON
ADDRESS: c/o Cullin & Wilson Show, Florence, S. C., this week; Sumter, S. C., next week.

Myrick Trailer Park

Private bath. Children welcome. Accommodations for trailers with bath facilities. Storage space reasonable.

Jack A. Myrick, Owner
1408 N. W. 11th St., Miami, Florida
Telephone 7-9729

FOR SALE

Complete equipped 1952 bookshop and 1948 Chevrolet Van Truck New. Deco. and color. 1952 Chevrolet Van Truck, all dishes, pots, pans, gas bottles, silverware, nearly new, canvas, 30 durham covered canvas. Price \$3000.00 for all.

Contact
B. R. GOWN
Route One, Cable, Ohio

NSA Group Names Isser To Top Post

NEW YORK, Oct. 25.—Phil Isser, a partner in the operation of the I. T. Shows, has been named to head the regular ticket of the National Showmen's Association. The nominations were approved this week by the board of governors.

Other officers named are Joseph A. McKee, first vice-president; John S. Weisman, second vice-president; Gerald Snellens, third vice-president; Harry Rosen, treasurer; Morris Vivona, assistant treasurer, and Morris Batsky, secretary.

Named to the board of governors were Harry H. Agene, Jack Alfred, Vincent Anderson, R. (Shep) Blumberg, David E. Brown, Morris Brown, Arthur E. Campfield, Izzy Cetlin, Edward Cohen, Max Cohen, J. W. (Patty) Conklin, Norman Y. Chambliss, William Cowan, Bligh A. Dodds, Max Goodman, Jack Greenspoon, Jeff Harris, Hon. Harold G. Hoffman, Joseph H. Hughes, H. William Jones, Mack Kessow, Louis D. King, Johnny J. Kline, Sam S. Levy, Roger S. Littleford Jr., Also, William Lynch, John McCormick, James W. McHugh, Ross Manning, Frank C. Miller, William Moore, Sam Peterson, Samuel E. Prell, Frank Rappaport, Irving Rosenthal, Clemens F. Schmitz, Harry Schwartz, Irving Sherman, D. D. Simmons, George P. Solienberger, James B. Sullivan, Dan Thaler, Leonard Traub, Isidor Trebisch, Max Tobis, Stanley W. Walton, Harry Weinraub, Weiss, Joseph Weissman, Charles Wertheimer.

COL. WILSON WILL FIGHT, SUH (TO KEEP FAIRS)

SPARTANBURG, S. C., Oct. 25.—Personnel of Cetlin & Wilson Shows are addressing Col. Owen: Jack Wilson as "Colonel" these days as the result of his having received a warrant from Governor Talmadge, of Georgia, calling for this rank when the org was showing the Fair A Ganza, Atlanta. Aware of the responsibility that goes with his post in the Georgia National Guard, Jack says he has promised to fight the damage. While he didn't elaborate, he probably means he will fight any of his Northern counterparts who try to make off with one of his Georgia fairs.

SLA Auxiliary Sets '53 Slate

CHICAGO, Oct. 25.—Mrs. Mae G. Taylor has been nominated as president of the Ladies' Auxiliary of the Showmen's League of America. Mrs. Taylor served as first vice-president during the past year.

Other nominations include Mrs. Lucille Hirsch, first vice-president; Mrs. Viola Parker Moore, second vice-president; Mrs. Ann Sleyster, third vice-president; Mrs. Carmelita Horman, treasurer, and Mrs. Robert H. (Elsie) Miller, secretary.

Named as nominees for the board of governors were Lillian Lawrence, Mae Sopenar, Harriet McBeath, Josephine Glickman, Claire Sopenar, Jennie C. Gloth, Virginia Kline, Etta Henderson, Jeanette Hart, Grace Goss, Dolly Young, Margaret Pugh, Minnie Simmons, Sophia Carlos and Geraldine Gaughn.

Margaret Hock served as chairman of the nominating committee which included Anna Beiden, Frances Keller, Josephine Glickman, Viola Parker Moore, Marie Brown and Mrs. L. M. Brumleve, who was acting secretary.

C. J. Sedlmayr Is Honored On Birthday

SHIREVEPORT, Oct. 25.—Carl J. Sedlmayr, owner of Royal American Shows, was honored with a surprise birthday party here Tuesday (21) at The Chef restaurant. It was his 63th anniversary.

Bob Lohmar, RAS general agent, hosted the party and a number of the guests paid brief tributes to Sedlmayr.

Guests on hand to honor Sedlmayr included William R. (Bill) Hirsch, manager of the Louisiana State Fair; Robert K. (Bob) Parker, J. C. (Tommy) Thomas, Cliff Wilson, Al Carsky, Harry Julius, Jack Duffield, C. J. Sedlmayr Jr., Mr. and Mrs. Sam Gordon, Ned Torti, Mr. and Mrs. Sam J. Levy, Mr. and Mrs. Frank Morrissey and Mr. and Mrs. Robert Lohmar.

Anderson, S. C., Okay for Wolfe

ANDERSON, S. C., Oct. 25.—Wolfe Amusement Company started out slow here this week due to cool weather but picked up sharply on Thursday (23) when temperatures rose and brought out good spending crowds. Thursday was Anderson Day combined with school day and grosses were above the same day last year.

Org has one more week to go and is scheduled to close November 1 at Greer, S. C., just 18 miles from its Landrum, S. C., winter quarters, which also is the

NO GLORY HERE

C&W Tops Rivals But It's an Ill Wind

SPARTANBURG, S. C., Oct. 25.—In a business long noted for its accent on bigness, Jack Wilson and Izzy Cetlin are well up on their competitors in at least one respect—storm damage.

Now, some seven weeks later, the nightmare of that awful night at Sedalia (Mo.) State Fair is still fresh in the minds of Jack and Izzy and shows' personnel. The fact that the wind damage has been largely erased has not blotted out the memory.

For one reason, their pocket-books will remind them for some time to come. Another reason is that fair officials everywhere have to hear the story first hand. It's that kind of a yarn.

Story In Pictures

Fair execs who held contracts with the shows must have had their doubts about having a midway after they had read about and seen pictures of the storm damage. The press association photos didn't tell the story, however. A set of 30 pictures, available now to interested parties, does tell the story and its an awe-some one.

William Moore, business manager, praised the workmen, as did Jack and Izzy, for loyalty that went beyond description. The gates were opened and the midway in business by 6 o'clock on the night of the storm and the shows exceed point to this as one of the major accomplishments in the history of the business. No one disputes them.

The help offered by fair and show execs, public officials and private citizens still has the personal feeling deep appreciation. They admit that it was one of those things that they would have had a hard time believing if it hadn't happened.

Scars Still Remain

Considering the damage, the shows are in good shape and have been for some weeks past. While much damage has been repaired many scars remain. New stringers still awaiting paint, show where the broken members were. The same goes for panels and other paraphernalia.

Like good showmen, Jack and Izzy have seen to the replacing of the flash and baubles that lure the patron. Viewed here from the second story office of fair President Paul Black, the light towers, Ferris Wheels and other high units reared up into the sky with all of their colorful fluorescent magic. It's a pretty sight and the chances are that the average patron never connects the rough edges with anything like the storm that caused them.

As bad as it was, some good came from the ill wind. Richmond Cox, publicity director, let the wind whistle thru his exploitation trumpeting to good advantage. However, all concerned admit that this they could do without.

Strangely enough the personnel seems unchanged by the catastrophe and there certainly has been time enough for shock re-

home of Ben Wolfe, the owner. Mrs. Mildred Allen, wife of Roy Allen, concessions op, celebrated her birthday recently with a big party. Ernie Silvester will head south after the close to do some fishing in Florida. Silvester plans to go north again to make the fair meetings and handle bookings.

action to set in. As a matter of fact Jack Wilson never felt better in his life. A medical check-up here told him he had every reason to feel good. It was said that Izzy Cetlin "ain't never gonna change" and that's for sure and the same goes for Bill Moore, Claude Sechrest and the rest. And all the money isn't gone since Bill Hartzman was as busy as ever counting green stuff here.

Cherokee, N.C., Contract Given To Gold Medal

MARIANNA, Fla., Oct. 25.—The Gold Medal Shows have been awarded the contract to provide the midway attractions for the 1953 Cherokee (N. C.) Fair, John J. Denton, GM owner, announced this week. This marks the third consecutive year for Denton and the fair to come to terms.

The fair completed its five-day run October 4 this year, with midway grosses running well ahead of 1951. Good weather aided in holding the tourists, who helped swell attendance, and all GM units did well, with Morris Lipsky's concessions setting the pace.

The show made the long trek to Openka, Ala., in good time, but cold weather hurt the gate until Friday and Saturday (17 and 18), when mill pay days and cotton sales helped the patrons spend freely.

TRAILER-GO-AROUND



For immediate delivery, one trailer mounted 8 ft. Merry-Go-Round (rides 120 lbs.). Motor driven, Continental clutch.

HICKS' WELDING
Manchester Depot, Vermont

FOR SALE

Chevrolet Panel Truck with two 100 Kw. Transformers and all switches for large show. Price \$1,500.00. Caterpillar Ride, price \$3,500.00. Flying Scooter, price \$3,500.00. All rides newly painted, seats re-upholstered, overall condition like new. Transportation available if required.

Will pay cash for Caterpillar, Diesel Light Plants.
W. O. KING
82 Orchard St. Mt. Clemens, Mich.

SLAKE SHOW TRUCK FOR SALE

Perfect Condition.
SAILOR KATZY
Denton, Ala. This Week! Then Winter. Dealers: Rt. 3, Box 1115, Tampa, Fla.

KIDDIELAND

Have alternate location close to Oakland, Cal. Want to lease with option of purchase, small Merry-Go-Round, Boat Ride, or what have you?
AL J. RICHARDSON
1927 Seven Hills Road
Corteo Valley, Cal.

JOLLYTIME SHOWS WANT

FOR SWAINSBORO, GA., COLORED FAIR IN TOWN WEEK OF NOV. 3.

Want Hanky Panks of all kinds, Fan Game, Age and Weight, Bingo for the next season.

Shows: Colored Girl Show, Snake Show, Lillian Show and any Grind Show. Will book Merry-Go-Round for low percentage. Dill all winter. Need Act for the Show and Reel. All replies.

WES PRICE

Southern States Shows WANT

For Armistice Celebration, Tavares, Fla., Nov. 8-10.

Few Stock Concessions. Fun House. Tea in One or any clean Show that does not conflict. No Girl Show. No P.C. Mitt Camps or gypsies. If interested in playing a real good one, contact

JOHN B. DAVIS, Mgr.
Arlington, Ga., this week.

FOR SALE COMPLETE PENNY ARCADE

Best condition, biggest bargain of the year, new front, new top this year—40x70. Now booked on Cetlin & Wilson Shows. Contact

MIKE DORSO
Florence, South Carolina, next week. Sumter, South Carolina, next week. Can be seen in operation there.

OKZARK EMPIRE SHOWS

Playing Louisiana all winter.

CAN PLACE

Fish Pond, Balloon Dart, Seals and Age, Penny Pitcher, Set Outfits, Six-City, Fan Game, Tea, etc. what have you? All Hanky Panks, \$15.00 per week. Free trailer, truck and no cooling on Concessions. This offer is available by pre-arrangement only. Contact

MANAGER, OKZARK EMPIRE SHOWS
Braz., La., this week, then per route.

ANIMALS FOR SALE

2 Female Elephants, 30 years old, weigh 10,000 lbs. each. 1 male and 1 female; 3 Zebras, 8 to 10 years old; 1 Buffalo; 1 Zebu Bull, 3 years old; 1 Female Leopard, 8 months old; 1 Female African Lion, 18 months old; 1 Midget Cow, 4 years old; 1 Midget Horse, 3 to 4 months; 2 Tents, 60 with 20 ft. mingles, 10 ft. wall—new this spring; 1 used 2 seasons, 1 30x30 Marquee; 30x70 Square End Tent, 7 ft. wall; 1 40x70 Round End Tent, 7 ft. wall; 1 canvas; 1 15 Kw. Diesel Light Plant. Lots of other Show Property for sale. All priced right.

OBERT MILLER
Hugo, Ohio.

1952 BUICK RIVIERA ROADMASTER SEDAN

Big new, candy green. New car warranty. Live over \$700. Also good 1951 cheap.

JOHNNY CANOVI
Cameo Buick
Hannock, Pa. Phone 927.
Arlwood, Pa. Phone 927.

ROYAL EXPOSITION SHOWS WANT FOR COLORED ELKS' FAIR

Daytona Beach, Fla.—8 days, commencing Friday, Nov. 7 thru Saturday, Nov. 15.

Shows—Can use any worth-while Colored Revue or Minstrel Show. Must have own outfits and transportation. Can use Monkey Show or Monkey Drome. No Rides wanted. Concessions—Can use a few more Hanky Panks and Ball Games. All address this week, Bacon County Fair, Alma, Georgia; then as per route.

BARNEY TASSELL UNIT SHOWS WANT FOR WAYCROSS, GA.

Opening October 30 to November 8th. First show in for in town. Major Rides not conflicting. Colored Minstrel, Monkey Show, Ten-in-One or any other Show of merit. Concessions of all kinds, including French Fries, Frozen Custard or legitimate Hanky Panks. Wire after Tuesday, Western Union, Waycross, Ga.

WANTED

FOR BURDICK'S GREATER SHOWS AND BASTROP COUNTY FAIR

Week Nov. 10-15. Largest Fair in Central Texas; advertised for miles; to be held at Bastrop, Texas.

Can place two or more Major Rides, one more Ferris Wheel, Auto Ride, Mix-Up or any Major Ride. Shows of all kinds. No Ex on Concessions, no gift. Can use one or two Percentage Dealers. Wire of come on. Contact

IRA BURDICK, Burdick's Greater Shows
Flatsboro, Texas, week Oct. 27-Nov. 1, or per route.

CARL D. FERRIS SHOWS

Want for Summerville, S. C., Fall Festival With Legion, November 3-8

Can place Hanky Panks, Ball Games, any Concessions working for stock. Also any good Grind Shows.

Address Manning, S. C., this week.

SUMTER COUNTY FAIR

NOVEMBER 3 TO 8 INCLUSIVE, SUMTER, S. C.

CAN PLACE all Eating and Drinking Stands.

CAN PLACE all legitimate Merchandise Concessions. All Hanky Panks open.

WANT Caterpillar and Mule Drivers. Wire Charlie Shesley.

WANT experienced Ride Help and Workmen in all departments. Wire Whitey Huett.

Contact **WHITEY HUETT** at Gibsonton, Fla., all winter for next season.

CAN PLACE any Attractions worth while for the coming season.

SHOWS will open May 2, 1953, in Petersburg, Va.; Fairs will start in July.

CAN PLACE a large Circus Side Show for the coming season.

CETLIN & WILSON SHOWS

Florence, S. C., Fair, this week.

Showmen's League of America

CHICAGO, Oct. 25.—Past President Lou Keller opened the regular Thursday (23) meeting...

Ways and means committee reported donations from the Southeastern Fair, Atlanta, and from Morris A. Haft...

Sick list includes Wallis Waldon, who is in Alexian Bros. Hospital here for surgery; Jack Benjamin and Frank Ehlzick...

Two amendments were presented at the meeting and are to be posted, with action to be deferred until the annual meeting...

The house committee has a new television set operating in the rooms and are planning on obtaining a new refrigerator...

Ladies' Auxiliary

The October 16 meeting was opened by Mae Taylor, first vice-president. Other officers on hand included Mrs. Lillian G. Glick...

Rising vote of thanks was given Frances Keller for the success of the October 9 social. Lucille Hirsch, chairman of the relief committee, reported Billie Wasserman was back home...

(Continued on page 75)

TRAVIS WARD WIRE ME c/u Alamo Exposition Shows (Fairgrounds), Jennings, La. ART SPENCER

FOR SALE 1950 #12 BIG EEL FERROS WHEEL Like new Van Type Trailer racked for sale. 1 Concession Trailer, complete with new flats and popcorn machines. Various used Concessions and Game Equipment. Priced reasonable.

Thank You MIKE ADAMS Class Pitch Concessionaires with World of Art Shows. Your Quick Roadmaster Purchase is Appreciated. JOHNNY CANOLE CANOLE BUICK Monroeville, Pa. Phone 927. Altoona, Pa. Phone 927.

LONE STAR SHOWS FORTSYTH, GA., OCT. 27 TO NOV. 1. CONCESSIONS: Small Cookhouse or Grob, Age and Scales, Novelties, Cork Gally, Popcorn, Apples, Prinkly Pinks of all kinds, come on, will place you. No flats or gyms. SHOWS: Any worth while shows with one HELP. Can place good reliable help on all rides. Must be able to drive semi. Address all mail and wires to J. B. McPADDIN. P.S. Out all winter in Florida.

Club Activities

Greater Tampa Showmen's Association Tampa, Fla.

TAMPA, Oct. 25.—Club's first fall meeting will be held November 10 at 8 p.m. President Nat D. Rodgers will preside. Other officers expected to be on hand are Lloyd D. Serfass, first vice-president; Carl J. Sedimayr, second vice-president; O. J. Weiss, third vice-president; Harry Julius, treasurer; Vernon Korhn, secretary; and George Ringlin, chaplain.

Pete Burkhardt, chairman of the house committee, has made his third trip to town to see that everything is in readiness at the club. The club has been refinished, inside and outside. Eddie Lowe, custodian, has been active in getting the club in order. A new Philco TV set, presented by the Pepsi-Cola Company, has been installed. Roy Jones was instrumental in having it installed. A sign for the front of the building was presented to the club by Snapp Wyatt.

Work is nearing completion on the club's \$38,000 cemetery plot which has space for 900 graves. Plans are to hold dedication ceremonies in December. The \$3,500 center monument, presented by the Ladies' Auxiliary, has been erected. All that remains to be done is grading and landscaping by Jack Holmes.

Annual homecoming barbecue will be held November 23. The first regular Saturday dance and floorshow will be held November 15. Jack Young and Bill Clain, of the entertainment committee, have arranged the program. The membership committee reports that 50 new members are expected to attend the first meeting.

Michigan Showmen's Association

DETROIT, Oct. 25.—The first meeting of the season Monday (20) drew a good turnout of members. President Ben Morrison returned from a West Coast trip in time to occupy the chairmanship. Fred S. Shier, second vice-president; William Zakook, third vice-president; Louis Rosenthal, treasurer; Jack Dickstein, former president and now acting secretary, and C. J. Lovejoy, chaplain.

The body gave a rising vote of thanks to Dickstein, who supervised refurbishing of the clubrooms. Improvements made this summer include redecoration, installation of a new heating system and a general clean-up. Carl Sherman, Seattle showman, flew in to attend the meeting. Past President Harry Stahl, who is recuperating from a major operation, was on hand. Elmer (Continued on page 75)

Last Rites Held For Mrs. W. Long At Lebanon, Ind.

LEBANON, Ind., Oct. 25.—Services for Mrs. Walter Long, 59-year-old food concessionaire who died October 15 in Hill County Hospital, Gainesville, Ga., from injuries suffered October 7 in an auto accident at Belton, Ga., were held here October 17. Burial took place in Center Cemetery here.

Mrs. Long and her husband, Wilcox, who died in 1944, had operated food concessions for many years. She and her daughter, Mrs. Elizabeth Heath, were en route to the Spartanburg, S. C. Fair when their car was involved in a head-on collision with another automobile. Mrs. Heath, who was injured in the accident, has been transferred to Methodist Hospital, Indianapolis. She and another surviving sister, Mrs. Mildred Houser, Lebanon, plan to continue the concession business. Other survivors are three brothers and two sisters.

Caravans, Inc. P. O. Box 1902, Chicago

CHICAGO, Oct. 25.—The meeting Tuesday (21) was called to order by President Claire Sopena. Also on the rostrum were Pearl McGlynn, first vice-president; Veronica Potenza, second vice-president; Mae Oakes, third vice-president pro tem; Wanda Derpa, financial secretary; and Opal Rossi, treasurer.

Invocation was by Isabel Brantmann, chaplain. Corresponding Secretary Irene Coffey read letters from Billie Biliken, Jeanette Hart, Myrtle Hutt, Estelle Reagan and Lena Schlossberg. Betty Shea, of the welfare committee, reported that Ann Sleyster is on the sick list and that Josephine Glickman's husband, Sam, has a virus infection.

Cash donations were received from Estelle Reagan and Irene Coffey. Evening awards, donated by Billie Biliken and Mae Taylor, went to Lucille Hirsch, Eva Leno and Martha Morris. Refreshments furnished by President Sopena, were served by Katherine Rose. A rising vote of thanks was tendered Pearl McGlynn, Edna Stenson and Betty Broderick for their successful social, which netted a tidy sum.

The nominating committee submitted its report, selecting Pearl McGlynn for president; Veronica Potenza, first vice-president; Eva Leroy, second vice-president; Marianna Pope, third vice-president; Isabel Brantmann, treasurer; and Wanda Derpa, financial secretary.

Slate of out-of-town members of the board of directors includes Emily Bailey, Billie Biliken, Anne Jane Bunting, Billie Lou Bunyard, Sophy Carlos, Milge Cohen, Daisy Davis, Amy Doolan, Goldie Fisher, Jeanette Hart, Myrtle Hutt, Ruth Martone, Ann Roth, Minnie Simmonds and Charlotte Wright.

In town board of directors named were Emma Atzel, Clara Elta Barker, Agnes Barnes, Mabel Davis, Helen Hoffmeyer, Rebecca Lofsky, Sleyster, Edith Streibich and Mae Taylor. Hostesses for the next social will be Katherine Rose, Opal Rossi and Eva Shine.

Missouri Show Women's Club

ST. LOUIS, Oct. 25.—The first meeting of the year drew a good turnout of both old and new members. On the rostrum were Jeanette Hart, president; Fay Davis, secretary; Margaret Lohm, treasurer; and Babe Weinstein, social secretary. Following the business of the meeting, cards were played and refreshments served by the entertainment committee. Mrs. Billie Wasserman is confined to Illinois Masonic Hospital, Chicago, Mo., Dorothy Williams is also ailing.

COMING EVENTS

- Alabama Roberdale—Baldwin Co. Fair, Nov. 2-8. James A. Hendrix. Arizona Grandale—Lions' Club Rodeo, Nov. 1-2. California Los Angeles—Carmel Western Livestock Show, Nov. 22-27. H. W. Lane, 2120 S. Eastern Ave. San Francisco—Grand Nat Livestock Expo, Oct. 31-Nov. 8. Nye Wilson, Gravena Ave. & Mile Verde St. Colorado Denver—Food Fair,atorium Nov. 7-8. Florida Plant City—Junior Agri. Fair, Nov. 26-28. William H. Baybush, Box 271. Wauchula—A. Jordan, Hades Co. C. Cumber Expo, Nov. 10-15. Earl Rumbley. Georgia Macon—Shrine Shrine Circus, Macon Auditorium, Nov. 24-29. W. C. Ragan. (Continued on page 75)

Patrice Amusements

SACRAMENTO, Oct. 25.—Oreg moved here to his winter stand following a winning stand at the Paradise Apple Festival. George Patrice had three rides and six concessions at the latter spot. Louis Gage did well with novelties and Jordan Ramos wound up the season with a big week for his candy floss and sno cone. Ray Smith had his ponies at the wind-up stand.—GEORGE PATRICE.

Heart of America Showmen's Club Ladies' Auxiliary

913A Broadway, Kansas City, Mo. Rex Herron, pinch-hitting for Nora Clayton, chairman of the house committee, and Bobby Coy and Ruby Wooster, of the entertainment committee, are busy getting the rooms in order for the opening meeting October 31. Following the business session a Halloween party is scheduled. Members are drifting in from the road. Recent arrivals include Margaret and Sam Anshwer and Ginger and George Gorden. Due in soon are the Claytons, Jonesy and Kelly Jones, Carter and Ann Carter, the Hugo family and Buck Ray and his family. Curley and Trixie Clark and Charlotte Clayton write they will be back soon. When 20th Century Shows played Kansas City, Kan., a few weeks back, Lil and Blackie Schofield and Bob and Betty Harris were daily visitors to the clubrooms. George and Hattie Hawk, the Audiss family and Mrs. Campbell have left the local park after working a good season. Ruth Martone, club president, announced good results on the alghan award books.

MIAMI, Oct. 25.—First regular meeting of the season will be held November 4. Radio and television sets are being checked to insure good reception of election returns. William Cowan, first vice-president, will make an effort to be present. Dave Endy, president emeritus, reports that a jamboree on his Model Shows, staged by Bill Cowan, netted the club \$1,000. The Cetlin & Wilson Shows jamboree, held at Richmond, Va., earned about \$1,500 for the club. Curley Graham, of the Page Amusement Company, has scheduled a jamboree for Marion, S. C. Maxie Sharp, chairman of the year book committee, is in town and busy writing for ads. Cliff Wilson, chairman of the building committee, is due in and will continue his investigation of proposed home sites. The board of directors will be asked to set up a special fund to provide gifts for shut-ins. The Billboard will be sent to all shut-ins. Jimmy Donahue, of the Birmingham Fair, was a surprise visitor. He will be 80 in February. Other visitors were Ben Glasser, Danny Dell, Joe Vernick, Mickey Gallo, Henry Bira, Mory Messias, Abe Zuckerman, Russell (Senator) Erdell, Maxie Herman, Andy Zane, Carl Kalansky, Joe Exler, Bob Lilliston, Maxie Sharp, Isidore Beck, Bob Kelly, George Lewis, James Stable, Johnny Lash, L. C. (Ted) Miller, Alton Pierson and Alex Kaskin. The following applications were received: Harry Agne, Arthur Brown, Leonard V. Farley and Clarence Osteen, proposed; Patty Funnerty; Harry Ross, pro.

Miami Showmen's Association

236 W. Flagler St., Miami

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Page Tour on Par With '51

SPRINGFIELD, Tenn., Oct. 25.—Page Bros' Shows returned to local quarters for the winter following close of their 1952 season, which, officials said, was on a par with the 1951 trek. Leaving here for Tampa for the winter were Mr. and Mrs. Howard Piery and Mr. and Mrs. Jim Sharout and Mr. and Mrs. Carl Weavers. Remaining here were Mr. and Mrs. W. E. Page and Frank McClean. Earl Hopkins left for Somerset, Ky., while James Finley went to Elkton, Ky. Mr. and Mrs. H. T. Walton went to Fort Myers, Fla.; Frank Hunter, Owensboro, Ky.; Earl Lane, Maryville, Tenn.; Eli Johns and family, Baltimore; Shortie Baker, Rome, Ga.; Mr. and Mrs. R. J. Vinson, Hillsboro, N. C.; Mr. and Mrs. Ed Johnson, Macon, Miss.; Joe Dourell, Brandenburg, Ky.; F. T. Poole, Washington, Ga.; Mr. and Mrs. Jim Sandlin, Guthrie, Ky., and Mr. and Mrs. R. J. Wheeler, Grand Junction, Colo.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 18

Roll call of officers' was answered by President Luella Dolman. First Vice-President Clara Connors, Second Vice-President Fay Prosser, Third Vice-President Marge Rhodes, Secretary Grace Merkel and Treasurer Peggy Forstall.

Etta Belle Carrean, a new member, was introduced. Past President Nina Rogers, just in from her season in Utah, and Past President Jessie Loomas were invited to sit on the rostrum. Trudi DeSanti, chairman of the sick committee, reported Allie Wrightman and Ida Chase ill. Patty Cook Andreen, one of our younger members, has become the mother of a nine-pound son. Bank night was won by Elsie Sukor. Door prizes donated by Babe Gardner, Elsie Sukor, Trudi DeSanti, Marie Tait, Grace Merkel, L. Landecena, Bertha Melcarthy, Clara Parsons, Ruth Woods and Maddison Hopes were won by Margaret Farmer, Mabel Brown, Elsie Sukor, Clara Parsons, Rose Rosard, Nina Rogers and Babe Gardner. President Dolman turned in \$92 in bank night money collected at the Fresno fair by her co-workers. Josephine Lynch and Doreen Dykes, a Halloween party will be held in the club room after a short meeting Monday (27). Madge Buckley is seriously ill in California Hospital, Los Angeles. Joe Krug is reported ill in a Fresno hospital.

NEW YORK, Oct. 25.—Scheduled membership and board of governors meetings held Wednesday night (22) at the Sharon Hotel were well attended. Phil Insoer, first vice-president, conducted the meetings. George A. Hamid, president emeritus, reported on the progress of the plan to purchase a new home and urged all members to purchase bonds. The nominating committee presented its selection of officers and board members for 1953. The eligibility committee accepted the membership applications of Allen Miller, Robert S. Brockway, Arthur Reid Pinsonault and Harry Greenberg. Mr. and Mrs. Al Crane are vacationing at White Sulphur Springs. Eli Guralsky planned to Japan where he will remain for six weeks on business and pleasure. All award books should be returned as soon as possible. Secretary Gerald Snellens has sent in a considerable amount of year-book advertising. Treasurer Harry Rosen has also brought in considerable ad copy. Recent visitors included Max Tomkin, Joseph Spivak, Charles Smith, George Rector, Max Cooper, Sydney Goodwalt, Jack Harris, Saul Seligson, Charles (Doc) Morris, Howard Kashaan, Irving Reichenthaler, Max Hummel, Aaron Hymes, Ralph Goldstone and Joseph Agule. Next meeting will be held Wednesday, November 5, when important business pertaining to the annual banquet will be taken up. Meetings are being held at the Sharon Hotel, 227 West 46th Street until further notice. Reservations are being accepted for the banquet to be held Wednesday night, November 25. The testimonial dinner for President Bernard (Bucky) Allen will be held Monday night, November 24.

National Showmen's Association

1564 Broadway, New York

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DOG SHOWS

- Arizona Phoenix—Nov. 28, Macelle Lamb, Temple, Ariz. California Fresno—Nov. 18, Mrs. G. Rambo, 3434 R. First St. Los Angeles—Nov. 22-23, Mrs. Jack Bradshaw, 1417 W. 11th St. Georgia Atlanta—Nov. 5 & 6, A. Moss, Greensboro, N. C. Atlanta—Nov. 6 & 7, A. Moss, Greensboro, N. C. August—Nov. 12, E. A. Moss, Greensboro, N. C. Illinois Chicago—Nov. 16, Russell Kauffman, 1616 W. Main St., Chicago, Ill. Danville—Nov. 2, Quercil Auburn, Ind. Rockford—Nov. 3, Quercil Auburn, Ind. (Continued on page 75)

PEE-WEE PETE IS BACK TO BREAK SALES RECORDS!



BIGGEST HOLIDAY MONEY-MAKER YOU'VE EVER SEEN

Pee-Wee Pete is as much fun as a good toy, but he is practical! He's made of ivory-colored plastic mounted on a composition base and fits all standard size carbonated beverage bottles for use in home and lodge bars.

FOLKS CAN'T RESIST HIM! HE'S THE "LIFE OF EVERY PARTY"

Pee-Wee was made for the queasy of holidays. He sells on sight to both party givers and gift givers from Thanksgiving thru New Year's at drug stores, cigar centers, department, men's and specialty shops. He lives every party by his amusing method of dispensing mix for drinks. He "links" the mix of "cocktails" it might be more expressive!

Historic! Copied from the famous Mannekin Fountain in Brussels, Belgium. Pee-Wee was given his name by our G.I.'s of World War II.

STORES EVERYWHERE GIVE GIANT WINDOW DISPLAYS TO PEE-WEE DURING HOLIDAYS!

Pee-Wee comes in individual attractive gift boxes. Usually retails \$2.95 up! Dealer's price \$21.60 dozen. Sample \$2.50.

SALESMEN WANTED!
Must Have Established Novelty Trade.

JOBBERS, DISTRIBUTORS, INQUIRIES INVITED!

Direct from Mfg.

G. AND B. NOVELTY CO.
Box 657 Springfield, Ohio

DISPLAY-CLASSIFIED SECTION
A MARKET PLACE FOR BUYERS AND SELLERS

REGULAR CLASSIFIED ADS . . . Set in usual want ad style, one paragraph, no display. First line regular 5 cps. Rate: 15c a word - Minimum \$3. **CASH WITH COPY.**

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space is charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. **RATE: \$1 a line - Minimum \$6.**

FORMS CLOSE

THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

ANOTHER XMAS SPECIAL - COMEDIAN'S Collection, Gags, Parodies, Quips, Poems, etc. 81 special offer, ordered together, \$1. Limited. Order, Rebdier, 1415 E. 54 St., Brooklyn 26, N. Y. no7

RACK NUMBERS POPULAR SHEET MUSIC specialties. 14 for coin slot songs wanted. Joe Boucher, Box 12-B, Ottawa, Canada.

COMEDIANS AND GAGWRITERS - NOW Join the National Association of Gagwriters. You can help you be funny. Write George Lewis, Room 902, 292 Madison Ave., New York City 17.

COMIC UNION CARDS - FOR THE FOLLOWING trades: bartenders, barflies, strip-teasers, cigarette smokers, panhandlers, baby sitters, cover policians, air raid wardens, gold diggers; 10 to a set, plus 15 other Comic Cards. All for one dollar. "Eves," 718 Carmalt St., Hickson City, Pa. no7

"ENIGMA" MAGAZINE - CONTAINING Band Novelties, Parodies, Monologues, Comedies, Jokes, etc. \$2; and \$1 for four enhanced back issues. Enclose P. O. Box 963, Chicago 90. no3

FREE 1952 "TRUTH" ELECTION SOLVER. All reports of Kenner, MacArthur or Truman. If you're one of first 10k to order, you'll refund 50c after Nov. election. Send name of choice and \$2.45 to "True Souvenir," 1236 Robert Lee St., Mobile, Al. no7

OVER FIFTY SONG TITLES AND JOBS for one dollar each. Send \$1. Jack Young, 648 N.E. 71st St., Miami 36, Fla. no7

SINGERS AND MUSICIANS - PIANO VO- cal, orchestras, band works, school songs, records, manuscripts, music and prepared for publication; send manuscripts for estimate. Vals Arranging Studio, P. O. Box 1904, Kansas City, Mo. no7

SOCKS! "SEVENATOR WINDBAG" GREAT- est political laugh riot ever! Rush \$1. Tinsely, 1620 N. Hollywood Blvd., Hollywood 46, Calif. no7

AGENTS & DISTRIBUTORS

A CATALOG OF EXCLUSIVE GIFT ITEMS for Christmas is ready, request yours. Norwalk, Conn. Service, 608 South Springs, Los Angeles.

A FREE CATALOG WITH WORLD'S BEST jewelry, watches, silver, etc. Jewelry, Appliances, Toys, Sundries, Vitamins, etc. From 50c to \$100.00. Write: World's Best Mills Sales Co., 23 W. 23rd St., New York 7, N.Y. no7

ABAZONS PEARL SEA SHELL JEWELRY. 14-18 ct. Pearl, Shell and Sea Shell Jewelry. Mexican, Chinese, Irish and India Jewelry. Jewelry Wholesalers, 725 Broadway, So. West, Novelties and Curio Joseph Pfechtman, 900 Tampa St., Tampa, Fla. no7

AGENTS, STORES, NOVELTY DEALERS - Sell Novelty Card Sets. Samples, 10c. List free. National Specialty Sales, 15 E. Third, Cincinnati 3, Ohio.

AGENTS - ACT NOW! STAMPS! Social Security Plan; Stamping Outlets; sample with Name and 5c. Number, and literature free. General Products, 11 Pearl St., Albany, N. Y. no7

Are you ready for the coming season with the greatest values of the lowest prices?????
• Do you want smart, distinctive styling????
• Do you want the latest styling????
• Do you want quality in materials????
• Do you want quality in workmanship????
You will find all that you are looking for at

JAYBEE PLATING CO.
174 ELDRIDGE STREET
NEW YORK 2, N. Y.

EARRINGS:
PURSED-DOP, BUT-TON TYPES coded. \$36.00
Per gross pair.
SAMPLE ORDER -
3 doz. 99c and 6 doz. \$10.50
NECKLACE & EARRING SETS IN SATIN-LINED BOXES. Per gross sets \$81.00
SAMPLE ORDER - 1 doz. sets \$7.25
Place your order at once. Sorry, no catalogue. 25% deposit. Wire order, balance C.O.D., F.O.B. our plant.

Sell Tinselled Xmas Signs

To Steer, Home, Offices and Clubs. Large selection of Christmas signs and year round ultra-blue signs. Metallic foil, metallic streamers and novelties. Marvellous full or sectional color samples TODAY!
MAKE EXTRA XMAS MONEY!
100 XMAS SIGNS, \$10.00
• 2 Metallic Foil Xmas Signet, 14x18 \$1.00
• 2 Metallic Foil Xmas Signet, 14x24 \$1.00
• 8 Ultra-Blue Tinselled Signs, 14x14 \$1.00
• 16 Ultra-Blue Xmas Signs, 7x11 \$1.00
• 16 Ultra-Blue Xmas Signs, 7x11 \$1.00
• 16 Ultra-Blue Xmas Signs, 7x11 \$1.00
• 10 Ultra-Blue Religious Signs, 7x11 \$1.00
Above Samples Priced Postpaid.

L. LOWY
810 Broadway, Dept. 707
New York 2, N. Y.

ALLIGATOR GRAIN BILFOLDS - REAL Handmade numbers, reversible pass case, secret pocket, brooch or tan 55 dozen postpaid. Boxed 85.00; two beautiful samples. Greenleaf Sales Co., 150-B Broadway, N.Y.C.

AMAZING - TALKING CHRISTMAS CARDS They really talk! Everyone buys. Three samples with particulars sent prepaid. Mr. Shafer Co., Box 723 Kansas City 41, Mo.

AMAZING LORD'S PRAYER CROSS NECK- ties, 14x24 doors, bonded neck tie and Easting sets, \$7.30 dozen imported. Resear Silver plated, assorted colors, \$5.00 dozen. Many other styles. \$1.00. Vespercraft Co., 877 N. 54th, Milwaukee 3, Wis.

A MONEY WAKER - FREE CATALOG, 35 Cent. Baker Co., 512 7th Street, Oakland, Calif. no7

ATTENTION, HOBBY - LOW PRICES FOR Jobbers, pickmen and amateurs; complete line ladies', Men's, Children's. Hosiery, Socks, \$1 dozen up. Write order, send down slightly imperfect Nylon, packed beautiful cells. 85¢ dozen. Shipment and satisfaction guaranteed or money refunded. R. F. Pollard Mfg. Co. (19-1741), 1238 Market, Chatsanooga, Tenn. no7

BIGGER PROFITS - 574, HOBBLER BUSI- ness signs, over 1500 regulations (see 214); 13 samples, \$1.00. Postpaid Kobler, 325 Genoa, Lemay 31, Mo. no7

(Continued on page 64)

SEEING A PINK ?

"BUG in a SHOT Glass"
Real Bug in a Whiskey Glass

THE NEWEST CRAZE

PANTS IN THE PANTS

REAL ANTS embedded in plastic. More Fun Than a Pink.

It's a joke, son!
AN ICE CUBE WITH A REAL BUG INSIDE IT!

Can be "SERVED" over and over again. You can order these items from your Distributor or Jobber.

Samples, 50c each

LIBO PLASTICS CO.
1122 N. 24th St., Milwaukee 3, Wis. Est. 1926

Sensational PROFIT SELLERS

For Distributors—Salesmen—Wagon Men—Retailers.
Fast sales and liberal profits when you tie up with our sensational line of clever, serviceable ADVERTISING SPECIALTIES AND NOVELTIES in **LEATHER, WOOD, METAL AND PLASTIC GIFT ITEMS**
FREE CATALOG
Presents our items and wholesale prices. Write today on your letterhead **CHARMS & CAIN (MFRS.)**
107 So. Dearborn, Dept. J, Chicago 8, Ill. Est. 1926
Ret. Don & Bredarow

NEW YORK SOUVENIR - TRAVEL STATE DECALS
for windshields, luggage. All States. In stock. To demand everywhere, send 25c for samples and **KENTUCKY ARTCRAFT CO.**
Box 44, Dept. 4, Owensboro, Ky.

TABLES & STEEL OR WOOD CHAIRS
Folding or Non-Folding. Prompt delivery. Minimum order 4 doz. Ask for prices, tell customer needed. **ADRONDACK CHAIR CO.**
1140 Broadway, N.Y. 22 (94), Dept. X-31, MU 2-1282

WORLD'S HOTTEST PROMOTION ITEM!

BIGGEST, FLASHIEST VALUE EVER OFFERED!



JEWELLED WRIST WATCH WITH SWEEP SECOND HAND
GOLD PLATED STRETCH BAND
STREAMLINED FOUNTAIN PEN
MECHANICAL PENCIL
CUFF LINKS & TIE SLIPE
FULL LENGTH KEY CHAIN

7 Pc. WATCH SET NEW LOW PRICE! Only \$6.25 PER SET IN DOZ. LOTS

Beautifully gift packaged in smart silver or velvet, lined box with attractively finished cover.
Deposits with many sets selling for 16 times its price

Sample Set \$6.50 25% Deposit With Order. Balance C.O.D.

Write for Our Big Wholesale FREE CATALOG. **GEM Sales Co. - Detroit 26, Mich. 533 Woodward**

DEALERS! PREMIUM USERS! CONCESSIONAIRES! WAGON JOBBERS!

FREE CATALOG

NEW! 72 PAGE! FULL COLOR!

FAMOUS BRAND MERCHANDISE: Ronson, Benson, Remington, Rogers, Flint, Dorneyer, Cory, Sessions, Sema, Phinney Walker, Arrin Radios, Rite, Ingersoll, Oneda, Ekeo, Swing-A-Way, Super Star, Sun Chaf, Delecto, Ralls, Sparus, United, Kaywoodie, hundreds of other time gift items.

ALL MERCHANDISE IN STOCK IMMEDIATE DELIVERY! WHOLESALE ONLY!

MARLBORO PRODUCTS CORP.
39 WEST 23rd STREET NEW YORK 10, N. Y. WA 4-8291

XMAS TREES! XMAS TREES!

NEW, DIFFERENT, ATTRACTIVE
Ideal for tables, mantels, displays, etc. First time offered. Each tree complete with stand, colored ornaments, snow and glitter. Trees 8 1/2 inches High, \$3.50 per doz., or box of 24 cost, \$71.25; 1 1/2 inches, \$2.10 doz., or carton 36 doz., \$64.25. Shipping charges extra. Sample 1 each tree, \$1.00 postpaid. Refundable first order. Cash or 25% with order, balance C.O.D.

W. J. LAW, Importer
274 SEARVILLE ROAD STANFORD, CALIF.

To Order Classified or Display-Classified Ads USE THIS HANDY FORM NOW

1 Type or print your copy in this space:
2 Check the heading under which you want your ad placed:
 Acts, Songs, Parodies
 Agents and Distribution
 Animals, Birds, Pets
 Business Opportunities
 Customers, Uniforms, Wardrobes
 Food and Drink Concessions
 Formulas
 For Sale—Secondhand Goods
 For Sale—Secondhand Show Property
 Hair Waxes
 Instructions, Books, Cartoons
 Musical Instruments
 Musical Instruments, Access
 Partners Wanted
 Personal
 Photo Supplies and Developing
 Printing
 Salesmen Wanted
 Scenery, Banners
 Typewriting Supplies
 Wanted to Buy

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please insert the above ad in _____
I enclose remittance of \$ _____

NAME _____
ADDRESS _____
CITY _____ STATE _____

WRITE FOR YOUR COPY OF CATALOG NO. 152 Listing—

- IDENT'S \$9.00 GRO. & UP
- SPORT PENDANTS • ANKLETS
- CHARM BRACELETS • RINGS
- LOCKETS • PINS • EARRINGS
- CUFF LINKS • KEY CHAINS

FREE VIBRO-GRAVER

"PRINCE PETE"
604-606 W. Lake St. Chicago 6 Ill.
All Phones Franklin 2-2767

ATTENTION NOVELTY JOBBERS

Lowest Search Hint COIN TOKEN-HOLDER KEY CHAIN
Sensational 10¢ retailer.
3-section, holds 1¢, 10¢, 5¢ or 1¢ tokens. In red or shell pattern. Compact, lightweight.
JOBBERS: Write for price & sample.
RETAILERS: Write for illustrated catalog of 300 Sure Sellers.
GORDON MFG. CO. 1108 E. 23 St. New York 10

P D Q—World's Greatest PHOTO BOOTH CAMERAS

Dependable—efficient—Waters DIRECT PRINTS in 3 minutes. Cameras in 15¢ tubes for any size photo. Booths are attractive & easy to transport and quickly assembled. Simple instructions. Fast & guaranteed.

P D Q CAMERA CO.
1165 N. Cleveland Ave. Chicago 16, Ill.

GIVE TO THE RUNYON CANCER FUND

CHRISTMAS-SPECIALS

3-PIECE PEN SET

WITH METAL CAPS AND CLIPS



Consisting of ball point pen, fountain pen and pencil in beautiful box. Beautiful gold embossed \$7.50 case comes with set.

\$4.00 per dz.
\$42.00 per gr.

FOUR PIECE PEN SET

With knife in beautiful box

\$6.00 doz.

FIVE PIECE PEN SET

Consisting of 5 piece pen set, knife and flashlight. **\$13.50 doz.**

Plastic Ball Pen with Metal Clips. Gr. **\$7.50**

Sensational Item



Pearlized Crucifix, very beautiful, 6" x 12". Beautifully beaded. Cold Metallic Finish.

\$7.00 Doz.

DONKEY



Immediate Delivery. Wind-up mechanical Donkey that walks, wags its tail and meows its squeal. Best toy number in the country for the occasion.

Doz. \$5.00
Gr. \$57.00

MECHANICAL TOYS

Walking Penguin, Large Size... \$4.00 Doz.
Walking Chuck Chick... \$2.00 Doz., \$1.00 Gr.
Jumping Fur Dog and Rubber... 18.00 Gr.

THE NEW SENSATIONAL FAST-SELLING PLASTIC WALLET



Consists of 4 card holders, secret pocket and Billfold all in one. Every one in an attractive box.

\$3.75 doz. **\$42.00 gr.**

SPECIAL

Style Ovoid Treasure Jewelry Chest complete with beautiful assorted 3-piece matched sets with detachable and snap-on. Guaranteed. 14K gold plated. Hamilton finish with lock and key.

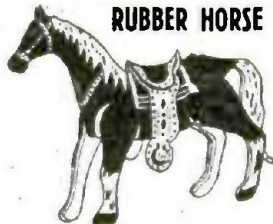
\$2.00 Each Set
Minimum Order 4 Sets.
\$21.00 Doz.
Assorted Styles.

RONSON LIGHTER

New Ronson type fully automatic Pocket Lighter, Individually beaded. Tormentor Buy.

\$8.75 doz.

RUBBER HORSE



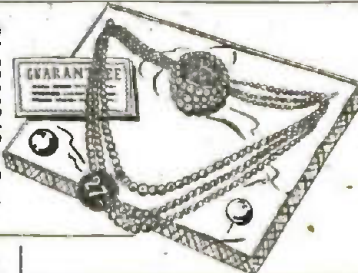
Large inflated Rubber Horse, with saddle. 18" Dz. **\$6.25** long, 13" high.

HARRIS TOPS THE FIELD

with the most sensational pearl deal offered yet. 3-strand graduated, indestructible pearl bead necklace with brilliant rhinestone clasp — matching 3-strand indestructible pearl bead expansion bracelet and pair of matching indestructible pearl button earrings, all complete in a silk lined, velvet covered box with \$27.50 price tag.

\$13.00 dz. Sample **\$1.50**

This is a terrific flash and sells on sight. Concessors and agents are cleaning up.



CHRISTMAS RED WAX DAHLIAS

Per 100, **\$3.50**
Per 1,000, **\$30.00**
All colors assorted

SELLING LIKE WILDFIRE



Smallest Lighter in the world. For Ladies and Men. Beautiful chrome finish.

\$2.00 doz.

Cassellini

The Exquisite Rosebud Tailored Set

Detachable Neckpiece can be worn as Brooch, and Heavy Chain can be worn as Neckpiece. Hamilton Gold-Plated Mirror-like finish. Featuring our new Cobra Bracelet with 50% stretch and 3/4" wide band. World's Greatest Buy! Sensational Value. Beautiful Gift Boxes.

\$18.00 Doz.



SPECIAL

MIDGET PEARL PISTOL LIGHTER

\$2.50 doz. **\$27.00 gr.**

FLUORESCENT RED PLASTIC CHRISTMAS AND NEW YEAR SIGNS

\$3.00 Doz. **\$33.00 Gross**

Store-keepers and Peddlars are cleaning up. Retailer per 50c.

PLUSH TOYS

30" High Bears, assorted Animals, Majors, etc.

Dozen **\$36.00**
Samples **\$3.50 Ea.**



Cinderella Dolls and Bride Dolls

36" \$42.00 Dz.

108" Floor-Skirt Bed Dolls.

\$4.00 Each
\$42.00 Per Dozen

#36 Paddle Balloon

Mottled. Blows up to about 2 feet.

\$7.00 GR.

ELECTRIC DRY SHAVER

Ideal for Men and Women

\$21.00 Dz.
Sample **\$2.00**



\$9.00 each set
\$1 additional for samples.

"WANDA" THE WALKING DOLL

18" tall — Walks, stops and turns. Also, stop and go mechanism. Beautifully dressed in the latest material. Every body will love this doll. The greatest mechanical doll in the country. Individually boxed and guaranteed.

\$8.00 Each
\$90.00 Doz.



MIRACLE CROSS AND CHAIN

With Magnified Lord's Prayer on Center of Cross.

\$4.50 Dz.



NEW YEAR'S FAVORS FOR NIGHT CLUBS, BARS, RESTAURANTS AND PRIVATE CLUBS

Jumbo Noise-Makers... Gr. \$ 5.00
10" Metal Painted Horns... Gr. 18.00
12" Metal Painted Horns... Gr. 18.00
Paper Morns... Gr. 5.50
Paper Flat Hats, Assorted... Gr. 4.50
Confetti... 50 Lb. Bag 5.50

Serpentines... Per 100 Rolls \$ 4.00
Crown Palm Mats, Fancy... Gr. 9.00
Assorted... Gr. 3.25
Mappian Leds... Gr. \$15.00 to 25.00
Jumbo Hawaiian Leds... Gr. 7.50

BALLOONS

Dart Balloons... Gr. 5.60
212 Balloons... Gr. 2.50
212 New Look Car & Banners... Gr. 7.50
211 Round Mottled Picture Balloons... Gr. 5.50
29 Stars & Stripes Patriotic Balloons... Gr. 6.50
American-Made Flying Birds With 24" Strips... Gr. 18.00
Swaggar Canes... Gr. 8.50
Animal Pin Wheels With Pictures... Gr. 24.00
Sliding Metal Trombones... Gr. 8.50
Bamboo Pennant Canes... Per 1000 15.00
Army-Type Air Force Sunglasses and Plastic Case... Dz. 45.00
Jumbo White Fox Tails With Comic Cards... Dz. 15.00

Felt Comic Hat Bands... Per 100 \$ 1.50
Plush Dolls, Bears and Jockey Girls... Dz. 36.00
Red, White & Blue Satons With Tinsel and Beils... Gr. 13.00
Imported Japanese Beads for Giveaways... Gr. 2.50
Master Beak (big nose)... Dz. \$1.75; Gr. 18.00
Maple Walking Parade Canes... Per Gr. 30.00
Lancaster Batons... Per Gr. 15.00
Long Lash Whips... Per Gr. 13.50
Confetti—50 Lb. Carton... 5.00

Complete line of New Year's Merchandise, Horns, Hats, Serpentine and Noise-Makers.



\$6.50 doz.
PEARL HANDLE
LARGE SIZE
Black-Handle Pistol Lighter
\$4.00 Dozen

CASH IN ON THESE SPECIALS

3-piece hand-pronged Rhinestone Sets in silk-lined gift boxes with price tags.

\$2.00 Each Set
\$21.00 Doz. Sets

JEWELRY SET

Beautiful 3-piece Necklace and Earrings Sets with gorgeous scintillating stones. 24K gold plated. Hamilton finish. Individually boxed, with 99.95 price tag.

\$10.50 Per Doz. Sets
6 assorted, beautiful styles to Dozen.



JEWELRY SET

Beautiful 3-piece necklace and earring set by L'Amour of Fifth Avenue in silk-lined gift box with price tag. 24K gold plated. Hamilton finish. Assorted, beautiful styles.

\$7.00 Each Set
Minimum Order 4 Sets.
\$48.00 Doz.



JEWELRY SET SPECIAL

3-piece Jewelry Set by Annette. Consists of Necklaces, Earrings, 24K gold plated. Hamilton finish with price tags in silk-lined gift box. Terrific buy.

\$1.50 Each Set
Minimum Order 4 Sets.
\$14.00 Doz. Sets



JEWELRY SETS

Five Rhinestone Sets in exquisite Rhodium finished, hand-pronged mounting. Beautiful pearl and 24K gold plated earrings, necklaces and bracelet sets in gorgeous plush satin lined gift boxes with price tags. These will literally sell on sight.

\$4.00 **\$42.00**
Each Set Per Dozen



L'AMOUR JEWELRY SETS

3-piece Jewelry Sets by L'Amour of Fifth Ave. in Plush Gift Boxes. Beautiful cut stones consisting of earrings, necklace, brooch pin and bracelet. Complete with price tags, guaranteed, gold plated. Hamilton finish. Assorted styles to the dozen.

\$2.50 Each Set
Minimum Order 4 Sets.
\$24.00 Dozen



JEWELRY SET

New embraceable Campolo Expansion Bracelet, Cocket and Matcha Set. Guaranteed gold plated. Hamilton finish. Gorgeous plush box with \$19.95 price tag. Pictures of your loved ones can be placed in both halves. This is a terrific buy.

\$2.50 Each Set
Minimum Order 4 Sets.
\$27.00 Per Doz. Sets



SEND FOR LATEST CATALOG

HARRIS NOVELTY COMPANY

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
1102 ARCH ST. PHILADELPHIA 7, PA.
PHONE: MAIN 7-9848—WA 2-6970

GREATEST GIFT JEWELRY VALUES!

ever offered. **BUY DIRECT** *from* **HEATH** *and* **SAVE!**

TERRIFIC PROMOTION



featuring
A BEAUTIFUL
GENUINE
CULTURED
PEARL

RADIANT, 3-Pc. Set. Exquisitely packaged. Pearl hand set in beautifully carved cameo. We guarantee the cultured pearl is absolutely genuine!!!

MINIMUM
SIX SETS
\$1.90
PER
SET

2 SAMPLES P.P. FOR \$5.00

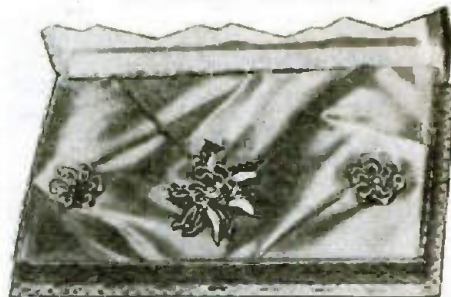
3 PC. Hamilton GOLD-PLATED SETS!!!

(NECKLACE MAY BE WORN AS PIN)

\$1.00 PER SET IN DOZEN LOTS (Same Style or Asst.)
SATIN-LINED GIFT BOXED!

SEND \$7.00 FOR
SAMPLE OF ALL
6 ENTIRELY
DIFFERENT STYLES

UNBELIEVABLE! HAND-PRONGED STONES LIKE ALL FINE JEWELRY. NO PASTE, NO GLUE, NO STONE DROP-OUTS!



DESIGNED BY ZAZA—PRODUCED BY HEATH—THE FABULOUS

KISS OF FIRE WHITE ICE RHINESTONE PINS!



EVERY STONE HAND PRONGED—NONE CLUED!

4 DIFFERENT STYLES TO EVERY DOZEN

\$16.00 DOZ.

Send \$6.00 for a sample of each of four styles.

NEWEST LAMP IDEA FOR BEAUTIFUL PRACTICAL HOME DECORATION

\$2.75 ELECTRIFIED
Flower Vase
LAMP

EACH IN
LOTS OF SIX—SAMPLE \$3.50

BEAUTIFUL BRASS-
PLATED BASE

LAQUER FINISHED

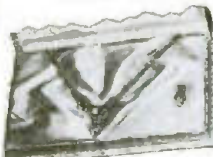
Vase holds water for flowers, vases. Ideal for reflection light, dressing table, mantles, etc. 10 3/4" tall—complete with water resistant artificial flowers & bulb.



WELCOME, CARNIVAL AND PITCHMEN!
VISIT US WHEN IN DIXIE

\$2.00
EACH
IN DOZ. LOTS

3 RHINESTONE PIECE SETS



All hand pronged! Imported clear cut stones beautifully rhodium finished.

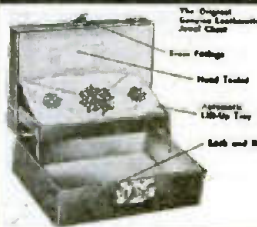
3 DIFFERENT STYLES
\$7.00 FOR 3
SAMPLE
SETS (P.P.)

LIMITED SUPPLY DUE TO STONE SCARCITY!!!

TAKE YOUR CHOICE!

15 DIFFERENT STYLES — ANY COMBINATION

TREASURE CHESTS of GIFT JEWELRY with Genuine HAND PRONGED Imported Stones JEWELRY GUARANTEED FOR LIFE



6 ENTIRELY
DIFFERENT STYLES

SEND **\$14.00** FOR
ALL SIX SAMPLE SETS
Prepaid

4 Pc. SETS
SIX ENTIRELY DIFFERENT STYLES

\$14.00 FOR ALL SIX
SAMPLE SETS
Prepaid



Brand new styles fashioned for fall—Hamilton gold plated-combination necklaces . . . also may be worn as pin. Jewelry cushioned on luxurious satin, with clear plastic top package.

BEAUTIFUL NEW CORRA-
STRETCH

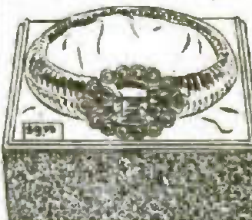
BRACELETS

\$1.00 EACH

IN DOZ. LOTS

\$1.50 PER SAMPLE

ASSORTED STYLES
AND COLORS
BRACELET
BEAUTIFULLY
GIFT BOXED



"SENSATIONAL-
LITER"

Looks and operates like a famous name brand lighter . . . fully automatic!

REGULAR SIZE
CHROME FINISH

\$10.80 PER

DOZ.

SAMPLE

\$1.35 PREPAID



SCATTER PINS

Hundreds of different styles! Animals, bugs, musical instruments, etc.

\$5.00 PER DOZ. BOXES
ASST. 2 PINS TO BOX

Minimum—one dozen cotton padded gift-boxed.



EARRINGS

CARDED 2 TO CARD,
BEAUTIFUL ASSORTMENT

\$3.50 Per Doz. Pair
Deluxe Assortment. Very Old and Unusual Types. \$5.00 Per Doz.



24-PC. MIRROR FINISH STAINLESS STEEL FLATWARE SETS, KNIVES, FORKS, SPOONS, ETC. SUPER SPECIAL, \$3.50 Per Set

All merchandise shipped within 24 hours after receipt of order—all jewelry for resale only—otherwise add 20% fed. tax.

Write for FREE Illustrated CATALOG

HEATH DISTRIBUTING CO.

MANUFACTURERS and DISTRIBUTORS

3253 VINEVILLE AVENUE

MACON, GA.

PHONE 5-6565

BALL POINT FOUNTAIN PENS

Regular Size. Ass't Colors.

Will Retail for \$1.00 or More.

98c Doz. | \$10.95 gr. | 25c Sample

Terms: 1/3 deposit, bal. C.O.D. If cash in full is sent with order incl. postage on parcel post shipments

Now... FOR THE FIRST TIME!



SWING-OPEN GUARD No Better Trouble Light Ever Made

Nemco "Perfection" Trouble Lights are strong... sturdy... efficient and attractively priced...

Built to last under hard usage, these rugged portable lamps are the perfect form for creating goodwill and satisfied customers.

WARRANTY

Every Nemco cord is guaranteed for workmanship and material.

PRICE

Nemco "Perfection" trouble lights are priced for volume sales and quick turnover.

Table with 2 columns: Price and Quantity. A-25-25 Fl. \$1.05. A-50-50 Fl. \$1.50. Dozen Price: 1.15. Dozen Price: 1.65. Sample Price: 1.45. Sample Price: 2.25.

Other sizes made to order

NEW ENGLAND MDSE. CO.

Manufacturers and Distributors of Nemco Electrical Products

544-548 Middlesex Street Tel. 8300 Lowell, Massachusetts

BUSINESS OPPORTUNITIES

ARCADÉ—\$60,000 GROSS PRICE \$150,000 1/2 down, long lease... ATENTION—IMPORTERS, EXPORTERS...

BUSINESS LOAN/PROXY SEND \$50 for booklet... EARN \$15,000-\$30,000 ANNUALLY... MAKE AND SELL YOUR OWN PRODUCTS...

GET INTO THE MAIL-ORDER BUSINESS... MAKE AND SELL YOUR OWN PRODUCTS... MAKE MONEY! SEND FOR OUR MAIL ORDER Art Photo Item Details...

OWN LOCAL COLLECTION Agency... PERSONALIZE YOUR OWN Stationery... RESORT Bar, Dining Room, Dance Floor...

STAY A VENETIAN BLIND LAUNDRY... WAILETS, BILLFOLDS, COSMETIC BAGS... WHERE TO BUY WHOLESALE ELECTRICAL Appliances... 2,000 LISTINGS OF AUCTIONS AND COMPANY...

50% PROFIT OR MORE—SEND FOR PATTERN to make wallet from 1 pc. of leather... \$3,000 PORTABLE SHOOTING GALLERY... BEAUTIFUL ISLAND GRASS HUTS SKIRT... RHEINSTONE FASTENER—ATTACHES rhinestones to combs, dressings... FORMULAS & PLANS MAKE YOUR OWN PRODUCTS—POLISHES, Cleaners, PITCHMEN'S Specialties...

ANY FORMULA, SEE FORMULA CATALOG and Chemical Instruction Sheet... 7-PC. GOLDEN WATCH SET... A REAL HOT WATCH DEAL! ONE WATCH SET FREE WITH EACH 25 SETS ORDERED

7-PC. GOLDEN WATCH SET... All items GOLD FINISHED—Beautifully set boxed in attitudinal velvet covered hinged box... 25% DEPOSIT WITH ORDER, BALANCE C.O.D. WRITE FOR HOLIDAY CATALOG!

ATTENTION, ALL WAGON JOBBERS... PLASTIC RAYON TOWELS In Attractive Cartons for COUNTER DISPLAYS

SEND TODAY for one sample carton of 24 for \$5.00 Post household receptor.

RETAILS 19263 Harper, Dept. B-11 PALMER CO. DISCOUNTS 40-75%

RETAILS 19263 Harper, Dept. B-11 PALMER CO. DISCOUNTS 40-75%

You Can't Beat BRODY for Merchandise...



NO. 105 CRYSTAL HURRICANE LAMP Ruby & Crystal \$130 ea. \$15.00 per doz.

NO. 88 CRYSTAL HURRICANE LAMP Ruby & Crystal 17 1/2" high, 12 full-cut 6" long non-breakable prism pendant. \$210 ea. \$24.00 per doz.

We Carry a Complete Line of TOASTERS—Kitchen Utensils—ALUMINUMWARE—JENSEN—GRIDDLES—Waffle Irons—BABY DOLLS—Boudoir Dolls—FLORA ANIMALS—Game Goods—HORSES—LOCKS—Dolls—GARNIVAL GOODS—Plastic Toys—BALLOONS—Nations and Toys—FELIX—GODDS—Decorations—WATCHES—Lawnmowers—ASSORTED NOVELTIES—Household Goods—HATS.

Write for Our FREE 64-Page Catalog and see our new 28-PAGE 1952-53 XMAS AND NEW YEAR MERCHANDISE CATALOG M. K. BRODY 1116 S. Halsted St., Chicago 7, Ill. Phone: MOArge 4-9520 In Business in Chicago for 35 Years

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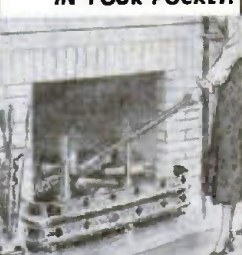
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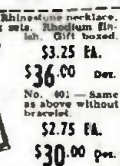
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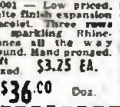
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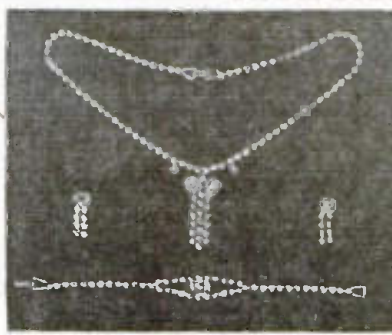
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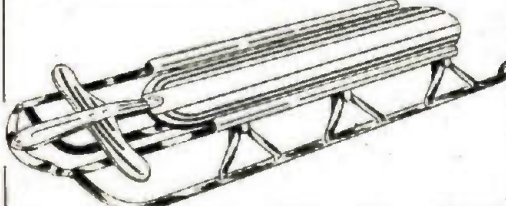
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4-PC. DELUXE PEARL SET \$10.80 Boxed. Perfectly Matched Pearls, 3-Strand Graduated Necklace with Simulated Diamond Clasp. Beautiful, latest style 3-Strand Pearl Bracelet. Adjustable—fits any wrist. Button Earrings to match. All complete in a satin-lined, velvet-covered box with guarantee slip and \$17.50 value price tag.

SCATTER PINS Over 200 Beautiful Styles, Immaculate Design, Non-Tarnishable, All with Safety Clasp. \$3.50 Do. Pairs. Ass'd. Boxed. Minimum, 3 doz. (36 styles). Also Earrings, \$3.75 Do.

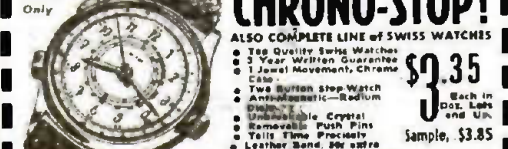
LADIES' RELIGIOUS BRACELETS Ass'd. motifs with dangling cross and miraculous medal, ass'd. colored backgrounds. \$3.50 Do. Ass'd. 40c. Additional for gift box.

PEARL ROSARY Gift or nickel finish in plastic \$6.75 "My Rosary" Box

CAPITOL FINDINGS, INC. Importers and Mfgs. 751 BROOME ST. NEW YORK 2, N. Y.

THREE YEARS' GUARANTEE!

REVOLUTIONARY OFFER—"EXCLUSIVE BY CURTIS!" BEAT THE RUSH—TRIPLE YOUR SALES—ORDER IMMEDIATELY!



CHRONO-STOP! ALSO COMPLETE LINE OF SWISS WATCHES. \$9.35 Each in Doz. Lots and Up. Sample, \$3.85. PLUS: PITCHER & PROMOTION MEN "EXCLUSIVE" All Year Around Service—Ads, Mats, Terrific Information, Free Exchange, Prompt, Conscientious Service. Don't risk sales with 1 yr. guar.—Contact us now!

CURTIS DISTRIBUTING CO. 152 W. 42 St., N. Y., N. Y.

EARRINGS & NECKLACE SETS



Direct from Well-Rated Manufacturer. \$7.50 Doz. Boxed (Ass'd. 40c. doz. Sample with a simulated pearl). Beautiful Earrings and Necklace Sets shipped with genuine Imported Rhinestones and Pearls. \$10.50 3 doz. each. Every set packed in beautiful satin-lined jewel box!

ARTIFICIAL FLOWERS



Best Quality—All Colors. Large Waxed Georgia Dahlias... \$5.00 per 1,000 per 100, 5.00 MOUNTAIN LAUREL... 100 Lbs., \$70.00; 50 Lb. Carton, 32.00. 60 AUTUMN CHRISTMAS CARBOEAS... \$38.00 Carton Three Dozen. 9.00. FANCY DECORATED CHRISTMAS WREATHS... \$18.00 8 inch Size, Gross... \$20.00 12 inch Size, Gross... \$28.00. Send for list of Fast Selling Xmas and New Year Items. 50% Deposit, Balance C.O.D.

FRANK GALLO, Importer & Manufacturer. 1422 LOCUST STREET ST. LOUIS 3, MO.

TWO TERRIFIC NUMBERS—AND AT A PRICE



8 1/2" NOVELTY LETTER OPENER AND PAPER WEIGHT. Individually Boxed. All prices \$4.95. KING METAL NOVELTIES, INC. 101 Park Row, N. Y. C.

TURTLE PAPER WEIGHT. Full Size, Bulk Packing, Individually Boxed. Bank-Bond Western Horse.

ASSORTMENTS FOR HOLIDAY PARTIES

ASSORTMENT #1 consists of 50 large metal noisemakers, four dozen decorated crepe paper hats and four dozen eight-inch fringed banners. Shipping weight, 10 lbs. Complete assortment, \$6.75.

ASSORTMENT #2 consists of 100 medium sized metal noisemakers, 96 enamel finished, assorted shapes, formed cardboard, adult sized hats and 96 cardboard horns with "Happy New Year" imprint. Shipping weight, 30 lbs. Complete assortment, \$14.55. Above assortments must be shipped by express. C.O.D. orders not accepted. Rent in full and give nearest Express office if none in your town. Do not order after Dec. 20.

LEVIN BROTHERS ESTABLISHED 1886 TERRE HAUTE, INDIANA

PERFUMES & TOILET WATER

IMPORTED AND DOMESTIC LADIES' AND MEN'S Imported HAIRBRUSHES EVERY ITEM AT CLOSEOUT PRICES. Guaranteed Perfect \$100 RETAIL SET OF SAMPLES FOR \$20. Cost of samples credited to order. B. GREEN ASSOCIATES 1141 Broadway, N. Y. 1, N. Y. MU 4-9774

Merchandise You Have Been Looking for. Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Rumpers, Hosiery, Plastic Sling, Flying Blankets, Whips, Balloons, Mats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today IMPORTANT: To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP. 1111 South 12th, St. Louis 4, Mo.



STERLING PLAYS SANTA *Early*

Look at these sensational low, low prices—stock up on TREMENDOUS BUYS and get dollars fast at Xmas

Hand-Painted
GENUINE CLOISSONNE
3 pc. Necklace and Earring Set
at Our Lowest Prices Ever



Fast Selling for XMAS

Exquisite hand-painted designs add glamour to these fine Cloisonné sets. Genuine Cloisonné florals just like those sold on the Paris boulevards. Set in radiant gold finished sunburst and circled with brilliant gem-white stones. Comes complete with \$7.95 price tag. Don't miss this greatest buy of the year.

\$10.80 doz.

Four samples sent postpaid for \$5. All mds. for resale only, otherwise add 20% Fed. tax.



HEART
Hand-Painted
CLOISSONNE
LOCKET

Exquisite pin locket with place for 2 pictures of loved ones. Gem in a hand-painted Cloisonné-stone set. IN GIFT BOXES.

\$10.80 a doz.
4 samples for \$5 postpaid.

← **On Guard!**

Sword Actually Slips From Scabbard
A really handsome jewelry item. Makes wonderful gift. **PAST SELLING!**

Pin. In 14 kt. Gold Mother of Pearl Handle. Stain-less Steel Blade.



SABRE
TIE CLASP

America's newest jewelry gift. Styled like the fabled sword of Damascus. Made to retail for \$12.50. Price tags incl.

GIFT BOXED—\$5 Doz. \$54 Gross.

\$3.50 Doz.—\$36 Gross
Minimum Order 1 Doz.

"STARLIGHT ORIGINAL"
4 PC. GIFT SET

Expansion Bracelet—Necklace—
Matching Earrings

Our own Starlight Original, flashing with glamour... loaded with Sales Appeal! Quality expansion bracelet with a beauty that really pulls. 24 Kt. Gold Pl. link necklace, safety clasp, with earrings, and matching expansion bracelet. This is a real find in any market... ready to go like wildfire.

Complete with gold-embossed \$19.95 price tag... smartly packaged in a felt-lined box, satin lined. Expansion bracelet on knob-rest display pad... an eye-catcher with selling impact!

DOZEN \$24.00

4 Asst. Samples Postpaid \$10

DAZZLING CREATIONS... READY FOR SHIPMENT.
GET READY FOR VOLUME BUSINESS! THESE ARE HOT!
25% deposit with order, balance C.O.D.



Available in opals, emeralds, jet onyx, coral rubies and most colors.

ALL VITAL STONES HAND-PRONGED

STERLING JEWELERS

44 E. LONG STREET, COLUMBUS, OHIO PHONE: ADAMS 4621 SEND FOR CATALOG

Famous Make Watches

Brand-new 1952 model cases—can't be sold from new at this amazingly low price complete with strap. **\$8.75**
In lots of three or more: Sample cases \$1.00 extra. Stretch band 75¢ Plastic box 75¢ 25% deposit, balance C.O.D.

NATIONAL DISTRIBUTING
222 Calumet Building
Miami, Florida



From the Complete

CHEWING GUM LINE!

Collapsible Wrapped fresh from the factory—All Flavors and Types—PLUS Bubble Gum—16, 24, 36 items!

Half of Standard Brand Prices!

All sizes Ball and Vend-ing Gum, Chirashvili Gum, Chic's & Bub-L, C's in Mechanical, Chic's Chicks Tablet Gum, Three sizes—100, 300 & 240 pieces per lb. Price 16¢ 10 Chic type, 11¢ 10 Bub-L type.

AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant, Newark, A. N. J.

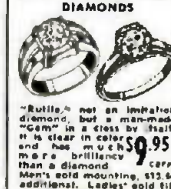


DIRECT FROM MANUFACTURER
Beautiful three piece set Hinged point fountain pen-mechanical pencil and guaranteed ball point pen. Available in four or more colors. Attractively Gifted. Gross Sample Doz. \$36.00 \$4.50 tax incl. OTHER SETS UP TO \$25.00 GROSS. 25% Deposit, Balance C.O.D. F.O.B. New York

MODERN PEN MFG. CO., INC.
133 Broadway, N. Y. 13, CANAL 4-039

ELGIN • BENRUS • GRUEN • BULOVA • WALTHAM

RUTLE—the "Titan" Gem
MORE BRILLIANT THAN DIAMONDS



"Rutle" is not an imitation diamond, but a man-made "Gem" in a cross by itself it is clear in color and has more brilliance than a diamond. Men's solid mounting, \$15.50 additional. Ladies' solid Tiffany style setting, \$1.50 add.

WATCHES FOR MEN \$9.95

WOMEN
New model watches case and dial. Re-arranged and guaranteed like new with leather straps. SPECIAL \$3.95



JOSEPH BROS.

MEW'S NEW IMPORTED JEWELLED WATCHES

Special Price **\$3.25**
In gross lots... Do 24 upon chronograph or Chrome case surprise watches with radium dial and removable link. Complete with leather strap. Doren sets... \$3.95 each Lots of \$ 1.95 each



Dept. B-1, Chicago 10, Ill.
"The Watch and Diamond House"

HUNDREDS OF NEW IMPORTED AND DOMESTIC NOVELTIES

SUCH AS YOU MAY BEEN LOOKING FOR, WILL BE LISTED AT AMAZINGLY LOW PRICES BY



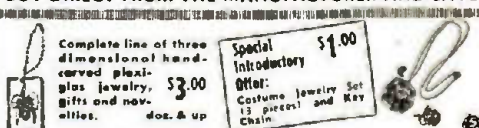
GELLMAN BROS. 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

FREE

OUR VERY LATEST CATALOGUE JAMMED FULL OF GIFT ITEMS, SOUVENIR GOODS, NOVELTIES AND GADGETS GALORE. A COMPLETE LINE OF BEAUTIFUL COSTUME JEWELRY. SEND RIGHT NOW FOR YOUR FREE COPY.

NELSON DISTRIBUTING CO.
P. O. Box 722 Dept. 88 Pittsfield, Mass.

Hand Carved—Internal Carvings—Hand Made
BUY DIRECT FROM THE MANUFACTURER AND SAVE



Complete line of three dimensional hand-carved plastic jewelry, \$3.00 doz. & up
Special Introductory Offer: Costume Jewelry Set 13 percent and Key Chain \$1.00

CRYSTAL FLORAL CO. DEPT. 8 BOUND BROOK, N. J.

FREE! MONEY-MAKING CATALOG
BIG CASH PROFITS FOR YOU
Write today for our latest 32-page illustrated catalog of the fastest selling Hologram Jewelry and Novelty line ever offered. Sell the year round. No competition. Amazingly low prices. Tremendous profits. No experience needed. Don't miss this opportunity to make big money. **ACT NOW!**

STEPHEN PRODUCTS CO.
1947 Broadway, Dept. 8, New York 23, N. Y.

when answering ads... SAY YOU SAW IT IN THE BILLBOARD!

Send Today for your FREE Copy

TEMPLE'S 1952-'53 CATALOG

OF NATIONALLY ADVERTISED BRANDS
52 Pages • More Items • Greater Values

COQUETTE

THREE-PIECE RHINESTONE SET

Sparkling necklace with matching earrings and a most stunning two row matching bracelet. Very fine, imported, machine cut, highly polished rhinestones in rhodium finished pronged mountings. Gift boxed. Doubly appealing in appearance and price. A grand buy.

Only \$3.75 Ea. Set Retail \$29.95 F.T.I. And Worth It

Sweeter Profits for You



Only \$2.50 Ea. Set Retail \$19.95 And Worth It

During November and December Our Showroom Will Be Open on Sunday from 9 A.M. to 5 P.M.

Temple Exclusives

Drop in to see our enlarged showroom when in Philadelphia.

BIJOU

TWO-PIECE RHINESTONE SET

Dazzling necklace with earrings to match... exquisitely designed. Brilliant, imported rhinestones in pronged rhodium finished mountings. Gift boxed. Remarkably low priced for so appealing a combination.

708 Sansom Street Philadelphia 6, Pa. Market 7-8242

TEMPLE COMPANY INC.

PREMIUM SPECIALS

NO. 2207-KITTEN CLOCK



Electric Wall of Mantel Clock. Hassen Brothers self-starting movement and motor fully guaranteed. Phoenix wall cover. Eyes (Whisker) Ades (Whisker) Ades. Durable hinges in its fall. Star 8 1/2 in. wide, 12 in. long (with tail hung below). 118 Volt 60 Cycles AC Current only.

NO. 2198-BOWLING PIN ELECTRIC MANTLE CLOCK



Self-starting movement with sweep second hand. Chrome finish. Mahogany finish Wood Base. 60 P.M.M. 1st BOWLING PIN in natural wood finish, set in base on either side of clock. Approved plastic card and clip. Size Overall width 17 1/2 in., height 7 1/2 in. Individually boxed EACH \$4.95 (1 Plus 20% Federal Excise Tax)

Send for our new Holiday Catalogue—Xmas Specials—Games—Mech. Toys—Dolls—Stuffed Toys—Xmas Decorations—New Year Favors—Hats—Morris—Noisemakers. Come your business when writing to enable us to put you on our mailing list.
1902 N. 3rd St. WISCONSIN DE LUXE CO. MILWAUKEE 12, WIS.

32nd Annual OUTDOOR CONVENTION NUMBER featuring the CAVALCADE OF FAIRS SUPPLEMENT

NOV. 19 NOV. 24 NOV. 29

ADVERTISING DEADLINE NOV. 19

DISTRIBUTED NOV. 24

DATED NOV. 29

New York Cincinnati Chicago St. Louis Detroit Hollywood

IT'S READ LONGER— SELLS FOR ADVERTISERS FOR MONTHS AND MONTHS!

Reserve advertising space now—or let The Billboard prepare suggested advertising copy and layout for your approval. No obligation—wire, write or phone your nearest Billboard office TODAY in:

PITCHMEN: READ

AUNT FANNY'S HIGH GRADE FUDGE

No picking, no blocking sales, no grief and no hard work—just a slow grind and with 75% walk ups and 50% repeats. Managers welcome—the promotion. You can stay in one store indefinitely, and refresh the same store every three months. All repeat orders are yours. Book your own stores, or will try to book stores for you FREE; pay stores only 25%. Your profit is 25%. Best volume is 50¢ and no Larry McGees. Ideal for fairs, farm sales and indoor shows.

If the above sounds good to you and you want to get in on the land wagon and if you have a little scratch to invest to be in a profitable business for yourself with no competition, then for further information contact me at address below.

BERT L. GOODMAN 799 BROADWAY NEW YORK 3, N. Y.
P.S.: Might extend you some credit to get started if I know you.

SALESMEN - DISTRIBUTORS

"KCY-848" 8 1/2" insect automatic. \$19.95. Now... only \$19.95. **GENERAL MFG. & DIST. CO.** 503 A Quincy, Michigan

NAME _____ STREET _____ CITY _____ ZONE _____ STATE _____

CLOSING OUT 5,000 LAMPS

Below manufacturers cost. Write for job order. SMITH'S IRONING HOUSE 1380 N. Milwaukee Ave. Chicago 21, Ill.

HELP WANTED

DISPLAY-CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS... Set in usual want ad style, one paragraph, no display. First line regular; 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space is charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1. a line—Minimum \$6.

Forms close Thursday for following week's issue

COMBO PIANIST—IMMEDIATELY; Southern location; read, late. Latin. Give age, past experience, Ken Wolf, General Delivery, Charlotte, N. C.

LADY PARTNER—35 TO 45; Appearance, clean cut, mental and address; train amateur, top money; reliable, reliable, clean cut, good outfit. Write all: like replies; answered; Rentless, Box 531, Twinsburg, Ohio.

NEED LEAD TRUMPET MAN—STEADY work, guaranteed weekly; 1611 CH National Bldg. Omaha, Neb. Other musicians.

PIANIST—LEAD TRUMPET FOR ESPANOL music; excellent band; steady previous bands; age, draft, if married, pay present address. Box 374, The Billboard, Chicago 1, Ill.

PIANIST—FULL SOCIETY STYLE; READ, late locations; age, draft, if married. Wire or write immediately. Box C-164, c/o Billboard, Cincinnati 22, Ohio.

PIANO—IMMEDIATELY; READ, CUT show; Society-commercial combo; minimum \$100. Possible location; trumpet leader. Pele Trailer Park, 1233 Dodge St., Omaha, Neb.

TRUMPET MAN AND TENOR MAN FOR Midwest territory bands; guaranteed salary; no travel; complete; location; 2022 Jackson, Hudson Grand Island, Neb.

VENTRILOQUIST, HYPNOTIST, JUGGLER; small animal act or circus family. Car necessary; schools; percentage. J. C. Admire, Franklin St., Braut, Ind.

WANTED—COMBO, DUO, SINGLES, ORGANISTS, Club Acts. Send photos and details. New Department, old agency. Paul Phillips, Agency, Inc., 777 Ins. Bldg., Omaha, Neb.

WANTED—TEACHER OF DANCING who prefers to conduct over apartment. Must be qualified to teach tap, aerobic, ballroom and pop. Formerly recently retired leaving studio means available in Mayo Civic Auditorium, Rochester, Minn. City very quiet. Teacher would welcome instructor who is highly competent. Give full details. Training and teaching experience. Axel H. Reed, Mayo Civic Auditorium, Rochester, Minn.

WANTED—MALE VOCALIST MUST HAVE "big" voice. Can be on classical side but must be pop singer. Must have excellent television location for night voice. Tell all first letter, include photos and transcription. Promotion Executive, 5015 S. Gramercy Place, Los Angeles 11, Calif.

WANTED—SILVER AND BELLEF permanent position with good pay for steady, reliable man. Address, with complete details, to the Columbus Motor Ad. Co., Columbus, Ohio (ADAMS 9231).

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

AGENTS & MANAGERS

CONTRACTING AGENT FOR INDOOR circus, dance band, Western attraction. Good salary plus exp. J. C. Adams, Franklin St., Braut, Ind.

BANDS & ORCHESTRAS

AT LIBERTY—4 PC. COMBO desirable bookings in Iowa and Nebraska localities. Maintaining, vocals, modern library, well formed; location or travel. Wire, write, phone collect, ask for Bill, 2207 Allan Rd., Sandusky, O. Phone 772-3.

CIRCUS & CARNIVAL

IN EDDIE KING OF SIZES, WITH UNCLE Andy and Aunt Betty. Just good rube. 416 McPherson, St. Louis, Mo.

LION TAKE PERCENTAGE OR BUY your outfit. R. L. Levi, General Delivery, St. Louis, Mo.

MISCELLANEOUS

AT LIBERTY—SEASONED PERFORMER looking for work on parts on last of TV shows. N.Y. only. Phone Carmen, mornings 4711well 4785, afternoons Circle 64833. no

AT LIBERTY ACCOUNT OF DISAPPOINTMENT Man and wife, Man does Toby or other characters, M.C.'s, plays mandolin, some guitar, banjo and novelty instruments. Will play basic radio, sings and M.C.'s. Lots of vaudeville and radio experience; excellent records. Large wardrobe, formal dinner or Western End car, house trailer and better references. Ready to go to work. Will answer. J. J. G. Buchanan, care of 80 Hyde, 149 Mountain St., Yonkers, N.Y.

HEAVY-DUTY PERMANENT POSITION in pink as manager or cashier and organizational ability in risk operation. Well conducted basic. Organized. 12 years experience in risk pharmacy. Also used conventional hand operators. Box C-161, c/o Billboard, Cincinnati 22, Ohio.

ALSO CLARINET TENOR NAME: band experience; will work locations or job out of good locality. Box C-147, c/o Billboard, Cincinnati 22, Ohio.

FEMALE ORGANIST—16 YEARS RINK experience; smooth skating style; fine habits; cooperative; will accept offers; references if desired. Box C-160, c/o Billboard, Cincinnati 22, Ohio.

OUTFAR—ELECTRIC LEAD OR FULL rhythmic double vocal; read or fake; also sing, solo or small combo. John Meyer, 2500 Glendale Blvd., Los Angeles 25, Calif.

HARMONIC ORGANIST—PIANIST, VOCALIST; union; young lady desires position in hotel lounge, good tone, fine voice. Also organ. Write Box C-159, c/o Billboard, Cincinnati 22, Ohio.

LEAD ALTO SAX CUPINET—EXPERIENCED jazz or commercial. Single, draft exempt. Prefer location. 104 W. 14th, Grand Island, Neb.

MAN AND WIFE—PIANO, BOUQUING Solovex and duple; complete, excellent non-union; prefer location. Address: Drummer, General Delivery, Bonifay, Fla.

PIANIST TEN YEARS EXPERIENCE; reliable; lounge; radio; immediately available. Being in union; steady, regular. Box C-162, c/o Billboard, Cincinnati 22, Ohio.

TENOR CLAW—EXPERIENCED in commercial and combo. Prefer location. 104 W. 14th, Grand Island, Neb.

TRUMPET—LEAD SECTION OR COMBO Read, fake, good tone, fine habits; reliable; cut or no notice. Ken Smith, 6021 General Delivery, Bonifay, Fla.

VALVE TROMBONE—FULLY EXPERIENCED in combo work. Progressive, bilingual; excellent; willing to play any style. Age 25, married, family. Read key, able to read, know the tune, good tone. Available immediately. Pat Patton, 421 Vermont Ave., Daytona Beach, Fla.

7 OR 8 MUSICIANS—EXPERIENCED in vocal; long history; variety; available; union; commercial; prefer location. Write Box C-156, c/o Billboard, Cincinnati 22, Ohio.

PARKS & FAIRS

BALLOON ASCENSIONS; PARACUTE jumping for parks, fairs, exhibitions. Claude L. Shafer, 1041 E. Dennison, Indianapolis 11, Ind.

CHARLES LA CROIX—OUTSTANDING trapeze act. Available for indoor and outdoor events. Fluffy paraphernalia. For prices, literature, and bookings, address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

FOR LATE SOUTHERN FAIRS—WILSON'S Comedy Cabaret, America's outstanding comedy dog act. Presented by Lillian Adams, c/o J. C. Adams, Franklin St., Braut, Ind. and brochure. G. E. Wilson, Box 476, Gibsonville, N.C.

VAUDEVILLE ARTISTS

OUTSTANDING FEMALE IMPROVISATOR would like night club or traveling theater work. A singer in high voice, also dance talent. 22 years of age and very able wardrobe. Will send photo. Write Harold Markham, Route 1, Bedford, Va.

PAMAHASH—PRESENTS AMERICA'S greatest birds; Coker, Harawa, Pamahash Studio, 3504 W. Columbia, Philadelphia 16 Pa. Telephone NAmoro 6334, no

MEDICINE MEN!

The House That Quality and Service Built

For retail repeaters at low prices, write today for quotations on our complete line of Toilet Tissue, Paper, Liniment, Salves, Col. Creams and Powders, Tooth Powder, Vitamin and Mineral Enriched Toilet Tissue, Vitamin and Powdered Vitamin Enriched in Private Label and Formula Work. Made by a Registered Manufacturing Plant with a full laboratory. Insurance carried on all our own brands as well as ours.

34 years of continuous service By serving we grow! THE HOUSE OF SERVICE! CELTONA MEDICINE COMPANY Established 1918 1816 Central Ave., Cincinnati 3, Ohio

ELECTRIC PENCIL

Professional Model No. 3. Great money maker for you who ever crowd appear. Guaranteed one year. Sold on five days approval. Original model, 100% money back guarantee. With six rolls of superior imitation gold foil, 100% pure, postpaid for money order. \$7.25 Extra. \$2.00, \$3.50, \$5.00, \$7.50. For a real energetic, complete, \$5.95. R. E. STAFFORD, Electric Pencil 3260 N. Mainline St., Indianapolis 8, Ind.

ILLUSTRATED CARTOON BOOKLETS FREE!

Send for four FREE SAMPLES of my small but pocket size Booklets of Comic Characters. Packed with BARE FUN and Humor. Good Clear Illustrations. If you've seen my Booklet, send \$1.00 for 20. All different. Extra Surprise Gift with each \$1.00 order. When ordering simply send 25c to cover postage and handling. RUSH YOUR ORDER TODAY! 87 3117 W. Young Ave. Los Angeles 8, Cal.

Pipes for Pitchmen

By BILL BAKER

CHARLIE T. HUDSON territory working Alabama with med. to fair returns. He says that he ran into Al Friend and Owen Flippo recently and that they seemed to be doing okay. Hudson wants to know what has become of Little Eddie Gould and Doc Tom McNeely. He'd also like to know what the conditions in Texas are.

HENRY H. VARNER scribes from Akron that he can't recall a time when the opportunity to get out and work one's way into many good spots was better than it is right now. He reports that his friend, Howard Hughes, has a good connection with the Goodrich Company. Akron, Varner would like to see more pipes here from Bob Posey and Danny and Pat Mahoney.

THOSE TWO stalwarts of the gas-saver pitch, Al Friend and Owen Flippo, are reported to be working to big tips and pass-outs in Alabama territory.

TIP HALSTRUM and his wife, Lillian, are still working North Carolina cities to good returns.

'I NOTICED In a recent issue the item about the Wonder Dancers being sold in Portland, Ore." letters Jack C. Stickle, operator of Jastyk Sales Company, Atlanta. "My wife and I were the ones selling them and it's true that the dancers went as well as your contributor pointed out. This, no doubt, is hard for some people to believe, especially since business in other lines has been reported to be on the dull side. These dancers are being sold in stores in several cities now and they should be a hot item for the holidays. Around New York, they are getting a big play. The only secret in selling the dancers is to tell and show patrons in your tip exactly how they work. Some of the boys have been hiding the operation and telling the folks they dance by themselves. This won't do our method is to let the customer do it and show them just how much fun they can have. A number of operators on the West Coast have started using them."

FRANK EARLE and George (Father) Lunsford worked the recent fair and exposition in Huntsville, Ala., to big long-green counts.

RED GUNN got a red one with his layout at the North Carolina State Fair, Raleigh.

JACK HOLIDAY former pitchman, is successfully operating a furniture store in Atlanta.

HARRY (KID) BROCK is in the Midwest working a "Vote for Ike" campaign.

CHARLIE FALCONE clever card worker, chalked up big pass-outs at the North Carolina State Fair, Raleigh, with his nifty layout.

ART NELSON representing the Crestline Company, Chicago, made the North Carolina State Fair, Raleigh, with his vitamin demonstration to big business.

BILLIE MARTIN is reported to be collecting some fast orders on the sheet working around Fitzgerald, Ga.

PATRICK CARRAGHER who hasn't contributed a pipe to this corner in 12 years, comes thru with the following from Yokohama, Japan: "I managed to pick up a copy of The Billboard, dated August 23, in Hong Kong, September 28, and I was pleased to be able to get it, even though the news was a month old. I suppose a number of old-time pitchmen have wondered what happened to me, because I haven't done any pitching since 1941. Uncle Sam called me up for army service that year and when I obtained my discharge in 1945 I went to sea and I've been going to sea ever since. It's really a great life. I've seen many pitchmen in all parts of the world and some of them were very good, and I'd say that Honk Hong, Singapore and France has the best. But none could compare with Frank Libby, with whom I had the pleasure of working. Nor could they compare with Frank's wife, Kay; Lee Yendell, Al Neuman, Blackie Bird, George Shean, Johnny Keagan, Bill McCann and George Handley, owner of the Apex comb, sharpener and glass cutter. I wonder what became of George? I might make a few pitches in some of the ports along the line."

Ringling-Barnum

Continued from page 55

and Nina Thomas who were married this week. We are all happy to see Pat Valdo with us again after his stay in a Houston hospital. Nate Eagles had a nice birthday gift this week when a feature article with colored photos about Eagles, called "Barking Eagle," appeared in the Nashville Tennessean.

Ray Alexander and Maxie Miller celebrated their birthdays this week. Kay Hanneford visited and appeared in our spec. Ed Raycraft and Happy Hunt motored from Bloomington, Ill., to visit.

Visitors included Mr. and Mrs. Rex Rossie, Pete Cristiani, Daviso Cristiani, Betty Escalante, Mary Valentine, Tom Cole Anderson, Belmonte Cristiani, the Doll Family, Sylvia Carroll, Scott Hall, Corinne and Bert Dearzo, Mr. and Mrs. George Hanneford, Mr. McElwee and Joe Simon.

Side Walk Red is busy during this cold weather running errands to the grease joint. Ted Evanson the Side Show giant, causes much comment with his pearl gray high hat and formal wear. Side Show midgets have made a tepee out of the dressing room on their stage by covering over the top. With a heater going, they are snug as bugs in a rug.

Buddy, the baby orangutan, is now in the same class as the baby gorilla. During cold weather he is being kept in the air conditioned cage.—MARY JANE MILLER.

Miami Showmen

Continued from page 62

posed by Johnny Appelbaum; Andrew Joseph Zane, proposed by Seymour Klein; David Mosey, proposed by Dave Evid; Pete Norman Ptashkin, proposed by Ep Glosser; Paul J. Wagner, proposed by Phil Cook; Edward Patrick Grant, Al Silvestro, Frank A. Bentley, Charles F. Thorne, Floyd Schek, proposed by Claude Sechrest; Frank Lyman Gurner, proposed by Curley Graham and Hardy Brady.

Mail was received from J. W. (Patty) Conklin, Sidney Goodwalt, James Chamos, Jerome Weinkle, George H. Harms, Harry M. Kaplan, S. T. Jessop, Arthur Rothbard, Norman I. Shapiro, J. C. (Tommy) Thomas, F. E. Kelly, Paul J. Wagner, John Barfield, Al C. Beck, W. G. Wade, Jack Greenspoon, Aut Swenson, Floyd Goodwin, Dave Endy, Oscar Miller, C. J. Sechrest, Curley Graham, Sammy Glickman, O. C. Buck and Anthony Pietro.

Coming Events

Continued from page 62

- Illinois Chicago-Natl Assn. Amusement Parks, Pools & Beaches Convention... Indiana Evansville-Shrine Circus... Kansas Wichita-Shrine Circus... Kentucky Louisville-Natl Cattle Show... Louisiana New Orleans-Shrine Circus... Maryland Timonium-Eastern Natl Livestock Show... Michigan Toia-Pat Stock Show... Missouri Kansas City-Shrine Circus... New York New York-Natl Hotel Expo... North Carolina Charlotte-Charlotte Expo... Ohio Toledo-Honorary Show... Pennsylvania Nazareth-Nazareth Farm Show... South Carolina Columbia-Home Show... South Dakota Sioux Falls-Auto Show... Texas Fort Worth-Shrine Circus... Utah Ogden-Ogden Livestock Show... Louisiana New Orleans-Oct 31... New York Albany-Nov 4... New Mexico Albuquerque-Nov 9... New York Albany-Nov 4... North Carolina Wilmington-Nov 20... Ohio Cincinnati-Nov 7... Oklahoma Muskogee-Nov 10... Oregon Portland-Nov 1-3... Rhode Island Cranston-Nov 9... South Carolina Anderson-Nov 14... Tennessee Memphis-Nov 8... Texas Austin-Nov 22... Virginia Norfolk-Nov 2-4... West Virginia Charleston-Nov 15... Wisconsin Milwaukee-Nov 1-3... Michigan Toia-Pat Stock Show... Missouri Kansas City-Shrine Circus... New York New York-Natl Hotel Expo... North Carolina Charlotte-Charlotte Expo... Ohio Toledo-Honorary Show... Pennsylvania Nazareth-Nazareth Farm Show... South Carolina Columbia-Home Show... South Dakota Sioux Falls-Auto Show... Texas Fort Worth-Shrine Circus... Utah Ogden-Ogden Livestock Show... Louisiana New Orleans-Oct 31... New York Albany-Nov 4... New Mexico Albuquerque-Nov 9... New York Albany-Nov 4... North Carolina Wilmington-Nov 20... Ohio Cincinnati-Nov 7... Oklahoma Muskogee-Nov 10... Oregon Portland-Nov 1-3... Rhode Island Cranston-Nov 9... South Carolina Anderson-Nov 14... Tennessee Memphis-Nov 8... Texas Austin-Nov 22... Virginia Norfolk-Nov 2-4... West Virginia Charleston-Nov 15... Wisconsin Milwaukee-Nov 1-3

Mich. Showmen

Continued from page 62

Navy also was out for the meeting after surgery. A Joint Halloween party is on the winter schedule of activities and the event will be a joint project of the men's and women's club. The party, which is set for November 1, will include dancing, refreshments and entertainment. The following day, Sunday (2), joint memorial services will be held in the clubrooms. Sam Byrd, chairman of the house committee, announced that the cafeteria would be re-opened this week. Byrd, assisted by members of his committee served a buffet luncheon following the meeting. Ladies Auxiliary President Grace Ziegler opened the first meeting of the year Monday (20). Also on the rostrum were Peggy Cohn, first vice-president; Leona Bennett, second vice-president; Dottie Miller, secretary, and Marion Dickstein, treasurer. The membership was saddened by the death of Bertha Ford, chaplain of the ladies club. Joe Quinn and Molly Decker were reinstated as members. Secretary Miller with Bobby Wein, chairman of the house committee, and Frances Moran, did an excellent job in cleaning up the quarters for the first meeting. Plans were completed for the ladies' role in the Halloween party to be held jointly with the men and the memorial services, which are scheduled for Sunday (2) at 2 p.m.

King-Cristiani

Continued from page 55

show, were visitors in Blytheville. C. H. Shepherd, 24-hour man, saw his panel truck demolished in a collision at Pine Bluff. Ortans Canestrelli and Norma Cristiani have gone to Sarasota, Pete and Freddie have stored their trailers and are running that new imported car of Bennie's a close race into town each day. New parade marshal is Manuel Del Paus. Kellar Pressley gets the rolling equipment ready and off the lot in record-breaking style each morning. Jerry Pressley has been on the sick list and out of the show for a couple of days. Truzzi is again "keeping house" for Daviso and has actually learned how to cook. Mrs. White Cloud of our Parade Indian troupe is making parades now. Duo-Therm gloves, which had been collecting dust all summer, were working in our trailers last week, but warmer weather has caught up with us again.—COL HARRY THOMAS

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Merchandise Topics

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

Detroit

Futuristic Products Company is introducing a cap-repeater pistol which is called the "earth's only interplanetary automatic pistol." It is designed in a futuristic style, with radial cooling fins and other super-scientific features to appeal to youngsters. . . **Gem Sales Company** is currently featuring a seven-piece watch set, which **Murray Roth and Dave Berk** claim is the flashiest premium item marketed in their 25 years in the business.

From All Around

Of interest to demonstrators is **Dust Absorber**, a new liquid preparation produced by the **Parlee Company**, Indianapolis. An application of the chemical on dust cloth cleans and polishes at the same time and is said to be absolutely non-injurious to the finest finishes. Dust and dirt is absorbed in the cloth or mop used in cleaning.

Ben King, of King Metal Novelties, New York, reports that the firm's new turtle paper weights and gal letter openers are proving to be hot numbers for arcade claw machines. . . **General Plastics Corporation**, Marion, Ind., has prepared three folders listing and illustrating a large variety of Christmas decorations for home as well as commercial establishments. . . **Cutters Exchange**, Nashville, has issued its Christmas catalog containing many items ideal as gifts or for premium and prize use.

It is rumored that **Cook Bros.**, Chicago, is about to lease new quarters with larger space facilities. . . The **De Luxe Rain-Bo Traffic Light Indicator**, manufactured by the products division, **Apollo Ad Service, Inc.**, York, Pa., is a new device which is attached to automobile windshield molding and makes traffic lights visible to the driver even when they're out of the normal range of vision. The lucite, rainbow-shaped lens lists at \$2 and comes individually boxed.

The **Connolly Roller Grill**, manufactured by **J. J. Connolly, Inc.**, New York, is called the newest and best method yet devised for the preparation of hot dogs. Constant rolling action of the grill insures uniform heating and seals in natural juices without the necessity of constant attendance. Because of its stainless steel construction it has eye appeal and is easily kept clean. Firm officials

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Under the Marquee

Continued from page 53

ferred to Elizabeth, Tenn. He formerly lived at Jasper, Tenn. . . **George Russell**, one-time juggler with Sells Floto, Tiger Bill, Strouth Minstrels and Gus Sun vaude, died recently at Richmond, Ind., according to Robert King, CHS.

Walter B. Fox, former circus and carnival executive and now in the advertising business in Mobile, Ala., recently acquired a rare out-of-print biography of **P. T. Barnum**, published in 1854 and written by Barnum. Fox advises that after reading the book this winter he'll advertise it for sale. . . **Charles Campbell**, in charge of the office wagon on Hagan-Wallace Circus the past season, advises from Sylva, N. C., that he expects to pilot the new **Richards Bros.' Circus** out of Pensacola, Fla. next season.

The **Elkin brothers** of Aberdeen, Miss., visited **Floyd King** and **Ralph Clawson** on the King-Cristiani show and **Merle Evans**, **Emmett Kelly** and **Freddie Freeman** on Ringling-Barnum while the shows were nearby. **Fred Maurer**, Jr., once on the Ringling-Barnum bill car, now is handling paper for Canton, O., auditorium events.

Art Sturmak, former manager of Biller and Howe's circuses, was in Chicago this week, discussing propositions to be with either of two shows next season. He may have the concessions with one or be associated in the management of the other.

The **Wallenda Family** is scheduled for the "Big Top" TV show on December 13 and will make several dates for **Orrin Davenport** and **Tom Packer** next year. . . The circus museum committee at Baraboo, Wis., has discussed possibilities of buying old parade wagons at Peoria, Ill., and Peru, Ind., if the State museum is set up. **John M. Kelley**, former Ringling attorney, is chairman of the committee, which includes **Henry Ringling**, **Mrs. Ida B. Ringling**, **Robert Gollmar** and **Henry Moeller**.

Norman Lawrence, show fan and promoter in Natchez, Miss., now is a desk sergeant for the Natchez police department. . . **Fans Jim Boles** and **Tommie Randolph** of Gladewater, Tex., and **Hardy O'Neal**, **Dick Hale** and **Pat Patrick** of Shreveport, La., are primed to chat the King-Cristiani show in Arkansas. . . The **Tommy Chamberlains**, who had a pony ride on Kelly-Miller, were in Shreveport for the Louisiana State Fair. . . **Les Bradley**, who had a pony drill on Wallace & Clark, expects to set up a pony ride on the Texas coast for the winter.

George Thompson, former elephant trainer, visited The Billboard's Cincinnati office, October 20, and reported that he had a successful season with his Kiddieland at Sheboygan, Wis.

Russell (Punk) Ewing, for many years a drummer with the Ringling show, suffered a heart attack October 3 and was rushed to San Pedro (Calif.) Community Hospital. He will be there for at least two more weeks and would like to hear from friends.

Columbia Hit

Continued from page 57

briskly in order to keep warm. The grandstand didn't seem to suffer however, with packed houses witnessing the two shows staged on Monday night. The **George A. Hamid & Son** revue, "Fantasies," was featured. **Jack Kochman** and his **Hell Drivers** are today's closing track feature.

A new concrete grandstand stage containing modern dressing room facilities for chorus girls, principals and band won praise from the performers.

Virtually every square foot of space on the grounds was taken up by fun and educational units. The huge Steel Building, principal exhibit structure, was jammed, were the cattle and poultry buildings. Several rows of eating stands all appeared to be doing brisk business.

The World of Mirth Shows on the midway did brisk business throughout the week.

Dallas Sets Gate Record

Continued from page 57

his shows money-wise, even with Sally showing not so much as a bare knee. **Betty Lou Williams**, four-legged girl, however, was ahead attendance-wise, pulling about 70,000 at a quarter during 16 days of the fair. **Joe Sciorlono's** "Scandolls" show ran third, Brydon said.

Musical In Weak Pull
Variety Club Circus (Gil Gray) pulled an estimated 35,000 for a disappointing showing, but may have been saved by big advance sales ram-rodged by **Variety Club of Dallas**. **St. John Terrill's** Motor Music Circus, which debuted with hour-long version of "Showboat" only had about 15,000 for entire run.

Max Myer's Hoffmeister Rotor topped rides on the Midway, with an estimated 150,000 patrons. **Ride carried an estimated \$40,000**. **Ray Stinnett's Merry-Go-Round** crossed nearly 100,000 for its best year in history. **Sky Wheels** carried an estimated 80,000 and appeared headed for an all-time record until a motor failure put the device out of commission for four days. **Roller Coaster** carried about 118,000, compared to 105,000 last year.

Roussel's Big Up 15%
Louis (Frenchy) Roussel said food business was the best he had seen in his 22 years at the fair. Cold weather on several days hyped consumption of French fries, hot dogs, hamburgers, chili, etc. **Roussel** estimated he sold 192,000 cold drinks of all types at his six stands on the fairgrounds. He said business was up about 15 per cent over last year.

Jack Pyland estimated he served more than 150,000 people French fried potatoes, at a quarter and 15 cents, at his eight stands (two in Cotton Bowl). He used three carloads of potatoes. . . **Cotton Bowl** concessions at Texas-Oklahoma game sold an estimated 100,000 cold drinks, both cup and bottle type; 12,000 hot dogs; 24,000 soft cones, 10,000 souvenir eye shades, 3,600 ice cream bars. After Oklahoma's 48-20 rout of Texas, fans bought concessions completely out of Oklahoma souvenir stock, but barely touched Texas stuff.

Fort Worth Tied in
Gov. Adlai Stevenson of Illinois, Democratic nominee for president, spoke at the fair Friday night (17), drawing a crowd estimated variously at 8,000. **Stevenson** spoke in front of Hall of State. The fair left gate admission charge on, since the day chosen for the speech was not one of the days offered by the fair as a free gate. Gate showed an 8.9% increase over last year. About 7,500 attended a high school football game in the Cotton Bowl while Stevenson spoke. . . Saturday (18) was Fort Worth Day, first time an organized, cooperative effort was made to

Macon Turnout

Continued from page 57

eran general manager, Monday (20) was Children's Day, and schools over the section were closed. Everything was in readiness for the opening at 2 p.m. when Mayor Lewis Wilson cut Macon by the ribbon.

Attendance and spending for the Children's Day program, from 2 p.m. to 8 p.m., was ahead of last year but the prospects for a new record were blasted when a high, dusty wind came up about 8:20 p.m. and sent the crowds home. The temperature dropped to the freezing point and the area had its first frost on Tuesday. Afternoon crowds were good but there was another decline Tuesday night. Wednesday provided more normal weather and attendance and dollars reached the average for that day.

There was a distinct political flavor Thursday when the fair entertained Gov. Earl Warren of California and Gov. Herman Talmadge of Georgia on "Governors' Day." Old-timers in the 100-year-old fair association said it was the first time in their memory that a G.O.P. speaker had addressed a fair gathering in this Democratic stronghold.

Livestock is heavily featured again, and General Manager Jordan, who is directing his 30th consecutive annual here, said the educational department and number of individual exhibitors were the largest in history.

pull business from Fort Worth. Fort Worth schools distributed 60,000 free tickets and pieces of literature in public and parochial schools and Southwestern Exposition and Fat Stock Show helped publicize the fair in Fort Worth papers. Fair will do the same thing for the fat stock show this winter. Promotion seemed to pay off, since gate showed a 20,309 increase over last year.

Religious Bill Draws
Religious Festival in Cotton Bowl on final Sunday (19) drew an estimated 30,000 into stadium to hear Dr. Daniel A. Poling, 600-voice massed choirs, etc. Festival was dedicated to Dan D. Rogers, Dallas civic leader and founder of annual Cotton Bowl football classic, who had served as chairman of the festival's layman's committee and who died suddenly Thursday night (16). . . Museum attendance during the fair ran about the same as in past year; 60,000 for Museums of Fine Arts, 72,000 for Museum of Natural History, 71,000 for Health Museum and 150,000 for the Aquarium.

Study Exhibit Interest
The fair publicity department is making a comprehensive survey of exhibit attendance and estimated results for the first time. Digging so far indicates that most exhibitors keep some sort of check on which attendance can be based. One of few to keep an exact count is Southwestern Bell Telephone Company, which drew 506,471 visitors.

The fair failed to collect a nickel on its rain insurance for second straight year, although a light sprinkle fell at intervals on Monday (8). There must be 10 inches of rain during a specified six-hour period each day for the fair to collect. Fair pays \$15,750 premiums for \$140,000 total coverage. Last payment collected by fair was \$2,000 two years ago.

The fair distributed a total of 268,000 free gate tickets to school kids and teachers for Elementary School Day (10), Negro Achievement Day (13), High School Day (17) and Fort Worth Day (18). The midway take was heavy on all four days.

Fair's net profit will be announced at annual stockholders' meeting December 8. Annual directors' meeting follows December 16.

Polack Western

Continued from page 55

Harold Gautler took delivery on a new truck. Uncle Billy Theron is practicing his trick roping between shows. **Laurence Cross** went on a peccan pie diet, and **Joe Sherman** has the entire clown alley caloric conscious since he went on his diet.

Many of the personnel visited the famous Hertzberg collection of circusesiana at the San Antonio Public Library and renewed friendships with Mrs. Vivienne Marx. **Eddie Ward's** television set was a popular backstage attraction in the men's dressing room. **Chester Sherman** has enlarged his dressing room concert series to include guest stars. **Rusty Benson** is busy practicing on a new gag he got from **Walter Powell**. **Simon** and **Honey Garcia** threw a party for many of the showfolk. **Doc** and **Ann Mehendra** visited.

Russell Nafus, of the Ward Bell Flyers, is our choice for **Lil Abner's** double. **Harry Dann** received new pix from **Glen Fishback**, Sacramento photographer. **Justus Edwards** spent a few days in **Montevideo**, Mex. **Hanna** and **Emil Pallenburg** are operating a combination motel, tavern and restaurant in the San Antonio area. **Laura** their remaining bear, is still part of the family. Everyone is soaking up the summer climate of Southern Texas, since snow balls will soon be flying.

Recent visitors: **Ben Thomas**, the **Harry Hammit**, **Charlie Forest**, **Lec** and **Henry Khris**, **Harry Hammond**, the **Bokaras** family, **Walter Powell**, **Tom** and **George Scaperlanda**, **Col. C. G. Sturtevant**, **Whitey Kurka**, **Preston Lambert**, **Frank Polthman**, **Ray Gebhardt**, **Col. Webster**, **George Wallenda**, **Jack Knight**, **Frank Smith**, **Elenn Ibarra** and **Jordan**, **Little Bob Stevens**, **Felix Chapparo**, **Paul Morgan**, **Pablo Guerrero**, **Betty** and **Dick Thomas**, **Mario** and **Rosemary Rojas**, and **Ray Garson**—**HARRY DANN**.

EXPORTS NEAR \$4 MILLION

37,031 Jukes, Venders and Games Sold in Seven Months

WASHINGTON, Oct. 25.—For the seventh consecutive month coin machine exports have continued well ahead of last year's record figures. In a report just released by the U. S. Department of Commerce, exports during July totaled 7,512 games, vendors and juke boxes, valued at \$665,591—tops for the year. For the

January-July period 37,031 units were sold to foreign firms for \$3,987,088 or nearly 40 per cent more than in the same period a year ago.

After dipping the previous two months, music machine export sales picked up sharply in July. In that month 967 units were sold for \$394,214. In June phonograph sales totaled \$320,226. The top purchaser of music boxes in July was Venezuela, whose coinmen purchased 176 units for \$118,271. The other key export sales were made to the following countries: Canada (223 — \$89,787); Belgium (102 — \$50,955); Cuba (146 — \$49,860); Mexico (148 — \$34,996); and Panama (22 — \$15,728).

In the games division the export business continued to soar in both new and used products. A total of 1,927 units, with a sales valuation of \$193,747, were shipped to foreign game companies in July. The leader in this field was Canada, whose operators spent \$100,791 for 792 amusement units. Other volume buyers in the month were coinmen in France (439 — \$31,550); Japan (51 — \$16,012), and Switzerland (80 — \$10,511).

The slightly off from June, July sales of vendors continued at a brisk pace with 4,618 automatic merchandisers exported for \$67,630. Of this total Canadian operators purchased 5,521 vendors

for \$55,009. Because of the comparatively low unit price on the Canadian sales—under \$11—it is apparent the overwhelming number of the sales consisted of bulk candy, gum and nut machines.

REINDEER RIDE

Exhibit Supply Sets 'Rudolph' Finance Plan

CHICAGO, Oct. 25.—The Exhibit Supply Company thru Frank Menciuri, sales manager, announced Friday (24) that its finance plan now is available for Rudolph The Red Nosed Reindeer. The firm has had a similar set-up for mechanical horses since the early part of the month.

Under the plan, operators may purchase the coin-operated reindeer unit with a small down payment with the balance payable in 12 months. It is backed by the Walter Heller Company, one of the nation's leading industrial finance firms.

Menciuri stated that the initial response to the horse financing was so satisfactory from the outset it was decided to extend it to cover Rudolph as well. He added that operators may set up the deal by contacting Exhibit distributors in their area.

Factors Corp. Plans to Start Adv. Campaign

NEW YORK, Oct. 25.—Standard Factors Corporation, a financial house which enables operators to buy equipment, will embark on a trade paper advertising campaign, according to E. B. Meredith, vice-president and treasurer.

Standard Factors operates in the coin vending, amusement and music fields by making loans at discount to distributors, based on business with operators. The firm (Continued on page 92)

Elsie the Cow Bows At Food Chain Show

NEW YORK, Oct. 25.—Capitol Projector's new Elsie the Cow ride will be on display for the first time at the annual convention of the National Association of Food Chains at Miami, Sunday (26). Sam Goldsmith, Capitol president, said that the sales program for the new ride would be handled by Leo Willens.

The ride is made by the Kingsley Corporation of Brooklyn and

PACHINKO YEN AIDS CIG SALE

TOKYO, Oct. 25.—When the Japanese go in for a new fad they pull out all the stops. Starting from scratch 18 months ago, operators have installed 28,458 Pachinko parlors thruout Japan and these specialized game locations house a total of 327,990 units.

Players running up good scores win awards of either candy or cigarettes. Proof of the heavy rate of play is a report by the Japanese Tobacco Monopoly that the Pachinko stops buy 994,230,000 cigarettes monthly for use as prizes. This figure represents 13 per cent of the total cigarette sales in Japan.

Ohio's ASLI Head Eyes Big Shuffle Year

TOLEDO, Oct. 25.—With shuffleboard leagues being formulated thruout the State at the fastest pace in four years, a record number of teams are expected to apply for sanction in American Shuffleboard Leagues, Inc., and participate in tourneys under ASLI sponsorship. This prediction was made by J. A. Butler, ASLI director of Ohio.

As in previous years, Butler believes Ohio will be one of the most active shuffleboard States in the country. This year Butler hopes to build up an exceptional large ASLI membership since the national tournament is held each spring in a State ranked in the first five in point of membership. Ohio has never been the host State thus far.

One of the reasons why shuffleboard has been a leading indoor sport in Ohio is its teams have (Continued on page 92)

has been tested on location. The milk bottle coin box takes in dimes for a one-minute ride. Another feature is a daisy chain around Elsie's neck.

The machine is made of cast aluminum and lists for \$695. A royalty arrangement with the Borden Corporation, owner of the Elsie trademark, has been set up.

Reverses Pattern
Goldsmith said that on the test locations, the mothers have been putting their moppets on the machines, reversing the usual practice. (Continued on page 92)

Jonas Bessler Mpls. Distrib Dies Suddenly

MINNEAPOLIS, Oct. 25.—Jonas H. Bessler, 49, manager of the Lieberman Music Company, died Monday (20) afternoon in Chicago while on a business trip. Funeral services were conducted Wednesday afternoon by Rabbi David Aronson in Beth El Synagogue here.

A life-long resident of Minneapolis, Bessler had been in the coin machine distributing business for 16 years since giving up the practice of law.

In 1936 he and Clyde Newell formed Automatic Games, Inc., in which they were active until the firm was merged with Hy-G Amusement Games in 1940. Bessler and Henry H. (Hy) Greenstein operated the latter firm for seven years.

Suffers Heart Attack
In mid-1947 Bessler suffered a heart attack and upon advice of his physician severed his connection with Hy-G in December, 1947. For the next six months Bessler convalesced.

When Harold Lieberman formed Lieberman Music Company in June, 1948, to become distributor in this territory for Wurlitzer, Bessler re-entered the coin machine field as manager of the firm. He returned to Hy-G in 1950 when Greenstein sold out to Lieberman Music Company and the latter firm took over (Continued on page 92)

Name Atomic Jet Distribs

NEW YORK, Oct. 25.—Nat Cohn, president of Conat Sales here, this week announced that three new distributors will handle sales for the new Atomic Jet. They are Walter H. Olsen, Amusement Devices, San Antonio, who is operating new show rooms; Billotta Distributors, Newark, N. Y., and Manny Amusement Company of New Orleans.

Cohn said that the production line can just keep pace with the demand, and that he is currently delivering 45 machines a week.

Hike Keeney Game Output

CHICAGO, Oct. 25.—J. H. Keeney & Company has increased production on its Team Bowler the only shuffle game on the market which handles up to 10 players.

Paul Huebsch, sales manager, stated initial demand for Team Bowler had been exceptional and repeat orders indicated the multi-player game was in for a long run.

Calendar for Coinmen

- October 28 — Western Vending Machine Operators' Association, monthly meeting, Unique Cafe, Los Angeles.
- November 3—Amusement Machine Operators' Association of Greater Baltimore, semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.
- November 12 — Music Operators of Northern Illinois, monthly meeting. Site to be announced.
- November 30 — December — National Association of Amusement Parks, Pools and Beaches annual trade show, Hotel Sherman, Chicago.
- December 8—Wisconsin Phonograph Operators' Association, monthly meeting. Site to be announced.

OPERATION 'MAIL'

N. Y. Op Handles Route Thru Remote Control

NEW YORK, Oct. 25.—Altho Bernard Shaw of Atomic Enterprises, Inc., here, entered the automatic coin field only two months ago, the New York operator now has 100 machines on locations in such scattered points as Sioux Falls, S. D., Sapulpa, Okla., Pensacola, Fla., and several cities in Maine.

Shaw, who formerly manufactured aluminum household foil and bubble gum, has dropped all outside activities to concentrate on building up a route, which he feels will eventually include 300 locations, with three or four pieces of equipment in each.

Currently, Shaw is hitting the chain and department stores with Rockets, Horses and Merry-Go-Rounds. He is concentrating on these locations because his manufacturing background has provided him with a list of these prospects.

Shaw rarely ever sees the person to whom he leases equipment. He conducts his business via sales letter, with an occasional phone call.

Altho service might seem to be a problem under this set-up, Shaw says that 90 per cent of the service calls can be handled by mail, with slight losses in operating times of the machines. Here's the way it works:

When something goes wrong with a machine, the chances are it is in the coin box mechanism. The operator mails the mechanism to Shaw, who sends him a

new one. The only work required on the operator's part is the removal of a couple of screws and the mailing of the mechanism.

Shaw has been buying rides from Runyon Sales and West Side Distributors.

COIN CHUTE AID

Carboloy Sets 2 Magnet Kits For Coin Trade

DETROIT, Oct. 25.—The Carboloy department of General Electric Company has designed a kit of permanent magnets which enable coin machine manufacturers and operators to devise their own uses for them. The Carboloy magnets are used in coin machines to reject slugs.

Two kits are available—a No. 1 shop package containing 48 magnets in eight styles, and shop package No. 2, containing 18 larger magnets in four different styles. The No. 1 package has up to two pounds of pull for each unit and sells for \$10. The units in the other package have a pull of from three to 12 pounds. This kit lists for \$15.

Genco Starts Rolling On New Upright Game

CHICAGO, Oct. 25.—Production of a new type amusement game was started in the Genco plant this week. Called Jumpin' Jacks, it has an upright cabinet which occupies but one-third the location space required by comparable games.

Play on the new Genco product is to guide balls thru the vertical playfield in such a way as to complete a series of letters which spell out the words "Jack in the Box." Each ball passing thru the scoring area illuminates one of these letters after passing thru a channel directly under a letter.

Jumpin' Jacks is played with six balls and is available with nickel, dime or quarter coin chutes. In addition to the original six balls, patrons have an option of purchasing up to six additional balls at the rate of one coin per ball. The game offers a wide variety of replay combinations—all based on various combinations of the "Jack in the Box" feature. For instance, lighting J-A-C or the T-H-E combina-

tions registers three replays. It is also possible to register 7, 12 and even 20 replays by lighting up additional letters in the series. If the player illuminates either the "Jack in" or "the Box" series while playing the first coin and with but six balls, he registers 100 replays, plus the regular 20. Then if the player picks up the ball purchase option and completes the spell-out feature, his replay scoreboard would show an additional 400.

Skill Button
One of the key features of Jumpin' Jacks is a skill control button activated by the player. With this button the player is able to intercept the ball just before it goes into the scoring channels and push it in the preferred direction.

The Genco game is 64 inches high, 24 inches wide and 17 inches deep. It has a red button on right side of front cabinet made of Philippine mahogany with birch corners and birch frame. To service the operator merely opens the hinged glass door covering the playfield and then opens a hinged door in the base. This opens with a downward motion and gives the operator full access to the playfield (Continued on page 92)

Coin Machine Exports

JULY, 1952

| Country | Phonograph | | Vendors | | Amusement Games | | Total | |
|-----------------|------------|------------------|--------------|-----------------|-----------------|------------------|--------------|------------------|
| | No. | Value | No. | Value | No. | Value | No. | Value |
| Canada | 223 | \$89,787 | 4,521 | \$55,009 | 792 | \$100,791 | 5,536 | \$245,589 |
| Venezuela | 176 | 118,271 | | | | | 176 | 118,271 |
| Belgium | 102 | 50,955 | | | | | 102 | 50,955 |
| Cuba | 146 | 49,860 | | | | | 146 | 49,860 |
| Mexico | 148 | 34,996 | | | | | 148 | 34,996 |
| France | | | | | 439 | 31,550 | 439 | 31,550 |
| Japan | | | | | 51 | 16,012 | 51 | 16,012 |
| Panama | 22 | 15,728 | | | | | 22 | 15,728 |
| Switzerland | | | | | 80 | 10,511 | 80 | 10,511 |
| Other Countries | 152 | 34,815 | 9 | 12,921 | 565 | 34,883 | 816 | 82,119 |
| TOTALS | 967 | \$394,214 | 4,618 | \$67,630 | 1,927 | \$193,747 | 7,512 | \$655,591 |

300 Space Rangers Are on West Coast

UNION, N. J., Oct. 25.—More than 300 Space Rangers are on location on the West Coast, it was reported this week by Harry Pearl, vice-president of Deco, manufacturer of the new Rocket ride. Rocket Rides, Inc., Los Angeles, managed by Irving Leeman and his sons, Morton and Paul, is Deco's West Coast distributor.

Coan Is 48 State Navenco Distributor

Takes Over National SuperVend Sales Except Eastern Texas Territory

DALLAS, Oct. 25.—H. C. Chapman, vice-president in charge of sales of Navenco Manufacturing Company here, and J. W. Coan, president of Coan Manufacturing Company, Madison, Wis., this week confirmed the appointment of Coan as distributor of the SuperVend drink machine throughout the 48 States with the exception of Eastern Texas.

Vendors Supply Company, Dallas, headed by Dick Kendrick, was named distributor for the East Texas area shortly before the Coan appointment. Coan's

Texas representative, Woody Herman, covers the Western section. Chapman told The Billboard that in spite of rising costs, the three-flavor SuperVend continues to list at \$980. Both Coan and Kendrick have already made deliveries at that price, he said.

The Coan distributorship climaxes months of dickering. Last June, Coan had about reached an agreement with Navenco to handle national sales. Still earlier, in May, 1951, Coan Manufacturing was a serious bidder for the purchase of the SuperVend inventory of 1,976 machines and its subsequent manufacture.

All Coan field representatives are now actively handling the SuperVend unit in addition to their own U-Select-It candy, cigarette, cookie and coffee vander lines.

COIN FUELING

Portland Firm Bows New Log, Coal Venders

PORTLAND, Ore., Oct. 25.—A new Portland-built machine for vending Presto-Logs, a processed wood fuel, has been placed on the market on the Pacific Coast.

The machine, built by Economy Heating Company, lists at \$350. It was developed a month ago under the trade name Presto-Log Vender. The Portland distributor is the Acme Fuel Company, and distributors are being named in Los Angeles, San Francisco, Tacoma, Seattle, as well as smaller cities in Washington and Idaho. Principal locations are fuel yards, service stations and chain stores.

Presto-Logs are stove-length logs made of sawdust and shavings under high pressure by machinery patented by the Weyerhaeuser interests.

The fuel is used in fire places and outdoor barbecue installations. (Continued on page 83)

Auto. Products To Incorporate On January 1

NEW YORK, Oct. 25.—As of January 1, 1953, Automatic Products Company will be incorporated under the name of AFPC Inc. It was announced this week by Melville B. Rapp, vice-president and sales manager. The present name, however, will be used in conjunction with the new name until the end of 1953 so that "operators will realize it is the same firm," he stated.

All executive personnel will remain the same under the new incorporation. This includes Samuel Kresberg, president, Robert Lynn as office manager, and Rapp in his present capacity.

Production will be maintained on the three-vender line now being offered: the Automatic SodaShoppe in both six and three-selection models, and the Smoke-shop Lo-Boy electric cigarette vender.

Novasic Buys 103 Unit Ice Cream Route

MILWAUKEE, Oct. 25.—Nick Vendors, head of West Allis Vendors, announced the purchase of both equipment and accounts of the K-D Distributing Company, ice cream vending firm, with headquarters at 756 N. Broadway.

Formerly owned by real estate dealers, John Koehler and Harger (Continued on page 83)

INDOOR KIDLAND VENDER SPOT

CHICAGO, Oct. 25.—What may prove to be a new vander location field in the booming Kiddieland industry is being given a "pilot" run by two local operating companies, Bernard J. Kiley Jr.'s Airport Vending Service, and Bee and Bee, a beverage operation.

Kiley has installed a coffee vender (for parents and dotting adult relatives who troop their offspring to kiddie emporiums) while Bee and Bee hits both moppet and adult consumers with a beverage machine specializing in Coca-Cola.

The location is the new Boys' World Indoor Kiddieland opened this week in a North Side business and shopping district. Housed in a former movie theater, the kiddie rides are in the auditorium section, a boys' clothing shop in the lobby, while the vendors are in the area formerly occupied by the stage.

ARMED SERVICES SET 50 VENDER SELF-OP TEST

Cup Soft Drink Equipment in Two Bases to Provide Commission Data

CHICAGO, Oct. 25.—An Army and Air Force Exchange Service proposal to set up two test vending operations (The Billboard, October 11) has resulted in scheduled cup soft drink installations in Fort Benning, Ga., and Lackland Field, Tex. A total of 50 multi-drink venders will be used in the experiment in self-operation, according to Maj. Gen. Edward H. White, of the New York office of the exchange service. It was learned this week the first 25 machines had already been purchased.

No other test operations, however, are planned, General White declared.

It was stated the test operations were undertaken to obtain profit information to account for the wide variance in commissions paid under present PX contracts with individual operators. Information will be utilized to formulate a new PX contract now being developed.

Rates Recommended
Recently, PX headquarters issued directives on minimum vending machine commission rate (Continued on page 83)

LIKE A SNOWBALL IN JULY

5c Bars Melt Away; Push Ounce-and-Under Weights

CHICAGO, Oct. 25.—Nickel bar weight continues to slide down with one ounce and under brands moving up into the most "popular" classification.

A check of the 1952 "Know Your Candies" survey in the October issue of Vend, sister publication of The Billboard, revealed that while the 1 3/4-ounce nickel bar continues to lead the field, it does so this year by only a slim margin. And for the first time, the under one-ounce bar has made the first five

most available weight group; it is No. 4 in the parade.

A sizable bar market in the under-an-ounce field is also being built up with 5/16, 7/16, 1/2-ounce sizes, while the "just over" one-ounce bars occupy prominent positions in the field. The fifth most-offered nickel weight is the 1 1/8 ounce size, with 1 1/16 and 1 7/16 ounce brands also a growing factor.

Most of the former 2 and 1 3/4 nickel bars are now back on the market—as dime items. A check of the weight trends since early postwar years reveals that most of the 10-cent bars now being offered are at or below the average nickel weights.

While the downward weight trend of nickel candy, (specifi-

cally filled bars) is no sudden reversal of industry policy, the current Vend survey brings home the fact that what is termed minimum weight standards have been about reached by manufacturers if they hope to retain a volume market.

Dime Era?
Many candy producers have been quietly building up their dime bar business while at the same time continuing to accent nickel bar promotion. With the light weight 5-centers now hovering around the ounce bracket, it may be that 1953 will see a new and almost industry-wide shift to dime bar promotion.

Over 158 brands of 10-cent bars are now on the market. With (Continued on page 83)

Dunhill Plans Cig Vender Sales Pitch

NEW YORK, Oct. 25.—Philip Morris, Ltd., announced this week that a drive to boost the sale of the king-size Dunhill brand in vending machines would probably be launched by January 1, 1953. The campaign will follow the current TV effort to establish the cigarette as a familiar name.

Meanwhile, company officers said that a contest would get under way Monday (27), via television in Baltimore, Boston, New York, Philadelphia and Washington. Prizes will be given to contestants who list the best reasons why they have "decided" on Dunhills.

The contest is to run thru November 16. A similar contest in Chicago will end Sunday (26).

CANTEEN GIFT SERVICE

New Division Expands 100 Per Cent in 1 Year

CHICAGO, Oct. 25.—A little-publicized subsidiary of Canteen Company, the year-old Colony Club Confections, Inc., New York, has doubled its business of supplying gift assortments of candies, nuts etc., to personnel in the office and plant vander locations of the parent company.

G. T. Sweetser, former vice-president of Coronet and Esquire magazines and publisher of the

latter, was chosen to head the new division because of his wide experience.

With the formation of the gift service last year, Canteen got in on the ground floor of a new and booming field open to most operators with extensive industrial or business type captive locations. Featured are special assortments of candies etc., at Christmas, Thanksgiving, Valentine's Day, and on other appropriate occasions.

Items Offered
The Colony Club line of boxed chocolates, tins of hard and filled candies, fruit cake, ice box cookies and one-pound tins of salted nuts may be increased next year. Delivery to individual plants is (Continued on page 83)

DOUGHNUTS TO DOLLARS

Full Lunch-o-Mat Menu Garners Good Grosses

NEW YORK, Oct. 25.—Lunch-O-Mat Corporation's seven-selection food and beverage vender, as the industry's first volume-produced multi-item snack machine, is reported rolling up impressive customer response in at least several top locations.

The \$2,600 vender has been grossing weekly dollar totals well into three figures for the past three weeks in the studios of WJZ-TV. Two other locations, in the mid-town depot of the United Airlines and the American Photo Company, returned only "slightly smaller" grosses during the first two weeks of operation, according to Lunch-o-Mat.

It was noted that hot sandwiches are outselling the cold variety on a three-to-one basis. Most employees of the offices where the venders are located are not going out for lunch since

their installation. Instead, they are buying their complete lunch from the machine. It was estimated that the average employee spends about \$4 a week for five vander lunches.

All of the seven units in the machine are interchangeable, with the exception of the hot coffee unit. Coffee capacity is 150 cups; usual menu being offered thru the machine includes Grade A and chocolate milk, cold and hot sandwiches, juice in two flavors, and a choice of either pie or pastry.

Lunch-o-Mat officials pointed out that each of the seven vander divisions operates independently; there are seven separate coin mechanisms which may operate on as many price levels. All may be used simultaneously to serve seven customers with no waiting.

Vending Drive Is Stepped Up By Campbells

NEW YORK, Oct. 25.—Campbell Soups' drive to step up sales of its product thru vending machines in New York got under way Thursday (23) as the Canteen Corporation installed a unit in the IRT subway system. Plans call for 12 to 15 units to be installed in the subway system by Canteen.

Meanwhile Union News Company installed a unit in the Jamaica, L. I., station of the Long Island Railroad. Firm already has 25 units operating in the area.

On Monday (21), ABC Vending Corporation will install two units on the BMT subway line. The units are made by Snively. The soups, tomato and bullion, are sold in 48-ounce containers, each container capable of dispensing nine 5-ounce servings, which vend for 10 cents each.

Paul Sullivan, Snively sales exec, said that the installation of the machines had been held up because of a delay in parts, but that the hot soup units, made by Fenwal, of Holliston, Mass., are now coming thru.

Reshuffle Coan Sales Reps; New Coverage

MADISON, Wis., Oct. 25.—Jack G. Chalcraft, assistant sales manager of Coan Manufacturing Com-



JACK C. CHALCRAFT

pany, announced changes this week in the territories covered by sales representatives. The move was arranged to improve coverage, he said.

The 14 Coan representatives and the territory they cover are: S. A. Fouracre, Northboro, Mass., covering Massachusetts, Maine, Vermont, Rhode Island, Connecticut and New Hampshire; Ed- (Continued on page 83)

'KINGS' INVITE DUAL PLACEMENT

INDIANAPOLIS, Ind., Oct. 25.—Volume vending of king-size cigarettes here and in other areas of the State often means a two-machine installation since "king" variety and demand here increased during recent months.

In some of the top locations, operators have found split columns in a single machine unable to provide adequate selectivity with on capacity for both regular and king-size brands. Due to the increasing popularity of the long smokes, one or the other type suffers when an equitable ratio is attempted in one unit, they report.

For the Finest Vending Machines Always Buy **VICTOR**

VICTOR'S Topper Deluxe Globe Style

- 1 to 5 cases \$56.00 per case of 4 F.O.B.
- 6 to 11 cases \$50.00 per case of 4 F.O.B.
- 12 to 24 cases \$55.00 per case of 4 F.O.B.
- 25 or more cases \$52.00 per case of 4 F.O.B.

VICTOR'S Topper Deluxe Half-Cabinet Style

VICTOR'S BABY GRAND

Less than 25 cases, \$52.00 per case F.O.B.
25 cases or more, \$48.00 per case F.O.B.

Cleveland Coin MACHINE EXCHANGE, INC.

M. S. GISSER Sales Manager

2021-2025 Prospect Ave., Cleveland 15, Ohio
All Phones: Tower 1-6715

ABC Sales Rise 5.3%, But Taxes Pare Net Profit 3%

NEW YORK, Oct. 25.—An interim report, issued this week by ABC Vending Company, revealed that the New York firm had increased its total business 5.3 per

cent for the first six months of this year over the same period in 1951, and upped its operating profit 4.2 per cent for the first half of 1952.

Sales for the six-month period ending June 29 were \$19,981,689, compared with \$18,912,604 for 1951. Operating profit for the 1952 period was \$969,820, compared with \$930,473 for 1951. Sales increase is \$998,085, while operating profit increase is \$39,347.

However, net profit was 3 per cent less for 1952 (\$491,810 against \$507,760), for a net profit decrease of \$14,950. An increase of \$2,252 for taxes is largely responsible for the net profit dip.

President Jack Beresin said that a semi-annual dividend of 30 cents per share was paid stockholders September 15.

Fair Trade Is Backed By Candy Group

WASHINGTON, Oct. 25.—The board of directors of the Wholesale Confectionery Industry Foundation recently approved efforts to help enforce the Robinson-Patman Act, and to follow thru on the Automatic Canteen case, which now goes before the Supreme Court of the United States. Automatic Canteen is charged with selling below cost in some cases.

The board voted to explore the possibility of getting better compliance with the trade practice rules committee, thru the setting up of a trade practice committee.

The report on the State fair trade laws was given by I. L. Saffer, Saffer-Simon, Inc., Newark, N. J. The board renewed its endorsement of the fair trade principle.

Lower Sugar Quota Hit by U. S. Mfrs.

WASHINGTON, Oct. 25.—Candy, ice cream, bakery and other sugar-using industries have joined in sending a "call for help" to the House Committee on Agriculture to increase the nation's sugar supply quotas.

The request, filed by the various industries with House committee chairman Harold D. Cooley, stressed the "exceptionally low level at which the 1952 sugar quota was kept by action of the Secretary of Agriculture."

The quota is 400,000 tons below the Secretary of Agriculture's own estimate of what would be required by American consumers and users this year, industry representatives stated. Currently, distribution of sugar is running 300,000 tons ahead of 1951, with the result that sugar stocks in commercial channels are about 300,000 tons below the 1951 level.

Among the signers of the letter to Cooley were the National Confectioners' Association, National Association of Chewing Gum Manufacturers, American Bottlers of Carbonated Beverages, International Association of Ice Cream Manufacturers and the Association of Cocoa and Chocolate Manufacturers of the United States.

NORTHWESTERN MODEL 49 \$17.35 EA.

16 or 32 Bolt or 16 Bolt Gum. Specify when ordering.

NORTHWESTERN TAB GUM VENDOR \$25.95 EA.

FOR THE MOST COMPLETE LINE

Send for Your **FREE** Copy of **RAKE'S NEW 1952 CATALOG TODAY!**

RAKE'S AUTOMATIC MERCHANDISER

A guide to efficient and economical operation of coin-operated machines

Rake COIN MACHINE EXCHANGE

609 A SPRING GARDEN ST. PHILA. 23, PA. LOMBARD 3-2676

Distributors of Coin-Operated Machines and Supplies

THE RIGHT COMBINATION FOR GREATER PROFITS

VICTOR'S TOPPER DELUXE globe style

VICTOR'S "5 STARS" PIONEER CHARM MIX

The outstanding #1 BEST MACHINE emptying CHARMS current on the market today

Consisting of the following:

- 200 False Teeth
- 200 Auto Tires with Hub Caps
- 200 Gold and Black Cameos
- 200 Imported Metal Rings
- 200 Metal Scissors

Total 1000 for **\$12.50**

F.O.B. Brooklyn. Full Cash with Order

This "5 STAR" PIONEER CHARM MIX is the answer to every operator's need

VICTOR'S BABY GRAND

Less than 25 cases... \$52.00 per case of 4 F.O.B.
25 cases or more... 48.00 per case of 4 F.O.B.

\$14.20 Each—Packed 4 to a Case. Less in Quantity Lots.

Immediate Delivery on All Models
Price subject to change without notice. Time payment plan available—trade-ins accepted.

IN STOCK VICTOR'S New BABY GRAND CHICLE TREETS VENDOR \$150 JUMBO 100 ORDER TODAY YEEDCO SALES CO.

2124 Market St., Philadelphia 3, Pa. Phone LOUET 3-1445

National Popcorn Week Signal for Major Sales Drive

CHICAGO, Oct. 25.—To celebrate National Popcorn Week starting Sunday (26), the National Association of Popcorn Manufacturers has elected Betty Mattson, Chicago, "Miss Popcorn of 1952."

Miss Mattson, a model agency owner, succeeds Adrienne Falcon, "Miss Chicago of 1951," who was "Miss Popcorn" last year.

William Beaudot, president of NAPM and head of ABC Popcorn Company here, emphasized that popcorn week would herald three months of corn promotion on an unprecedented level. Over \$500,000 will be spent in national advertising by salt and oil companies to promote the sale of the popcorn, he said.

Thomas J. Sullivan, executive vice-president of NAPM, stated that the corn industry sells more than \$375,000,000 worth of its product to America annually.

We are roasters and sellers of Nut Meats

- Spanish Peanuts
- London Peanuts
- Cashew Nuts
- Mixed Nuts
- Pistachio Nuts
- Walnut's Gum
- Seeds
- Red Skins
- Almonds
- Filberts
- Adams Gum
- Ball Gum
- Pan Candies
- Stands
- Grackets

Northwestern Model 49 \$17.35 ea.
Model 49 \$17.35 ea.
Model 49 \$17.35 ea.
Model 49 \$17.35 ea.

NORTHWESTERN SALES & SERVICE
116 W. WABASH ST. BOSTON, MASS.

BABY GRAND CHICLE TREETS

2 for 1c 300 Count. Capacity: 5 1/2 Pounds.

NOW VENDING CHLORO TREETS

A Delicious... High-Quality Chewing Gum... Featuring That Sensational Health-Giving CHLOROPHYLL.

2 for 5c 250 Count Capacity: 5 1/2 Pounds

Operators Gross Approx. **\$6.25** Per Pound

ALSO VENDS CHLORO TREETS

2 for 1c, 336 Count. Capacity: 5 1/2 Pounds

INTRODUCTORY OFFER

- FOUR 1c BABY GRANDS plus 25 pounds of CHLORO TREETS—Total **\$63.25**
- FOUR 1c BABY GRANDS plus 25 pounds of CHLORO TREETS—Total **\$65.00**
- FOUR 5c BABY GRANDS plus 25 pounds of CHLORO TREETS—Total **\$69.50**

SPECIALS!
Merchandise Suitable for **TOPPER DELUXE MODELS RAIN BLD BALL GUM (in 25 lb. cartons). All sizes 78c lb.**

(If fresh prepared on orders in 200 lb. lots or over.) When cash accounts 200 lb. order 2% discount allowed.

- LARGE PISTACHIO NUTS (25 or 60 lb. carton) 70c lb.**
- Extra Large 73c lb.
- SMALL PISTACHIO NUTS (25 or 60 lb. carton) 45c lb.**
- SPANISH PEANUTS (30 lb. carton) 78c lb.**
- VIRGINIA PEANUTS (30 lb. carton) 37c lb.**

USED EQUIPMENT FOR SALE

- REGULY LIKE NEW—5c Machine Silver King **\$7.45** Each
- REGULY LIKE NEW—Victor Model B's **\$7.95** Each

CANADIAN OPERATORS!

We are the Canadian distributors for **OKAY'S ACORN VENDOR**

The finest in the vending industry **LEAF BALL GUM**

NEW! Information by Famous Hockey Player \$100. \$10.00 per M. Contact the nearest office for immediate delivery

INTERNATIONAL VENDING CO., LTD.

940 Gerrard St. East Toronto, Ont. M4P 1B7

501 Gladstone Ottawa, Ont. Ottawa 3-9783

Kampf Joins Nat'l Canteen Division

CHICAGO, Oct. 25.—Fred W. Kampf, who managed one of the major Canteen Company operations in Washington, D. C., has assumed new duties as a member of Automatic Canteen Company's National Operating Department.

He will work with R. C. Anderson, national operating manager of the Candy Division, and G. H. Roby, national operating manager of the Beverage Division.

Kampf joined Canteen in 1934 as a serviceman in Omaha.

CHAMP BALL GUM

The Bubble Gum with the Soft Chew

4 STANDARD SIZES
210's • 170's • 140's • 430 Count Tabs

430 Count Tabs ASSORTED COLORED DELICIOUS FLAVORS Empty machines faster. No clogging.

Write for Prices and Information

BALL-GUM, INC.
2610 W. 19th St. Chicago 8, Ill.

Send the \$1.00. DO NOT ACCEPT SUBSTITUTES

Write for Our Complete Charm List

PIONEER VENDING SERVICE

590 Albany Avenue Phone: PResident 4-5358 Brooklyn 3, N. Y.

SCALES

PRICES
REDUCED
\$125.00
CUT TO
\$89.95**



Price \$89.95. Down Payment \$14.95. Balance \$5.00 per month for 17 months. Or if you prefer to send cash with your order, you may deduct 5% or \$4.50 from the list price, making the cash price only \$85.45. On sales in Georgia or South Carolina, it is necessary to add Sales Tax to scale price.

All prices are f.o.b. Spartan and we will ship to you by express or freight.
A Scale rated weight, 100 pounds. Get in touch with us for a Scale Deal!

Bona fide distributors wanted if you have a sales room and can go after selling a good scale.

MANUFACTURED BY
SPARKS
SPECIALTY COMPANY
PHONE 32 SOPERTON, GEORGIA

Supplies in Brief

Here are the current trends in supplies and commodities which affect vending machine operators, direct from The Billboard's Washington Bureau.

Filbert Imports

President Truman last week declined to act on a Tariff Commission recommendation to set a quota on shelled filbert imports, declaring that such a quota would chiefly affect Turkey and would "seriously interfere" with present U. S. efforts to help financial conditions in Turkey's "serious trials." Truman declared that American filbert growers are expected to have a greater return than they did last year from in-shell sales alone.

Sugar Quotas Up

U. S. sugar quotas for 1952 has been increased by 100,000 short tons, raw value, with a further increase promised if consumer needs are not met at "fair and reasonable" prices, the Department of Agriculture announced this week.

This year's sugar quota now totals 7,800,000 tons. Quota for next year's crop will be discussed at a public hearing staged here by the Agriculture Department November 13. Deliveries from the first of this year thru October 11 totaled 6,550,000 tons, a 291,000 ton increase over the corresponding period last year. Chiefly affected by the quota hike is Cuba, with a 98,640 ton increase.

See Tobacco Record

Cigarette consumption in the United States in 1952 is expected to exceed this year's record sales, the Agriculture Department predicted last week. An increase in smoking age population and a continued high-level income are chief causes of the expected new all-time high in production and sale of cigarettes, according to the Agriculture Department.

Total cigarettes output for 1952 is estimated at about 430 billion, nearly 3 per cent more than in 1951 and almost 10 per cent above 1950. Domestic consumption for this year probably will approximate 392 billion, more than 3 per cent larger than in 1951. The relative increase in domestic consumption between 1950 and 1951 was 5 per cent. Price ceilings on cigarettes are still in effect, but the Defense Production Act, under which ceilings are authorized, extends only to the end of April, 1953.

In the 1952 fiscal year, the federal taxes collected on cigarettes totaled about \$1,490,000,000, 15 per cent more than in the previous year. Under existing law, the 8-cent tax rate will continue in effect until April 1, 1954, and then will drop to 7 cents. State tobacco tax receipts chiefly from cigarettes in the 1952 fiscal year were nearly \$450,000,000, from 41 States, a 4.4 per cent increase from the previous fiscal year.

Also announced by the Agriculture Department were suggestions to revise the Official Standard Grade for Burley Tobacco, unchanged in 16 years. Tobacco which is not properly sorted and classified in six raw grades, according to the proposal. The changes, if made, will become effective with the 1952 tobacco crop.

Allotments Assured

Coin-operated vending machine manufacturers were assured this

week of steel, copper and aluminum allotments during the first quarter of 1953 as large as those received during the final quarter of this year by the National Production Authority. Steel allotments at 33 per cent of base period remain stable, despite the steel strike and increased military needs. On the other hand, the copper allotment of 50 per cent of base is 10 to 15 points higher than during the first quarter of 1952, while the 55 per cent aluminum allotment is 20 per cent greater.

The NPA emphasized that would "increase the availability of metals to the consumer goods industries as quickly as expanding supplies and defense needs permit."

Coin-O Gears New Factory For Bat-o-Mat

CHICAGO, Oct. 25.—Coin-O Manufacturing Company, has completed the moving of its production facilities to its new factory and headquarters at 563 N. Wells Street, Frank Roelke and Harry Katz, the firm's principals, announced.

The new site has 7,000 square feet of output area. Roelke stated the space will be utilized in such a way as to permit assembly line methods of Coin-O's Bat-o-Mat pitching machine. Production in the new facilities is expected to start shortly.

Miniature False Teeth

NEW YORK, Oct. 25.—Samuel Eppy & Co., Inc., this week introduced a miniature false teeth charm on the market. The price is \$15 per thousand, with delivery promised in about 10 days from the date of order.



ROY TORR—LANSDOWNE, PA.

BABY GRANDS

Sold on liberal weekly payments. Write for details to:

BALL GUM VENDOR WITH LOCK

Sample \$6.00
package paid anywhere
Lots of 5, \$3.50
Lots of 100 \$30.00
Without lock \$1.00 less
210 Chlorophyll Gum 96 lbs.
10-178 Assorted Colors Subtle
Gum Gum, 25 lb.
Freight Prepaid on shipments of 200 lbs.
Capacity 9 lbs.
Auburn Distributing Co.
278 Doric Ave. Cranston 19, R. I.

SILVER QUARTER OPERATION—KING SIZE INCLUDED!

ORDER YOUR KING SIZE CONVERSIONS NOW!

We have King Size conversions for all ROWE, DU GRANGER, UNNEEDA, P&S and NATIONAL machines.

Our Paints Are VENDORIZED. Prevents Peeling, Flaking & Rusting.



National 920, 9 Cols., 270 Pack Cap. Special \$95.00



Du Granger Model W, 9 Cols., 308 Pack Cap. \$85.00



Rowe Imperial, 8 Cols., 210 Pack Cap. Special \$85.00

Prices vary to please add your requirements and will make immediate delivery at lowest possible price.

SPECIALS ON CANDY MACHINES
Duo Candyman, 72 Cols. \$79.50
Duo Candyman With Base \$95.00
Unneeda Candy, 105-Bar Cap. With Base \$78.00
National Candy 916, 143 Bar Cap. \$78.00

All Equipment Unconditionally Guaranteed Trade Prices 1/3 Dep. Bal. C.O.D.

UNEEDA VENDING SERVICE, INC.

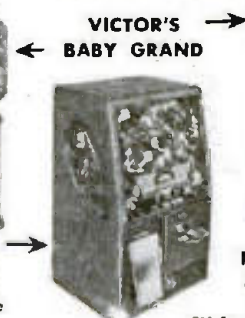
The Nation's Leading Distributor of Vending Machines. NEW... RECONDITIONED LIKE NEW. 166 Clymer Street, Brooklyn 11, N. Y. EVergreen 7-4568

For the Finest Vending Machines Always Buy VICTOR

| | | |
|------------------------------------|-------------|---------|
| VICTOR'S Topper Deluxe Globe Style | 1 to 23 | \$14.20 |
| | 24 to 47 | 14.00 |
| | 48 to 95 | 13.75 |
| | 100 or more | 13.20 |



13.50 each
12.00 each
100 or more



VICTOR'S BABY GRAND
Parkway Machine Corp.
715 Bocar St., Baltimore 2, Md.



VICTOR'S Topper Deluxe Half-Cabinet Style

NEWER CHARMS

From the World's LARGEST MANUFACTURER OF CHARMS

Playing Cards, Silver Thread, Bullets, New Carrots, Composites, Photo Lockets, Photo and Jewel Rings

Order to the finest and most complete line in the country. Immediate delivery! Send 25¢ for complete samples for low, low, low prices.

PENNY KING CO.
2538 Mission Street
Pittsburgh 3, Penna.

We Have VICTOR'S

New BABY GRAND CHIEF TREETS VENDOR also Jumbo 100

Order Now

BIRMINGHAM VENDING CO.
540 2nd Ave., No.
Birmingham 4, Alabama

VICTOR Distributors for Kentucky and Indiana

Send—Round cap-iron bottom, 18 lb. weight, \$4.00 ea. Ball Gum, Per Lb., 21¢. Plastic Charms, Per M, \$2.75. Knives, Per Cr, \$4.35. Harmonicas, Per Cr, \$6.95.

GARDNER & LOSE
2611 Holt Ave., Louisville, Ky.

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Can you a fraction of a cent a piece—when you subscribe to VEND—the magazine of automatic merchandising! Fill in—tear out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
Yes—Please sign me up for Vend for:
 1 year at \$4. 2 years at \$6. 3 years at \$7.50
Foreign rates upon request

MONTHLY FEATURES
Candy, Gum & Beverages
Tobacco
New Products
Trends
Industry News
Market Place
Machines
Editorials

Name

Address

City

Occupation

VENDING MACHINE OPERATORS!

Your ship has finally come in with the NEW, SENSATIONAL MINIATURE "Ship in the Bottle" CHARMS 12.50 per M F. O. B. Pgh.

Order yours now—and watch the pennies and dollars come sailing in. 1/3 deposit, balance C.O.D. Write for free samples.

PLASTIC SPECIALTIES, INC.

Charm Manufacturers
1621 Penn Avenue Pittsburgh 22, Pennsylvania

Precision-Built for PROTECTION & PROFITS!

ACORN

The only completely die-cast aluminum, precision built ALL-PURPOSE VENDOR

- Vends CHLOROPHYLL GUM—all bulk mds.
- Polished, easy-to-clean, mechanically chute.
- Temper-proof! Held by top lock, handy clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

IMPROVED! SILVER-STREAK BRUSH HOUSING & BALL GUM WHEEL

MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

East & Midwest: M. J. Ashton, Gen. Sales Mgr., 2033 Fifth Ave., Pittsburgh, Pa. Phone: AT 1-6422
Pacific Coast Distributor: OPERATORS VENDING MACHINE SUPPLY, 1023 S. Grand Ave., Los Angeles

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Another **FEATURE**
New **ITEM**
from P. A. PRICE Co.

DOMINOES

Beautifully designed
black plastic with clear
white dots.



Complete line of
charms. Send for
FREE PRICE LIST. \$7.50 per M. f. b. NYC
Min. order 2M

PAUL A. PRICE CO.
220 Broadway, New York 7

HERE'S
THE SECRET TO
BIG PROFITS IN
BULK VENDING

SIMPLIFIED
SERVICE
MEANS
MORE
MONEY
... LESS
WORK



The biggest profit maker operators have
never enjoyed in the bulk vending field.
Simplified service cuts costs in half.
You just exchange globes on location.
The empty globe is cleaned and
filled at your workshop. Vends all
products including ball gum and charms.
Attractive eye-catching appearance.
Built for years of hard service.

THE NORTHWESTERN CORPORATION
629 S. ARMSTRONG ST., MORRIS, ILL.

**'Magic Clown'
Plugs Vending**

NEW YORK, Oct. 25.—The use of candy venders will be plugged on commercials on the "Magic Clown" TV program, which returns to the National Broadcasting Company for the fourth consecutive year, it was announced by Tico Bonomo, advertising manager of the Gold Medal Candy Corporation.

The show will boost Bonomo's Turkish Taffy, Bonomo's Peanut Brittle and Korday hard candy. The program will feature merchandising gimmicks, including premiums and contests. The telecast is currently aired in New York, Boston, Pittsburgh, Philadelphia, Cleveland and Chicago, with additional stations planned for the future.

**Can. Dry Doubles
Sales to Venders**

NEW YORK, Oct. 25.—Competitive prices and inauguration of an extensive advertising campaign in trade journals has enabled Canada Dry to double its sales to vending operators during the last year, according to Al Glazebrook, Canada Dry sales executive.

Glazebrook pointed out that although Canada Dry has not added many large operations to its list of vending customers during this period, the number of relatively small independent operators, who have taken on the beverage, has been responsible for the increase. He pointed out that many of the operators have high-volume locations in theaters, drive-ins and Army and Navy installations.

Tobacco Profits

Cigarette profits in eight corporations totaled \$109,000,000 after taxes in 1951, compared with a \$137,000,000 profit after taxes the previous year, the Federal Trade Commission announced last week. Profits before taxes were \$287,000,000 in 1951 and \$252,000,000 in 1950. Stockholders in cigarette companies averaged a 9.8 per cent return for 1951, a 2.9 per cent drop from the previous year, and a 4.9 per cent decrease from 1940.

**THE BILLBOARD Index
of Advertised Used
Machine Prices**

• Vending Machines

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

| | Issue of Oct. 25 | Issue of Oct. 18 | Issue of Oct. 11 | Issue of Oct. 4 |
|-----------------------------|---------------------|---------------------|---------------------|--------------------|
| Advance Model D Ball Gum... | | | | |
| Craig Ice Cream Sucker | 225.00 | | | |
| Vender | \$7.50 | \$50.00 | \$7.50 | \$37.50 |
| DuGrauer Cashman | 62.50 | 62.50 | 62.50 | 62.50 |
| DuGrauer Challenge 50 | | | | |
| (3 col.) | 22.50 | 22.50 | 22.50 | 22.50 |
| DuGrauer Challenge (7 col.) | 125.00 | 125.00 | 125.00 | 125.00 |
| DuGrauer Champion (11 col.) | 125.00 | 125.00 | 125.00 | 125.00 |
| DuGrauer Model M | | | | |
| Eastern Electric C-8 | 135.00 | 150.00 | 135.00 | 150.00 |
| Eastern Electric (10 col.) | | | | |
| Eastern Electric (12 col.) | | | | |
| Eastern Electric (14 col.) | | | | |
| Eastern Electric (16 col.) | | | | |
| Eastern Electric (18 col.) | | | | |
| Eastern Electric (20 col.) | | | | |
| Eastern Electric (22 col.) | | | | |
| Eastern Electric (24 col.) | | | | |
| Eastern Electric (26 col.) | | | | |
| Eastern Electric (28 col.) | | | | |
| Eastern Electric (30 col.) | | | | |
| Eastern Electric (32 col.) | | | | |
| Eastern Electric (34 col.) | | | | |
| Eastern Electric (36 col.) | | | | |
| Eastern Electric (38 col.) | | | | |
| Eastern Electric (40 col.) | | | | |
| Eastern Electric (42 col.) | | | | |
| Eastern Electric (44 col.) | | | | |
| Eastern Electric (46 col.) | | | | |
| Eastern Electric (48 col.) | | | | |
| Eastern Electric (50 col.) | | | | |
| Eastern Electric (52 col.) | | | | |
| Eastern Electric (54 col.) | | | | |
| Eastern Electric (56 col.) | | | | |
| Eastern Electric (58 col.) | | | | |
| Eastern Electric (60 col.) | | | | |
| Eastern Electric (62 col.) | | | | |
| Eastern Electric (64 col.) | | | | |
| Eastern Electric (66 col.) | | | | |
| Eastern Electric (68 col.) | | | | |
| Eastern Electric (70 col.) | | | | |
| Eastern Electric (72 col.) | | | | |
| Eastern Electric (74 col.) | | | | |
| Eastern Electric (76 col.) | | | | |
| Eastern Electric (78 col.) | | | | |
| Eastern Electric (80 col.) | | | | |
| Eastern Electric (82 col.) | | | | |
| Eastern Electric (84 col.) | | | | |
| Eastern Electric (86 col.) | | | | |
| Eastern Electric (88 col.) | | | | |
| Eastern Electric (90 col.) | | | | |
| Eastern Electric (92 col.) | | | | |
| Eastern Electric (94 col.) | | | | |
| Eastern Electric (96 col.) | | | | |
| Eastern Electric (98 col.) | | | | |
| Eastern Electric (100 col.) | | | | |

**Famous Silver-King's
Mighty King of Vendors**

Silver-King's got 'em all



1. Chloroball Ball Gum Vender. Today's sensation (Vend. 218 units).
2. "Charm King" Ball Gum & Charms (Vend. 218 units).
3. Pistachio or Mixed Nuts (The double) (Vend. 218 units).
4. "Super-King" King-Size Ball Gum (Vend. 218 units).
5. "Action Ball Gum Vender" (The King of Vendors) (Best bet for bars).
Vendors for All Foreign Coins.
Immediate Delivery at Best Dealers Everywhere.

SILVER-KING CORP.
622 Diversey Parkway, Chicago 14, Ill.

Your Future Will
Be Brighter With
**GUGGENHEIM'S
FORTUNE WHEEL**
\$12.00
per thousand

Get into the game with
**GUGGENHEIM'S
DOMINOES**
\$9.50
per thousand

Send for Price List
and Samples of
our latest line.
Guggenheim
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL 5-8993

**VICTOR
1-BABY GRAND-5c**
\$13.00 each 4 to case
\$12.00 each 100 or more
\$15.95 each 1000 with gum

**HOWARD INDUSTRIES BOWS
FRACTIONAL HP BLOWERS**
CHICAGO, Oct. 25.—Howard Industries, Inc. has introduced two fractional horsepower electric blowers. Both are produced in numerous motor types and with various blower heads. Model 100 DC is rated 1/50 h.p., 27 1/2 volts, with the second unit, Model 2B14, with an induction motor rated from 1/100 to 1/15 h.p. with 90-120 volts.

**BEACH-NUT, LIFE SAVERS
9-MONTH NET EARNINGS**
NEW YORK, Oct. 25.—Beach-Nut Packing Company earned a net income of \$2,159,830 for the first nine months of this year, compared with \$3,258,122 for the like 1951 period. Later, however, included a non-recurring profit of \$986,577 from sales of securities. Life Savers Corporation, Port Chester, N. Y., earned a net income of \$1,591,821 for the January thru September period this year. During the like 1951 quarters, net earnings were \$1,467,550.

30 DAY MONEY BACK TRIAL
Northwestern TAB GUM
10-COLUMN
1c Selective
PRICES
Less Than 25
Less Than 100
100 or more
\$24.95
F.O.B. Factory

GUARANTEED USED MACHINES
OELUXE 1c and 5c Combination... \$23.95
MASTER 5c... 7.45
SILVER KING, 1c or 5c... 7.45

CHALLENGER
5c, 3 Col.
Plastic Globe... \$22.50
NUMBER, Like New... \$25.95
SQUIRE, 1c... 4.95

MERCHANDISE AND SUPPLIES
ZENOBIA PISTACHIO... \$21
ZENOBIA PISTACHIO... \$21
RANCY SHAIR... \$21
PISTACHIO STAR... \$21
PISTACHIO VENDOR... \$21
MIX... \$21
PISTACHIO STAR... \$21
CASHW. WHITE... \$21
CASHW. BUTTS... \$21
FRIBETS... \$21
MIXED NUTS... \$21
JELLY BEANS... \$21

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL
440-442 WEST 42nd STREET, NEW YORK 36, N. Y. • LOngacre 4-6467

**WE HAVE THEM
VICTOR'S BIG 3**
TOSPER DE LUKE GLOBE STYLE... \$56.00 per case of 4
BABY GRAND 1c OR 5c... \$52.00 per case of 4
TOSPER DE LUKE CABINET STYLE... \$4.00 per case of 4

SPECIAL OFFER
Free! One Charm Pinner (\$1.50 value) with each order for 10 boxes of "Logan's One-Fill-Min" Charms. Contains all latest items: Bells, Harmonicas, Cards, 9 "V" Lucks, Compass, Toothbrush, Carriage Blank, etc. \$2.95 per box. One box each time you fill a machine will bring fast returns. Postage paid anywhere in United States.

LOGAN DISTRIBUTING CO.
637 Milwaukee Avenue Chicago 22, Illinois

**Texas Grower Starts
Pecan Vender Out**
SAN ANTONIO, Oct. 18.—Bulk venders stocked with pecans are being placed thru the city by Irwin Shifrin, a local pecan grower. Texas, one of the largest pecan producing States, will be the first area to offer volume automatic merchandising of the nut product, according to Shifrin's plan.

Cig Mfrs. Net Earnings
NEW YORK, Oct. 25.—P. Lorillard Company, Inc. earned a net income of \$1,600,981 for the third 1952 quarter ended September 30. During the like 1951 period, net earnings were \$1,287,348. United States Tobacco Company, for the first nine months this year, earned a net income of \$1,789,914. During the comparable 1951 period, net earnings were \$2,175,578, including approximately \$384,000 from the sale of securities.

LOSSES UP? GOT YOU DOWN?
Install Chicago ACE Locks

When losses get you down it's high time to install CHICAGO ACE Locks. Here's why:

The Chicago ACE Lock provides full 7-ply-timber security, over 20,000 key changes, the protected ACE round key, and changes registered in your name. Only you can get Chicago ACE duplicates. For use where superior ACE security is not required, Chicago Double-Blind and Single-Blind Locks offer maximum security at budget prices. Glass and types for practically every new and replacement use.

CHICAGO LOCK CO.
722 N. PULASKI, CHICAGO 1, ILL.

#1 EPPY BEST-SELLER

MINIATURE

FALSE TEETH



In Thirteen years of Charm manufacturing, this is the BEST MACHINE-SUPPLYING CHARM we ever made. When a better Charm is built, every Distributor and Operator in the World demands it simultaneously.

We are filling orders as soon as possible. Please look ahead and order your requirements now. Delivery 10 days from date of order.

\$15.00 per 1,000 f.s.b. Jamaica, N. Y.

OR: At Your Distributor

THANK YOU, Friends and Customers, for the precedent-breaking orders you so kindly placed with us for our effective machine-supplying Miniature FALSE TEETH.

SAMUEL EPPY & CO., Inc. 91-15 144th Place, Jamaica 2, N. Y.

SCHOENBACH STAMP VENDORS
Folder Type



ATTRACTIVE OUTSTANDING
Built to last for years. Perfect slug detection mechanism closes when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vendors (as illustrated) **\$22.50 ea.**
1 Col. Vendor **\$12.50 ea.**
3 Col. Vendors **\$32.50 ea.**

STAMP FOLDERS Very Low Prices
1/2 With Order, Balance C.O.D.
J. SCHOENBACH
Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 23, N. Y.

VICTOR'S BABY GRAND



\$12.00 ea. 150 or more
\$12.00 ea. Packed 6 per case
Wends the following: CHOCOLATE TREES—100 count 2 for 12; CHOCOLATE TREES—250 count 3 for 12; CHOCOLATE TREES—500 count 1 for 12.
Also available: 2 for 36; 6 for 90
Free in your territory on all items with each Baby Grand ordered. Or 10% discount on all items with each Baby Grand ordered. We also have fast-moving merchandise with lowest prices on all items. We also have JUMBO 100 Beer Delivery—Write today.

H. B. HUTCHINSON JR.
640 North Ave., N. E., Atlanta 1, Ga.
Tel.: BR 6700



DO-ALL VENDORS
for
Mints-Gum
Cherms
Chicle Treats
12 or 24 pack
\$12.95 each

BLOYD MFG. CO.
Volley Sta.
Ham, N.Y.

ACORN
1c or 5c
ALL-PURPOSE BULK MERCHANDISER
Featuring the new SILVER STREAM Brush Housing
RAKE COIN MACHINE EXCHANGE
600-V Spring Garden St., Phila. 22, Pa.
Phone: LO 6482-3-3474

Armed Services

Continued from page 79
recommendations. These suggested 20-25 per cent for candy, 35 per cent on soft drinks and 8-10 per cent for cigarettes.
While lower commission rates could be accepted by local PX officers, it was felt by operators that the suggested rates (mistakenly leading and high tho they were) would be used as a gauge by most PX's.
Meanwhile, National Automatic Merchandising Association's Military Liaison Committee, headed by Charles Brinkmann, is continuing to gather operating data for analysis in an effort to hold PX commission demands to a realistic level.

NAMA Findings
To date, findings of the NAMA committee indicate that three basic factors prove to be the main trouble-spots in PX contracts. These were:
1. Where a 25 per cent service allowance was given and the operator was required to furnish candy at invoice cost, at an average cost of 57 per cent the PX usually demands an 18 per cent commission.
2. An excessive amount of detail in contracts, especially regarding record keeping and accounting procedures.
3. Lack of provision for fluctuation in the number of enlisted personnel on a base with the resultant changes in sales volume.

Coan Reshuffle
Continued from page 79
ward Barrack, Rochester, N. Y., for New York and New Jersey; John K. Bennett, Greensboro, N. C., North and South Carolina, Maryland, Virginia, Delaware, Washington, D. C.
W. P. Puntun, Okauchee, Wis., covering Illinois; Cleo R. Savage, Indianapolis, Indiana and Kentucky; W. R. Middlemas, Bismarck, N. D., North and South Dakota, Nebraska, Wyoming, Montana and Minnesota; Woodie Leslie, Monrovia, Calif., Oregon, Washington, Nevada and California; Frank Herbenar, El Paso, New Mexico, Arizona, Colorado, Utah and Idaho; Woodie Taylor, Fort Worth, Western Texas, Louisiana, Arkansas and Mississippi. Neil Gardner, Oklahoma City, covering Oklahoma, Kansas and Missouri; Frank Hall, Grand Rapids, Mich., for Michigan; and R. W. Merriam, Des Moines, Iowa covering Iowa.

New Dad's Sales Mgr.

CHICAGO, Oct. 25.—Dad's Root Beer Company appointed Ben Weisbach assistant national sales manager in the fountain flavor division. He was formerly with photographic laboratory and appliance firm in similar sales and promotion capacities.

HELP YOURSELF TO MORE VENDING PROFITS

Get VEND Every Month
There's Money-Saving Subscription
More vending men in all phases of the industry are using the money-saving, money-making idea of VENDOR every month—to insure profits—to be up to date on every important development in the field.
Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.
SIGN UP NOW—MAIL THIS COUPON TODAY

Vend Magazine 809
2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to VENDOR for
 1 year \$4 2 years \$6 3 years \$7.50
 Payment enclosed Please bill me

Name

Address

City..... Zone..... State.....

Occupation

Novasic Buys

Continued from page 79
Dodge, the K-D route consisted of two trucks and 103 ice cream vendors of various makes. Locations are primarily in industrial and office buildings in Milwaukee County.
Novasic said the first move following the purchase was the placing of K-D headquarters under the same roof with his West Allis Vendors, and a complete turnover of route and maintenance personnel. Several new routemen were hired.
Prior to the addition of the K-D holdings, Novasic operated only a small number of ice cream machines.

BEAUTY SHOPS VENDER STOPS?

CHICAGO, Oct. 25.—A sporadic move to include the larger beauty shops as a location field over the past several years may be given new impetus by recent business volume figures released by the American Hairdresser. According to the publication, 16,500,000 women visit beauty shops over the nation every week. Each spends a minimum of 1 1/2 hours in the shop.
Small or moderate volume vendors are usually preferred for beauty shop installation. Types used to date include bottle drink units, candy, cigarette and coffee vendors.

Vendrinks Plans Coffee Operation

MIAMI, Oct. 25.—Modern Vendrinks, one of the largest cup drink operations here will enter the hot beverage field shortly. Leon Hersh, president, stated this week that his firm is preparing to add coffee vendors over a several-month period.

Alec Abrahamson Off On Sales Trip

NEW YORK, Oct. 25.—Alec Abrahamson, vice-president of the Chunky Chocolate Corporation, this week left New York for his 44th cross-country sales trip. He will visit Oklahoma, Texas and California.

Wrigley Earnings Off

CHICAGO, Oct. 25.—William Wrigley Jr. Company's net income for the third quarter this year was \$2,372,562, compared with \$2,449,406 for the like quarter last year.
Net income for the first nine months up to September 30, was \$6,932,895; during the like 1951 period, net income was \$7,482,758.

Canteen Co. Dividends

CHICAGO, Oct. 25.—Automatic Canteen Company of America declared a regular quarterly dividend of 22 1/2 cents per preferred share this week. A 25-cent quarterly dividend also was declared on common stock. Both are payable December 1 to stockholders of record November 15.

Gift Service

Continued from page 79
made by the regular Canteen serviceman and distribution cost is further curtailed by setting up group purchasing plans in each plant or office. Orders are taken by designated plant personnel, with deliveries made in quantity. In some instances, order-taking and distribution in the plant is handled by employees' welfare organizations which receive a commission on all sales.
To increase interest in the gift service, illustrated posters and literature on each of the items are furnished plants, making the service available to its employees.
Canteen pointed out that while its gift service expanded 100 per cent since its inception, it is still not possible to accommodate all new accounts. However, the program which was started as a test 12 months ago in a limited area will be further expanded in the future, it was indicated.

New Tuthill President

CHICAGO, Oct. 25.—Tuthill Pump Company announced the election of Harry T. Kessler as president and treasurer. N. G. Tuthill was named vice-president and secretary.
G. B. Tuthill, former president, was elected chairman of the board.

Thatcher Moves Offices

ELMIRA, N. Y., Oct. 25.—Thatcher Glass Manufacturing Company this week moved its offices to 11 West 42nd Street.

Coin Fueling

Continued from page 79
lions as well as in furnaces and cook stoves.

Construction
The Presto-Log Vender, the size and shape of an upright piano, has a capacity of 400 logs and vends three logs for 25 cents. Delivery is effected by a manually operated lever. It is of steel and plywood construction, the plywood being used to reduce the sweating of logs that would result from an all-steel box.
The machine also is equipped with a lever for working the logs into place before the sale is made. Until the customer has thus filled the delivery bin an indicator says "empty." The coin is not accepted by the machine until the indicator flashes the word "full."
Lloyd Miesen of Acme Fuel said that agreements call for location owners to receive 10 per cent of receipts. Acme has 10 machines on location in Portland with several more to be installed soon.

Charcoal Unit
Economy Heating also has a charcoal-vending machine ready to announce in a few weeks. Dale Whitney of Economy said the all-steel device measures 5 by 4 feet and is 8 feet high. It will sell for \$399. Portland sales rights have been granted to Fitch Fuel Vender and Equipment Company. The machine vends 10-pound packages of charcoal at \$1 to \$1.25, in quarters, depending on the type charcoal. It holds 30 units.
"We have had inquiries from the national parks," said Whitney, "where administrators have had a problem of keeping up a wood supply. Officials indicated charcoal vendors would be operated as concessions, providing the parks with a source of revenue as well as eliminating the present heavy outlay for wood."

WATLING
Manufacturing Company
4650 W. Fulton St., Chicago 44, Ill.
Est. 1859—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

WATLING

WEIGHT 165 LBS.
\$25 DOWN
Balance \$10 Monthly
400 DE LUXE
PENNY FORTUNE SCALE
NO SPRINGS
Invented and made only by
WATLING
Manufacturing Company



VICTOR'S BABY GRAND and TOPPER DELUXE

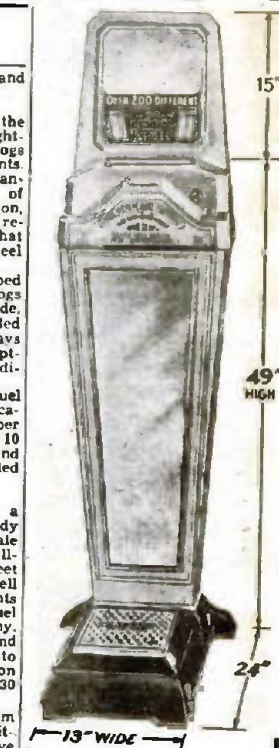
BABY GRAND, 1c or 5c
\$13.00 ea. packed 4 to a case
\$12.00 ea. lot of 25 cases or more

TOPPER DELUXE—GLOBE-STYLE
\$14.20 ea. packed 4 to a case
\$13.20 ea. lot of 25 cases or more

CHOCOLATE TREES, 2 for 12—100 count case of 25 lbs.
CHOCOLATE TREES, 3 for 12—100 count case of 25 lbs.
CHOCOLATE TREES, 5 for 12—100 count case of 25 lbs.
JORDANETTES, 100 count case of 25 lbs. \$22.50 per case of 25 lbs.

Ball Gum, 14c-17c-21c, 25 lbs. or more, 24¢ per lb.

DEVICES NOVELTY SALES CO.
Authorized VICTOR Distributor
1874 N. California Ave., Chicago 47, Ill.
Phone: BR 6413-3-8000



WATLING
Manufacturing Company
4650 W. Fulton St., Chicago 44, Ill.
Est. 1859—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago



SMOKEYSHOP Lo-Boy
THE NATION'S FINEST CIGARETTE VENDOR!
486 PACK CAPACITY
Tear Out and Mail This Ad for Details
AUTOMATIC PRODUCTS CO.
250 W. 34th St., New York 18, N. Y.
Phone: 3-2123

BABY GRAND and CHLORO TREETS

Victor's Products Mean Operator's Profits



Patent Pending

CHLORO TREETS . . . A delicious, high-quality Chewing Gum . . . Featuring that Sensational Health-Giving CHLOROPHYLL.

2 for 5c 250 COUNT
Capacity: 5½ pounds. **\$6.25**
Operator's Gross Approximately per pound

Baby Grand also vends **CHLORO TREETS** . . . 336 Count—or **CHICLE TREETS** . . . 6 colors, 6 Flavors . . . 300 to the pound . . . Both 2 for 1c—Capacity: 5½ pounds.

Sold Exclusively by Authorized Victor Distributors. Contact Your Nearest Distributor or Write Today to

VICTOR VENDING CORP.

5707-13 W. GRAND AVE. CHICAGO 39, ILLINOIS

EDITORIAL

MOA & Manufacturers

One of the most encouraging signs for the continued growth of Music Operators of America has been the determination of its officers to work with the phonograph manufacturers and the manufacturers' own willingness to help the group without interfering in the organization's activities.

Buyers and sellers in every field occasionally find their immediate interests are far apart. Over the long pull, however, what is good for one group is good for the other. If a strong MOA will make for better operators and sounder operating practices, the manufacturers stand to gain.

The fact that the manufacturers have never taken exhibit space at an MOA convention has been a keen disappointment to MOA's board. The manufacturers may change their mind next year, but they have problems of their own to settle before they do. This year, however, the manufacturer did contribute directly to the financial support of MOA. In revenue—albeit the contribution only amounted to \$3,000—MOA acted as much or more than it would have realized if the manufacturers showed their lines.

One Tradition Broken

Of greater actual importance than the dollar contribution was the manufacturers' luncheon—a real indication of the distance the music machine industry has traveled in the past few years. Manufacturers traditionally have opposed the formation of a national operators group. That tradition was broken last month for the good of the entire industry.

Now the question is how far, and in what direction, manufacturers and operators can co-operate. MOA is an association of operators and, in our opinion, ought to remain so. But manufacturers and the MOA certainly could work together on a number of problems which affect the entire industry.

If ASCAP again sponsors legislation to license music machine operators, MOA and the manufacturers could battle that proposal as they did in the past year.

Public Relations, Taxes

Why shouldn't the manufacturers and MOA co-operate as well on a public relations program and on a program designed to correct discriminatory tax legislation at the State level? MOA already has received one manufacturer's proposal. AMI presented the group with a plan for establishing scholarships to be awarded the winners of a national essay contest. AMI offered to foot the entire bill, asking only that the scholarships be identified as coming from AMI with the co-operation of MOA. As a public relations vehicle, the scholarship idea seems extremely worth while. Whether MOA should work with a single manufacturer on such a project is a decision only MOA's executive officers can make. But the fact that AMI offered the idea to the association speaks well for MOA.

The Automatic Phonograph Manufacturers Association, working as a group, might well work actively with MOA to build a solid, long-range public relations program which would benefit all segments of the industry. Every appearance an operator makes before Congress in the continuing copyright battle, before State Legislatures or local city councils, points up the need for the music machine industry to tell its story.

Encourage Tax Fight

As to State legislation, no manufacturer to our knowledge has actively attempted to correct and combat unfair State taxes since Wurlitzer gave up its program some years ago. In our opinion, the manufacturer ought to be as interested in correcting State tax injustices as in fighting such national legislation as the copyright proposals. Manufacturers might well encourage MOA to add State tax matters to its program without becoming directly involved.

Whatever form it takes, the continuing co-operation of two groups can only make for a sounder industry. Frequent meetings between MOA and APMA officials will go a long way toward accomplishing this goal.

(Editor's note: This is the third in a series of editorials dealing with Music Operators of America. The fourth and final editorial in the series will appear next week.)

JUKES FOR GERMANY

Display Four Phonos At Frankfurt Fair

FRANKFURT, Germany, Oct. 25.—Juke boxes dominated the recent German Coin Machine Autumn Fair, with two U. S. models, a Swedish phonograph and the first German-made juke box on display.

Two Wurlitzer models were displayed—the 1100 and the 1400. The Jensen Music Box, built in Copenhagen, and the German phonograph, built by Lowen-Automaten, rounded out the display.

German reaction to the phonographs was summed up by Automaten-Markt, the German machine trade paper:

Wurlitzer Models

"The Wurlitzer 1400," the paper stated, "exhibited by Husermann-Kohn, with its color-flashing and shining appearance was an outstanding proof of the high standard of the U. S. juke box industry. Looking at this machine, we easily understand why the name of Wurlitzer has become a standard word amongst the experts all the world over. Naturally, the public showed a keen interest in this juke box."

"On the other hand, the less showy (older) Wurlitzer type 1100, displayed by Hillebrand-Kohn, drew likewise larger crowds. Its volume of tone had already enchanted many a vis-

itor to the March Fair. Moreover, the more reasonable price (from the German point of view) made this juke box no less attractive."

"The first German juke box, being typically German in appearance, naturally could not compete with the splendor of the two U. S. machines, but the timbre and fullness of tone was certainly just as good. If, after its constructional completion which is no doubt necessary, the price is not considerably increased, this model will certainly have a vote in the matter."

"The Danish Jensen box has hit the right spot for its designers, knowing the European taste, have placed their model exactly halfway between the magnificent American and the solid German forms. Their model resembles, so to speak, a quiet citizen wearing a multi-colored American tie."

At Frankfurt, however, the boxes were located within five yards of one another and all of them were playing at once, a condition which caused Automaten-Markt to comment: "In spite of their passion for music, the exhibitors of Hall 4 pray to God that in Spring 1953, the tonal force of these giants in the realm of music boxes may be tamed in sound-proof boxes."

Rock-Ola to Show Fireball In 50 U. S., Foreign Sites

Additional 'International Day' Showings to Be Held on Nov. 23

CHICAGO, Oct. 25.—A second set of International Rock-Ola Day showings for the Fireball 120 selection, phonograph will be held in some 50 U. S. and foreign cities Sunday, November 23. The new juke box was shown in 26 cities October 12 (The Billboard, October 25).

By the date of the second showings, Rock-Ola will have appointed approximately 40 additional distributors and dealers—making a total of 66 dealers and distributors.

Two showings will be held in Cuba and one each in Costa

Rica, Guatemala, Chile, Puerto Rico, Nicaragua, Mexico and Canada. The company plans to conduct a Rock-Ola Workshop in Mexico City for the service personnel of Central and South American distributors and dealers. Workshops will be held in the 40 U. S. cities where November 23 showings are scheduled.

Europe to '53

Sometime after January 1, Rock-Ola plans to hold showings of the Fireball 120 in Europe, Hawaii, the Philippines and Japan.

Most important territory still waiting to see the new model is the West Coast. Appointments of distributors and dealers in that sector will be made prior to the second showing date.

Distributor and dealer service personnel who attended the Workshops prior to the public showing this week received framed certificates signed by David C. Roekola, president. Response to the first Workshop series convinced the factory's executives that additional showings should be preceded by day-long instruction in the Fireball's construction and maintenance.

Translate Manual

The service manual prepared for the phonograph is now being translated into Spanish as a service to Latin American countries.

Meanwhile, J. Raymond Bacon, executive vice-president, reported the majority of the Fireballs currently being shipped have 78 r.p.m. mechanisms. Bacon added, however, that 45's are "coming up fast."

He said the firm would shortly poll its distributors and dealers, asking them to estimate the percentage of 78's and 45's they will need during the first quarter of 1953, and this poll would form the basis for the company's production plans beyond the initial release.

1,000 TO ATTEND NY OPS BANQUET

Leading Phono and Record Execs to Be on Hand; Top Artists Expected

NEW YORK, Oct. 25.—A record crowd of 1,000 persons are expected to attend the 15th annual dinner of the New York Automatic Music Association, to be held November 1 at the grand ballroom of the Hotel Commodore, At Denver, NYAMA president said.

Denver said that the affair would be attended by local operators, representatives from the major phonograph and record companies, trade newspapermen, representatives of allied coin machine industries and disk jockeys.

In charge of arrangements are Denver, Nash Gordon, manager of the association, and Dorothy Wolk, secretary. Charles Beroff is president of the organization; Harry Wasserman, treasurer, and Sal Trella, secretary.

On the board of directors are Charles Aronson, Joe Connors, Arthur Herman, Lou Hirsch and Al (Senator) Bodkin.

Delegations from the Westchester Music Guild, the Connecticut Operators Association, New Jersey Music Guild and a Cleveland operators association are expected to attend.

The group was founded in 1938, with only 20 members the first year. Today 175 automatic music operators are members of the group. In 1938 the NYAMA membership controlled something less than 200 juke boxes—today it controls more than 10,000.

Purposes of the organization are to combat adverse legislation provide members of the trade with statistics and information that will aid them, formulate a code of ethics and standardization and assist members in their problems.

A table at the dinner will be do-

nated to members of the armed forces. Only speeches set are short addresses by Denver and Sidney Levine, the organization's counsel. The major record companies are furnishing some of their top talent for entertainment.

MOA Still Mulling Essay Awards Plan

No Action On Contest to Set Up Two AMI \$1,500 Scholarship Awards

GRAND RAPIDS, Mich., Oct. 25.—AMI's proposal to the Music Operators of America, to establish two \$1500 scholarships, has not yet been accepted or rejected, Bill Fitzgerald, AMI advertising manager, said this week.

Fitzgerald said the company probably would abandon the scholarship idea unless the music operators group extends its co-operation, since the program "needs the national organization to make it effective."

John Haddock, president of the phonograph company, presented the plan to MOA president,

George A. Miller, on the final day of the association's convention last month (The Billboard, September 27).

Briefly the program outlined a national essay contest under the auspices of MOA. Teen-agers would be asked to submit 1,000 word essays on such subjects as "What the Juke Box Means to Us Teen-Agers." AMI suggested the essays be judged by a panel of child authorities, jurists and educators.

Essay Contest

Two first prizes—one to a boy, one to a girl—would consist of \$1500 scholarships to the college of the winners' choice. The writers of the next 10 best essays would receive \$100 cash awards.

Haddock suggested the awards be made at MOA's annual convention. In addition to footing the bill for the awards and the promotion of the contest, AMI offered to pay all the winners' expenses to and from the convention.

In a written presentation, AMI stated, "there is no direct financial liability imposed on MOA, altho MOA and local associations are free to spend their money on additional promotion of the contest if they wish to do so."

AMI explained, the public relations program would be an MOA sponsored project and that the juke box manufacturer asked only that the awards be known as the "AMI Scholarship Awards."

Can. Seeburg Distrib Opens Montreal Office

AMI to Keep 40, 80 Going Indefinitely

TORONTO, Oct. 25.—R. C. Gilchrist Company, Ltd., Canadian distributor for J. P. Seeburg Corporation, will open a new office in Montreal Saturday (1).

Under the management of E. J. Gauvreau, the office will be at 1316 Notre Dame Street, West. The new facilities will include showrooms and a service department.

AMI to Keep 40, 80 Going Indefinitely

GRAND RAPIDS, Mich., Oct. 25.—AMI, Inc., announced this week it expects to continue building both its 40 and 80 selection phonographs for an indefinite period.

(Editor's note: In last week's roundup of phonograph manufacturers' plans regarding boxes with more selections, information concerning AMI's plans was inadvertently omitted.)

"We expect to continue manufacturing the 40 and the 80," said Bill Fitzgerald, advertising manager. "Our plans for the next several years are to maintain the 40 and the 80 in our line. The 80 is one year old this month."

Fitzgerald pointed out the firm was unable, due to material restrictions, to fill present orders for the phonographs. He added AMI believes there is a need for models with a varying number of selections.

Info in Other Departments

Among the stories of general 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:

REPORT INDICATES BMI GROWTH. BMI-licensed songs had 51 per cent of all first places and 66 per cent of all second places on the Hit Parade (General Department).

ELLINGTON JUBILEE SET. Radio and TV to saturate country with Ellington songs (Music Department).

CORAL TO OPEN CINCINNATI BRANCH. Will replace Hit Record Distributors as the outlet for the label in that area (Music Department).

BEACON SIGNS R & B TALENT. Joe Davis inks Basil Spears, Eileen Redfield, Eddie Carter and the Career-Rays, and Gabriel Brown (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

FOLK TALENT AND TUNES

Continued from page 34

Indiana in mid-November. . . . Gen. Tom Parker, Eddy Arnold's mentor, reports that the Victor theater is set for the Houston Fat Stock Show, February 4-15, with the Oklahoma Wranglers, Dickens Sisters, Hank Garland and Roy Wiggins assisting. . . . Claude King (Specialty) is now a permanent member of the "Louisiana Hayride." KWKH, Shreve-

port. . . . Billy Wilson, the Gotham h. b. reports that Sleepy Hollow Ranch, Ponnaburg, Pa., will run thru the fall and winter for the first time in its 12-year history. They have erected a spacious auditorium. The Sleepy Hollow Ranch Gang is still operating the park. Wilson is set for a session with Saxon Records, New York.

Judy Barnes, daughter of J. H. Baroes, who ran the big country disk shop in Martinsville, Va., is suffering from polio and is confined in the Variety Children's Hospital, Miami. . . . Jack Patton has left WROW, Albany, N. Y., and will return to Hollywood soon. . . . Gene Autry is leaving early in November with his entire troupe for a tour of the South-west. . . . Tex Ritter, the toast of England for the past seven weeks because of his international hit, "High Noon," on Capitol, returned to the U. S. recently, accompanied by his wife, Dorothy. Ritter reports that he "couldn't have been treated any better in Texas" than he was in England.

Only the
WURLITZER
FIFTEEN HUNDRED
Plays
104 TUNES
on 45 and 78 RPM
RECORDS INTERMIXED

MUSIC SYSTEMS

BEST BUYS OF THE MONTH
Clean Equipment—Ready for Location
Write, wire, phone. 1/3 deposit, balance C.O.D.

| | | |
|----------------|-----------------|----------|
| SEEBURG | 1485L | \$219.00 |
| | 147M | 149.00 |
| | 146M or S | 129.00 |

| | | |
|-----------------|----------|--|
| Hideways | | |
| H148M | \$229.00 | |
| H146M | 94.50 | |

| | | |
|--------------------------|----------|--|
| AMI Model A. | \$239.00 | |
| WURLITZER 1015. | 139 | |
| PACKARD Manhattan | 89 | |
| ROCK-OLA 1422. | 89.00 | |

Export inquiries invited—50 cycle motors available

| | | |
|------------------------------|---------|--|
| Wall Boxes | | |
| 1W7-L56 | \$39.50 | |
| (5-10-25g 8 wire) | | |
| 3W2-L56 | 15.00 | |
| (5c. 1 wire) | | |
| W1-L56 | 5.00 | |
| (15g wireless) | | |
| Wurlitzer Model 3020. | 27.50 | |

MUSIC SYSTEMS, INC.
DETROIT, MICH.—10217 LINWOOD
CLEVELAND, OHIO—2600 EUCLID
LANSING, MICH.—1224 TURNER
TOLEDO, OHIO—1302 JACKSON

RENTAL SENSE Performance, Static Rates Bring Dollars

PITTSBURGH, Oct. 25.—Service-Rental Coin Music Company, operating both a regular music route and a volume rental business, has a record of success in both fields and has managed to combine both for a better total dollar gross.

William and George Sopira, who head the firm, have some definite ideas on what constitutes a good rental operation. Both agree that, unlike regular locations which have a two-point "must" for top juke operation, rental customers consider beauty secondary and insist upon performance first.

Certainly rental machines should be maintained in good condition, appearance-wise, but they do not need to feature the polish and glitter that is customary on percentage units in well-run operations. The partners also agree that one of the big factors in a profitable rental business is the setting of definite rates and sticking to those rates. One exception will snowball into others, and pretty soon the rental business will become more of a headache than a profit-maker.

Twenty-four hour rental rates set by Service-Rental resulted in a good net return thru 1951. For first-floor and basement installa-floor rentals bring \$20 and anything over two floors up (it was found third floors are normally the highest on rentals) brings a \$25 fee.

Wurlitzer Party At AMOA Banquet

NORTH TONAWANDA, N. Y., Oct. 25.—Executives of the Rudolph Wurlitzer Company will entertain guests at a cocktail party in the Wurlitzer suite of the Commodore Hotel, New York, November 1, prior to the annual banquet of the Automatic Music Operators' Association.

On hand for the cocktail party will be Bob Bear, sales manager; Joe Hrdlicka, field service engineer; Max Waters, Eastern regional manager; and A. D. Palmer, advertising manager.

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 of the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk orders, only the single machine price is listed. Any price obviously depends on royalties of the equipment, age, time on location, territory and other related factors.

| AMI | Issue of Oct. 25 | Issue of Oct. 18 | Issue of Oct. 11 | Issue of Oct. 4 |
|---------|------------------|------------------|------------------|-----------------|
| Model A | 239.00 | 250.00 | \$239.00 | \$249.00 |
| | 260.00 | 350.00 | | |
| Model B | 395.00(2) | 395.00 | 450.00 | |
| | 450.00 | | | |
| Model C | 445.00 | 675.00 | 495.00 | |
| | 475.00(2) | 495.00 | | |

| CHICAGO COIN | Issue of Oct. 25 | Issue of Oct. 18 | Issue of Oct. 11 | Issue of Oct. 4 |
|--------------|------------------|------------------|------------------|-----------------|
| 3000 Ser. 52 | | 129.50 | | |

| EVANS | Issue of Oct. 25 | Issue of Oct. 18 | Issue of Oct. 11 | Issue of Oct. 4 |
|---------------|------------------|------------------|------------------|-----------------|
| Constellation | 425.00 | 425.00 | 425.00 | |

| PACKARD | Issue of Oct. 25 | Issue of Oct. 18 | Issue of Oct. 11 | Issue of Oct. 4 |
|--------------|------------------|------------------|------------------|-----------------|
| Manhattan 76 | 89.00 | 89.00 | 89.00 | 89.00 |
| Model 7 | 69.50 | | | 69.50 |

| MILLS | Issue of Oct. 25 | Issue of Oct. 18 | Issue of Oct. 11 | Issue of Oct. 4 |
|---------------|------------------|------------------|------------------|-----------------|
| Constellation | 150.00 | 150.00 | 150.00 | |

| ROCK-OLA | Issue of Oct. 25 | Issue of Oct. 18 | Issue of Oct. 11 | Issue of Oct. 4 |
|-------------|------------------|------------------|------------------|-----------------|
| 1422 | 89.00 | 94.50 | 85.00 | 89.00 |
| 1422 | 150.00 | 150.00 | 99.00 | 150.00 |
| 1422 Blonde | 129.50 | 175.00 | 175.00 | 129.50 |
| 1428 | 240.00 | 250.00 | 240.00 | 250.00 |
| 1432 | 435.00 | 495.00 | 445.00 | 450.00 |
| 1946 | | | 59.50 | |

| SEEBURG | Issue of Oct. 25 | Issue of Oct. 18 | Issue of Oct. 11 | Issue of Oct. 4 |
|----------------|------------------|------------------|------------------|-----------------|
| Classic | 49.00 | 49.00 | 49.00 | 49.00 |
| H 136 | 125.00 | | | |
| H 147 | 150.00 | | | |
| H 148 | 275.00 | | | |
| Major | 49.00 | 49.00 | 49.00 | 49.00 |
| Minor | 49.50 | 79.50 | 94.50 | 139.50 |
| H-146 M Midway | 110.00 | 110.00 | 110.00 | 110.00 |
| H-147 M Midway | 229.00 | 229.00 | 229.00 | 229.00 |
| H-148 M Midway | 49.00 | 99.00 | 99.00 | 99.00 |
| H-246 M Midway | 49.00 | 49.00 | 49.00 | 49.00 |
| Mini-tone | 595.00 | 595.00 | 595.00 | 585.00 |
| M-100-A 78 RPM | 695.00 | 695.00 | 695.00 | 695.00 |
| Major | 49.00 | 49.00 | 49.00 | 49.00 |
| 146 | 129.00 | 150.00 | 150.00 | 129.00 |
| 146 | 129.00 | 150.00 | 150.00 | 129.00 |
| 146 M | 129.00 | 129.00 | 110.00 | 129.00 |
| 146 M | 129.00 | 129.00 | 110.00 | 129.00 |
| 146 M | 129.00 | 129.00 | 110.00 | 129.00 |
| 147 | 175.00 | 175.00 | 175.00 | 175.00 |
| 147 | 149.00 | 149.00 | 179.50 | 149.00 |
| 147 M | 135.00 | 135.00 | 135.00 | 135.00 |
| 147 S | 275.00 | 275.00 | 275.00 | 275.00 |
| 148 Blonde | 275.00 | 275.00 | 275.00 | 275.00 |
| 148 ML Blonde | 235.00 | 240.00 | 275.00 | 240.00 |
| 148 ML | 219.00 | 219.00 | 219.00 | 219.00 |
| 148 SL | 49.00 | 49.00 | 49.00 | 49.00 |
| 1951 Midway | | | | |

| WILLIAMS | Issue of Oct. 25 | Issue of Oct. 18 | Issue of Oct. 11 | Issue of Oct. 4 |
|------------|------------------|------------------|------------------|-----------------|
| Music Mite | 49.50 | 49.50 | 49.50 | 49.50 |

| WURLITZER | Issue of Oct. 25 | Issue of Oct. 18 | Issue of Oct. 11 | Issue of Oct. 4 |
|---------------|------------------|------------------|------------------|-----------------|
| 500 | 49.50 | 49.50 | 49.50 | 49.50 |
| 500 K Victory | 35.00 | 35.00 | 69.00 | 49.50 |
| 75P | 49.50 | 49.50 | 49.50 | 49.50 |
| 75P | 55.00 | 55.00 | 55.00 | 55.00 |
| 750 E | 119.50 | 139.00 | 129.00 | 139.00 |
| 800 | 139.50 | 150.00 | 150.00 | 175.00 |
| 1015 | 175.00 | 175.00 | 175.00 | 175.00 |
| 1017 | 99.50 | 99.50 | 125.00 | 125.00 |
| 1060 | 125.00 | 125.00 | 150.00 | 150.00 |
| 1100 | 269.50 | 324.00 | 324.00 | 324.00 |
| 1250 | 399.00 | 425.00 | 399.00 | 425.00 |
| | 475.00 | 475.00 | 399.00 | 425.00 |

ON DISPLAY AT YOUR DISTRIBUTOR!

EVANS' CENTURY PHONOGRAPH MODEL 2045

100 SELECTION • 50 RECORDS • 45 RPM

- WITH PLAY INSPIRING
- New*
- EYE-LEVEL PROGRAMMING—Selections Visible at a Glance . . . TITLE STRIPS AT TOP!
 - "CENTURAMIC" SELECTION—Speedy, Simplified Press only 2 NUMBERED BUTTONS for Selections!
 - "ENCORE" MECHANISM and
 - TESTED, PROVEN RECORD CHANGER
 - "RECORD NOW PLAYING" INDICATOR and RECORD POPULARITY METER (Standard Equipment)



SEE FOR YOURSELF
Your Evans Distributor Cordially Invites You to See and Hear the CENTURY—an Instrument of Enduring Quality, Built to Assure Profitable Operating Through Powerful, "Round-the-Calendar Eye and Ear Appeal and Dependable, Trouble Free Performance!

H.C. EVANS & CO.
1556 W. CARROLL AVENUE
CHICAGO 7, ILLINOIS

Rhythm & Blues Record Reviews

- Continued from page 36
- Vibrant vocal by Blivins. Side features some fine keyboard chording. It's a good disk which could get off the ground. **Please Don't Leave Me . . . 78**
- Singer has another strong side in this one. His shout vocal is backed solidly by a steady beat in the ock with more fine piano work and a provocative sax solo. **78**
- THE FOUR BUDDIES**
Sweet Tooth for My Baby . . . 78
SAVOY 806—The boys swing this novelty brightly, turning it into a spirited hand-clapper, with a strong beat toward the end. Disk could pull a bundle of plays. **78**
- What's the Matter With Me . . . 77
Smooth rendition by the Four Buddies of a pop-styled ballad, showing off the group's pleasing style over a good beat by the ock. A nice side. **77**
- RAY-O-VACS**
What Can I Say . . . 78
JUBILEE 409H—Herb Milliner hands the ock a very breathy reading while the saxes follow along with short punchy notes. A fine effort by all hands. **78**
- Start Savin' Me . . . 77
The Ray-O-Vacs set up a bouncy rhythm pattern for an appealing vocal by Milliner. **77**
- EDNA McGRUFF-SONNY TIL**
Good
JUBILEE 409H—Miss McGruff and Til get together for a strong duet on this healthy tune. Buddy Lucas ock keeps it pecking along with the organ and a throbbing sax. **78**
- Pleasidly . . . 75
More of the same, this time at a slower tempo. **75**
- KID TANNER OCK**
Have You Ever Been in Love . . . 78
MODERN 898—Jump blues is given a lot of drive by the band. Pounding beat sets the stage for a strong reading by Tanner. Instrumentation is good thorough. Should keep boxes humming. **78**
- Wine . . . 7A
Heavy sax blowing competes strongly with Tanner's vocal about wine. It's set to a nice jumpy beat. **7A**
- ROSCOF GORDON OCK**
Lullie . . . 78
RPM 373—Gordon does an effective job on this new blues effort about a gal named Lullie, while the ock turns in some exciting backing. Tune is not outstanding but performance is good. **78**
- Blues for Mr. Baby . . . 69
The warbler tells about his blues for his baby but the tune doesn't offer him much support. **69**

DESIGNER



ENGINEER



MACHINIST



ASSEMBLER



INSPECTOR

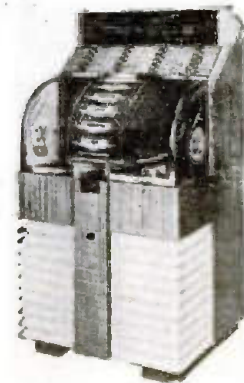


AMI
PAYS THEIR SALARIES
 TO REDUCE YOUR LABOR COSTS

There are two ways to handle mechanical troubles on a juke box. The first is for the operator to have plenty of good mechanics always on hand to fix the troubles when they occur. Expensive!

The better way is to prevent troubles by designing and building a box like the "D." It takes high-priced skill and know-how on the part of the factory.

A M I gladly assumes this cost of trouble prevention.



AMI *Incorporated*

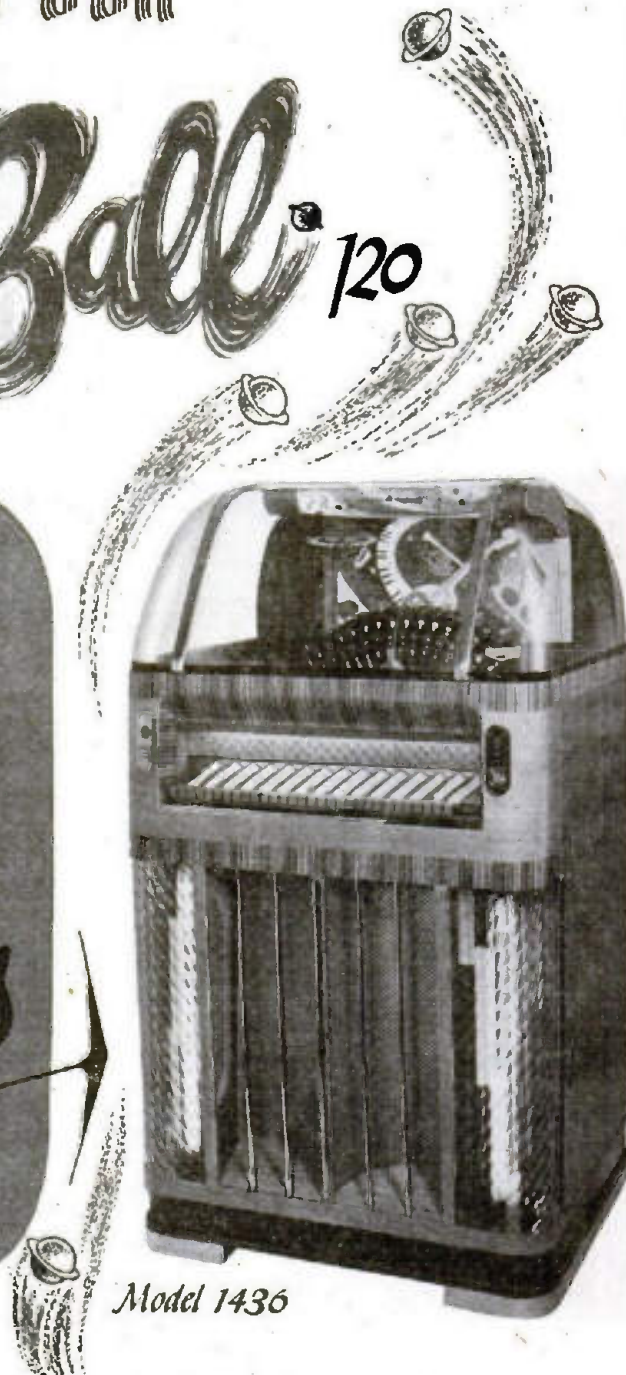
General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

AMI's "Write-an-Ad" Contest Any music operator can enter. Big list of valuable prizes. Ask your AMI distributor for helpful contest book and complete details, free.

Only the **ROCK-OLA**

FireBall 120
has

20
Selections



Model 1436

Discover **FireBall** for Yourself at any of these Showrooms

EASTERN

MUSIC & TELEVISION CORP.
1819 Commonwealth Avenue
Boston 15, Massachusetts

S & K DISTRIBUTING CO.
2014 Fairmount Avenue
Philadelphia 30, Pennsylvania

SEACOAST DISTRIBUTORS, INC.
1200 Norm Ave., Elizabeth, New Jersey

SOUTHERN

A. M. & F. DISTRIBUTING CO.
3118 Tulane Ave., New Orleans, Louisiana

COIN AUTOMATIC MUSIC CO.
243 W. Main St., Johnson City, Tennessee

MIDWEST

BRILLIANT MUSIC COMPANY
19963 Livestock Ave., Detroit 21, Mich.

FRANCO DISTRIBUTING CO.
24 North Parry, Montgomery, Alabama

ROBINSON DISTRIBUTING CO.
301 Edgewood Ave., S. E. Atlanta, Ga.

S & M SALES COMPANY, INC.
1074 Union Avenue, Memphis, Tennessee

SOUTHERN MUSIC CORPORATION
2828 So. Blvd., Charlotte, North Carolina

SOUTHERN MUSIC-DIST. CO.
418 Margaret St., Jacksonville 6, Florida

WEBB MUSIC SUPPLY CO.
1013 E. Cary St., Richmond 20, Virginia

CADDERON DISTRIBUTING
450 Massachusetts Ave., Indianapolis, Ind.

DIXON DISTRIBUTORS
3508 Southern Blvd., Youngstown, Ohio

IDEAL NOVELTY COMPANY
2823 Locust Street, St. Louis 3, Missouri

LA BEAU NOVELTY SALES CO.
1946 University Ave., St. Paul 4, Minn.

LAKE CITY AMUSEMENT CO.
4533 Payne Avenue, Cleveland, Ohio

B. D. LAZAR COMPANY
1635 Fifth Avenue, Pittsburgh 19, Penn.

UNI-COIN DISTRIBUTING CO.
3410 Main Street, Kansas City 7, Missouri

WORLD WIDE DISTRIBUTORS, INC.
2330 N. Western Ave., Chicago 47, Ill.

SOUTHWEST

BOYLE AMUSEMENT COMPANY
522 North West Third
Oklahoma City, Oklahoma

AUTOMATIC MUSIC CO.
1401 E. First Street, Tulsa, Oklahoma

PAUL W. HAWKINS
329 East 7th Street, Tucson, Arizona

MODERN DISTRIBUTING CO.
3222 Tejon Street, Denver 11, Colorado

DAN STEWART COMPANY, INC.
140 E. Second, South Salt Lake City, Utah

UNITED AMUSEMENT CO.
146 N. Main St., San Antonio, Texas



ROCK-OLA MANUFACTURING CORP.

800 North Kedzie Avenue • Chicago 51, Illinois

Milwaukee

Herb Geiger, boss at the Geiger Automatic Sales, headed out this week for the South Dakota territory. Herb is expecting to spend about a week there, visiting with his wife's relatives and sneaking in a bit of pheasant hunting for relaxation.

Only bleak spot in the sales picture info Carl Happel, Badger Novelty, Rock-Ola district, is the slow deliveries of the new model. "Couldn't get them fast enough to satisfy demand right now, anyway," he says. Meanwhile, as operators patiently wait for the new Rock-Olas, Happel's key service men, Orville Garnita and Richard Wagner, spent several days in the Windy City Rock-Ola plant learning some more tricks of the trade. Happel adds that bulk operators are continuing to send in volume orders from all over the State for the popular Northwestern Tab Gum machines.

Other firms may have mechanical telephone answering devices to aid them, but the Stacy Vending firm boasts the only bird trained to handle that job in this area. Nick Stacy reports that the office pet, a parakeet, very plainly announces "Stacy Vending" whenever the phone rings. Red Jacomet is another of the many local ops absent from their routes the past week due to duck and pheasant hunting excursions.

Metropolitan Amusement head, Melo Curro, reports pleasure over the firm's recent decision to invade the cigarette vending field. Initial group of Keeney ciggie

venders purchased by Curro are all out on location, and this week the coinman placed an order for more machines.

Routemen-solicitors, Tom Steiner and Jerry Fooden, recently spent some time touring the Keeney plant and reported schooling definitely pays off in eliminating equipment complaints. Other phases of the Metro firm's activities, music and games, are slightly off, Curro added, with games at a lower ebb than normal for this time of the year. Soldier Stu Glassman, spending several weeks at home with his wife on furlough, is greeting his many music operator friends from behind the counter at Radio Doctors, Wells Street disk emporium.

Miami

Cup drink operators have noted a sharp drop in receipts the past month or so due to the prolonged rainy spell. Leon Hirah, Modern Vendricks, looks for a good season ahead.

Visitors to Taran Distributing can indulge in "coffee clutches" while transacting business these days. Thru the hospitality of boss Sam Taran and the able assistance of chief coffee-maker, Shirley Klein, the steaming java is dispensed at all hours of the day.

Coinmen You Know

Keeney's new 10-player Bowler is expected any day at Taran Distributing, according to Sales Manager Eli Ross.

Juke box operators are responding to the special three-for-two offer made by Distributors, Inc. on a list of standard selections under the Columbia label. The operators buy the first two records and get the third one free, Manager Ernie C. Rayer explained. Department stores have been offering the same deal on a list price basis but this is the first wholesale outlet which Columbia has selected for a test among coinmen.

Willie Blatt, president of the local A.M.O.A. believes the organization has achieved a remarkable record for harmony in the single year of its existence. Operator-distributor relations are so high, says Blatt, that the distributors are selling more machines than ever before.

Lou Cornelius has been appointed road salesman by Bush Distributing Company for Central Florida, replacing Ken Willis, whose mounting duties as export manager have kept him from making frequent trips thru the territory in recent weeks. Willis accompanied Cornelius on the latter's initial swing.

An epidemic of colds hit Bush Distributing Company personnel, among them Ted Bush, Oreste Truppan, Mrs. Evelyn Willis and Ken Willis. Mrs. Willis has resigned her office position. Bernice Handler is slated to take over her job. The new Hong Kong pin game by Williams looks like a hit, according to Bush. He adds that Chicago Coin's Super Match Bowler is having a successful run, with enthusiastic reports coming in from operators.

Chicago

Sam Lewis, Chicago Coin, made a quick trip to Minneapolis Wednesday (22) to attend the funeral of Jonas Bessler, sales manager of the Leiberman Music Company, who died suddenly during a Chicago business trip (see separate story). Among the visitors at the Chicago Coin plant, in for conferences with Sam Gensburg, Sam Wolberg and Ed Levin, were Phil Moss, Atlas Music, Des Moines; Bill Mashek and John Balk, Central Music, Kansas City, Mo., and Jerry Bechhofer, head of Bechhofer Brothers, Venezuela.

The Exhibit Supply Company was jumping with animals. The horse output was hiked and everything was set up for volume output on Rudolph the Red Nosed

Reindeer. There were even a few rabbits getting ready to do a little hopping. Frank Mancuri, sales manager, finally got the finance plan on Rudolph okayed and as a result the firm expects a lot of rush business on the reindeer ride. Among the out-of-town visitors at Exhibit Supply was Si Redd, head of Redd Distributing, Allston, Mass.

Over at the big Gottlieb plant it was full steam ahead on Chinatown, the new game with several new twists. Dave and Sol Gottlieb dashed up to the Twin Cities for the Bessler rites Wednesday (22) but were back at the plant before the week-end.

The Genco plant was getting set up for some heavy activity on the Jumpin' Jacks game. Tho only a comparative few are on location, there was plenty of evidence that demand would be heavy. Over at Empire Coin Machine Exchange, Vince Shay was doubly enthused. He was getting plenty of action on the Evans music line and had great expectations for the new Genco game.

At First Distributors the premium and gift business was booming. The firm recently added several new gift items and a first mailing of a new gift catalog also helped to bring in the operators. Wally Finke and Joe Kline were busy greeting many out-of-town callers from five States—Michigan, Iowa, Indiana, Iowa and Wisconsin. Finke stressed demand on the new (Continued on page 91)

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities CLASSIFIED ADVERTISING

Business Opportunities

Coin radios and televisions; buy direct from manufacturers and save; steel cabinet, modern design, coin projector. Write for prices and full story, Coin Radio & Television Corp., 190A Duane St., New York City.

For Sale—Outright or on royalty basis, patent on coin-operated, gravity feed bottle vending machine. Address: P. O. Box 1038, Danville, Va.

Help Wanted

Mechanic, thoroughly experienced in all types Phonographs and Coin Operated Machines; no drinkers or drifters; send references, photo and salary expected. Jax Phonograph Co., 1432 Main St., Jacksonville, Fla.

Parts, Supplies & Services

For best buys in bulk vendors and supplies write for literature. Cameo Vending Service, 432-B W. 42nd St., New York 18, N. Y.

Stamp Vendors, direct from manufacturers, unlimited quantities, immediate delivery; write for prices. Vendo Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcut 7-1448

Used 1c-5c Candy, Nut, Ball Gum Venders

Bought, sold, exchanged. All parts, coin wrappers, coin counters, tab gum, paneed candies, cast iron stands, top plates for venders, top plates for 3 venders. Ball Gum—210 170, 140—24¢ per lb. in case lots 125 lbs. Jumbo Size Ball Gum—25¢ per lb. in case lots 125 lbs. Chlorophyll Ball Gum—210, 170, 140—45¢ per lb. in case lots 125 lbs. Childs Treble—300 count—45¢ per lb. in case lots 125 lbs. All prices f.o.b. factory. V deposit, balance c.o.d. KING & CO. Distributors of Northwestern Model 49 and Tab Gum Venders 2700 W. Lake St., Chicago 12, Illinois

Routes for Sale

Established Route—50 Cigarette Machines on location; selling territory; unlimited possibilities; no competition; other interests in reason for selling. Write Vending Machines, Inc., P. O. Box 592, Key West, Fla.

For Sale—Route located in W. Central Ga., textile and cattle center; 110 points, 55 music ball, 1 ball, 1000 files, and 1000000 est. 8 yrs; price, \$21,000; 1/2 down, bal. financed to reliable party. Box 575, The Billboard, Chicago 1, Ill.

Rio Grande Valley, Texas—50 Phonographs, 25 Bowlers and Guns, about \$75,000 yearly take; \$10,000; will handle. Box 551, The Billboard, Chicago 1, Ill.

50 excellent locations in San Diego, Calif.; nets \$25,000 \$35,000, same terms. Box A-133, Billboard, 6000 Sunset, Hollywood 28, Calif.

Used Coin-Operated Equipment

A-1 Bargain—Cigarette and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill.

Best offer for quick sale, 12 Hunter and 5 Target King Ball Gum Machines; condition like new. Ralph Ruthe, 805 W. Stephenson St., Freeport, Ill.

For Sale—AMT Model "B," \$425; Minstrel Man, \$100; Seeburg M146M Hiwayway Unit with selector, \$175; Dixie Lee Ball and Midget Size Ball. Jack McCarley, Box 85, Lula, Miss.

For Sale—Mills, Jennings, Pate, Walling Dells, Spot Ball, Super Bonus Balls, Double Up; perfect condition; Evans Races \$100. Wanted—Mills and Jennings Balls, also Pin Games. General Coin Machine Co., 225 N. 9th St., Philadelphia, Pa. WAInvt 2-4378

For Sale—3 Seeburg M100 BL, 5875 each; 4 850 "Walters," \$49.50 each; Seaboard Music Co., 521 S. Front St., Wilmington, N. C.

For Sale—10 Automatic Popcorn Vending Machines as Popcorn Shop or U-Post; makes coin to order; machines used only 2 weeks. We are forced to discontinue this operation due to other interests. Machine lists for \$796; will listen to any reasonable offer; any number. James Loeb, 710 Mahan Ave., Asbury Park, N. J.

For Sale—10 Candy Vending Machines, \$151 7 Target Ball Gum Vendors; 7 Hot Nut Vendors; \$1050 F.O.B. H. M. Waterfield, Warsaw, Va.

For Sale—10 Skee Ball Allays, 36 ft. long, in A-1 condition; also other amusement machines. John J. Brynes, Elkhorn, Wis.

For Sale—15 like new 5¢ Cadillac Jr. Nut Vendors, in cartons; best offer takes. Elton Baltzer, Alpena, So. Dak.

For Sale—20 "like new" Shipman Writley Gum Vending Machines, \$70 ea.; Northwestern Ball Gum #33, \$6.50 ea.; 19 "like new" Nut Vendors, \$200 takes ea. ABC Coin Machine Co., 2509 S. Prasa St., San Antonio, Tex.

For Sale—50 like new Silver King Hot Nut Machines in cartons; sell all for \$20 each. Write P. O. Box 6187, St. Petersburg Beach Fla.

3 slightly used #D52 Spacarb, 1 1/2 Colene best offer. K. Holmgren, Alexandria, Minn.

Special Close Out—AMT Model B, \$295; 408 Seeburg, Hide-A-Way, \$145; AMT Selector, \$27.30; Seeburg Bear Gun, \$165; 20 post-war late Flipper 5 Balls, each \$25; lots of other bargains, write for literature. Stanley Amusement Co., 5225 S. Tacoma Way, Tacoma, Wash.

U-Select-107, 72-bar size, \$27.50; 74-bar size, \$37.50; Shipman 3 column like new Candy Bar Machines, \$22.50—cost \$69.50; Cigarette Machines, quarter operation. Uneda, latest model, \$55. Harris Vending 2710 N. Park Ave., Philadelphia, Pa.

Will trade Nut Kings (like new) for music, cigarette or any other coin machine equipment. Raymond, 123 West Runyon St., Newark 8, N. J.

Wanted to Buy

WANT AMUSEMENT MACHINE ROUTE Experienced operator will consider any U. S. location, or consider partnership with mechanic or operator. No triflers. I HAVE CASH Geo. D. Heger, Eagleview Hotel, Eagleview, Pa.

WANT—HUNTER BALL GUM VENDORS. ABC Coin Machine Co., 2509 S. Prasa St., San Antonio, Tex.

Wanted—Coin operated Honors, new or used; advise price and terms. Ace Music Co., Waukon, Iowa.

Wanted—Chicago Coin Bowling Allays, any condition. Write Steamroller Coin, 942 Calhoun, Chicago 17. Call RAndolph 6-0879.

Wanted—Juke Box end/or Came Route in or near Chicago; also need good, sober mechanic. Box 577, The Billboard, Chicago 1, Ill.

Wanted—Photomatic, late model deluxe or postwar, good operating condition. Gordon Guy, Little Falls, Minn.

Want to Buy—Ernie Diggers; state lowest price. Phil Stanley, Gen. Del., Hensley, Ark.

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1: First, print or type your message here, figuring five cents to the line. If you want a "display classified" indicate in the margin what copy you want displayed. Be sure to include your name and address as you want it to appear in the ad. If box number is wanted, please figure 6 additional words.

3: Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch:

- Display Classified
 Regular Classified

2: Now check off the classification you want your advertisement to appear under:

- Agents and Distributors Wanted
 Help Wanted
 Parts, Supplies and Services
 Positions Wanted
 Routes For Sale
 Used Coin-Operated Equipment
 Want to Buy

4: And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard:

Gentlemen: Run this in your "Market Place" as indicated below:
 Next 6 issues Next 4 issues Next 3 issues Next issue only
\$ _____ Payment enclosed Bill me (on 3 or more issues only)
Name _____
Address _____
City _____ Zone _____ State _____

ADVERTISING RATES
REGULAR CLASSIFIED
Display Classified
ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE, THE BILLBOARD, 188 W. RANDOLPH ST., CHICAGO 1, ILL.

THE BILLBOARD Index of Advertised Used Machine Prices

Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issue of 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 readers, 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.

Table listing various arcade equipment such as Bomber, Asteroid, Defender, and others with prices and issue dates.

Coinmen You Know

Continued from page 89

Keeney game, Team Bowler, was mounting daily.

United Manufacturing Company was another exceptionally busy spot this week. Billy DeSelm, Johnny Casola, Herb Oetinger and Ray Riehl had business conferences with several visiting distributors. Among the visitors were Bob Black of the Dave Simon organization, New York,

and Raymond Williams, Commercial Music, Dallas.

Richard Cole, vice-president of Cole Products Corporation, reports order activity gaining steadily on the firm's newly-acquired line of hot coffee vendors. The Coffee-Spas, marketed in the U. S. and Canada under the Cole trade name, are built by American National Dispensing Company in Pennsylvania.

Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issue of 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 readers, 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.

Table listing various shuffle games such as Ace Bowler, Derby, Fish Hedges, and others with prices and issue dates.



WE EXPORT

- PIN GAMES
MUSIC MACHINES
SHUFFLE ALLEYS

WE'VE been exporting all kinds of coin-operated equipment for years—know exactly what you require in the way of merchandise and service. We ship only the finest, top quality equipment, properly crated, via the quickest and cheapest routes; and we guarantee prompt and efficient service. Send us your requirements and we'll fill your bill perfectly from one of the most complete stocks in the U.S.A.

Joe Ash

We are exclusive WURLITZER DISTRIBUTORS

ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad Street Philadelphia 30 Pa. Phone: FRanklin 7-4495

SPECIAL! "POP" CORN SEZ 10¢ VENDORS RECONDITIONED LIKE NEW! WRITE



SPECIAL! PANORAMA Guaranteed Reconditioned WRITE.

SPECIAL! Marf 9-E Cig. Mach. Factory Reconditioned \$149.50

WANT TO BUY Bright Signs—Coney Island—Leaders—Atlantic City—Palm Beach—Spot Lites. NEW—WRITE

WANT TO BUY for CASH! PALM BEACH... \$470 ATLANTIC CITY... 350 CONEY ISLAND... 250 BRIGHT SPOT... 240 BRIGHT LIGHTS... 175

DELUXE WORLD SERIES SEEBURG #4-100A (LATE SERIAL) GOTTLEB'S ALL STAR BASKETBALL CROSS ROADS-NIAGARA 4-STAR-MINSTREL MAN WILD WEST-MERMAID CYCLONE-HAPPY DAYS NATIONAL COIN NATIONAL EXCHANGE

UNIVERSAL 5-STAR \$100.00 W.M.S. MAJORETTES (NEW) 200.00 United A-B-C (Bingo) 175.00 United Leader 18-Frame Super 219.00

IRV OVTZ ACME-INTERNATIONAL DISTRIBUTORS 2027 N. Halsted St. Chicago 14, Ill.

YOUR TICKET TO SALES RESULTS—THE ADVERTISING COLUMNS OF THE BILLBOARD!

AMI Model C... Write AMI MODEL D... Write 25 Used Bingo Games. Write or Call Lowell Matthews Frank Swartz Sales Co. 515-A Fourth Ave., Nashville, Tenn. Phone 4-8571

Fadco Readies 2 Rides PHILADELPHIA, Oct. 25.—The Fadco Manufacturing Company, Inc., which was organized here recently, this week will have ready for delivery its first two coin-operated rides. They are the Super Chief, a fire engine with hose and muted siren, and Merry Zoo, a Merry-Go-Round ride. Both are made of cast aluminum and steel, with senied motors and chrome finish. The Merry Zoo has a music attachment which plays one tune at a time while the ride is in operation.

BETTER BUY FROM BANNER

BETTER BUY from BANNER

BINGO GAMES

NEW UNITED CIRCUS

ARCADE EQUIPMENT

NEW

Auto Photo Spot Pool Coin Operated Write
Pool Table Write
United Team Hockey 90

USED

Auto Photo Set a Score Write \$150
Candy Machine Write \$70
Babbit Big Brand Write \$100
Crip Mallet Deluxe Write \$100
Panoram Solo-Vox Write \$100
Punch Pen & Ball Pen Write \$100
Quizzer Write \$100
Spot Pool Write \$100
Total Bill Write \$100
Wilson-Ray Recordograms 120

Retractable Casters

Only \$12.50 Per Set

Fits All Mechanical Horses

Immediate Delivery All Items This Ad. Prices R.O.B. Philadelphia.

1/3 Certified Deposit, Balance C.O.D. or 3/D. Full Payment Saves C.O.D. Charges

BANNER SPECIALTY COMPANY

199 W. Girard Ave. - Philadelphia 23, Pa. - GARfield 3-2700

Branch: 1508 Fifth Avenue - Pittsburgh 19, Pa. - GRant 1-1373

Endorsing only the very best since 1917

ROCK-OLA FIREBALL 120

Selection photograph. STOP! LOOK! and LISTEN to the greatest automatic music innovation ever conceived.

Now on display at our showrooms—
78 RPM or 45 RPM

New MUSIC MITE

Modern design, superb tone, 45 RPM Records Selector, Cancel Accumulator, Record Battery, Complete with Modern Stand. 4 Play. 50, 100, 250.

Only \$159.50

\$145 \$195

MISCELLANEOUS GAMES

Exhibit JST GUN \$225
Exhibit POWY EXPRESS 350
Exhibit DALL GUN 65
Ch. Coin BASKET 108
Ball Champ 108
Coin Game 95
Universal Photo 110
Universal Photo 110
Rimish 50
United A.D.E. 175
Williams 175
Lowebeach 385

Genuine De Luxe FORMICA TOPS

Can be easily installed in matter of minutes. Eliminate time and expense polishing playfield. Comes complete with fast drying glue and instructions. Available at Universal, Ch. Coin, Keener, Universal, B or W size 5 or more.

\$16.95 ea. \$15 ea.

WILLIAMS HONG KONG

Flashy Oriental flavor builds great play. Fast thumper bumper and flipper action! Super speed same combines popular slide play with high number scoring. See this great game of World Wide.

WANT TO BUY FOR CASH—HIGHEST PRICES

BRIGHT LIGHTS CONEY ISLAND
BRIGHT SPOT LEADER
ATLANTIC CITY BROADWAY LITE-A-LINE

TERMS: 1/3 deposit, balance, sight draft

WORLD WIDE DISTRIBUTORS

Chicago 4
30 N. Western Ave.

We're CLEANING HOUSE

75 Wurlitzer 3020 Wall Boxes \$25.00 ea.
lots of 10 or more 22.50 ea.
40 API 5c & 10c Wallboxes 30.00 ea.
135 Seeburg W156 5c Postwar Wireless Wallboxes 5.00 ea.
64 Seeburg 3W2 Postwar 3 Wire Wallboxes 10.00 ea.
41 Packard Wallboxes 5.00 ea.

ALL EQUIPMENT GUARANTEED COMPLETE
WILL TAKE IN TRADE WURLITZER 1015, 1100 & 1250
WRITE FOR COMPLETE LISTS

EXCLUSIVE GOTTLIEB, WILLIAMS AND SEEBURG DISTRIBUTORS

Remember IN NEW ENGLAND IT'S TRIMOUNT

TRIMOUNT

40 WALTHAM STREET
BOSTON 18, MASS
Tel. LU 6-7100

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

NEW UNITED Tenth Frame Super Six-Player. Immediate Delivery... Write

NEW UNITED Tenth Frame Star Shuffle Alley. Immediate Delivery... Write

USED

BANNER'S Original Match-A-Scow Novelty Play \$110

BANNER'S Original Rubin Hood 160

Chicago Coin Ace Bowler 70

Chicago Coin Bowler 40

Chicago Coin Classic 70

Genco Shuffle Target 90

Shuffle Alley Express 50

Single Shuffle Alley Robband 70

Single Shuffle Alley Robband w/Flamco 90

Super Six Shuffle Alley 395

United Double Shuffle Alley 50

United Shuffle Alley Double Deluxe Flip-A-Way Pin Converter 70

United Shuffle Slinger 70

United Shoe Alley 70

United Twin Shuffle Code 110

Universal Super Deluxe Twin Bowler 95

Williams Double Header 60

MUSIC DISTRIBUTOR WESTERN PENNSYLVANIA TERRITORY

AMI

Elsie the Cow

Continued from page 78

Dancer Dan

NEW LOW PRICED TO GAME!

"DANCER DAN" (Patented) new 1949 Simulator. Takes in handful of pennies, dimes, wooden marbles. Flip dapper when coin lands in target cup. Electrical. Pin ball rolls against bar-board, magnetically falling in cabinet below. Wood cabinet. Lights under opening. \$1.19 in bulk. See this immediately. Each \$29.50. Agents Wanted: Other coin items. WBS Distributing Corp. 5200 West Chicago Ave. Chicago 51, Ill.

Cigarette Bargains

IMMEDIATE DELIVERY

All Machines Have New Hammeroid Paint—Reconditioned

4 Eastern Electric CB \$135.00
1 Keeney Elektrk 195.00
3 National 950—25c, 2 King Cal. 135.00
1 National 750—25c, 2 King Cal. 125.00
6 Roma Imperial 69.50
2 Smoke Shop (Original Paint) 125.00

UNIVERSITY COIN MACHINE EXCHANGE

854 North High St., Columbus 8, Ohio
Tel.: University 6900

Famed FORMULA '77' SHUFFLE BOARD WAX

By the Cam. Case, Carload

Also packs (case hardened, polished), coin wrappers, coin chutes, bulbs, tubes, fuses, switches, balls (wood, steel, rubber, plastic), films for all pin-ball machines, VCC targets, multi-sens, chemicals, ball gum Nos. 140 & 170, mechanics' tools and kits. Everything for the Arcade and Operator included in our Catalog. Full list selection of money making machines, parts and supplies. Write for FREE copy.

MIKE MUNYER

577 Tenth Ave. 1st 42nd St.
New York 18, N.Y. BRant 9-4627
40 YEARS SERVICE - EST. 1912

COBRA CARTRIDGES

Reconditioned and Revarnished, 75c each. ORIGINAL PERFORMANCE GUARANTEED. 15 Day Service Via A.M.

ELECTRONIC INDUSTRIES

P.O. Box 1200 Made in Arizona

Country & Western (Folk) Record Reviews

Continued from page 74

LONGSOME PINE FIDDLERS

I'm Left Alone 75

V 20-5011—Here's a real hillbilly record which should please the rural folks in West Virginia particularly. It's filled with fine fiddlin' and guitar work with a twangy vocal thrown in for good measure.

Sweet-Home Years 75

More real hill country warbling and playing, this time about a long-term jail sentence. It's a good group that should go well in the applicable areas.

CHET ATKINS

Midnight 75

V 20-5010—Atkins backs the Beasley Slingers in a melodic effort that has the flavor of the Pacific Isles. It's a beautiful dreamy waltz that features some of the guitarist's top-flight technique.

Rustic Dance 73

Atkins demonstrates his tremendous talents on the guitar with an appealing interpretation of this old familiar tune.

JIMMY THOMASON

Oh Dreams in My Tears 75

KING 1132—An r.b. tune is handled well by Thomason in his sincere style. Hand behind him sets a heavy guitar-drumming beat which adds to the r.b. flavor. Could get a little operator action in both fields.

Your Love, W. N. 48

Like the Weather 48

Routine tune is given a boost by the warbler's strong reading plus his fine fiddling.

SHOT JACKSON

Grandad He's Not Old 73

SPECIALTY 710—Cute melody with bright lyrics receives a smart reading from Jackson, who explains that his granddaddy is still going strong.

You Can't Get the Country Out of the Boy 65

The warbler is effective on this ditty, but the item is routine.

JERRY BYRD

Hole in Blue 73

MERCURY 6415—One of the best. Byrd shows off his great versatility as the guitar with this Maxwell-style number.

His 'n' Thud 72

More of the same, this time with more backing support.

ALDIE KING

No One to Me 72

SPECIALTY 708—An effective country weeper receives a down-to-earth performance from King, who sings it with appropriate deliberation.

Take It Like a Man 68

Same comment.

Elsie the Cow

Continued from page 78

tice of junior screaming that I wants to ride until mother eith yields to the pressure, or swa the little fellow.

The fact that the ride is slow and that it appeals to the peaceful, rather than the warlike side of the kiddies, is probably responsible for the mothers' enthusiasm, Goldsmith said.

Meanwhile, Goldsmith said the demand for the Midget Race far exceeds supply, with current production now running 50 week. Next week's production is aimed at 70. Goldsmith expects to be turning out 100 a week within 30 days.

Rocket Patrol

The Rocket Patrol is moving well, Goldsmith added. He said that current production was being held to 30 to 40 weekly, but that cramped space in his two floor set-up is holding down production. Goldsmith is seeking larger quarters for his manufacturing and distributing set-up.

Goldsmith said that a major shoe chain was negotiating for kiddie rides in all its stores. He explained that his major sales effort would be slanted toward department and chain stores.

Bessler Dies

Continued from page 78

Greenstein's plant at Plymouth Avenue and Third Street.

Bessler was active in civic life. He was a former president of the Men's Club of Beth El Synagogue, and the Standard Club. His legal background also served him and other coinmen in good stead on numerous occasions in connection with the adoption of local, State and federal regulations affecting the coin machine industry.

Surviving Bessler are his widow, Marge, a son, Stewart, a sister, Mrs. Louis Cohen, and two brothers, Phillip and Ben Bessler, all of Minneapolis.

In respect to his memory, the Lieberman offices were closed Wednesday, the day of his funeral.

Ohio's ASLI

Continued from page 78

almost always won national titles in either the women's or men's divisions. At the U. S. Championships in Saginaw last spring, a Toledo team garnered the Women's title while another Toledo team was runner-up in the men's division.

Ohio location owners and league secretaries interested in ASLI affiliation were urged by Butler to write him care of American Shuffleboard Sales Company, 5405 Detroit Avenue, Toledo.

Factors Corp.

Continued from page 78

has been in the field for about 17 years.

Meredith pointed out that, based on gross business and the regularity of payments, the coin music industry had snapped out of the doldrums and is prospering; the vending industry is making a steady climb, and the amusement machine industry is stronger than it has been for many years.

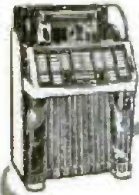
Factors Corp.

Continued from page 78

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Shaffer Specials



LATE MODEL RECONDITIONED PHONOGRAPHS

traded in on the NEW Seeburg *Selomatic*

| SEEBURG | | WURLITZER | |
|----------------------------|---------|--------------------------|----------|
| M-100 A | WRITE | 1015 | \$139.50 |
| 148-MI | 5275.00 | 750 | 49.50 |
| 1948 (Metal) Hideaway | 99.50 | PACKARD | |
| 1948 (Metal) Hideaway | 179.50 | Model "77" | \$69.50 |
| POST WAR WALL BOXES | | | |
| Model B | AMI | Seeburg 5/10/25 Wireless | 529.50 |
| 5/10 Wall Box | 29.50 | Seeburg 5c 3 Wire | 17.50 |
| 5c Wall Box | 17.50 | Wurlitzer 3020 (24) | 27.50 |
| Stepper | 29.50 | Wurlitzer 3020 (48) | 39.50 |
| Wurlitzer Z19 Stepper | | \$25.00 | |

Write for Illustrated Catalog of Late Model Phonographs
Terms: 25% Deposit, Balance C.O.D.

Shaffer Music Co.

Columbus, Ohio
606 S. High St.
MAIN 5563

Cincinnati, Ohio
1200 Walnut St.
MAIn 4310

Indianapolis, Ind.
1327 Capitol Ave.
LincolN 3571

Exclusive Seeburg Distributors

Record Reviews

POPULAR

Continued from page 40

off-piace instrumental for deejay programming.
The Piper's Patrol... 71
Heath leads his band in a fresh-sounding number here. Could twist some.

RUSS-YORK-JACK HANSEN ORK

These Three Are Gone... 74
JUBILEE 6030—Grief over a departed love is the theme of this okay ballad. Your hands it's warm performance.

If I'm to Blame... 71
Romantic ballad that observes the current song conventions in song convincingly by York. A good side.

EDUARDO RYS

Práridinn... 73
LONDON 1237—Infectious tune and balao beat of this import will give most listeners a thrill. A good instrumental.
I Like Brazil... 72
The Rca ork is heard here in a pleasant Latin opus with the leader taking an okay turn at the cute lyrics.

HOT JAZZ

HOWARD MCGHEE'S ORK

12th Street Boy... 73
11-10-14—The ock cut this side in Guam. The tropics apparently had no effect on their energy and they award the ockie a rounding performance.
Mae With a Horn... 78
Moody item features some tasteful tenor sax work by Rudy Williams, with McGhee's Korean All Stars stylah in his support.

ILL. OP KNOWS HIS WAY AROUND

PARK FOREST, Ill., Oct. 25.—The operator who placed a mechanical horse and a rocket type coin-operated ride in the Kregse store here was really on the ball when it came to finding the most visible spot on the premises. The rides were installed between two of the store's entrances. It is plainly visible from the outside as it is right behind a main display window. When the rocket ride was installed this week it was practically mobbed by moppets.



FIRST ON EVERY BALLOT

FOR QUALITY, VALUE AND SERVICE

CONVERSIONS

MATCH-A-SCORE CONVERSIONS

Moderate your shuffle always into match score games! Tremendous play stimulus!

King's MATCH THE WHSEL \$42.50

United LITE AS CORE \$57.50

IT PAYS TO BUY THE BEST!

GENUINE FORMICA TOPS

Genuine silk screened tops at the right price! Absolutely high quality! Instructions, buttons and felt covers all separate during manufacturing process. Available for United 2, 4, 8, & Player; Kregse, Chicago Coin and Universal games. Complete with 1" & 1 1/2" sizes. \$17.50

BINGO 5 BALLS

NEW Bally FROLICS United CIRCUS "First-Conditioned" BALLY PALM BEACH ATLANTIC CITY SPOT LIGHT BRIMBY SPOT CONEY ISLAND BRIGHT LIGHTS UNITED BOLFRO ABC



"First-Conditioned"

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| Seeburg BIDDY | \$275 |
| THE DEAR | 30 |
| EMER JET GUN | 215 |
| EMER PATROL | 215 |
| EMER SIX SHOOTER | 185 |
| EMER SILVER BULLETS | 150 |
| YELGUEZ | 129 |
| Kregse AIR RAIDER | 129 |
| CHICKEN SAM | 180 |
| RIFLE RANGE | 180 |
| GUN | 180 |
| United TEAM HOCKEY | 95 |
| CHI. COIN GAMES | 85 |
| EE. FOOT BALL | 85 |
| IRISH POWER | 85 |
| EE. DALL GUN | 75 |
| EE. DALL GUN | 65 |
| Bally HI BALL | 50 |
| CHI. COIN HOCKEY | 40 |
| Kregse TEAS LEAGUER | 55 |
| EMER HI BALL | 55 |



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Mfg. by DECO UNION, N. J. A Division of ARUM EQUIPMENT CORP.

NOW LOOK AT THESE MONEY-MAKING FEATURES

- Has retractable casters, which permit rapid mobility—ride can be set up and withdrawn quickly and easily, as may be required on outdoor locations!
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- Mechanism has standard interchangeable parts—NOT A CONVERTED HORSE MECHANISM!
- Starts when dime is inserted—has NATIONAL COIN REJECTOR INCLUDING METER!
- Operates on 110 Volt AC current!

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Location Proven to Return Your Investment 50% Faster!

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- RIDE IS ABSOLUTELY SAFE!
- INSURABLE! PARTS UNDERWRITER APPROVED.

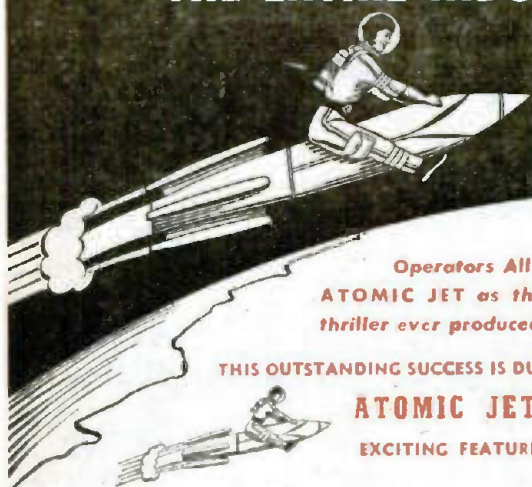
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THE ENTIRE INDUSTRY IS GOING WILD ABOUT

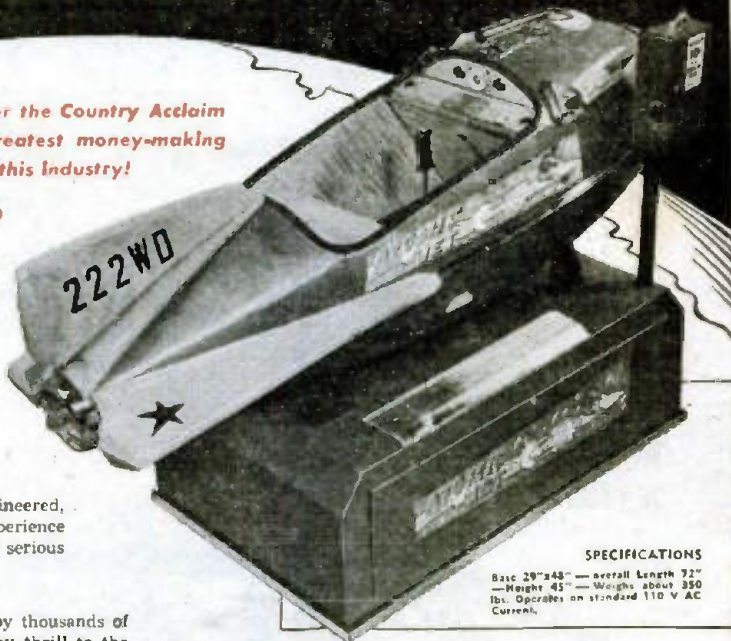
ATOMIC JET



Operators All Over the Country Acclaim
ATOMIC JET as the greatest money-making
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THIS OUTSTANDING SUCCESS IS DUE TO

ATOMIC JET'S
EXCITING FEATURES:



SPECIFICATIONS

Base 29"x48" — overall Length 72"
—Height 45" — Weighs about 350
lb. Operates on standard 110 V AC
Current.

A **ACTION! ACTION! ACTION!** Flashing lights in tail, nose and on instrument panel. Blast-off button starts ride. Press the button on the joy stick. Air blowing gives feeling of flight. Dual ray guns flash. Sirens blow. Landing lights and radar scope on instrument panel.

T **TROUBLE-FREE MECHANISM!** The Atomic Jet was engineered, designed and built by coin machine men with years of experience in this field. It's built to last for years without giving serious trouble.

O **OUT OF THIS WORLD!** That's the exclamation made by thousands of kids who have already taken a ride in Atomic Jet. They thrill to the action and realism—press the button on joy stick—guns shoot—sirens blow. Air blows to give the feeling of a real flight.

M **MORE STEADY PROFITS!** Atomic Jet has been proven. Every type of location brings in a steady profit—no overhead on service—no attendant needed to watch the rides—no breakdowns—just plug it in; that's all.

I **INSURANCE!** No trouble getting liability insurance on Atomic Jet. Get your own broker or we can arrange to take care of it for you—the rates are low because it's safe to operate—completely insulated—no shocks—no high steps to use—foam rubber cushion with tough wearing covers. Formica paneling in cockpit.

C **COLLECT BY METER!** Every Atomic Jet is equipped with a metered jimmy-proof National Slug Rejector—leave the cash box key with your location—you collect by meter reading. The meter records every time a coin is inserted or trip lever is operated by hand.

The Atomic Jet is made to order for service. Just unlock the front panel for easy inspection. All electrical connections have jones plugs. Adjustments are provided for gun noise and siren blower. Base of ship has hinged doors on each side. All bushings have Alemite cups. No squeaks — sealed bearings throughout. Nothing has been spared to make Atomic Jet the finest ship made.

J **JET PROPULSION!** The coin is inserted in box—the child gets in the ship—the blast-off button is pushed—only then does the Atomic Jet begin to ride. This insures safety and provides more thrills with every ride.

E **EASY TO LOCATE!** There is nothing to compare to Atomic Jet. Overall specifications are 72"x32". Only 45" high—no steps—no straps needed to hold child in seat. Your location owner will want one in his store—be the first with the best—get Atomic Jet.

T **TODAY! TOMORROW!** The Atomic Jet has a new generation of riders every year—with every new crop of children you have new and interested riders—the long range earning power is terrific. Get Atomic Jet.

Order Atomic Jet from your nearest distributor! Atomic Jets are sold only through distributors for the operators' protection. That's why operators who have placed Atomic Jet on leading locations endorse our equipment.

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IN THE ENTIRE AMUSEMENT INDUSTRY!

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- LIFE-LIKE RIDING ACTION
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- SMOOTH, QUIET OPERATION

10¢
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RETRACTABLE CASTERS FOR EASY MOVING

Out in front of an Illinois drug-store, a lady rides THE CHAMPION. Retractable casters permit easy, gliding movement of THE CHAMPION. Simply insert key-wrench in caster key-hole . . . a quick turn and THE CHAMPION is up on 4 smooth casters, ready to roll. Base sets solid when casters are retracted.

REQUIRES ONLY
22 IN. BY 44 IN.
FLOOR SPACE
110 VOLT
A. C.

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THE CHAMPION in children's-wear department of a New York department store stimulates extra sales of play-garments.

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FROLICS
See Page 98

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HONG KONG

NEW! EXOTIC! NEW!

COMBINING POPULAR IN-LINE PLAY WITH HIGH NUMBER SCORING! 3-4 or 5 in Line Score Replays!

29 DIFFERENT WAYS TO SCORE REPLAYS!

IMAGINE!

- ANY THREE IN LINE line up both top side rollovers for replays!
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Large Stock of Bingo Machines, One Balls, Five Balls, Music.

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Sensational new coin machine for Dime Store and Super Market Locations. Auto goes thru all of the motions encountered in actual road conditions. Foot accelerator allows the child to increase the motion to any desired speed. Our large Factory and modern production methods allow us to sell at sensible prices. Write today for full information.

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|---------------------------------|-------|-----------|-------|
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| 1951 Midway | 49 | 108D | 325 |
| Envoy, Major, Classic, Nightone | 49 | | |
| 1432, 5D Record | \$435 | | |

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- Mechanism Overhauled
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More Fun!
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WHEN ROLL-OVER HIT
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THE
CHAMPION
COIN-OPERATED HORSE
SEE PAGE 96

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United's LIFE-A-SCORE
New Match Score Conversion Unit fits all standard type A, 4, 5 and 6 Player Bowling Games... \$57.50

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| SEEBURG 1-47 | 175 | ROCK-OLA 1426 | 200 |
| SEEBURG 1-48 BLOOD | 175 | A.M.I. MODEL A | 445 |
| SEEBURG 1-50A | 495 | A.M.I. MODEL A | 390 |
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| WURLITZER 1100 | 358 | A.M.I. MODEL C | 475 |
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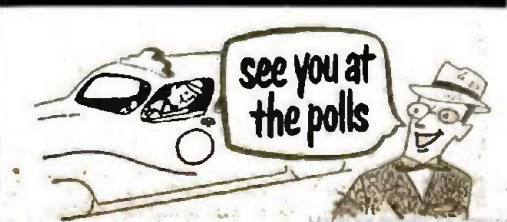
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Keeley Holiday
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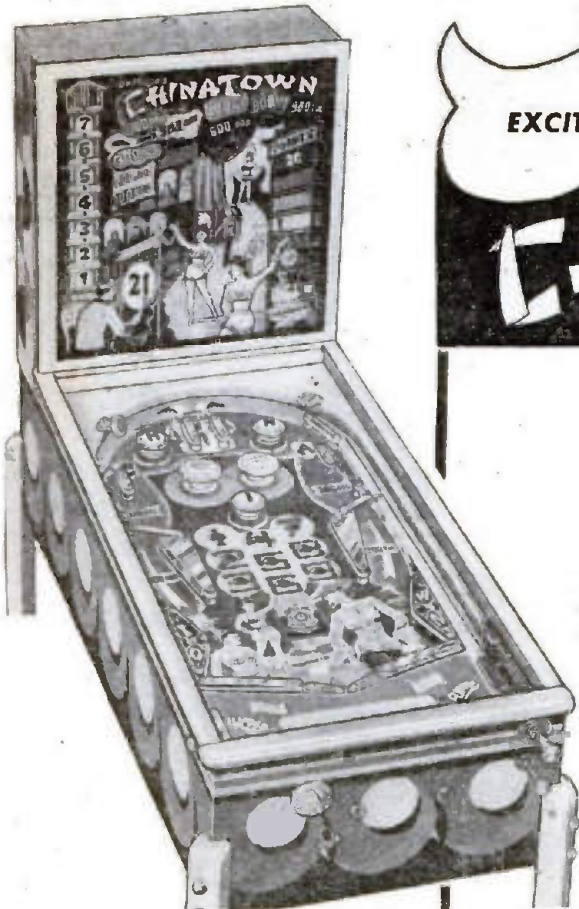
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FLASHING FEATURES THAT PRODUCE
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9 BALL-TRAP HOLES!
TRAPPED BALLS SCORE 100,000 to 900,000
And POINTS From 1 to 9

REPLAYS for TRAP HOLES 1 to 5... TRAP HOLES 5 to 9... ANY COMBINATION of HOLES TOTTALLING 21... SPECIAL TOP ROLL-OVER, WHEN LIT BY MAKING BOTH C and A SIDE ROLL-OVERS... BOTTOM ROLL-OVER BUTTON, WHEN LIT BY C-H-I-N-A-T-O-W-N SPELLED OUT (NON-SEQUENCE) and HIGH SCORE. C or A SIDE ROLL-OVER LIGHTS 2 "POP" BUMPERS, INCREASING VALUES TO 100,000 EACH.



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| SHUFFLE GAMES | | TAKE YOUR CHOICE | |
| Shuffle Express | \$49.50 EACH | Ten Pins | \$24.50 EA |
| Chicago Coin Bowling Alley | | Shuffle Alley | |
| Universal Twin Bowler | | Bowling League | |
| Deluxe Bowler | | Shuffle Lane | |
| Speed Bowler | | Team Shuffle | |
| USED | | NEW GAME SPECIALS | |
| Date Gun | \$47.50 | Tri-Score | 1100 |
| All Star Baseball | 49.50 | WRITS | |
| NEW LOW PRICES! | | FIVE-BALLS | |
| Chicago | \$39.50 | Montevideo | \$29.50 |
| Black Gold | 39.50 | Summertime | 39.50 |
| Saratoga | 49.50 | Virginia | 39.50 |
| Wisconsin | 39.50 | Tennessee | 39.50 |
| Triple Action | 39.50 | Dallas | 39.50 |
| Merry Widow | 39.50 | Maryland | 39.50 |
| Know Ball | 39.50 | Lucky Fortune | 39.50 |
| Trade Wines | 39.50 | Bondswave | 39.50 |
| Spin Ball | 39.50 | Major League Base | 39.50 |
| Crazy Ball | 39.50 | Ball | 39.50 |
| Cadillac | 39.50 | Mean Old | 39.50 |
| Sherry | 39.50 | Avocado | 39.50 |
| Dev-Wa-Ditty | 39.50 | St Paul | 39.50 |
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| Camel Caravan | \$49.50 | Three Fishers | 49.50 |
| Pleasing Power | 49.50 | Champion | 49.50 |
| Samba | 49.50 | Swand | 49.50 |
| Marocco | 49.50 | Alleg in Wonder | 49.50 |
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| Humpty Dumpty | 39.50 | Telecard | 49.50 |
| Mill Parade | 39.50 | | |

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FOR SALE

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| United Leader | 300.00 | Chicago Coin Deluxe Bowler | 325.00 |
| United Spot Lite | 300.00 | Control Tower | 125.00 |
| Atlantic City | 345.00 | Write | 49.50 |
| Bally Bright Light | 345.00 | Wilcox Gun Recording | 150.00 |
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| Williams Deluxe World Series | 245.50 | NOW DELIVERING: | |
| Bally Big Finish | 145.50 | Chicago Coin Super Matched | |
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| Universal Twin Bowler | 49.50 | Chicago 10 Frame | |
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**PLUS OUTSTANDING PROMOTION TO
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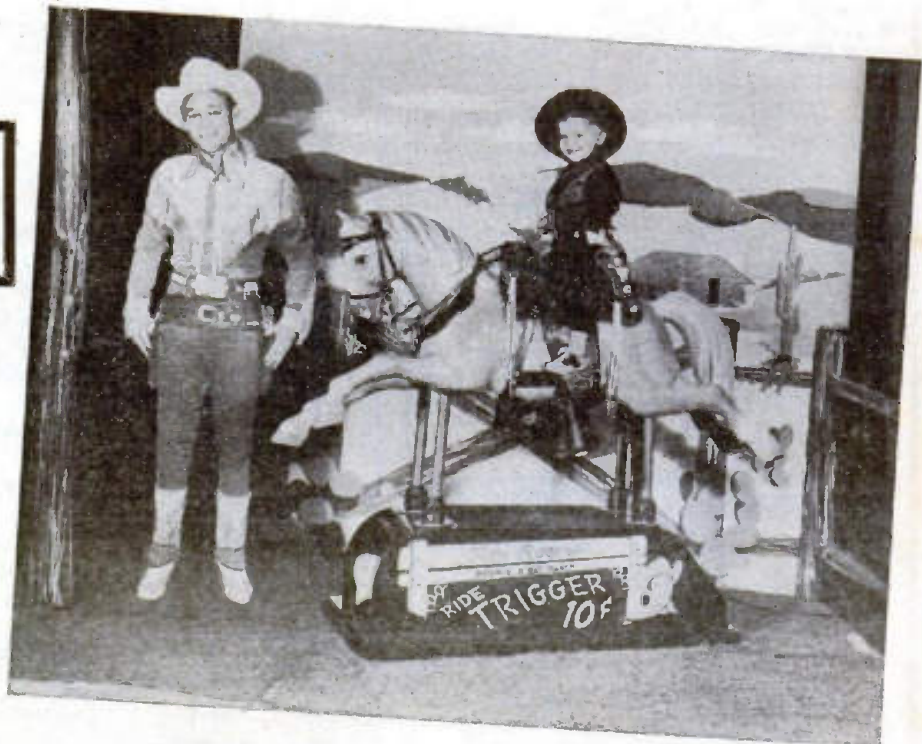


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4218-30 W. LAKE STREET
CHICAGO 24, ILLINOIS

2 OUTSTANDING BOWLING GAMES THAT ARE LOCATION MONEY MAKERS!

Chicago Coin's

NEW 6 PLAYER *Super* MATCH BOWLER



LOCATIONS CAN NOW MEET PLAYERS' DEMANDS BY OPERATING *Super* MATCH BOWLER IN ANY OF THESE 4 WAYS!

- 1 COMBINING MATCH BOWLER AND 10TH FRAME BOWLER
- 2 10TH FRAME BOWLER ONLY
- 3 MATCH BOWLER ONLY
- 4 DELUXE BOWLER ONLY

CHANGE-OVER TO ANY OPERATION IS DONE BY MOVING PLUG IN BACK RACK

SIZE
8 FT. x 2 FT.

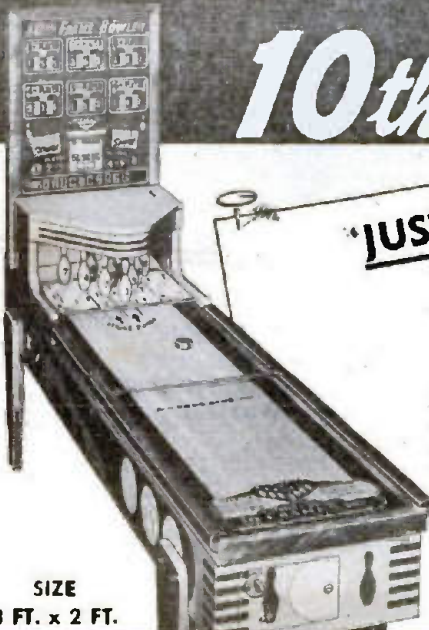
SEE YOUR DISTRIBUTOR

EASY TO READ INDIVIDUAL SCORE DIALS

- JUMBO "FLY-AWAY" PINS
- HIGH SCORE OF THE WEEK
- FORMICA PLAYFIELD
- STRIKE & SPARE FLICKER LITES
- 7-10 SPLIT PICK-UP
- REBOUND ACTION 20-30 SCORING

Chicago Coin's 6 PLAYER

10th FRAME BOWLER



SIZE
8 FT. x 2 FT.

"JUST LIKE REGULATION BOWLING"

A STRIKE IN THE 10th FRAME GIVES PLAYER 2 EXTRA SHOTS.

A SPARE IN THE 10th FRAME GIVES PLAYER 1 EXTRA SHOT.

NO MORE "ONE-SIDED" SCORES

GAME IS COMPETITIVE 'TIL LAST PUCK IS THROWN.

Features

- HIGH SCORE OF THE WEEK
- INDIVIDUAL SCORE DRUMS
- 7-10 SPLIT PICKUP
- JUMBO "FLY-AWAY" PINS
- FORMICA PLAYFIELD
- REBOUND 20-30 SCORING

CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS

Rudolph The Red-Nosed

EXHIBIT'S Rudolph The Red-Nosed Reindeer

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Com-et

Ja-pid and

know Dash-er

for Children Everywhere

LIBERAL FINANCE PLAN AVAILABLE

fa-mous rein-deer of all?

do you

Cdim

G7

18 (a tempo)

ver-y shin

nose

RU-DOLP THE RED-N ED REI DEL

mp-mf a tempo

RIDE Rudolph the Red Nosed Reindeer 10¢

And if you e.

ev-en say

HE'S AUTHENTIC!
HE'S LOVABLE! HE'S
IRRISISTIBLE! HE'S THE
KIDS' FAVORITE!

HIS NOSE LIGHTS UP, TOO!
JINGLE BELL HALTER ...
GENTLE, EASY ACTION! ...
YEAR 'ROUND APPEAL!

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DOUBLE and TRIPLE
SCORE FEATURES

SPOTTEM FEATURE

ALL CARDS DOUBLED

ALL CARDS TRIPLED

SPOTS Nos. 15, 16, 17

SPOTS Nos. 14, 19, 22

ALSO SPOTS ABOVE NUMBERS SINGLY

EXTRA BALLS

1, 2 OR 3 EXTRA BALLS CAN BE PURCHASED AFTER ONE OR MORE OF THE FIRST 5 BALLS HAVE BEEN PLAYED.

METHOD OF SCORING

THREE, FOUR OR FIVE IN-LINE-SCORING... DIAGONAL VERTICAL AND HORIZONTAL.

SLUG-REJECTOR COIN CHUTE

NEW HINGED FRONT DOOR

EASY TO SERVICE... MECHANISM LOCATED IN BACK BOX AND ON HINGED FRONT DOOR.

STANDARD PINBALL CABINET SIZE

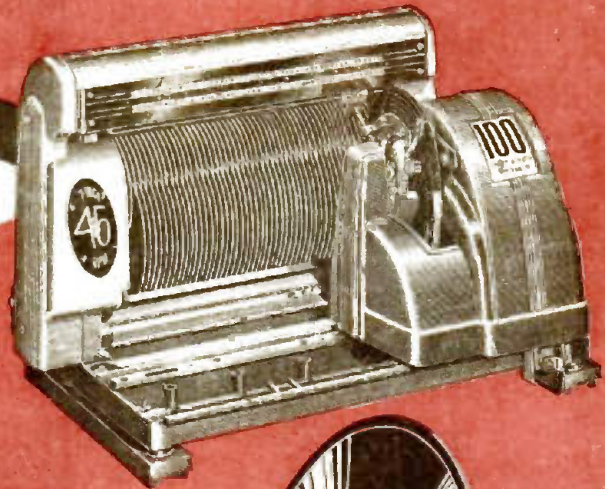
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THE ONLY MECHANISM

THAT PLAYS RECORDS

IN THE VERTICAL POSITION

- NEVER DROPS A RECORD
- NEVER TURNS A RECORD OVER



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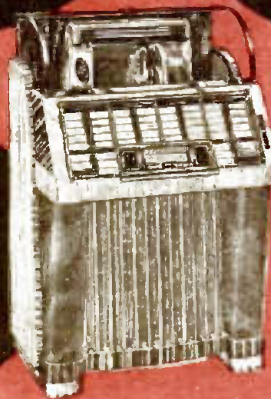
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