

# The Billboard

OCTOBER 18, 1952 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE 25 CENTS

## \$4,000,000 Weekly Looms For Pay-as-U See Grid TV

### CURRENT WHIRL OLD HAT TO IKE

ABILENE, Kan., Oct. 11.—The whirl of the current Presidential campaign means nothing to Gen. Dwight D. Eisenhower. And if he moves to Washington next January, it will not be the first time he'll be working on a Merry-Go-Round. Outdoor showmen in these parts recall that when Ike was but a lad looking for a job, one of the first he landed was that of "ride boy" in C. W. Parker's Merry-Go-Round plant here.

### Bessie Smith Songs on Sale

NEW YORK, Oct. 11.—Forty-two songs written by Bessie Smith, and never made available in printed copies, have been put up for sale by Jack Gee, widower of the noted blues singer. The ditties, still in manuscript, have been collected by Gee in his Empress Music firm.

Harold Orenstein, Empress attorney here, has been authorized to negotiate the sale. The entire catalog will be sold as a unit, he said. The deal also includes additional copyrights to be added to the package as they come up for renewal.

### Confusion Reigns At AGVA Meeting

By BILL SMITH  
NEW YORK, Oct. 11.—The biennial five-day meeting of the national board of the American Guild of Variety Artists, which ended here Friday at 6 a. m., was highlighted by more confusion and less accomplishments than perhaps any similar meeting in the union's history.

The 45-man board, with reps from all over the country, listened to issues, argued the various points, asked the lawyers opinions, and then argued the opinions rather than the issues. The lawyers, Silverstone and Rosenthal, national counsel, and Henry Katz, house counsel, soberly pointed out obstacles to the establishment of a welfare fund tied to the insurance program.

They outlined the possible out-

#### TRANSFER MAGIC

Yes, sir, just one bottle of this magic fluid and you can transfer pictures from paper to cloth, wood, metal, glass, china, etc. It's made to order for Christmas gift sales. Check the details in this week's Billboard classified section.

While you're about it, check all 3 classified sections in the Music, Coin Machine and Merchandise departments. Here almost like magic, you can transfer a small investment (as little as \$3 per insertion) into fast, solid profits. And watch all these each week for big profitable buys of all types of products and services.

What Do You Want to Buy or Sell? See page 17, 47, 69, 88

### Bob Reynolds, Gene Autry in Station Deal

May Buy Richards Estate's KMPC; Tag Is \$1,000,000

HOLLYWOOD, Oct. 11.—If no hitch develops, Gene Autry and Bob Reynolds will become the new owners of Station KMPC, 50,000-watt station now owned by the G. A. Richards estate. Reynolds is at present vice president and general manager of the station. He first joined the outlet in January, 1938, in a sales capacity and was promoted to general manager in 1941.

This will mark Autry's second AM venture in this area. He originally launched Santa Monica's KOWL as 50 per cent partner with Art Croghan five years ago. Last year, his interest in the Santa Monica indie was sold to Croghan. He at present holds interests in two Arizona stations, including KOOL in Phoenix and an outlet in Tucson.

Reynolds is at present a stockholder in KMPC. As deal now stands, KMPC employees' Lloyd (Continued on page 4)

### NBC CANCELS CONVENTION IN BOCA RATON

NEW YORK, Oct. 11.—There will be no National Broadcasting Company convention in Boca Raton, Fla., this December. The annual meeting was cancelled this week, as per prediction by The Billboard a year ago prior to last year's sessions.

The web said the convention will be unnecessary in view of the many recent meetings between NBC brass and affiliates, and current network projects will be handled within the normal web channels with its stations. NBC opined the time, saved would enable greater concentration on the business of selling programs.

### MGM to Issue 20th-Fox Score

NEW YORK, Oct. 11.—MGM Records, the leading diskery in the production and merchandising of movie sound-track albums, November 7 will release a new sound-track album, "Stars and Stripes Forever," featuring the music of John Philip Sousa. The unusual facet of this new album is that the movie has been produced by Twentieth Century-Fox.

This is the first time that MGM has ever released a sound-track album of a rival movie company film. In this instance, Twentieth Century offered the album rights to MGM based on the latter's past experience with such albums, according to a diskery exec.

Recently, MGM has had a number of sound-track albums on the best-seller charts. At the moment, they include "Merry Widow," the nation's top selling pop album, "Lovely to Look At" and "An American in Paris."

The new Sousa album features the marches of the renowned composer, as played in the film by Alfred Newman and the Twentieth Century-Fox orchestra. The movie will be premiered in December.

### Colleges' OK Would Zoom New System

Predictions Point to National Use by 1954; Big Question Is Approval by FCC

By SAM CHASE  
NEW YORK, Oct. 11.—Indications this week were that college football telecasts, a \$2,500,000 per year proposition on the current limited free home TV basis, are headed for pay-as-you-see subscription home airings, which could zoom the video take up to \$4,000,000 per week. This development came as the current National Collegiate Athletic Association TV blueprint continued under fire, from schools which originally favored the plan as well as those which have been opposed to it from its inception.

Insiders were predicting that by next (1953) season, at least a godly portion of the collegiate grid telecasts will be available only on a pay-at-home method. The season of 1954, it is foreseen, will have this method exclusively utilized on a national scale. The International Telemeter Corporation, subsidiary of the Paramount Pictures Corporation,

is regarded as having an edge thus far in efforts to snag this plum. However, they will have to contend with such other systems. (Continued on page 41)

### Four Pictures For Cinerama

HOLLYWOOD, Oct. 11.—The Cinerama Corporation is setting up its own production outfit here and will film four features early next year. The flickers will be filmed in Technicolor simultaneously by the new Cinerama process and also standard 35-mm. cameras for release in regular movie houses.

Merian C. Cooper is set as general production manager. The films include a John Ford Civil War drama, a musical, a big budget Western and a "King Kong" type adventure epic.

### NEW NEGRO TV STAR

### Billy Daniels Gets Own Network Show

NEW YORK, Oct. 11.—The Rybutol Corporation last week reportedly became the first sponsor to give a Negro entertainer his own network TV program. The advertiser has bought Billy Daniels to go into the 8:30-8:45 p. m. Sunday slot on the American Broadcasting Company's video network on a 13-week deal.

Rybutol has asked that 30 markets be cleared for the program. Now carrying the show are WJZ-TV, here; WXYZ-TV, Detroit; WMAL-TV, Washington; WL-TV, Atlanta; WAFM-TV, Birmingham; WENR-TV, Chicago; KGO-TV, San Francisco; KSL-TV, Salt

Lake City, and KB-TV, Denver. To be added shortly are WFIL-TV, Philadelphia; KECA-TV, Los Angeles, and WTVN-TV, Columbus, O.

"Amos 'n' Andy," of course, has been on video for more than a year. This program, however, was an old radio stanza that had established a strong following thru the years. Daniels is a night club and recording artist who will be assisted by a trio. He starts his contract Sunday (12). The Mills Brothers were on last week in the time period for one shot. The time period precedes Walter Winchell.

Many local TV shows have presented only Negro talent and many Negro artists have guested on network shows, but this is the first web airer with a Negro star. Kastor, Farrell, Chelsey & Clifford is the agency.

### COMING NEXT WEEK!

## Expansion and Evolution

A Review of RCA Victor's Fall and Winter Instrument and Record Programs

A Special Section of Vital Interest to Everyone in Radio, Television, the Record and Music Industries

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# NOTICE

## *To All Agents Franchised under Rule B and all AGVA Members*

By resolution of the National Board of the American Guild of Variety Artists, at its meeting October 6 to 9, 1952, Rule "B" regulations governing artists' representatives has been extended beyond October 15, 1952, on a week-to-week basis subject to termination by AGVA on two weeks' notice.

Jack Irving

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*National Administrative Secretary*  
**AMERICAN GUILD OF VARIETY ARTISTS**

This One



0W9H-E61-ELG9

## College Grid OK Would Zoom Pay-as-See to 4-Mil Weekly

Predict National Use by 1954; Big Question Mark; FCC Approval

Continued from page 1

tems as Skiatron. Phonevision and some as yet unannounced methods. Among the last is one known to have been developed by Radio Corporation of America, and it is believed likely that such other electronics giants as Westinghouse, Du Mont and General Electric may also have subscription systems of their own on the fire. However, it is known that talks have been held over some time between Telemeter and NCAA, and a recent brochure titled "Sports TV and Telemeter," put out by the Telemeter firm, had NCAA co-operation in the assembling of material. The brochure was a hefty pitch for the advantages of Telemeter over the current free home TV set-up, in terms of productiveness of revenue as well as protection of the gate.

### Brochure

The brochure was mailed to every college and university which is an NCAA member. Carl Leserman, executive vice-president of Telemeter, this week revealed to The Billboard that over 30 per cent of the schools voluntarily replied to the mailing, expressing enthusiasm and requesting additional information. These included many of the top grid powers of the nation.

Only last week the athletic directors of West Point and the University of Southern California toured the Telemeter plant in West Los Angeles and expressed great enthusiasm for the system. Significantly, the president of NCAA is Dr. Hugh C. Willitt, president of USC.

The \$4,000,000 weekly take was foreseen by Telemeter in its brochure, breaking down the income from home coin payments for watching top intercollegiate or other games of national interest. The assumption is that 10,000,000 sets will be tuned in to a top contest, with a charge made of 50 cents per set. This brings the home gate to \$5,000,000. After all time and service charges for Telemeter and the participating TV stations will be deducted, a clear profit of well over \$4,000,000 is left. This money, Telemeter said, is too much to be split between the two college teams, so a "fair share" would go to them, with the remainder put into "a general fund that would be allocated to all colleges who were members of either the NCAA or to all accredited universities and colleges in the U. S."

### Dollar Potential

On the basis of 11 top college games per year, this system, if it fulfills this promise, could produce more than 20 times the \$2,633,050 spent by General Motors this season, with that sum covering time and talent as well as the colleges' take for the National Broadcasting Company telecasts.

Leserman, upon questioning, indicated that Telemeter's blueprint for development would make the two-year adoption of the system practical. Telemeter's initial airings, in Palm Springs, Calif., get under way in February. Leserman believes that after 30 days, sufficient conclusive evidence of the system's efficacy will be amassed to permit application to the Federal Communications Commission for regular commercial operation nationally. By next fall should FCC approval be forthcoming on time, a sufficient number of installations of its "scrambling" transmitting equipment will be made at TV stations, and a large enough number of home "descramblers" installed, to permit considerable regional use of Telemeter for football. By the 1954 grid season, the system should be in full national swing, he believes.

### Not Approved Yet

It must be noted, however, that to date no home subscription system has gained the FCC's approval. Furthermore, apart from

the merits of any or all the systems mentioned, the entire theoretical basis of paid home video has not been settled. There are some segments of the public which are known strongly to oppose any method which would force owners of TV sets to make additional payment for any program whatsoever. These groups will fight bitterly against subscription TV on the grounds that the air belongs to the people as a whole, and no charge can be levied for reception. In other nations, however, governments have imposed taxes on ownership of radio as well as TV receivers, but this question is still far from settled here.

The Telemeter operation involves scrambling a picture transmitted by a regular TV station, so that it cannot be received on a home TV set unless a stipulated amount of money, in coins, is deposited in a descrambler box attached to a home receiver. Leserman said the scramble and descrambler equipment goes into production at the Telemeter plant next month, after five years of developmental work. Other systems use differing specific methods of operation, from Phonevision's use of telephone lines to Skiatron's use of a metal disk, bought in advance, to clear the scrambled picture. But all involve additional payment.

Meanwhile, NCAA this week was the recipient of a blast from Edward (Moose) Krause, athletic director at Notre Dame University. The Krause complaint was that NCAA supposedly has a plan in the works to spread money received from TV among all NCAA members in a socialistic "share-the-wealth" plan, instead of turning it over to the schools playing the game. Evidently

Krause confused the upcoming Telemeter operation, as outlined in its brochure, with the current free home TV operation, which is not large enough to permit such division.

### Bushnell Response

The NCAA response, made today by Asa Bushnell, is highly revealing, when read within the context of the Telemeter situation, it said.

"Nearly five months ago, the NCAA television committee communicated with the president, faculty representatives and athletic directors of all the association's member colleges. Its letter to these various interested parties predicted difficulties (Ed. note: presumably in handling the revenue) in the future, when subscription TV will have greatly increased the financial returns from football telecasts, and mentioned as a possible corrective a partial distribution of excess receipts from this source. The committee expects to make recommendations to the next NCAA convention for long-range TV policy, but it definitely has not presented any 'share the wealth' plan as recently reported in press dispatches."

Notre Dame, which consistently has opposed NCAA restriction of unlimited grid TV, was joined this week on the mourner's bench by Stanford University, which is understood to have supported NCAA. Stanford officials complained that last week's NBC telecast of the Stanford-Michigan football game, which drew a record attendance down to a paltry number, compared with the tremendous throng which had been expected. However, as if to belie TV's potency, other games on the West Coast, apparently were unaffacted by the telecast, and drew normally large crowds.

## Press ASCAP for TV Blanket License

NEW YORK, Oct. 11.—The television licensing problem confronting the American Society of Composers, Authors and Publishers, and, conversely, the music problem facing the television industry, is a broader one than has been generally realized. In fact, a general snafu is indicated. It was learned this week that the embattled telecasters have asked the Southern District Court not only to fix rates for a per program license, but also for a blanket license. ASCAPers had generally believed that the blanket license, which was negotiated several years ago by a TV industry committee, was in the clear; that only the per program license, which TV and ASCAP brass failed to negotiate, was an issue.

A TV spokesman stated, "Make no mistake about it. Both licenses are in issue. Another added: "We feel the blanket license is out-

## Gotham Police To Collaborate On ABC Seg

NEW YORK, Oct. 11.—The collaboration of the New York police department has been obtained by the American Broadcasting Company for its upcoming TV version of the "Top Guy" show. The stanza, which has been a radio series, features Jack Smart as a police inspector.

The video version thus will be done along almost documentary lines, similar to the "Dragnet" series on National Broadcasting Company, which has ties with the Los Angeles police department.

## MEMORIAL SERVICE

# 700 Radio Stations Doomed, Says Cott

MEMPHIS, Oct. 11.—The early demise of 700 radio stations was predicted here this week by Ted Cott, general manager of WNBC and WNBT, New York, in an address at the Sixth district meeting of the National Association of Radio and TV Broadcasters. The exec estimated that a number of stations would be chased off the air by TV, and proposed "a memorial service" for the 700.

However, he also predicted that the mass station wipe-out would ultimately benefit the radio industry, by weeding out all the bad stations, ala the current A-vs-B-picture situation in Hollywood today. To avoid landing in the "700 bracket" Cott advised broadcasters to formulate their selling pitch around the fact that the basic element of good salesmanship is still repetition, and that radio is the only media which offers advertisers a low enough unit cost to make saturation campaigns feasible.

Programming-wise, Cott sug-

gested the station men give listeners "a reason for listening," and programming items as disk jockey shows and news programs. In line with this he accused the broadcasters of being "news breakers instead of news makers," his thinking being that stations should dress up straight news reporting stunts by cooking up their own special events broadcasts.

## Gene Autry and Reynolds May Buy Up KMPC

Continued from page 1

Signon and Oren Mathison will join him in the purchase. The latter two are also stockholders. KMPC had long been sought by the National Broadcasting Company to become its owned-operated outlet for this area, replacing NBC affiliate KFI. However, during the life of the late G. A. Richards, the web and station owner were unable to come to terms.

Latest figure quoted for the station was \$1,000,000. Reynolds refused to divulge the asking price of the station involved in the current negotiations with the Richards estate. Reynolds told The Billboard that acquisition of the station is not being undertaken with the idea of a quick resale. He said he and Autry are going into the deal with a long-range operation in mind, thus ruling out chance the station would be resold to NBC. If deal goes thru, and present indications are that it will, it would mean that NBC's only chance for acquiring a 50-kw. outlet in this area hinges on KFI.

In the past, net pitted KMPC against KFI in effort to bring the asking price of either down so that it can acquire its owned-operated station in this area. RCA Board Chairman David Sarnoff recently called for NBC to buy its own outlet in Hollywood. NBC has already started the ball rolling toward that end by liquidating its radio station interests in other areas so as to be able to comply with Federal Communications Commission's regulations governing number of outlets permitted a single owner. NBC recently sold its interest in Denver's KOA to Bob Hope Enterprises, thereby leaving it free to quickly buy an outlet in this market.

Once the Autry-Reynolds deal goes thru, KMPC will be off the market, thereby leaving KFI as the sole 50-kw. outlet available to NBC. Thus, KFI's bargaining position will be considerably boosted.

## 'Ethel & Albert' Stirs Johnson's Wax Interest

NEW YORK, Oct. 11.—Johnson's Wax this week indicated a strong interest in "Ethel and Albert." The advertiser has asked the National Broadcasting System's TV network to find it a suitable time period for the situation-comedy, which features Alan Lynch and Peg Lynch. Miss Lynch also writes the show.

NBC-TV has rights to the program. Should Johnson's Wax buy "Ethel and Albert," its continuance as alternate sponsor of the Robert Montgomery show is doubtful. Needham, Lewis & Brorby is the agency.

## 2 NEW SHOWS

# 1/4-Hr. Panels Put on Market By W. Morris

NEW YORK, Oct. 11.—The William Morris office this week came up with a couple of TV offerings which it believes solves some of the sponsor headaches coming from rising costs and expanded station line-ups. These are two panel shows, geared to air in 15-minute time blocks, something not hitherto done on a major web basis. Both shows have been pre-tested, and are from the stable of packager William Stark, who developed them with an eye to the increased popularity of quarter-hour buys.

One, featuring teen-agers grappling with adult problems, is titled "If I Were You," and had 10 outings. The other, titled "What's the Gag," uses three comics with fesssee Kathi Norris, seeking suitably funny captions to cartoons by noted artists.

## 20% Increase Won by Radio, TV Directors

NEW YORK, Oct. 11.—The Radio and Television Directors Guild has concluded a contract with the TV networks, agencies and packagers which includes average wage increases of 20 per cent for its members. The new minimum weekly wage scales for network TV staff directors is \$175; for network radio directors, \$165; for local TV directors, \$150; for network TV floor managers and associate directors, \$100, and after six months' experience, \$120. The same dollar increase over the old wage scales applies to all persons who received over minimums under the old contract.

The free-lance directing scale for video shows will be \$300 for a half-hour show, \$400 for an hour show, and \$250 for a weekly strip show. Credits for staff or free-lance directors is to be as large as the largest credit given. The pact runs until March 31, 1954. Wage rates on staff contracts and AM free-lance contracts are retroactive to June 1.

The first news wire tailored and processed specifically for TV. That's what Telenews-sports, agencies and stations. Read about this and other exciting TV news items and film services in the TV Film Market Place on another page of this section.

rageously high." To date, some 55 stations have signed television licenses with ASCAP. This is about one-half of the TV industry. The remaining half are signatories to the litigation. Should the court decide upon music rates which are cheaper than those ASCAP is now charging, all current licensees will of course receive the cheaper rate.

The news that the telecasters intend to make an issue of both licenses, rather than just the per program license, was received philosophically, albeit speculatively, by ASCAP brass. One executive pointed out that the blanket license had been approved by a TV committee which represented the entire TV industry.

"The very meeting that approved the per program negotiating committee had approved the blanket license," it was pointed out. He expressed some doubt that the telecasters would wish to reverse themselves on a license which had apparently been okayed by a group representative of the industry.

What the attitude of the court will be is also an interesting conjecture. An ASCAP exec, holding to the position that the blanket license had really received the industry's approval, stated, "I don't think the court would substitute its judgment for that of the industry."

Altho the intention of the telecasters to make an issue of both licenses catches the music business by surprise, the attitude of ASCAP execs and members is by no means pessimistic. It was stated, "Fortunately, with rates to be set by an outside body, as a court, there is a sense of protection. The ASCAP exec added, "that is why ASCAP was anxious to have incorporated into the (Continued on page 25)

# Democrats Prep Movie, Disking Campaign Bash

WASHINGTON, Oct. 11.—A tumultuous and pictorial climax to Adlai Stevenson's campaign for the presidency is in the works by the Democratic National Committee, which this week announced a wide array of disks and films available to State, county and local Democratic committees and other organizations which may want to purchase them. The Democratic National Committee described the films and disks as "ideal for use at meetings and for

# Ted Streibert Quits Post as Teleradio V-P

NEW YORK, Oct. 11.—Ted Streibert this week resigned his post as vice president of General Teleradio, Inc., thus terminating 19 years as vice president and general manager of WOR and WOR-TV here.

However, no official resignation date was announced, and it is expected that Streibert will stay on the job until his personal project, a two-for-one sales tie-up between WOR-TV and WFIL, Philadelphia, gets under way. Although the veteran broadcasting executive doesn't own any stock in the Mutual Broadcasting System, he will continue to serve as a member of the web's board of directors after he leaves his vice president post.

Streibert, one of WOR's founders, joined the station in 1933, and moved into his present post with General Teleradio, Inc., when General Tire's Tom O'Neill took over the station's operation earlier this year. He served as Mutual's board chairman from 1949 to 1951.

The exec's departure makes Jules Seebach, Mutual-WOR program director, the last remaining member of the old guard WOR brass. High level resignations handed in since the O'Neill dynasty took over include sales vice president R. C. Maddux, engineering vice president J. R. Popple and news chief Dave Driscoll.

# AM Daylight Power, CP's Hiked by FCC

WASHINGTON, Oct. 11.—The Federal Communications Commission trend of granting more CP's for AM stations and increasing AM's daytime power continued this week. FCC granted three more station CP's and authorized increased power for three others. Latest CP's went to the Kentucky Broadcasting Company, Milford, Del. 500 watt, daytime only, on 1280 kc.; Resort Broadcasting Company, Inc. near Hot Springs, 1 kw., daytime only, on 590 kc.; Duplin Broadcasting Company, Wallace, N. C., 250 watt, unlimited time, 1400 kc. Increased daytime power authorizations went to WAPI, Voice of Alabama, Inc., Birmingham, to increase daytime power from 5 kw. to 10 kw.; KLCN, Harold L. Sudbury, Blytheville, Ark., to increase power from 1 kw. to 5 kw., and WFAX, Falls Church, Va., to increase power from 250 watts to 500 watts.

# ABC Reports 659G Loss

NEW YORK, Oct. 11.—An estimated loss of \$659,000 was reported by the American Broadcasting Company and subsidiaries this week for the first nine months of 1952. The figure represents the web's loss after reduction of \$336,000 for recovery of Federal taxes under the carry-back provision of the Internal Revenue Code.

For the same period of 1951, ABC's net income after taxes was \$77,000.

There's plenty of danger, intrigue and excitement in NBC's "Dangerous Assignment," one of the many excellent TV films offered by outstanding producers, distributors and suppliers in this week's TV Film Market. Place shown on another page of this section.

# GOP, Demo Activity Revolves Around Role of Radio, Video

WASHINGTON, Oct. 11.—TV-radio's towering role in the current election campaign continued to grip attention here this week as the two major political parties pushed their unprecedented fundraising drives. Key developments included:

1. The Federal Communications Commission, as expected, declined to intervene in the fracas over charges by National Volunteers for Stevenson that the GOP is planning a \$2 million TV-radio "blitz" in the election campaign's closing days.
2. Internal Revenue Bureau warned that there'll be no tax deductions for funds contributed for political campaigning on TV-radio or press.
3. The GOP National Committee maneuvered to borrow commercial sponsor time on TV and radio for several of the major talks by the party's standard-bearers and looked for another big audience when vice-presidential candidate Richard Nixon delivers his first nationwide simulcast Monday (13) since his California fund explanation.

Internal Revenue stepped into the picture with a public notice by Commissioner John B. Duniap stating that "certain business corporations are providing newspaper or magazine advertisements, or radio and television programs, which urge voters to prefer one political party over another with the expectation that the expense of such advertisements or programs may be deductible for income tax purposes." "In order that there may be no misapprehension on the part of these corporations or of any taxpayers," continued the Bureau, "the Bureau of Internal Revenue directs their attention to the long-standing rule, based upon departmental regulations, that contributions for political campaign expense... are not deductible for income tax purposes." The commissioner said the rule applies whether the payments are made directly to a political party or indirectly in the form of paid advertisements or contributed radio and television time.

Meanwhile Chairman Paul A. Walker of the FCC notified

George W. Ball, executive director of Volunteers for Stevenson, in Springfield, Ill., that the FCC could not stage an inquiry into an alleged GOP blitz plan to saturate TV-radio in certain key areas. Walker said the commission might look into it if the Stevenson committee could supply "specific information as to the existence of the plan" complained of by Ball. Walker suggested that if the Democrats feel the proposal may be a violation of the Federal Corrupt Practices Act, they should take up the matter with the Justice Department. Ball had asked the FCC to do something about what he described as the GOP saturation plan.

The GOP National Committee, announcing the scheduled simulcast for Nixon, also made public a schedule of three other network broadcasts for next week. A spokesman indicated that efforts are being made to schedule during the remaining weeks a number of major speeches on time leased in commercial sponsors willing to yield to the Republican committee.

Democratic National Chairman Stephen Mitchell said his party is pushing harder than ever a \$5-a-person contribution drive for the Stevenson-Sparkman ticket so as to raise funds urgently needed to pay for TV-radio time. He said several shows have come near being canceled thru lack of funds and that a \$260,000 program for TV-radio spot appeals had been cut because of insufficient funds. Nevertheless, both national committees are certain to come up to the statutory ceiling, while war chests of similar stature are being built by numerous other groups, including volunteer committees.

# New Congress to Mull Video Hearings Code

WASHINGTON, Oct. 11.—The new Congress in January in taking up the question of televised hearings, is certain to attach considerable weight to a ruling this week by Judge Henry A. Schweinhaut of the Federal Court of the District of Columbia, which in effect upheld the right of witnesses to refuse to testify when confronted by TV and newsreel cameras, news photographers and radio mikes in large and crowded hearing rooms. Judge Schweinhaut's ruling developed from the widely publicized case of Morris Kleiman and Louis Rothkopf, who were held in contempt for refusing to testify before the Kefauver committee. The witnesses had based their refusal on the presence of cameras and klieg lights. The district court verdict may be appealed to the Supreme Court.

The question of establishing a code of procedure for televising hearings is expected to get major attention from the next Congress when it convenes in January. House Speaker Sam Rayburn in the last Congress prohibited televised broadcasts of hearings, and legislation was introduced in the Senate to accomplish the same result. However, a number of influential lawmakers in both houses are strongly opposed to such drastic action and believe that instead a set of rules should be drawn up. Judge Schweinhaut's decision stated: "The only reason for having a witness on the stand, either before a committee of Congress or before the courts, is to get a thoughtful, calm, considered and truthful disclosure of facts. That is not always accomplished even under the best of circumstances. But at least the atmosphere of the court should lend itself to that end."

The judge's verdict did not by any means outlaw televising and broadcasting of congressional

hearings. Instead it is interpreted as having pointed up the need for Congress to adopt a code of practices. Broadcast spokesmen have emphasized that TV can function without bright lights. Judge Schweinhaut's ruling, if it is contested, could be used as a guide to Congress in setting up practices since the ruling does not hold that witness can refuse to answer in any involved circumstances, but says instead that the circumstances in a particular case must be reasonably appropriate.

# Mayehoff May Be Replaced By 'Mr. Peepers'

NEW YORK, Oct. 11.—Reynolds Metals this week was considering the purchase of "Mr. Peepers" as a replacement for the Eddie Mayehoff show on the National Broadcasting System's TV network. Mayehoff debuted Sunday (5), but his rating was not satisfactory and the client is uneasy about whether the program will click.

"Mr. Peepers" on the other hand, was one of the surprises of the summer schedule. Ford has been unable to continue it because of another commitment. NBC-TV, which owns part of the program, is pitching it to Reynolds.

# Westinghouse Buys 2 CBS Half-Hour Segs

NEW YORK, Oct. 11.—Westinghouse Corporation this week purchased two daytime half-hours on the Columbia Broadcasting System's TV network for delivery next spring. The advertiser will use 2-2:30 on Tuesday and Thursday for a program to be titled "Freedom Rings."

The stanza ties in directly with Westinghouse's merchandising plans, which is a strong reason why it was purchased. Fuller, Smith and Ross, the agency that will handle the show for Westinghouse, won it over McCann-Erickson and Ketchum, McLeod and Grove, two other agencies representing the same client.

Westinghouse will also buy another 15-minute stanza on CBS-TV early next spring for a program featuring Betty Furness. The show will be slotted on Saturday mornings. McCann-Erickson is the agency.

# TRADE DEAL

# NBC Flags to Get Times Sq. Spectacular

NEW YORK, Oct. 11.—The National Broadcasting Company's flagships here, WNBC and WNBC, will have their own electric spectacular in Times Square by November 15, via a trade deal with sign tycoon Douglas Leigh, who also has an interest in Flamingo. Leigh worked out a similar trade arrangement last year with WCBS here, the station shelling out gratis air time for Flamingo in return for billing on a Times Square spectacular.

The WNBC-WNBC sign, which will be located on the southwest corner of the Square, will feature the station's call letters in electric letters 30 feet high and a 90-foot long running sign. The latter figures to play an important role in the station's sales promotion picture this fall, since the copy will plug WNBC - WNBC programs, with full sponsor identification. Plans also call for news copy. However, they may run into a snag here, since New York City regulations require signs carrying both news and advertising copy to allot a standard (larger) seg of the copy to news material.

# FCC to Name 2 Examiners

WASHINGTON, Oct. 11.—The Federal Communications Commission is readying to appoint the final two hearing examiners under a 100 per cent increase as authorized by the last Congress, which appropriated funds allowing the commission to double the number of examiners of TV applications.

Latest appointment this week was Benoit Gagnone, who joined the FCC staff 11 years ago and has been serving as legal assistant to Commissioner Rosel Hyde. Congress authorized funds for the FCC to appoint seven examiners in addition to the seven already on the roster. Five have been appointed.

# AFRTA Opens Dickering With Net, Agencies

NEW YORK, Oct. 11.—The American Federation of Radio and Television Artists opened negotiations this week with the radio networks, agencies and packagers. Initial demands made by AFRTA include a 15 per cent increase in wages for actors and announcers and a non-contributory health and welfare fund. The fund would be set up by the broadcasting industry, and would be paid for entirely by the employers.

The union has also started negotiations with transcription firms, and is asking for a similar 15 per cent increase in every category but spots. AFRTA, however, is not demanding any increase for singers who work on network radio and on transcriptions. In its new contract, the union wants staff announcers' pay hiked from \$115 to \$150, with a \$35 raise for those announcers already making over scale.

# Hooper Ready With New TV Market Study

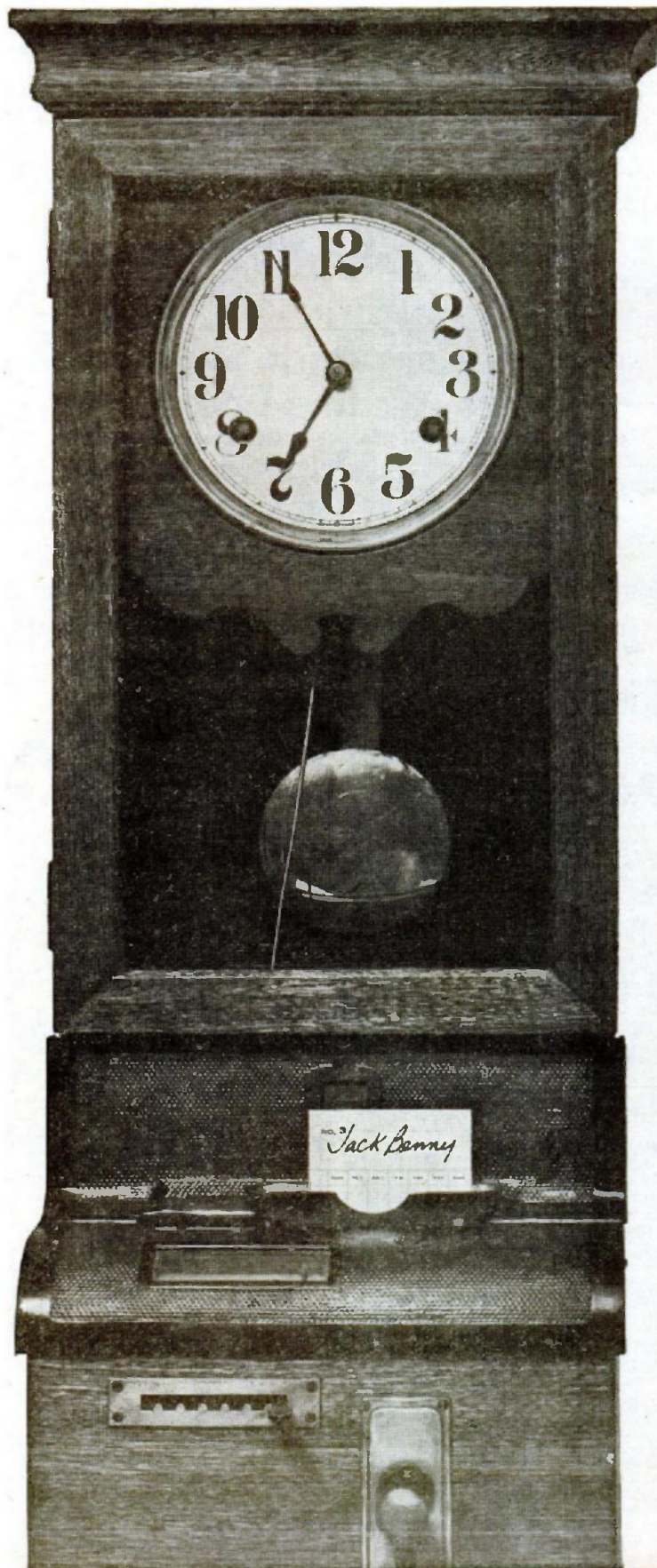
NEW YORK, Oct. 11.—C. E. Hooper's new "TV-Area Hooper-ratings" reports will be launched this month, with the Columbia Broadcasting System and 18 other agencies and sponsors on its subscriber list. Agencies ordering the 40-city TV reports include N. W. Ayer & Son; Ted Bates; Batten, Barton, Durstine & Osborn; Harry B. Cohen; Cunningham & Walsh; William Esty; Foote, Cone & Belding; Hewitt, Ogilvy, Benson & Mather; Needham, Louis & Brorby; Sullivan, Stauffer, Colwell & Bayles; Geoffrey Wade; and D'Arcy.

Advertisers subscribers are the Borden Company; Lever Brothers; C. L. Miller Company and the Texas Company. Hooper has installed new tabulation equipment in his Norwalk, Conn., production plant, which will make possible high-speed delivery of the new reports.

# Frank Reel Is Exec Head of N. Y. AFRTA

NEW YORK, Oct. 11.—Frank Reel this week decided to accept position as executive secretary of the New York local of the American Federation of Radio and Television Artists. The former executive secretary of the now-merged American Federation of Radio Artists', Reel, was on the verge of moving out of AFRTA.

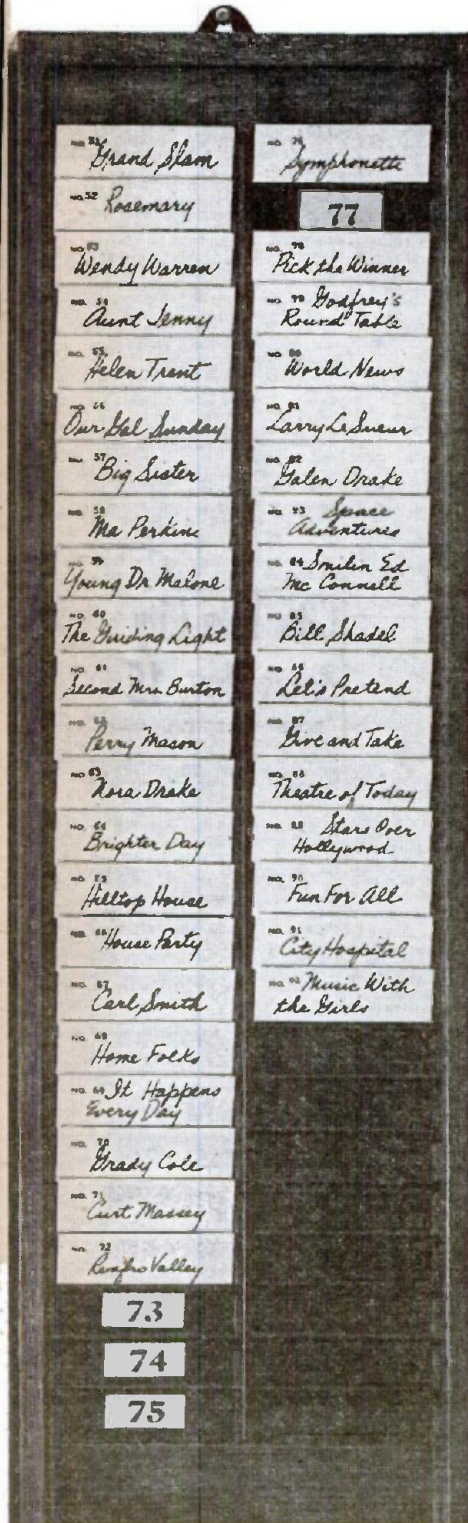
Reel has not signified any intention to remain with AFRTA under a long-term arrangement, but only until the negotiations are over and the new union gets the local board of AFRTA Wednesday (15) to determine what is to be done with the merged personnel of the new union.



1	2	Lonella Parsons
2	27	Our Miss Brooks
3	28	F.B.I. in Peace and War
4	29	Amos 'n' Andy
5	30	Bergen McCarthy
6	31	Philip Morris Playhouse
7	32	Hallmark Playhouse
8	33	Meet Millie
9	34	Bob Trout
10	35	Choraliers
11	36	Allen Jackson
12	37	Lowell Thomas
13	38	Beulah
14	39	Jack Smith
15	40	Club 15
16	41	Peggy Lee
17	42	Edward R. Murrow
18	43	Suspense
19	44	Vaughn Monroe
20	45	Godfrey's Talent Scouts
21	46	Helen Astley
22	47	Long Radio Theatre
23	48	Tarzan
24	49	Bob Hawk
25	50	Bangbusters
26	51	People Are Funny
27	52	Saturday Salutes
28	53	Mr. & Mrs. North
29	54	Life with Luigi
30	55	My Friend Irma
31	56	Arthur Godfrey

# THEY'RE ALL BACK

... and out front with the customers



You might easily picture this time clock in stores all over the country. And with the same names. For Benny, Bergen, Crosby, Godfrey, and company have started a new fall season on CBS Radio. And they're giving their greatest performances not only in 43 million homes and 27 million cars—but as salesmen behind counters from coast to coast.

*There's no sales force like them*—for selling more things to more people in more places...

It makes a difference that so many of the leading shows are heard on the same network. (More of them are on CBS Radio than on all other networks combined.) For they bring *all* the network's sponsors into a main stream of customer traffic. They create the best *locations* in all advertising.

For this reason 25 per cent more time is sponsored on CBS Radio than on any other network. And the time-slots still available have all the "crowd" advantages of stores next to Macy's or Gimbel's.

Around the clock CBS Radio's star attractions assure the greatest carry-over of listeners from show to show... the largest average audience... the lowest advertising cost.

You too can be out front with the customers on the **CBS RADIO NETWORK**

NOTE: Sunday, 2:30 to 4:00 pm (Slot 77) has just been filled by the New York Philharmonic-Symphony for Willys-Overland Motors, Inc.

# Theater TV Hypos SMPTE DC Turnout

### Interest in Tele Pulls Record Crowd; Group Membership Hits High of 4,000

WASHINGTON, Oct. 11.—Interest in theater television was credited here this week as attracting the biggest convention turnout in the 36-year history of the Society of Motion Picture and Television Engineers. Altho less than two days were devoted to theater TV, it was more time than the society had given it in any previous convention. At the same time SMPTE officials indicated that TV's growth has been a factor in an increase in society membership to a record-breaking 4,000.

The theater industry was urged at SMPTE's convention here to recognize that "system considerations may be more important than apparatus considerations" in adopting a color theater TV system. A. V. Loughren, member of the National Television System Committee and research director of the Hazeltine Corporation, Little Neck, L. I., N. Y., advised the theater industry to "make sure that the system adopted is not one of inherent limitations." He said the Eidophor system, which required "transmission of about twice as much information as does a simultaneous system in order to provide an image of comparable quality" and a wider band of frequencies for greater transmission costs, had the "inherent limitations of a sequential system."

At another session three top photographic authorities of the Army, Navy and Air Force stressed the importance of motion pictures and TV in training, morale boosting, evaluating weapons and equipment, and documenting military history. They were Brig. Gen. Brooke E. Allen, chief of staff, Air Transport Command and until recently commanding general of the Air Force Air Photographic and Charting Service; Maj. Gen. George I. Back, chief signal officer, U. S. Army, and Capt. A. D. Frazer, chief of naval photography, U. S. Navy.

Among new developments reported at the convention which may have an impact on TV was a continuous film processing machine, one-third the size of the smallest now available, which can develop, fix and dry negatives in 14 minutes and positives in three and a half. Developed by the Andre Debrie Company of Paris, the new photographic gadget is scheduled for commercial production next month.

Gilbert Ruellan, managing director of the Paris firm, pointed out that the compactness, portability and speed of the machine would make it invaluable for TV and military uses and would permit immediate screening of commercial entertainment movies on location.

The necessity of high-speed photography in the development of military weapons was stressed by Robert D. Shoberg, chief of the photographic branch, Army Ordnance, White Sands Proving Grounds, N. M. Peter Mole, director of the Mole-Richardson Company of Hollywood, who will be replaced as SMPTE president on January 1 by Herbert Barnett, assistant to the president, General Precision Equipment Corporation, New York, gave the engineers encouragement to keep interest alive in TV.

Award of the David Sarnoff gold medal for achievement in TV engineering to Axel G. Jensen, of the Bell Telephone Labora-

tories, climaxed the society's week-long convention. Other motion picture and TV engineering "Oscars" and their recipients were Samuel L. Warner Memorial Award for achievement in the advancement of motion picture, to Dr. Herbert T. Kalmus, president of Technicolor, Inc.; SMPTE medal for major contributions to motion pictures or television to John L. Crabtree, assistant superintendent, Eastman Kodak Research Laboratories, Rochester, N. Y.; SMPTE Journal Award for best technical paper published by the society's journal during the past year, to D. L. MacAdam, Eastman Kodak.

## Slate Opening Of UN Hearing

WASHINGTON, Oct. 11.—The Senate Subcommittee on Internal Security under Sen. Pat McCarran (D, Nev.) opens its long-expected probe of the United Nations Monday (12) with all signs pointing to the investigation eventually reaching the UN information staff, including TV-radio. The spotlight immediately, however, will be on the question of evidence of infiltration in the United States of persons using their diplomatic immunity as a subterfuge.

An executive session is slated for tomorrow (12) in New York, where the doors will be thrown open to the public Monday (13). The entertainment industry phase will not be reached for some time, it was indicated here. Expectations are that the hearings will go back into closed-door sessions when information specialists are slated to testify. The subcommittee investigating the entertainment industry is scheduled to investigate the Federal Communications Commission and Voice of America as well as the UN (The Billboard, September 27, August 30).

## NEWS CAPSULES—COAST TO COAST

### Free Ads, Disguised as Publicity, Costing Stations Millions Annually

ASHLAND, Ky., Oct. 13.—Broadcasters were warned against permitting free advertising, disguised as publicity, to get on their stations. John Hardesty, director of local promotion of the Broadcast Advertising Bureau, said: "Commercial copy, masquerading as publicity handouts from advertisers and trade associations is costing stations millions of dollars annually in lost revenue." Addressing the Kentucky Association of Broadcasters here today, Hardesty said this condition will only be remedied when managers personally police all incoming items and get the cooperation of station personalities and deejays.

ESTY CO. GETS 'STRIKE IT RICH' ... NEW YORK — The Colgate-Palmolive-Peet Company this

## US-UK PLAN TO CHANGE PANELS

NEW YORK, Oct. 11.—"What's My Line," now a radio and TV success in England as well as here, will probably exchange panels on an international scale for one telecast sometime early in January. Mark Goodson and Bill Todman, the producers of the show, intend to bring the British panelists—Gilbert Harding, Elizabeth Allen, Joyce Holden and Jerry Desmond — here, and to ship Dorothy Kilgallen, Hal Block, Ariene Francis and Bennett Cerf over to England in exchange. The program is sponsored here by Stoptette on the Columbia Broadcasting System's TV network.

## Set Making, Defense Go Arm-in-Arm

WASHINGTON, Oct. 11.—Record production of home radio and television sets has not interfered with defense work, the Radio and Television Manufacturers' Industry Advisory Committee told the National Production Authority this week. Industry representatives were praised by the air forces for increasing by tenfold deliveries of military electronics and equipment since Korea.

Improvement in steel supplies to radio and TV manufacturers was forecast by the NPA, which warned nevertheless of a possible setback in copper and aluminum supplies. At the same time industry representatives reported that shortages of assembly-line workers in Chicago, spot shortages of 21-inch picture tubes and delay in tool and die production were plaguing set manufacturers in their busiest season. Urgent military needs might conceivably limit the supply of electron tubes to the radio and TV industry. NPA officials said, but pointed out that less than 10 per cent of the military test equipment now on order will be produced in plants making radio and television receivers.

# Preview of FCC's Theater TV Hearing

WASHINGTON, Oct. 11.—A preview of the Federal Communications Commission's anticipated October 20 theater TV hearing will be staged here Tuesday (14) at a pre-hearing conference which will bring together legalists for all of the interested parties, including FCC, for the first time. An effort will be made to reach accord on procedures for examining witnesses. If accord is reached on major points at the pre-hearing confab, it is possible that the engineering phase of hearings which start the following Monday (20) might be wrapped up in little more than two weeks. The proceedings will then recess until January when general issues will be taken up.

## Warns Against Tele Censors

WASHINGTON, Oct. 11.—Citing the TV industry's self-regulation via its code and review board, President Harold Fellows of National Association of Radio and Television Broadcasters warned televisioners against threats of TV censorship. Fellows, whose organization has registered similar warnings with the House Subcommittee Investigating TV-Radio

Morals in a telecast over Station WMOB, Memphis, urged his audience to "keep television free." "If you don't like what your station is doing," he said, "write the station. You will get action. And if you do like it, write also. A pat on the back never hurt anybody—let alone a medium that because of its tremendous impact, its astounding promise for the future and its newness is spending too much of its time fighting restrictions and prejudicial actions by private and legislative groups."

ture Association of America, Inc., and National Exhibitors' Theater Television Committee submitting a proposed outline last August 28 for the October 20 hearing agenda had stipulated that they would present AT&T cost data figures. The FCC has stuck to this agenda, altho the cost figures have been unavailable to the theater-movie interests which have acceded to AT&T's request to give the latter until January to assemble the information (The Billboard, September 27, October 4). With engineers Stuart L. Bailey, Frank H. McIntosh and Manfred K. Toepfen scheduled to testify at the October 20 hearings on matters relating to accounting phase of theater TV, they will merely go on record as stating that the price quotations have not yet been supplied by AT&T. In a letter made public yesterday (10), AT&T informed legal counsel for the movie-theater groups that a recent conference between AT&T and the theater-movie interests has made "much simpler the job of reaching the common objective of providing suitable facilities for theater TV, as soon as possible with the greatest economy."

The letter, signed by Ernest D. North, general attorney of AT&T's long lines department, was addressed to Vincent B. Welch, of Welch, Mott & Morgan, and James Lawrence Fly, of Fly, Shuebruk & Blume, representing MPA, and Marcus Colon, representing N.E.T.C. North stated in part:

"We recognize the need for theater television use of transmission facilities having bandwidths greater than those used for television broadcasting. Work is proceeding as rapidly as possible to develop cost information for broad band service which we hope will meet or closely approach the transmission characteristics which you specify."

Technical requirements and standards for theater TV will be discussed at the start of the October 20 hearing by Andrew F. Inglis on behalf of MPA and N.E.T.C., while engineer Bailey will give a preview of the engineering and accounting phases.

## CBS Tele City Bows Nov. 15

HOLLYWOOD, Oct. 11.—Columbia Broadcasting System will officially launch its multi-million dollar Television, City studios on November 15 with an hour and a half all-star show. Program will be aired from 6 to 7:30 p.m., Coast time, and be seen live in New York 9-10:30 p.m. Show will be produced and directed by Ralph Levy. It will be written by Sam Perrin, George Balzer, Hugh Wedlock and Bob Snyder.

As previously reported by The Billboard, Jack Benny will serve as emcee. Other artists definitely set for the show will include Eve Arden, Burns and Allen, Lucille Ball and Desi Arnaz, Cate Lewis, Marie Wilson, the complete "Luigi" cast, Cass Daley and Ken Murray. Harry Ackerman, Coast veepee in charge of web programming, is currently lining up others to round out the all-star cast.

## Names Merrill Commissioner

WASHINGTON, Oct. 11.—Eugene H. Merrill of Utah takes office Tuesday (14) as a member of the Federal Communications Commission, succeeding Robert F. Jones, who has gone into private law practice here. Merrill, who was appointed by President Truman last week when the President's "whistle-stop tour" brought him into Merrill's home State, has been on the Defense Production Administration staff and is a former member of the Utah Public Service Commission.

His appointment will need the Senate's confirmation next January.

Don't throw away old films. Peerless has a process that can restore your old films to profitable use. This is just one of the many reliable film services offered in the TV Film Market Place, also featuring an outstanding selection of TV films, shown on another page of this section.

Your Top TV Sales Opportunity  
**WDEL-TV**  
Wilmington, Delaware  
In the Market which has highest  
income per family in the country.  
Represented by  
**ROBERT MEEKER ASSOCIATES**  
New York San Francisco Chicago Los Angeles

### 'KEEP POSTED' IS TOP PANEL SEG ...

NEW YORK—"Keep Posted," the Martha Rountree-Larry Spivak panel show, is TV's top discussion program, according to the latest American Research Bureau rating figures. The Du Mont Television Network program, which is slated opposite Milton Berle on Tuesdays from 8:30 to 9 p.m., chalked up a 16.3 rating on its September 9 aircast, topping the other Rountree-Spivak show "Meet the Press" highest rating of 13.6.

### TORONTO FEARS TV CENSORING ...

TORONTO—Proposal for censorship of TV in Quebec is not passing unnoticed in this province, which has already admitted defeat because the Canadian Broadcasting Act that makes the field of broadcasting strictly within the jurisdiction of the Fed-

eral authorities. Quebec authorities have announced they are seeking to censor TV on the same basis that movies are censored. To put teeth into their proposals, the matter will be brought before the Quebec Legislature this fall.

### PAPER WITHDRAWS TV APPLICATION ...

WATERBURY, Conn. — Withdrawal of a television application by the American-Republican, Inc., a newspaper here, has eliminated a contest for Channel 53, the only channel assigned to this city. The publishing company advised the Federal Communications Commission that its action was prompted by a desire to see Waterbury awarded a television outlet as soon as possible. The newspaper intends to re-apply for a Waterbury station if a second channel is allocated here. The American-Republican withdrawal leaves WATR, Inc., as the only applicant for Channel 53, with prospect of an award on an uncontested basis.

### SOUTH FLORIDA GETS TV OUTLET ...

MIAMI — WTVJ, South Florida's only television outlet, begins operating from its new student building during the week of November 10. Built within the framework of the Capitol Theater, it marks the South's first instance where a theater building has been entirely renovated to provide a complete TV operation.

### UNION LAUNCHES POLITICAL SERIES ...

DETROIT — In an unprecedented program to present Labor's active political interest in the present campaign to the country, the communications-con-

(Continued on page 15)



# ASCAP toasts

## ED SULLIVAN

ASCAP's 3000 Composers and Authors and 500 Publishers are grateful to you, Ed Sullivan, for:

- Bringing the ASCAP Story over "Toast of the Town" into the homes of millions of viewers on two successive weeks . . .
- Reminding America of ASCAP's more than 38 years of service to the entertainment industry and the nation . . .
- Dramatizing ASCAP's struggle to provide a measure of security for composers and authors enabling them to add new works to ASCAP's varied and ever-growing repertoire . . .
- Delighting young and old with glimpses of a few among the thousands of creators who have made ASCAP music truly "the music of America."

Thanks, Ed Sullivan, for your fine shows and human understanding. They are deeply appreciated by the Composers, Authors and Publishers of America.



**AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS**

575 MADISON AVENUE, NEW YORK 22, N. Y.

# Thanks

TO

GENERAL MILLS, INC.

KNOX REEVES, INC.

DANCER-FITZGERALD-SAMPLE, INC.

COLUMBIA BROADCASTING SYSTEM

AND

ALL OUR OWN WONDERFUL PEOPLE

FOR HELPING TO MAKE

# "BRIDE AND GROOM"

DAYTIME TELEVISION'S TOP RATED SHOW\*

THE THREE JOHNS

MASTERTON, REDDY AND NELSON

745 FIFTH AVE.

NEW YORK CITY

\*Trendex reports for August and September, 1952

## COMPATIBLE COLOR

# NTSC Preps Tint System 'Ready For Commercial Use' By Mid-'53

WASHINGTON, Oct. 11.—The National Television System Committee will be ready to unveil to the Federal Communications Commission a compatible color TV system "ready for commercial use" sometime after mid-1953, it was disclosed here this week by A. V. Loughren, research director of the Hazeltine Corporation, Little Neck, L. I. Loughren in an address before the 72d semi-annual convention of the Society of Motion Picture and Television Engineers reported that "a compatible color TV system that is now entirely adequate for commercial telecasting" had been developed by NTSC during the past year, but indicated that "a few minor improvements may be possible."

Commercial color TV has gone virtually untroubled despite the FCC's adoption of Columbia Broadcasting System's color standards in CBS's historic battle with Radio Corporation of America, sponsoring a compatible electronic system. Defense production administration's blackout on manufacture of commercial color TV sets plus a reluctance shown by some major manufacturers to go into big-scale production on the sets even prior to the blackout has left the new color standards virtually unused commercially. It has long been known that RCA and other major manufacturers supporting an electronic compati-

ble system have been contributing to the research of NTSC, and it has been merely a question of time before the industry-wide committee petitions the FCC to replace CBS's color standards with an electronic system. Observers here have little doubt but that the FCC will okay the new system if it equals or improves upon CBS's in color registration and other technical phases.

Because of the defense emergency with attendant shortages of materials and because of TV's post-freeze expansion in black-white, NTSC is opposed to rushing the unveiling of its new system to FCC, particularly since the committee is anxious to reach greatest

possible improvement. Loughren said the demonstration "would not come before mid-1953."

Citing broad strides, he said transmission of a compatible all-electronic color TV signal within the same channel as a black-and-white is possible, Loughren said, since contrasts in brightness or luminosity, rather than differences of color, determine the sharpness of a color image. "Consequently, the same space now used for black-and-white is devoted to the signal representing brightness, and the signal representing color differences, requiring much less space, is fitted into gaps within this same four megacycle space," he asserted.

## 13-ON, 13-OFF—LEIBMAN

# Performers, Audience Need Breathing Spell

NEW YORK, Oct. 11.—Many top TV shows, especially those functioning on a "stock company" basis such as his own "Show of Shows," ultimately will not be able to air weekly straight thru a 39-week season, according to Max Liebman, producer of the Sid Caesar-Imogene Coca stanza. The impact of video necessitates a breathing spell for the audience, even more than for the performers, Liebman told The Billboard, and will require new concepts of presentation not yet tried.

Specifically, Liebman believes in the adoption of a "13-on, 13-off" schedule, in which a show such as his own would air for 13 consecutive weeks, and then would be off the air completely for a similar period before returning.

In its absence, another show of comparable importance, but with a different cast and perhaps a different approach, would take its turn for a cycle.

### Seek NBC OK

Liebman said that next season would not be too early to try this method, and indicated that he plans to seek approval for the change from National Broadcasting Company toppers and from the sponsors on "Show of Shows." He anticipates at least initial objection from bankrollers on the grounds of interrupting the continuity of viewing, and thus of advertising impact. But he thinks that if a suitably strong show, such as a 90-minute Jimmy Durante stanza, goes into the alternating cycle, the result could be salutary from a rating viewpoint, and thus redound to the sponsor's benefit.

Liebman feels that some such device is necessary to keep the players in a stock company fresh, and, more important, to make the show seem fresh to viewers. A frequent complaint about "Show of Shows" is that it seems very much the same from week to week, although material is very seldom repeated and the personnel is juggled and not used each week straight thru.

To one viewer's letter complaining about this feeling of

staleness, Liebman replied personally, "Madam, it is you who are tired. Why not take a rest from the show for a few weeks?"

### Rest for Audience

However, the problem nevertheless remains, and Liebman feels its solution lies in giving the audience a rest from familiar, albeit welcome faces for 13 weeks out of each 26. The show's return then would be greeted that much more enthusiastically.

From the talent's viewpoint, also, this would be desirable, he maintains. It would make it possible for stars such as Caesar and Miss Coca to plan ahead for other activities, such as making a picture in Hollywood, or making a "vaude" or nitery tour, something not possible if a show airs weekly or even on an alternate week basis.

The use of individual stars on a non-exclusive, occasional basis is not feasible as an alternative. Liebman pointed out that it would be quite possible for a competing network to pick them up and even use them exactly against the very show which made them stars.

The problem, he said, has need of a drastic solution, for despite the individual popularity of each member of the TV stock company, use of the same faces as a group on a regular basis as at present, almost inevitable must give the viewer a feeling of familiarity rather than excitement with the airing of each week's show.

## NARTB Member Drive Sets Mark

WASHINGTON, Oct. 11.—Forty-one AM stations have become members of the National Association of Radio and Television Broadcasters since August 30, bringing the tally of member stations to 1,084 and breaking 1951's record for new memberships, it was disclosed by Harold E. Fellows, NARTB president.

Success of the current membership drive is attributed to the zeal of AM member stations in selling the idea to prospects, according to the NARTB.

## LS 'Hit Parade' Falters in Both Radio and TV

NEW YORK, Oct. 11.—The long-established "Hit Parade" program, which Lucky Strike cigarettes has sponsored for many years on radio and TV, is shaky in both mediums. Indications are that the AM version of the musical show is very close to cancellation.

Lucky Strike already has bought a Horace Heidt youth opportunity show for radio, and intends to replace "Hit Parade" with it. But there is a scramble on between the Columbia Broadcasting System and the National Broadcasting Company for the business. CBS is offering Thursday night, 10-10:30, following Bing Crosby, but NBC will give the advertiser his choice of time periods. A decision should be made next week.

"Hit Parade" on TV is a program that is so costly it must achieve a very substantial rating. The show runs over \$36,000 weekly. Its rating is respectable, it is not high enough to satisfy the client. The program will be given until the end of its current cycle to improve its rating. Batten, Barton, Durstine & Osborn is the agency.

## Du Mont TV Net Expects \$10 Mil Gross

PHILADELPHIA, Oct. 11.—The Du Mont Television Network expects to pass the \$10,000,000 mark in gross billings this year, Ted Bergman, the web's director of sales, told the Television Association of Philadelphia at its meeting here Wednesday (8). The exec said the network's billings had grown from less than \$1,000,000 in 1949 to \$7,700,000 in 1951. He added he expects "four more years should triple the 1952 mark."

Programming-wise, Bergman said, the average Du Mont network show has increased its station clearance from an average of 18 stations to 21 per program, delivering slightly less than 70 per cent of the country's total set circulation. According to Du Mont's research staff (based on a projection of past performance), he said, by 1956 "TV will be the No. 1 national advertising medium from the point of view of dollar expenditure, with over \$1,000,000 spent by national advertisers in network and national spot television—two and one half times peak radio dollars."

## CBS 'Omnibus' Nearing Sale

NEW YORK, Oct. 11.—The Columbia Broadcasting System's TV network this week was nearing the sale of "Omnibus," the show which is being produced by the Ford Foundation. A decision should be reached next week by several clients. Among those prominently mentioned as interested in the program are Greyhound Bus, International Nickel and Libby-Owens-Ford.

STATEMENT OF THE OWNERSHIP, Management, and Circulation required by the Act of Congress of August 24, 1912, as amended by the Act of March 2, 1933, and July 1, 1946, Title 49, United States Code, Section 3161, of The Billboard, published weekly at Cincinnati, Ohio, for October 1, 1952.

1. The name and address of the publisher, editor, managing editor, and business managers are: Publisher, The Billboard Publishing Company, Cincinnati, Ohio. Editor, R. S. Littlefield, Jr., New York, N. Y. Managing Editor, R. Littlefield, Jr., New York, N. Y. Business Managers, R. W. Evans, Cincinnati, Ohio, M. D. Littlefield, New York, N. Y.

2. The owners are: The Billboard Publishing Co., 2106 Patterson St., Cincinnati, Ohio; Mrs. Marjorie D. Littlefield, Ft. Thomas, Ky.; R. S. Littlefield, Sr., Trustee, Ft. Thomas, Ky.; R. S. Littlefield, Jr., New York, N. Y.; W. D. Littlefield, Manchester, L. I., N. Y.; Mrs. Margaret E. Thomas, Mt. Airy, N. C.; Marjorie W. Littlefield, Manchester, L. I., N. Y.; Marjorie L. Ross, Ft. Thomas, Ky.; L. M. McHenry, Ft. Thomas, Ky.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of amount of bonds, mortgages, or other securities are: None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books as trustee or in any other capacity, also the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, bond and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was 61,226.

6. Sworn to and subscribed before me this 20th day of September, 1952.

R. W. EVANS, Business Manager.  
LAWRENCE W. GATTO,  
Notary Public, Hamilton County, Ohio.  
(My Commission expires July 14, 1957)

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. McCallough, Pres.

Represented by

**ROBERT MEEKER ASSOCIATES**

Chicago San Francisco New York Los Angeles

It's your **Day**  
every **Friday Night**  
on TV...

With  
a  
**NEW**



**LAUGHS**

**LYRICS**



**CALAMITIES!**

star of the

**RCA VICTOR  
SHOW**

It's a *new* Dennis Day who'll promise you plenty of laughs and lyrics as he collides with trouble. Every Friday night for a *full* half hour! Don't miss the fun!

**WNBT... Channel 4... 8:00-8:30 PM**

UNIONS AND TV FILMS—6

# West SWG Strives For Re-Use Rights

By MORGAN B. COX

Chairman, National Television Committee, Western Branch

The Screen Writers Guild contends that there are only two contributions made to film TV which are separable from that film and are, in themselves, property. These contributions are the written material and the musical composition. Each possesses a life of its own outside of the film and a value of its own that continues even though the film is removed from its market.

For this reason the Screen Writers' Guild is irrevocably committed to the principle of continuous payment based upon the lease of TV rights only. This payment may take the form of an advance, figured in minimums, against percentage of the gross, or additional payments for additional uses. All uses (or rights) other than the one use (or right) leased for TV shall be the property of the writer and shall not be part of a deal unless specifically requested by the producer and then only according to whatever price the writer wishes to set for lease of same. The Screen Writers' Guild is

not asking for the moon with a fence around it. Terms are subject to bargaining, and shall be set according to proved ability to pay. In the same spirit, the length of the leases are open to whatever periods of exclusivity the producers can demonstrate that they need and which will not work a hardship on any writer.

In the TV field, the amount of income per script leased is not sufficient to insure adequate compensation to writers—as are the salaries, for example, paid by the major motion picture studios—and, accordingly, the writer must have his equitable share of the dollar earned.

This stand by the Screen Writers' Guild is being made with the approval of and in conjunction with the Authors League of America, the two corporations being signatories to all contracts negotiated.

You need a story in order to use the camera. It is true you can't photograph the story without the camera. But it is easier to get the camera than the story. If you don't believe this fundamental credo of writers, try it sometime.

# TV PRIORITIES NIXED BY FCC

WASHINGTON, Oct. 11.—The Federal Communications Commission this week denied priority hearings or TV applications being processed at the time of the 1948 "freeze." The commission turned down a petition filed by the Wisconsin Broadcasting System, Inc., Milwaukee, seeking to amend FCC's current TV allocations plan and grant early hearings to cities with pending pre-freeze applications.

# Du Mont Seeks Dramatic Segs

NEW YORK, Oct. 11.—The Du Mont network is making a concerted drive to get clients with dramatic shows to use its network. Du Mont is baiting its hook with cut-rate deals which sponsors can make to use its new studios.

These studios, developed from the old Central Opera House property on the upper East Side, have the latest modern equipment and compete on equal terms with such facilities at larger networks. So far, Du Mont hasn't received a bite.

# SILVER LINING

# O'Connor TV Blank May Be Blessing

NEW YORK, Oct. 11.—Last Sunday's wash-out of the Donald O'Connor TV show on National Broadcasting Company's "Colgate Comedy Hour" may turn out to be a blessing in disguise. This may develop, despite the heavy cost to NBC, when last week's show was blacked out everywhere except Hollywood due to a sympathy strike by local members of the National Association of Broadcast Engineers and Technicians.

NBC-TV now is planning to air a kinescope of the O'Connor show in the same 8-9 p.m. time, October 28. That date previously had been reserved for Eddie Cantor, but his illness had the network scrambling to find a replacement.

# 'Washington' Cast Hunted By Columbia

HOLLYWOOD, Oct. 11.—Columbia Broadcasting System has a completed script on its projected film documentary series "Wanted by Washington," and is currently hunting for a suitable cast. Harry Ackerman, CBS coast programming veepee for the net, expects cast principals to be set within the next few weeks and production of the films to be started soon thereafter.

First script was completed by Mort Fine and Bernard Friedken. "Washington" package as owned by Frank Cooper and, is reported earlier by The Billboard, was acquired by CBS to be filmed as a documentary series. Production will be by CBS in association with Cooper.

# Ainsworth TV Bow Via 4 Pix

HOLLYWOOD, Oct. 11.—Heleen Ainsworth will use four newly acquired TV packages to kick off her agency's newly opened TV department. New wing of the Ainsworth firm plans to produce and distribute films for theatrical and TV release. Sam Nathanson, named veepee in charge of sales and distributing, left this week for a cross-country trip to huddle on distribution of show with Ainsworth reps in the East.

Quartet kicking off the Ainsworth tele invasion include "Hollywood Newsreel," produced by Ermin Pessis; "Adventure of Patches," kid show series seen locally on KNBH, and produced by Charles W. Showers; series of musical shorts produced by Martin Murray Productions, plus a series featuring philosopher Gerald Heard.

# Filmcraft Off With 'World'

HOLLYWOOD, Oct. 11.—Filmcraft's cameras started rolling today on "It's a Small World," a 39-half-hour series featuring Al Gannaway. Series is jointly owned by Filmcraft and Gannaway. Audience participation show will be aimed for family appeal and is being filmed at Filmcraft's newly designed Vine Street theater. Reconstruction work on the theater was rushed to completion to allow for shooting kick-off today.

Isidore Lindenbaum, proxy of Filmcraft, produces. Gannaway, former special material writer for Bob Hope, produced and starred in 65 "Half Pint Panel" shows for ABC-TV before being recalled to the service to produce "The Big Picture" for the Army. "Small World" is Gannaway's first TV venture since his release from active duty.

**SAVE MORE MONEY—MAKE MORE MONEY**  
Subscribe to The Billboard TODAY!  
... see page 3 for rates

# MARTIN-LEWIS MAP PICK-UP

HOLLYWOOD, Oct. 11.—Dean Martin and Jerry Lewis, along with their TV writers, Ed Simmons and Norman Lear, are bending all efforts to make their next Colgate comedy show a bull-ringer. Reason for the concerted drive to hit the peak is to make up for their last show, generally conceded to have been a dud. Criticism of the last show by the press in general as having been one of their worst TV appearances has sparked the activity.

Writers Simmons and Lear are flying to Dallas where the comedy team is currently playing a p.a. Scribes will spend 10 days with M&L, traveling along with them to develop story lines and gag material. Team and penmen will return here November 4 and will immediately begin polishing their next Colgate show November 30.

# BUM BREAK

# Problem With Affiliates Faces CBS

NEW YORK, Oct. 11.—The Columbia Broadcasting System this week was having a station break problem, both in AM and TV. On one hand, Procter & Gamble has asked the web to persuade its radio affiliates to release the 7:15 p.m. station break so that it can convert the time to its own use. The affiliates however, have made revenue out of the station break for years. Procter & Gamble has the 6:45-7:30 strip on CBS.

On the other hand, the CBS-TV affiliates have forced the network to insert a station break into the "Jackie Gleason Show." They, of course, want the revenue which such a salable station break will produce. They won their point and the first telecast containing it was Saturday (4).

**WWJ**  
NBC AFFILIATE  
in DETROIT

Directed and Operated by  
**THE DETROIT NEWS**  
Sole and Exclusive Representatives  
THE GEORGE P. HOLLINGER COMPANY

**Ruined**  
by Ragged Ratings!

Your TV programming is in for a real pick-up when you check and order from the only selection of outstanding TV film tape offered by leading producers, distributors and suppliers in The Billboard TV Film Market Place.

You'll find films of all types—series, feature and commercial—as well as TV film supplies and services for stations, agencies and sponsors. Be sure—this week and every week to contact

The Billboard Weekly  
**TV FILM MARKET PLACE**

see you at the polls

# BACKBONE OF AMERICA

The American farmer has always been the backbone of America. Through far-reaching changes in the last twelve years, the farmer has become one of America's most important consumers as well. Here are some of the factors that have made him "Your Best Customer."

In 1940 income from farming was less than \$11 billion; in 1951 it was \$37.5 billion.

In 1950 the farmer's purchases of consumer merchandise were 2 1/2 times what they were in 1940.

In 1940 total farm assets were \$54 billion. By 1951 they were \$153 billion. In this same period, mortgages, in relation to assets, were reduced 67%.

In 1940 the spendable cash held by farm families was \$4 billion; in 1951 it was nearly \$20 billion—\$3,178 per family—many times the liquid assets of the average city dweller.

These are just a few of the statistics that illustrate how important it is to reach the rural market—your best customer. In WLW-Land, WLW radio reaches more of them more often for less than any other medium. Ask to see the WLW story of "Your Best Customer."

**WLW** The Nation's Station

**WLW**  
1922-1952  
30th year

**"AND AWA-A-AY HE GOES"**  
**TV'S BIGGEST, PRETTIEST NEW SHOW**  
*-says* **LIFE**



**JOE THE BARTENDER**



**REGGIE VAN GLEASON III**



**THE POOR SOUL**



**FENWICK BABBITT**



**THE HONEYMOONERS**



**THE LOUDMOUTH**

**The JACKIE GLEASON Show**

**CBS-TV Saturdays 8-9 PM EST**

for **SCHICK • PACQUINS • CLORETS**  
 (SILK'N SATIN LOTION)

Press Relations  
**JACK GOLDSTEIN (for CBS-TV)**  
**LEE MEYERS • JOEL ROSE**

Direction: **MCA**

Personal Management  
**"BULLETS" DURGOM**

THE BILLBOARD Radio-TV Show Charts

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

Top 10 TV Shows Each Day of the Week in DAYTON, O.

(195,000 TV Sets; \* Panel Size 350)

According to Videodex Reports

WHIO-TV... Miami Valley Broadcasting Corp. ABC, CBS, Du Mont WLV-D... Crowley Broadcasting Co. NBC

Videodex reports monthly on each of 20 major markets, besides publishing a monthly national network report based on all 63 markets.

WHAT'S MY LINE," which had a Videodex rating of 28.9 in Dayton, O., last January and 35.6 in April, increased to 41.6 in August, making it the top video show in the city that month.

Table with columns: April '52, Rtg, Sign-on to Sign-off, SUNDAY, MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY. Includes show titles like 'What's My Line', 'TV Playhouse', 'Summer Theater'.

Table with columns: April '52, Rtg, Sign-on to Sign-off, SUNDAY, MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY. Includes show titles like 'Striking It Rich', 'Blue Ribbon Bouis', 'The Hunter'.

Table with columns: April '52, Rtg, Sign-on to Sign-off, SUNDAY, MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY. Includes show titles like 'Dragnet', 'Martin Kane', 'Lone Ranger'.

Table with columns: April '52, Rtg, Sign-on to Sign-off, SUNDAY, MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY. Includes show titles like 'Wrestling', 'Midwestern Hayride', 'Big Top'.

Share of Total Audience Radio vs. TV in SEATTLE

According to Pulse Reports July-August, 1952

Table showing audience share for 7 P.M. to Midnight and 6 A.M. to 6 P.M. for SUNDAY through SATURDAY, and ENTIRE WEEK. Includes columns for TELEVISION, Radio, and TOTAL AUD.

NEXT WEEK Top 10 TV Shows Each Day in COLUMBUS, O.

According to Videodex and Pulse reports. Section header: Top 5 Radio Shows Each Day in MINNEAPOLIS.

FOR FULL INFORMATION about all radio and television shows ratings, audience compositions and the many other factors...

For full details of the Pulse reports, write to THE PULSE, INC., 15 West 46th Street, New York.

FCC Rejects Tampa Pleas WASHINGTON, Oct. 11—The Federal Communications Commission this week denied a petition from Orange Television Broadcasting Company, Tampa, appealing a September 28 action of an FCC motions commissioner in dismissing without prejudice the broadcast company's bid for a new TV station on Channel 13.

Top 5 Radio Shows Each Day of the Week in SEATTLE

(250,500 Radio Families)

According to Pulse Reports

Table showing top 5 radio shows for SUNDAY through SATURDAY, and ENTIRE WEEK. Includes columns for Station, Show, and Rating.

Table for 6 P.M. TO MIDNIGHT SUNDAY. Shows top 5 radio shows with ratings.

Table for MONDAY. Shows top 5 radio shows with ratings.

Table for TUESDAY. Shows top 5 radio shows with ratings.

Table for WEDNESDAY. Shows top 5 radio shows with ratings.

Table for THURSDAY. Shows top 5 radio shows with ratings.

Table for FRIDAY. Shows top 5 radio shows with ratings.

Table for SATURDAY. Shows top 5 radio shows with ratings.

\* Based on U. S. Census of radio families in 1950 and Sales Management 1952 estimate of families in the Seattle metropolitan area.

\* NBC estimate for August, 1952.

NEWS CAPSULES

Says Cuffo 'Publicity' Costs Trade Millions

Continued from page 3

scious United Automobile Workers (UAW) is launching an aggressive series of Coast-to-Coast broadcasts, covering both radio and television on Sunday, October 19, to run right up until election week. A total of 23 states is represented in the station line-up, with some details of time still unconfirmed. Each show will run a half hour. Total cost of the program is undisclosed, but represents probably the biggest single expenditure by labor in the field of communications.

FCC APPROVES KLUF TRANSFER

WASHINGTON — The Federal Communications Commission has approved the transfer of KLUF, Galveston, Tex., from Orrin Tucker, the band leader, to George, Helen, LeRoy and Braden Clough. Tucker purchased the station from the Cloughs last year. The transfer back to the Cloughs includes the cancellation of a \$90,000 note. Another station sale, not yet approved by the FCC, is WFPA, Fort Payne, Ala., from Louis Killian to George Gotthberg Jr., radioman from Cleveland, O.

PARENTS TOLERANT OF WESTERN SEGS

NEW YORK — Advertiser Research has found that parents are much less critical of kiddie Western shows than adults who are not parents. Only 5 per cent of the parents queried favored banning Westerns, while 13 per cent of the non-parents were for banning them. Only 23 per cent of the parents, compared with 38 per cent of non-parents, said they believe Westerns develop bad habits in kids.

OIL CO. SPONSORS VARIETY SHOW

DETROIT — Speedway Petroleum Corporation, long a top buyer of radio, as well as video spots, in this area, is moving into the field of program sponsorship for the first time, with what is said to be the most elaborate locally-sponsored variety show on the air—"Goin' Steady." First program debuts Monday (13) on WXYZ-TV, with a talent roster that includes Betty Clooney (sister of Rosemary) as mistress of ceremonies, Leonard Stanley and his orchestra, and The Four Freshmen.

RATES ENDOWS LIFE MEMBERS

NEW YORK—All past presidents and life members of the American Television Society and the Radio Executives Club are getting honorary life membership in the Radio & Television Executives Society, according to a resolution by that org's board of governors. RATES is the outfit formed by the merger over this summer of REC and ATS.

COMMUNITY CHEST'S BIGGEST AIR DRIVE

NEW YORK—The United Red Feather Campaigns of America is this year putting out the biggest radio-TV campaign kit—100 pages—ever issued by the Community Chest outfit. Copy departments of the following ad agencies helped put out the greatest part of the material: BBD&O, Benton & Bowles; Compton; Doherty, Clifford, Steers & Shenfield; Foote, Cone & Belding; Kudner; N. W. Ayer; Ruthrauff & Ryan; Sullivan, Stauffer, Colwell & Bayles, and Young & Rubicam.

NBC Cuts 40 Off TV Staff

NEW YORK, Oct. 11. — The National Broadcasting System's TV production department this week reportedly shaved 40 more people from its staff. The majority of those fired were production supervisors and designers whose services were no longer needed because of the many programs being done on film in Hollywood.

WTOP-TV AUDITIONS D.C. EMBASSY SHOW

WASHINGTON. — D. C.'s embassy row got a chance to be seen and heard on TV in a new show auditioned here last week by WTOP-TV. Members of the younger set of the Chilean Embassy were featured as dancers and singers in the auditioned show witnessed by an audience of embassy officials. Program is planned as a series featuring the various embassies.

NBC MIKE TEST GIVEN FCC OKAY

WASHINGTON.—The National Broadcasting System was given special authority this week by the Federal Communications Commission for a 30-day test of a radio-type microphone at TV Station KNBH, Hollywood. Purpose of the test is to determine the microphone's usefulness in production of TV programs.

BARTON APPOINTED NARTB FIELD REP

WASHINGTON.—Jack Barton, of Capitol Records, Inc., Hollywood, has been added to the staff of the National Association of Radio and Television Broadcasters as field representative of the station relations department, it was announced by Harold E. Fellows, NARTB president. Barton will serve under Station Relations Director William Stubblefield, start-

ing Wednesday (15).

At Capitol Records the last five years, Barton's first assignment with that company was in the record division, but in recent years he has been in the broadcast division, working out of Hollywood.

RESTLESS PEOPLE AND THE REVOLVING DOOR

Roger Rambeau succeeds John Connolly as promotion manager of KLZ, Denver. Latter moves to Lamar, Colo., Buick agency, as service and promotion manager. Doherty, Clifford & Shenfield, Inc., has changed its corporate name to Doherty, Clifford, Steers and Shenfield, and William E. Steers has been elected executive vicepres.

Julian Pace has joined the copy department of Benton & Bowles. Dee Day, ex WOR-TV flack, has joined Stephen Goerl Associates, New York.

Leon Tokatyan, WNBT, N. Y., promotion writer, upped to staff producer-director status with WNBC. Dick Firestone, WNBC promotion writer, moves into the WNBT promotion spot. Betty Matthews appointed a producer at WLWT, Cincinnati.

The 1953 annual convention of American Women in Radio and Television will be held in Atlanta, Ga., April 30 thru May 3. Sue Bennett has replaced Connie Russell as vocal star on "Breakfast with Music" over WNBT, New York. Joe A. Callaway, director of radio education for Michigan State College, is taking a leave of absence to fulfill a cross-country lecture tour.

Schools Warned to Act On Video by FCC Rep

WASHINGTON, Oct. 11.—A new warning to educators that TV channels won't be reserved indefinitely for them came from a federal communications commissioner this week. Commissioner Robert T. Bartley, in a frank-spoken talk at the annual study conference of the Alabama Association of Broadcasters in Tuscaloosa, Ala., hinted that the educational TV drive lacks enthusiasm, and he declared:

"Let me say to the educators, and I speak as their friend, that unless you wake up to these new opportunities in television, and wake up promptly, you will lose one of the gains you won under the commission's recent allocations plan."

"Television channels belong to all the people and the people derive benefit from them only when they are used for purveying programs," said Bartley. "Unused channels constitute waste and that waste is accentuated when channels are withheld from use in the face of an overwhelming demand for their utilization."

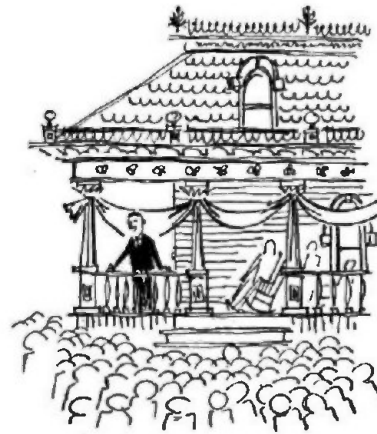
"The commission has done its part in providing the facilities. It is now up to the educators to do their part or face the loss of their new opportunities. The critical time will be next summer or only a few months hence."

Declaring that schools "have not always been prompt in adapting new mechanical aids to the educational processes," Bartley said the educators have even been

slow in adopting movies. "Lack of funds, lack of trained operators and lack of material are sometimes given as the reasons," he said. "The same reasons are usually given for the abandonment of AM station operation by schools in the past and for their failure to make greater use of the educational FM channels. But if these are the correct reasons, and I am not sure that they are, the problems will be magnified many times over in the field of educational television. . . . Whatever the reasons may be, the fact remains that educators generally, and there are brilliant exceptions, have not been alert in the past to the opportunities provided in the field of broadcasting. Will the advent of television change this trend? In my opinion, the trend will change only if the public demands it. . . . But up to date, there has been no great public response."

EDWARDS DON'T HIDE HIS LIGHT

WASHINGTON, Oct. 11.—Mutual Broadcasting System Commentator Frank Edwards is sporting a lapel pin bearing the initials WGRC. Are they the call letters of a new radio station? "No," says Edwards, "they stand for 'World's Greatest Radio Commentator.'"



1920



1952

NEW "FRONT PORCH" OF THE NATION

Television has brought campaigning a long way from 1920, when candidates campaigned from the front porch of their homes. Today, presidential candidates simply step before the television cameras and are seen and heard by many millions of people.

The first intercity network television broadcast using today's methods took place between New York and Philadelphia, only seven years ago. In the relatively short period since then, the Bell System has expanded its television network from coast to coast. . . . so that 99% of

the country's television sets can receive the same program at the same time.

Such development, at such a pace, requires great investments of effort, ingenuity and money. Radio-relay and coaxial cable routes have to be built. Special equipment has to be designed, and special personnel trained to install, maintain and operate it.

Yet the cost of the service is low. Bell System charges, for use of its intercity network facilities, average about 10 cents a mile for a half hour.

BELL TELEPHONE SYSTEM



## SAG Resuming Huddles Over Filmed Commercial Problem

HOLLYWOOD, Oct. 11.—Screen Actors' Guild will resume negotiations in New York next week covering filmed commercials in another effort to clear up the chief stumbling block to a final agreement. SAG execs John Dales Jr. and Ken Thomson will leave early next week with talks to get under way by Thursday (16).

Talks between the Guild and spot producers and ad agencies

## Ogden Named NBC Film Rep

HOLLYWOOD, Oct. 11.—Cliff Ogden this week resigned his Capitol Records Broadcast division post to become NBC TV film rep for Bob Sarnoff's film sales at National Broadcasting Company. Ogden served in Cap's broadcast division for the past five years. His duties included being national sales chief in selling Capitol's transcription library to radio stations. Resignation becomes effective Wednesday (15).

He will take charge of NBC's film syndication on the Coast, thus giving that department its first full-time rep here. Duties will include supervising sale of NBC syndicated film shows to TV outlets in the net's Western division. By press time no one was named to succeed Ogden in his Capitol post.

## QUICK TAKES

### New York

Edward Ruff and Irving Farber will be in charge of the newly opened Boston office of PSI-TV, Inc., the third branch opened by the firm within the past 60 days. Halsey Barrett, Eastern sales manager of Consolidated Television Sales, has called a meeting of his sales reps here beginning Monday (13). A major topic of discussion will be sales planning on "Steve Donovan, Texas Ranger," the Jack Chertok production. Sol Dolgin has been signed by Gross-Krasne Productions to exploit "Heart of the City" (formerly known as "Big Town") series for Lever Brothers. Gross-Krasne is giving an all out ballyhoo campaign, including trailers, to the series, which is being syndicated by United Television Programs. Samuel Springs, attorney, will be the speaker at the first all meeting of the National Television Film Council this Wednesday (15). David O. Alber will do the back work for Stephen Slessinger, Inc., producer of the upcoming "Blonde" series. Johnny Graff, Snader sales topper, is driving cross-country, visiting new TV markets. Robert Sarnoff, National Broadcasting Company film division head, returns to New York from London next week. Aaron Rothenberg, merchandising director for Mitchell J. Hamillburg, will be here for six weeks for promotion of the Gene Antry films including "Range Rider" and "Annie Oakley." Wade Bingham, cracks Teleneves cameramen, returned this week after two years in Japan and Korea. Douglas Fairbanks Jr. was in New York recently to complete arrangements with the American Museum of Natural History, whereby Doug-fair will edit and prepare the museum's vast film library for release. Leon Lederer, resort emcee, has switched to TV-film narration here. Charles Dand is the new director of British Information Services films in William Morris Agency will distribute Hafner-Halperin's "Kerry Drake" series.

have dangerously neared the impasse stage over SAG demands for additional payment for reruns and restrictions limiting the life of a commercial. Guild has maintained from the start that an actor automatically limits his potential TV earnings by identifying himself with a single sponsor or product and therefore should be properly compensated for so doing. The thesp who lauds the merits of a given cigarette in a filmed commercial denies himself the opportunity of working for other cig manufacturers during the life of that commercial. With this in mind, SAG is making the following demands: For program spots on network shows (defined by SAG as commercials which carry sponsor's message over two or more stations, either simultaneously or within a period of 60 days) fee would permit one run per given spot in all TV areas. Should a repeat run be desired in the same viewing area,

membership and certificates, arranging tours and tie-ups with star personalities, etc. Jack MacHenry, the "Range Rider," recently toured 20 cities and drew 20,000 kids in Pittsburgh alone on such a junket.

Star Biogs  
The press section contains biographies of the stars and featured players, favorable press clippings and other material which helps build the show. Another strong virtue of the CBS-TV film sales merchandising program is its flexibility. Should a client desire a different idea for a billboard ad than the several suggested, the network will create one for him.

CBS-TV film sales will also send Walter Scanlon, its sales promotion manager and originator of the kit, around the country to instruct sponsors and station salesmen in the use of the manual. Fred Mahlstadt is director of operations for CBS-TV film sales.

One source close to the picture predicted, "There is no doubt but that a new deal will be worked out."

AFM has already revised its policy with regard to TV film jingles. Instead of a 5 per cent levy, there has been set a fixed fee (The Billboard, October 11). It is known that AFM brass is now re-evaluating the entire picture, with the ultimate end in view of either reducing the levy, or charging a fixed fee. Either modification, it is hoped, would result in hiking musician employment, and would bring more money into the trust fund. Currently, producers are using numerous dodges to avoid payment of the 5 per cent levy. This was also true of jingles, and was brought to the attention of AFM by the result that the union modified its regulations.

Here are some comparative figures on the income accruing to the fund from TV films on the one hand, and phonograph records on the other:  
TV receipts for the first half year of 1952, for sales during the last half of 1951, totaled approximately \$85,000, based on 5 per cent of station time (less time discounts and agency 15 per cent). During the same period, the disk fund totaled \$946,000, based on sales of about 100,000,000 disks (royalties averaging 1 per cent of retail price up to \$1).

Re-shuffling of the staff places Harold Winther in the Minne-

apolis area; Bill Johnson, Kentucky; Paul Blair, Detroit; Bob Carroll, up-State New York; and Leon Bernard, Pittsburgh.

"Favorite Story" is based on the transcribed radio series starring Ronald Colman. Bob Lee, one of the creators of the radio show, is now in England supervising production of four segments of the film series. Tom Gries, Leon Benson and Eddie Davis alternate as production supervisors on the films, two of which have been completed in Hollywood.

Adolph Menjou will be narrator of the filmed "Favorite Story" and, via a new technique, moves into the plot of several of them. Sale of the show to the two breweries was made at advance showings. Ziv will begin syndication sales for the remaining markets by the end of the year.

NEW YORK, Oct. 11.—The winner of several awards in the last Billboard TV Film Quarterly, "Dangerous Assignment," according to reports, will no longer be filmed after the first 39 films are played. Despite the accolades, the series, which is a very costly one, has not made sufficient profit to insure its career.

The 39 films, of course, will be re-run as long as the demand for the series continues. Brian Donlevy stars. The National Broadcasting Company owns the property.

## GF Displeased Over 'Luigi'

NEW YORK, Oct. 11.—General Foods this week was far from happy over the first several shows in its "Life With Luigi" series. The program has created a great deal of animosity among minority groups, especially Italian-Americans.

Their letters claim that the Italians in the program are very unsympathetic stereotypes, and they find the conniving character, Pasquale, played by Alan Reed, very objectionable. The series has got good ratings in its first two shows. Benton & Bowles is the agency.

American Film has just completed a 10-minute film explaining its new test film division, and Schwerin is showing it to prospective agency clients and network officials this week. The firm has already completed six TV test films for Prudential Life Insurance, which were commissioned by Galkins and Holden, Carlock, McClintock & Smith. Test films don't have to be perfect, because they are only shown to small test audiences and never go out over the air.

## TV FILM PURCHASES

Phillips Petroleum is the first buyer of "International Theater," the upcoming Douglas Fairbanks Jr. production syndicated by the National Broadcasting Company TV film department. Phillips will sponsor it in 19 markets. "The Abbott and Costello Show" has been sold into five more markets, in addition to New Orleans and Los Angeles, by MCA-TV.

New and upcoming stations bought heavily in the film market this week. KPTV, Portland, Ore., signed for 26 weeks of Paramount's "Wrestling From Hollywood," with Blitz Winhard Brewery sponsoring. It also gets Paramount's "Time for Beany" to be sponsored by Franz Bakery. The new UHF station has also bought the INS-Teleneves package. And Langendorf United Stations, which recently renewed "Range Rider" in four markets, has also placed it on KPTV. KROD-TV, El Paso, Tex., which begins programming within two months, has taken "Range Rider" and three other major series from Columbia Film Sales.

And KFEL-TV, Denver, will also get "Wrestling from Hollywood" for 26 weeks, covered by Felstaff Bعر. Consolidated Television Sales this week made six more sales on its three football series,

## Ziv Expands Sales, Picks Branch Mgrs.

NEW YORK, Oct. 11.—Ziv Television Programs, Inc., has greatly expanded its sales staff and upped Walter Kingsley to the rank of Western division sales manager and Albert Goustin to Eastern division sales manager.

Ziv has just made three regional sales of "Favorite Story," a series just getting into production. Olympia Beer Company will place the show along the West Coast, and Blatz Brewing Company will sponsor it in Milwaukee and other Midwestern markets. There is also an Eastern sponsor, which has not been revealed.

The sales-section expansion brings in Don Staley, formerly of the Katz Agency; C. E. McMurry, Charles Brit and John Brumback.

## AWARD WINNER

## 'Dangerous Assignment' Series to End

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Their letters claim that the Italians in the program are very unsympathetic stereotypes, and they find the conniving character, Pasquale, played by Alan Reed, very objectionable. The series has got good ratings in its first two shows. Benton & Bowles is the agency.

## TV FILM PURCHASES

Phillips Petroleum is the first buyer of "International Theater," the upcoming Douglas Fairbanks Jr. production syndicated by the National Broadcasting Company TV film department. Phillips will sponsor it in 19 markets. "The Abbott and Costello Show" has been sold into five more markets, in addition to New Orleans and Los Angeles, by MCA-TV.

New and upcoming stations bought heavily in the film market this week. KPTV, Portland, Ore., signed for 26 weeks of Paramount's "Wrestling From Hollywood," with Blitz Winhard Brewery sponsoring. It also gets Paramount's "Time for Beany" to be sponsored by Franz Bakery. The new UHF station has also bought the INS-Teleneves package. And Langendorf United Stations, which recently renewed "Range Rider" in four markets, has also placed it on KPTV. KROD-TV, El Paso, Tex., which begins programming within two months, has taken "Range Rider" and three other major series from Columbia Film Sales.

And KFEL-TV, Denver, will also get "Wrestling from Hollywood" for 26 weeks, covered by Felstaff Bعر. Consolidated Television Sales this week made six more sales on its three football series,

## NBC in Deal To Pre-Test TV Film Spots

### Negotiating Pact With Schwerin for Minute Commercials

NEW YORK, Oct. 11.—The National Broadcasting Company is believed to be negotiating a deal with Horace Schwerin whereby the radio commercial testing expert will provide the web with inexpensive 60-second spot TV films designed to test audience reaction to advertising film spots before they're put on the air.

Heretofore, standard production costs on one-minute film spots (ranging from \$2,000 to \$10,000) made prohibitive the cost of filming TV spots for test purposes only. Schwerin, in association with American Film Producers, has cut the cost down to \$233.33 per minute spot film, via the development of an assembly line production formula which meets all union requirements.

American Film has just completed a 10-minute film explaining its new test film division, and Schwerin is showing it to prospective agency clients and network officials this week. The firm has already completed six TV test films for Prudential Life Insurance, which were commissioned by Galkins and Holden, Carlock, McClintock & Smith. Test films don't have to be perfect, because they are only shown to small test audiences and never go out over the air.

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## CBS Offers 'You're There'

NEW YORK, Oct. 11.—The Columbia Broadcasting System is offering the filmed TV version of "You Are There" to advertisers at \$45,000 weekly gross.

The show will be a personal project of Hubbell Robinson Jr., veepee in charge of network TV programming. William Dozier will be executive producer. The radio version of the show never snagged a sponsor.

The FIRST name in outstanding television production

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Read about ZIV PROGRAMS in "Market Place" on Page 17

YOUR TICKET TO SALES RESULTS— THE ADVERTISING COLUMNS OF THE BILLBOARD!









Legit Reviews

THE DEEP BLUE SEA

(Opened Wednesday, October 8)

Shubert Theater, New Haven, Conn.

A drama by Terence Rattigan. Directed by Fritz Banbury. Setting and lighting by Charles Elton. General manager, Edwin Knill. Press representative, Ben Washer. Stage manager, William Chambers. Presented by Alfred de Lillias and John C. Wilson.

Take away Margaret Sullivan and "Deep Blue Sea" adds up to a great big old nothing. The magnificent Maggie is superb and compelling, and is almost able to breathe life into a play that seems to be all motivation, but no solution.

The capable cast gives the opus a good playing, but the extremely slow tempo of the British style will doom this play for a Stern audience. It is far too wordy, and much too complicated.

Terence Rattigan has written an incisive play which despite its over-articulateness, is at times extremely engaging. The whole production has the stamp of high quality, and its success with a British audience is easily accepted. However, the fact remains that the audience is left with more problems to solve than they had when the curtain went up.

Miss Sullivan does a truly grand job as the distraught wife who attempts suicide when her lover fails to remember her birthday. She is witty, sensitive and positive, and is in complete charge of the evening. The soothing Sullivan voice was never in better tune and was particularly outstanding due to the tendency of the English cast to swallow most of their speeches.

Alan Webb as the husband, and James Hanley as the lover are excellent foils for Miss Sullivan's pretending, and both provide a large share of the play's conviction.

The play opens with Hester Collyer (Miss Sullivan) being rescued from an attempted suicide in the flat she shares with her test pilot lover, now a confirmed alcoholic. It tries to solve the problem of what happens to a marriage when the bottom drops out.

Rattigan has drawn his characters with considerable insight, and has avoided the stereotyped figures so often seen in problem plays. But their weakness lies in the fact that an audience never learns enough about their pasts to understand their present.

Direction is good except for the very slow tempo. Over-all, production leaves nothing to be desired.

"Sea" has a stormy life ahead of it, unless something can be done, and very soon, about its wordiness, lack of action and too extreme motivation.

Sidney Golly.

THE SACRED FLAME

(Opened Tuesday, October 7)

President Theater

A drama by W. Somerset Maugham. Staged by John Reich. Setting by Leo Kerz. General manager, Robert A. Willey. Stage manager, Guy Thomlin. Press representative, David Lipsey. Presented by Anthony Parella. Maurice Tabret, Charles E. McCawley, Dr. Harvester, John D. Seymour, Mrs. Tabret, Frances Starr, Nurse Waring, Nancy Coleman, Alice, Joanna Wheeler, Noel Leslie, Stella Tabret, Patricia Veebel, Colin Toubert, Mark Roberts.

Most beneficent guardian spirit must have prevented this reporter from exposure to "The Sacred Flame" when Gilbert Miller put it briefly on view back in 1928; so Anthony Parella's revival of Somerset Maugham's emotional povover of the Turbulent Twenties is all new to him. It is regrettable that the same spirit isn't on the job again, because author Maugham must have scripted "Flame" in a decidedly off moment, and it couldn't have been any better 24 years ago. Just why Parella, who has been around the local show-shop scene for a good long time, should pick it to usher in his four-play season at the little President Theater is hard to determine. Certainly, any commercial hope for it is more top dubious thinking.

Since "Flame's" premise rests upon a mercy killing, Parella may have figured that it might be more acceptable today. As far as Maugham's excursion into the realm of the problem play, the answer is decidedly in the negative. Incidentally, whether by design, or directorial accident, its real emphasis falls mainly on a justification of an adulterous relationship between the wife of a crippled aviator and his hale and hearty elder brother. Furthermore, over and above, flashed of obvious writing skill, Maugham has endowed his play with about every dramatic cliché in the book. It all comes out very pat and high-sounding noble. But actually it boils down to the fact that a doting mother poisons her son in order that he may not discover his wife's defection. The whole thing seems incredibly manufactured, despite the author's high-flown philosophizing.

Good Players

Several good players have been lured into taking part in these unhappy proceedings. Patricia Wheeler probably comes off best as the wife who needs an emotional outlet. At least the character's thinking is realistic and believable. Frances Starr, veteran trouper that she is, gets moments of credibility into the character of the ultra-sagacious mother. Her big third act scene in which she explains her conduct is extremely effective, but by no virtue of anything that Maugham has written into it. Nancy Coleman does what she can with the nurse who has fallen in love with her patient to a point of neurosis, and Noel Leslie registers competently in the role of family friend.

John Reich's staging smacks of the author's earnestness. Nobody is ever allowed to speculate for a moment as to how the play is going. Events are meticulously sign-posted. On the good side, however, must be mentioned Leo Kerz' well-designed and lighted drawing-room interior. Kerz has managed an amazing illusion of space and depth for the President Theater's tiny stage. On all other counts Parella should have skipped Grade "C" Maugham for the opener of his new venture.

Bob Francis.

IN ANY LANGUAGE

(Opened Wednesday, October 8)

Cort Theater

A comedy by Edmund Beloin and Henry Garson. Staged by George Abbott. Setting and costumes by Raoul Pene du Bois. General manager, Charles Fisher. Stage manager, Robert Griffith. Press representative, John L. Tooney and Robert Cantor. Presented by Julie Sigme and George Abbott.

Valerie McGuire, Eileen Heckart, Patricia Tracy, George Spelvin, Signore Rossi, Dino Terranova, Signe Hill, Walter Catlett, Hannah King, Uta Hagen, A Little Water, Joe Verdi, Neely Oliver, Louis Hawkins, Marchesa Dei Vecchio Sporenna, Nita Naldi, Della Fontana, Gloria Marlowe, Aldo Carminelli, Joe De Santis, A Turkish Gentleman, Maurice Gosfield, Mama Carmone, Gosans, San Marco, Lorenzo, Robert Ottaviano, Grandi, Leo Pappell, Faystich, Francine Bond, Walter, Fred Porcelli, Little Girl, Karlo Paganang, Roy, Fred, Paganang, Signore Maasi, Alfred Bacchetta, Signe, Philip Barbera.

The Stern scene could certainly stand a solid new light comedy, it would be pleasant to report that "In Any Language" fills the bill. Those Hollywood scribes, Edmund Beloin and Henry Garson, have teamed up on an amusing notion about a somewhat wilting big star and her last ditch comed for a comeback via a trip to Rome and the charming of an Italian movie director. The core of this conceit is the constant battle-kiss-and-battle - again between the lady and her estranged hero-aviator ex-husband.

It is a set-up made for sharp dialog and rollicking short-scene comedy. The authors have taken full advantage of both, and their first act puts it squarely on the funny - bone beam. However, comes a second stanza and the boys are considerably put to it to keep "Language's" slender plot a-boiling. There is a feeling of strain on everyone's part to keep it as wackily hilarious as it is supposed to be. The third act picks it up again with the discovery of the star and her pretty, mad serious actress, (a matter which has been made obvious early in the proceedings), and that her real career lies in battling domesticity. If the comedy could only fulfill the promise of its earlier moments it could be a smash. As is, it adds up to an exceedingly well-played farce, with canny direction by George Abbott to point out a hefty quota of laugh lines and give it typical Abbott sight-situation touches.

However, what can sell "Language" is its abundant proof that Uta Hagen can play boisterous comedy - or rather underplay it - with fine effect. She shows a completely unexpected sense of comedy values and can do anything, from kicking up her heels to an absurd jitterbug chant, to registering a shocked realization of her own pomposity. She gets thoroly under the skin of her Hannah King and sees to it that a pewsitter finds the lady funny most of the time and likes her all the time - quite a trick when the lady is a fading, somewhat incredible Hollywood star.

Likewise a selling point is an exceptionally well-selected supporting cast of 21. A good many of them are concerned with little more than character bits, but each adds his or her share impeccably. Walter Matthau, who seems to get better with each Broadway stint is fine as the feuding husband. Joe De Santis is floridly right as a genius of the Italian cinema. Eileen Heckart handles the assignment of a tart, but understanding, fem secretary admirably. Its wonderful to see two top performers like Nita Naldi and Joe Verdi to see, even in short bits, and similar good contributions come from Louis Hawkins, Gloria Marlowe and Francine Bond.

Production-wise, Raoul Pene du Bois has endowed "Language" with a lush background for a woman hotel suite. Its actors give it their best. Its too bad its authors couldn't have come up with a smash, instead of a quite amusing, but trifling, farce-comedy.

Bob Francis.

ARB Ratings of Non-Network TV Films

Continued from page 17

Table listing TV film ratings for various cities like THE UNEXPECTED, CHILDREN'S, DICK TRACY, etc.

DAYTON

Table listing TV film ratings for Dayton: THE UNEXPECTED, FOREIGN INTRIQUE, etc.

DETROIT

Table listing TV film ratings for Detroit: BIG GAME HUNT, DANGEROUS ASSIGNMENT, etc.

LOS ANGELES

Table listing TV film ratings for Los Angeles: THE UNEXPECTED, KNBC, etc.

NEW YORK

Table listing TV film ratings for New York: FOREIGN INTRIQUE, WNBC, etc.

PHILADELPHIA

Table listing TV film ratings for Philadelphia: DANGEROUS ASSIGNMENT, FOREIGN INTRIQUE, etc.

SAN FRANCISCO

Table listing TV film ratings for San Francisco: DANGEROUS ASSIGNMENT, FOREIGN INTRIQUE, etc.

WASHINGTON

Table listing TV film ratings for Washington: DANGEROUS ASSIGNMENT, FOREIGN INTRIQUE, etc.

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PHOTOS IN MILLIONS QUALITY PHOTOS IN QUANTITIES 1,000 POSTCARDS - \$19.00 100 B&W - \$4.50 50 SLIDES - \$2.00

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# MUSIC

## Columbia's Entre Is Four Big NY Disk Dealers Low-Priced LP Disk Quietly Return to List Selling

12-inch Platters to Retail for \$2.95; First Group to Consist of 25 Items

NEW YORK, Oct. 11.—Columbia Records will introduce a new, low-priced LP line next week, under a new label, Entre. The Entre LP's, all 12-inch platters, will retail for \$2.95 each, plus tax. The first group of Entre Records will consist of 25 items, ranging from light classical works to war-horses. The new line will be sold thru Columbia distributors, and will be shipped to distributors the week of October 20.

The LP's in the new line were originally on Columbia Masterwork 78 r.p.m. disks, and have not been released on LP previously. Among the works are Franck's D Minor Symphony, Tchaikovsky's Fourth Symphony, Beethoven's Sixth, Johann Strauss waltzes, Tchaikovsky's Nutcracker Suite and the Swan Lake Ballet, the Hansel and Gretel Suite, and waxings of shorter classical favorites.

Artists featured on the Entre series include Dimitri Mitropoulos and the Minneapolis Symphony Ork, Frederick Stock and the Chicago Symphony, Howard Barlow and the Columbia Broadcasting Symphony, and Walter Coehr and Antal Dorati conducting the London Philharmonic. Soloists include Egon Petri and Gregor Piatigorsky.

Columbia's Entry  
Columbia's entry with Entre into the low-priced LP field follows the introduction of the low-

priced RCA Victor Bluebird line by about a month. The Bluebird disks are skedded to be in the distributors' hands next week.

Both companies' low-priced platters are similar in content, and sell for the same price. The Entre label is a new one for Columbia, however, where the Bluebird line was re-activated for LP's.

In a letter to distributors about the new label, Paul Wexler, vice-

(Continued on page 23)

## U. S. Register Urges Changes In Copyright

NEW YORK, Oct. 11.—Arthur Fisher, U. S. Register of Copyrights, yesterday reported on the international copyright pact, recently signed by 36 nations in Geneva, before a group of 65 attorneys practicing in the field. The group was urged to press for Congressional ratification of the pact. They were also asked to urge amendment of U. S. copyright laws to remove areas of conflict between the domestic legislation and the international agreement (The Billboard, September 20).

Present at the Astor Hotel meeting were top industry attorneys, including Herman Finkestein, counsel to the American Society of Composers, Authors and Publishers; John Schulman, of the Songwriters' Protective Association, and Sidney Kaye, of Broadcast Music, Inc. Meeting, sponsored by the Copyright Luncheon Circle, was the largest in the history of the legalist group.

## RED-NOSED REINDEER

### Rudolph Preps for Biggest Christmas Biz in History

NEW YORK, Oct. 11.—"Rudolph, the Red-Nose Reindeer," the biggest Christmas novelty of all times, is being prepped for what its composer hopes will be the biggest Christmas yet. First released during the fall of 1949, the Columbia waxing by Gene Autry was the top-selling disk during that Christmas season, both in the pop and kiddie fields.

The Autry disk alone racked up sales of 1,700,000 that year. Reissued in succeeding years, together with 24 other recordings that nine companies have in their catalogs, brings the total disk sales to about 11,000,000, according to Johnny Marks, composer and publisher of the song. Presumably all these past recordings will be re-released. In addition six new waxings have been set thus far, including one by Jimmy Durante on the Big Golden label.

There has also been heavy sheet music traffic on the tune. Altogether, there are 43 different published versions of the tune. During the past three years, sheet music sales have totaled 1,700,000 copies, with about 1,000,000 being pop sheet music. According to Marks, 200,000 copies of sheet music have already been ordered in anticipation of this year's Christmas.

The popularity of Rudolph has not been limited to the United States. It is expected that sheet music and records will again be available in England, Norway, Italy, South Africa, Australia, New Zealand, Sweden, Denmark and France, in addition to Latin-American countries and Canada. The song has been translated into six different languages. A gauge of the tune's popularity abroad is

(Continued on page 23)

## Poor Profits Motivate Move; Other Stores Hold 30 Off, Reasons Vary

By NEV LEHMAN

NEW YORK, Oct. 11.—Quietly and without any fanfare at least four major disk outlets in midtown Manhattan have stopped discount selling and have reverted to a list price policy. The four stores which no longer sell at the locally accepted "30 off" price are Haines-Griffin, Colony Records, Gimbel's and Bloomingdale's. The latter two are department stores. Three of these had been selling disks at discounts for more than a year.

The return to list-price selling by these stores has been accomplished without flourish in recent weeks, merely by removing departmental signs announcing the discounts and by instructing sales people to mention the new policy in the event that customers question the higher prices.

In all the cases the reason for reverting to the regular price was the poor profit picture that came with discount selling. As a spokesman for one of these stores

put it, "We couldn't get the kind of volume needed at 30 off to show the profit we need to keep the department going. Selling at list at least gives us a chance to make a little profit, even though the gross may not be quite as high."

Both Bloomingdale's and Colony, which have been at list for more than a month, reported that their September volume this year was greater than a year ago when discounts were in effect. Spokesmen for these outlets maintained that despite the publicly record price cutting has received, there are many disk buyers who are unaware of the existence of discounts.

The change in price policy of these retailers now places them back at the level of such midtown stores as Schirmer's, the Doubleday book chain, the Terminal Record Shop and Carl Fischer. With the exception of the last named, none of these had ever joined the price war. Fischer tried it for two months earlier this year but soon gave it up.

Still offering an across-the-board cut are Sam Goody, Liberty and two department stores with heavy disk sales, Macy's and Abraham & Straus. Spokesmen for all four of these stores, when queried, were firm in their intentions to continue to offer customers a 30 per cent discount. With the exception of Goody, however, it is believed that the others would prefer to return to a list-price situation, but for competitive reasons plan to continue discount selling. Last week, for example, Liberty topper Ben Kaye mailed letters to over 1,000 dealers, urging them to write to the Office of Price Stabilization to decontrol record prices. This, Kaye feels, would ease the road to fair trade and a return to list prices.

### Opinions Differ

In commenting on a possible return to list prices, execs of several of the stores which are still cutting prices were at considerable variance. Tho there was agreement that a return to regular prices would be desirable, one felt that to do it at this time would be suicidal to Christmas selling. "It would knock the bottom out of our business at the time of the year when we expect our biggest volume." The other side of the coin was flashed by one of his competitors who said, "This would be the right time to make the jump back to list price. People buy a lot of records at Christmas time, and if you have the merchandise they want, price is no factor."

The return to list-price selling by Gimbel's raises an interesting point. Located within several blocks of each other, Gimbel's and Macy's have been locked in fierce price competition for years. The former for the last few years has been hammering away in its advertising with the slogan, "Nobody but nobody undersells Gimbel's." For the moment, at least, this does not hold true for the record department.

## Goody Hits Liberty On Price Controls

NEW YORK, Oct. 11.—Sam Goody moved this week to cut the props from under the mail campaign launched by the Liberty Music Shops to lift price controls on records (The Billboard, October 11). In a letter to Tighe E. Woods, director of the Office of Price Stabilization, Abraham Lowenthal, Goody's attorney, charged Liberty with not being "completely frank" in stating its case to OPS execs.

Ben Kaye, head of Liberty, last week wrote to OPS arguing for

the decontrol of prices on records. He followed up this letter with another to some 1,200 dealers in the East, urging them to follow his lead in petitioning for decontrol.

Kaye's letter to OPS charged that "phonograph records today sell at prices which, on the average, are 40 per cent or more below present ceiling prices."

### Not Accurate

Lowenthal in his letter to Woods charged that the quoted statement is not accurate. Records, he said, are selling rather at "40 per cent below manufacturers' list prices." Goody, it was pointed out, has registered his ceiling prices at 30 per cent below manufacturers' suggested lists.

Alleging that Liberty "has not been completely frank in its communications to your office," Low-

(Continued on page 23)

## Terp Campaign Set for Coast

HOLLYWOOD, Oct. 11.—An industry-wide dance promotion will be staged in this area, starting early in November, with ballroom ops, booking agencies, d.j.'s and band leaders participating. Lee Davis, manager of the Trianon, Southgate, is temporary chairman.

Davis has arranged a combination business-fishing trip Monday (13) for all participants on the yacht of Ted Enoch, Southgate car dealer who is donating a new Chevrolet as prize for a ballroom patron contest which will be conducted as part of the campaign. Car will be given away to the patron of the participating ballroom who gives the best reason for enjoying dancing.

The reasons submitted will be culled for further advertising and promotional ideas for what's hoped to be a permanent program. Program calls for co-operative advertising and a consistent plugging via the TV shows, which most of the ballrooms in the area are using on a once-per-week basis.

## Malverne Buys Merc's Branch

CHICAGO, Oct. 11.—Malverne & Distributors of New York have bought out the Cleveland branch of Mercury Records and are now calling it Mercury of Ohio. Morrie Price, sales manager, announced this week.

Malverne also is Mercury distributor in Hartford, Conn.

## Philly Paper to Stage Teen-Age Band Festival

PHILADELPHIA, Oct. 11.—Dance music will get a terrific boost among the town's teen-age set in a major promotion planned by The Philadelphia Inquirer, morning newspaper. In staging what will be the First Annual Rhythm Dance at the Philadelphia Arena on Friday night, December 5, beginning at 8:30 in the evening, the spacious floor of the Arena will be turned over to dancers while from two specially-built stages the teen-age dance bands around town will battle it out for the title of winner of the Rhythm Rodeo.

Planned as a four-and-a-half hour event, all proceeds will be donated to The Philadelphia Inquirer Charities, which also sponsors a major musical festival in the spring each year.

Entries in the Rhythm Rodeo are open to dance bands in the area composed of members who have not reached their 20th birthday. Each band must have a minimum of five, with 25 the maximum. Vocalists or vocal groups not necessary, but may accompany the band and must not exceed five voices. Applications for

(Continued on page 23)

## Royale Moves Up on Platter Dealer Selling

NEW YORK, Oct. 11.—Royale LP's, marketed to date almost exclusively thru department stores, will appear more and more in regular disk dealer outlets as current plans of diskery chief Eli Oberstein materialize. The firm started setting a distributor net to service dealers recently, and so far has signed 15 outlets for the low-cost records.

The Royale catalog, now comprising 130 of 12-inch and 140 of 10-inch platters, is due for expansion at a rapid rate. Oberstein expects to have 250 LP 12-inchers available by the end of the year, with the number of 10-inch disks mounting to 180 by year's end.

COMING NEXT WEEK!

## Expansion and Evolution

A Review of RCA Victor's Fall and Winter Instrument and Record Programs

A Special Section of Vital Interest to Everyone in Radio, Television, the Record and Music Industries

THE SONG WHICH MADE VERA...  
AND VERA MADE!

# VERA LYNN

### • 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 grouped or most heard features of the chart.

YOURS..... Vera Lynn..... London 1261

Miss Lynn sings the tune based on "Ophelia's March" a performance that is superior to her own. Working thro' an orchestra for the first half of the disc, she's later joined by a full male chorus. It's a disk that could make it two big hits in a year for the British thrush.

# London

VERA LYNN FEATURING THE SOLDIERS, SAILORS AND AIRMEN OF HER MAJESTY'S FORCES

WITH ACCOMPANIMENT DIRECTED BY ROLAND SHAW

and

"THE LOVE OF MY LIFE"

1261 and 45-1261

# LONDON

RECORDS





# Standard Pubbers Bolster AMC Ranks

### To Help Promote Serious Music Catalog Items; Most Are ASCAP stalwarts

NEW YORK, Oct. 11.—Twelve top ranking publishers of standard music this week joined the American Music Center to help promote the sale, rental and performance of serious music catalog items. Although AMC was formed in 1939 by a group of composers to encourage the growth of contemporary music, this is the first time the non-profit organization has opened its membership rolls to publishers.

The move by the publishers, most of whom are stalwarts of the American Society of Composers, Authors and Publishers, take on added significance when viewed against the backdrop of recent changes in ASCAP's distribution plan.

With the accent on publisher pay-offs now more than ever on performances (The Billboard, October 4), publishers with bulky listings of classical copyrights stand to suffer substantial income losses over the years. This will be so unless they promote more frequent performances, or make up for reduced ASCAP revenue thru hyped sales and rentals.

#### Third Party

In effect, AMC will act as a "neutral" third party between the publishers and prospective users of contemporary works as performers, teachers, schools, conductors, libraries, national music organizations, radio stations, etc.

Many of these groups have come to look on the center as a definitive source of information on available modern scores. As a neutral third party, AMC is expected to be able to exert more influence on such potential users of contemporary scores than publishers, whose promotion efforts cannot be separated from their commercial aspects.

It is stressed, however, that AMC will not serve to supplant publisher promotion staffs. Rather, by complementing their efforts, it is hoped to increase the general public's appreciation and use of modern works.

#### Membership Fee

Publishers who join the organization pay a "token" membership fee to AMC. This fee will be supplemented by additional payments. If required, to reimburse AMC for expenses it will incur in the publishers' behalf. While no profit will accrue to the center, it has been set up as a self-supporting organization, and must be able to pay its own way. It is believed that publishers will pay AMC varying amounts, depending on the size of the pertinent segments of their catalogs.

First project of AMC's publisher plan will involve the promotion of chamber music. Special listings will be compiled and dis-

# 150 Segs to Plug the Duke

NEW YORK, Oct. 11.—Mills Music has now wrapped up more than 150 radio and television programs to seek Duke Ellington songs and records in honor of the band leader-composer's silver jubilee in the music business. The two-week celebration in honor of the event is receiving an excellent acceptance from deejays and program directors. The Duke's 25th anniversary will be celebrated from October 22 to November 7.

Commercial shows that will plug the band leader's songs include "Today," "The Breakfast Club," which will perform an Ellington tune each day for a week, "The Jack Smith Show" and the "Curt Massey Show." Deejay Stan Dougherty and Program Director Mark Russell, of KMOX, St. Louis, will present a half-hour live program of Ellington favorites, October 26, over the Columbia Broadcasting System network.

Station WLIB, local indie, will devote one broadcasting day to the Duke's records. The orkster opens at the Paramount Theater here October 22 for a three-week stand.

tributed to appropriate user groups. Publisher members may at any time call upon the center to furnish its other services.

These include information on the instrumentation required for orchestras throughout the country, names and home addresses of conductors, and other data that could make publisher solicitation more productive.

Executive secretary of the center is Ray Green. On its board of directors are such important American composers as Aaron Copland, Quincy Porter, William Schuman, Howard Hanson and Elie Siegmeister.

# New Pubber Distrib Plan Emphasizes All-Out Plugging Via Radio and TV

NEW YORK, Oct. 11. — The new publisher distribution plan recently adopted by the American Society of Composers, Authors and Publishers (The Billboard, October 4), has created a heightened interest in TV and radio performances among many of the old line publishing firms. With the concepts of availability and seniority now predicated upon a performance basis, no one is quite certain how the plan will shape up for the future, despite the "dry runs" that have been held. Because of this apprehension, some publishers who had heretofore been high in the availability ranks are stressing to their staffs the need for an all-out plugging drive.

This emphasis upon performances has brought about a cautiously optimistic attitude on the part of the Music Publisher's Contact Employees Union. The pluggers' association believes that the new distribution plan may increase employment in the future. This view is also shared by a number of professional managers of ASCAP firms. "Under the new plan, we are looking for performances," stated an exec of an old line house.

The new plan is not expected to affect the plugging methods of all of the ASCAP houses. Dry runs of the plan indicated that publishers who had always been very active performance-wise, would be helped rather than hurt.

# Plan OK'd vs. Canned Music

NEW YORK, Oct. 11.—Members of Local 802, American Federation of Musicians, at a meeting Monday (8) in the Palm Gardens (The Billboard, October 11) voted affirmatively on all proposals designed to curb the unbridled use of mechanical music. The proposals, all of which were outlined in The Billboard last week, are part of the administration's general program calling for examining of all show business fields with a view toward increasing employment. There is nothing binding in the proposals. Rather, they represent the crystallized opinion of a good part of the membership.

Following a study by the administration, the proposals will be taken up with the American Federation of Musicians' national brass. The latter have the final say. Inasmuch as the proposals affect national policy (mechanical music, network AM TV and disk poets).

# PUBBERS FEEL A BIT SESAC

NEW YORK, Oct. 11.—It's tougher for publishers to get Broadcast Music, Inc., deals. This development, though expected, is nevertheless aggravating to many inhabitants of the Brill Building. Some are proving petulant. "I'll go to SESAC," they threaten.

# TV Blanket License at Issue As Well as Per Program Rate

### Telecasters Will Press for Court Determination of Both Fee Systems

Continued from page 4

Consent Decree a clause providing that rates be set by the courts in the event negotiations fail." He added that the telecasters might not make out too well if they succeed in involving the blanket license in the litigation. The court might, he added, set different rates for different types of station operation, and it might prove more expensive in the end. "However, he added, they (telecasters) are our customers. They try to get the music as cheaply as they can. They are all nice people. But we cannot just sell out to them."

It is to be noted that the number of telecasters holding blanket licenses has risen to 55, or about one-half the industry. Those telecasters engaged in litigation against ASCAP feel that the increase has been due to ASCAP's tactic of "baiting" potential customers with the promise that all licenses will be entitled to cheaper rates if the court sets any.

The stations engaged in the litigation, of course, had never signed any TV license. They were waiting for the conclusion of the per program negotiations, so as to

choose between a blanket license (which was already available) and a per program license (which was to be worked out). The Consent Decree provides that the Society offer an alternate license in addition to the blanket form.

The embattled stations now claim that the blanket license is "outrageously high," and 10 per cent above the AM license. An AM local blanket license, for instance, charges 2.25 per cent of the gross. For a similar TV license, the rate is 2.457 per cent. The telecasters claim that production costs in TV are higher than AM; that this necessitates a higher time charge. The rate for TV, according to this argument, should be less than that obtaining in AM, say the telecasters. The telecasters also complain that the blanket license provisions of the Society are "vague" and "violate the Consent Decree."

Meanwhile, however, ASCAP is comfortably awaiting the mass of programming and billings data which stations were told to prepare by Judge Goddard when he ruled favorably upon an ASCAP motion several months ago. The data will be a sample of TV industry operation during all quarters of a year, and this material is expected to provide a strong basic information for the court. No date has been set for the case. It is expected to be tried in December or shortly thereafter.

# Columbia Preps BG Disking Of Air Checks

NEW YORK, Oct. 11.—A most unusual disk, made up entirely of air checks, will be released by Columbia Records next month. The set, "Benny Goodman Jazz Concert, No. Two"—features the BG ork, trio and quartet of the fabulous 1937-'38 period, and will consist of two 12-inch LP platters.

The air checks were made originally by Columbia engineer Bill Savory, as a personal hobby. He turned them over to the firm for this new set, and edited them himself for the label. Checks were made via remote broadcasts when the BG crew was playing ballrooms, clubs, hotels, etc. The diskery hopes that the release will be as successful as the Benny Goodman Carnegie Hall Concert platter of a few years ago which sold almost 90,000 copies. (The tapes of this set were reportedly found in a closet by the orkster's young daughter.)

Personnel of the Goodman Ork on these platters includes Teddy Wilson, Lionel Hampton, Gene Krupa, Ziggy Elman, Jess Stacey, Chris Griffin, Red Ballard, Vernon Brown, Art Rollini, Vido Musso, Allan Reus, Harry Goodman and many others.

Vocalists Helen Ward and Martha Tilton also are heard on a few tunes. Songs cover the Goodman ork thru "King Porter Stomp" and "Bugle Call Rag," to "Sugar Foot Stomp," "Rummin' Wild," "Always," and pops like "Have You Met Miss Jones," "Nice Work If You Can Get It," "Peekin'," "I Hadn't Anyone Till You," and "You Turned the Tables on Me." BG's themes, "Let's Dance" and "Goodbye" are also in the set.

# Columbia Appoints Can. Service Reps

TORONTO, Oct. 11.—Appointments of service representatives in both Ontario and in Quebec have been announced by Harold Pounds, merchandise manager, Columbia Records.

In Ontario, Frank Jones, formerly with CKFH, Toronto, and CFCF, Montreal, is service rep, calling on dealers, disk jockeys and newspapers, from his headquarters in Toronto. Headquarters in Montreal is Dick Riendeau.

under the new distribution. But it is considered likely that the firms who have been lethargic would ultimately experience a decrease in their earnings, particularly when the three-year cushion no longer obtains.

#### Reads Riot Act

As an indication of the concern with which the new plan is viewed by some publishers, it is known that two execs called in their staffs to read the "calamity" set to them in order to impress them with the need for additional pluggers. Another publisher stated, "If our boys don't produce now, they will be out."

This indicates that there will be increased competition in the immediate future for plugs over the important commercial TV

and radio shows, especially the network programs. Most publishers today are not interested in getting plugs on the remotes, or via "the broken-down trios" as one publisher put it, "that hit a few stations in the Midwest."

This new flurry of plugging activity mirrors the attempt on the part of the publishers to chart a course under the new ASCAP plan. The contact men as a group are pleased with this new development and hopeful that it will continue—even the contact man is now under stronger pressure to produce. One large publisher who, in talking about the importance of performances under the new plan, stated, "If we der the present staff can't handle the increased activity we will add men to handle TV or radio."

# EUROPE HIT-MAKERS

## Few Disk Newcomers Break US Vets' Grip

LONDON, Oct. 11.—Only a handful of America's comparatively new recording stars are making any appreciable showing in the sales of American records in Europe, and perhaps the main reason for this is the difficulty in breaking the continued success of the firmly established wax enter-tainers.

The Continental customers, in the main, are the youngsters, and they still want the diskings of standards by America's big-name luminaries such as Bing Crosby, Doris Day, Danny Kaye, the Andrews Sisters, Ella Fitzgerald, Louis Armstrong, Nat (King) Cole, Frankie Laine and the rest. The European market is always on the watch for new releases by these artists whose name value is strong enough to insure automatic sales.

On the other hand, the market is hesitant about gambling with disk newcomers whose potential always poses a problem with Europeans. Generally, a young wax performer has attained some degree of success in America with a couple of hits, the European dealer is more apt to give the youngster a crack at the Continental market. But to try to break in an American chapter of lesser stature is considered very unwise.

#### The Newcomers

Perhaps the most successful of the disk newcomers is the team of Les Paul and Mary Ford. Almost everywhere on the Continent the guitarist's multiple-re-recording gimmicks have made a marked impression. The Paul-Ford version of "How High the Moon," which catapulted them in lightning fame in America, scored big a few months later in Europe. The Capitol recording stars have chalked up an uninterrupted string of hits on the Continent. Their latest, "Meet Mr. Callaghan," has strong competition overseas where the tune really got started with other versions, but because they have built up a considerable following on past

hits, their disk figures to have reasonably good sales.

Decca has two strong entries in the newcomer field abroad. Composer-conductor Leroy Anderson is better known for his compositions, but he has gained much popularity as a maestro with his latest wax effort of his own work, "Blue Tango," firmly established now as an international hit. The label's song salesmen, the Four Aces, have made a good opening dent on best-selling charts, particularly in the Scandinavian region, with "Tell Me Why."

#### Guy Mitchell

There is no longer any doubt about Guy Mitchell's phenomenal success in Great Britain. The lad who has had a comfortable share of the hits in America during the (Continued on page 28)

# 'MUST' READING

## Label Copy Should Be Examined

NEW YORK, Oct. 11.—The label copy on records sent to disk jockeys has recently become "must" reading. During the past week, Columbia issued the first pop disk by Maris and Miranda, one side of which is "Johnnie Giggable." Beneath the title is the parenthetical clause, "pronounced as if clearing throat."

At the same time, RCA Victor released a new disk by the Sauter-Finegan band. On one side the band plays "Midnight Sleighride," which is adapted from "The Lieutenant Kijie Suite" by the Russian composer Prokofieff. On the label copy, where the publisher is normally listed, are the two words, "Russian Controlled." A tracer at Victor has yet to turn up the source of infiltration.

# AFM, T-H Act Tiff To Supreme Court

## Mulls NLRB Petition for Hearing On Featherbedding Controversy

WASHINGTON, Oct. 11.—The long-standing controversy over whether or not the musicians' union demand that a theater hire a local orchestra to play overtures, intermission and fling-out music whenever a name band is employed constitutes a violation of the Taft-Hartley Act's "featherbedding" provision will be up before the Supreme Court when it meets Monday (13). The court faces the question of whether to review the case on petition from the National Labor Relations Board.

The Sixth Circuit Court of Cincinnati, in an earlier decision, ruled that the American Federation of Musicians' contention was in violation of the Labor-Management Relations Act.

"To force the theater to pay for services not needed, and of detriment to it was clearly an exaction," the lower court declared, in summing up the case.

The court concurred with Sen. Robert A. Taft (R., O.), co-author of the bill, that such services could not be considered stand-by practices required by an employer and of benefit to him, as were rest and lunch periods, relief duty in case of emergency need, or inactive periods during machinery repair.

Taft, who is currently stumping for Republican presidential candidate Dwight D. Eisenhower, has

said of the act, a major issue of the campaign: "To make it unfair labor practice for a man to say you must have 10 musicians and if you insist that there is room for only 6 you must pay the other four anyway, that is in the nature of an exaction from the employer, for services which he does not want, does not need, and not even willing to accept."

The controversy began at the Palace Theater, in Akron, soon after the enactment of the Taft-Hartley Act. The union asked that it be allowed to provide musical accompaniments for vaudeville acts, overtures, intermission music and "chasers" (music played while the audience leaves the theater) at minimum union wages for a period equal to at least one-half of the time which the name band required for its show. When the management, Gamble Enterprises, refused, the union refused to consent to the appearance of any name band, and the management filed charges against the union with the NLRB.

The NLRB found that the union was within its rights, interpreting the Taft-Hartley Act to mean that "if the union was willing to do work and be paid for working, that is all the act required," according to an NLRB spokesman. Gamble Enterprises then carried the case to the Cincinnati court, which ruled that the union must not only do work, but that the type of work must be beneficial to the employer.

"The right of an enterprise to frame its own business or entertainment policy when no violation of law may be perceived is indisputable," the lower court concluded.

Passage of the Taft-Hartley Act brought about major changes in the field of theater entertainment. Prior to enactment of the act, theaters paid for the time of the musicians, but declined to accept its services when a name band was featured. After it became law, theaters repeatedly hired traveling bands without employing the local union. In these circumstances theaters insisted that they had no need for such services, did not desire them, and that they would be a detriment rather than an advantage.

## Danes Hail U. S. Artists

COPENHAGEN, Denmark, Oct. 11.—American concert artists are very much in evidence here this season. Yehudi Menuhin, violinist, drew a full house at Odd Fellows' Palace on Monday (29), as did singer Ellabelle Davis on Wednesday (1). Miss Davis will be heard as soloist with the Royal Chapel Orchestra, conducted by Nicolai Malko, at Odd Fellows' Palace on Wednesday (8).

Marian Anderson gave her third concert here in 10 days at Odd Fellows' Palace on Thursday (2). The Jubilee Singers appear at the same hall on Friday (10).

## GOP Adopts Official Ditty

NEW YORK, Oct. 11.—The Republican Party has recently accepted the tune, "Look Ahead Neighbor," as the official party song, and will use it thruout the remainder of the campaign. The tune was cleft by the husband-wife team of Mann Hollmer and Albert Nichols, and is published by the Robbins Company, a new firm owned by J. J. Robbins. The Republicans also placed a sheet music order for 100,000 copies, which are now being distributed thruout the country.

Both political parties have now adopted new songs during the recent months. The Democrats' campaign song, "Don't Let Them Take it Away," was officially kicked off at the party's national convention last summer.

The writers of "Look Ahead Neighbor" have recently completed the book and lyrics for a new musical, entitled "Cross Your Fingers," based on the story of Cinderella. Jack Robbins will publish the score.

## SYD PARLEVOUZ WITH HOT-LIPS

PARIS, Oct. 11.—Sydney Nathan, King Records nabob, now in Paris on a business expedition, bumped into Hot-Lips Page on the Champs Elysees the other day. To celebrate the reunion, the two planked themselves down at Fouquet's Sidewalk Cafe for a bit of palaver over a few drinks. Between breaks in the conversation of the voluble Nathan, Page waxed enthusiastically over four sides he had cut on his trip to Paris a year ago.

Nathan, his defense broker, by Page's constant harassment, evinced a desire to hear them. After a hectic ride in a Parisian taxi, they arrived at a studio hidden in the attic of an old house. Nathan, who speaks about three words of French, finally got across to the French studio owners that he wanted to hear the masters' Hot-Lips had cut a year ago. It was flatly refused, as Page, thru an oversight, had overlooked paying the studio costs, and the tapes were being held in lieu of payment.

Sign language and the three words of French finally made the owners understand that if Nathan were permitted to hear the sides, he would pay the unpaid studio costs. It was a deal. Nathan paid off, and four sides are to be released soon in the States by King Records.

## MGM's 'Double Feature' Disk

NEW YORK, Oct. 11.—Following the established movie trend, MGM Records has just released a "double-feature" album which packages for the first time the music from two MGM films. The new sound-track album includes background music from "Yankee Doodle" and the still-to-be-released "Plymouth Adventure." The music for both of these was composed and conducted by Miklos Rozsa, who also composed the music for "Quo Vadis" and "Madame Bovary." The former was the first time that MGM turned out an album devoted solely to movie background music. The new album is available on LP and 45 rpm.

The "double-feature" album idea will be continued in the future with the next release set to include songs from two more forthcoming MGM films. "Everything I Have is Yours" and "Lily." This package will be issued on all three speeds.

## Ray TV Shot On Benny Seg

HOLLYWOOD, Oct. 11.—John Ray and Bernie Lang, who earlier this year kayoed any plans for future TV appearances by the former's inebriated, are making an exception to the rule when Ray works the next Jack Benny CBS TV'er. Benny, who has visited Ray's four out of the first six nights of Ray's stint, has agreed that Ray will not do any warbling, but will confine his stint to kidding with the Waukegan comic. Ray and Lang turned down other previous TV bids, pointing out that a visual act like Ray's loses future nitery and vaude patronage when seen on TV.

Ray turned down a \$2,000 offer to do one song at the Eisenhower rally here Thursday (9) at Pan-Pacific Auditorium. He said that he feels an entertainer, like a clergyman, cannot actively participate in a political campaign.

## Alter Sues, Charging Song Infringement

NEW YORK, Oct. 11.—Song-writer Paul Alter has filed suit in Federal Court here charging infringement of the song "Busy Body." He named as defendants Sid Tepper, Ray Brodsky and the Alamo Music Company.

He claims they published a song with the same name with the full knowledge that he was the composer of the original. The suit asks for an injunction and damages.

# Democrats Prep Movie, Disking Campaign Bash

Continued from page 5

ble talk answers to questions asked about campaign issues; "Used Car Lot," a 55-second animated cartoon featuring a salesman trying to sell a 1952 GOP car to a man driving the Stevenson model (the GOP car in the film turns out to be merely a 1929 model) with the same old oil in it; but with a new polish job," and

when it is tapped on the hood it splits in two); "The Stevenson Story," a 15-minute documentary narrated by Robert Ryan (available in 16-inch LP disks and 13 1/2-inch LP disks); "Three Strangers," a 15-minute drama (radio version of film of same title).

Another Democratic film-transcription is titled "Rip Van Winkle '52," described by the Democratic National Committee as "an amusing 15-minute program about a man found in a daze by the Boy Scouts." "He has been asleep for 20 years, lying on a pile of old newspapers, and he is interviewed by a radio station and reunited with his wife." This one is available in 16-inch or 13 1/2-inch LP disks at \$3.50 a record. The committee says that the transcriptions and films are available from "Hollywood for Stevenson and Sparkman" in Beverly Hills, Calif.

In addition, a number of films and disks of Stevenson's speeches are being sold by Joseph Katz Company, New York, which is handling the Democratic National Committee's account. These include Stevenson's acceptance speech, his nationally broadcast speeches, a televised documentary called "Campaigning With Stevenson" and several others.

## Federal Disk Tax Tumbles For 3d Month

WASHINGTON, Oct. 11.—Receipts from the federal tax on phonograph disks totaled \$477,215 in August, a \$61,496 drop from the previous August, according to latest Internal Revenue Bureau figures. This is the third successive month in which declines have been registered in the yield from this tax.

The federal tax on musical instruments yielded \$797,180, a \$104,533 gain above the previous August. Internal Revenue reported. Returns from the tax on phonographs, radio and television sets totaled \$8,152,144, compared with \$5,165,030 the previous August, the sharpest gain of all the amusement taxes for the month. Tax on admissions to theaters and concerts yielded \$28,309,376, a \$6,039,759 drop from the previous August. Revenue from the tax on admissions to cabarets and roof gardens totaled \$4,057,712, a \$227,820 drop from the previous August. Total tobacco taxes yielded \$149,133,120, a gain of nearly \$12,000,000 over the previous August. Total alcohol taxes yielded \$205,188,742, a gain of over \$4,500,000 over the previous August.

## Anthony Pulls 2,200 at UT

HOLLYWOOD, Oct. 11.—The University of Texas has decided to continue its policy of school-sponsored dances in its student union, following the success of a Ray Anthony date on the Austin campus October 3. Anthony drew 2,200 dancers at \$1.50, including tax, to the terp affair, which differs from other collegiate dates, which are proms and bankrolled by student committees and groups. C. C. Nolan, director of the union, said the school is dickering for Billy May in November and Ralph Flanagan early next spring for future events.

Phil Brown of GAC's Dallas office also is working an innovation with the Anthony ork playing the band on concert dates on the early week dates. Anthony is getting \$1,500 against a percentage, which is in contrast to money offered any band for the Monday thru-Wednesday dates. Up to now, these dates have usually been the lowest salary-wise on a band's itinerary. Brown set Anthony on concerts at Odessa and Midland, Tex., September 29-30; Texas A&M, College Station, October 5, and Chanute, Kan., 13. College date is being played in the school auditorium, while others are being played in public auditoriums.

## Victor Names Haber to Post

NEW YORK, Oct. 11.—Julius Haber has been upped to the position of director of public relations for RCA Victor, effective November 1. Mr. Haber succeeds James M. Toney, who last week was appointed director of consumer products distribution.

Haber has served in various public relations, publicity and advertising capacities for RCA since he joined the company in 1922 as an office boy while attending night school. During this time he handled publicity functions for both RCA and the Victor Talking Machine Company. Most recently Haber has been serving as director of advertising and sales promotion for RCA technical products

## Meyer Davis To Ask Stay Of New Ruling

NEW YORK, Oct. 11.—Charging that a recent resolution of Local 802, American Federation of Musicians, directly or indirectly from employment in any show backed by a union member is aimed directly at him, Meyer Davis will ask James C. Petrillo, AFM proxy, to stay its enforcement as an unfair restriction of members' activities.

The band leader and contractor, who has "angeled" many Broadway productions, charged further that the union had passed the resolution on the insistence of several disgruntled contractors and that the whole matter came about as a "political expedient" to rally strength around 802 excess in the upcoming union election.

The disputed resolution reads, in part: "It shall be a violation... for a member... to obtain employment, directly or indirectly, from a musician, leader or contractor in any theatrical presentation in which a musician has invested, contributed, loaned money, or in which he has any other financial interest."

The union's position is that use of a contractor under such circumstances could lead to unfair competition.

Davis asserted that altho he has invested in 53 shows to date, some 17 of which employed musicians. In only two cases did he contract the music. Where he acted as contractor elsewhere he had had no financial interest in the productions, Davis claimed.

Meanwhile, Davis stated he will insist on a literal enforcement of the new ruling. This could mean that music would be pulled from the new Bette Davis revue, "Two's Company," in which the ork leader has an investment but is not acting as contractor.

## Luth Named By Shawnee

NEW YORK, Oct. 11.—Murray Luth has been appointed general professional manager of Fred Waring's Shawnee Press. Under Luth, the firm will take a much more active part in the pop music business. Several months ago, Waring bought the Paul Pioneer catalog, and places the copy-rights in Shawnee Press.

Luth most recently was professional manager for Cosmic Music, Dinah Shore's firm, which was de-activated several weeks ago. Prior to that, Luth served as professional manager for Paramount Music.

## SESAC Sets Up 25 Firms

NEW YORK, Oct. 11.—SESAC, Inc., has set affiliation pacts with more than 25 additional publishers during the past year. The new SESAC firms are: Ameco Music Publishing, Volpe Music, Pro Art Publications, Century Music, Aztec Music, Norman J. Clayton, and Gospel Songs, all of New York.

Other firms elsewhere are Robert H. Coleman, Nashville; Edith Darom, Tel Aviv, Israel; Europa Music, Hollywood; Nazarene Publishing House, Kansas City, Mo.; Ramola Music, Dallas; Singingtime Associates and Alfred B. Smith, Wheaton, Ill.; Triangle Music Company, Clinton, Tenn.; Lilienas Publishing, Kansas City, Mo.; Gregorian Institute of America, Toledo; Thomson Music Company, Lake Charles, La.; and Sing Time Publishing and H. T. FitzSimons, of Chicago.

## Discovery Gets US Rights to Europe Waxings

NEW YORK, Oct. 11.—Discovery Records, a newly activated indie jazz label, has acquired the American rights to a dozen European jazz waxings, and will start issuing them soon on their International Jazz Series label. The disks acquired by the firm, according to diskery head, Saul Bolton, feature poli-winning musicians as picked by various European jazz magazines—the Melody Maker in Britain, Estrad in Sweden, and Podium in Germany. Artists include Hans Koller, a cool German tenor man; pianist Jutta Hipp; trumpet man Rolf Ericson and his ork from Sweden, and British artist Ronnie Ball and Vic Lewis.

The initial releases will be two German, two Swedish and two English sides. Discovery now has about 75 jazz platters on the market, and more than a dozen LPs.

## Biharis Fold R&B, Hype Modern, RPM

HOLLYWOOD, Oct. 11.—The Bihari brothers have folded the tent on their short-lived rhythm and Blues label and are seeking new talent to concentrate on their other two labels, Modern and RPM. Joe Bihari left this week for a two-month swing cross-country to visit distributors and scout new talent. He will huddle in Clarksville, Miss., with Ike Turner, who has joined the firm, as talent rep in the South. Gene Forrest, formerly with Recorded in Hollywood, and Cliff Byvins, Los Angeles vocalist, have been added in the drive.

The Biharis have joined the trend on the part of local indie press from one central plant here and air ship all disks to distributors. (Mansie photos as copyright)



# 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

<b>SOUTH RAMPART STREET PARADE</b> 28419* Cool Water Sing Crosby and Andrews Sisters	<b>GIVE ME THE RIGHT EVERYTHING I HAVE IS YOURS</b> 28418* Featured in MGM Picture "Everything I Have Is Yours" Regal Coleman	<b>BEGIN THE BEGUINE THE PEANUT VENDOR</b> 28413* Lenny Dee	<b>KISS ME</b> 28415* (Ah, The Apple Trees) Leo Marjane
<b>CLEMENTINE TRUE LOVE</b> 28434* The Weavers	<b>SINCE MY BEST GAL TURNED ME DOWN</b> 28414* HERMAN KEPT PLAYIN' AWAY Frankie Frobo	<b>A WEDDING RING AGO I HEARD THE JUKE BOX PLAYING</b> 28432* Kitty Wells	<b>WHEN THE WORLD WAS YOUNG</b> 28415* Leo Marjane
<b>BLUES IN THE NIGHT</b> 28441* Part 1 (Instrumental) Part 2 (Vocal) Jimmie Lunceford		<b>DEEP BLUES MIDNIGHT</b> 28420* Red Foley	<b>BEER AND PRETZELS POLKA</b> 28427* <b>STARLIGHT WALTZ</b> "Whoopie" John W. Wahrt
			<b>DAMP RAG</b> 48287* <b>FAT MAMA BLUES</b> Stamp Gordon

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

## TOP SELLERS

... based on this week's actual sales

WEEKS ON LIST

### COUNTRY

4	I'LL ALWAYS TAKE CARE OF YOU BACK STREET AFFAIR	28369* Webb Pierce
15	IT WASN'T GOD WHO MADE HONKY TONK ANGELS I DON'T WANT YOUR MONEY, I WANT YOUR TIME	28232* Kitty Wells
9	FORTUNES IN MEMORIES SO MANY TIMES	28310* Ernest Tubbs
23	THAT HEART BELONG TO ME So Used To Loving You	28091* Webb Pierce
67	There'll Be Peace In The Valley for Me Where Could I Go But To The Lord	14573* Red Foley
6	WHY TALK TO MY HEART DON'T SEND NO MORE ROSES	28355* Oeldie Hill
6	DON'T BELIEVE EVERYTHING YOU HEAR I GOTTA HAVE YOU	28343* Red Foley and Roberto Lee
1	** A PRISONER OF WAR TOMORROW MAY BE DIFFERENT	28387* Jim Jones
45	WONDERING NEW SILVER BELLS	46364* Webb Pierce
61	STEAL AWAY JUST A CLOSER WALK WITH THEE	14505* Red Foley
1	** THE GREAT MILKY WAY I KNOW WHO HOLDS TOMORROW (and I Know Who Holds My Hand)	28370* Jimmie Davis

### RHYTHM AND BLUES

1	** IF I COULD BE WITH YOU (One Hour Tonight) I CAN'T GET STARTED	28386* Coleman Hawkins
23	There'll Be Peace In The Valley for Me NEAR THE CROSS	48279* Sister Rosetta Tharpe
12	THE LAST MILE OF THE WAY IN THE GARDEN	28282* Sister Rosetta Tharpe
1	** HOLD ON IT'S WORTH IT	28399* Marie Knight
1	** BE REASONABLE THIS NEW SITUATION	28378* Buddy Johnson

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

A 'BIG ONE' by BILL KENNY

# MOONLIGHT MYSTERY

and You Are Happiness  
by

## BILL KENNY of The INK SPOTS

Decca 28412 (78 RPM) and 9-28412 (45 RPM)

## BEST BETS

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

POSITION THIS WEEK

1.	JUST SQUEEZE ME (But Don't Tense Me) HEART AND SOUL	Four Aces	28390*
2.	HIDE-AWAY HARBOR MY HEART'S IN THE RING	Guy Lombardo	28385*
3.	RIVER RIVER SAMS SOUCI	Peggy Lee and Gordon Jenkins	28395*
4.	EMILIO (Voodoo Moon) MALAGUENA	Carmen Cavallaro	28403*
5.	SETTIN' THE WOODS ON FIRE OUR LOVE ISN'T LEGAL	Marvin Shiner and Grady Martin	28424*
6.	STROLLING IN LOVER'S LANE DREAM BABY	Russ Morgan	28422*
7.	VERADERO BRIEF INTERLUDE	Music by Camarata	28376*
8.	I'M NEVER SATISFIED SOME FOLKS DO AND SOME FOLKS DON'T	Trudy Richards	28389*
9.	T T BOOGIE BEFORE YOU SAY I DO	Charlie Adams	28397*
10.	IT'S SHADOW TIME VELVET MOON	Liberace	28279*
11.	MY FAVORITE SONG WALKIN' BY THE RIVER	Ella Fitzgerald	28433*
12.	MOONLIGHT MYSTERY YOU ARE HAPPINESS	Bill Kenny of the Ink Spots	28412*
13.	FOOTPRINTS IN THE SNOW IN THE PINES	Bill Monroe	28416*
14.	TELL HIM YOU SAW ME WHEN I FIRST SOUGHT THE LORD	Sister Rosetta Tharpe	28417*
15.	THE RUBY AND THE PEARL FORGIVE AND FORGET	Jeri Southern	28426*

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

## TOP SELLERS

... based on this week's actual sales

WEEKS ON LIST

### POPULAR

4	THE GLOW WORM AFTER ALL	28384* Miller Brothers and Hal McIntyre
2	I LAUGHED AT LOVE TAKES TWO TO TANGO	28394* Louis Armstrong
1	**SOMEWHERE ALONG THE WAY I WENT TO YOUR WEDDING	28411* Guy Lombardo
12	ZING A LITTLE ZONG The Maiden of Guadalupe	28255* Bing Crosby and Jane Wymen
15	AUF WIEDERSEHN SWEETHEART HALF AS MUCH	28271* Guy Lombardo
38	BLUE TANGO Bella Of The Ball	27875* Leroy Anderson
4	TRYING MY BONNIE LIES OVER THE OCEAN	28273* Ella Fitzgerald with Bobby Orton's Teen-Aces
4	BABY, IT'S COLD OUTSIDE THAT'S MY DESIRE	28372* Louis Armstrong and Velma Middleton
2	YOU BELONG TO ME I WENT TO YOUR WEDDING	28388* Grady Martin
5	CARMEN'S BOOGIE ADIOS	28342* Andrews Sisters
8	TWO-FACED CLOCK JAMBALAYA (On The Bayou)	28341* Rex Allen
11	SHOULD I THERE'S ONLY TONIGHT	28323* Four Aces
9	HONKY TONK SWEETHEART WISH YOU WERE HERE	28308* Guy Lombardo
13	TILL THE END OF THE WORLD JUST A LITTLE LOVIN' Will Be a Long Way	28265* Bing Crosby and Grady Martin
10	A TRUMPETER'S LULLABY PICOLE-FADDLE	28300* Leroy Anderson
4	MEET MISTER CALLAGHAN Bunnin' Wild Boogie	28373* Carmen Cavallaro

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

# BING CROSBY and THE ANDREWS SISTERS



## SOUTH RAMPART STREET PARADE

## COOL WATER

Decca 28419 (78 RPM) and 9-28419 (45 RPM)



# Music Publishers' Record Scoreboard

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.

## • Sides in Current Release

Week ending October 4

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.

PUBLISHER	TUNE	ARTIST AND LABEL
ACUFF-ROSE GROUP —ACUFF-ROSE	This 'n That	Jerry Byrd, Mer (f)
	The Pail of Love	Jimmie Allen, MGM (f)
	I Was a Fool to Fool Around With You	Jimmie Allen, MGM (f)
—MILENE AMERICAN MUSIC GROUP —AMERICAN	Secret Kisses	Frankie Carle, RCA (f)
	Deep Blues	Billie Holiday, Dec (f)
	Come a Little Closer	Cousin Herb Henson, Cap (f)
—CHOICE ANTHONY	Cool Water	Bing Crosby-Andrews Sisters, Dec (f)
	The Rest of Your Life	Johnny Horton, Mer (f)
	Singin' Again	Dorothy Loudon, RCA (f)
BULLEIT CENTRAL	Beer & Pretzels Polka	Whoopee John Willard, Dec (f)
	Bunny Hop	Ray Anthony, Cap (f)
	Blow, Man Blow	Ray Anthony, Cap (f)
DREYER MUSIC GROUP —RALEIGH EMPIRE FAIRWAY GROUP —MALABAR	Grade "A" Pasteurized	Merle Lindsay, Mer (f)
	Funny Book	Cousin Herb Henson, Cap (f)
	Blackberry Boogie	Johnnie Lee Willis, RCA (f)
FAMOUS	Wanna Go Home	Benny Carter, RCA (f)
	I Don't Care if You Go a Little Further	Ken Marvin, RCA (f)
	We're Gonna Rock This Joint	Jackson Brothers, RCA (f)
CARL FISHER FORSTER 4-STAR FRANK JACK GOLD	I'm the Biggest Fool	Jackson Brothers, RCA (f)
	Accent on Youth	Sax Mallard, Mer (f)
	My Ideal	James Moody, Mer (f)
GOLDSEN GROUP —BENTON HAMPSHIRE HOUSE HILL & RANGE	Sailin' Along the Ohio	Sammy Kaye, Col (f)
	Staccato Samba	Xavier Cugat, Mer (f)
	Wishful Thinking	Jerry Lewis, RCA (f)
HOLLENWEND HOLLIS GROUP —DARTMOUTH LEEDS	Don't Let the Stars Get in Your Eyes	Gisela Mackenzie, Cap (f)
	Anywhere I Wander	Fran Warren, MGM (f)
	My Favorite Song	Cindy Lord, MGM (f)
LEWIS E. B. MARKS	My Favorite Song	Gisela Mackenzie, Cap (f)
	Lonesome Train	Stan Kenton, Cap (f)
	Honestly	Art Mooney, MGM (f)
MELLIN GROUP —ARGYLE MELODY TRAILS MILLS E. N. MORRIS MUSIC PUBLISHERS' WOLDING GROUP —HARMS	A Wedding Ring Ago	Kitty Wells, Dec (f)
	I Heard the Jack-Bag Piping	Kitty Wells, Dec (f)
	Strolling in Lovers' Lane	Frankie Carle, RCA (f)
—REMICK —WITMARK	Two Timin'	Johnnie Lee Willis, RCA (f)
	How Much Can a Heart Ache	Ken Marvin, RCA (f)
	Ronnie	Ralph Marterie, Mer (f)
ROXBURY ROBBINS GROUP —ROBBINS —FEIST	The Cherrys	Doris Day, Col (f)
	Summer Love	Ralph Marterie, Mer (f)
	By the Waters of the Minnetonka	Four Horsemen, MGM (f)
—MILLER J. J. ROBBINS	Blue Violins	Hugo Winterhalter, RCA (f)
	Jersey Bounce	Ole Rasmussen, Cap (f)
	My Shave	Xavier Cugat, Mer (f)
ROCKLAND	Mambo Mania	Xavier Cugat, Mer (f)
	I Worry 'Bout You	Fran Warren, MGM (f)
	It's Enough to Make a Preacher Cuss	Tim Hill, Mer (f)
ROBINSON PRESS SANTLY-JOY SCHUMANN SHAPIRO-BERNSTEIN	This 'n That	Tim Hill, Mer (f)
	Fandango	Hugo Winterhalter, RCA (f)
	Veterans on Parade	Vaughn Monroe, RCA (f)
SIMON HOUSE SPINALL TANNEN	The Continental	Jerry Murad's Harmonicats, Mer (f)
	April in Paris	Doris Day, Col (f)
	Birth of the Blues	Frank Sinatra, Col (f)
WEISS & BARRIE WILLIAMS	Blues in the Night	Alma Lunceford, Dec (f)
	Memories	Four Horsemen, MGM (f)
	Sissy	Jerry Murad's Harmonicats, Mer (f)
WOOD	Indian Summer	Ralph Marterie, Mer (f)
	Joe Plane Blues	Monte Hale, MGM (f)
	Dream Combo	Monte Hale, MGM (f)

## Milton Makes European Trek

HOLLYWOOD, Oct. 11.—Ray Milton, Specialty Records' perennial seller, becomes the first r.&b. artist to play Europe, when he leaves here early next year to play two and possibly four months thru the continent. Milton and his six-piece were sought by a group of European promoters, who contacted Art Rupe, of Specialty, who in turn turned over the bid to Ben Waller, local indie who books Milton. Deal calls for air transportation to and from Zurich, Switzerland, for the band, which will play concert dates from Switzerland thru Belgium, the Netherlands, winding up tentatively in Paris.

Waller, also, has inked Little Caesar, the Recorded in Hollywood topper, and Caesar is currently playing locations in Kansas. Waller also is staging a big benefit for Percy Mayfield, Specialty warbler, seriously injured about six weeks ago in an auto accident here. Approximately two dozen r.&b. artists appeared at the Lincoln Theater here October 9, with d.j.'s Hunter Hancock, Ray Robinson, Paul Tremal and Joe Adams emceeing.

## Columbia's Entree

pee in charge of sales for Columbia, said that Entree was designed to attract new customers who wanted economically priced LP classical disks.

Both Columbia and RCA Victor had been thinking of introducing a low-priced classical line for a long time. It is believed that one of the reasons the two majors have brought out the \$2.95 platters is because of the gains made by Remington Records with its inexpensive LP's over the past two years.

The latter company has shown that there is a large market for the less expensive LP sets containing the popular type of classical music. There are many other inexpensive classical labels on the market at the present time, including Royale, Parade and others, but the upsurging Remington line, priced at \$2.49, has impressed the majors' long-range planners.

MGM Records recently brought forth a new inexpensive LP, Lion Records, a 10-inch platter, containing pop tunes and retailing for \$1.69. However, MGM claims it has no intention of putting out classical on the Lion label at this time. There is no indication as to Capitol, Decca or London Records regarding their intentions concerning a classical 12-inch platter retailing for less than \$3.

Entree Records ad mats are being sent to distributors for local dealer advertising, and the diskery is prepping window streamers, and other dealer aids, to advertise the new label.

## Europe Hit-Makers

past year, has had even more disk successes with British buyers. Some of his so-called flops in the United States have been transformed into best-sellers overseas. Mitchell's personal appearance at the London Palladium brought him in contact with his flock of followers, who turned out en masse nightly to welcome their hero. The chunter is "in" with the British, he is just getting acquainted with the rest of the Continental kids.

America's recording phenomenon, Johnnie Ray, is also a favorite with British record buyers, having scored heavily with "Cry" and "Little White Cloud." Elsewhere on the Continent, Mr. Emotion has not yet been given the full test, but Columbia distributors in every country are willing to push him strongly. For example, commencing November 1, Johnnie Ray platters become available for the first time in Italy, with an all-out promotion campaign kicking things off.

True, there's always room for talent—especially unusual talent—but sometimes it's a bit difficult getting heard. It is especially so when the veteran performers of American wax continue to shine on the Continental stage.

## • Total Number of Sides Released by Each Label

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

January 1, 1952, to Date

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	8	4	—
COLUMBIA	6	6	—
DECCA	3	6	2
MERCURY	11	11	4
MGM	14	4	2
RCA	10	4	4

## • Total Sides for Week Released by Each Label

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

Week ending October 4

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	450	154	—
COLUMBIA	261	171	96
DECCA	513	132	64
MERCURY	247	76	68
MGM	313	107	12
RCA	285	168	127

## FIVE BANDS IN ONE

## D.C. Disk Jockey Conover Springs a Unique Combo

WASHINGTON, Oct. 11.—One of the first "big bands" to come out of Washington since Duke Ellington made his bid may be on its way soon, with WWDC disk jockey Willis Conover fronting it. In fact, it may be a combination of five bands in one, with the paying customers taking their choice. Conover is contributing to DC's band-consciousness with his Big Band (19 musicians), an orchestra with 15 musicians and 2 vocalists, a Latin-American band (9 musicians), a modern combo (7 musicians) and the Dixieland group (6 musicians).

All groups make up a total of 21 performers plus Conover. No newcomer to the music business, Conover began organizing jam sessions and small combos five years ago and placed several groups in local night spots. He came up with the "big-band" idea a year ago when, as a platter spinner, he discovered that "Washington was completely without music to dance to." The largest orchestra in the Nation's Capital was a seven-piece combination at Glen Echo Amusement Park. As a starter, Conover rented the Kavako's night club every Sunday (the club's dark day) for a series of concerts. The orchestra drew packed houses, and all the sidemen made over and above the union scale on a share basis. The Conover band, and its bands within the band, are now appearing every Sunday afternoon at Jazz-Land, with one-night stands at Turner's Arena, the Howard Theater, military installations and college dances.

"No amateur aggregation, the sidemen include some of the best in the business and the top arrangers in the country have given the band permission to use anything they have," according to Conover. All the sidemen hold down seats in small combos, symphony orchestras and hotel ensembles in the Washington area. But the Conover band is their big pitch toward future recognition.

As Conover is not a musician and not a member of the musician's union, the band is always billed as "Willis Conover presents the Big Band," not as Willis Conover and his orchestra. At present the Conover band is confining its activities to Washington, Baltimore and other nearby localities for single engagements. If a recording company should sign them (two are now listening to audition tapes), they might consider going on the road.

As to why he has taken time out from his disk jockey chores to go into band business, Conover says he "felt he was a moocher." "As a disk jockey I spin records," he said, "and I noticed a definite trend during the last five years which seemed to cut out bands

and musicians in favor of single vocalists, small combos and specialty musicians.

"It seemed incongruous to me, a radio announcer whose stock in trade is music, to be a graverdigger for the industry. After all, one of the quickest ways to kill musicians is to take away their means of making a living. I don't want any part of this. I felt that the least I could do was to attempt to revive the big-band formula in Washington, my home grounds."

Conover also voiced belief that the drift away from the big-band boom of the '30's and '40's is unfair to the public. Why should the public be limited in its choice of the differences in human voices or small combos when a big band offers more real music, melodic lines and rhythmic variations?" he asks. "We're getting instrumental hits again like 'Blue Tango,' 'Delicado' and 'Vanessa,' not swing band hits, but instrumental nonetheless."

"Secondly based on the experience of our own band, I believe that the affinity between musicians and the public that existed during the swing era is returning," he said. "The kids are hanging around the bandstand again and voicing their appreciation. All this indicates that the time is ripe for a new, smart musical and understandable orchestra to be born. Maybe it's the new Fingert-Sauter band, or perhaps it's someone else. We hope it's us."

Promotion is handled by Larabee Associates, a Washington ad agency known for its ideas. The newspaper ads alone drew the first crowd. Conover's disk jockey show on WWDC, which is tailored to teen-agers, has kept the ball rolling.

Meanwhile, a Liberty spokesman declared that dealer response to Kaye's letters was "positive." Many were pledging support of the campaign, he said, and the drive may be extended later to enlist dealer support in other parts of the country. He claimed the campaign is being conducted in the best interests of the trade.

## Rudolph Preps

Continued from page 23

that during 1950, a total of 400,000 copies of sheet music was sold in England, more than in this country. Chappell is the agent for the tune abroad.

Merchandise Tie-Ins

Rudolph has been equally potent in the merchandise field. Endless deals in such products as toys, stationery and clothing have been consummated in past years.

The Jam Handy movie short will be distributed to theaters thru the country beginning in November. New this year, are musical greeting cards and a Rudolph ride for parks and carnivals.

New Rudolph

Marks also has a new Christmas song, which will be released in several weeks on disks. Entitled "The Night Before Christmas Song," Marks adapted it from the famous yuletide children's story. Columbia has cut it with Rosemary Clooney and Autry. Big Jon Arthur has recorded it for Decca, and other disks are expected.

# Thanks **LEROY ANDERSON**

FOR WRITING AND WAXING A GREAT HIT!

# BLUE TANGO

— A CLICK with **1,000,000** Records!

Decca Record 27875

and Thank You **LEROY ANDERSON**

FOR DELIGHTING THE WHOLE WORLD WITH YOUR  
NEW MELODIES AND DYNAMIC RHYTHMS

- BELLE OF THE BALL
- HORSE AND BUGGY
- THE PHANTOM REGIMENT
- FIDDLE FADDLE
- THE SYNCOPATED CLOCK
- PROMENADE
- THE WALTZING CAT
- SERENATA
- SARABAND
- JAZZ PIZZICATO
- JAZZ LEGATO
- CHINA DOLL
- THE PENNY WHISTLE SONG



(Left to right) Jack Mills, President of Mills Music, publishers of "Blue Tango," Leroy Anderson, the composer, and Milton Rothmil, President of Decca Records presenting Anderson with a gold disc of "Blue Tango" as the sale of the popular Decca platter hits the million mark.

## SLEIGH RIDE

Music that twinkles like stars on a clear winter's evening. Moving up fast for autumn sales.

## TRUMPETER'S LULLABY

A wistful bugle call melody coupled with a lilting lullaby. Destined for wide performance.

## PLINK, PLANK, PLUNK!

Anderson's scintillating Pizzicato for strings, punctuated by exciting new effects. Climbing up the Mills ladder of all-time hits.

## Thanks Again LEROY—

Mills Music is proud of your prolific contributions to American culture. You have brought a new and distinct style of music to the whole world. You have given us music so broad in its appeal that it has spanned the once impassable chasm between concert and popular material. Thank you Leroy for building this wonderful bridge of appreciation for American Music.

All Available on Decca Records  
GL-7509, GL-7519

**MILLS MUSIC, INC.** 1619 BROADWAY, NEW YORK 19, N. Y.

JACK MILLS, President • IRVING MILLS, Vice-Pres. • SIDNEY MILLS, Gen. Prof. Mgr. • BERNIE POLLACK, Prof. Mgr.

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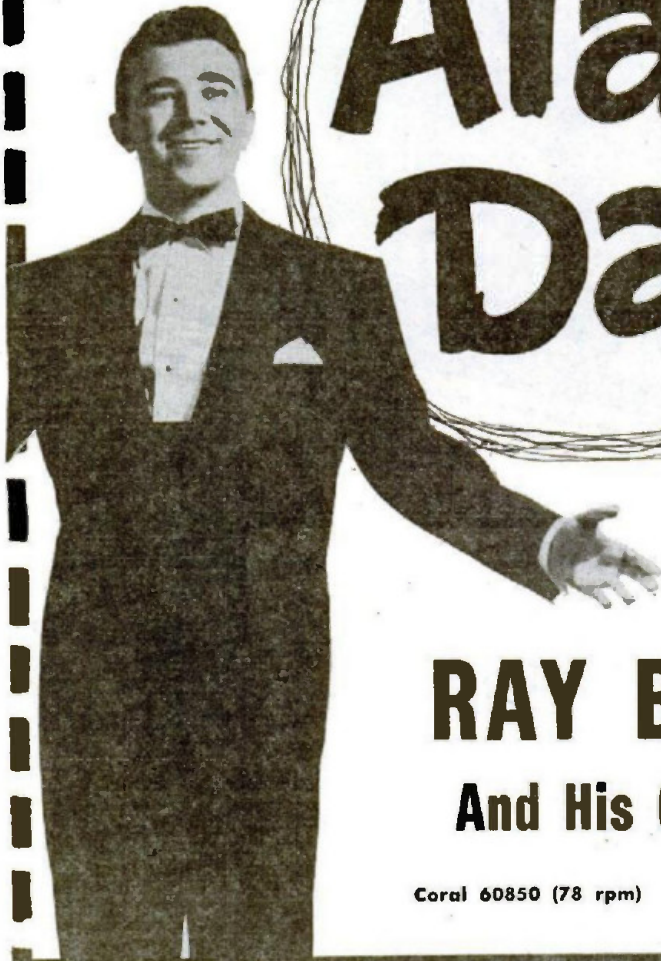
# Laugh! Clown! Laugh!

b/w

## TODDLING THE TODALO

by

# Alan Dale



and

## RAY BLOCH And His Orchestra

Coral 60850 (78 rpm) Coral 9-60850 (45 rpm)

# CORAL RECORDS

*America's Fastest Growing Record Company*

(A subsidiary of DECCA RECORDS, Inc.)

*all Winners*

## "MY THRILL"

and

## "YOU'RE MY DESTINY"

Coral 60809 (78 rpm)  
Coral 9-60809 (45 rpm)

## "OH MARIE"

and

## "JUDY"

Coral 60699 (78 rpm)  
Coral 9-60699 (45 rpm)



### ALAN DALE SINGS

*With Orchestra Directed by*  
**RAY BLOCH**

**Selections include:**

OH MARIE—JUDY—MEAN  
TO ME—IT'S A LONESOME  
OLD TOWN—SHINE ON,  
HARVEST MOON—MY  
MELANCHOLY BABY—  
POINCIANA—WAITING  
FOR THE ROBERT E. LEE

10-Inch Long Play Record...Coral CRL 56064  
Four 45 RPM Records...Coral 9-8064



CORAL 6080 (78 rpm)  
 CORAL 9-6080 (45 rpm)

IN CANADA: Metrodisc Reg'd, Montreal — Apex Records Ltd., Toronto — Johnston Appliances Ltd., Vancouver —  
 T. H. Peacock Ltd., Calgary — For Manitoba & Saskatchewan Compe Co. Ltd., Lachine, P. Q.

IT'S IN THE CARDS!

The  
**ACES**

with their  
**LATEST**  
and  
**GREATEST**

**JUST**  
**SQUEEZE**  
**ME**

(BUT DON'T TEASE ME)

b/w HEART AND SOUL

**DECCA**  
RECORDS

DECCA RECORD 28390

And  
Still Climbing  
Every Day  
"SHOULD I"

## 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 6, 9, 10.

Last  
Week

This  
Week

#### 1. 1. You Belong to Me

By Pee Wee King, R. Stewart and C. Price—Published by Rideaway (BMI)  
RECORDS AVAILABLE: G. Auld, Coral; N. Foster and Revers, Republic 7013; J. Gable, Cap 2198; Ken Griffin, Col 3983; T. Hayes, V 20-4943; Joel Janny, MGM 1129; A. Lewis, Dech 4915; E. McGuff-Sneyd, Jubilee 5019; D. Martin, Cap 2165; F. Martin, V 20-4893; G. Martin, Dec 28308; P. Page, Mercury 5899; T. Smith, United 331; J. Stafford-Weston, Col 39811; J. Stanton, Top 348; S. Thompson, Mercury 6487.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Thesaurus; Henry Jerome, Lang-Worth; Earl Shelton, Associated.

#### 2. 2. I Went to Your Wedding

By Jesse Mae Robinson—Published by SL Loeh (BMI)  
RECORDS AVAILABLE: R. Bass, Coral 6047; J. Bond-H. Carter, Col 21807; M. Brooks, Dech 4910; S. Gibson and Red Caps, V 20-4835; S. Kaye, Col 39856; Little Sylvia, Jubilee 5049; G. Lombardo, Dec 28411; G. Martin, Dec 28308; P. Page, Mercury 5899; J. Selah, Roseway; H. Stone, V 20-4906; P. Starr, Top 339; J. Waneb, Cap 2231; F. Wright, Savoy 848.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Thesaurus; Earl Shelton, Associated.

#### 3. 3. Wish You Were Here

By Harold Rome—Published by Chappell (ASCAP)  
RECORDS AVAILABLE: M. Brooks, Top 337; J. Cavily, V 20-0017; E. Fisher, M. Winterhalter, V 20-4830; J. Froman, Cap 2158; Harmonicats, Mercury 5900; G. Lombardo, Dec 28308; F. Warner, MGM 11276.

ELECTRICAL TRANSCRIPTION LIBRARIES: Loney Herman, Lang-Worth; Earl Shelton, Associated.

#### 4. 4. Jambalaya

By Hank Williams—Published by Acuff-Rose (BMI)  
RECORDS AVAILABLE: R. Aha, Dec 28431; Camarata, Dec S. Lamm, Dec 28447; A. Hettl-F. Wayne, Coral 6816; Moon Mulligan, King 1104; J. Selah, Roseway; J. Stafford, Col 39838; J. Stanton, Top 340; T. Turner, Dech 4907; T. Yule, V 20-4947; Hank Williams, MGM 11285.

ELECTRICAL TRANSCRIPTION LIBRARIES: Leon Payne, Lang-Worth; Dave Terry, Associated.

#### 6. 5. Meet Mr. Callaghan

By Eric Spear—Published by Leeds (ASCAP)  
RECORDS AVAILABLE: G. Ashm, V 20-4904; C. Callaghan, Dec 28333; M. Green Trio, London 3248; Harmonicats, Mercury 5900; Melvin and Shirley, V 20-4893; M. Miller, Col 50831; L. Paul-M. Ford, Cap 2193; V. Spaulding Trio, Top 335; P. Todd, MGM 38640; L. Webb, Coral 6029.

ELECTRICAL TRANSCRIPTION LIBRARIES: Earl Shelton, Associated.

#### 5. 6. Half as Much

By C. Williams—Published by Acuff-Rose (BMI)  
RECORDS AVAILABLE: L. Ballard, Grenobel 804; R. Chancy, Col 39718; E. Griffin, Col 39809; G. Lombardo, Dec 28271; M. Martin, Top 336; K. Martin, Mercury 6266; D. Washington, Mercury 8219; C. Williams, Col 50819; H. Williams, MGM 11202.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Lang-Worth; Leon Payne, Lang-Worth; Earl Shelton, Associated.

#### 7. 7. Auf Wiederseh'n Sweetheart

By Parson & Storch—Published by Hill & Range (BMI)  
RECORDS AVAILABLE: Ames Brothers, Coral 40773; L. Ballard, Grenobel 803; L. Carter, Cap 2139; Chappell-Baker-P. Falk, Col 39778; Deborah Sisters, MGM 11278; Ken Griffin, Col, E. Howard, Mercury 5871; G. Lombardo, Dec 28271; V. Lynn, London 3227; B. Roman, Top 333; Starkey & Band, Cap; H. Shepard-N. Winterhalter, V 20-4777; T. Smith, United 331; Stubby and the Buckbeavers, Ronda 299.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Thesaurus; Julian Gould, Lang-Worth; George Sirois, Associated.

#### 8. 7. High Noon

By Dimitri Tiomkin—Published by Feist (ASCAP)  
RECORDS AVAILABLE: B. Hayes, MGM 11266; D. Keith, King 35194; P. Lane, Col 39770; Tex Ritter, Cap 2320; L. Ross, London 3232.

ELECTRICAL TRANSCRIPTION LIBRARIES: Vincent Lopez, Thesaurus; Glenn Doser, Associated.

#### 9. 9. Somewhere Along the Way

By Sammy Gallop, Kurt Adams—Published by United (ASCAP)  
RECORDS AVAILABLE: C. Armon, Dec 28222; T. Bennett, Col 39698; M. (Magg) Cole, Cap 2091; J. Gary, Dec 28141; L. Jacquet, Mercury 81901; G. Lombardo, Dec 28433; N. Winterhalter, V 20-4841.

ELECTRICAL TRANSCRIPTION LIBRARIES: Gould and Sirois, Lang-Worth; Vincent Lopez, Thesaurus; Glenn Doser, Associated.

#### 10. 10. Glow Worm

By Paul Lincke—Published by E. B. Marks (BMI)  
RECORDS AVAILABLE: F. Carle, Col 37547; G. Carter, MacGregor 310; Homer & Jethro, King 15203; S. James, V 20-1893; M. Luse, Imperial 1044; J. Mercer, Cap 2248; Paulette Sisters, Col 39840; M. Singer, King 15203; C. Ramsey, Decca 28304; E. Ryes, Cap 1092; Three Suns, V 20-3702; N. Winterhalter, Col 38704.

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# Buyboard

## TOP SELLERS — POPULAR

Based on Actual Capitol Sales Reports

	Record No.
1. MEET MISTER CALLAGHAN TAKE ME IN YOUR ARMS AND HOLD ME..... I. Paul & M. Ford	2193
2. THE RUBY AND THE PEARL FAITH CAN MOVE MOUNTAINS..... N. Cole	2230
3. IT'S IN THE BOOK—PART I IT'S IN THE BOOK—PART II..... J. Standley	2249
4. SOMEWHERE ALONG THE WAY WHAT DOES IT TAKE!..... N. Cole	2069
5. THREE LETTERS COMES A-LONG A-LOVE..... K. Starr	2213
6. BECAUSE YOU'RE MINE I'M NEVER SATISFIED..... N. Cole	2212
7. WALKIN' MY BABY BACK HOME FUNNY..... N. Cole	2130
8. FAT MAN MAMBO ORCHIDS IN THE MOONLIGHT..... B. May	2227
9. KAY'S LAMENT FOOL, FOOL, FOOL..... K. Starr	2151
10. ADIOS DARLIN', YOU CAN'T LOVE TWO..... G. MacKenzie	2156
11. YOU BELONG TO ME HOMINY GRITS..... D. Martin	2165
12. AFTER YOU'VE GONE SWEET SUE, JUST YOU..... B. Light	2232
13. LIES ONE WAY KISSES..... Four Knights	2234
14. TAKES TWO TO TANGO BUTTERFLIES..... J. Gayle	2222
15. WILD HONEY MOONLIGHT BRINGS MEMORIES..... J. Arcesi	2206

## 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. A BAND IS BORN..... Billy May	349
4. ROMANCE IN THE AIR..... Voices of Walter Schumann	347
5. PENTHOUSE SERENADE..... Nat (King) Cole	332
6. THE JUST JAZZ ALL STARS..... Louis Bellson	348
7. ROUGHHOUSE PIANO..... Joe (Fingers) Carr	345
8. VOICE OF THE XTABAY..... Yma Sumac	244
9. SPOTLIGHT SONGS..... Four Knights	346
10. MUSIC FOR TAP DANCING..... Fred Astaire	338
11. BENNY GOODMAN TRIO..... Benny Goodman	343
12. VOICE OF THE TRADE WINDS..... Harry Owens	333
13. MOODS FOR TWILIGHT..... Francis Scott	331

The great new queen  
of the juke-box scene  
is  
**FRANCES FAYE**  
Singing  
**"NIGHT AND DAY"!!**  
and  
**"TWEET, TWEET, TWEETHEART"**  
on Capitol Record No. 2224

## TOP COUNTRY and HILLBILLY

Based on Actual Capitol Sales Reports

	Record No.
1. HIGH NOON GO ON! GET OUT!..... T. Rifer	2120
2. DON'T LET THE STARS GET IN YOUR EYES BIG FAMILY TROUBLE..... S. McDonald	2216
3. BLACKBERRY BOOGIE TENNESSEE LOCAL..... T. Ernie	2170
4. I'M HOG-TIED OVER YOU FALSE HEARTED GIRL..... T. Ernie & E. M. Morse	2215
5. SATISFIED HIDE ME, ROCK OF AGES..... M. Carson	1900
6. I WENT TO YOUR WEDDING PALE MOON..... J. Wakely	2221
7. CRYIN' HOLY UNTO THE LORD FEAR NOT..... M. Carson	2252
8. WAITING IN THE LOBBY OF YOUR HEART DON'T MAKE ME CRY AGAIN..... H. Thompson	2063
9. THE WILD SIDE OF LIFE CRYIN' IN THE DEEP BLUE SEA..... M. Thompson	1942
10. HOW COLD HEARTED CAN YOU GET IT'S BETTER TO HAVE LOVED A LITTLE..... M. Thompson	2169

## LATEST CAPITOL RELEASES No. 340

	Record No.
CASUALLY ANYWHERE I WANDER..... M. Torme	2263
MY FAVORITE SONG THINGS I MIGHT HAVE BEEN..... J. Garber	2264

## BEST SELLING CAPITOL CHILDREN'S ALBUMS

Based on Actual Capitol Sales Reports

1. BOZO HAS A PARTY Cap(78)DBX-3133; (45)KDBF-3133
2. ROBIN HOOD Cap(78)DBX-3138; (45)KDBF-3138
3. TWEET, TWEET, TWEET Cap(78)CAS-3118; (45)CASF-3104
4. THE NOISY EATER Cap(78)CAS-3120; (45)CASF-3120
5. HOPALONG CASSIDY AND THE TWO-LEGGED WOLF Cap(78)CAS-3109; (45)CASF-3109
6. SPARKY'S MAGIC ECHO Cap(78)CAS-3134; (45)CASF-3134
7. DAVID AND GOLIATH Cap(78)CAS-3123; (45)CASF-3123
8. WOODY WOODPECKER AND THE SCARECROW Cap(78)CAS-3140; (45)CASF-3140
9. BUGS BUNNY AND THE GROW-SMALL JUICE Cap(78)CAS-3119; (45)CASF-3119
10. I'M A LITTLE TEA POT THE TEDDY BEARS' PICNIC Cap(78)CAS-3083; (45)CASF-3083
11. EWEETTY PIE Cap(78)CAS-3074; (45)CASF-3074
12. NOAH AND THE ARK Cap(78)CAS-3130; (45)CASF-3130
13. BOZO'S SONG MONKEY MANN Cap(78)CAS-3126; (45)CASF-3126

Everybody's buying it  
... 'cause everybody's doing—

### RAY ANTHONY'S

# "BUNNY HOP"

backed by "BLOW, MAN, BLOW"

1. Stand with feet together  
2. Right foot steps side, bring back, repeat  
3. Left foot steps side, bring back, repeat  
4. If I keep forward with feet together  
5. I keep back to starting position with feet together  
6. I keep forward

...the nation's newest dance craze!  
on Capitol Record No. 2251

## 2 great new Kenton albums

**CITY OF GLASS**  
a glittering record premiere... the Bob Graettinger tone poem that has startled and excited the jazz world with its startling new sounds.  
Album No. 353

**STAN KENTON CLASSICS**  
eight of the biggest recordings of his career... a collection of great hits that have made Stan Kenton the favorite of modern jazz lovers.  
Album No. 358

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 8, 9 and 10

Records listed here in numerical order are played over the greatest number of record shops. List is based on replies 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.

Table with columns: POSITION, Weeks Last This to Date/Week/Week, Record Title, Artist, and Record Label/Code. Includes records like 'YOU BELONG TO ME', 'I WENT TO YOUR WEDDING', 'WISH YOU WERE HERE', etc.

VOX JOX

By GENE PLOTNIK

Chatter

Sid (The Mustache) Dicker, Pittsburgh deejay who does disk columns for a number of local papers, may shortly be doing a double page disk spread for Pittsburgh's TV Digest. Jim Kirwan, WNLK, Norwalk, Conn., has changed the title of his show from "Carousel of Melody" to "Melody Carousel" and is asking housewives what they want to hear. Bob Chambers of WEBK, Tampa, Fla., recently ran his own popularity contest there. Winners were Billy May, Bing Crosby, Kay Starr. Jay Nelson, formerly featured disk jockey at KING, Seattle, has left the station to try his luck in Hollywood. Ed Osborne has joined WCBT, Roanoke Rapids, N. C., on their across-the-board "Platter Party." Jim Steele has started a new late-morning show on WIRK, West Palm Beach, Fla., called "Recipe for Happiness." Besides playing hit records he tells success stories. Jim Spero and Len Ross of KRUX, Phoenix, Ariz., have teamed up for a 7-8 p.m. show beginning this week. Dennis Murphy, former deejay and program director at KING, Independence, Kan., is moving to Topeka, Kan., to do freelance radio and promotion work. Ari Labov, 27-year-old freelance deejay in Hollywood, is celebrating his ninth year in this business. Betty Autry is the new librarian at WACO, Waco, Tex. Wheeler Smith takes over as music director of KOOL, Seattle, which has just moved to a new modern plant after 23 years in the Northern Life Tower.

YESTERYEARS' TOPS

The nation's top tunes on records as reported in The Billboard

- 10 OCTOBER 17, 1942: 1. Kalamazoo, 2. My Devotion, 3. White Christmas, 4. Praise the Lord and Pass the Ammunition, 5. Serenade in Blue, 6. He Wears a Pair of Silver Wings, 7. I Left My Heart at the Stage Door Canteen, 8. Just as Tho You Were Here. 10 OCTOBER 18, 1947: 1. Near You, 2. I Wish I Didn't Love You So, 3. I Wonder Who's Kissing Her Now, 4. Feudin' and Fightin', 5. Peg o' My Heart, 6. When You Were Sweet Sixteen, 7. The Lady From 29 Palms, 8. An Apple Blossom Wedding, 9. You Do, 10. That's My Desire

Likes and Dislikes

Perry Sullivan, WRDW, Augusta, Ga., says he likes parody type lyrics like "Boston Begonie," but is tired of all the production gimmicks. Ed Sawtell of WJLB, Detroit, finds much excitement about the new Woody Herman Third Herd etchings and is using "Stompin' at the Savoy" as his theme. Chester Kiser, WWIN, Baltimore, says Johnny Mercer's new lyrics to the "Glow Worm" are the most clever in a long time. Bob Woodard of WWSO, Springfield, O., wishes all record labels would be light colored, so that the station librarian could number them in ink. Don Peterson, KRGV, Waco, Tex., says credit ought to go to Doc Hull of KVOO, Tulsa, for his promotion of Johnny Standley's "It's in the Book." Lou Barile of WKAL, Rome, N. Y., "We're still waiting for the music business to move from Nashville to New York, where it belongs." Gene Reeves, WTOS, Meridian, Miss., notes a good deal of favorable response to Georgia Carr's "Sun Forgot to Shine This Morning."

Best Selling Sheet Music

Based on reports received October 8, 9 and 10

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

Table with columns: POSITION, Weeks Last This to Date/Week/Week, Record Title, Artist, and Record Label/Code. Includes records like 'YOU BELONG TO ME', 'I WENT TO YOUR WEDDING', 'AUF WIEDERSEHN, SWEETHEART', etc.

Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John C. Peatman's Audience Coverage Index. The Index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 50 tunes in the case of total tunes alphabetically. This music checked is predominantly over 60 per cent all-time.

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

This feature is copyrighted 1947 by the Office of Research, Inc., 3470 Broadway, New York 33, N. Y. No reference may be made to any of this material except in trade papers; no other use is permitted; no radio broadcast utilizing this information may be aired. Infringement will be prosecuted.

Table with columns: Record Title, Artist, and Record Label/Code. Includes records like 'Auf Wiederseh'n Sweetheart', 'Because You're Mine', 'Blues in Advance', etc.

Top 10 in Television

Table with columns: Record Title, Artist, and Record Label/Code. Includes records like 'Auf Wiederseh'n Sweetheart', 'Boch-A-Me', 'Half as Much', etc.

England's Top Twenty

Table with columns: POSITION, Weeks Last This to Date/Week/Week, Record Title, Artist, and Record Label/Code. Includes records like 'HOMING WALTZ', 'HIGH NOON', 'ROBE IN MY HEART', etc.

# COLUMBIA COUNTER-POINTS



**The Pitch**  
**From Mitch**

This week I'd like to say a word or two about Josef Marals and Miranda, who, as you may know, recently waxed a couple of numbers with your devoted correspondent. Marals and Miranda have been famous for quite a while as a gifted pair of singers who make folk songs palatable to enthusiastic audiences, and their work on records has always been of prime quality.

Now, however, this South African couple has helped move King Solomon's mines up to Seventh Avenue. It seems that they can write songs like anything. The two we just cut are "The Zulu Warrior" and "Johnnie Oogable." The first is a wild thing that makes "Hawaiian War Chant" sound like a church picnic, and the second is a funny tale about a girl who wanted new dresses so much she was willing to marry a man with a name like Oogable. We gave these songs quite a production, and I think the record-buyers will go for them.

In the meantime Marals has been turning out hit after hit. Jo Stafford started it going with "Ay-round the Corner." Then came "Henrietta's Wedding" by Champ Butler, "Sugarbush" by Doris Day and Frankie Laine, and its offspring, "How Lovely Cooks the Meat," and Champ waxed another called "Cross My Heart, Madame." In addition, Doris has a brand-new one on the counters, called "The Cherries." Listen carefully to this one, and catch that inflammatory sigh of hers!

Anyhow, I think this demonstrates that Marals and Miranda not only have a sackful of songs, but also of talent. For good measure, listen to their two collections, if you need a clincher. These things go a long way beyond the harp-and-ribber business: this is folk song singing with a punch!

*Mitch*



**ART LOWRY**  
his piano and orchestra

**YOU DARLIN' DARDANELLA**  
78 rpm 39869 • 45 rpm 4-39869

- Folk Music**
- NEAL BURRIS  
HONEY BABY BLUES  
POISON KISSES  
78 rpm 21026 • 45 rpm 4-21026
- VIN BRUCE  
ARE YOU FORGETTING  
KNOCKIN' ON THE DOOR  
78 rpm 21027 • 45 rpm 4-21027
- ROCKY PORTER  
PLEASE SAY A PRAYER  
(For The Boys Over There)  
THE ALL-SEEING EYE  
78 rpm 21028 • 45 rpm 4-21028

*a melodic new presentation!*

- "BRIGADOON" SONG HITS**
- Down on MacCannachy Square • Almost Like Being in Love • Come To Me, Bend To Me • I'll Go Home With Bonnie Jean • The Heather On the Hill • From This Day On • Brigadoon presented in the John H. Harris "Ice Capades"
- JERI MAYHALL and His Ice Capades Orchestra and Choir with soloists LEE SULLIVAN and SALLY SWEETLAND  
10-inch 78 rpm 50165 • 7-inch 45 rpm 4-50165

- Great New Pop Releases**
- DORIS DAY with PERCY FAITH  
THE CHERRIES  
APRIL IN PARIS  
78 rpm 39881 • 45 rpm 4-39881
- SWING AND SWAY with SAMMY KAYE  
FORGET ME NOT  
Vocal by The Kaye Choir
- SAILIN' ALONG THE OHIO  
Vocal by Jeff Clay and The Kaye Choir  
78 rpm 39883 • 45 rpm 4-39883
- FRANK SINATRA  
THE BIRTH OF THE BLUES  
Orchestra under the direction of Axel Stordahl
- WHY TRY TO CHANGE ME NOW  
with Percy Faith and his Orchestra  
78 rpm 39882 • 45 rpm 4-39882

- PAUL TRIPP as  
MR. I. MAGINATION  
SPACE SHIP TO MARS  
with Denny Harris  
Incidental Music by Ray Carter  
78 rpm Set MJV-146 • 45 rpm Set MJV-146

**New Columbia EP's!  
First group out now!**

- A-1506 COLE PORTER HITS by ANDRE KOSTELANETZ
- D 4-2 ART LOWRY
- A-1507 FOSTER FAVORITES by NELSON EDDY
- B-1501 VIENNESE WALTZES by MAREK WEBER
- A-1510 SELECTIONS by LILY PONS
- A-1509 KURTZ A LA RusSE EfreM Kurtz
- B-1502 GERSHWIN PIANO FAVORITES (Eddy Duchin, Herman Chittison, Art Tatum)
- B-1503 RODGERS AND HART PIANO VARIETIES (Stan Freeman, Buddy Weed, Joe Reichman, Herman Chittison)
- B-1504 HAWAIIAN HOLIDAY (Lani McIntire, Harry Owens)
- A-1508 SELECTIONS BY ARTUR RODZINSKI AND EFREM KURTZ

**Best Sellers**

Based on actual sales reports for week ending October 10

- |  |   |   |
|--|---|---|
| JO STAFFORD and FRANKIE LANE<br>SETTIN THE WOODS ON FIRE<br>PIECE A-PUDDIN'<br>78 rpm 39867 • 45 rpm 4-39867 | ROSEMARY CLOONEY<br>HALF AS MUCH POOR WHIP-POOR-WILL<br>78 rpm 39710 • 45 rpm 4-39710 | ROSEMARY CLOONEY<br>BLUES IN THE NIGHT WHO KISSED ME LAST NIGHT?<br>78 rpm 39813 • 45 rpm 4-39813 |
| JO STAFFORD<br>JAMBALAYA EARLY AUTUMN<br>78 rpm 39838 • 45 rpm 4-39838                                       | SAMMY KAYE<br>WALKIN' TO MISSOURI ONE FOR THE WONDER<br>78 rpm 39769 • 45 rpm 4-39769 | THE FOUR LADS<br>SOMEBODY LOVES ME THANKS TO YOU<br>78 rpm 39865 • 45 rpm 4-39865                 |
| JO STAFFORD<br>YOU BELONG TO ME PRETTY BOY<br>78 rpm 39811 • 45 rpm 4-39811                                  | CARL SMITH<br>OUR HONEYMOON SING HER A LOVE SONG<br>78 rpm 21008 • 45 rpm 4-21008     | SARAH VAUGHAN<br>SAY YOU'LL WAIT FOR ME MY TORMENTED HEART<br>78 rpm 39839 • 45 rpm 4-39839       |
| FRANKIE LAINE<br>HIGH NOON ROCK OF GIBRALTAR<br>78 rpm 39770 • 45 rpm 4-39770                                | FRANKIE LAINE<br>THE RUBY AND THE PEARL THE MERMAID<br>78 rpm 39862 • 45 rpm 4-39862  | GUY MITCHELL<br>FEET UP JENNY KISSED ME<br>78 rpm 39822 • 45 rpm 4-39822                          |

# COLUMBIA RECORDS

"Diamond", "Masterwork", "Hit", and "S" Daily Music Div. E. E. Pat. Off. Music Registers

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 8, 9 and 10

Records listed are those selling best in the nation's top volume retail record stores...

Table with columns: Rank, Title, Artist, Label. Includes entries like 'I WENT TO YOUR WEDDING', 'YOU BELONG TO ME', 'JAMBALAYA', etc.

Best Selling Classical Albums

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

Table with columns: Rank, Title, Artist/Label. Includes entries like 'Berlioz Harold in Italy', 'Rachmaninoff Concerto for Piano No. 2'.

Best Selling 45 R.P.M.

Table with columns: Rank, Title, Artist/Label. Includes entries like 'Tchaikovsky: Nutcracker Suite', 'Rachmaninoff: Concerto for Piano No. 2'.

DEALER DOINGS

By BOB FRANCIS

Pros and Cons

Alberia Stokes of the Record Shop, Haines City, Fla., sings loud praises of the order-filing system...

Around and About

Maybe somebody can help Mrs. George Zimmerman of Dover Music House, Hancock, Mich., to the soft answer that turneth away wrath...

Best Selling Children's Records

Based on reports received October 8, 9 and 10

Records listed are those records selling best in the nation's retail record stores...

Table with columns: Rank, Title, Artist, Label. Includes entries like 'ROBIN HOOD', 'CINDERELLA', 'LOVE RANGER VOL. I', etc.

Best Selling Pop Albums

Based on reports received October 8, 9 and 10

Because all labels are not listed on all issues it is difficult to conduct a pop album survey that is statistically accurate...

Table with columns: Rank, Title, Artist/Label. Includes entries like 'MERRY WIDOW', 'WITH A SONG IN MY HEART', 'LIBERACE AT THE PIANO'.

Best Selling 45 R.P.M.

Table with columns: Rank, Title, Artist/Label. Includes entries like 'WITH A SONG IN MY HEART', 'LIBERACE AT THE PIANO', 'MERRY WIDOW'.

Classical Reviews

Great combinations of instruments and voices are available, but the Moltke name let alone his superbly projected interpretation here, should excite the listener for most...

THAT WINTERHALTER MAGIC...

*Hugo*  
**WINTERHALTER**

**RCA VICTOR**

20-4997 (78)—47-4997 (45)

# BLUE VIOLINS

and

# fandango

This week's

*New Releases*  
... on **RCA Victor**

Release 82-42

Ships Coast to Coast October 12

**POPULAR**

- HUGO WINTERHALTER and his orchestra**  
Fandango Blue Violins 20-4997—(47-4997)\*
- DOROTHY LOUDON**  
Rinaldi's Ragtime Nickel and Dim: Man 20-4998—(47-4998)\*
- FRANKIE CARLE and his Orch.**  
Vocal refrain by The Skyliners Secret Kisses Strutting in Leavers Lane 20-4999—(47-4999)\*
- VAUGHN MONROE**  
Voters on Parade The Man on Misty Mountain 20-5001—(47-5001)\*
- TONY MARTIN**  
Dance of Destiny Sleepy Time Gal 20-5002—(47-5002)\*
- SIX FAT DUTCHMEN**  
Muscle Funks Homeless Funks 20-5000—(47-5000)\*
- RALPH FLANAGAN**  
Down the Old Os Road It's Dark on Observatory Hill Moonlight on the Campus After Graduation Day Betty Co-Ed You Gotta Be a Foolish Hero to get Along With the Beautiful Girls Little Fraternity Pin All American Girl 107-0001\* (47-4997)\* (47-4998)\* (47-4999)\* (47-5000)\* (47-5001)\* (47-5002)\* (47-5003)\*

**COUNTRY — WESTERN**

- JOHNNIE LEE WILLS**  
Blackberry Boogie Two Timings 20-5004—(47-5004)\*
- KEN MARVIN**  
I Don't Care if You Go a Little Further How Much Can a Heart Take 20-5005—(47-5005)\*

**SACRED**

- JOHNNY HARTMAN**  
Bible Hymns at the Inexpensive My Task 20-5003—(47-5003)\*

**RHYTHM-BLUES**

- JACKSON BROTHERS ORCHESTRA**  
We've Gonna Rock This Joint I'm the Biggest Fool 20-5006—(47-5006)\*
- BENNY CARTER**  
You Belong to Me Wanna Go Home 20-5005—(47-5005)\*
- GLENMILLER CONCERT, Vol. III**  
(EPST-3068)\*—(LPT-3067)\*\*
- THIS IS OSCAR PETERSON**  
(EPST-3066)\*—(LPT-3066)\*\*
- FOR ME AND MY GAL (Frankie Carle)** P-3030
- TOP DOPS NO. 2 (Frankie Carle)** P-3003
- THE OLD OX ROAD (Ralph Flanagan)** P-3009

\*45 rpm cat. nos. \*\*33 1/2 rpm cat. nos.



\$ 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.

- 3 Lady of Spain/Outside of Heaven Eddie Fisher 20-4953—(47-4953)\*
- 5 To Know You (Is To Love You)/My Lady Loves to Dance Perry Como 20-4959—(47-4959)\*
- 5 Older and Bolder/I'd Trade All of My Tomorrows Eddy Arnold 20-4954—(47-4954)\*
- 5 Wish You Were Here/The Hand of Fate Eddie Fisher 20-4830—(47-4830)\*
- 5 Blues in Advance/Bella Musica Dinah Shore 20-4926—(47-4926)\*
- 5 Because You're Mine/The Song the Angels Sing Mario Lanza 10-3914—(49-3914)
- 5 You Do Something to Me/Lee-Ah-Loo Mario Lanza 10-3961—(49-3961)\*
- 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 Piece-A-Puddin'/Hi-Diddle Diddle Phil Harris & The Bell Sisters 20-4993—(47-4993)\*
- 5 I've Gone and Done It Again/Two Timing Blues Johnnie & Jack 20-4949—(47-4949)\*
- 5 Got You on My Mind/One Mint Julep Buddy Morrow 20-4868—(47-4868)\*
- 5 Vanessa/Somewhere Along the Way Hugo Winterhalter 20-4691—(47-4691)\*
- 5 A Full Time Job/Shepherd of My Heart Eddy Arnold 20-4787—(47-4787)\*
- 5 Voters on Parade/The Man on Misty Mountain Vaughn Monroe 20-5007—(47-5007)\*

**NOW AVAILABLE ON 45 RPM SINGLE RECORDS**

- |  |   |
|--|---|
| <b>FRANKIE CARLE</b><br>For Me and My Gal (47-4748)*<br>Sweethearts on Parade (47-4711)*<br>Two Beauties in Three Quarter Time (47-4711)*<br>Side by Side (47-4711)*<br>You Were Meant for Me (47-4711)*<br>You and I (47-4711)*<br>I Don't Want to Walk Without You (47-4711)*<br>Girl Is You, Boy Is Me (47-4711)*                               | <b>EDDIE FISHER</b><br>I'm in the Mood for Love (47-4810)*<br>You'll Never Know (47-4810)*<br>Hold Me (47-4810)*<br>Everything I Have Is Yours (47-4810)*<br>That Old Feeling (47-4810)*<br>Full Moon and Empty Arms (47-4810)*<br>Paradise (47-4810)*<br>I've Got You Under My Skin (47-4810)* |
| <b>BLACKWOOD BROTHERS QUARTET</b><br>Take My Hand Precious Lord (47-4793)*<br>Swing Down Chorus (47-4793)*<br>Wanted Best (47-4793)*<br>Mansion Over the Hilltop (47-4793)*<br>(There'll Be) Peace in the Valley (47-4793)*<br>(For Was) My Journey to the Sky (47-4793)*<br>It Is No Secret (47-4793)*<br>He Bought My Soul at Calvary (47-4793)* | <b>FRANKIE CARLE</b><br>And Widespread's Sweetheart (47-4918)*<br>Half as Much (47-4918)*<br>Walkin' My Baby Back Home (47-4918)*<br>Maybe (47-4918)*<br>Wish You Were Here (47-4918)*<br>Vanessa (47-4918)*<br>Satch-A-Me (47-4918)*<br>Somewhere Along the Way (47-4918)*                     |

**TIPS** **DANCE OF DESTINY; SLEEPY TIME GAL**  
Tony Martin 20-5008—(47-5008)

**LONG HAIR—SHORT CUT**

RCA Victor's sensational new Tony Martin record, **DANCE OF DESTINY**, is an adaptation of the famed **HABANERA** from the opera **CARMEN**. Giving long-hair music a crew cut is now such a widespread custom that most professional songwriters have barber's tools built into their pianos. But if we may be permitted to leave the humorous clip, we might say that there is certainly nothing wrong with giving a piece of classical music a wider audience by bringing it to the attention of the popular music public. This is particularly true if the pop version of the music is done as brilliantly as the Tony Martin performance of **DANCE OF DESTINY**.


Mentioning **DANCE OF DESTINY**, based on an aria from **CARMEN**, reminds us that one of the stars of the RCA Victor recording of the complete **CARMEN**, Jan Peerce can currently be heard doing the pop song, **ANYWHERE I WANDER**. This beautiful sentimental ballad, penned by the great Frank Loesser, seems due to become a "standard." Jan Peerce sings **ANYWHERE I WANDER** with the backing of Hugo Winterhalter's Orchestra and Chorus, and gives it the sort of rendition that has established him as one of the great singers of the country. Jan is one of the few opera stars who has shown his ability to entertain pop music fans. His tremendous success with **BLUEBIRD OF HAPPINESS** with a good illustration of this point. We think **ANYWHERE I WANDER** may wander into the **BLUEBIRD OF HAPPINESS** class.

We hope you'll keep listening for:

Tony Martin with **DANCE OF DESTINY** (coupled with **SLEEPY TIME GAL**) with Henri Rene Ork.

Jan Peerce with **ANYWHERE I WANDER** (coupled with **MARIA MY OWN**) with Hugo Winterhalter Ork.

**ZEKE CLEMENTS**  
 "The Man from Music Mountain"  
 GUEST APPEARANCE  
**KATE SMITH HOUR**  
 Wednesday, October 22nd  
 NBC-TV NETWORK  
 Representing  
**WDSU-TV**  
 NEW ORLEANS



**ZEKE CLEMENTS**  
 Former Star of  
 "Grand Ole Opry"  
 and Composer of  
 "Just A Little Lovin"  
 "Somebody's Been  
 Beatin My Time"  
 "Why Should I Cry"  
 "Live and Learn"

Now Appearing Daily  
**WDSU 6-7 A. M.**  
**WDSU-TV 4:00 P. M.**

**YOUR RECORD PROBLEMS DISAPPEAR**



when you team up with

**RCA VICTOR'S custom record service!**

- RECORDING** your material and production ideas... in the nation's best equipped studios.
- PROCESSING** your order gets RCA's famous engineering know-how... latest and soundest equalizing techniques.
- PRESSING** our records are precision-pressed... carefully inspected to insure uniform high quality.
- SHIPPING & HANDLING** your job is handled with care... delivered promptly.

**RCA CUSTOM-MAKES** every type and speed record including:  
 \* 45's and 7" children's records  
 \* a variety of special records to meet your individual requirements

A COMPLETE SERVICE AT COMPETITIVE PRICES FOR ALL INDEPENDENT LABELS

**RCA VICTOR custom record sales**  
 RADIO CORPORATION OF AMERICA  
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<b>NEW YORK</b> A-100 528 5th Ave. Judson 2-9511	<b>CHICAGO</b> A-100 443 N. Lake Shore Drive WHInehel 4-2915	<b>HOLLYWOOD</b> A-100 1016 N. Sycamore Ave. MIlhouse 5777
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**RCA VICTOR... A SOLID NAME BEHIND YOUR LABEL**



**THE HOLIDAYS**

"YOU'LL NEVER GET AWAY"  
 "LIST'NIN' TO THE GREEN GRASS GROW"  
 BING 15200

**MIKE PETTISON QUARTET**

on  
**20th CENTURY**  
 TC 5006

"I'LL ALWAYS LOVE YOU SOME"  
 "MY HEART IS BREAKING"

Mfd. by Gotham Record Corp.

**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 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. After the number of stores queried in each market does not necessarily constitute a scientific survey sample, there are enough reports to assure any possibility of the overall local picture being unduly influenced by the report of a single store.

- |   |  |
|---|--|
| <p><b>NEW YORK</b></p> <ol style="list-style-type: none"> <li>1. YOU BELONG TO ME—J. Stafford—Columbia</li> <li>2. I WENT TO YOUR WEDDING—P. Page—Mercury</li> <li>3. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor</li> <li>4. JAMBALAYA—J. Stafford—Columbia</li> <li>5. AUF WIEDERSEHN SWEETHEART—V. Lynn—London</li> <li>6. TRYING—Hilltoppers—Dot</li> <li>7. HALF AS MUCH—R. Clooney—Columbia</li> <li>8. HIGH NOON—F. Laive—Columbia</li> <li>9. BECAUSE YOU'RE MINE—M. Lanza—Victor</li> <li>10. LADY OF SPAIN—E. Fisher—H. Winterhalter—Victor</li> </ol> <p><b>CHICAGO</b></p> <ol style="list-style-type: none"> <li>1. I WENT TO YOUR WEDDING—P. Page—Mercury</li> <li>2. YOU BELONG TO ME—J. Stafford—Columbia</li> <li>3. JAMBALAYA—J. Stafford—Columbia</li> <li>4. TRYING—Hilltoppers—Dot</li> <li>5. MEET MR. CALLAGHAN—L. Paul—Capitol</li> <li>6. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor</li> <li>7. INDIAN LOVE CALL—S. Williams—Imperial</li> <li>8. HIGH NOON—F. Laive—Columbia</li> <li>9. GLOW WORM—Hills Brothers—Decca</li> <li>10. OUTSIDE OF HEAVEN—E. Fisher—H. Winterhalter—Victor</li> </ol> <p><b>LOS ANGELES</b></p> <ol style="list-style-type: none"> <li>1. HIGH NOON—F. Laive—Columbia</li> <li>2. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor</li> <li>3. YOU BELONG TO ME—P. Page—Mercury</li> <li>4. JAMBALAYA—J. Stafford—Columbia</li> <li>5. I WENT TO YOUR WEDDING—P. Page—Mercury</li> <li>6. YOU BELONG TO ME—J. Stafford—Columbia</li> <li>7. HOLD ME, THRILL ME, MISS ME—R. Chandel—Capitol</li> <li>8. HIGH NOON—F. Laive—Columbia</li> <li>9. MEET MR. CALLAGHAN—L. Paul—Capitol</li> <li>10. HALF AS MUCH—R. Clooney—Columbia</li> </ol> <p><b>PHILADELPHIA</b></p> <ol style="list-style-type: none"> <li>1. I WENT TO YOUR WEDDING—P. Page—Mercury</li> <li>2. YOU BELONG TO ME—J. Stafford—Columbia</li> <li>3. WHY DON'T YOU BELIEVE ME—J. James—MGM</li> <li>4. RHY FAVORITE SONG—M. Caruso—Decca</li> <li>5. HIGH NOON—F. Laive—Columbia</li> <li>6. JAMBALAYA—J. Stafford—Columbia</li> <li>7. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor</li> <li>8. GLOW WORM—Hills Brothers—Decca</li> <li>9. MEET MR. CALLAGHAN—L. Paul—Capitol</li> <li>10. OUTSIDE OF HEAVEN—E. Fisher—H. Winterhalter—Victor</li> </ol> <p><b>DETROIT</b></p> <ol style="list-style-type: none"> <li>1. I WENT TO YOUR WEDDING—P. Page—Mercury</li> <li>2. YOU BELONG TO ME—J. Stafford—Columbia</li> <li>3. JAMBALAYA—J. Stafford—Columbia</li> <li>4. MEET MR. CALLAGHAN—L. Paul—Capitol</li> <li>5. HALF AS MUCH—R. Clooney—Columbia</li> <li>6. IT'S IN THE BOOK—J. Standley—Capitol</li> <li>7. GLOW WORM—Hills Brothers—Decca</li> <li>8. LADY OF SPAIN—E. Fisher—H. Winterhalter—Victor</li> <li>9. HIGH NOON—F. Laive—Columbia</li> <li>10. YOU BELONG TO ME—P. Page—Mercury</li> </ol> <p><b>BOSTON</b></p> <ol style="list-style-type: none"> <li>1. I WENT TO YOUR WEDDING—P. Page—Mercury</li> <li>2. YOU BELONG TO ME—J. Stafford—Columbia</li> <li>3. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor</li> <li>4. HALF AS MUCH—R. Clooney—Columbia</li> <li>5. JAMBALAYA—J. Stafford—Columbia</li> <li>6. TAKES TWO TO TANGO—P. Bailey—Coral</li> <li>7. HIGH NOON—F. Laive—Columbia</li> <li>8. IT'S IN THE BOOK—J. Standley—Capitol</li> <li>9. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol</li> <li>10. MEET MR. CALLAGHAN—L. Paul—Capitol</li> </ol> <p><b>WASHINGTON, D. C.</b></p> <ol style="list-style-type: none"> <li>1. YOU BELONG TO ME—J. Stafford—Columbia</li> <li>2. I WENT TO YOUR WEDDING—P. Page—Mercury</li> <li>3. JAMBALAYA—J. Stafford—Columbia</li> <li>4. GLOW WORM—Hills Brothers—Decca</li> <li>5. MEET MR. CALLAGHAN—L. Paul—Capitol</li> <li>6. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor</li> <li>7. INDIAN LOVE CALL—S. Williams—Imperial</li> <li>8. HALF AS MUCH—R. Clooney—Columbia</li> <li>9. LADY OF SPAIN—E. Fisher—H. Winterhalter—Victor</li> <li>10. BECAUSE YOU'RE MINE—M. Lanza—Victor</li> </ol> <p><b>ATLANTA</b></p> <ol style="list-style-type: none"> <li>1. HALF AS MUCH—R. Clooney—Columbia</li> <li>2. YOU BELONG TO ME—J. Stafford—Columbia</li> <li>3. JAMBALAYA—J. Stafford—Columbia</li> <li>4. IT'S IN THE BOOK—J. Standley—Capitol</li> <li>5. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol</li> <li>6. I WENT TO YOUR WEDDING—P. Page—Mercury</li> <li>7. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor</li> <li>8. WALKIN' TO MISSOURI—S. King—Columbia</li> <li>9. RUBY AND THE PEARL—Nat (King) Cole—Capitol</li> <li>10. BECAUSE YOU'RE MINE—Nat (King) Cole—Capitol</li> </ol> | <p><b>ST. LOUIS</b></p> <ol style="list-style-type: none"> <li>1. YOU BELONG TO ME—J. Stafford—Columbia</li> <li>2. OUTSIDE OF HEAVEN—E. Fisher—H. Winterhalter—Victor</li> <li>3. I WENT TO YOUR WEDDING—P. Page—Mercury</li> <li>4. GLOW WORM—Hills Brothers—Decca</li> <li>5. JAMBALAYA—J. Stafford—Columbia</li> <li>6. TRYING—Hilltoppers—Dot</li> <li>7. IT'S IN THE BOOK—J. Standley—Capitol</li> <li>8. BECAUSE YOU'RE MINE—M. Lanza—Victor</li> <li>9. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor</li> <li>10. HEART AND SOUL—Four Aces—Decca</li> </ol> <p><b>PITTSBURGH</b></p> <ol style="list-style-type: none"> <li>1. TRYING—Hilltoppers—Dot</li> <li>2. YOU BELONG TO ME—J. Stafford—Columbia</li> <li>3. I WENT TO YOUR WEDDING—P. Page—Mercury</li> <li>4. INDIAN LOVE CALL—S. Williams—Imperial</li> <li>5. GLOW WORM—Hills Brothers—Decca</li> <li>6. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor</li> <li>7. SOMEBODY LOVE ME—Four Aces—Decca</li> <li>8. BECAUSE YOU'RE MINE—Nat (King) Cole—Capitol</li> </ol> <p><b>SEATTLE</b></p> <ol style="list-style-type: none"> <li>1. I WENT TO YOUR WEDDING—P. Page—Mercury</li> <li>2. IT'S IN THE BOOK—J. Standley—Capitol</li> <li>3. YOU BELONG TO ME—D. Marlin—Capitol</li> <li>4. MEET MR. CALLAGHAN—L. Paul—Capitol</li> <li>5. HIGH NOON—F. Laive—Columbia</li> <li>6. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor</li> <li>7. TO KNOW YOU—P. Corro—Victor</li> </ol> <p><b>NEW ORLEANS</b></p> <ol style="list-style-type: none"> <li>1. JAMBALAYA—J. Stafford—Columbia</li> <li>2. YOU BELONG TO ME—J. Stafford—Columbia</li> <li>3. I WENT TO YOUR WEDDING—P. Page—Mercury</li> <li>4. MEET MR. CALLAGHAN—L. Paul—Capitol</li> <li>5. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor</li> <li>6. HALF AS MUCH—R. Clooney—Columbia</li> <li>7. BECAUSE YOU'RE MINE—Nat (King) Cole—Capitol</li> <li>8. TRYING—Hilltoppers—Dot</li> <li>9. GLOW WORM—Hills Brothers—Decca</li> </ol> <p><b>DALLAS-FORT WORTH</b></p> <ol style="list-style-type: none"> <li>1. IT'S IN THE BOOK—J. Standley—Capitol</li> <li>2. I WENT TO YOUR WEDDING—P. Page—Mercury</li> <li>3. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor</li> <li>4. YOU BELONG TO ME—P. Page—Mercury</li> <li>5. JAMBALAYA—J. Stafford—Columbia</li> <li>6. HIGH NOON—F. Laive—Columbia</li> <li>7. BECAUSE YOU'RE MINE—M. Lanza—Victor</li> <li>8. HALF AS MUCH—R. Clooney—Columbia</li> <li>9. OUTSIDE OF HEAVEN—E. Fisher—H. Winterhalter—Victor</li> </ol> <p><b>DENVER</b></p> <ol style="list-style-type: none"> <li>1. YOU BELONG TO ME—J. Stafford—Columbia</li> <li>2. I WENT TO YOUR WEDDING—P. Page—Mercury</li> <li>3. IT'S IN THE BOOK—J. Standley—Capitol</li> <li>4. JAMBALAYA—J. Stafford—Columbia</li> <li>5. YOU BELONG TO ME—P. Page—Mercury</li> <li>6. AUF WIEDERSEHN SWEETHEART—V. Lynn—London</li> <li>7. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor</li> <li>8. HIGH NOON—F. Laive—Columbia</li> <li>9. MEET MR. CALLAGHAN—L. Paul—Capitol</li> <li>10. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol</li> </ol> <p><b>CINCINNATI</b></p> <ol style="list-style-type: none"> <li>1. YOU BELONG TO ME—J. Stafford—Columbia</li> <li>2. I WENT TO YOUR WEDDING—P. Page—Mercury</li> <li>3. HALF AS MUCH—R. Clooney—Columbia</li> <li>4. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor</li> <li>5. GLOW WORM—Hills Brothers—Decca</li> <li>6. MEET MR. CALLAGHAN—L. Paul—Capitol</li> <li>7. HIGH NOON—F. Laive—Columbia</li> <li>8. JAMBALAYA—J. Stafford—Columbia</li> <li>9. JAMBALAYA—T. Ritter—Capitol</li> <li>10. MEET MR. CALLAGHAN—H. Grove Trio—London</li> </ol> |
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**PROMOTERS**

Get on our Mailing List. Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. Please state the date and type of event or at least one event which you have promoted by the date, specify whether or not you were financially responsible or secured responsible underwriting. Write Arthur Audubon Dept., The Billboard, 188 W. Randolph St., Chicago 1, Ill.

45 **GLAMOROUS SUE** b/w Johnson Rag  
 Nat. Release—Hot Electric Organ  
 Good Singing—Good Listening—Good Dancing. Sample Prepared, \$1.00.  
**D & K RECORDS**  
 Shelton, Neb.

**LADDER OF Best Sellers FROM King AND Federal RECORDS**

**Popular**

**ROYE GOODRICH**  
 JUNGLE DRUMS TO YOU  
 1519T and 45-1519T

**THE HOLIDAYS**  
 YOU'LL NEVER GET AWAY LIST'NIN' TO THE GREEN GRASS GROW  
 15200 and 45-15200

**THE DOMINOS**  
 I'M LONELY YOURS FOREVER  
 Federal 12105 and 45-12106

**Folk/Western**

**JIMMIE OSBORNE**  
 AUTOMOBILE BABY MAMA WON'T AGREE  
 1117 and 45-1117

**JIMMIE BALLARD**  
 SHE'S GOT SOMETHING I WANT A BOWLEGGED WOMAN  
 1218 and 45-1218

**MOON MULLIKAN**  
 JAMBALAYA A MIGHTY PRETTY WALTZ  
 7106 and 45-7106

**WAYNE RANNEY**  
 I'M REALLY NEEDIN' YOU BEATIN' ROUND THE BUSH  
 1087 and 45-1087

**Rhythm/Blues**

**SONNY THOMPSON**  
 I'LL BLOW IN MY TEARS CLANG-CLANG-CLANG  
 4527 and 45-4527  
 LET'S CALL IT A DAY BLUES WAMBO  
 4541 and 45-4541

**THE SWALLOWS**  
 BESSIE YOU YOU LEFT ME  
 4525 and 45-4525

**THE CHECKERS**  
 OH! OH! OH! BABY FLAME IN MY HEART  
 4558 and 45-4558

**TODD RHODES**  
 ROCKET 69 POSSESSED  
 4528 and 45-4528  
 TRYING SHUFF DIPPER  
 4556 and 45-4556

**Federal**

**THE DOMINOS**  
 I'D BE SATISFIED NO MORE  
 12105 and 45-12105  
 HAVE MERCY, BABY DEEP SEA BLUES  
 12048 and 45-12048

**THE ROYALS**  
 MOONRISE FIFTH STREET BLUES  
 12088 and 45-12088

**THE FOUR INTERNES**  
 COUNT YOUR MANY BLESSINGS GOING BACK TO JESUS  
 12097 and 45-12097

45 **RECORDS** INC.

# Together for the First Time

With a **Smash Novelty Duet...**

# MINDY CARSON

# GUY MITCHELL



# 'CAUSE I LOVE YA THAT'S A-WHY

### • The Billboard Picks

THAT'S A-WHY

Mindy Carson-Guy Mitchell

The duo, together for the first time, separates on this "Sugarbush" type tune. It's a rollicky, infectious duet which the team rides all the way to inspired fashion. Flip "Train of Love" adds strength to the record.

### Best Bets

GUY MITCHELL-MINDY CARSON... THAT'S A WHY  
(Columbia)..... "Train of Love"

Guy Mitchell-Mindy Carson: "That's A-Why"..... "Train of Love" (Columbia) Mindy Carson, who recently switched to the Columbia label from Victor, steps out strong on her first Columbia duet which she's paired with Guy Mitchell. Vocal styles blend easily and pianist shows them all to advantage. "That's A-Why" a refreshing item penned by Bob Merrill, has the best chances for hit bracket starting. Its catchy beat and cute lyric are delivered with an inspiration that. Flip side too shows them off in appealing form.

COLUMBIA  
39879



Laughing Its Way To The Top!

Ridin' Higher & Higher!

# I TAKES LAUGHED TWO AT LOVE TO TANGO

by the incomparable

## LOUIS ARMSTRONG

Decca 28394 (78 rpm) and 9-28394 (45 rpm)



America's Fastest Selling Records



## THE BILLBOARD Music Popularity Charts

For Revenues 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 8, 9 and 10

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,552 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. Titles shown in this chart other available records of tunes listed here will be found in the Hearst Roll of Hit Music Popularity Chart, Part I.

POSITION	Weeks Last	Title	Artist	Label
9	1	1. I WENT TO YOUR WEDDING	P. Page	Mercury (78) 5899; (45) 5899X43—BMI
10	2	2. YOU BELONG TO ME	J. Stafford	Col (78) 39811; (45) 4-39811—BMI
8	4	3. JAMBALAYA	J. Stafford	Col (78) 39838; (45) 4-39838—BMI
11	3	4. WISH YOU WERE HERE	E. Fisher-H. Winterhalter	V (78) 20-4830; (45) 47-4830—ASCAP
6	5	5. MEET MR. CALLAGHAN	L. Paul	Cap (78) 2193; (45) F-2193—ASCAP
6	7	6. YOU BELONG TO ME	P. Page	Mercury (78) 5899; (45) 5899X43—BMI
21	6	7. HALF AS MUCH	R. Clooney	Col (78) 19710; (45) 4-39710—BMI
2	13	8. LADY OF SPAIN	E. Fisher-H. Winterhalter	V (78) 20-4953; (45) 47-4953—ASCAP
9	9	9. INDIAN LOVE CALL	Slim Whitman	Imperial (78) 8156; (45) 45-8156—ASCAP (R. Merrill-R. Peters, Victor 10-3786; L. Armstrong-O. Jenkins, Decca 28076)
17	8	10. AUF WIEDERSEHN, SWEETHEART	V. Lynn	London (78) 227; (45) 45-1227—BMI
8	15	11. TRYING	Millieppers	Dot (78) 15018; (45) 45-15018—ASCAP (Ella Fitzgerald-Bobby Orton's Teen-Aces, Decca 28378; Johnny Desmond, Coral 60823; Todd Rhodes, King 4556; J. Palmer, Ork, Mercury 5904)
8	11	12. WALKIN' TO MISSOURI	S. Kaye	Col (78) 39769; (45) 4-39769—ASCAP (Russ Morgan, Ork, Decca 28351; K. Griffin, Columbia 39879)
3	12	12. COMES A-LONG A-LOVE	K. Starr	Cap (78) 2213; (45) F-2213—ASCAP
8	10	14. HIGH NOON	F. Laize	Col (78) 39770; (45) 4-39770—ASCAP
2	18	15. GLOW WORM	Millie Brothers	Dec (78) 28384; (45) 9-28384—BMI
5	17	16. I LAUGHED AT LOVE	S. Gole	V (78) 20-4789; (45) 47-4789—ASCAP (L. Armstrong, Decca 28394; B. Farrell, MGM 11343; R. Allen, Victor 20-4987)
2	19	16. OUTSIDE OF HEAVEN	E. Fisher-H. Winterhalter	V (78) 20-4953; (45) 47-4953—ASCAP (M. Whiting, Capitol 2217)
15	13	18. BOTCH-A-ME	R. Clooney	Col (78) 39767; (45) 4-39767—BMI
1	—	19. TAKES TWO TO TANGO	P. Bailey	Coral (78) 60817; (45) 9-60817—ASCAP (R. Marterie, Ork, Mercury 5903; F. Warren, MGM 11334; L. Armstrong, Decca 28394; J. Gayle, Capitol 2222)
2	28	20. JAMBALAYA	Mark Williams	MGM (78) 11283; (45) 1-11283—BMI
1	—	20. I WENT TO YOUR WEDDING	S. Gibson-D. Jo	V (78) 20-4835; (45) 47-4835—BMI
1	—	20. YOU'LL NEVER GET WAY	T. Brewer-D. Cornell	Coral (78) 60825; (45) 9-60825—ASCAP (The Holliday, King 15200; V. Monroe, Ork, Victor 20-4942; Paulette Siders, Columbia 39875)
6	16	23. TAKE ME IN YOUR ARMS AND HOLD ME	L. Paul-M. Ford	Cap (78) 2193; (45) F-2193—BMI (D. Day-P. Faith, Ork, Columbia 39784)
11	19	23. SOMEWHERE ALONG THE WAY	Not (King) Cole	Cap (78) 2069; (45) F-2069—ASCAP
1	—	23. BLUES IN ADVANCE	D. Shore	V (78) 20-4926; (45) 47-4926—BMI (W. Herman, Ork, Mars 100)
7	26	24. STRING ALONG	Ames Brothers	Coral (78) 60804; (45) 9-60804—BMI
1	—	26. BECAUSE YOU'RE MINE	Not (King) Cole	Cap (78) 2212; (45) F-2212—ASCAP (B. Wayne, Mercury 5897; J. Raitt, Decca 28377; Nat Cole, Capitol 2212; B. Eckstein, MOM 11301)
2	—	26. WISH YOU WERE HERE	G. Lombardo	Dec (78) 28306; (45) 9-28306—ASCAP
5	22	29. BECAUSE YOU'RE MINE	M. Lunce	V (78) 10-3914; (45) 9-3914—ASCAP
2	—	29. ALL OF ME	J. Ray	Col (78) 39788; (45) 4-39788—ASCAP (L. Jordan, Ork, Decca 28335; P. Laine, Mercury 5892)
9	—	29. AUF WIEDERSEHN, SWEETHEART	G. Lombardo	Dec (78) 28271; (45) 9-28271—BMI
1	—	29. CINCINNATI DING DONG	A. Land	Coral (78) 60834; (45) 9-60834—ASCAP



# Broke Wide Open

*in ...*

PITTSBURGH • DETROIT • CHICAGO • CINCY  
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# ART MOONEY

*and his...*

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*featuring*  
OUR NEW GAL ...

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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)

## FOLK TALENT AND TUNES

By JOHNNY SIPPET

**Artists' Activities**  
 Hank Williams, currently spark-

ing "Louisiana Hayride," FWKH, Shreveport, reports that Oscar Davis has been added to his staff as promotion manager. Williams recently signed Clyde Perdue as personal manager. Williams intends to tour every other week on one-nighters thru Southern territory. He has gained 30 pounds and reports he is in the best of health. He intends to spend off-weeks writing tunes. Williams intends to marry within the next two months. . . . Don Law, Columbia a.&r. chief of rustic music, reports that Betty Johnson, who has

### 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 reported this week:  
 I HEARD A JUKE BOX PLAYING  
 A WEDDING RING AGO  
 Kitty Wells . . . . .Decca 28432

done singles as featured chirp and worked with the Johnson Family, is expecting. . . . The Leon McAuliffe has adopted a second child. . . . Mary Robbins is doing his first Coast tour, with Steve Stebbins of Americana handling the skidding. . . . Curly Dalton, new Columbia warbler, is work-

(Continued on page 51)

GETTING STRONGER . . .

SPREADING FAST!!!

The Original by the Composer

## "DON'T LET THE STARS GET IN YOUR EYES"

by SLIM WILLET

FOUR STAR 1616-45x1616

11200 Radio Stations Are Plugging the Original!

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If you have not received the record, your copy is in the mail to you—watch for it. If you have the record and need another copy, write us.

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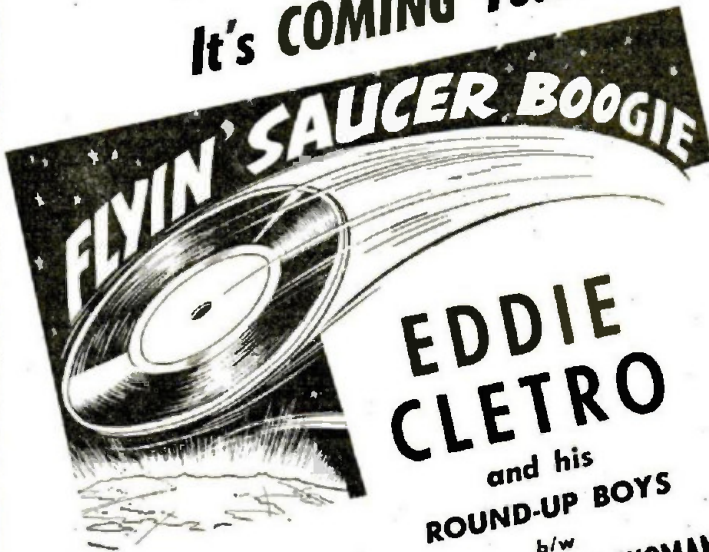
FOUR STAR RECORD CO.

305 S. FAIR OAKS

Phone: RVan 1-6909

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 and his  
 ROUND-UP BOYS

b/w  
 FIRST CLASS SECOND HAND WOMAN

on LARIAT RECORD #1202  
 (78 & 45)

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Hollywood 28, Calif.

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

Based on reports received October 8, 9 and 10

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on reports 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	
10	1	1	JAMBALAYA	Hank Williams	MGM(78)11283; (45)K-11283—BMI
14	2	2	IT WASN'T GOD WHO MADE HONKY TONK ANGELS	K. Wells	Dec(78)28232; (45)P-28232—BMI
14	4	2	FULL TIME JOB	E. Arnold	V(78)20-4787; (78)47-4787—BMI
2	—	4	BACK STREET AFFAIR	W. Pierce	Dec(78)28369; (45)P-28369—BMI
11	3	5	INDIAN LOVE CALL	Slim Whitman	Imperial(78)156; (45)45X156—ASCAP
4	5	6	DON'T LET THE STARS GET IN YOUR EYES	S. Willet	Four Star 1616—BMI
3	8	7	I WENT TO YOUR WEDDING	Hank Snow	V(78)20-4909; (45)47-4909—BMI
6	10	8	FORTUNES IN MEMORIES	E. Tubb	Dec(78)28310; (45)P-28310—BMI
2	—	9	BLACKBERRY BOOGIE	Tennessee Ernie	Cap(78)2170; (45)P-2170—BMI
20	6	10	THAT HEART BELONGS TO ME	W. Pierce	Dec(78)28091; (45)P-28091—BMI

## Most Played Juke Box Folk (Country & Western) Records

Based on reports received October 8, 9 and 10

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

POSITION		Weeks Last   This		to date   Week   Week	
7	1	1	JAMBALAYA	M. Williams	MGM(78)11283; (45)K-11283—BMI
11	2	3	IT WASN'T GOD WHO MADE HONKY TONK ANGELS	E. Wells	Dec(78)28232; (45)P-28232—BMI
9	6	3	INDIAN LOVE CALL	Slim Whitman	Imperial(78)156; (45)45X156—ASCAP
4	3	4	I WENT TO YOUR WEDDING	Hank Snow	V(78)20-4909; (45)47-4909—BMI
3	7	5	BACK STREET AFFAIR	W. Pierce	Dec(78)28369; (45)P-28369—BMI
20	5	6	WAITING IN THE LOBBY OF YOUR HEART	Hank Thompson	Cap(78)2063; (45)P-2063—BMI
27	8	7	WILD SIDE OF LIFE	Hank Thompson	Cap(78)1942; (45)P-1942—BMI
4	8	8	FORTUNES IN MEMORIES	E. Tubb	Dec(78)28310; (45)P-28310—BMI
5	6	9	BLACKBERRY BOOGIE	Tennessee Ernie	Cap(78)2170; (45)P-2170—BMI
10	8	10	FULL TIME JOB	E. Arnold	V(78)20-4787; (45)47-4787—BMI
3	—	10	WILD SIDE OF LIFE	B. Ives	Dec(78)28055; (45)P-28055—BMI

## Best Selling Retail Folk (Country & Western) Records

Based on reports received October 8, 9 and 10

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	
9	1	1	JAMBALAYA	Hank Williams	Window Shopping MGM(78)11283; (45)K-11283—BMI
12	3	2	INDIAN LOVE CALL	Slim Whitman	China Doll Imperial(78)156; (45)45X156—ASCAP
13	2	3	IT WASN'T GOD WHO MADE HONKY TONK ANGELS	K. Wells	I Don't Want Your Money Dec(78)28232; (45)P-28232—BMI
3	7	4	JACK STREET AFFAIR	W. Pierce	I'll Always Take Care of You Dec(78)28369; (45)P-28369—BMI
4	4	5	I WENT TO YOUR WEDDING	Hank Snow	Boogie Woogie Flyin' Cloud V(78)20-4909; (45)47-4909—BMI
4	8	6	FOREVER	Lefty Frizzell	Lonesome While Waiting for Me Columbia(78)20997; (45)47-20997—BMI
2	10	6	SETTIN' THE WOODS ON FIRE	Hank Williams	You Win Again MGM(78)1318; (45)K-1318—ASCAP
28	6	8	WILD SIDE OF LIFE	Hank Thompson	Cryin' in the Deep Blue Sea Cap(78)1942; (45)P-1942—BMI
13	5	9	FULL TIME JOB	E. Arnold	Shepherd of My Heart V(78)20-4787; (45)47-4787—BMI
4	9	10	BLACKBERRY BOOGIE	Tennessee Ernie	Tennessee Local Cap(78)2170; (45)P-2170—BMI

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 8, 9 and 10

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...

Table with 10 rows of record titles, artists, and chart positions. Includes 'MY SONG', 'YOU KNOW I LOVE YOU', 'JUKE', etc.

Most Played Juke Box Rhythm & Blues Records

Based on reports received October 8, 9 and 10

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

Table with 10 rows of record titles, artists, and chart positions. Includes 'JUKE', 'MY SONG', 'I'M GONNA PLAY THE HONKY TONKS', etc.

RHYTHM & BLUES NOTES

By BOB ROLONTZ

Danny Kessler, Okeh a.&r. head, leaves on a six-week talent-hunting trip next week.

signed a new blues thrush, Maybelle Smith from Cincinnati, this week, and expects to release her first waxing by the end of the month.

Advertisement for 'EVERY DAY I HAVE THE BLUES' by Joe Williams, Checker Record Co.

R&B Records to Watch section listing records by Ruth Brown, Billy Ward-Four Dominoes, etc.

Advertisement for CHANCE Records featuring '5 LONG YEARS' and 'BLUECOAT MAN' by Eddie Boyd.

The Joe Morris Cavalcade on one-nighters thru the West and South... The Five Keys, Aladdin disk artists, open a four-day stand at the Farm Dell Club in Dayton, O.

Advertisement for 'Breaking for a Smash Hit!' featuring Floyd Dixon's 'COME BACK, BABY' on Aladdin Records.

Advertisement for VEDEX COMPANY offering the latest catalog of new records for \$10.00 per 100.

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 (for manipulation, record-promotion firm, legit and other "plug" bids), 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.

RUTH BROWN: Three Letters... ATLANTIC 978—Ditty about a guy who has become a big shot...

BILLY WARD-THE DOMINOES: I'd Be Satisfied... FEDERAL 12105—Sparked by the bright lead singing of Ward...

THE CLOVERS: Hey! Miss Fannie... ATLANTIC 977—The Clovers probably have another winner here...

ROOSEVELT SYKES: Security Blues... FEDERAL 12102—This waxing should wake up the crowd...

next to the Royale in Baltimore. Price is being booked by the Buffalo Booking Agency of Houston... The Varetta Dillard waxing of 'Them There Eyes'...

ING JAY McNEELY: The Good... FEDERAL 12101—This waxing should wake up the crowd...

The Keys, made up of the four Furness brothers, are celebrating their 10th anniversary as a combo at Lou's Moravian, Philadelphia...

TAB SMITH: You Belong to Me... UNITED 1138—Smith's alto sax is featured in a sweet and flexible reading of the hit ballad...

FLOYD DIXON: Tired, Broke and Beatin'... ALADDIN 3151—Dixon has a lot to complain about, and he puts his heart into it...

Advertisement for 'Suro To Be a Hit!' featuring Lil' Son Jackson's 'ROCKIN' AND ROLLIN'—No. 2' on Imperial Records.

Advertisement for 'A BRAND New HIT!' featuring T-Bone Walker's 'BLUES IS A WOMAN' on Imperial Records.

Advertisement for Peacock Records featuring Benny Carter's 'YOU BELONG TO ME' on RidgeWAY Music, Inc.

Advertisement for SAVOY RECORD CO., INC. featuring 'WATCH THIS GROW' and 'BACK BITER'.

Advertisement for Atlantic Recording Corp. featuring 'THE CLOVERS' and 'HEY MISS FANNIE'.

Advertisement for Jubilee Record Co., Inc. featuring 'FIVE BIGGER AND BETTER HITS!' and 'CHECK YOUR STOCK'.

Large advertisement for Specialty Records featuring Lloyd Price's 'OOOH-OOOH-OOOH RESTLESS HEART'.

(Continued on page 46)

THE BILLBOARD

Music Popularity Charts

For Reviews and Ratings of Records 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 writer, 15; Interpretation, 15; Arrangement, 15; Name value, 15; Record quality (surface, etc.), 5; Music publisher's air performance potential, 10; Exploitation (record-promotion items, light 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.

POPULAR

TONY MARTIN HENRY RENE DRK

Dance of Destiny... 86
V 20-5024—This is the Haberman-Carmen. It's set to a slowed-down tempo by the Rene ork which turns in a sparkling performance. Martin's pipes are in great shape for this one. It looks like a big one for the singer.

TONI ARDEN-PERCY FAITH DRK

Take a Chance... 84
COLUMBIA 36878—Toni Arden may finally have the big one in this mighty potent new wailing. Time is a very attractive one, and the thrush hands it an intense, passion-filled reading. ork arrangement is both exciting and appealing.

MARISIA MIRANDA-MITCHELL MILLER DRK

The Zulu Warrior... 83
COLUMBIA 36878—Miranda and Mitchell, with the help of a solid chorus, many drums and the Mitchell Miller ork, do a mighty powerful job of warlike charm. The pulsating drums and the exciting arrangement make this a substantial wail that could bust out quickly.

ALAN DALE-IRVY BLOCH DRK

Toddling the Toddlie... 80
CORA 46850—This rip-roaring performance by all hands. Tune is from the film "Somebody Loves Me." Dale handles it in his free and easy manner while the Bloch ork steps out behind him. Good for jokes as well as other fields.

ELLA FITZGERALD

My Favorite Sock... 80
DECCA 28433—Ella Fitzgerald sings this one like she owns it. It's a very warm reading which sparkles all the way. Should share in the take.

GISELE MACKENZIE-BUDDY COLE DRK

Don't Let the Stars Get in Your Eyes... 80
CAPITOL 7256—The thrush has a strong follow-up to her wailing of "Adios" here. It's an appealing rhythmic ditty with an appealing "south of the border" flavor. Deejays and jukes can use.

BALTER-FITZELAN DRK

Midnight Sleazebride... 78
V 20-4985—Taken from a Frankford quiet, the band leaders show their virtuosity as arrangers by drawing a vivid musical picture. It should catch mass spins.

VALGREN MONROE DRK

The Man Don't Live That Way... 74
V 20-4941—After a slow and over-long introduction Monroe and the ork settle down to an interesting effort that's full of punch. Tune is from the war-bait musical film, "Touchee Man in Arizona."

DINAH WASHINGTON

Stormy Weather... 74
MERCURY 5906—The incomparable Dinah does a top-flight job with the famous oldie, giving it her own meaningful interpretation. This side too should receive much delay action.

JANE FROMAN

Stay Where You Are... 74
CAPITOL 7244—The pretty ballad is sung with great appeal by the warbler. Backed by Sid Feller makes plentiful use of strings. A side deejays should spin with gratifying frequency.

JIMMY PALMER DRK

Trying... 78
MERCURY 5904—The Palmer ork does a standard job of covering the current cliché. Ronnie Neuberger handles the vocal nicely with grand support from the chorus and ork. Might still catch some of the loot in some areas.

GOGI GRANT-GEORGE SIRAY DRK

Where There's Smoke There's Fire... 77
V 20-4994—Miss Grant is new on the label and makes her initial effort an auspicious one. She has a warm and rich voice which she uses effectively on her reading of this oldie. Orbits which her is first-rate. This gal bears watching.

THE FOUR KNIGHTS

Lies... 77
CAPITOL 7244—The Four Knights are smooth as silk on this slick little ditty, performing it quietly and with warmth. Deejays should program this pattern. A smooth one.

DOLORES HAWKINS

The Key Is in the Door... 76
OKEH 6917—The thrush sells this rhythmic item with a lot of drive and spirit while the ork backs her with an excellent arrangement. The gal can handle a tune and should break thru with the right material.

DEAN MARTIN

Second Choice... 76
CAPITOL 7240—The warbler does a good job on this pleasant ballad, singing it warmly, supported strongly by the Emores and a smooth ork.

TOMMY DORSEY DRK

Sentimental Serenade... 74
DECCA 28425—A slow beat paces this fine reading of the sentimental ditty. Mars Hudson is the warm-voiced chanter, who's supported in the effort by a choral combo. A good side.

SKIP MARTIN

Rose Room... 76
MGM 11342—The standard is handed a solid, slick instrumental performance by the Martin ork, dressed up in a swiny, new arrangement. In the days of the band this would have been a strong entry, and it should pick up a lot of air play.

LERDY ANDERSON DRK

Steak Ride... 76
DECCA 28425—Anderson opens is lathered tight for the Christmas trade and should win plenty of spins at the holiday nears.

MEL TORNE

Anywhere I Wander... 76
CAPITOL 7263—Torne is supported by a big chorus as he awards the beautiful ballad a warm and finely-phrased reading. Competition for spins, tho, will be heavy.

PAT CAMERON-WESTLY PEDERSEN DRK

Give, Give, Give... 75
BBS 107—Another lyric version of the Haberman from Carmon. Vocal by Miss Cameron is a penetrating one. After the first run-thru the ork runs wild.

LARRY DOUGLAS-PAUL NEIGHBORS DRK

You're as Young as You Feel... 75
ABBEY 15074—A trenchant bit of philosophy is delivered brightly by Douglas with the help of the harmonious Hymocramers and a buoyant ork accompaniment by the Paul Neighbors band. Could get some like action.

VAUGHN MONROE DRK

Voters on Parade... 73
V 20-50077—This is a public service warning to get out the vote. Tune is "When the Saints Come Marching In," and the lyrics are pertinent to the coming presidential election.

GINNY GILSON

Mommy's Little Angel... 75
DERBY 810—Ginny Gilson howls nicely on the Derby label with a sweet rendition of a sentimental new tune about Mommy's little girl. A pretty ditty that the jukes can use.

HARRY JAMES

Lovebirds... 74
COLUMBIA 39877—Harry James gives out with some warm, soulful trumpet on this appealing instrumental effort, played sweetly by the ork. Dancers and James' fans will enjoy it.

DANNY WINCHELL

Carolina in the Moonlight... 74
MGM 11335—Winchell gives the evergreen an effective, rousable-type reading, in an arrangement similar to the one used by Al Jolson. It's cute

and brightly performed by the warbler. There Goes My Heart... 69
The singer doesn't come off as well on this revival, tho he gives it a good try, and the ork backing is good.

ELEEN LITTON

You Ain't Gonna Get It... 74
KEM 214—Mildly suggestive ditty is given a raucous pipe job by the thrush. Jukes should be able to find a spot for this one.

WINGY MANONE

Hello Out There, Hello... 73
CORAL 60854—Wingy Manone lifts his husky voice to project the tune he penned with Johnny Mercer, and sells it with a cute vocal, and also contributes some effective trumpet, while the ork follows him closely. For Wingy's fans.

VIVYEN GARRY

Deary... 73
SKYLARK 537—Vivien Garry backs attractive ballad a sincere and meaningful vocal, with close support from Jim Guthrie's ork. Thrush sings the effort with feeling and is a singer to watch.

MARTY ROBERTS

Let's Give Santa Claus a Christmas... 60
DOME 1025—Marty Roberts, WCKY Cincinnati, displays, in adequate on this new effort, as he suggests that Santa would enjoy some Christmas presents too.

Album and LP Reviews

POPULAR

THE FOUR ACES ALBUM—Featuring Al Alberts (4-10")
DECCA (78) 931
Sings Me My Dwellion, Take Me In Your Arms; Heaven Can Wait; I'll Never Smile Again; Heart and Soul; Rostin; T-I-P-I-Ti.

SIGNAUM ROMBERG FAVORITES—MGM 77
Oke, Mackie Marrow, Cond. 11-10"
110 new ones contains some of Signaum Romberg's best loved songs from the 2,000 or so that he wrote during his bright career.

ENCORES PARISIENNES—Edith Piaf 69
Columbia (33) CL 6223
Miles Piaf, the chanteuse with the beautiful eyes and the soulful voice, has a fine new collection of songs here that should please her faithful followers.

THE JUST JAZZ ALL-STAR—Louis Bellson (3-10")
Bellson (78) CCM 518
Louis Bellson has emerged over the past few years as one of the bright new figures in the jazz world, a drummer following in the outstanding tradition of such stars as Gene Krupa, Buddy Rich, etc.

HOT JAZZ

(WILD BILL) DAVISOM—Volume 1
PAX (53) 6004
This new set brings back two old favorites on wax, Wild Bill Davison, and Helen Ward, who used to sing with the Benny Goodman ork back in the sid-

CLIFF AYERS-AL LOMBARDY DRK

Lonely, Lonely Me... 60
DISCOVERY 1204—Romantic weeper is delivered with feeling by the chanter, to weak backing.

SACRED

How Thy Word... 82
DECCA 28431—A very effective performance by Pierce on a melodic sacred item, sung with deep feeling and a soothing tone. Fine was for the family trade.

DON RENO RED SMILEY
There's a Highway to Heaven... 80
KING 1124—Don Reno and Red Smiley contribute some excellent just singing on this rhythmic sacred tune, backed by the Tennessee Cutups and outstanding guitar work. A good disk.

THE PARADISE SINGERS
Let the Healing Waters Move... 80
CORAL 65100—The group has an impressive style which projects with power on wax. The fast-tempo spiritual they do here has plenty of movement and an infectious rhythm. Good wax.

SPIRITUAL

THE ROSSETTES
Waits Out in the Name... 76
ATLANTIC 3003—Jubilant-style opus is given a happy interpretation by the quartet. Many will enjoy their fervent approach.

My Life Will Be Sweeter... 69
An okay reading by the group, but not as impressive as flip.

(Continued on page 47)

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

DEAN POLLACK ALL-STAR DRK 75
Savoy (53) 15017
Here is a new set featuring Ben Pollack and his All Stars, playing some very likable oldies that should appeal to those who enjoy the driving Dixie beat.

THE JUST JAZZ ALL-STAR—Louis Bellson (3-10")
Bellson (78) CCM 518
Louis Bellson has emerged over the past few years as one of the bright new figures in the jazz world, a drummer following in the outstanding tradition of such stars as Gene Krupa, Buddy Rich, etc.

CHILDREN
ALL BARR AND THE FORTY THIEVES—Lionel Barrymore, Narrator (3-10")
MGM (53) E-130
Kids of six and over should sit in open-mouthed wonder at the classic thriller related here by Lionel Barrymore. A master story teller, he has mastered the art of his trade.

AL BARR AND THE FORTY THIEVES—Lionel Barrymore, Narrator (3-10")
MGM (53) E-130
Kids of six and over should sit in open-mouthed wonder at the classic thriller related here by Lionel Barrymore. A master story teller, he has mastered the art of his trade.

**NEW**



**RELEASES**



**GEORGIA GIBBS  
MY FAVORITE SONG**

FLIP SIDE  
**SINNER OR SAINT**  
MERCURY 5912-5912X45



**RICHARD HAYES  
FORGETTING YOU**

FLIP SIDE  
**FORGIVE AND FORGET**  
MERCURY 5910-5910X45



**BOBBY WAYNE  
LAST NIGHT**

(I HEARD SOMEBODY CRY)  
FLIP SIDE  
**IF I DIDN'T LOVE YOU SO**  
MERCURY 70011-7001X45



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**SECRETS**  
MERCURY 70013-70013X45



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AND HIS ORCHESTRA  
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FLIP SIDE  
**SUMMER LOVE**  
MERCURY 70006-70006X45



**RUSTY DRAPER  
ANGRY**

FLIP SIDE  
**BLUE TEARS**  
MERCURY 70004-70004X45

**POPULAR HITS**

- |   |   |
|---|---|
| I WENT TO YOUR WEDDING<br>YOU BELONG TO ME    | <b>PATTI PAGE</b><br>MERCURY 5899-5899X45                       |
| NINA NEVER KNEW<br>JOHNNY WITH THE BANDY LEGS | <b>VIC DAMONE</b><br>MERCURY 5907-5907X45                       |
| ROSEANNE<br>AL-LEE-O AL-LEE-AY                | <b>VIC DAMONE</b><br>MERCURY 5909-5909X45                       |
| IT'S IN THE BOOK<br>(PART ONE AND TWO)        | <b>AL BERNIE</b><br>MERCURY 5911-5911X45                        |
| TAKES TWO TO TANGO<br>OL' MAN MOSE            | <b>RALPH MARTHIERIE · LOLA AMEGHE</b><br>MERCURY 5903-5903X45   |
| STORMY WEATHER<br>MAKE BELIEVE DREAMS         | <b>DINAH WASHINGTON</b><br>MERCURY 5906-5906X45                 |
| THAT'S WHAT A SONG CAN DO<br>I LOVE YOU SO    | <b>RAY SHAW</b><br>MERCURY 5905-5905X45                         |
| TRYING<br>DOWN BY THE O-H-I-O                 | <b>JIMMY PALMER</b><br>MERCURY 5904-5904X45                     |
| SOME FOLKS DO<br>THAT'S WHAT I'M HERE FOR     | <b>BILLY WILLIAMS</b><br>MERCURY 5902-5902X45                   |
| MISTER CALLAGHAN<br>WISH YOU WERE HERE        | <b>JAN AUGUST · HARMONICATS</b><br>MERCURY 5900-5900X45         |
| WEDDING BELLS<br>RELEASE ME                   | <b>PATTI PAGE · RUSTY DRAPER</b><br>MERCURY 5895-5895X45        |
| LA PALOMA<br>SISSY                            | <b>HARMONICATS</b><br>MERCURY 70007-70007X45                    |
| MAMBO MANIA<br>MAMBOLETTE                     | <b>XAVIER CUGAT</b><br>MERCURY 70010-70010X45                   |
| INDIAN SUMMER<br>CONTINENTAL                  | <b>HARMONICATS · RALPH MARTHIERIE</b><br>MERCURY 70008-70008X45 |
| SKIPPING ALONG<br>MARIANNE                    | <b>RICHARD HAYMAN</b><br>MERCURY 70003-70003X45                 |

**RHYTHM AND BLUES**

- |  |   |
|--|---|
| ROCK ME ALL NIGHT LONG<br>ONE SWEET LETTER | <b>THE RAVENS</b><br>MERCURY 8291-8291X45       |
| THE CANDLES BURNING LOW<br>GYPSY BLUES     | <b>JOHNNY OTIS</b><br>MERCURY 8295-8295X45      |
| HALF AS MUCH<br>MY SONG                    | <b>DINAH WASHINGTON</b><br>MERCURY 8294-8294X45 |
| PILLOW BLUES<br>DOUBLE DEALIN' DADDY       | <b>DINAH WASHINGTON</b><br>MERCURY 8292-8292X45 |

**COUNTRY AND WESTERN**

- |   |  |
|---|--|
| CHILD'S SIDE OF LIFE<br>I WON'T FORGET                        | <b>JOHNNY HORTON</b><br>MERCURY 70014-70014X45               |
| IT'S ENOUGH TO MAKE A PREACHER CUSS<br>THAT'S WHERE I CAME IN | <b>TINY HILL</b><br>MERCURY 70005-70005X45                   |
| I'D LIKE TO<br>THE LIFE THAT YOU'VE LED                       | <b>KEN MARVIN</b><br>MERCURY 6419-6419X45                    |
| EAGER BEAVER<br>GRADE "A" PASTEURIZED                         | <b>MERL LINDSAY</b><br>MERCURY 6417-6417X45                  |
| THIS WON'T BE THE FIRST TIME<br>THE REST OF YOUR LIFE         | <b>JOHNNY HORTON</b><br>MERCURY 6418-6418X45                 |
| RED HOT HENRIETTA BROWN<br>LAST NIGHT I HEARD SOMEBODY CRY    | <b>SUE THOMPSON</b><br>MERCURY 6416-6416X45                  |
| IMAGINATION<br>HONEY BUNCH                                    | <b>LULU BELLE &amp; SCOTTY</b><br>MERCURY 6414-6414X45       |
| HULA BLUES<br>THIS 'N THAT                                    | <b>JERRY BYRD</b><br>MERCURY 6415-6415X45                    |
| MY LORD'S GONNA LEAD ME OUT<br>ARE YOU AFRAID TO DIE          | <b>CARL STORY &amp; MOUNTAINEERS</b><br>MERCURY 6413-6413X45 |



# THE BILLBOARD Music Popularity Charts

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



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## • Rhythm & Blues Record Reviews

Continued from page 43

**LOVER MAN BEES** ..... 74  
ATLAS 1022—Hattie Green projects sassiness here as she relishes about the man she loves, setting the tune with a lot of spirit. The record's effective vocal hits the material out of the just average class.

**PAMP SLEEP BEES** ..... 48  
The singer was not recorded too well on this side and as a result doesn't come thru very effectively. Blues idiom is familiar, but the drumbo contribution some flowing backing.

**CHARLES SINGLETON**  
My Home ..... 72  
ATLAS 1024—The first instrumental reading of the r. b. he is sported by a smooth sax solo from Singleton. However tempo is too slow and beat is not strong enough, so that the disk drags toward the end.

**WILLIE JACKSON ORK**  
Atlanta ..... 78  
ATLANTIC 978—Very warm and smooth performance of the melodic oldie features the ork leader sending out some melodic sax stylings backed by a rhythm group and organ. Good wax for deejays.

**MICKY CHAMPION**  
What Have You Got ..... 76  
A LADDIN 3152—Chris warms in a clean reading of this lively sounding tune. Lifting orkies helps make this a fine side.

**EARL BOSTIC ORK**  
Smokin' Gals In Your Eyes ..... 75  
KING 4570—The beautiful evergreen is handed a stylish reading by the saxist to strong backing. Good program wax.

**HATTIE GREEN**  
Lover Man Bees ..... 74  
ATLAS 1022—Hattie Green projects sassiness here as she relishes about the man she loves, setting the tune with a lot of spirit. The record's effective vocal hits the material out of the just average class.

**PAMP SLEEP BEES** ..... 48  
The singer was not recorded too well on this side and as a result doesn't come thru very effectively. Blues idiom is familiar, but the drumbo contribution some flowing backing.

**CHARLES SINGLETON**  
My Home ..... 72  
ATLAS 1024—The first instrumental reading of the r. b. he is sported by a smooth sax solo from Singleton. However tempo is too slow and beat is not strong enough, so that the disk drags toward the end.

**WILLIE JACKSON ORK**  
Atlanta ..... 78  
ATLANTIC 978—Very warm and smooth performance of the melodic oldie features the ork leader sending out some melodic sax stylings backed by a rhythm group and organ. Good wax for deejays.

**MICKY CHAMPION**  
What Have You Got ..... 76  
A LADDIN 3152—Chris warms in a clean reading of this lively sounding tune. Lifting orkies helps make this a fine side.

**EARL BOSTIC ORK**  
Smokin' Gals In Your Eyes ..... 75  
KING 4570—The beautiful evergreen is handed a stylish reading by the saxist to strong backing. Good program wax.

**LEO HARRIS**  
Ah, Sweet Mystery of Life ..... 70  
V 20-4990—Singer comes thru with a warm reading of the old favorite.

**BEVERLY WHITE**  
I Wanted Too Long ..... 69  
TRUMPET 182—Thrush gives this a tender performance with her delicate pipes. She has to carry it almost alone. Rhythm trio behind her is a little thin.

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I Wanted Too Long ..... 69  
TRUMPET 182—Thrush gives this a tender performance with her delicate pipes. She has to carry it almost alone. Rhythm trio behind her is a little thin.

## • Advance Record Releases

**POPULAR**  
Autumn Leaves—Miles Miller Ork (Green Street) Columbia 44245  
Broze Wiggy—Dickie Valentine-Ronald Shaw Ork (Homing Waltz, The) London 1250  
Bunny Moo—Ray Anthony Ork (Blow, Man, Blow) Capitol 2253  
Bliss, Man, Blow—Ray Anthony Ork (Bunny Moo) Capitol 2253  
Caroline In the Morning—Dorcas Winchell (There Goes My Heart) MGM 11335  
China, China, China—Miles Di Napoli Ork (Frank on Fifth Avenue) MGM 11336  
Close to You—Jack Ross (Lonely Heart) Decca 1325  
Early Ever Evening—Dolores Hawkins (Key Is In the Door) Decca 8917  
Eli, Eli (Part 1 & 2)—Lonnie Hampton Ork MGM 11339  
Forgive and Forget—Jimmy Young (Time Alone Will Tell) Coral 60851  
Francis' First Love—Miles Di Napoli Ork (China, China, China) MGM 11336  
Green Sleeves—Mitch Miller Ork (Autumn Leaves) Columbia 44245  
Herman's Tune—Dickie Valentine-Ronald Shaw Ork (Broken Wings) London 1258  
I Don't Want to Set the World on Fire—The Four Tunes (Let's Give Love Another Chance) V 20-4967  
Janet Key—Jane Stanton-Don Ruby Ork (You Belong to Me) Tepp 340  
Key Is in the Door, The—Dolores Hawkins (Early Ever Evening) Decca 8917  
Kiss Me—Leo Marling (When the World Was Young) Decca 28415  
Let's Give Love Another Chance—The Four Tunes (I Don't Want to Set the World on Fire) V 20-4967  
Lonely Heart—Jack Ross (Close to You) Decca 1325  
Love—Sandy Kent-Westly Pedersen Ork (Say That You Care) BBS 106  
Rose Room—Sally Martin (Face's Danger in Your Eyes) Coral 60844  
Say That You Care—Sandy Kent-Westly Pedersen Ork (Lonely) BBS 106  
Silly Sentiment—Larry Douglas-Paul Neighbors Ork (You're as Young as You Feel) Abbey 15074  
Spanish Candy—Ralph and Buddy Bonds (Spanish Weather) Coral 60844  
Stormy Weather—Ralph and Buddy Bonds (Spanish Candy) Coral 60844  
There's Danger in Your Eyes—Sally Martin (Rose Room) MGM 11342  
There Goes My Heart—Dolores Winchell (Caroline In the Morning) MGM 11335  
Time Alone Will Tell—Jimmy Young (Forgive and Forget) Coral 60851  
When the World Was Young (Ah, the Apple Tree)—Leo Marling (Kiss Me) Decca 28415  
You Belong to Me—Jane Stanton-Don Ruby Ork (Bambalaya) Tepp 340  
You're as Young as You Feel—Larry Douglas-Paul Neighbors Ork (Silly Sentiment) Abbey 15074

**ANDALUSIAN**  
Andalus—Herman Padilla (La Cuchara Pateada) V 23-5835  
Ay Que Bonitas Es Mi Nacion—Herman De Albis (Marroncelo Marrocelo) V 23-5852  
Borinqueño—Tito Lu's Tropicales (Allegro De Tin) Esito 20-242  
Calle Abala — Juan Legido (Ella Pateada) V 23-5834  
Cantos Populares Cubanos — Pedro Via y Su Orquesta (Sonora) V 451-0050  
Cari—Mata—Rafael Munoz y Su Orquesta (Amorosa) V 451-0059  
Como Selenidad—Tora La Negra (V Su Embargo Te Querol) V 23-5828  
Conquistador Mambone—Chuy Reyes Ork (Dink, Dink, Mambone) Capitol 2247  
Corazon Partido—Lupe y Raul (Tienen Que Pasar) V 23-5810  
Cuando Vuelvas a Quereme—Orquesta Casino De La Playa (Elixir Churpo) V 451-0047  
Danza Negro—Luchita Bermudez y Su Orquesta (Me Duele Aquel V) 23-5828  
El Marinero—Armando Rios Arango (Estadito De Dulce) Esito 20-240  
Elixir Churpo—Orquesta Casino De La Playa (Cuando Vuelvas a Quereme) V 451-0047  
Falsa Promesa—Tony Pizarro (Tono y Obispo) Esito 20-240  
Fatal Saverca—Milo Sosa y Su Conjunto (Colonial (Jubilant)) V 23-5833  
Hermosa Mambone—Chuy Reyes Ork (Regateo Tareal) Capitol 2246  
Jubilante Sosa y Su Conjunto Colonial (Fatal Saverca) V 23-5833  
La Carinosa—Flore Vergara (Tu Amargura) V 23-5841  
La Cuchara Pateada—Herman Padilla (Andalus) V 23-5835  
Lipaste Tareal—Chuy Reyes Ork (Hermosa Mambone) Capitol 2246  
Mago El Amor—Chucho Martinez (Sueño Ranchero) V 23-5816  
Lola Pateada — Juan Legido (Calle Abala) V 23-5814  
Malagrasion—Maria Victoria (Aminta y Desamparado) V 31-5806  
Mariposa Mambone—Herman De Albis (Ay Que Bonito Es Mi Mision) V 23-5852  
Me Dulle Aquel—Luchita Bermudez y Su Orquesta (Danza Negro) V 23-5828  
Mimica y Desamparado—Maria Victoria (Malagrasion) V 31-5806  
Nit, Nit, Mambone—Chuy Reyes Ork (Conquistador Mambone) Capitol 2247  
Por Naca De Esta Vida—Hermano Zalazar (Chico Cancas) V 31-5811  
Quiero—Hermano Martinez (Ya No Lloras Cancan) V 23-5815  
Siempre—Piero Via y Su Orquesta (Cantos Populares Cubanos) V 451-0050  
Surra Ranchero—Chucho Martinez (Llego El Amor) V 31-5810  
Tones Que Pagan—Lupe y Raul (Corazon Partido) V 23-5810  
Tropico Te Quiero—Armando Rios Arango (El Marinero) Esito 20-244  
Tono y Obispo—Tony Pizarro (Falsa Promesa) Esito 20-240  
Tu Amargura—Pedro Vargas (La Carinosa) V 23-5841  
Ya No Lloras Cancan — Hermano Martinez (Quieral) V 23-5815  
Y Sin Embargo Te Querol—Tora La Negra (Como Selenidad) V 23-5828

**LAKE CHARLES**  
TITLE IS SELF-EXPLANATORY. IT'S A MOODY AND BURNING TUNE WHICH IS GIVEN A POWERFUL PERFORMANCE BY BOTH DIXON AND THE ORK. THIS TOO IS A STRONG SIDE.

**BAY CHARLES**  
Roll With My Baby ..... 30  
ATLANTIC 976 — Charles goes to town on a rollicking rhythm opus for a spirited effort. Platter should do right fine on the coin shows.

The Midnight Hour ..... 77  
Charles projects this mournful blues effectively for a side that should invite some attention.

**WILLIE JACKSON ORK**  
Atlanta ..... 78  
ATLANTIC 978—Very warm and smooth performance of the melodic oldie features the ork leader sending out some melodic sax stylings backed by a rhythm group and organ. Good wax for deejays.

Gates' Groove ..... 77  
The band takes off on a jump item, giving it a solid go, with the swing organ and Jackson's sax sparking the driving effort. Could catch juke book.

**MICKY CHAMPION**  
What Have You Got ..... 76  
A LADDIN 3152—Chris warms in a clean reading of this lively sounding tune. Lifting orkies helps make this a fine side.

I'm Not Crying Anymore ..... 73  
The penetrating voice of Micky Champion waxes over this ballad nicely. She's accompanied by a rhythm combo.

**EARL BOSTIC ORK**  
Smokin' Gals In Your Eyes ..... 75  
KING 4570—The beautiful evergreen is handed a stylish reading by the saxist to strong backing. Good program wax.

For You ..... 72  
More of the same.

**INTERNATIONAL**  
Ain't Gonna Get You Out of My Mind—Lula Marling (Marla Criminal) V 20-7106  
Berkar—Cher Dana (Tango Melancholia) Dana 767  
Bessie Polka—Frank Wojnarowski (Zig Zag) Dana 771  
Beautiful Youth—Felix Frische Ork (Susto Polka) MGM 11341  
Beer and Pretzels Polka — (Whoopee) John Willfahrt Ork (Starlight Waltz Decca 28427  
Blind Date Polka—Ray Harry (New Blood Bombshell) Dana 3099  
Bonnie Lassie From Bonnie Dean—Robert Wilson (Tilliebellum Castle) V 26-9518  
Bowling Alley Polka—Gene Wiktorowski (Wayne Whew Polka) Dana 3097  
Country Holiday — Frank Montecassino Quintet (Sweet Baby) Capitol 2236  
Der Fetter Mann's Bulgar—Sam Mulder Ork (Heinischer Bulgar, Ai) V 25-5119  
Down at the Tavern Tonight—Ted Tye Ork (Bambalaya) V 20-4947  
En Liten Gylden Ring—Mary Anderson (Polar Bear Polka) V 25-5037  
Country Holiday — Frank Montecassino Quintet (Sweet Baby) Capitol 2236  
Falling Leaves—Martha Davis (Geoghegan) Capitol 2238  
Goodnight—Martha Davis (Falling Leaves) Capitol 2238  
Heinischer Bulgar, A—Sam Mulder Ork (Der Fetter Mann's Bulgar) V 25-5119  
Hech Haidelberg—Allison Bauer (Kismet De Dan Sehene Isarland) V 25-4177  
Hosa Dyma Polka—Johnnie Bomba (Modern Times Polka) Dana 3091  
I Love to Polka—Lawrence Ork (Sail Waltz) V 20-4940  
Jambalaya—Ted Tye Ork (Down at the Tavern Tonight) V 20-4947  
June Bug Polka—Spike Haskell (Yodeler's Waltz, The) Capitol 2237  
Kiss Me De Dan Sehene (Isarland)—Allison Bauer (Hech Haidelberg) V 25-4177  
Louis Crispina—Louis Marling (Ain't Gonna Get You Out of My Mind) V 26-7206  
Modern Times Polka—Johnnie Bomba (Hosa Dyma Polka) Dana 3091  
New Blood Bombshell—Ray Harry (Blind Date Polka) Dana 3099  
Polar Bear Polka—Mary Anderson (En Liten Gylden Ring) V 25-5037  
Si Marling Road—Compasso Faro V 25-7206  
Ski Waltz—Lawrence Duchene Ork (I Love to Polka) V 20-4940  
Saxtenritschler—Herman Schittenheim (Spatzenzwanzel) V 25-4176  
Spatzenzwanzel—Herman Schittenheim (Spatzenzwanzel) V 25-4176  
Spartan Waltz—Whoopee John Willfahrt Ork (Beer and Pretzels Polka) Decca 28427  
Susie Polka—Felix Frische Ork (Beautiful Youth) MGM 11341  
Sweet Baby—Frank Montecassino Quintet (Country Holiday) Capitol 2236  
Tango Melancholia—Cher Dana (Barbara) Dana 767  
Tilliebellum Castle—Robert Wilson (Bonnie Lassie From Bonnie Dean) V 26-9518  
Wagner Walse Polka—Gene Wiktorowski (Bowling Alley Polka) Dana 3097  
Yodeler's Waltz, The—Spike Haskell (June Bug Polka) Capitol 2237  
Zig Zag—Frank Wojnarowski (Bessie Polka) Dana 771

**LATIN AMERICAN**  
Aulas Camps—Hermano Zalazar (Por Rada de Esta Vida) V 31-5811  
Arjaco De Tin—Felix Los Tropicales (Borinqueño) Esito 20-242  
America—Rafael Munoz y Su Orquesta (Cari) V 451-0059

## • Folk Record Releases

Barje Schottischer—(Sheriff) Team Jim Lewis (Sweet Face But a Cold Heart) Coral 60856  
Canon Ball Rag—Meke Travis (I'll See You in My Dream) Capitol 2245  
Do You Care for Me?—Tony Warren (I'm Just in Time to Be Top Lot) Columbia 21027  
Eager Beaver—Merl Lindsay (Grade "A" Pasteurized) Mercury 6417  
Fergis Me Hog—Alan Moore (It's a Blue Monday) Four Star 1637  
Girlie High Feller—Low Dey You—Oklahoma Wranglers (Green Back Dollar) Grade "A" Pasteurized—Merl Lindsay (Eager Beaver) Mercury 6417  
Green Back Dollar—Oklahoma Wranglers (Girlie High Feller—Low Dey You) V 20-4965  
I Need Some Lovin'—Dan—Danny Brown (Last Song Tonight, The) Coral 6414  
I'll See You in My Dream—Meke Travis (Canon Ball Rag) Capitol 2245  
I'll Still Love You Forever and a Day—Milt Dickey (My Checkbook Buys) She Me 527  
I'm Just in Time to Be Top Lot—Tony Warren (Do You Care for Me?) Columbia 21027  
It's a Blue Monday—Alan Moore (Forget Me Not) Four Star 1671  
Last Song Tonight, The—Danny Brown (I Need Some Lovin'—Dan) V 20-4965  
My Checkbook Buys—Milt Dickey (I'll Still Love You Forever and a Day) She Me 527  
My Goodie Is Real—Redd Harper (I've Thanked to Them) Capitol 2262  
Oxy Thanks to Me—Redd Harper (My God Is Real) Capitol 2262  
Rubber City Boogie—Jack and the Drivers (After We Said Goodbye) Dome 1056  
Sax-C-Phon—Grady Jones (Close to the Bone, The) V 20-4956

Still Waters—Jack Hart (Knock Out the Lights) MGM 11338  
Sweet Face But a Cold Heart—(Sheriff) Team Jim Lewis (Banjo Schottischer) Coral 60856  
The 1939er I Came In—Marty Roberts (My Last Bustin') Dome 1057  
Tomato Cakes—Tommy Dunca (Excuse Me, I Gotta Go) Dome 650  
Two Timin'—Man—Mark Peery (London Woman) Blue) King 1182  
Who's Ever Thought—The Beaver Valley Swiftness (I Care No More) V 20-4955  
You're the Someone I Can't Forget—Randall Parker (I Said It's Your Kiss) King 1182  
You've Got a Rope Around My Heart—Roy Rogers-Bud Evans (Hay Mountain) V 20-4950

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Country & Western (Folk) 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 which each new release is rated.

The Categories Following are the maximum points that can be earned by a record in each of the nine categories considered: Song caliber, 15; Interpretations, 15; Arrangement, 15; Name value, 15; Record quality (surface, etc.), 5; Music publisher's AIP performance potential, 10; Exploitation (records—promotional items, light and other "pips") added, 10; Manufacturer's distribution cover, 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.

RAY PRICE I Love the Only Love I Know... 88 COLUMBIA 21025 Material is strong, and Price sings from the depths of his heart...

BILLY STRANGE Crazy Dill Daw... 75 CAPITOL 2128—Catchy novelty is given a driving performance by Strange with good hand work backing him.

PORTER WAGONER Headlin' for a Wedding!... 78 V 20-4906—This marks the artist's debut on records, and it's a good one.

TOMMY DUNCAN Toman Can... 75 INTRO 6060—Novelty ditty tells of the romantic qualities of the character's aunt.

BILLY McGhee I'm Gonna Write My Baby a Letter... 77 V 20-4964—Rhythm ditty is given a nice going-over by McGhee whose tone style is easy to take.

THE BEAVER VALLEY SWEETHEARTS Who'da Ever Thought... 75 V 20-4955—There's a happy bounce to the cute ditty as delivered by the warblers in sprightly fashion.

GRANDPA JONES Has-A-Frazz... 76 V 20-4956—Tune skips along at a brisk clip. Novelty opens in about the healing properties of the little beverage.

ELTON BRIT Merry Texas Christmas, You Ah... 74 V 20-4988—This is one of the early Christmas items which is aimed at the Lone Star State.

PEARL RECORDS LIFE OF THE PARTY ORDER NOW FOR THE HOLIDAYS REAL MONEY MAKERS. Includes list of songs like #52 THE ORGAN SONG, #55 THE DENTAL SONG, etc.

Use "TODAY'S TOP TUNES" for New HIGHS in RECORD SALES! Mr. Al Meyer of Town and Country Music, Westwood, New Jersey, writes: "Yesterday we had an example of the power of The Billboard 'Today's Top Tunes'..."

JIMMIE SKINNER I Ain't Got Time... 75 CAPITOL 2231—Cute country item about a man always in a hurry is sung with spirit by Skinner and is sparked by his fine guitar work.

THE BEAVER VALLEY SWEETHEARTS Who'da Ever Thought... 75 V 20-4955—There's a happy bounce to the cute ditty as delivered by the warblers in sprightly fashion.

MADDOX BROTHERS & ROSE Cowboy Bugle Boy... 74 FOUR STAR 1011—The story of a cowboy now in the Army is rendered in typical style by Rose and the Maddox Brothers.

ELTON BRIT Merry Texas Christmas, You Ah... 74 V 20-4988—This is one of the early Christmas items which is aimed at the Lone Star State.

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

SPIRITUAL CHILDREN

PROF. HAROLD BOGGS The Half Has Never Been Told... 75 KINO 4369—The new artist on the label chants a biblical story on this listenable side.

FRANK LUTHER Good Mornin'... 81 DECCA K67—Parents will find that this waxing will make it easier to get junior up and out of bed and thru with his morning chores.

PETER PIPER-TONY SUITOLA ORK Tip Toe the Birthday Bit... 78 COLUMBIA M1V 145—On this delightful wax Peter Piper tells about Tip Toe, the elf who furnishes the presents on birthdays to all little boys and girls.

MARTIAL SINGER French Folk Songs (Parts I & II)... 76 DECCA K66—This one is a prize. The sweet burlesque brings all his art to bear upon his sensitive readings of six songs that should charm kids of all ages.

SAM HINTON Bernard Song—Three Little Pigeons... 79 DECCA K69—Cute ditties on the familiar gimmick of animals made by barnyard animals will charm many youngsters.

FRANK LUTHER I'm Ring You Up... 78 DECCA 28430—Frank Luther hands out rhythmic, cute effort a strong reading with help from a male vocal group.

ROY ROGERS-DALE EVANS My Heart... 69 Western ditty is sung simply by the twosome for an okay side.

Rhythm & Blues Record Releases

Bill Bailey, Won't You Please Come Home... 71 V 20-4950—Painful Western item that's a bit pretentious in content is ably charted here.

MIET DICKEY New Love... 68 SMO ME 528—Clever idea is produced in okay style by Dickey with pleasant support from the band.

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**M-G-M Records**

**BIG 3**

**ART MOONEY**  
and his "LAZY RIVER" Orchestra  
**LAZY RIVER**  
B/W HONESTLY  
MGM 11347 (78)  
K 11347 (45)

**JONI JAMES**  
SINGS  
**WHY DON'T YOU BELIEVE ME**  
B/W PURPLE SHADES  
MGM 11333 (78)  
K 11333 (45)

**TOMMY EDWARDS**  
SINGS  
**YOU WIN AGAIN**  
B/W SINNER OR SAINT  
MGM 11326 (78) • K 11326 (45)

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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.

**THE FOUR ACES ALBUM**.....The Four Aces-Al Alberts.....Decca 917

The Four Aces have turned out an exciting new album containing eight fine standards all sparked by the Aces' driving beat and the solo singing of Al Alberts. Should have a healthy sale.

**LADY OF SPAIN**.....Les Paul-Mary Ford.....Debut! 2265

Les Paul plays some scorching guitar on the lively title, handles it a vibrant instrumental, and Mary Ford sings the haunting ballad "My Baby's Coming Home" with tender feeling.

**.....Don Cornell**.....Coral 6084

Cornell hands the sweeping new ballad a warm-voiced performance that should create spot action.

**TAKE A CHANCE**.....Toni Arden-Percy Faith Ork.....Columbia 39878

The thrush has a big new song here and she gives it a passion-filled rendition, helped by an outstanding Percy Faith ork backing. A potent entry.

**TO KNOW YOU (IS TO LOVE YOU)**.....Perry Como.....RCA Victor 20-4959

A happy, breezy novelty is sold with a lighthearted air by the warbler, with substantial help from the Fontaine Sisters. Flip, "My Lady Loves to Dance" also is a good side.

**UP THE LAZY RIVER**.....Art Mooney Ork.....MGM 11347

The Art Mooney Ork pounds out a driving performance of the novelty title, and a new thrush named Cathy Ryan socks over the lyrics with a solid vocal. This one could ring up healthy sales.

**• 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. AMORADA.....Percy Faith Ork.....Columbia 39878
2. MY FAVORITE SONG.....Ames Brothers.....Coral 60846
3. NINA NEVER KNEW.....Johnny Desmond.....Coral 60848
4. MY FAVORITE SONG.....Georgia Gibbs.....Mercury 5912
5. I DON'T WANT TO SET THE WORLD ON FIRE.....Four Tunes.....Victor 20-4968

**• 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. PIECE A-PUDDIN'.....Jo Stafford-Frankie Laine.....Columbia 39867
2. HEART AND SOUL.....Four Aces.....Decca 28390
3. RUBY AND THE PEARL.....Frankie Laine.....Columbia 39862
4. NO TWO PEOPLE.....Doris Day-Donald O'Connor.....Columbia 39863
5. THAT'S A-WHY.....Mindy Carson-Gay Mitchell.....Columbia 39874

**• The Operators Pick**

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the juke box operators think tomorrow's hits will be:

1. BLUES IN THE NIGHT.....Rosemary Clooney.....Columbia 39813
2. RUBY AND THE PEARL.....Frankie Laine.....Columbia 39862
3. TAKES TWO TO TANGO.....Louis Armstrong.....Decca 28396
4. SETTIN' THE WOODS ON FIRE.....Jo Stafford-Frankie Laine.....Columbia 39867
5. LOVE ME.....Johanne Ray.....Columbia 39837

**• The Country and Western Disk Jockeys Pick**

PICKS that appears 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 & Western Disk jockeys think tomorrow's hits will be:

1. OLDER AND BOLDER.....Eddy Arnold.....Victor 20-4954
2. OUR HONEYMOON.....Carl Smith.....Columbia 21008
3. DON'T LET THE STARS GET IN YOUR EYES.....Slim Willet.....4-Star 3614
4. SING HER A LOVE SONG.....Carl Smith.....Columbia 21008
5. TWO-TIMING BLUES.....Johanne and Jack.....Victor 20-4949

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backed with  
 "Johnnie Goggabie"  
 78 rpm 39875  
 45 rpm 4-39875



**COLUMBIA**  **RECORDS**  
Trade Marks "Columbia," "Masterworks," © E. S. Reg. U. S. Pat. Off. Marks Registered

## Merc Plans Sales Push Via Deejays

CHICAGO, Oct. 11.—A plan to promote sale of Mercury records via disk jockeys and retail stores will be inaugurated by Mercury Records in two weeks. Plan is to hire men in key areas to work out of the Mercury distributor offices, yet be responsible to the home office, with the distributor and Mercury splitting the expenses and salaries.

Men have already been hired to work out of the Boston, Cleveland, Pittsburgh and Detroit distributor offices. Arnold Silverman, who up to now has been a field man for Mercury, will co-ordinate and direct the efforts of these men from Mercury headquarters here.

"The advantages," Art Talmadge, vice-president, points out, "are that we will have greater flexibility and control over promotional efforts out of our branch offices. We will have men in key branches concentrate on retail store and disk jockey promotions and carry the ball as Silverman directs the plays."

## Probe Case of 6 Toronto Musicians

TORONTO, Oct. 11.—A special personnel committee of The Toronto Symphony Orchestra board of directors has been established to continue investigations concerning six musicians who were barred last November from entering the United States.

Board chairman denied reports that the committee would screen every member of the orchestra to ensure that they would be issued border-crossing cards.

"Our understanding with the federal government," he said, "is that all members of the orchestra, with the exception of those six whose contracts have not been renewed, are free to cross the border. There is absolutely no thought whatsoever of screening them."

Jack W. Elton, orchestra manager, said he presumed that when the orchestra crosses the border to fulfill engagements during the forthcoming concert season, the present musicians will simply be cleared again as last year. He anticipated no difficulties.

When U.S. immigration officials refused the six musicians entry for a Detroit concert, it was presumed it was the result of Communist sympathies or affiliations. Recently two veteran members of the board of directors resigned over the issue.

Meantime, in Ottawa, the Minister of External Affairs, Lester B. Pearson, said he had taken the matter of entry of the six up with the U.S. Department of State, but that department was insistent on continuing the barrier against entry of the six.

## NY Copa Infringe Suit on 12 Tunes

NEW YORK, Oct. 11.—The Copacabana nitery was charged in a New York Federal Court with infringing 12 tunes during February and April of this year in a combined action filed by Broadcast Music, Inc., and seven publishers members.

Allegedly the infringed tunes are Mello's "Cry," Promotor's "Amor," Peer's "Mambo Jambo," "Aquarel Brasileira" and "Little Jug," Weiss & Barry's "Please, Mr. Sun"; BMI's "Because of You"; Hill & Bange's "Anytime" and "Rag Mop"; Johnstone-Montell's "I Wanna Say Hello," and Promotor's "Solamente Una Vez."

## Decca Maps Coleman Promotion Campaign

NEW YORK, Oct. 11.—Decca Records is mapping a major drive to promote Roger Coleman, the first new male vocalist to be signed by the diskery since Jimmy Hilliard took over as a.r. chief a few months ago. The campaign includes an extensive deejay tour by the chanter, plus dealer gimmicks such as counter cards and other display material plugging the artist.

The first disk featuring Coleman couples the ditties "Give Me the Right" and "Everything I Have Is Yours." The Gabbe, Lutz & Heller agency is handling the warbler.

# Music as Written

## DC VARIETY CLUB HONORS COMO

Perry Como has been selected as the "Personality of the Year in Show Business" by the Washington Variety Club. A plaque will be presented to him at the club's annual award dinner in the Hotel Statler on November 22.

## DECCA RELEASES CHRISTMAS SONGBOOK

A new Christmas songbook, featuring folksongs and carols as sung by The Weavers, Decca Recording artists, was released this week by Folkways Music. The book contains well-known Christmas carols and songs from many lands, including standard versions and special arrangements as sung by The Weavers on disks.

## MARSHALL, ELDRIDGE FINISH TOUR

Peggy Marshall and Tom Eldridge (Mr. and Mrs. E.), of the Holidays singing group, are back in New York after a three-week deejay tour promoting their King disking of "You'll Never Get Away." They also were told they had an exclusive on the tune, which has figured recently as the latest example of wholesale release-jumping.

## BUTTONS' TV HIRES ELLIOT LAWRENCE

Elliot Lawrence has been named to conduct the orchestra and to write original background music for the Red Buttons TV show, a new comedy series starting on the Columbia Broadcasting System Tuesday (14). Lawrence is heard with his quartet on the morning Jack Starling radio show and on the Elliot Lawrence show sponsored by the Coast Guard on Sunday evenings.

## ALLEN RHYMES DIXIE OLDIE

The Dixieland instrumental oldie, "South Rampart Street Parade," written by Ray Baudac and Bob Haggart, has been handed a set of lyrics by Steve Allen. The opus has been waxed by Bing Crosby and the Andrews Sisters for release by Decca next week.

## COL. TO SPONSOR DEEJAY SHOW

Columbia Records will sponsor an all-night deejay show over station KMOX, St. Louis, a 50,000-watt, starting next week. Jockey Jack Butler will handle the record spinning. The program will stress Masterworks, along with pop, country and some r.&b. items.

## LEIPZIG ANKLES TO COLUMBIA STAFF

Lloyd Leipzig joined Columbia Records as a publicity staffer this week. Leipzig was formerly a flack with the Loew's Theater chain.

## DECCA TO HOLD SOUTH CONFAB

Decca Records Southern division will hold a sales meeting in New Orleans next Saturday (18). R. N. McCormick, vicepres. in charge of the division, will preside. On hand from the diskery headquarters in New York will be Syd Goldberg, sales manager; Mike Conner, artists relations chief; Jimmy Hilliard, head of a.&r., and Paul Cohen, a.&r. exec.

## COLUMBIA TO ISSUE ICE SHOW WAXING

Columbia Records will issue a new waxing next week, featuring the Ice-Capades chorus singing selections from "Brigadoon." The ice skating show is featuring a short version of the musical in its current tour. Singers Sally Sweetland and Lee Sullivan are also featured on the disk, and the ork is led by Jeri Mayhall.

## New York

Columbia prexy Jim Conkling is off on a two-week vacation next week. Mitch Miller, Columbia's a.&r. head, is in California for the week for recording dates. Rene Truscel, Latin maestro and composer and Peer International staffer, flew to Cuba for a vacation last week. Coral Records has signed thrush Edie Gorme to a contract. The singer was with the Tommy Tucker ork and the Tex Beneke ork previously. First waxings at Coral were cut with the ork leader and arranger Monty Kelly, who arranged the first Al Martino BBS

disks. . . . Freddy George, pianist-singer, has just completed his 14th month at Club 88 in Geneva, N. Y. He was hired for three weeks originally. . . . Jack Fiedman, 802 executive board member and supervisor of the Brooklyn area for steady engagements and club dates, is actively engaged in stamping out irregularities in the use of mechanical music. . . . Sidney Mills, of the Mills Music firm, leaves Wednesday for a trip thru Philadelphia, Baltimore, Washington and Pittsburgh to plug Hums Musical, Inc.'s RCA Victor waxing of "Fandango."

Mike Gould, general manager of Ardmore and Beechwood Music, Capitol Records' publishing firms, will arrive in New York Sunday (12) for a three-week stay. . . . Jack Richards and The Nightwinds, a new vocal group, were packed by Coral Records this week. The audition was arranged by Boston deejay Ed Penney. First records out by the group were "Moonlight Mystery" and "Northwind." The latter ballad was penned by Richards. . . . Jubilee Records will release a new disk by Frank Campana next week. The sides are "Tenderly" and "I Wish I Had Known." . . . Cy Coleman has acted by MGM Records this week for a series of piano trios. The pianist opens at Cafe Cosmos next week. . . . Joyce Bryant joined the Okeh label this week as a pop artist. The thrush is now at Ben Maksik's Club in Brooklyn. . . . Singer Johnny Parker starts at the Peco City Night Club, Newark, next week.

Danny Davis opens for a week in Blinstrub's Village, Boston, October 20. It's the singer's first date in his home town in the last 10 years. . . . Fran Warren starts a two-week engagement at Chez France, Montreal, October 17. . . . Al Martino will headline a benefit show in Waterbury, Conn., Thursday (16). The benefit is for the destitute people of South Korea. The following night he goes into the Chicago Theater for two weeks. . . . Royalty Records, Hollywood, reports it has a disk on the market called "We'll Ride With Nixon," which was not included in a recent round-up story on political songs (The Billboard, October 4).

Gus (Stairax) Grant, Progressive Records, is no longer associated with Triumph Records. He sold his interest in the latter label early this year. . . . Irwin Zucker, former Coral deejay exploitation man, is back from a four-month tour of Europe. . . . Jerry Cohen has left the Coral branch here to take a post with Tempo Distributing. . . . Henry Lepidus, Prom Records prexy, has kicked off a promotion to find a "national Prom Queen."

Publisher Ben Bloom has moved to new quarters in the Brill Building. . . . Connie Boswell opens at the Jung Hotel, New Orleans, on November 14 for two weeks. She then moves on to the Chase Hotel in St. Louis for a December 5 opening. . . . It's a daughter for Betty and Herb Hendler. Named Carl Christian, she checked in at 7 pounds 3 ounces on Monday (6). . . . Art Mooney and his ork open at the Meadowbrook for three weeks on October 17, after which the ork goes on a two-month tour with Dagmar. Mooney and three band members have just returned from a deejay tour pushing the ork's new disk, "Up the Lazy River."

London Records' Lee Harrison and Walt Maguire on an extended deejay tour promoting Vera Lyman's new waxing of "Yours" and Mantovani's "La Campanella."

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## Carl Fischer Moves All Retail Biz Upown

NEW YORK, Oct. 11.—Carl Fischer, Inc., has centralized its retail business with the transfer of its Cooper Square retail store to its modern uptown store at 165 W. 57th Street. The Cooper Square store was closed October 9. The space will be devoted to the expanding needs of the firm's wholesale business. The firm's publishing headquarters remain at the Cooper Square building. The Cooper Square building had housed the main retail store for about 40 years.

## Philadelphia

Theater musicians who used to hire substitutes to work in the pit for them on the nights they took outside jobs, are barred from continuing the practice in the new two-year contract signed by Local 77, AFM, with the Shubert legitimate theaters here. . . . Dave Kantor, with Edith Lil for the vocals, ushers in a series of Saturday night dances at Paramount Ballroom. . . . Pat Cameron, Atlantic City canny, who makes her record bow on "Give, Give, Give," first times it in town at the Latin Casino for the October 30 week. . . . Jack Harvey, WCAM deejay, provides the Wednesday night music at the Starlight Ballroom across the river in Camden, N. J. . . . Earl Hummel returns his music-making to the Fort Side Inn in suburban Whitmarsh, Pa.

## Cincinnati

The Savoir Faires, local quintet which appeared recently on the Arthur Godfrey TV show, are still in New York on an audition safari. Managed by Kay Wilkeson and Pete Rasmussen, the mixed five-piece is handled locally by Art Dahlin. Members are all from the Cincinnati College of Music. . . . Milton E. Cornelius, personal manager for thrush Ellen Surton, was in town this week contacting disk jocks and distributors, building good will for his singer and creating interest in her latest waxing, "Then I'll Know," a ballad. Cornelius, who left Hollywood October 16, is covering the territory thoroughly as far as New York, and plans to be back on the West Coast by Thanksgiving.

## Armstrong Wows Swedes in Oct. 11

COPENHAGEN, Oct. 11.—Louis Armstrong, with vocalist Vera Middleton and a five-piece ork, drew four packed houses at four concerts presented in the big K. B. Hall on Monday and Tuesday (29-30). All 18,000 tickets for the four presentations were sold out in advance at prices ranging from 35 cents, for standing room, to \$1.50 for the best seats. The total take was estimated at \$14,500. Concert booker L. Biecher-Hansen, who fared badly with Lena Horne and Bob Hope bookings at this hall, did okay on this one. . . . Like U. S.

Audiences at all four concerts were comprised largely of rabid jazz fans who reacted in much the same fashion as similar crowds in America. Armstrong was in his element, and he and his combo went all out to give the fans what they came to hear.

Armstrong and his unit opened at the Filkrets Parks in Eskilstuna, Sweden, on Saturday (27) and hopped to Vasteras for a second show the same day. After playing Copenhagen, the unit jumped to Gothenburg, Sweden, to play in the big Lorensberg Circus arena on Wednesday (1), followed by a concert in Bromma, on Thursday (2) and a concert in theoyal Hall, at Stockholm, on Saturday (4).

## Special Song Penned For UN Day Ball in DC

WASHINGTON, Oct. 11.—Special United Nations Day song has been written for the UN Day Ball to be staged here October 24. The song, a waltz, will be premiered as a highlight of the ball, which will also feature foreign songs, exotic dances and lively decorations, including a huge globe of the world which will take eight men to move. The ball, to be staged in the Statler Hotel with a parade of UN flags as opener, will be one of a number to be held throughout the nation to mark UN Day as an international holiday, with the proceeds from the affair to be used to send CARE packages thruout the world as UN Day gifts from the U. S.

The UN ball committee in the capitol includes a number of TV, radio and other amusement industry people. Among these are Melvin D. Hildreth, Orville Crauch, Joseph D. Kaufman and Mrs. Raymond Clapper. Mrs. Clapper is general vice-chairman and Mrs. Oscar Chapman, wife of the secretary of interior.

## Mesners Invade Longhair Field

HOLLYWOOD, Oct. 11.—Leo and Eddie Mesner, of Aladdin and Intro, branch into the longhair field next week with the first release of three LP's on Orfeo label. Release will include two 12-inch LP's, "Piano Etudes," by Chopin, performed by Leah Effenbach, young concert pianist who has been traveling the concert circuit since her teens, and Schubert's "Tragic Symphony" by the Mozartean Orchestra of Salzburg under the baton of Wolfgang Flessing. The 10-inch LP will be "Six Gypsy Pictures" by Murray Korda and his gypsy orchestra. The 12-inch LP's will go for \$5.45, while the 10-inch series will sell for \$4.

Mesner is lining up a new set of distributors to handle the classical label.

## Black Pulls Booking Coup

CHICAGO, Oct. 11.—Bill Black, of McConkey Artists Corporation here, pulled the booking coup of the week by signing Rudy Verdabar, of the Oh Henry Ballroom in near-by Willow Springs, to contracts for the next 17 weeks.

Normally a Music Corporation of America spot Black's deal calls for Jimmy Featherstone opening October 29 for five weeks with Leo Freepor following for three on December 3 and Roy Pearl coming in December 23 for nine weeks. It's Featherstone's first engagement under the McConkey banner.

## Court Withholds Union Wage Hike

ATLANTIC CITY, Oct. 11.—An injunction restraining Local No. 661, American Federation of Musicians, from enforcing new wage scales for the orchestra at the beach-front Shelburne Hotel was sought before Superior Court Judge Vincent S. Haneman, who ordered the pay hike held up pending a final hearing on the action December 2. Judge Haneman acted after Philip Monheit, counsel for the Kend Company, Inc., operating the hotel, and Emanuel Hurst, attorney for the musicians' union, were unable to agree on a stipulation of the facts.

According to the complaint, the hotel company is seeking to prevent the union from establishing increased wage rates for Eddie Bradd and his band arising from and amendment to the union by-laws which re-classified compensation provisions.

The Bradd band, a local outfit, was first engaged on February 10, 1951, and continued under successive contracts at wage rates varying from \$85 to \$95 a week, dependent on the length of the contract. The last contract expired on June 15 of this year, but before that the union applied for and was granted wage boosts by the Wage Stabilization Board to from \$90 to \$107 weekly.

Subsequently, the union amended its by-laws and re-classified employment standards whereby separate contracts for playing in different rooms in the hotel were required, which had the effect of boosting the wage range from \$116 to \$146 per man per week.

It is charged by the Shelburne Hotel that the union, in attempting to secure such a wage boost for the same work previously done, violates the Defense Production Act of 1950 and regulations of the Wage Stabilization Board.

## Coast ASCAP's To Hold Meeting

NEW YORK, Oct. 11.—West Coast membership of the American Society of Composers, Authors and Publishers holds its semi-annual meeting Wednesday (15) at the Beverly Wilshire Hotel, Hollywood.

Otto Harbach, ASCAP president; George Hoffman, comptroller, and Irving Caesar, of the executive committee, left New York late this week to attend. The Coast meeting is held one month in advance of the general membership meeting, which is held in New York.

NEWS NUGGETS

Seattle Plans New Seats; Canadian Arenas Completed

SEATTLE, Oct. 11.—A fund of \$18,000 is expected to be available at once for installation of a new floor and new seating at Civic Auditorium here. They will replace the present chairs on a level surface. Plans call for the new seats to be in use for events booked for late this year.

ALBERTA TOWNS PLAN ARENA OPENINGS...

RED DEER, Alta.—Plans are being mapped for the opening of the city's new \$175,000 arena in November. Opening event may be an ice show. It was reported. At Barrhead, Alta., a new arena and agricultural building will be opened soon with an ice carnival.

BALLET, ECKSTINE SET AT ST. LOUIS...

ST. LOUIS.—Entertainment Enterprises will have "El Greco" ballet at the Kiel Auditorium here Tuesday and Wednesday (14-15). Norman Granz will promote a Billy Eckstine appearance on Friday (17). Jazz at the Philharmonic played the building October 4.

WAYNE KING BOOKED AT FT. WORTH AUD...

FORT WORTH.—The Wayne King Show will play the Will Rogers Memorial Auditorium here October 26, with Leon Levens as the promoter. W. B. Nowlin will have one of his "Battle of Songs" events in the building Saturday (18). It was

announced by Manager E. M. Race.

ONTARIO MANAGERS TO ELECT OFFICERS...

OAKVILLE, Ont.—Members of the Ontario Arena Managers Association will elect officers for the coming year at the monthly meeting scheduled for Sunday (19). Larry O'Brien, manager of the Oakville Arena, will be host member.

VANCOUVER BUILDING WINS 3 BELLOUTS...

VANCOUVER, B. C.—Elsa Lancaster in "Private Music Hall" was a sellout at Georgia Auditorium here Wednesday (1). Scottish Concert Party, featuring comic Alec Finlay, sold out three performances Friday and Saturday (3-4). Lionel Hampton and his Revue is booked for Monday (13).

Burnette to Tour Canadian Arenas

PHILADELPHIA, Oct. 11.—Canadian tour of arenas and auditoriums by Smiley Burnette, Western screen comedian, is being arranged by the Jolly Joyce Theatrical Agency with offices here and in New York. Lucky Steele and His Trail Riders are assisting Burnette for the one-night stands.

The tour takes in the New Brunswick and Nova Scotia territories, starting Monday (20) in St. John, N. B.

FOLK TALENT AND TUNES

Continued from page 42

ing out of Carlisbad, N. M., with his own band.

Zeke Clements, WDSU, WDSU-TV, New Orleans, reports that he is guesting on the Kate Smith TV-er October 22 and is also set for the Dave Garroway NBC-TV show during the same week. He is still doing his d.j. show on radio daily as the promoter. W. B. Nowlin will have one of his "Battle of Songs" events in the building Saturday (18). It was

announced by Manager E. M. Race.

PROMOTERS

Get on our Mailing List. Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. Please state the date and type of event or at least one which you have promoted in the past, specify whether or not you wish financially responsible or secured responsible underwriting. Write Arena-Auditorium Dept., The Billboard, 188 W. Randolph St., Chicago 1, Ill.



Lady! you don't have to tell your age!

You can just say "over 21"! That's all the officials have to know about your age when you register. Tell all your friends this little secret—your don't have to tell your exact age! Easy, isn't it? But so is everything else about registering. If you have any questions about the WHEN, WHERE and HOW of it, simply call your office in charge of elections, your City Hall or County Court House.

SCORE TIED IN 2D HALF

DETROIT, Oct. 11.—C. W. Van Lopik, not one to be caught without a quick retort, was ready when a telephone caller asked about using the Masonic Temple Auditorium here.

"Do you rent to Democrats?" quipped the caller. Van Lopik said he did and the telephone caller said "Mr. Douglas" would speak. "Didn't he debate with Lincoln?" asked Van Lopik. "Oh no, he's the senator from Illinois," was the unimpressed reply.

'Biggest' Fills Atlanta Aud; Menuhin Set

ATLANTA, Oct. 11.—"The Biggest Show of '52," with Stan Kenton, Matt King Cole and Sarah Vaughan, played to sellout business at the City Auditorium here recently. Louis Jordan followed up with an appearance Thursday (2). Both events were promoted by B. B. Beamon. Herman Nash promoted another of his gospel sing series in the building Sunday (12).

Building Manager H. H. Niebrugge reported Yehudi Menuhin, violinist, is scheduled for Monday (13). Auto dealer showings are set for October 22-23-24. Danish State Symphony Orchestra will present a concert on October 23. Wally Fowler's All-Night Sing will be October 25.

Sports Car Show Set for New York

NEW YORK, Oct. 11.—Second Annual International Motor Sports Show will be held at Grand Central Palace here April 4-12. Herb Shriner, sponsor, announces Charles Sifnow, president of the National Hardware Show, has been appointed general manager.

The event, which last year drew 120,000 people, is shooting for a crowd of 200,000. Sports, antique, racing, custom built and many other classifications will be exhibited.

Dramatic & Musical Routes

- Boris & Yori: (Royal Alexander) Toronto
Book & Candle: (Grassy) San Francisco
Biggest Show of '52: (R.P.I. Field House) Troy, N. Y.
Buckley: (Prestis Philadelphia) Call Me Madam: (American) St. Louis
Climate in Eden: (National) Washington
Cousins: (L. B. Theatrical) Chicago
Country Girl: (Billboard) Los Angeles
Gentlemen Prefer Blondes: (Court Square) Springfield, Mass.
Hi: (Metropolitan) Providence, R. I.
Hollywood Varieties: (Junction City, Ore. 17-18)
Royal 21: (Bozard) Grand 24: Orant Pass 25
I Am a Camera: (Marion) Chicago
Jans: (Colonial) Boston
Mr. Roberts: (Auditorium) Rochester, N. Y.
Rendezvous: (Grassy) St. Paul
Rocky: (Patent South Bend, Ind. 18)
The Boys: (Municipal) Boston
The Great Escape: (Playhouse) Wilmington, Del.
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Ice Shows

Hollywood Ice Revue: Indianapolis 13-28
Ice Circus of 1952: (The Arcus) Philadelphia, Pa. Nov. 1
Ice Follies of 1952: (The Arava) Chicago, Ill. Nov. 4
Skating Vanities-Oleas & Johnsons: (The Arcus) Milwaukee 14-19; (The Olympia) Detroit 21-24

Sonja, Wirtz Icers Start Day-Date Runs; More Clashes Seen

Henie Books Washington, Detroit Against 'Follies,' 'Holiday' Dates

INDIANAPOLIS, Oct. 11.—Turbulence of the new ice show season shifted into high this week as the Arthur Wirtz "Hollywood Ice Revue" and Sonja Henie's own icer played day and date here. It was believed to be the first time two major ice shows played a town simultaneously.

Both aggregations reported optimistically on their business. Sonja Henie will play the 8,000-seat Butler Field House thru October 18. The Wirtz show, with Barbara Ann Scott, opened in mid-week and continues thru October 26 at the Wirtz-controlled Coliseum.

Subsequent rounds in the battle of the icers were shaping up at Washington and Detroit. The Sonja show moves to the National Guard Armory, Washington, for October 29 thru November 9. This puts her in ahead of the Shipstads and Johnson "Ice Follies," which plays Washington's Uline Auditorium starting November 18. Henie also slipped in ahead of the "Follies" at Denver and Chicago.

From Washington the Henie show hops to the State Fair Coliseum, Detroit, for a November 14-20 run. On the next day, December 1, "Holiday on Ice" is scheduled to open for a week at the Masonic Temple Auditorium, Detroit. Auditorium manager C. W. Van Lopik had no comment on a Detroit rumor that "Holiday" was considering cancellation.

In Indianapolis before the Wirtz show moved in, Sonja Henie had a Saturday (4) sellout and played to near-capacity audiences on three other nights. Some other performances drew about three-quarters, it was reported.

Thursday (9), when the two shows first clashed directly, each had a half-house or better. Both Tom King, of the Wirtz show, and Herb Carlin, of the Sonja show, anticipated strong weekend business.

King said he was "delighted" with "Hollywood's" opening. The show was sold to RCA Victor employees for a preview Wednesday (8), and critics also attended that night. This puts reviews in the papers prior to the public opening on Thursday, and resullted, King said, in a stronger opening night than in 1951. He said it also was stronger than the 1950 opening.

Carlin said the Henie show was not selling out, but that it was building. Advance sales have been good, he stated, and Friday (10) gave the best business of the week, even before window sales began. Credits have been "better than expected," Carlin declared.

King said that thru Friday Wirtz advance sales were equal with last year's. He predicted sellouts for the week-end. Sonja Henie moves to the Reynolds Coliseum at Raleigh, N. C., for October 20-26.

'Paris '90' Contracts 21 Auditorium Dates

TORONTO, Oct. 11.—Cornelia Skinner's "Paris '90" will use auditoriums for 21 of its 56 stands this season. The show came here for a six-day engagement ending Thursday (2), after a day in Schenectady, N. Y., and six days at Montreal.

First of the auditorium engagements will be at the Norfolk Municipal Auditorium, October 28. Others will include Newark, O., Auditorium, October 29; Indiana University Auditorium, Bloomington, October 30; Memorial Auditorium, Louisville, November 8; Memphis Auditorium, November 7-8; Ryman Auditorium, Nashville, November 10; Chattanooga Auditorium, November 11 and Murphy Auditorium, Mobile, Ala., November 15.

Whether the show's Fort Worth engagement is in the Will Rogers Auditorium or a theater has not been decided. Auditorium dates set for December thru the April closing include Municipal Auditorium, Oklahoma City; Auditorium, Topeka, Kan.; KRNT Radio Theater, Des Moines; Municipal Auditorium, Pueblo, Colo.; Auditorium, Denver; San Diego, Calif. City Auditorium, Pasadena, Calif.; Memorial Auditorium, Fresno, Calif.; high school auditorium, Sacramento; college

auditorium, Missoula, Mont.; Civic Centre, Great Falls, Mont., and Municipal Auditorium, St. Paul. Other engagements will be in theaters.

Sam Stratton is agent for the unit.

Rodeo Ticket Sales Up 25%

NEW YORK, Oct. 11.—Ticket sales at the World's Championship Rodeo at Madison Square Garden are running from 25 to 30 per cent ahead of 1951, according to Frank Moore, rodeo manager. In its third week, the rodeo closes October 19.

Tuesday (14) afternoon, 15,000 underprivileged children will witness a free performance. Last Wednesday (8), 2,000 patients at Bellevue Hospital witnessed a show by rodeo performers on the hospital grounds.

A special holiday matinee is set for Monday (13).

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entry in the contest must be accompanied by a tape or disk recording. Judges will screen the applicants and for the finals on December 5, 10 units will battle it out musically. Paul Whiteman will emcee the proceedings and from 11:30 p.m. to 1 a.m., the final judging will be televised by WFIL-TV with an applause meter for the final counting. Arrangements have been made with RCA-Victor to record the winning band. Admission for the promotion is tagged at \$1.50 including tax with special sections reserved for schools and organizations coming down in groups to hype the applause meter count.

Help us build a list of promoters who are capable of property promoting and underwriting attractions in your building. The increased availability of large attractions and package shows hinges upon the number and quality of local promoters. That is why it will be to your advantage to add the names of the promoters to our territory. Write: Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Illinois.

# Hocus-Pocus

By BILL SACHS

JAY PALMER and Doreen have been showing in Europe for U. S. Air Force Special Service the last three months and are slated to play England before returning to the States. They flew to Geneva, Switzerland, to spend a day at the recent International Magic Congress. Jay, in a communication to the Magic Desk, still insists, and he's serious about it, that he will make a trip to the moon by space ship under sponsorship of the British Interplanetary Society, of which he is the sole magician member. "Special passports are being arranged by the BIS," Palmer writes, "and I will have made up a special full-dress suit for the trip. It will be made of bicycle chains (flexible). I also will serve cocktails from my Magic Kettle just before the take-off. I will not even come back for boxes. This is all true and should make a good story for you. I will also conduct a series of experiments next season at a Blackpool, England, theater as a sort of a promotion for the trip to the moon. I will offer an experiment of a magical nature with the aid of a rarified air intensifier, and the space ship will be on display in the lobby of the theater." ... Magicians continue to play an active part in the operation of the American Guild of Variety Artists. Recent elections put Jack Gwynne and Russell Swann on the org's national board. ... George Schindler, Brooklyn's anemic jester-magician, continues to ply his wares in Long Island clubs, his most recent stop-off being Club Jericho in Mineola. ... Frank Garcia and Jackie Fasso are reported to have gotten off to a flying start with their new magic show in the Hotel McAlpin, New York. ... Harry Lorraine did a kiddie TV-er over the network from a New York station recently, and the same week Dominique, New York's French sensation, guested on another network, pulling the oobas

and abhs with his outstanding card manipulations. ... ROBERT PARRISH, author-magician, passes on to us a yarn about George Boston, a sequel to an item which appeared in this column of September 20 re Joe Dunninger's assignment as technical adviser on the "Houdini" flicker. Parrish reports that Boston was reluctant to approach George Pal, director of the film, for a job on the Paramount lot because of Dunninger's prior claim. However, at the urging of friends, Boston made an appointment to see Pal. When he walked into the director's office, Pal was reading the Boston-Parrish book "Inside Magic!" And Boston was put on the pay roll then and there to teach Tony Curtis, who plays the Houdini role, the how-to of hocus-pocusing. Parrish, incidentally, is putting the finishing touches to (Continued on page 54)

# Extra Added

Continued from page 22

be entertaining U. S. Forces. ... Archie promises to be England's top comedian. The deal was put thru by Harry Lowe in arrangement with Lew and Leslie Gardé. ... It is reported that Charles Chaplin has been approached informally to appear in the Royal Variety Performance at the London Palladium on November 3. He said he "would move heaven and earth" to attend, if officially invited, altho he would, be engaged in Paris on that date. ... Ben Lyon was admitted to the London Clinic last Friday. A late report said that he had undergone an operation. ... All Americans and American entertainers find their way to Al Burnett's Stork Club, which is now the only club doing business in London, also the only one run on the American style.

# Burlesque Bits

By UNO

Lonnie Young, who did not join Raven's package show at the Danbury (Conn.) Fair, is at the Swing Club, Rochester, N. Y., after five weeks' layoff due to a fractured elbow and right hand and three broken ribs as the result of a fall at her country home. ... Death of Billy (Scratch) Wallace, 73, on September 29 at his Philadelphia home from double pneumonia removed another old line comic from burly. Survivors are a wife who was Nancy Moran on stage, and a son, Billy. Burial was in a Darby, N. J. military cemetery. Wallace was a veteran of the Spanish-American War. ... Jay Dolen directed, produced and completed the first of the "Captain Banner" series on film for TV for Seacrest Productions, Inc., for which Hal Gould, Jr. is public relations manager. Several big sponsors are bidding for the entire quota of 52 pictures. Irving Harmon, Lou Denny and Princess Dornay were the openers at the Gayety, Detroit, October 9. ... Low Isaacs and George Young from Cleveland were New York visitors to see the World Series. ... Ann Arbor and Gay Dawn annexed full-page pic space in Last magazine, October issue. ... Lou Karns, actor vaude act, was an added attraction at the Folly, Kansas City, Mo., week of September 28 and at the Fox, Indianapolis, October 2, thru Jack Montgomery. Starting October 9, Karns bows for three weeks at the Faust Club, Peoria, Ill. ... Lois West is back on the circuits after eight years in niteries in and out of Boston. Her last club there was the Sea Breeze at Nantasket Beach, Mass. ... Bobby (Solberg) Ray opens at the Last Chance Club, Anchorage, Alaska, on October 20 for eight weeks. ... Bonnie, formerly Blue, Belle left the Casanova Club, Buffalo, after eight weeks for the Glass Bar, Rochester, where she remains two weeks and moves to the Turf Inn, Troy, N. Y., for another fortnight. ... Jordan Dearoff is mourning the death of his wife, Lola Daniels, who died from a heart attack September 29. Miss Daniels was one of Gertrude Hayes' original "Briektops," with Barney Gerard's "Follies of the Day" on the Columbia wheel. Jordan was the show's electrician. Also grieving is Mabel Barr Erickson who was with the "Follies," her first show, 32 years ago. ... Crystal Ames replaced Yvette Dare at the Holiday, New York.

as a feature in Michael Reese's "Capers".... Jack Croy, straight man, is making a reappearance on the circuits after five years of comedy-emcee bookings in Texas niteries thru Dick Leonard. His wife, Janita, is playing club dates in Dallas and living in the family trailer.... Downton Theater, San Francisco, a burly house operated by Jack Blumenfeld and Irving Ackerman since April 18, shuttered to be razed and replaced by a garage and parking lot.... Al Bedell and Tanya Garth, with Ben Victor and Pat King, comprise most of the talent in the show presented by Freddie Bearben at the Ambassador Club, Anchorage.... Joseph Ellul, owner of the Empress, Detroit, is moving his base of operations back to his winter home in Hollywood, Fla., with Frank Crown remaining as manager of the house.... Cleo

# Insurance Under Welfare

Continued from page 22

of the original \$1 were tough, they would become still tougher when the payers of the buck discovered that the figure AGVA was paying was based on a 40-cent minimum. All the warnings of danger ahead were waved aside by a triumvirate consisting of Dewey Barto, past AGVA head; Georgic Price, defeated AGVA prey, and Margie Coate, welfare department head. ... 180-Day Cancellation The actual Lloyd's policy originally called for a 90-day cancellation clause. It was later increased to a 180-day cancellation clause for a three-year term. Under this plan AGVA will buy the insurance itself and be responsible for payment of premiums. It plans to continue collecting \$1 per performer per performance on casual dates, \$2.50 on weekly jobs in the variety field and \$3.50 per performer in all outdoor, roller skating, ice skating and swimming shows. ... As AGVA collects the dough it will pay the premium, keep aside a portion for administration and put the rest into building a welfare fund. Lawyers said that there was no indication of what the expenses would be. In fact, they pleaded that the board was charging in, in the face of certain facts. Nevertheless, the board okayed the plan. In fact, where the lawyers advice was in variance with board members' preconceived notions, the board members all became lawyers and spent hours "quoting the law."

head the enlarged department, angrily retorted that there was a feeling "in the air that there's something wrong with the way I run the welfare fund." Everybody denied such intent. Not only were the lawyers now regarded with suspicion, but Rex Weber became an outcast. To close it out, a committee was appointed by acting chairman Manny Tyler (who incidentally later asked for and got a job from AGVA) to further explore the welfare plan set-up.

# Desert Inn

Continued from page 21

larly timely, was cute enough to rate an encore as a Southern Belle and her reaction to Southern gentlemen. ... Sherry Britton Striptease Sherry Britton walked on with a tong on her lips, and walked off with not much else. The gal has beautiful hair. The Visionaires, three fellows and a girl, are placed mid-way in the show, with three well-placed vocal numbers, not too sensational, and walked off to a good hand. Bobby Sargent followed with some clever patter, one dialect routine, a Groucho Marx impersonation, and closed with an Army bit that seemed a little tired. ... Back came Sherry, dragging in Slapiss Maxie to help maul Shakespeare's "Romeo and Juliet." The routine would have died, but for the cleverly placed hecklers in the audience. Slapiss and Sherry did liven things up with references to Mr. Rosenbloom's sometime flatfoot prowess. Raul and Eva Reyes were in the closing slot, and exhibited a lot of contortions, but very little real dancing. The gal has wonderful muscular control, and the routine, to her advantage, spots several pseudo Latin American numbers, winding up with a glass of water balanced on her head while doing a fast rumba. ... Mass Strip The finale was mass strip by chorines, while acts were called on to receive their diplomas and take a final bow. The show was notable for the fast pace which faltered only during the "Romeo and Juliet" scene. Audience reaction was excellent, and the package is good entertainment for those who like family type burlesque. ... At present, the show is being pared down to time, and should be quite successful during the present stint. The Carlton Hayes ork, as usual, cut a fine show. It also plays for Mellos' dancing. ... Bob Baker.

# Ka-See's, Toledo

Continued from page 21

this reporter has seen in many a moon. With a break or two Rogers could be a fine bet for a more intimate medium such as television. He seldom moves from center stage—something of an asset in such spots as this—and always appears to have the crowd with him right up to the end. Rogers is booked for a two-week stand and will doubtless get top billing in the second week. Show was cut by Jimmy Harry's ork (4), probably one of the finest little show bands heard in a long time. Not even Stem customers will hear a more expertly cut show. ... Jack Ellis.

# Chez Paree Redecorates

CHICAGO, Oct. 11.—The Chez Paree here will close December 4-28 while a \$150,000 redecorating and refurbishing program is completed. Parties move in immediately upon the wind-up of the club's 20th anniversary show which opens November 14 with Sophie Tucker as the headliner. It will be the first time the spot has been dark since August, 1939, when the last face-lifting took place. ... Jack Eigen's "Chez Show" will continue during the shutdown, however, with the celebrity interviews, telephone bouts, etc., originating in the WMAQ studios here instead of the Chicago lounge.

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**El Mambo**  
Continued from page 21  
her abdomen; Spanish dancers Juan Luis and Leonor, and Po Tico, the band vocalist. Ledouk and Elena are making their U.S. debuts, and the big mitts they prospect up indicate a prosperous American future. Caio's outfit, however, copped the lion's share of the applause. But, oh, that "Rhaphody in Blue!"  
Herb Rau.

**Palace, New York**  
Continued from page 21  
the-mill. The wind-up act features someone named Joe Novelle and a half-dozen Dalmatian dogs. This reporter wonders how Dan Friendly came to book it. The pic is "My Wife's Best Friend."  
Bob Francis.

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## Roadshow Rep

**ALBERT GERRY** is promoting amateur shows in the Roanoke, Va., area. Mr. and Mrs. Thomas Teros will have a school show of the small animal type in Eastern Oregon and are readying for their opening in Eugene. "I was pleased to read of the success of some platform workers," writes L. L. Carney from Bend, Ore. "I can report only a fair summer, but the intense heat was mostly to blame for the falling off in business. Met an old-timer, Glenn Meads, at Canyon City and he was doing okay with a solo show outdoors. He's a former agent for one-day stand roadshows. He gives a hypnotic show now and when I asked him how he got into that end of the business he said: "I was on the advance with Lew Morrison, who was playing "Faust" on one-day stands and we closed our season earlier than we expected. Clifford O'Brien and I took out on a one-nighter in Pennsylvania. We fixed up a hypnotic-mystery show, hoping to build up our funds and get back to Boston. That's exactly what happened because I struck some good business. With O'Brien's wife we made up a three-cast show. After we were out about two months O'Brien received word that some of his folks had passed away and that he had some money coming to him. We closed the show and from that time on I fooled more or less with hypnotism."

**GAIL CASSIDY**, who has had puppet and 16mm. shows in the past, is putting on amateur productions in Southern Vermont. He's using E. F. Hannan's "Uncle Josh" as a feature. . . . Doc H. N. Kimble will be out again with his health show. He plans to play small towns for sponsors. Kimble is readying his unit in Fort Worth after a summer of outdoor dates.

## Drivin' 'Round the Drive-Ins

**A. N. NICKERSON** is moving toward California, where he plans to put in most of the winter. He will take on some school dates on the way. His son, Donald, will remain in Salt Lake City to attend school. Nickerson reports a good summer with his trailer-variety show. "The Salt Lake City area offers little for small shows, but the small towns of Utah are good patrons," Nickerson says. "They are easy to please and good buyers of small merchandise. I made several celebrations and did well in the smaller spots. At Richfield, Utah, I met members of the Gerry Family Show and caught part of their show at a dine-dance spot. They also are moving toward California. From Laconia, N. H., Arthur Feldson reports fair business at camp and hotel spots in the mountain sector of New Hampshire. Feldson also made several fairs to good returns. He has a one-man show and will move into Canada soon. "I can get by with a full evening show of the solo variety or I can work in some music or promote a bit on the dance side," Feldson advises. "The show-dance is a bit rough to do steadily."

**WADE ALLEN**, long-time partner in the Fine Arts Theater, Detroit, is starting immediate construction of an as yet untitled 1,000-car capacity drive-in theater in Phoenix, Ariz., where he has real estate interests. Adolph and Irving Goldberg and Charles A. Komer, of Community Theaters, which operates the Bel-Air Drive-In Theater, Detroit, will be hosts to what is believed to be the first on-the-spot clinic on drive-ins ever held by a theater organization October 22. Attendees at the convention of Allied Theaters of Michigan, who will meet in a downtown Detroit hotel, will be taken by chartered bus to the Bel-Air for

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"I'm always interested in roadshow and tent show news, and some years ago when I was a drug salesman in Iowa that I met the Raymond Stock Company, which was managed by Raymond Ketchum," pens Ralph Davidson from Denver. "At Ida Grove, Ia., I caught the whole week's bills. The show featured "Lena Rivers" and the cast did well. Frankie Ferns was leading lady and Mrs. Margaret Ketchum was an important member of the troupe. Are any of these people in show business now?" . . . N. J. Simons is promoting amateur productions around Glens Falls, N. Y. . . . A. N. Hanson, magician and hypnotist, advises from Klamath Falls, Ore., that he'll be busy all winter at dates that he has played in previous years. He makes some school shows in addition to his regular dates.

**V. H. TORRANCE** is in Lone Oak, Tex., following a good summer playing celebrations. Torrance will go into school show appearances with a small animal act that Mrs. Torrance works. He will carry on with music and chalk talks. . . . Charles Ostrander writes from Concord, N. C., that he caught four tent minstrels in his travels the past summer and that all seemed to please. However, on the days he saw them, they had only fair business, he says. "There is either a scarcity of good musicians or they don't cotton to the traveling life as all four of the shows reported a lack of a good musical count," Ostrander says. He makes his home in Biloxi, Miss., but tours the South for a Memphis firm and is a constant roadshow fan. . . . Herbert Jackson, with headquarters in Sedalia, Mo., wants to know if any of the members of the Hatcher Players are still active.

a panel discussion led by Ted Rogvov, theatrical architect, and specialists in drive-in construction and operation, including a sound man, landscape architect, plumber and concessionaire. The session is open to all exhibitors in the area interested in drive-ins, reports Ernest T. Conlon, executive secretary of Allied Theaters.

**A CAPACITY** crowd was on hand for the September 24 opening of a new drive-in theater on Highway 1 south of the city limits of Fairfield, Ia. R. A. Dunneuk, theater manager, said cars filled the theater for both shows. The drive-in, which accommodates 300 cars opened six weeks from the date when construction work began. The theater boasts all new equipment and is said to have the largest screen in use in the State. The theater will offer four programs a week. Guests at the opening included Nate Sandler, president of Theater Enterprises, Inc., Des Moines. . . . Manager William Daugherty, of the Torrington (Conn.) Drive-In, recently offered free passes to persons donating a pint of blood to the Red Cross regional bloodmobile visit.

**THE** first prosecution of a drive-in theater under the Lord's Day Law of Canada occurred at Kentville, N. S., recently. Case was instituted by the Nova Scotia attorney general against Don Hill, operator of a drive-in at Kingsport, N. S., the past two seasons, for allegedly operating on Sundays. A decision in the case was reserved pending legal argument for the prosecution and defense. . . . Franklin & Herschorn Company, St. John, N. B., which opened three drive-ins in the maritime provinces the past summer, is planning a fourth spot for next season. Construction work is expected to get under way soon. . . . Satisfactory progress is reported for the 300-car capacity drive-in theater being built for E. Balish near Lockport, N. S. . . . S. McLeod has been named manager of the Midway Drive-In Theater on Cape Breton Island.

## Griffiths Prep New Skatery In Chillicothe

**CHILLICOTHE, O., Oct. 11.**—The Griffith brothers, Virgil and Lester, of Washington Court House, O., expect to open their Skate-Away Roller Rink here on or about December 1. The new rink will feature a soundproof floor.

Constructed of concrete block, the building measures 145 by 105 feet. Approximately 12,000 square feet of skating floor will accommodate about 500 persons. Virgil Griffith has built two other rinks in other Ohio cities, which he operated on a partnership basis. He recently sold his interests in them to center his whole attention on the Chillicothe rink.

Located west of the city on Route 50, Skate-Away will have no parking problem. The Griffiths have provided a large parking lot. The skating floor consists of an under-flooring of cement, a layer of soundproofing material and a double wooden floor. The maple top is so wrought that the boards follow the circle of the floor.

The Griffith plan to provide a professional to teach skating once a week, probably on Wednesday evening, one hour before the 7:45 to 10:45 skating session opens. The rink will be in operation on Tuesday, Wednesday, Friday, Saturday and Sunday evenings. Music for skating will be on tape. A refreshment stand will offer the usual snacks.

Chillicothe, which lies in the northern section of the projected Pike County atomic plant area, should be a receptive host to the Griffith brothers in their Skate-Away project. Prospects are that it will be a highly successful venture as the Waverly plant gets under way.

## Deny Thomas Moyle's Philly Application

**PHILADELPHIA, Oct. 11.**—The application of Thomas Moyle to operate a combination outdoor dance hall, roller rink and amusement park at 6420 Frankford Avenue was turned down by the city Zoning Commission. A couple of hundred residents in the area opposed Moyle's application, one of them saying it would be a "noisy joint, operating seven days a week and a bad influence to teenagers."

Moyle denied this and said he intended to operate in an unobjectionable manner. He presently operates a rink on the site. Zoning board members visited the site before making their decision.

## McCoy Popular

**OMAHA, Neb., Oct. 11.**—Altho only 19 years old, Bill McCoy, who is back again as organist at West Farnum Roller Rink here, is an accomplished musician who is meeting with the favor of rink patrons, according to Jack L. Browne, rink professional. McCoy, who is majoring in music at Omaha University, has a repertoire of about 1,500 songs, said Browne, and has rejected several night club offers so that he may continue his studies.

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## NIGHT OF CHAMPS

### Arena Affair Intros New Parent-Management Group

**DETROIT, Oct. 11.**—The Night of Champions, designed to present the many top award winners from Arena Gardens Skating Club, drew a fine turnout of spectators and skaters Wednesday (8) at the Arena. Rink managers Fred A. Martin and Earl King were hosts, with Martin acting as emcee.

A special feature was introduction of officers of a new Parent-Management Committee, set up to co-ordinate and guide activities and interests of skaters and those associated with the rink. Modeled to some extent after the Parent-Teachers Association found in schools, this innovation is expected to create significant beneficial changes in relations between rink management, skaters and parents.

A number of distinguished guests were present, including Acting Mayor Mary Beck, Detroit, and State Representative John Beck. Among skating figures attending were Harper and Min Spencer, Flint Park Roller-ade; Ted Tighe, Skateland, Ecorse; Walter Sutphen, owner of the former Varsity Gardens; Douglas Brenner, former leading man for "Skating Vanities"; Bert Bacon, old-time speed skater; Caven Hill, Hyde Shoe Company, and George Sioniger, Roller Derby Skate Company.

Highlight of the evening was a presentation of champions in brief demonstrations of their specialties in figure, free and dance skating with organist Russell Bice at the console. Opening event was a parade with a four-deck float bearing numerous trophies won by Arena champions, drawn around the rink by the Junior Skating Club.

## Godfrey Plans Return to Biz

**DETROIT, Oct. 11.**—Orville Godfrey, veteran Michigan roller rink operator, is planning to return to the business, and is currently prospecting for a rink in an undisclosed city.

Godfrey has been operating a small tandem fleet in Detroit recently. He formerly operated rinks at Edgewater Park, Walled Lake and Madison Gardens, Detroit, as well.

## Set Race Kick-Off For Southern AOW

**ELIZABETH, N. J., Oct. 11.**—Inter-rink racing in the American on Wheels Southern division, composed of National Arena, Washington; Alexandria (Va.) Arena and Bladensburg (Md.) Arena, kicks off October 18 at the Washington skatery, reports Jack Edwards, AOW director of speed. Edwards believes that the heavy enrollment for the Southern speed program is an indication of a good season in the South. Racing in the North tees off October 11 at Paterson (N. J.) Arena.

Appearing in addition to ensemble groups were all Arena rink champions—Nancy Kromis, senior American lady champion; Johnny Matejec, junior boys' singles champion; Gail Locke and Bill Pate Jr., senior pairs champions; Marilyn Adams, novice ladies' singles champion; Patsy Martino, runner-up in American meet; Beverly Cook, second place winner, intermediate ladies; Nancy Kromis and Johnny Matejec, intermediate pairs champions; Gail Locke, intermediate ladies' singles champion; Jim Miller, novice men's figures champion; Sandra Kryger, junior girls' figure champion; Carolyn Greene, novice ladies' figure champion; John Papadelli and Jimmy Bell, runners-up, junior speed; William Pate Jr., free style gold medalist, and Kromis, Locke, Matejec and Pate, fours senior champions.

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# London Dispatch

**BLOWELL—Mrs. Kathryn.**  
88, mother of Joan Blondell, stage and screen actress, October 8 in Hollywood. A former actress, she deceased late years in "Olive You My Husband" in 1946.

**CHRISTMAN—Richard.**  
35, known to radio as the Mr. Doubletalk, of the "Candid Camera" radio and television show, October 6 in New York. His widow and a daughter survive.

**CRAYFORD—Thomas J.**  
51, dean of Southern magicians and past president of the International Brotherhood of Magicians, at his home in Nashville, October 3, after a lengthy illness. He was also an editor of the "Linking Ring," IBM's monthly magick and author of numerous magick articles, born in Spring Hill, Tenn., in 1871. His interest in magick dated back to his boyhood. He had presented his act in the Nashville area for more than 60 years. Surviving are his widow, Hilda, burial in Nashville.

**DARLING—Nathan Dell.**  
74, former Erie County, Pennsylvania, commissioner and sheriff, and well known to circus executives who visited the town of Erie, October 1 at Erie County Jail and hearing of the arteries. He had been ill two years. A 73d degree Mason, he was a member of Keystone Lodge 445, Zeta Temple, the Erie Consistory, the Erie and Measenerchor. Survived by his widow, Kathryn; a son, Henry; and three brothers, Hunter and Archie, Coey, Pa., and James, Daytona Beach, Fla. Services, October 19, at General Cemetery. (Details in General Outdoor section.)

**DEAN—Rose.**  
Former actress, October 6 in Hollywood. She is survived by her husband, William Kent, former actor and lead director.

**DEWALDO—Waise.**  
88, veteran Crosby, Minn., holder of attractions for films and a performer in his own right, October 7 in Mirro's Hospital, Crosby. Following a stroke, in private life he was known as Waino O'Hara. He is survived by his widow, Hanna, and a brother in Montana. Services, October 19 at the Koop Funeral Home, Crosby. (Details in General Outdoor section.)

**DOYLE—James H.**  
85, owner of theaters in Boston suburbs of Newton, Waltham and South Boston, at his home in Boston, October 3, son and two daughters survive. Burial in Jamaica Plain, Mass.

**ENOS—Carla Violet.**  
Infant daughter of Phil and Doreen Enos, the King Bros.—Christian Church, one day after birth in Baptist Hospital, Columbia, S. C.

**FINIGAN—Joseph L.**  
41, owner of Marina Theater, St. Andrews, N. S., his home in that city recently following a three-day illness. His widow, one daughter, five brothers and three sisters survive. Burial in St. Andrews.

**GORELL—Ray.**  
52, prominent Detroit booking agent and orchestra leader, in that city, October 8 of a heart attack. He organized his own band at Jackson, Mich., about 1920 and went to Detroit in 1926. Leader of the Paramount Rhythmsters. He was also a pioneer radio artist in the Motor City with the famed "Red Apple Club." Later he became associated with Jean Goldkette in the booking business until that offer closed in 1934. On Oct. 12, 1942, Gorell and Mr. McElridge, another orchestra leader, formed the Delbridge & Gorell Orchestra & Entertainment, one of the largest independent booking offices in the Midwest. Deceased was former president of the Michigan Theatre Booking Agents Association and an honorary life member of the Optimists Club. Survived by his widow, Fred, and two daughters, Mrs. William O'Balloran, whose husband is associated with the Delbridge & Gorell office, and Mrs. John Freeman. Interment at Jackson, Mich.

**ORAT—Max.**  
80, former theatrical agent, October 8 in New York. Among his former clients were Eva Tausky and Max Pickford. At one time he operated the Jules Grau Opera Company on the road with his brother Jules. His father had been an opera impresario.

**GRAY—William.**  
56, viola player with the New York Philharmonic Symphony, October 18 in New York. He had appeared with his brothers in a quartet and had also been with the theater orchestra in Providence and at the Capitol, New York. His widow, father, four brothers and a sister survive.

**GRUBBS—Greenham.**  
85, owner and operator of the Little Vagabondia and the Traveling Room, well-known theaters in New Britain, Conn., suddenly in that city, October 4. He was the first to introduce European cuisine in that part of Connecticut and served in the restaurant field in New York and Florida. He was known to many patrons as Mike.

**HARRIS—Dolly.**  
wife of Jack Harris, clown, on September 1 in Terre Haute, Ind.

## Marriages

**LAUDERDALE—MAYNITT.**  
Thomas Sturte Lauderdale Jr. and Catherine Marie Maynitt, of the traffic department at radio station KITE, October 11 in San Antonio.

**MAYO—BLAIR.**  
Nick Mayo, stage manager of the touring company of "South Pacific," and Janet Blair, star of the show, in San Francisco, October 5.

**NITZBERG—DIAMOND.**  
Mort Nitzberg, former morning news editor at radio station WIP, Philadelphia, and now in the military service, and Rose Diamond, non-pro, October 13 in Philadelphia.

**SMILEY—O'REILLY.**  
George Smiley, singer, and Rosemary O'Reilly, member of the cast of Broadway's "New Faces," October 12 in New York.

**BAYNES—Charles A.**  
59, musician and superintendent of the Harris and Interlaken Lignite Mills, West Warwick, R. I., in Jane Brown Hospital, Providence, R. I., September 22. He was a member of the Society of American Magicians and the International Brotherhood of Magicians.

**BENCHOY—E. Benjamin.**  
64, bandmaster, composer and arranger, October 5 in Belleville, Ont.

**JOHNS—H.**  
75, who spent 68 years on the vaudeville stage as a member of the team of Johns and Mabley and who was also known as Chief Mohawk, of the team of Rainbow and Mohawk, September 21 in Providence, R. I. For many years he had played the major vaudeville circuits. Survived by his widow, Eva.

**LORENZ—Edward Steinhilber.**  
41, former chief manager of the Cnn T. Kennedy and C. W. Parker shows, August 21 in Falls City, Neb. He has just been released. He was born December 8, 1871. Services, August 26 in St. Thomas Episcopal Church, Falls City, and burial in Stic Cemetery there.

**LONDON—Julius D.**  
81, Detroit theater owner, October 3 at Miami Beach, Fla. He acquired the Booth Theater in 1924, later operating the former Aracadia and built the new Midtown 12 years ago. For a time he was associated with some of his brothers in the theater business. He was also head of the Theater Control Corporation, theatrical equipment manufacturer. Survived by his widow, Rose; three sons, Milton, in charge of theater operations; Berion and Edmund; a daughter, Mrs. Herbert Schuman; a former manager of the Midtown, and four brothers, William, partner in Arbitrated Theaters; E. J., former owner of Perry Park Theater; Sam, former theater owner, and Ben, interment in Cloverhill Cemetery, Detroit.

**LUKER—David E.**  
83, operator of a theatrical warehouse in Hillsdale, Mich., October 7 in that city. Survived by his widow, Marie, and two sons, John and William.

**MARITIME—John.**  
58, manager of the Stadium Roller Rink, Hillsdale, Mich., October 7 in that city. Survived by his widow, Marie, and two sons, John and William.

**MADDY—Larry.**  
42, Los Angeles band leader, October 6 in Los Angeles.

**MARCELLO—Charles.**  
84, showman, recently of a heart attack in Marksville, La., while playing a date there with Groves Deater Show. He had spent 45 years in show business, having trouped with such organizations as the John R. Ward, J. A. Gensbach, Rice & Dornan, Stravay, Orlin Wilson, Price and Lickman & Lewis shows. Services, October 8 and burial in Marksville.

**MOHRE—Mrs. Ruth M.**  
musician and former teacher at the New England Conservatory of Music, in New York. Born in Bristol, Conn. Mr. Mohre studied music at Yale University and later in Paris. She has also been a former professor of music at several colleges. Burial in Paris.

**PETERSON—May.**  
Melpora soprano and recording artist for Vocalion Records, October 6 in Austin, Texas. She made her debut in Vichy, France. Mrs. Peterson was at the Opera Comique in Paris and also at the Met from 1917 to 1923. She was a well-known concert artist. In private life Miss Peterson was known as Mrs. Ernest O. Thompson. Her sister and five brothers survive.

**PROUDFIT—Zeida, 76.**  
83, former cookhouse operator, in Adams Nursing Home, Washington, D. C. She had made her home there since retiring from the road several years ago following the death of her husband, Merle G. Proudfit. She and her husband operated cookhouse shows at Iowa fairs and with Al C. Hansen, Crowley's United and two other acts. Interment in Woodlawn Cemetery, Washington.

**RAMSAY—William Seattle.**  
67, a director of the Regina, Sask., Exhibition Season for the past 10 years, in Regina, Sask., September 30 after a short illness. Survived by his widow and three sons. Burial was at Lundsen, Sask.

## Births

**SHADY—**  
A daughter, Kelly Lee, to Mr. and Mrs. Wally Brady, October 7 in Hollywood. Father is professional manager of American Music. Mother is Decca singer Roberta Lee.

**CHAPMAN—**  
A daughter, Pat Maria, to William and Etta Chapman in Philadelphia, August 27. Father is a former circuit performer and the mother is a well-known artist in Philadelphia.

**McGUIRE—**  
A son, Robert Patrick, to Mr. and Mrs. Mike McGuire, October 10 in L'Yng-Ba Hospital, Philadelphia. Father is leader of the Harmony Rangers, Capitol recording team, on the Mutual network set of WIP in that city, as well as a disk jockey on WIP.

**NOVSON—**  
A son to Mr. and Mrs. Joe Novson, October 6 in DeJara's County Hospital, Drake Hill, Pa. Father is staff announcer on WFL and WFL-TV, Philadelphia.

**TYLER—**  
A son to Mr. and Mrs. Leslie R. Tyler in New Haven, Conn., recently. Tyler is assistant public relations director of the New Haven Steamship Lines. All show times since its inception.

**ROBERTSON—Sir Mack.**  
74, founder and conductor of the Glasgow Orpheus Choir, October 7 in Glasgow, Scotland.

**In Loving Memory**  
My Darling Son  
**LIBERT, HALEY W. (BUSTER) SHOAT**  
Killed in Plane Crash  
October 15, 1952  
**NORA ANN SHOAT**

**ROGERS—Laughlin S.**  
48, sword swallower and carnival worker, October 8 at Coldwater, Mich.

**TARLETON—Mrs. Lita Tracy.**  
74, Chief and Radio script writer, October 3 in Los Gardens, L. I. She was a Harper's magazine prize winner in 1923 for her story, "Loudie," and in recent years wrote for radio and motion picture scripts. During World War II she served in the U. S. Navy. Four sons and a daughter survive.

**W. E. SULLIVAN**  
1861-1952  
The BIG ELI Wheel, a monument of his inventive and mechanical ability, continually operates on Amusement Midways and in Parks throughout the world.

**BIG ELI Company and Employees**  
Also opening was Robison Jeffers' "Medea," with Marguerite Jamois in the title role, created in New York by Judith Anderson. The play is limited for a 30-performance run, since Miss Jamois has announced the role for to strenuous to play for more than this period. Following the tragedy will be Miss Jamois' production of Feydeau's "The Flea in the Ear." . . . Successor at the Theater Grand, to the late artistic director, Michele Velly, for the next two years is Marie-Rose Bellin, whose first production will be Jean de Beer's "Last Love." . . . Barrault's troupe left this week for its American tour. . . . Marius will be revived at the Sarah Bernhardt Theater with Rolly Milly Mathis and Wilbert. . . . Dominique Blanchard stars in Jules Supervielle's "Robinson" at the Theater l'Oeuvre.

**PLANS AFoot FOR DERVAL "FOLLIES" . . .**  
"Follies" director Paul Derval is back from New York, with what he says, six offers to bring the famous institution to the States. The whole thing depends on which theater in New York can house an audience of 2,700 people (about what's needed for the "Follies") to show a profit, and where the technical equipment would work out for the complicated staging of the shows. Derval would bring his artists, his chief technicians and writers with him and employ the chorus in the States. The new show, which will be based on the theme of a Bishop who tells his flock to go to the "Follies," has already received offers from TV and film companies should it go to America. . . . Bruno Coquatrix and Ray Ventura have bought the Olympia film house, and the letting it play as a movie theater with variety programs for the moment, they intend to turn the place into a strictly operetta and musical house. . . . Hazel Scott, who was supposed to have gone into the ABC for the last two weeks of October, has been flown back to the States for an emergency appendicitis operation. In her place is Danny Dauberson, along with Andre Dassary. The November show at the ABC will be a straight musical, starring Georges Guitary and Bourvil, with Annie Corday. . . . George Ulmer at the cabaret Drap d'Or is excellent, and there's a three-star program at the Rose Rouge with the return of the Freres Jacques, Yves Joly's puppets and Yves Robert's "Cinquantenaire." . . . Showstoppers discovery of ork leader Bertie Thomas, latter; Gali-Gali Bellevue Casino, and Tommy Dowd, Esquire Show Bar.

**WOOD—Irving E.**  
75, trumpet player and member for 50 years of Louis J. La. American Federation of Musicians, September 26 in Kingston, N. Y. He had played in most of the theaters and bands in the Kingston area. Survived by his widow and a son, James, who is a musician.

**HOCUS POCUS**  
Continued from page 52  
a new tome by Theo Bamberg, the first book by Otkto since Quality Magic was published in 1921. Edward O. Drans will publish the works in November. "And to prove that wonders never cease," writes Robert Lund, Detroit magus and business paper expert, "we ran across a picture and story on a magic recently in, of all places, a house organ for a brokerage firm. The yarn, appearing in the current issue of Investor's Reader, concerns the conjuring of Ben Gluesing, who writes his wizardry for a scientific magic show sponsored by General Electric. According to IR, Gluesing has appeared before some 7,000,000 people since he joined GE in 1933." . . . Dr. Samuel Karz, hypnotist, is working White's Elbow Room in Windsor, Ont. . . . Joan Brandon has engagements in Louisiana and Tennessee to run her thru October. . . . Tom Auburn has begun his third season of kiddie shows at Tommy Tomasso's Pizza Place, Montreal, Quebec. . . . Sidney Levine, Montreal card expert, after 11 weeks as manager of Sunshine Camp, St. Margarets, Que., has returned to Montreal to put his things in order for a trip to Florida, where he plans to put in the winter. It was his ninth summer at the Quebec kids' camp. . . . Among the magical satellites who made Montreal during the last two weeks were Fraxson, at the Wonderland Bar, Clere, Seville Theatre; Gali-Gali Bellevue Casino, and Tommy Dowd, Esquire Show Bar.

**Continued from page 2**

throughout the day. Besides that there is a studio constructed on the premises where programs are broadcast at intervals throughout the day. Telecasting has been boosted from 25 hours per week to at least 30, making the evening programming a bit longer and adding a Sunday afternoon "big" program. TV here seems to be aiming at establishing more live programs, in contrast to the huge amount of films, mainly ancient ones, that last year's schedule contained. Only 30 per cent of the shows in 1951-'52 were live, but this year the aim is the filmed programs containing certain pix filmed only for TV purposes. Another aim this year, is to get the camera outside the studios. At least 20 per cent of the live shows will be done outside.

### THREE PRODUCTIONS HIT THE DUST . . .

Theater-wise it has been a disappointing week, with three major productions taking a flop. Uniformly the acting in all the new plays ranges from good to excellent, but the writing has been poor. Henri Bernstein's "Evangeline" is a tedious, boring, sex play, almost without humor. Marcel Achard's "Friends of Marjolaine" does a little better, but not much. Uneven, but at least interesting, is the third major opening this week, Gabriel Aout's "Queen of Clubs." In all instances acting saved the evening.

Also opening was Robison Jeffers' "Medea," with Marguerite Jamois in the title role, created in New York by Judith Anderson. The play is limited for a 30-performance run, since Miss Jamois has announced the role for to strenuous to play for more than this period. Following the tragedy will be Miss Jamois' production of Feydeau's "The Flea in the Ear." . . . Successor at the Theater Grand, to the late artistic director, Michele Velly, for the next two years is Marie-Rose Bellin, whose first production will be Jean de Beer's "Last Love." . . . Barrault's troupe left this week for its American tour. . . . Marius will be revived at the Sarah Bernhardt Theater with Rolly Milly Mathis and Wilbert. . . . Dominique Blanchard stars in Jules Supervielle's "Robinson" at the Theater l'Oeuvre.

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**Continued from page 2**

sible, as he would be unable to learn the score in time. They offered to play a stand-by British conductor for doing nothing so as to side-track the MU's charge that Alexander Smalens, the show's maestro, was doing a resident out of a job. Then the cast, all 75 of them, came out with a flat refusal to play under anyone but Smalens.

At the same time the show refused an invitation to appear in a BBC highest, bandleader Henry Hall's "Greatest Night," for the same reason—Smalens would not be allowed to conduct. Said Breen, somewhat confused: "Smalens has conducted over 1,800 performances. The cast have never known another conductor. We are employing 34 British musicians in the orchestra. But one thing is certain—we shall not perform either on the stage or radio without Smalens. The Musicians' Union say they are taking this action to protect their members. But as we have offered to pay the conductor of their choice for doing nothing, I don't see that. I have never heard of a comparable situation in America."

### CITES COST OF MUSICAL PLAY . . .

What does it cost to put on a top-flight musical in London these days? The answer is "more and more." But to take a particular piece, Emile Littler's "Love From Judy" at the Saville, here are the round figures: Preliminary expenses . . . \$ 8,500 Scenery & painting . . . 14,000 Properties . . . 2,800 Electrics . . . 3,000 Wardrobe . . . 42,800 Rehearsal . . . 1,400 Orchestrations, etc . . . 4,200 Photographs . . . 700 Draperies . . . 2,800

Little reckons it will need a sale of 336,000 tickets before he starts showing a profit, which, with the ticket agencies already in for a \$150,000, he should do fairly easily. Before the war he could have put on a similar piece for a mere \$30,000. On top of the rise in costs he now has to pay entertainment tax as Danu Kaye gets in a way a lot of his profit. The Treasury people are not yet sold on the idea that an impresario should be excused that tax until he has recovered his initial outlay on the show.

### CHEVALIER ONE MAN SHOW . . .

On October 27 Maurice Chevalier, at 63, starts a three-week, one-man season at the Hippodrome. That is brave of him. Four years ago, when he was last here, he had only a limited success. To fill the 2,000-seat Hippodrome nightly is quite a task. But if he does it his total personal take should come to around \$28,000—not as much as Danu Kaye gets at the Palladium. But not even Kaye has yet attempted to fill that theater alone.

You have to keep the Pressure up or it will go Flat

your VOTE is the Pressure this Country needs to run right

Use it NOV. 4

## DALLAS CHALKS EARLY GATE LEAD OVER '51

Martin-Lewis Revue Matches 'Guys and Dolls' Pulling Power

DALLAS, Oct. 11.—State Fair of Texas goes into the second half of its 16-day run today with attendance figures running slightly above its record-breaking pace of last year. Spending on the grounds also was reported to be up over a year ago.

No definite trend in attendance appeared evident thru Thursday (9), although a small increase of 6,115 was registered to that point. The week-end may tell a different story, however, as well as the upcoming week, which has been laden with crowd-pulling special events and activities.

The big four days, Friday (10) thru Monday (13), was expected to draw nearly a million people. Included in this period was Elementary School Day yesterday, the Texas-Oklahoma football game today, the traditionally big Sunday, and Negro Achievement Day on Monday.

Attendance thru Thursday (9):	
1952	1951
Saturday (4)	172,325 161,256
Sunday (5)	168,476 189,175
Monday (6)	49,673 47,791
Tuesday (7)	50,897 32,084
Wednesday (8)	181,365 176,885
Thursday (9)	62,265 51,675
<b>Totals:</b>	<b>685,001 678,886</b>

**Cold Hurts**  
A cold norther which struck Sunday night (5) hurt attendance

that day. Rain and cold Monday (6) apparently did not hurt and attendance was up.

The fair distributed approximately 103,000 free gate admission tickets to school kids and 4,700 tickets to teachers in the Dallas area for Elementary School Day Friday (10). Most schools in the area were given a holiday.

The Cotton Bowl with a capacity of 75,504, has been sold out for months for the Texas-Oklahoma football game Saturday (11).

Sunday (12) is traditionally the biggest day of the fair, stemming from days when the railroads ran excursion trains to the event. This hasn't been done in years, but country folks still pack up and come to fair on the second Sunday. Last year's second Sunday drew 276,585, the biggest on record and the second biggest day the fair has ever had (biggest was October 14, 1950, when Cotton Bowl was sold out twice in one day for two top football games).

Monday (13), Negro Achievement Day, won't be quite as big as the other three but the day has been gradually built into one of the best days. The fair will present an award to an outstanding Negro and to Negro Four-H Club members, New Farmers and

New Homemakers. Outstanding citizen award will be made to Jesse Mitchell, Washington, D. C., bank president.

### Attractions Okay

Major attractions at the fair appeared to be on the way to an unusually good run.

The Martin and Lewis revue in the Auditorium thru Wednesday (8) had attendance on a par with last year's "Guys and Dolls," which finally grossed about \$320,000 before taxes. Only two performances had not topped "Dolls" on comparative days and total attendance thru Wednesday (8) was 23,763 for seven performances. Sunday afternoon matinee (5) got the biggest house, with 4,025 in the 4,301-seat auditorium. Show gets a \$4.80 top. Show is sold out Friday (10) and Saturday night (11) and Sunday matinee (12).

"Ice Cycles of 1953," presented by Clarence Linz, is running about 14 per cent ahead of last year's terrific business. Attendance totaled about 39,000 for eight performances in the 6,500-seat arena Wednesday (8). Top is \$3.30. Show had sellouts for all four shows Saturday (4) and Sunday (5) and was sold out over the week-end.

Aut Swenson Thrillcicle in front of grandstand, presented by Henry Watson, ran about 25,000 for nine performances thru Wednesday (8). Show had sellouts for unprecedented two matinees Saturday (4). Kids were really going for show. As basis of comparison, 7,900 kids tickets were sold for all performances during last year's fair; and thru Wednesday (8) this year 8,992 kid dumts had been sold. Adult demand also is better.

Midway Superintendent Fred Tennant Jr. said money in general is up, although norther Sunday night (5) and rain Monday (6) didn't help any.

St. John Terrell's Motor Music Circus presentation of "Show Boat" and Gil Gray's Circus appeared to be having an uphull go of it during the first week of the fair. "Show Boat" had sparse crowds until Wednesday (8). Dallas Day, when attendance began to pick up, it appeared that the week-end might tell the story as to whether show would remain thru out the fair or fold. Word of mouth on show, which has excellent cast and is good attraction, was beginning to spread slowly.

Circus elephant, 20-year-old  
(Continued on page 62)



NEGOTIATIONS WERE SCHEDULED to be completed Sunday (12) for the purchase of the seven-story Sharon Hotel on West 46th Street in the heart of New York's Times Square district by the National Showmen's Association or a group of members who would then make new and permanent quarters available to the club.

## Attendance Zooms 35% At Portland, Ore., Stock Expo

PORTLAND, Ore., Oct. 11.—Attendance at the Pacific International Livestock Exposition was zooming 35 per cent over last year's show and provided with good weather over the week-end expected to set an all-time record. Outside gate count the first four days totaled 65,741, compared with 48,230 for the same period in 1951. Manager Walter Holt, announced, Opening day gate, Saturday (4), was 19,712, compared with 13,636 on the same day in '51.

Attendance at the arena show, which features the Royal Canadian Mounted Police troupe, a rodeo and a horse show, shot even further ahead of last year. Total for the first four days was 30,561 against 16,098 last year.

Holt interpreted attendance figures as justifying the return to professional type attractions instead of the historical pageant tried in 1951 which reduced arena attendance some 30 per cent from the previous year. The attraction pulled 9,911 on opening day, compared with 1,951 the same day in '51.

Food and drink concessionaires reported brisk business with per capita spending close to that of a year ago. Paul All, handling programs, food and drinks in the grandstand, said sales were greatly improved over last year. Waddles Restaurant, which holds

the concession in the remodeled cafeteria, also reported business good.

Free parking is provided in the big lot adjacent to the 11-acre exposition building and the traction company is operating special bus service for the night-day expo. Admission prices are unchanged at \$1.80 to \$3.00 for the arena show, including 60-cent gate tab.

## Death Claims Dell Darling, Erie Show Fan

ERIE, Pa., Oct. 11.—Norman Dell Darling, 74, former Erie County, Pennsylvania, commissioner, sheriff and circus enthusiast who was well known to show executives because of his close co-operation with them during annual visits, died October 1 of heart trouble and hardening of the arteries. He had been ill two years. Last year he retired from politics because of ill health.

Darling was keenly interested in show business for years, but most of his interest stemmed from local amateur productions. Darling and some of his associates put on numerous local amateur benefit shows. However, at one time he spent a brief period of time with the Peiham Sisters' Stock Company in Albion, N. Y. Circuses visiting town often made his office their headquarters and show officials sought his aid in ironing out local problems.

Darling was born in Madison, Ind., and when 12 years old moved to Corry, Pa., with his parents. As a young man he joined his father in the piano business. He remained in that business until elected sheriff in 1933. A 32d degree Mason, he was a member of Keystone Lodge 435, Zeta Zema Temple, the Erie Consistory, the Elks and Maennerchor.

Services were held October 4 at the home and burial took place in Laurel Hill Cemetery. He is survived by his widow, Kathryn; a son, Harry, and three brothers, Hunter and Archie, of Corry, and James, Daytona Beach, Fla.

## Saskatoon Ex Nets 107G On Year's Operations

SASKATOON, Oct. 11.—Surplus on 1952 operations of the Saskatoon Exhibition Board was \$107,879, an increase of \$23,705 over the 1951 figure of \$84,174, according to an interim report of the auditors. Dr. F. G. Salisbury, president, termed the results of the 1952 exhibition "beyond all prospects."

Summer fair revenue was \$223,585, up \$24,515 over the 1951 total. The breakdown, with 1951 figures in brackets follows:

Auto parking, \$3,905 (\$3,487); concessions and midway, \$49,606 (\$42,426); entry fees, \$426 (\$1,062); grants and donations, \$23,006 (\$21,987); gate receipts, \$31,221 (\$27,486); grandstand, afternoon, \$14,175 (\$12,980); evening, \$46,134 (\$42,697); racing, \$49,326 (\$41,797).

The fair lagged behind the 1951 show only in entry fees, largely because cattle were banned due to hoof and mouth disease.

For the same reason, the 1952 winter fair revenue was down \$445 from 1951—\$19,278, compared with \$19,723.

Total expenses for 1952 were \$180,064, an increase of \$3,203 over 1951. Summer fair expenses were \$122,358 of this total, up \$1,330 from 1951. Winter fair expenses were \$1,705 lower than last year's \$15,293, another indication of the curtailed cattle showings.

Main summer fair expenditures, with 1951 figures in brackets, were: Baseball, \$3,895 (\$3,414); grand-

stand attractions, \$18,788 (\$17,377); general fair week help, \$14,765 (\$13,967); maintenance, \$12,233 (\$13,216); prizes \$5,194 (\$11,827); racing purses, \$29,225 (\$27,600); racing expense, \$13,337 (\$14,182); boys' and girls' camps, \$2,363 (\$1,923).

Even before they heard the financial report, directors at their meeting voted to spend \$24,758 for construction of a new grandstand platform. It will be 58 by 66 feet and will have space underneath for six dressing rooms.

Cost of the new platform brought 1952 improvements to nearly \$85,000. Expenditures included in

(Continued on page 74)

## Mrs. DeWaldo To Remain in Booking Biz

CROSBY, Minn., Oct. 11.—Mrs. Hanna DeWaldo, wife of the late Waino (Ollila) DeWaldo, who died October 2 in Miners Hospital here following a stroke, announced Monday (6) that she will continue operation of the booking office her husband started a number of years ago.

In addition to supplying acts for many Midwestern fairs, DeWaldo, whose real name was Ollila, had played many fairs with acts of his own, a trained dog turn and an acrobatic cycling act.

DeWaldo was born June 24, 1892, in Sime, Finland, and went to Calumet, Mich., in 1907. He moved here in 1913 and married Hanna Takala in 1923.

Lutheran services for DeWaldo, who was 60 years old, were conducted October 5 at the Koop Funeral Home here. In addition to his widow, he is survived by a brother living in Montana.

## Cowboy Association Crowns Bud Van Cleave

CALGARY, Alta., Oct. 11.—Champion all-around cowboy for 1952, as recognized by the Cowboy's Protective Association, is Bud Van Cleave, of Taber, Alta., with 1,560 points. It was announced by Jim Maxwell, Calgary, secretary of the C.P.A. Run-up with 703 points was Alex Laye, of Sounding Lake, Alta.

## Race Promoters Set Philly Confab To Study Safety

DAYTONA BEACH, Fla., Oct. 11.—Invitations have been issued to major racing associations to attend a meeting in Philadelphia Wednesday (15) in an effort to improve safety conditions on automobile race tracks thruout the nation.

E. C. (Cannonball) Baker, commissioner of the National Association for Stock Car Auto Racing, issued the invitations to the American Automobile Association, the International Motors Contest Association, the Sports Car Club of America, the American Race Drivers' Association, the Central State Racing Association and the American Motorcycle Association.

## Elizabeth City Underway Mon.

ELIZABETH CITY, N. C., Oct. 11.—Irish Horan and his Bell Drivers will appear at an afternoon grandstand show Sunday (12) at the Seven-County Fair here which opens officially Monday (13) for a six-day run. Horan will reappear on closing day (18).

Norman Y. Chambliss, fair manager said that three acts have been booked thru George A. Hamid. They are Harold Barnes, tight wire; Winifred Colleanno, acrobat, and Nallo's dogs.

Harness racing is scheduled each night, with the acts appearing at 5 p.m. and 8 p.m. A fireworks display, put on by Atlas Fireworks, Dayton, O., will be presented each night.

## Library Receives Dan Rice Statue

SAN ANTONIO, Oct. 11.—A marble bust of Dan Rice, one of the most famous persons in circus history, has been presented to the Hertzberg circus collection at the Public Library here. Mrs. Vivienne Mars, curator of the collection, said the bust was presented by James B. Connolly, of Fargo, N. D., a grandson of Rice.

## HOT DOGS GAIN IN POPULARITY

NEW YORK, Oct. 11.—While pizzas and other foods seem to be finding more addicts at fairs, parks, carnivals and other outdoor amusement centers, the lowly hot dog, long time favorite snack of the American public, this year is actually showing a gain in popularity, according to government statistics. The federally inspected frankfurters sold in the first eight months this year amounted to 357 million pounds, a gain of 5 per cent over the same period in 1951. Another statistic: 550,000 miles are eaten annually.



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## Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Vern and Doris Orion, who perform up high as the Sensational Ortons, report they plan on remaining in Europe this winter and are even mulling the possibility of spending the 1953 outdoor season on the other side of the Atlantic. Winter bookings for the duo will include several return dates, including those at Copenhagen and London.

Harry Villeponteaux, who was seriously injured several weeks ago when he fell from his rigging at Ottumwa, Ia., has been released from the hospital but will be forced to take it easy for a while. He is able to sit around his trailer and walk a bit with a cane but will be wearing a cast on his arm for another six weeks or more. Villeponteaux writes that he received numerous cards and letters during his hospital stay and would like to receive more at 1928 Albia Road, Ottumwa, Ia. Mrs. Gracie Orion was a hospital visitor.

Jerry D. Martin's 3 Fearless Stars opened Friday (8) at the Atlanta Fair. Following their close at the big Atlanta annual, the act will head for Columbus, Ga., Fair, October 13-18, and will then play

the North Florida Fair, Tallahassee, October 27-November 1. Future bookings include the Florida State Fair, Tampa, February 3-14.

Adamsons, perch; Volands, hand balancing, and the Phillips, jugglers, recently arrived in Chicago after successful outdoor season and plan to winter in the Windy City between indoor dates.

Mickey Sullivan, circus and rodeo band leader, has been signed to conduct the band of the St. Louis Police Circus for Frank Wirth. This marks the third consecutive year for the Sullivan aggregation to play the police event. Sullivan is also booked for the Toledo Shrine Circus as well as the Hartford, Conn., Shrine doungs.

Billy Barton, breakaway cloud swing, recently wound up his series of fair dates for the Frank Wirth office in Hagerstown, Md., and is currently with Sam Prell's Broadway Shows as a free attraction. Barton plans to stay with the midway org until mid-November when he is skedded to sail for an eight-week go-round in South America.

Harry Mills, of Mills Attractions, is in a Bay City, Mich., hospital, where he is recuperating from a stroke suffered at the Finconing, Mich., Fair, September 5.

The Tracys, Gene and Jessie Marie, clowns, wound up their 51st season in show business at the St. Louis, Mich. Fair with Mills Attractions.

Following their season with Tom Packs and a four-week stint at fairs, Eva May, serialist, and Jo Jo Lewis, clown cop, wound up at Peru, Ind., for a short stay. The two will play Shrine events at Logansport, Ind., October 11 and Fort Wayne, Ind., two days later. Eva May recently took delivery on a new nickel-plated rigging. Other recent arrivals at the Circus City included Walter and Ethel Jenier and Carl and Babe Solts.

Acts playing Arkansas spots for the Lipincott Agency, include Owen Sherz, puppeteer; Ernest Smith's dogs; Jed Starkey, monology-music; High Jenks, roller skating; Joe Calvetti, horizontal bars; Hazel Randall, vocals-emcee, and Jimmy Troy and Company, aerial comedy act.

Capt. P. H. C. Mathies, for many years associated with derby shows and endurance contests and in recent years engaged in working zoos, is now operating a trailer park in Miami. He is mapping plans for a permanent zoo and circus attraction on his place there to lure the tourist trade, and promises to make an announcement on the same in the near future.

Three London Girls, novelty act, will open at the Palace Theater, New York, Friday (17).

Bill and Betty Gerard, who have the BBB Puppeteers, are now making their home in Santa Clara, Calif. At the recent Colusa (Calif.) Harvest Festival the Gerards offered their puppet turn and Bill Gerard appeared as BeBe, the clown.

Homer Snow, after a successful tour of fairs in Washington State, has returned to Oxnard, Calif. He plans an intensive training program with seals. Snow is said to be the only trainer, actively engaged in show business, who captures and trains seals for other trainers.

Playing the October 4 Aurora (Ind.) Street Fair were the Lessters, hand balancing; Harvey Mohmecker, tap dancer; Judy Slagge, acrobat; Queen City Four, singers; Leo Gasca, tight wire and juggler; Lynn Sisters, hats dancers; Joy Gilbert, contortionist; Ralph Montgomery, trumpeter; Leo Francis, blackface comedian; Propelling Coles, roller skaters; Earl Huffman, emcee, and Smitie's eight-piece band. . . Pedro and Durand, now playing fairs for the George A. Hamid office, finish their outdoor season November 3 in Florence, S. C. They are slated (Continued on page 61)

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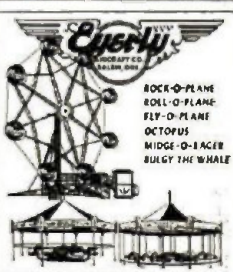
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**Hagen Bros.**

The season closed October 1 at Junction City, Kan. It has been a long season but a pleasant one and we're sorry to see it close. The Wichita lot was next door to Joyland Park and the personnel patronized the rides. Roy Adkisson acted as trainmaster for the Miniature Train. Dan and Bobbie Stewart cooked a turkey dinner for our fourth annual farewell banquet.

John Toy was entertained by former associates in the Wichita Little Theater group. Among visitors at Wichita were Fred and Bette Leonard, Ben C. Trues; Al, Bessie and Buster Bernard; Buryda Russell, Don and Hope McClemon, Pete Santiago, Kenneth and Mabel Rhoades, and relatives of Claire Ratley.

Fancher Pierce and Claudine Banta celebrated birthdays. Bobbie Stewart has a new dog to replace the one that died recently. The Palmer family, relatives of Jack and Claudine Banta, visited.—JOHN TOY.

**Mills Bros.**

Entry into Pennsylvania marked this show's third invasion of the Keystone State this season. Hugo Schmitt and his chumps and Jack LaPearl were on WCAU-TV second telecast of Mills personnel in as many weeks. Portable radio battery salesman could make a killing in the backyard this week, replacing batteries burned out during the World Series. Even Whimmy Walker, the English clown, has become a baseball addict now, his cricket days gone forever.

Several acts and the clowns made hospital shows at Media and Hatboro. Geoff Dewsbury, Harry Ruster and Jack LaPearl participated in a novel ticket canvas with Overbrook Lions. Roy Short entertained showfolk and sponsoring firemen with circus movies on our Sunday off at Cornwell Heights. Rudy Conway and Elmer Kemp have been frequent visitors around the Philly area. Annie Dobas spent several days visiting the Antonetts.

Ardmore furnished the prettiest lot of the season, the gorgeous Bryn Mawr Polo Field. Recent guests: Veteran showman Duteh Hoffman, Paul Grimes, Jack and

# Dressing Room Gossip

**King Bros.-Cristiani**

We have been trouping through the cotton and peanut section of Alabama and Florida the past 10 days. It's not unusual to find our lot in a field where the cotton has been picked. Lots of visitors on the lot from Macon, Ga., our winter home, when we were at Dublin and Albany. At Panama City the fishermen had a field day between shows. Jerry Pressly returned with the biggest string and Charley Lucky, came in second.

When we reached the lot in Pensacola we ran into Jim Robinson of Mobile. He supplies many shows with tractors and trailers.

Arthur and Betty Stahlman caught the night show en route to the Florida Peninsula. Mrs. Lillian Sadowski has returned after a visit to her farm near York, S. C. Harper Hill, associate of the late Marshall Johnson, was on the lot early at Selma, Ala. Fritz Brown, Andy and Mabel and other members of the Brown & Kelly Shows caught the matinee in Montgomery. Here at the State Capital we showed on the parking lot of the city ball park, only a short walk from the business area. Floyd King visited old friends on the Montgomery Advertiser on which he once worked as a reporter.

Hughie Hart is counting the days until the show plays his home town, Natchez. Sid Jessop, the Chicago tent man, spent a day with the show in Mississippi. Lucio Cristiani is back from a trip to Mobile, Ala. Everyone is talking about the big birthday party given by Papa and Mama Cristiani at the Jeff Davis Hotel, Montgomery.—COL. HARRY THOMAS.

Howard Dolan and wife; Mr. and Mrs. Denny Beckery, Lew Easley, Harry and Charles Hunt Sr., Paul Froelich, Johnny Lower's wife and youngster, Tom Weatherford, Sam Levy and family, and Mr. and Mrs. W. Wagner.—JACK LA PEARL.

**Clyde Beatty**

The season has closed and the destinations of personnel follows: Clyde and Jane Beatty and Clyde Beatty II, William Petty, Harlan DeWitt, Jack Knight, Johnny and Milonga Cline, Karl Knudson, Dan Dix, Floyd Lee, Vic Robbins, William O'Dwyer, Archie Hendron, Joe and Zeke Walsh, A. W. Kinnard, Dorothy Herbert, Bonnie Bryson, Elaine Miller, Buddy and Delores Selin, Ed and Rose Murphy, Dorothy Pina, Janice Voice, Colleen Alpaugh and Domingo Feliz, all Los Angeles.

George Smith, Sarasota, M. E. and Rea Ehrbridge, Culver City, Calif.; E. J. Moriarty, Louisville; Vander Barrette, New York; Charley Cox, Long Beach, Calif.; Joe Applegate, Louisville; George Davis, Hot Springs; John White, Sarasota; Jack Malone, San Bernardino, Calif.; Karl Erikson Troupe, Tampa; Con and Winnie Colleano, Quakertown, Pa.; Bill and Rene Pape, San Gabriel, Calif.; Al Hiltensemidt, Brooklyn; Willard Isley, El Paso, Tex.; Denny Nease, Encino, Calif.; Albert Bellis, Thomasville, N. C.; Fred Mullins, Venice, Calif., and Al Yoder, Kutztown, Pa.

Spooks Burkett, Indianapolis; Clarence Swanger, Williford, Ark.; Marilyn Boyden, Gardena, Calif.; Dolly Green, South Gate, Calif.; Penny Wilson, Tampa; Jerry and Joanne Lewis, Santa Rosa, Calif.; Eddie Dullum, Long Beach, Calif.; John Mitchell, Tarzana, Calif.; James Linn, Beverly Hills, Calif.; Gene Warnke, Chatsworth, Calif.; Rube Simmonds, Boston; Duke Law, Venice, Calif.; Marie Cooper, San Diego, Calif.; Seal, Dallas; Zola Williams, Los Angeles, and Sam Alexander, Long Beach.

Visitors included Mrs. Clyde Davison and son, Joe; Bob Ames, Harry Lawrence, Michels and Hickey, Tony Craig, Karl Waddell and Mrs. Gene Warnke.—EDDIE DULLUM.

**Polack Western**

The Denver date was big. Count Nicholas of the Ringling show, visited his wife, Marga, of the Wallenda troupe, for several days. Toto Theron celebrated his birthday with a party. Mildred Ward received many gifts on her birthday. Mac McDonald made a gold-plated elephant hook with a chrome handle for his wife, Peggy.

Betty Bell's mother, Mrs. Lena McVay, visited for several days. Arthur and Rieta Wallenda celebrated their wedding anniversary. The girls are still admiring the birthday presents they have for Frieda Wiswell and expect to send them later. Edna Curtis caught the show and visited with many friends.

Joe Sherman, Carla Wallenda, Laurence Cross, Ninette Theron, and Harry Dann were guests of Frank Grandinetti and his Pagliacci restaurant. Recent visitors included Beverly Bernard, Texas Tommy, Bob Clark, Ken and Joyce Van Houten and the Richard Freys.—HARRY DANN.

**Kelly-Miller**

Winter weather has arrived and the personnel went to the bottom of their trunks or to the nearest store for warmer clothing. A biting wind kept the temperature in the 40's during the day and about freezing at night, with a resulting sharp reduction in attendance. Tommy and Bonnie Chamberlin have left the show for a visit with relatives in Hugo. Ora Eggleman made her iron jaw debut in the center ring in the swinging ladder display. Tommy Bently is proud of his protege and now is teaching Shirley Logan the same routines. Bill Green arrived on the show in Warrensburg after spending two months in the hospital in Hugo. The same evening he fell asleep in the cab of the pole wagon with a lighted cigarette and set him-

**Ringling-Barnum**

Our Western tour was climaxed with bad luck in Beaumont, Tex., with Marsha Klempt, member of the Camillo Mayer high wire troupe, falling and breaking her nose and her leg. She will be out for the remainder of the season. Our first Los Angeles stand brought the first rush for topcoats.

Tommy Clark rejoined after serving his stint with the Army. Birthdays were celebrated by Dick Slayton, Ann Del Monte, and little Juan, midget clown. Visitors included Victor (Ed Hall) George, Bob Dover's mother, Ginger Alexander, Tom Scaperlanda, Jean Allen, Bobbie McGough and Udo Kurka.

George Blood of the cookhouse reports that the cookhouse flag presented to the person missing the fewest meals during the season will be a thing of beauty. It is being made by the ladies of the wardrobe department. Al Schwartz is the happiest guy on the lot now that his Yanks have won the World's Series.

Everyone is getting ready for the New Orleans fling and talking about the good French cooking in the offing.

The Nate Eagles are going overland now that they have their new car on the show. Cooksie, of the Side Show midget troupe, has read more Western stories this season than all members of the big show and Side Show combined. The Voice, Count Nicholas, big show announcer, is being kept busy with radio and TV shows. Chicken Charlie says there's nothing to it and he can make it despite what his old pal, Blocks, says. Just 47 more days to go at this writing.—MARY JANE MILLER.

self and the cab on fire. He was burned enough to require hospitalization. Tiny Slever celebrated his birthday. Albert Witt, formerly with the Buffalo Bill Forepaugh-Sells and Ringling-Barnum circuses and now a shoe manufacturing executive, visited his old friend Dick Scatterday in several Illinois and Missouri cities. Danny McNamee is now the boss property man.—FRANK CAIN.

## NOTICE to all OUTDOOR PERFORMERS

After December 1, 1952, there will be no further dispensation to outdoor performers on the payment of initiation fees.

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818 Olive Street

San Francisco, Calif.  
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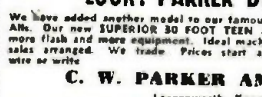
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**King Tops Rogers At Fla. Town; Both Win in Later Spots**

**Cristiani Opera Gives Extra Show; Rubens to End Season Saturday**

PANAMA CITY, Fla., Oct. 11.—King Bros. & Cristiani Circus, one day behind Rogers Bros. Circus here, played to a near-capacity matinee and gave two evening performances Thursday (2) with Jaycee auspices. The Rogers show had two half houses Wednesday (1), using Grotto auspices.  
 Rogers Bros. scored strong business at two subsequent towns. On Friday (3) it won three-quarter and near-full houses at Calro, Ga., and the Saturday (4) stand at Lake City, Fla., added a similar combination.  
 The Rogers season is scheduled to end at Fort Myers, Fla., Saturday (11) and it will go into winter quarters there.  
 Meanwhile, King Bros. & Cristiani has been pulling more good business. Pensacola, Fla., Friday (3) was an exception. The matinee there was light and at night the show had about three-quarters. The estate of the late W. C. Richards, elephant trainer, placed a claim against the show which delayed departure of the office wagon.  
 Montgomery, Ala., Monday (6) gave a two-thirds matinee and a

straw house at night. Selma, where King faced Ringling wait paper, brought out a three-quarter matinee and near-capacity night house, altho weather turned cold. In West Point, Miss., Thursday, the King-Cristiani opera had another three-quarters and near-full combination, with cold rain during the day.  
 All along the line, but particularly in Montgomery, the show's street parade attracted much interest and large crowds.

**Newberry, S. C., Pulls 30,000 Gate**

NEWBERRY, S. C., Oct. 11.—Newberry County Fair closed its six-day run here Saturday (4) after pulling an estimated 30,000 people, a new all-time record attendance. Frank Sutton, manager, announced.  
 Opening night, a record 4,500 patrons came onto the grounds and two school days also drew hefty turnouts. Weather was ideal. Vivona Bros. had the mid-way attractions and the Joe Chitwood auto thrill show was in for one performance.

**Out in the Open**

James Heron's Wild Life Exhibit and Los Canyon Midget Cattle Show closed October 4 at the Cattle Congress, Waterloo, Ia., and jumped south for fairs before start of the winter tour of Florida.

Frank Wirth, head of the New York booking agency bearing his name, left for his Miami home Saturday (11), driving a new Cadillac. He plans to remain in Florida thru most of the winter with his first return scheduled for December when he will spend about a week at his office. Dick Sullivan, in New York last week for a short visit, reports a highly successful season at its stadium in a Boston suburb. Dick also handled publicity for several B. Ward Beam thrill show dates and the big Providence (R. I.) Shrine Circus. Currently he has a winter deal cooking in Florida. Author Bill Gresham will journey south next week to gather material on Jack Kochman and his Hell Drivers for a story slated for a national magazine. A year ago Bill authored a piece on Dr. J. S. Dorton, manager of the North Carolina State Fair, for Collier's and a yarn on Ethel and Earl Purdie, Motordrome operators for True Magazine.

Norman Bartlett reports that his new ride, Rodeo, now being operated and shown at Palisades (N. J.) Amusement Park, last week-end numbered 60 per cent teenagers among its riders. Not more than 40 per cent made up the moppets who usually patronize the smaller kiddie rides. According to Bartlett, a number of park operators have viewed and are interested in the new device.  
 Fred C. Murray, Interstate Fireworks Company exec, was in New York this week to attend the first meeting of the National Showmen's Association. Long-time chaplain of the association, Fred opened the meeting. Max Tubla, operator of the Million Dollar Pier, Atlantic City, back in New York after a highly successful season at the shore resort. He was sauntering on Broadway with Jack (Abie) Tavlin, former Cole Bros. Circus manager and now an advertising exec.

George Bernert has resigned as superintendent of concessions and outdoor machinery at the Eastern States Exposition, Springfield, where he served the expo in that position for 31 years. His future plans are uncertain. Bernert announced following his resignation.

Charles Kyle wound up his Eastern stands last week with New England dates for his Flying Circus. Last month the Flying Circus played the following Long Island points: Farmingdale, Sayville, Southampton, Hicksville and Port Jefferson, as well as Stratford, Conn., Norwich, Conn., Newport, R. I., Central Falls, R. I., Fitchburg, Mass., Concord, N. H., and Keene, N. H.

Bill Nye has added the job of press relations to his other responsibilities with the Miniature Train Company, Rensselaer, Ind.

Speed Age, October issue, salutes National Speedways (Al Sweeney and Gaylord White) for an outstanding job in publicizing auto races via press, radio and TV. A feature article in the magazine laments that auto race promoters generally miss the boat, publicity-wise, and cited the Sweeney-White organization as an exception.

Mr. and Mrs. Joe Chitwood and Mr. and Mrs. Charles (Buddy) Wagner attended the recent Rocky Marciano-Joe Walcott championship fight in Philadelphia. Wagner, manager of Chitwood's Eastern hell driving unit, plans a trip to London and Paris in November. The jaunt will combine business and pleasure. John Purtil, Chitwood press agent, closed his season with the motor mania Saturday night (4) at Charlotte, N. C. He handled publicity beginning with the opener April 16 in Miami. Purtil and his wife, Marie, plan to winter at his home in Westery R. I. He'll also handle publicity for several New England sports shows.

Lee Barton Evans, who recently concluded a season as company manager of the George A. Hamid fair revue, "Grandstand Follies," gave a one-man concert Tuesday night (7) at Scranton, Pa., under auspices of the First Presbyterian Church. Also on the bill were Floyd C. Stovons, magician and Marie E. Mollers, accompanist.

Art Craner and Mrs. Craner are visiting in Los Angeles. Arriving here recently from their home in San Francisco, Craner, a well known chess contest promoter, visited the Los Angeles County Fair in Pomona. While in Southern California, Craner will complete work on his movie version (Continued on page 61)

**Godin Pyro Firm Ends Big Season**

SPRINGFIELD, Mass., Oct. 11.—A series of half-hour shows staged nightly thruout the showing of the Eastern States Exposition here brought to an end a highly successful season for Interstate Fireworks Manufacturing & Display Company, President Joseph J. Godin reports. The number of bookings were increased this year with a record schedule handled on the Fourth of July.  
 The season would have been much better except for a number of big dates washed out by rain, including three at Coney Island, New York, Godin said. He has set tentative plans for a trip to Italy where he hopes to obtain new personnel and techniques. He will return in time for the fair meetings. He will be assisted by Fred C. Murray and his sons in his bookings.

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# Ringling Turnouts Continue Strong

### Houston Gives Three Good Night Houses But No Capacities; Lake Charles Okay

LAKE CHARLES, La., Oct. 11.—Altho Houston business was somewhat below expectations, Ringling Bros. and Barnum & Bailey Circus continued to pull generally good business as it moved thru Texas and into Louisiana.

Lake Charles, the Tuesday (7) stand, was good for a 65 per cent matinee and full night house altho the weather was cool. The date was sponsored.

Houston was a three-day, five-show stand, with no matinee on the first day (3) because of the 239-mile jump from Corpus Christi. The opening night crowd nearly filled the top. On Saturday (4), with football opposition, Ringling had a three-quarter matinee and near-full night. The Sunday matinee had a three-quarter house, followed by another near-capacity night crowd, leaving the show without any full houses for the stand. Shrine Circus in Houston, with Novem-

ber dates, used full-page opposition ads against Ringling.

Corpus Christi (2) produced a half house for the afternoon and a straw house at night. No auspices was used.

Coming up Monday (13) was a stand on the military grounds of Keesler Air Force Base in Mississippi. The show expected good business there, in part, because the base was to be opened to the public for the first time in recent years for the event. A "holiday" for the airmen based there was scheduled to permit them to watch the arrival and lot work.

# Wallace Hippo Dies; Business Okay in Okla.

PURCELL, Okla., Oct. 11.—Wallace Bros.' Circus tabbed three-quarter houses for all performances here Friday (3) and at Anadarko on Thursday (2). The Anadarko stand was sponsored by the Lions club; Purcell was a still date.

At Concordia, Kan., earlier, the show's hippo died. A truck carrying three elephants overturned as it approached Concordia. The elephants were uninjured and another truck was sent from Concordia to pick them up.

Concordia gave the show a strong matinee and a half house at night with Jaycee auspices.

# Kelly-Miller Bucks Cold Weather in Mo.

FULTON, Mo., Oct. 11.—Al G. Kelly & Miller Bros. Circus played to strong matinees and fair to good night houses in Missouri this week. Cold weather held down attendance at several spots.

In Fulton Tuesday (7), the show had a half house for the matinee and a three-quarter take at night. Weather was near the freezing mark. Night show at California on Monday (8) was near capacity, despite more chilly weather.

Earlier, the show had three-quarter and near-full houses at Excelsior Springs, Mo., on

Wednesday (1), and half and near-full houses at Carrollton on Thursday (2). Both spots were cool but the major change in weather came on Sunday (5) at Warsaw, Mo., a matinee-only stop. Rain accompanied cold weather there. The matinee drew a three-quarter crowd.

The show is scheduled to remain in Missouri for some time and then swing into Oklahoma for the windup, it was reported.

# Under the Marquee

Vince F. Hattrich, circus cook, in recent weeks has visited friends on the Hagen-Wallace, Miller Bros' and Burling Bros.' shows.

Mrs. E. R. Gray, wife of Pops Gray, circus promoter, is suffering from a nervous breakdown and is confined in Deaconess Hospital, Evansville, Ind.

Clowns set by the Barnes-Carruthers office for the recent Cattle Congress, Waterloo, Ia., included the Small brothers, John Sims, Mrs. E. R. Gray, wife of Pops Gray, circus promoter, and Kenneth Waite, Roy Barrett and Hop Green, reports Willie Ward.

Earl and Hattie Shipley will leave Chicago soon for a vacation in Hot Springs, after which she will go to Houston for Orin Davenport's show. Shipley will catch Polack Western at Little Rock and the Davenport show at Houston. General Agent Art Miller, of the Kelly-Miller show, has been working in towns around Joplin, Mo.

William W. Rollman is enjoying good health and is living at the Berks Home, Reading, Pa. Jim Brown and Bill Parker visited at the Allentown, Pa., and Bridgeton N. J., fairs. They had concessions at the Northampton, Pa., and Guilford, Conn., fairs. A brief case, containing Pan American Animal Exhibit papers belonging to Jim Stutz and missing since 1948, was returned to him recently.

Jack Smuckler was producing clown for a four-man bally used at Detroit in advance of "The Greatest Show on Earth." He used his dog and 1907 automobile. A dozen members of the Atwell Club in Chicago attended a special luncheon meeting Friday.

(Continued on page 61)

# Bary Seeks Quarters

PRINCE RUPERT, B. C. Oct. 11.—Howard Y. Bary's British American Zoo Train played here under auspices of the Shrine after a number of still spots in Northern British Columbia. Auspices are now being sought for a Vancouver and Victoria date. After playing Southern British Columbia points the zoo may tie up here for the winter if suitable arrangements can be made.

Dressing Room Gossip  
Appears on Page 57

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# Beatty in Quarters After 3-Straw Finale

NEWHALL, Calif., Oct. 11.—Clyde Beatty Circus moved into winter quarters at Newhall, northwest of Los Angeles, Friday (3) after winning bang-up business on the final three days of the season.

Closing stand was San Bernardino, where the show played a

two-day stand Wednesday and Thursday (1-2). Attendance totaled 19,300 for the four shows. Both night shows were straws, with the Wednesday night show pulling about 6,500 and the second evening performance drawing about 6,300. Matinees were fairly good, with one attracting 3,000 and the other about 2,500. Stand was sponsored by the Lions club, with advance promotion. Auspices made a reported \$1,500.

The Indio, Calif., stand on Tuesday (30) scored a near-full matinee and an overflow at night. No auspices was used there. Weather was good and show moved in and out on schedule.

# Kelly-Morris Business Up; Tour Extended

MACON, Ga., Oct. 11.—Kelly-Morris Circus has won good business in Georgia and as a result Owner Bill Morris has extended the season thru November 3. Earlier, it was planned to close on October 16. The final stand will be Daytona Beach, Fla. The show gave three performances to handle the crowds at Marietta, Ga.

At Barnesville, Thursday (2), both shows were to capacity crowds with some standees present for the night show. Paul M. Conaway visited at Barnesville.

For the past several weeks, Kelly-Morris has been sending elephants, calliope and cages, including the hippo, downtown for night street marches.

Ed Hiler has been booking some of the additional stands on the Morris route.

# Wallace-Clark In New Quarters

CHERRYVALE, Kan., Oct. 11.—Norman (Luke) Anderson has placed his Wallace & Clark Circus in winter quarters at Cherryvale. Storing of the equipment has been completed. The show is using a former packing plant building. It has not previously wintered in Cherryvale. Last winter the show was quartered at Hot Springs, Ark., where it opened in April.

# Small Crowds Turn Out For Gil Gray at Dallas

DALLAS, Oct. 11.—Gil Gray Circus, playing the State Fair of Texas under Variety Club auspices, had weak business for the first several days of the 16-day run. Cold weather as well as multiplicity of attractions at the fair were considered responsible. Three performances daily were drawing no more than 200 patrons each, it was reported. The show opened Saturday (4), playing under canvas borrowed from the Gainesville Community Circus.

Empress, one of the three elephants owned by Dolly Jacobs, died Wednesday (9).

Other acts included in the Gray line-up included the Zeppe-Zavatta Troupe, riding and lad-

ders; George King, elephants and camels-llama act; two aerial ballets; Mell Hall, unicycle; Hazel King, Liberty horses and dogs; Ted DeWayne Troupe, teeter-todgers; Captain Fortis' Jockey Dogs; The Dunns, perch; Four Malkos, flying return; The Sky-tones, high wire; Galasso, finger-stand; Maxcellos, rolling globe, and clowns. Show is scaled at \$1.20 and 60 cents.

Gray was reported to have contracted for the Fort Worth Shrine date with John Andrews, promoter, and for the El Paso, Tex., show. Some observers compared the Gray show's stand at the Dallas fair with that of the Hagenbeck-Wallace Circus in 1927.

# Mills to Close Nov. 10; Return to Greenville, O.

PHOENIXVILLE, Pa., Oct. 11.—Mills Bros' Circus winds up its tour November 10 at Greensboro, N. C., and will return to quarters at the Darke County Fairgrounds, Greenville, O.

Co-owner Jack Mills announced the date, which will conclude a season of 29 weeks and two days. Show fleet will leave Greensboro on November 11 for the 500-mile home run to Greenville, where the circus opened April 19.

Stock pavilion again will be used at the Darke fairgrounds along with the coliseum basement and several smaller buildings. Considerable building is scheduled to begin as soon as equipment is stored in quarters. Free training shows will be repeated this winter for Greenville spectators, Mills said.

Meanwhile, the show has been winning good business in Pennsylvania. Upper Darby, a Philadelphia suburb which had not had

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15 TRICKS  
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## Gross Off 25% At Ziegler's Detroit Spot

DETROIT, Oct. 11.—Business was about 25 per cent under 1951 at Island Lake Park, one of the few long-established small operations in this area, but showed promises of a pickup in the last half of the season, according to Mrs. Grace Ziegler, operator.

Impact of the steel strike and resultant shutdowns still is felt in this area. Long range factor affecting Island Lake was the development of Kensington Park and the new Kent Lake Park by the State and the Huron-Clinton Metropolitan Authority. Located within six miles of Island Lake, they have increased traffic in area, drawing thousands on good weekdays. At the same time they have diminished crowds at older nearby resort areas. Development plans at Island Lake, however, are expected to offset this condition within the next two years.

Mrs. Ziegler restricted her own operation this year to the concession at the park, with three rides not placed in operation because of business conditions. The Arcade, operated for several years by Erwin Baldrige, and the Lakeview Roller Rink, operated by a new owner, Dan Briggs, did fairly well, especially in the latter half of the season.

Jack Klippe, clown, underwent a minor operation at Alexian Brothers Hospital, Chicago, this week. He'll be hospitalized about two weeks.

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## New Picnic Area Is Laid Out for Cincinnati Zoo

CINCINNATI, Oct. 11.—A new picnic grounds to accommodate 1,000 persons will be ready in time for the Cincinnati Zoo's 1953 summer season, it was announced by zoo officials this week. New spot, located north of the zoo's Great Ape House, will cost an estimated \$10,000. J. F. Heusser, zoo director, said.

Heusser, along with Harry Gray and Lew Camp, representing the Cincinnati Park Board, made a final inspection of the area to be used Wednesday (8). Heusser said the new picnic area, the third at the zoo, will be the first such grounds close to its parking lot. In the past, zoo visitors were forced to carry picnic baskets quite a distance. He added that shade trees and flower gardens will dot the new picnic area and that all benches and tables will be new.

## Conneaut Buys Second Train

CONNEAUT LAKE, O., Oct. 11.—Conneaut Lake Park here has purchased a second Miniature Train from the National Amusement Device Company, Dayton, O., and will operate both units on the 3,800-foot track next season.

The \$15,000 layout includes a miniature village, an 80-foot station which also houses the train at night, tunnels, crossovers, and automatic signals. The track, longer than usual, is unique in that it has a grade of nearly 8 per cent.

E. E. Freeland is president of the park. General manager is W. J. Tarr.

## Miami Kidspot Buys MT Train

M I A M I, Oct. 11.—George Wilby and Son of Miami have purchased a miniature train from the Miniature Train Company, Rensselaer, Ind., and will use it as the central attraction of a Kiddieland to be built here. The Model G-16 is painted in the colors of the Seaboard Railway. Coaches give the ride a capacity of 36.

At Rensselaer, R. D. Robertson, vice-president of the Miniature Train Company, said enthusiasm shown by those attending the convention of the American Institute of Park Executives pointed toward good business for the firm in the municipal park field. Robertson recently returned from the convention.

## B. C. Zoo Expands

VANCOUVER, B. C. Oct. 11.—A site has been cleared for a \$100,000 addition to Stanley Park Zoo here. A penguin pool is to be started soon. Two cage buildings and an aviary are to be built.

## Out In the Open

Continued from page 58

of "It's May Day in Los Banos," the early spring celebration with which he was associated for 14 years and under whose direction it received national recognition. If present plans are carried out, Craner declared the filming would take place during the 1953 Los Banos May Day celebration and Merced County Spring Fair and Livestock Show April 30-May 3. Craner completed his second San Francisco promotion of the year only last month. It was the fall festival of the Mission Street Merchants Association, coupled with the Mission Maid Queen contest. The latter, while successful, ran under previous years due to many counter attractions and top heavy giveaways in other parts of the city.

Billy Williams and Gladys Leo, of Williams and Lee Attractions, St. Paul, headed for a California vacation following the meeting of the Western Canadian Class "B" Fairs in Red Deer, Alta., Saturday and Sunday (4-5).

## Talent Topics

Continued from page 58

to appear on TV's "Super Circus" November 9 in Chicago.

Mr. and Mrs. Al Kappman and Lena Schlossberg are taking the baths at Hot Springs. The Kappmans are also visiting with their son, Herb, stationed at a nearby service camp. The Royal Rockers were held over until October 12 at the Park Lane Hotel, Denver. They are booked for Louisiana State Fair, Shreveport, October 18-28; the Shrine Circus, Wichita, Kan., the week of November 9, and the Kansas City (Mo.) Shrine show, week of November 17.

Charles Peterson, of Peterson's Bareback Riding Dogs, was given a surprise birthday party in Denver at the apartment of Judy and Albert Spiller, of Spiller's Seals, during the recent engagement of Polack Bros.' Western unit in that city.

Chuck Brown and Rita, comedy bars, started their second week on the stage bill at the Chicago Theater, Friday (10). Flying Fishers, high act, are with L. J. Heth shows as the free attraction. Following their close at the Memphis Grotto circus, Bert and Corinne Dearo, slack wire and cloud swing, will play a New York date and will then visit in Chicago en route to Texas and other southwestern points.

Buck Cowling, stuntman with the Buddy Wagner unit of the Joie Chitwood thrill show, has returned to his Wilson, N. C., home where he will manage a dairy bar for the winter. Billy Carter, ramp-to-ramp stuntman with the Chitwood Eastern unit, will winter in Reading, Pa., where he plans to open a restaurant.

## Under the Marquee

Continued from page 60

(3) honoring Harry Atwell, president, on his golden wedding anniversary. Club members throughout the county presented the Atwells with a set of luggage.

Chicago's recent elevator strike forced F. A. Boudnot and Nat Green of Ringling-Barnum office, to climb 14 flights of stairs twice a day. Art Concello, general manager of the show, was in town at the time and also had to contend with the walk-up. He was back in Chicago this week.

The Bill and Edna Antes Tent of the Circus Fairs Association was raised at Austin, Tex., while Ringling-Barnum was there. The Antes were made honorary citizens of Texas by proclamation of Gov. Allan C. Shivers. Leland Antes Jr., distant cousin of Bill, is president of the tent. Phillip E. Graham is vice-president and Victor E. Sterling is secretary-treasurer.

Harry W. Cole, old-timer now in Detroit, notes that a recent biography of the Ringling brothers states the night parades Ringling Bros. gave in Chicago in 1895 were the first of their kind. But Cole recalls that the Barnum show gave a night parade in New York in 1882.

Mrs. Burma Jones, wife of Elmer H. Jones, "king of the two-car shows," was taken to Warren General Hospital, Warren, Pa., Monday (8) after she became ill at work. She remained in the hospital this week. Tom Hayes, ring stock groom, is back in New York after being with Hunt Bros. and Ringling-Barnum parts of this season. He recently met Red Denning, who was in New York after closing with Hunt. Mr. and Mrs. Harry Chipman caught the Betty show at San Bernardino, Calif., where Clyde Beatty was made a life member of the sponsoring Lions club. The Chipmans' expect to make a trip to the East.

Peter Callahan, veteran acrobat who trouped with the old Ringling-Barnum-Bailey combine, and now chief ticket taker at Loew's Palace, Bridgeport, Conn., recently was re-elected to the executive board of Headquarters and Present, a theatrical organization composed of performers.

## ROCKS' WINTER SKED

# Christmas, Easter Openings Are Set

NEW YORK, Oct. 11.—A play for the millions of moppets who will be on school holidays has been set by Rockaways' Playland Park which has scheduled full-scale activities for Christmas and Easter weeks.

Altho purely experimental, Dick Geist said that the funspot's planning board believed that the planned all-out operation would be justified. The hope is based in part on the successful current week-end operations.

Altho the Jewish holidays, which encompassed two week-ends, and the World Series, which bridged another, hurt business at the shore spot, Geist said that week-end operations as a whole had been highly successful with grosses often adding up to four

times as much as those counted on the same week-ends a year ago.

**Continuance Assured**  
Geist said that continued week-end operations thruout the winter months were not contingent on good business. He said that an investment would be made in building up patronage and that a "sudden death" termination of operations, resulting from bad business on one or more week-ends, would not even be contemplated. Meanwhile, Geist said, every effort would be made to build up the week-end play. All media, including newspapers, billing, radio and television, would be used to make residents in the metropolitan area aware that all of the park's amusement devices would be open every week-end.

According to Geist, many of the resort's small operators and concessionaires plan to open along with Playland week-ends, feeling that an increased influx of Saturday-Sunday crowds will make their efforts worth while.

Geist is of the opinion that any considerable increase in visitors to the Rockaways would mean a decline in attendance at Coney Island since, he says, both would be drawing on the same pool of potential patronage.

## Col. MacNicol On Army Duty

RYE, N. Y., Oct. 11.—Col. Allan E. MacNicol, director of Playland Park, is spending the first 18 days of this month on active duty with the Air Transport Command at Fort Eustace, Va. Colonel MacNicol, a director of the National Association of Amusement Parks, Pools and Beaches, served in both world wars as a commissioned officer.

With week-end operation of Kiddieland discontinued, there will be no further activity at the park until Friday (24) when the ice skating rink will open.

## Huedepohl Visits At Dallas Fair

CHICAGO, Oct. 11.—Paul Huedepohl, secretary of the National Association of Amusement Parks, Pools and Beaches, was in Dallas this week for his annual visit to the State Fair of Texas.

Meanwhile, reservations for trade show space were still being received and few booths remain for the NAAAPPB's annual trade show in connection with the fall convention here. The association office also was active in preliminary work on the annual manual.

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# FAIRS-EXPOSITIONS

## Dallas Attendance Tops Record '51 In First Six Days

Martin-Lewis, Icer Do Big Biz;  
Terrell Grey Circuses Fail to Draw

Continued from page 55

"Empress," owned by Dolly Jacobs, died Wednesday afternoon (8), apparently of acute gastritis.

Tuesday (14) will be East Texas Day, another event that has been built up over the past three years with the aid of the East Texas Chamber of Commerce. Free show is skedded in the Cotton Bowl at night, with Margaret Whiting, Liberace, the Four Aces and the Apache Bishes from Tyler Junior College. Show last year with Eddy Arnold drew about 35,000.

Wednesday (15), the fair will be host to 22 high school bands, 10 orchestras and 10 choruses, which will appear at various spots on the fairgrounds all day and will present a free spectacle in the Cotton Bowl at night. Paul Lavalle, conductor of the Cities Service Band of America, will lead massed bands in several numbers.

Texas' first State-wide baton-twirling contest will be held Tuesday (14) and Wednesday (15) in the bandshell, and winners will be presented at Music Festival spectacle Wednesday night (15).

Dr. Donald Wyman, distinguished horticulturist of Harvard University's Arnold Arboretum, will give a free lecture in State Fair Auditorium Tuesday morning (14) as a feature of Garden Club Day.

Parade of Champions, at which awards and trophies will be presented to Pan-American Holstein Show winners, will be held Wednesday night (15). A surprising number of cattle breeders and other livestock experts are expected to be on hand from Latin-American countries as a result of extensive promotion of the show in Central and South American countries.

Koshare Indian dancers, talented Boy Scout troop from La Junta, Colo., will bring a series of four free performances in the bandshell Thursday (16). Boys will perform Thursday night, Friday afternoon and night (17) and Saturday afternoon (18).

Prep school and high school football games are skedded in the Cotton Bowl Thursday (16) and Friday (17)—two games each night. Friday (17) will be High School Day, usually an exceptionally good day for the midway.

### Stevenson Speaks

Also on Friday (17), Gov. Adlai Stevenson of Illinois, Democratic nominee for President, will speak in front of the Hall of State at 8 p. m. Fair had originally invited Stevenson and Gen. Dwight Eisenhower, GOP nominee, to speak at the fair, giving them the choice of October 7 or 9 and offering Cotton Bowl facilities and a free gate. However, neither accepted and consequently, fair will not take off gate admission charge for Stevenson speech October 17.

## Rocky Mount Draws 70,000 Paid to Set New Gate Record

ROCKY MOUNT, N. C., Oct. 11.—A record breaking paid attendance topping the 70,000 mark was recorded here last week by the Rocky Mount Fair, Norman Y. Chambliss, manager, reported.

Daily attendance marks were shattered on two occasions and the fair was the most successful ever operated here, Chambliss said.

The Model Shows, managed by David B. Endy, earned the biggest gross of any show ever to play the event, according to Chambliss. Model was the first railroad to hold down the midway at this event in the past several years.

H. J. Brunner of San Francisco, president of the Rotary International, will speak in Auditorium Friday (17) as a feature of Texas Rotary Day.

Saturday (18) will be Fort Worth Day, the first time that city participated in the fair in years. More than 60,000 free gate admission tickets have been distributed in Fort Worth schools. Skedded in stadium for night professional football game are the Dallas Texans and Green Bay Packers.

Fair closes Sunday (19) with a religious festival in the Cotton Bowl featuring an address by Dr. Daniel Poling, editor of the Christian Herald. Gate admission will be lifted at 6 p. m. preceding the festival. Last year's festival, featuring Dr. Norman Vincent Peale, drew about 45,000 into the bowl.

## Rain Cuts Sharply Into Atlanta Gains

ATLANTA, Oct. 11.—Despite rain on four days this week, the Southeastern Fair was holding its own attendance-wise and on ride and show grosses, according to Mike Benton, manager. Fair started off with a bang, chalking up gains as much as 40 per cent during the first four days. Rains this week, however, cut down the increases sharply.

The Jack Kochman auto thrill show, which is in front of the grandstand for 10 night and two matinee performances, lost four shots to rain starting Tuesday night. The thrill show is augmented by three high acts, Eldonas, Fearless Stars and Leonettes, Bu-dy Nugent, emcee and a complete band.

Cettin & Wilson Shows, the midway attraction, was naturally hurt by the rain although three kid days helped. Moppets turned out in good numbers for the two big

## Barton, Vt., Gets New Support

BARTON, Vt., Oct. 11.—The Orleans County Fair received a new lease on life Sunday (5). A backlog of unsettled bills threatened to terminate the annual which had a good run this year but poor showings in 1950 and 1951.

Albert S. Palin, Farm Bureau president, pledged support, and President George Maynard and members of the board decided to issue additional stock. Subsequent public response made it certain that the fair would continue.

A George Hamid & Son grandstand show also chalked up records, Chambliss said. Fair weather prevailed thruout the week and aided the success of the event.

For a time this summer it appeared that drought would ruin crops and hurt endeavors such as the fair. However, the rains came in time to curtail crop losses. At the time, Chambliss predicted a banner year ahead for Carolina fairs since, he said, the short crops would result in record prices. The results at his fair would indicate that he was right.



R. C. McCULLUM, former mayor of Toronto, is the new general manager of the Canadian National Exhibition. He succeeds Elwood A. Hughes, resigned, who had served in that post 18 years and had been associated with the expo 47 years. Hughes, however, will serve as consultant to the CNE.

## Monticello, Ia., Reaps 8G Profit

MONTICELLO, Ia., Oct. 11.—Jones County Fair wound up its 1952 edition with a profit of over \$8,000, Claude Appleby, secretary, announced. Next year's fair, which opens August 25 for five days, will be a centennial run. A number of improvements are planned, including a large stage addition and a new electrician's building.

Fridays and Negro children's day, an innovation, proved popular on opening day.

Particularly popular this year are cooking schools, being presented in the Administration Building and fashion shows put on by a local department store. The Arthur Murray dance demonstration also has drawn much interest.

The largest turnout of Army bands ever congregated here is causing much comment. Livestock entries are the biggest the fair has ever had and commercial exhibit space is completely sold out. Women's exhibits are particularly big.

## WFA Conclave Opens Nov. 18

SACRAMENTO, Oct. 11.—Nearly 600 fair managers, directors, concessionaires, exhibitors and college professors from five Western States and Canada are expected to attend the 30th annual Western Fairs Association convention in San Francisco. Event is scheduled for three days, starting November 18 at the Palace Hotel.

Russell E. Pettit, WFA president and secretary-manager of the Santa Clara County Fair, San Jose, will preside.

Operational and promotional problems affecting 81 WFA fairs and expositions will be reviewed in panel meetings. Legislative reports and an exchange of information of the industry also will be heard.

Business firms which are WFA service associates, or which have been recommended by fair managers, will have a special night November 18 to display their services and supplies.

Convention highlights will include an evening of unique entertainment, following a buffet dinner on opening day. The annual banquet and ball is set for November 20 when officers for 1953 will be named.

Members of the executive committee in charge of convention arrangements include John Lagamarino, Ventura, chairman; Dale Campbell, Mariposa, and Pettit.

## Tulsa Tops '51 Despite Weather

Grandstand Revue Moved Indoors But  
Still Beats Last Year's Gross

TULSA, Okla., Oct. 11.—Despite adverse weather conditions for a good part of its run, the Tulsa State Fair closed its big gates here Thursday (9) after topping its '51 attendance count by over 50,000. According to Clarence C. Lester, manager, a total of 308,000 people flocked into the grounds during the seven days, compared with 250,000 last year.

Another surprise was the business done by the big grandstand revue, which was booked thru the Music Corporation of America. The first two nights of the fair the show was held in front of the 7,000-seat grandstand. A storm on Sunday and resulting cold weather, chased the show into the 6,500-seat pavillion, where it remained thru Wednesday night. Despite this the revue grossed around \$300 more than the '51 show. Thursday night it moved back to the grandstand.

E. O. Stacy, of MCA's Dallas office, managed the unit, which included Margaret Whiting, Eddie Peabody, Denny Beckner and his ork, King and His Ladies, and the Lang Troupe, plus a big supporting cast. Joie Chitwood's Auto Dare-devils, under Earl Newberry and Leo Overland, pulled strong turnouts for their two grandstand performances. Monday afternoon (6), "Grand Ole Opry" was the featured attraction with such artists as Minnie Pearl, Carl Smith, Ray Price, Little Jimmie Dickens and Hank Williams.

Hardest hit by the cold weather was 20th Century Shows, here on the midway for the first time.

## Ariz. State Inks Bates

PHOENIX, Oct. 11.—Peg Leg Bates will headline the free show here the Arizona State Fair which opens here November 7 for 11 days, George Blake, manager, announced. The show is being booked by Newton (Carolina) Brunson of the Hollywood Theatrical Agency, Hollywood.

In addition to the dancer, the show will include Marlon Ranking Dancers (6), the Whippoorwills (5), Tulara Lee, Johnny Romero, and the Joannedis Duo. Brunson will produce the show under the registered title of "Hollywood on Parade."

The BBB Puppeteers, featuring Bette and Bill Gerard, and Larry (Bozo) Vallie also will entertain. They will be spotted on the grounds.

Blake said that a new 50-foot stage had been constructed in the plaza for the 1952 run. Shows here have been most successful and it was because of this that the platform was installed. The show will follow a Spanish-American theme.

## Tupelo, Miss., Hard Hit By Rain, Cold Weather

TUPELO, Miss., Oct. 11.—Mississippi-Alabama Fair and Dairy Show was hard hit by rain and cold weather this week and thru Friday (10), traffic thru the outside gate was 20 per cent down from a year ago.

Opening day of the five-day run, Tuesday (7), was hit by temperatures in the low 40s and cloudy skies. The following day was practically a washout due to heavy downpours and continued cold weather. Thursday's turnout was good, considering the weather, and Friday came up with big attendance due to warm weather and clear skies.

Some of the loss was expected to be made up on Friday and today, according to James Savery, fair secretary, providing the good weather holds.

With overcoat weather prevailing for most of the run, little traffic was evident on the midway with the exception of the final day, which was kid's day and brought out large crowds of youngsters. Nightly fireworks were handled by the Paramount Fireworks Corporation, with Fred Herrin Jr., in charge. Pinkerton Detective Agency handled the outside gate and grandstand for the second year.

Plant improvements this year, as usual, were numerous. The fair's huge cattle barn was made even larger by the addition of five additional wings, making the building 624 by 200 feet. Over 4,500 head of livestock crowded this building during the run.

New buildings scheduled to be constructed during the coming year include an 84 by 350-foot dormitory; a new agricultural center and a new office building. Noted for its consistent improvements, the fair has spent \$289,803 during the past three years on its program.

A new record was set on premiums this year with a total of \$61,000 doled out. Exhibit space sales this year topped '51 by 30,000 square feet.

## Fresno, Calif., Gate Up 15%; Mutuels Soar

Draws 151,789  
First Five Days;  
Wickets Up 22%

FRESNO, Calif., Oct. 11.—Running an extra day—10 in all—this year, the Fresno District Fair at the end of the fifth day was ahead 15 per cent in attendance and the pari-mutuel handle was 22 per cent over the 1951 figure.

Headed by Tom A. Dodge, secretary-manager, the fair got off to a good start Friday (3) when it pulled an attendance of 13,241 against 11,676 in 1951. The total for the first five days was 151,789.

The fair, which started 57 years ago, ran six days until two years ago when the stand was increased to nine. It was the only fair in the State closing on a Saturday night, a policy deemed necessary so that livestock could be carted home over Sunday. The directors voted for the day extension and the event will end its 10-day run Sunday (12). This gives the fair two week-ends. Racing schedule of eight days remains the same as on the nine-day plan.

Four days of racing here on the mile track pulled a handle of

(Continued on page 61)

JACKSON, MISS., GATE CUT BY RAIN, COLD

JACKSON, Miss., Oct. 11.—Mississippi State Fair went into the final day of its six-day run here today with an attendance count that was sharply below that of last year.

Cold weather, with temperatures that dipped into the 30's and rain that at times turned to sleet, hampered the big fair most of the week. Weather turned good Friday and crowds came out in large numbers but it was considered late to make up much of the loss.

Barnes-Carruthers night grandstand show was hard hit by the weather and altho no official figures were given out, grosses were sharply under those of last year. Talent in the show included Hap Hazard and Mary, Four Angels, Tristram Troupe, Buddy's Greyhounds, Carlo De Matiazzi, Evers and Dolores, Tanya and Biagi, Five White Guards and a 20-gal line of Dorothy Hild dancers. Sam J. Levy, of the B-C office, was on hand here.

Work on the fairgrounds, which has been going on for the past several years, was finished this year and the fill-in of the ground has made a vast improvement. The grounds have been raised from two to 12 inches and have been equipped with curbs and gutters for better drainage. In addition, the grounds are now hard surfaced, and five acres of paid parking space has been added.

In addition, the fair has re-conditioned its State Exhibit Building and the structure is loaded with both commercial and State exhibits.

More building plans are in the offing, according to J. S. Dean, manager. A \$200,000 appropriation has already been okayed for

a new livestock arena, which is scheduled to be in readiness for next year's show. The structure will be used for the judging and show of livestock and will also include space for a poultry exhibit.

The fairgrounds were without lights for a little over an hour Tuesday (7) when a transformer in the city utilities plant went out at 9:30 p.m. The entire layout was thrown into darkness and rides were out of operation. Passes were given to grandstand show patrons that permitted them to see the next night's show.

Terry L. Clark Joins WFA Staff

SACRAMENTO, Oct. 11.—Terry L. Clark, former newspaperman, has joined Western Fairs Association as director of public information. Louis S. Merrill, general manager, announced.

An editorial staff member of the San Luis Obispo Telegram-Tribune, Clark resigned after nearly six years with that Scripps newspaper to accept the WFA appointment.

Clark is a graduate of Oklahoma A. & M. College, and a veteran of World War II, having served in the Navy. He has long been interested in fairs and frequently exhibited at county and State fairs as a 4-H Club member during his youth. He also handled publicity assignments for several fairs in recent years.

Clark will edit the Western Fairs' official organ and carry on an information program aimed at broadening public knowledge of the economic and educational value of fairs. The program will be conducted in co-operation with the secretary-managers and directors of individual fairs.

Greenville, S. C., Off to Poor Start

GREENVILLE, S. C., Oct. 11.—The American Legion Fair got off to a bad start here Monday (8) when the Cavalcade of Amusements, one of its principal planned attractions, failed to arrive on time. The midway, hampered by a slow rail movement, did not get under way until a day later.

Harry Her, secretary, was hoping that the wind-up today would oust the event thru after mid-week activities were considerably hampered by rain.

Fresno Gate Up

Continued from page 62

\$540,032, an increase of 22 per cent over the same 1951 period. Eleven races are being featured daily, compared with 10 a year ago when the handle for the entire calendar was \$1,098,000. Estimates take 1. the season is \$130,000.

The event was expected to set new records with a break in weather Tuesday night. Up to then, the temperature was in the 90's, about six to eight degrees hotter than a year ago. However, the change brought the thermometer down to a par with the 1951 marks.

Following its usual policy the annual offered free shows in the open air theater twice daily. Booked by Fanchon & Marco of Hollywood, talent included Robert Ross, emcee, Hollywood Sweethearts, Dude Swingsters, Eve Holden, Rolling Robinson, Mercer Bros., and Ross and Stone.

For the second show starting Wednesday, Robinson and the Mercer Bros. were replaced by Johnny Mack and The Roguettes. Fanchon & Marco also booked the grandstand show with a circus-type performance. Charging 80 cents for adults and 30 cents for kids under 12, the stand was sold out nearly an hour before the start on the opening night, Tuesday. Acts on the show playing the first three days—Tuesday thru Thursday—included Robert Ross, ringmaster and emcee, Madison's Dogs, Zucchini Trampolino, Al Antonucci's Chimpanzees, The Excellos, Pallenberg's Bears, The Seven Marvels, Flying Eddys, Pat Anthony's Trained Lions, Zucchini Cannon Act, and Mark Smith's Liberty Horse Drill (8) in the shows for the evening three nights. The Kitchenets and the Four Mandarins replaced Madison's Dogs and The Excellos.

HAMID HORSES CUSHION SHOCK OF BAD WEATHER

WINSTON-SALEM, N. C., Oct. 11.—It begins to look as the George A. Hamid, grandstand show impresario, has found a hedge against the weather in his State fair racing stable. Up until now he has had to depend upon covered stages, which he tries to talk virtually all fair boards into buying, and, failing that, transparent raincoats for his chorines and other performers.

While one of his night grandstand performances was washed out here, one of his horses, Simms Hanover, placed in the money on the same rainy day, thus erasing a potential total loss for the session. At his own New Jersey State Fair in Trenton Hamid's horses ran in the money on two occasions after having shared prize money in two races the previous week at the Allentown (Pa.) Fair.

Canada 'B' Loop Re-Signs Grossman Grandstand Revue

RED DEER, Alta., Oct. 11.—Irving Grossman, of the Gus Sun-Irving Grossman Agency, Des Moines, was again awarded the contract for the night grandstand show at the Western Canadian Class B Fair circuit. The pact was closed here Sunday (5) at a two-day meeting of loop execs. Other attraction bookers on hand included Ernie Young, of the Chicago agency bearing his name; Charles (Chuck) Zemer, Jr., of the Zemer Agency, Chicago; Billy Williams and Gladys Lee, of Williams & Lee Attractions, St. Paul, and L. N. Fleckles, Chicago booker.

Mail submissions were made by Barnes-Carruthers Theatrical Enterprises, Chicago, and Garden Bros., of Toronto.

W-S Draws Crowds Despite Inclemency

WINSTON-SALEM, N. C., Oct. 11.—The weather has thrown its two toughest punches, cold and rain, at the Winston-Salem Fair here this week but the annual is both surviving and progressing in the face of the bad breaks.

On Wednesday (8), with the weather far from co-operative, Manager Thomas S. Blum reported a crowd of 63,000. This was nearly double the opening day turnout of 33,000 on Tuesday (7).

Thursday night (9) all activities had to be canceled because of a downpour. Yesterday was Children's Day and thousands of mopets were on hand to enjoy the midway features, all of which were scaled at 9 cents.

Hamid Show Clicks George A. Hamid's night grandstand show played to capacity houses, filling the 3,500-seat grandstand, except for Thursday when the program had to be canceled. The stand was full on Wednesday and the entire performance was given despite a light drizzle which continued throughout the evening.

The cold weather naturally as much as the rain with temperatures plummeting to the low 40's. The outlook for today was good and midway operators were hopeful of making up losses if the expected huge crowds turn out.

Some \$50,000 in purses attracted some of the harness racing stars to the four-day program here. Attendance at the afternoon programs was slim, however, with only a few hundred paid occupying the grandstand on the first two days.

Open-air square dancing and fireworks nightly were included in the entertainment program. Many improvements have been made to the new grounds which the fair is occupying for the second year. Completed just in time for last year's event, there were still many construction scars remaining as the fair opened for the first time in its new plant. Grass

Danbury Sets Mark With 143,833 Paid

DANBURY, Conn., Oct. 11.—Record-breaking crowds on the final two days, Saturday and Sunday (4-5), boosted the total paid attendance at the nine-day Danbury Fair to an all-time high of 143,833.

Record crowds also turned out the opening Saturday and Sunday (28-29). Attendance on the two Saturdays and Sundays was 106,460, with the remaining five days accounting for 47,345.

The former record was established in 1950 when 123,141 paid. Weather was perfect thruout. A year ago the last Sunday was hit by rain and only 7,000 turned out. Comparative figures follow:

	1951	1952
Saturday	14,590	16,547
Sunday	36,421	41,764
Monday	8,948	8,920
Tuesday	7,941	6,840
Wednesday	8,922	8,741
Thursday	6,884	6,360
Friday	5,916	6,475
Saturday	22,558	23,502
Sunday	7,107	24,875
Totals	117,039	143,833

John W. Leahy, manager, and Irving Jarvis, assistant manager, termed the annual the most successful they have ever run. A return this year to paid grandstand attractions on four out of the nine days boosted the over-all gross.

B. Ward Beam's Hell Drivers packed the 3,500-seat grandstand on the first two days with admissions scaled from 60 cents to \$1.20. On the final two days stock car racing drew big crowds, with adults paying \$1.25 and children 60 cents.

As usual, the unique daytime event featured multiple free attractions, including the daily parade of all mobile features thru the fair's avenues.

A host of political figures, including Senator McCarthy, of Wisconsin, and Governor Allen, of Connecticut, visited during the week.

The fair was well advertised and publicized with Leroy E. Paltrowitz handling public relations.

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COLUMBIA, S. C., Nov. 18 thru 23  
Paul Wafar, Director  
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SAFON HOUSE, La., Oct. 14 thru 21  
George Calcutt, Director  
c/o Jaycoes

MOBILE, Ala., Oct. 1 thru 5  
George Calcutt, Director  
c/o Jaycoes

BOANOCHE, Va., Sept. 22 thru 28  
Chas. W. Moore, Director  
418 Mt. Trust Bldg.

DALLAS, TEXAS, PARADE OF HOMES Sept. 14 thru 21  
F. W. Walker, Director  
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SOUTH BEND, Ind., Oct. 1 thru 8  
John W. Leahy, Director  
Jefferson Hotel

CANTON, Ohio, March 2 thru 7, 1953  
Harry Labrosse, Director  
P. O. Box 931

YOUNGSTOWN, Ohio, March 28 thru 29, 1953  
Harry Labrosse, Director  
P. O. Box 931, Canton

DALLAS, Texas, May 3 thru 10, 1953  
See B. Geedry, Director  
Stonleigh Hotel

LYNCHBURG, Va., Oct. 31 thru 36  
John Wafar, Director  
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Meridian, Miss., Up at Gate And Grandstand

MERIDIAN, Miss., Oct. 11.—New Meridian Fair and Cattle Shows drew the curtain on its '52 edition here Saturday (4) after chalking up increases over last year at both its gate and grandstand. Attendance figures showed an increase of 17 per cent and grandstand business was up 9 per cent, according to Charles Buckwalter, fair manager.

Midway business was also up sharply, he said. Al Wagner's Cavalcade of Amusements far surpassed the midway gross chalked up last year.

Exhibit space and livestock barns were completely filled and many would-be exhibitors were turned down, due to lack of space. Premium payments this year topped \$1 by \$2,500.

Plans were disclosed this week for the building of a new concrete block Women's Building for the display of canned goods, fancy work, home decorations and planning exhibits.

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## WOM AWARDED '53 OTTAWA PACT

Winston-Salem, Greensboro Give Good Dixie Start Despite Weather

WINSTON-SALEM, N. C., Oct. 11.—Frank Bergen, general manager of the World of Mirth Shows, announced here this week that his organization had been awarded the 1953 midway contract by the Central Canada Exhibition, Ottawa. The date, one of the most important on its route, has been played by the World of Mirth for many years.

Bergen said that other fair dates already signed made the show's 1953 route of annuals virtually complete at this time. The Northern anchor of the route has long been the Ottawa event and the securing of this pact assures the or-

ganization of a strong beginning for its fair route.

In its second week of Southern annuals at the Winston-Salem Fair here, Bergen reported that business was very good despite considerable inclement weather. The prospects for the remaining dates, which will carry the show to the Coastal Empire Fair, Savannah, Ga., and thru November 8, are judged to be very good on the basis of the brisk spending encountered both here and last week at the Greensboro (N. C.) Fair.

### Bad Weather Hurts

The weather here has been both cold and wet with all activities scheduled for Thursday night (9) canceled because of a downpour. Even so, the midway grosses are only slightly behind the earnings registered a year ago and Bergen said that good weather today would probably send grosses over the top.

On opening Tuesday (7) grosses trailed last year by only about \$1,000, despite unseasonable cold and showers. Wednesday (8) brought considerably more rain but once again fun zone patronage continued heavy and the day's earnings were off only a little more than \$1,000.

Yesterday moppets jammed the spacious midway to take advantage of the special 9-cent prices. The 9-cent children's days, adopted several seasons ago by Bergen, have been continued thru-out this season.

Last week at Greensboro the midway did well despite the loss of one night to rain. The final two days, Friday and Saturday (3-4), were exceptionally good.

Bergen announced that his Motordrome, operated by Flash White, would close here and that he would book another unit for the show's three remaining fairs beginning with South Carolina State Fair, Columbia, next week. The variety field onH-aixfibi

## Wilson to Join Vivona in '53

NEW YORK, Oct. 11.—Harry E. Wilson last week signed a contract with the Vivona Bros. Shows to handle publicity, promotions and to assist in management for 1953. Wilson recently concluded his third season with the Morris Hannum Shows in a similar capacity.

Wilson said that while the season would probably get underway in April, John and Morris Vivona, show operators, indicated that he would be used to assist in the booking of fairs.

An arrangement to join the Brown & Wallace Shows after closing with Hannum fell thru, Wilson reports, when his car broke down and had to undergo major repairs.

## NSA Stated Annual Frolic, Other Events

NEW YORK, Oct. 11.—Fall activities of the National Showmen's Association were announced here this week.

The principal event, the annual banquet, again will be held in the grand ballroom of the Astor Hotel Thanksgiving Eve, November 26. Tickets are priced at \$10 and an attendance of over 1,000 is expected.

On the Sunday before the banquet, November 23, memorial services will be held. Open House and the awarding of prizes will be held Tuesday night, November 25. A testimonial dinner honoring President Bernard (Buck) Allen will be held at Leon & Eddie's, well-known midtown bistro, Monday night, November 24. Tickets are priced at \$6.

The dais and entertainment for the banquet are under the direction of George A. Hamid, president emeritus.

## Army Event Inks Goebel For Fun Zone

CAMP COOKE, Calif., Oct. 11.—Pan American Shows will be featured at the Camp Cooke Welfare Carnival Nov. for four days starting October 30. Joy Archer, civilian consultant, said, Archer is serving without pay. He had previously served to direct the Navy Relief Carnival in San Diego, where \$250,000 was netted in four days.

The committee, headed by Lt. Col. Robert P. Langley, is pushing the event with spot radio announcements. Approximately 20 per day are being used over stations in Santa Barbara, Santa Maria and other towns in this area.

Pan American, the Louis Goebel show managed by Jimmy Wood, has been contracted to bring in 8 major and 6 kiddie rides, 2 searchlights, and 18 towers. The organization, which specializes in community fairs, is also supplying a big top 80 by 240 feet to be used for local exhibits. This space is practically sold out.

### Welfare Group

The welfare group is in contact with the Hollywood Co-ordination Committee, which supplies talent to military bases, and a complete USO show may be featured during the entire run of the event.

The camp's WAC detachment is in charge of the souvenir program. Approximately \$15,000 in space is expected from this project.

Archer has signed contracts with Al (Red) Cohn for percentage and Johnny Duggan for food. Many of the concessionaires, who were with Archer at the Navy Relief Carnival in San Diego, will also have space here. There will be a number of committee-operated stands.

## Tinsley Tour Yields Okay

BARNESVILLE, Ga., Oct. 11.—Johnny T. Tinsley Shows are bringing one of their best seasons in years to a close on the Southern fair route. Org moved here this week from the Cherokee County Fair, Canton, Ga., where business was brisk during the entire run. Show is carrying 15 rides, 5 shows, 57 concessions, and the Great Wilno cannon act as a free attraction. On the back-end are Capt. Bob Williams' Motordrome, Don Akers' Big Snake, Arthur Bryan's gal revue and the Hollywood Monkeys.

Org's early season was spent around Atlanta under auspices and was immediately followed by fairs in South Carolina and Georgia.

## Dallas Midway Dips Slightly Under '51

Cool Weather Crimps Activities First Few Days; Concession

DALLAS, Oct. 11.—Midway games, ride and show grosses at State Fair of Texas here were running slightly under last year's figures for the first eight days of the annual's 16-day run which closes next Sunday (19). Despite the fact that this year's midway offers no wheels nor bingo stands, there are more concessions, all of which are hanky panky.

Shows set on the midway by Ray Marsh Brydon include Happy Holiday, featuring Sally Rand, Dick Best's Four-Legged Girl, Betty Lou Williams; Glenn Porter's Side Show; George Gunn's Tropical Gardens, Mark Williams' Snake Show, Curly Sayre's Motordrome, Jimmy Hurd's Turtle Girl, Cliff Younger's Little People, Frank Ellis' Gorilla Show, Henry and Charles Thompson's Whale Show, Bill Dusin's Big Dog and Little Horse Show, Van Harris' Big Snake Show and Joe Scortino's Scandolls.

Providing the concession line up this year, as usual, is the Joe Murphy, Johnny Lindsay and Margaret Pugh combine. Assisting them are Al Baysinger, former carnival owner-operator; Percy Morency, and Bert Early, who is associated with Harry Balt's Ponchartraine Beach Park operation at New Orleans.

The midway, like the fair, got away to a solid start Saturday (4) and registered a big Kiddies Day, Friday (10). Today's business was expected to at least par, if not succeed, last year's marks. Taking away some of the glamor and business for the initial four days was the cool weather which hit the midway about 5 p.m. Sunday (5) and held thru Wednesday (8), with the result that midway play for the subsequent days was relatively quiet.

Venue Bros. Sky Wheel which suffered a motor failure Sunday (4) at 6 p.m., lost the remainder of that day and was not in operation thru Wednesday (8). However, it has been playing to big business since it was put back into operation Thursday (9).

## Capital City Biz Perks Up

MONTEZUMA, Ga., Oct. 18.—Capital City Shows moved here this week from the Northwest Georgia Fair, Cedartown, where business was on the upturn, according to Johnny Keef, org's owner.

Keef said they are just beginning to come out of a poor season, hit by strikes and the drought, but the remaining fairs on the route could make the season a winner. The show has five more fairs to play and will close in Live Oak, Fla., on November 15. Winter quarters are in Valdosta, Ga.

## Cold Hits Gooding At Jackson Fair

JACKSON, Miss., Oct. 11.—Midway business at the Mississippi State Fair here was off sharply for the Gooding Amusement Company. Rain and cold weather held down attendance thru-out the week.

Temperatures that dipped into the 30s and rain, that at times turned into sleet, kept traffic down the first four days. The weather warmed up Friday, however, and some of the loss was expected to be made up if the weather held for the final day.

In addition to the Gooding rides and show, John Gallagan has 65 concessions here which are doing fair business considering the inclemency.

The Gooding unit, which is managed by Andy Andrews, has 23 rides. The back-end includes F. W. Miller's "Orchid Revue" which is topping the shows gross-wise. Also here are Rivero's Globe of Death, Buttons

Max Myer's Hoffmeister Roto Ride, which was hailed in here from Chicago's Riverview Park, has been doing tremendous business since it was set up. Bill Schmidt, son of Riverview's owner, and his wife, are here to supervise the ride's operation.

Despite all the tub thumping being given the Sally Rand show and the Parisian Follies revue, Dick Best's Four-Legged Girl, Betty Lou Williams, is making a surprisingly strong bid for top honors among the money-getting shows. The Variety Club of Dallas—sponsored Gil Gray's International Circus attraction is having a rough time and the consensus here is that the Variety Club's

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## Rain Plagues Strates Org At Danville

DANVILLE, Va., Oct. 11.—Rain thru yesterday virtually blanked out the appearance of the James E. Strates Shows on the midway at the Danville Fair.

Strates said that the weather was just about the worst ever experienced at this spot, a normally good date prior to the show's appearance next week at the mammoth North Carolina State Fair, Raleigh.

Business at fairs, including all Southern annuals, has been very good, Strates said. The earnings at annuals were welcome and needed after a still date season that provided only slim pickings.

Good earnings at the show's remaining fairs will mean a profitable season all around, despite the bad beginning.

## Will Hill Plans Indoor Outfit

SHERMAN, Tex., Oct. 11.—Will H. Hill is planning an indoor circus, with a tentative opening date of November 5. It was announced here. Hill's elephants, dogs and ponies will form the nucleus of the show. Other acts will be added and organization is negotiating with a group of midgeets for a concert attraction.

Staff now is being organized. Telephone crews will be used in some stands and another plan will be used in other stands, it was reported. The show will play under auspices, and some dates in stadiums and grandstands are planned in addition to indoor engagements.

## Crafts Orgs Merge for Fresno Fair

FRESNO, Calif., Oct. 11.—Playing the Fresno District Fair here for its first 10-day run, Orville N. Crafts brought in both his Crafts 20 Big and Crafts Exposition Shows to give the event its largest midway. Contract was let some months ago on the basis of 17½ cents per capita.

The event was extended an extra day this year. Two years ago the run was upped from six to nine days, closing on a Saturday night. However, for this date the directors voted a Sunday night closing, giving the event two week-ends.

Crafts spotted 17 major rides on the midway. He used four Ferris Wheels, two at each entrance; two Merry-Go-Rounds, two Skooters, and two Tilt-A-Whirls. There was one each of the following: Rolloplane, Loop-o-Plane, Octopus, Fly-o-Plane, Whip, Spiffire and Caterpillar. In the zone there were seven shows and about 100 concessions. The show lot was flashed with 30 40-foot light towers, four 60-inch searchlights and two arches.

### Kiddieland Removed

The Kiddieland was removed from its spot and replaced by a new farm machinery building. The lot section between the main lot and the grandstand. In this section Crafts spotted 13 rides.

The Exposition unit, managed by Roger Warren, moves out tomorrow for the Kings County Fair in Hanford. The 20 Big Shows, managed by Frank Warren, goes to Dinuba for the Raisin Festival. The third unit, Fiesta Shows with Leo Haggerty managing, is in Southern California. Exposition and 20 Big are being routed into Indio and Blythe to facilitate combining them again for the Arizona State Fair in Phoenix. Crafts expects to use about 20 major and 10 kid rides at that State Fair.

## Cold, Rain Hits RAS At Tupelo, Miss., Fair

TUPELO, Miss., Oct. 11.—Cold weather and rain hit the Royal American Shows here at the Mississippi-Alabama Fair and Dairy Show this week and business for the best part of the run was light. Temperatures dipped into the 30s the first three days of the fair and Wednesday was practically washed out by rains that pelted the grounds most of the day.

Show opened here Tuesday and pulled a fair crowd that evening, due mostly to the car giveaway that held the patrons on the grounds. As a result, rides, shows and concessions did fair business. The big midway received its share of a light crowd on Thursday but again the low temperatures took their toll of fair patrons.

Most of the RAS officials said they were pleasantly surprised by the turnouts in view of the weather and said some of the loss could be made up provided good weather prevailed for the final day of the fair.

Altho the fair did not open until Tuesday, (7) the show arrived here Sunday night and the first wagon was on its way to the grounds by 8 p.m. The entire midway was up and ready to go by Monday afternoon.

Mrs. Robert Lohmar joined her husband here and will remain with the show for the rest of the tour. Mrs. Leon Claxton and the Claxton's two youngsters planed from Tupelo to Tampa to open their home there. Visitors here included Robert Robbin, Ned Torti and Jack Duffield.



# Midway Confab

Mr. and Mrs. Lawrence Smith have returned to their home in Thornbury, Ark., after closing with F. C. Bogle Shows in Houston, Mo. Leon Long visited Irvin C. Miller's Brown Skin Revue on Gooding Amusement Company at Mississippi State Fair, Jackson.

Mrs. Frankie Tizana, of Brown & Wallace Shows, was guest of honor at a blessed event party held recently in Tullahoma, Tenn. Mrs. Bonnie Brown, wife of Filzia Brown, co-owner of the show, was hostess at a luncheon with Mrs. Al Wallace and Julie Frances Brown serving as co-hostesses. Those attending included Mrs. Billy Cutler, Myrtle Courtney, Virginia Fields, Ruth Schriber, Rusty Williams, Wilson, Linda Ricci, Tonney Synnex, Betty Chasz, Vicker, Joan and Mrs. Louis Lankford; and Mrs. Irene Souders, Louise Abbott, Mabel Kelley, Kathryn Rivers, Betty Teffeteller, Sam Favor, Reeves, Cox, Katie O'Connell and Trulla Fulmer. Mrs. John Garretti, who was unable to attend, sent a personal gift.

Stanley (Pat Stan) Levy, who manages the Greco razzle-dazzle, had a big week in Selma, Ala., and bought a new motor bike with the proceeds. Harry Levine came on at Selma to work the razzle. Timmie Clayman joined there to work in the Wendell Pierce cookhouse.

Mr. and Mrs. K. H. Garman, owners of Sunset Amusement Company, left their Danville, Ill. home Monday (6) for their new Coral Gables, Fla., residence. The Garmans will be commuting between their homes this year in order to make the fair meetings.

... Edgar G. (Rumbling Red) Hart visited with Don Greco, concessions manager of Gem City Shows, at Winchester, Tenn. While there he worked the bucket store for two days with Art Frazier and Davey Finency. Hart will handle the Greco hi-striker on Gem City next year. Art Frazier will head up the glass pitch.

E. R. Will, has charge of candy sales on the back end of Al Wagner's Cavalcade of Amusements. Jack Osborne is his assistant.

Al (Red) Cohn and Frankie Schaeffer were among concessionaires who left Los Angeles for Dallas for the State Fair of Texas. They were active at the Los Angeles County Fair in Pomona. Cohn handled a bird game for Cecchini & Lovaggi.

Larry Ferris, manager of the Frank W. Babcock United Shows, which supplied the portable rides for the Los Angeles County World's Fair Midway operated by Harry A. Illions, left for the Arizona desert and fishing in the Colorado River following the close of the fair in Pomona.

Madlyn Daniels, who has been hospitalized in Municipal Hospital, Tampa, since an automobile crash in February, would like to hear from friends.

After the recent close of Charles Hodges' Side Show, Merlin Zorn threw a farewell party for Billy Logsdon, feature of the show. Jean Jo-An Rendella has joined the Dumont Shows with girl and life shows. Kay and Carlo Schalvona (Rocco Jr.) also joined that

(Continued on page 68)



## DOTHAN, ALA. Nat'l Peanut Festival & Fair OCT. 27-NOV. 1

... now the South's outstanding event! Produced by the City of Dothan and Chamber of Commerce ... backed by all civic and business organizations with the unequalled support of the press and radio! A week-long celebration and fair ... \$10,000.00 State-wide advertising campaign ... mile-long parade of floats ... exhibits ... Miss America of 1952 in Person ... grandstand show with stars of movies and television ... Al "Fuzzy" St. John ... Johnny Mack Brown ... bands ... Queen's Coronation Ball ... County Children's Day matinees every day with school holidays ... Free Admission to grounds ... free parking. Midway and events located at Wiregrass Stadium in the heart of Dothan.

30,000 soldiers now at Camp Rucker.

### CAN PLACE

- ONE OR TWO OUTSTANDING SHOWS—Western or Hillbilly. (Lash La Rue, contact us.)
- Also want to hear from Sally Rand.
- HAVE OPENING FOR MERITORIOUS GRIND SHOWS.
- RIDES—Will book Fly-o-Plane, Little Dipper, Rock-o-Plane, Pretzel.
- ALL LEGITIMATE MERCHANDISE CONCESSIONS OPEN.
- Space for limited number only.

JOHNNY J. DENTON or ART FRAZIER  
GOLD MEDAL SHOWS

PANAMA CITY, FLA., OCT. 13-18; MARIANNA, FLA., OCT. 20-25

## I C V-F-W L C A A S I L S L S I S I S I S I T L S I S I S I T L

### SOUTHWEST FESTIVAL AND SPORTS SHOW

SAN ANTONIO, TEXAS, OCTOBER 28 TO NOVEMBER 2

Now booking Concessions, Pitchmen, Demonstrators for Independent Midway and Exhibit Pavilions. Will also book Thrill Show, Mammoth Soldiers' Payday, Free Gate. Address:

315 Houston Building TOMMY STEVENS San Antonio, Texas  
(Phone: Belmont 3-1777 or Lambert 2-4068)

## JOHNNY'S UNITED SHOWS

NOW PLAYING GENEVA COUNTY FAIR, SAMSON, ALA.; NEXT WEEK THE BIG COVINGTON COUNTY FAIR, ANDALUSIA, ALA.; WITH COFFEE COUNTY FAIR, ENTERPRISE, ALA., FOLLOWING. JOIN NOW, OUT UNTIL MIDDLE OF NOVEMBER.

WANT Cookhouse, Grab, Pronto Pups, French Fries, Scales and Age, Long Range, Short Range, Hit and Miss, Hi-Striker, Ball Games, Buckets, Fish Pond, Balloons, Darts, Bumper, Cork Gallery and Basketball.

SHOWS—Snake, Girl Show with own equipment. Can place any good Grind Shows.

All replies to John Portemont, Samson, Ala.

### WANTED WANTED WANTED MISSISSIPPI SHOWS MISSISSIPPI SHOWS MISSISSIPPI SHOWS

Want Cook House, Ice Cream or Custard, any kind of Banky Park Concession. Want Shows—Ten-in-One, Penny Arcade, any kind of show except Fat Girl or Snake Shows. Want First Ride—Tilt-A-Whirl, Whip or Centrifuge or any other Ride of that type. No Kid Rides as we have plenty. For Picnics, Him, Pair, this week. Pass Christian Fair the following week, then the big one at Biloxi, Miss., the following week. Banky Parks and Shows, come on. The biggest thing in the South. All wires addressed to:

JAY WARNER  
BOX 181, BAY ST. LOUIS, MISS.

## CARL D. FERRIS SHOWS

ANDREWS, S. C., Oct. 25-25

Can Place all Concessions. All kind of Eats. Any kind of Shows. Four weeks to follow.

CARL D. FERRIS, Roxboro, N. C.

## LEE AMUSEMENT CO.

For NORTH FLORIDA FAIR, Tallahassee, Fla., Oct. 27-Nov. 1

Wants Side Show, Crime Show, War Show or any Show not conflicting. Will book Octopus, Fly-o-Plane, Rock-o-Plane or any Ride not conflicting. Ice-cream, wired you. All replies:

N. L. CRESON, Owner  
Quincy, Fla., Oct. 13 to 18; Part St. Joe, Oct. 20 to 25.

STOCK TICKETS... One Roll ..... \$ 1.50 Five Rolls ..... 4.50 Ten Rolls ..... 8.50 100 Rolls ..... 40.00	We Manufacture <b>TICKETS</b> of every description Wheel tickets carried in stock for immediate ship- ment. Double Coupons Double Prices No C.O.D. Orders Single Tickets, 122	SPECIAL PRINTED Cash With Order, Prices Rolls 2,000 EACH 10,000 ..... 2.00 15,000 ..... 2.50 20,000 ..... 3.00 25,000 ..... 3.50 30,000 ..... 4.00 35,000 ..... 4.50 40,000 ..... 5.00 45,000 ..... 5.50 50,000 ..... 6.00	Positive Cash Order, Prices Rolls 2,000 EACH 10,000 ..... 2.50 15,000 ..... 3.00 20,000 ..... 3.50 25,000 ..... 4.00 30,000 ..... 4.50 35,000 ..... 5.00 40,000 ..... 5.50 45,000 ..... 6.00 50,000 ..... 6.50
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THE TOLEDO TICKET CO.  
Toledo 12, Ohio

## MOTORDROME WANTED for the remaining dates of the World of Mirth Shows

- ... including the
- SOUTH CAROLINA STATE FAIR, Columbia, OCT. 20-25.
- EXCHANGE CLUB FAIR, Augusta, Ga., OCT. 27-NOV. 1.
- COASTAL EMPIRE FAIR, Savannah, Ga., NOV. 3-8.
- and for the COMPLETE 1953 SEASON
- Free winter quarters available.
- All those who have written before please write again.
- Now booking shows of merit for the 1953 season.
- All inquiries to FRANK BERGEN, general manager
- WORLD OF MIRTH SHOWS  
Anderson Fair, Anderson, S. C., this week, then as per route.

## WANT - WANT - WANT

CAVALCADE VARIETY SHOWS  
1116 Surf Ave. Coney Island, N. Y.

## FREAKS • CURIOSITIES • FREAKS

For Summer season 1953—  
20 weeks in one spot.  
Pay Rain or Shine.

Can use Bally Acts, Dwarfs, Novelty Acts, Giant, Midgot, Fat People, Pin Heads, Monkey Girl, 4 Legged Girl, Siamese Twins, Talkers, etc.

If powerful drawing card, will pay top money, especially to those who never have shown at Coney Island.

MR. FRED SINDELL

3819 OCEANIC AVENUE  
BROOKLYN 24, N. Y.

## Snake Show

FOR SALE COMPLETE WITH TRUCK. 15 FT. BODY, perfect condition. Framed in glass. Suitable for Monkeys and Snakes.  
SAILOR KATZY  
c/o Gold Medal Shows  
Panama City, Florida

## LEO LANE SHOWS WANTED

FOR THE FOLLOWING BONA FIDE FAIRS: Mt. Vernon, Ga., this week; Crawfordville, Ga., week of Oct. 20-25; then the Big One at Hawkinsville, Ga., Oct. 27-Nov. 1. Get your winter bank roll now. Money plentiful in this section. All Honky Punks open. Can use two more good, clean Shows. Side Help: Need Foreman and Second Man who can stay sober. Wanted: Cookhouse and Corn Game now.

LEO LANE SHOWS

**PRELL**

**BROADWAY SHOWS INC.**

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

PIEDMONT COLORED STATE FAIR, CHARLOTTE, N. C., ON CHARLOTTE FAIR GROUNDS, OCT. 20-25, with SOUTH CAROLINA COLORED STATE FAIR TO FOLLOW, COLUMBIA, S. C.

Want all kinds of Hanky Panks, Age and Scales, Novelties, Photo, Eat and Drink Stands. Will book few percentage stands.

Want Octopus, Splitfire, Fly-o-Plane, Dark Ride, Fun House.

Want Colored Shows with or without equipment for both colored fairs.

Jack Gallupo wants Colored Girls, Professor Valdala wants Performers for Minstrel Show and Girl Show.

All answer SAM E. PRELL, South Boston, Va.

**WORLD'S LARGEST MIDWAY**

**ROYAL AMERICAN SHOWS**

WANT FOR PENSACOLA INTERSTATE FAIR

Pensacola, Florida, Oct. 29-Nov. 3rd

Hanky Panks of all kinds, Pritchman, Demonstrators, Cook Houses, Gadget Workers, Jewelry, Grab Stands, Hi-Strikers, Wire Workers, Silhouette Artists or any new and novel Concession that works legitimately.

Contact SAM GORDON, Royal American Shows

Louisiana State Fair, Shreveport, Oct. 13-26; then San Carlos Hotel, Pensacola, Fla.

LAMAR Y. McLEOD POST #3, AMERICAN LEGION, PRESENTS

**CAVALCADE OF AMUSEMENTS**

The Nations Largest and Finest Midway

ON THE MIDWAY, GREATER MOBILE FAIR, OCTOBER 21 TO NOVEMBER 2, AT HARTWELL FIELD BALL PARK, MOBILE, ALA.

WANT CONCESSIONS OF ALL KINDS

No exclusives. Long Range Gallery, Photos, Milt Camp (no Gypsies), Eating and Drinking Stands of all kinds. Any kind of Merchandising Concession and all sorts of Hanky Panks. Will sell exclusive on Novelties and Hats. Can place Glass Pitches and Pottery.

WILL PLACE FOR THIS DATE: DARK RIDE, FREAK SHOW AND GIRL SHOW. Location in city limits, and plenty of parking and good transportation to grounds.

All address AL WAGNER, Mgr., Fair Grounds, Rome, Ga., this week.

**RICHMOND, IND., OPEN HOUSE FESTIVAL**

Oct. 23-24-25

**WANTED**

Candy Flores, Apples, Popcorn, Caramel Corn, Custard, Photos, Waffles, French Fries, Snowballs, Lunch Stands, Pronto Pups, No Game Concessions, Sponsorship, Retail Merchants, Location, main streets, Parades, Free Acts, Special Events, Schools close 3 days. We have booked 16 Riding Devices at this celebration. Should be largest event in Indiana this year. Address inquiries

**GOODING AMUSEMENT CO.**

1300 Norton Ave., Columbus 8, Ohio

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**FOR SALE**

**MODERN TRUCK CARNIVAL**

WITH GOOD ROUTE OF FAIRS ALREADY BOOKED FOR '53

Consists of Rides, Show Fronts, Trucks, Electrical Equipment, good Winter Quarters and Shop. No competitors. Good owner can win it in two years or less. Reason for offering, ill health. If don't sell, am still in market for any Modern Ride with ready cash waiting.

**MAD CODY FLEMING**

Waycross, Ga., Fair, this week; Monticello Fair, Oct. 20 to 25; Dublin Colored Fair, 27 to Nov. 1; then Big Celebration of Jesus, Ga., Nov. 3-5.

**IDEAL RIDES**

IN THE LAND OF COTTON—ABUNDANT OF MONEY.

Want for Mississippi Fair—Crenshaw, Miss., Legion Fair, Oct. 13 to 18. Any Hanky Pank or Ride for night or short—Photos, Sit Down Grab, Ball Games, Fish Pond, Pitch Tilt, Win, Buzzer, Balance Post, Short races, Hi-Striker, French Fries, Age and Reaps, Fish Bowl, Prize Game \$21.50, Whiskey Cider, cheap eat good here.

Want—Bumper, Mechanical Snake, No Flats or Appeals.

If 7—Can use one more round Mini meal drive.

PAUL T. REBERTSON, Owner

LOU BISHOP, Gen. Agt.

**I. K. WALLACE SHOWS**

WANT

Minutia Colored County Fair, Oct. 20th to 25th, 11 Miles From Duffin, S. E. Want Cook House, Popcorn, Candy Apples, Ball Games, Pitch Tilt Win, Novelties, Fish Striker, Fish and Shark Pond, Give Pitch, Cook Gallery, Hit Cars, Long or Short Hance or any Multiple Concessions.

Write Mr. I. K. WALLACE, DILLON, S. C.

P.S.: Bob and Mary, care home, Mother and Dad.

**SOUTHERN STATES SHOWS**

Want for Monticello, Florida, next week and balance of season in Georgia and Florida.

One high-class Free Act, one performance daily, salary must be right. Have room for 4 new more Ring Concessions. Also two shows such as Fun House, Illusion or 10-12-13. No Girl Shows. Ride Trip—Second Man who can and will drive trucks and autos and have license or be able to stand a test and get license.

All answers to

**JOHN B. DAVIS**

Nashua, Ga., Care Fair Grounds.

**EIGHT MORE WEEKS IN SUGAR CANE COUNTRY THEN NEW ORLEANS LOTS ALL WINTER**

Will book 2-Abreast Jenny, 1 Kid Ride, Grind Shows with own transportation. Hanky Panks open; we book only one of a kind. Opening for Popcorn, Candy Apples, small Cookhouse or Grab. Can use some Hanky Pank Agents. Want Foreman for 25 Ell Wheel.

Joe Frederick, Motor Show Shows, contact.

Corroca, La., this week; Youngville, La., next week; then at your route.

**HELMAN UNITED SHOWS**

MAURICE HELMAN, MGR.

**FREE ACT WANTED**

Week Oct. 28-29

**ROBESON COUNTY FAIR**

Lumberton, N. C.

**VIVONA BIGGS' SHOWS**

Compton, S. C., this week

**PROMOTERS**

Call on our Mailing List.

Write to: The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for audiences and areas. We can refer to queries from your territory to promoters who state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 126 W. Randolph St., Chicago 4, Ill.

**Dallas Miday Dips Slightly**

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boiler room advance ticket sales campaign is the only thing that will save the feature. Altho the circus is one of the spotlighted attractions on the midway it is not listed among Brydon's line-up.

The strong publicity-backed St. John Terrell's Musical Circus, which is presenting an hour's version of "Showboat," has had rough going thru the initial eight days. Show gets \$1.20 for adults and 60 cents for children. It plays from three to five shows daily and a total of 59 shows are expected to be presented before the fair concludes its run. Its net is estimated by Terrell at \$40,000 to \$50,000 for the 16-day stand. Terrell, who has a big investment in rolling stock and equipment, says, however, that the date here is strictly an experiment for the theater-in-the-round type attraction and that he'll be satisfied to break even on the date.

Early visitors to the fair and midway included Mr. and Mrs. Curly Reynolds; Mickey Doolin, Chicago ride operator; Jimmy Patterson, San Antonio park operator; Mr. and Mrs. Harry Dalt, of Ponchartraine Beach Park, New Orleans; Cliff Wilson; Max McCrary, co-owner of 20th Century Shows; Ned Torti, Wisconsin DeLuxe Company, Milwaukee; Jack Duffield and Art Brlese, Thearle-Duffield Fireworks Company, Chicago, and Paul Huedepohl, secretary of the National Association of Amusement Parks, Pools and Beaches.

**RETIRING? H--L NO!!**

JUST SELLING SOME EXCESS SHOW PROPERTY IN ORDER TO BUILD NEW AND KEEP IN PROGRESS WITH TEXAS STATE FAIR FOR 1953

FOR SALE—1 COMPLETE SHOW, Sixx76 (Stage End), 12 ft. wall. All canvas bagged and in A-1 shape. Portable Stage, 24x32 ft. A-Frame with Steel Quarter Poles. Complete with blocks and falls. Full set of Side Quarter and Center Poles. Ford Axles for top. Show, all complete for \$2,000.00. Suitable for Jig, Girl, Illusion, Hillbilly, Med or any Show. All up here in Dallas. Call my office: Hunter 4338 or wire. Also complete set Fat Banners, \$75.00. Also Dope Show Banners, \$50.00. Will express on receipt of money.

**RAY MARSH BRYDON**

Dallas, Texas

**ANCHOR TENTS**

CONCESSION BINGO TENTS, RIDE TOPS, MOTORHOMES, SHOW TENTS

**ANYTHING IN CANVAS**

Manufacturing Show Canvas for Over Fifty Years

Underwriter's Approved Flame Retarded Materials Available

5 DAYS SHIPMENT ON MOST SIZES

**ANCHOR SUPPLY CO., INC.** EVANSVILLE INDIANA

**ROYAL EXPOSITION SHOWS**

Bulloch County Fair, Statesboro, Ga., October 20 to 25; Bacon County Fair, Alma, Ga., October 27 to November 1. Followed by Colored Elks' Fair, Daytona Beach, Fla. (8 days), November 7 to 15, with other dates until Christmas.

**Booking Shows, Rides and Concessions**

Address this week, Waynesboro, Ga., Fair.

**MIGHTY HAMMONTREE MIDWAY**

Want for The EARLY COUNTY FAIR AND PEANUT FESTIVAL, BLAKELY, GEORGIA, OCT. 20 THRU 25TH.

CONCESSIONS—Want Stock Concessions of all kinds. Everything open: Fats and Drinks, Custard, French Fries, Hi-Striker, Ball Games, Hoop-La, Pitch-Tilt-U-Win, SHOWS—Want Snake Show, Fun House or any Show not conflicting.

HELP—Want Second Man on all rides.

ALL WIRES AND REPLIES TO

**WILLIAM O. HAMMONTREE** OR **HENRY WILSON**

General Manager Bus. Manager

Vicenna, Ga., near Blakely, Ga., Fair next.

**RIDE OPERATORS WANTED**

For My Christmas Shows in San Francisco.

Starting Oct. 30—8 Weeks' Work.

Want Operators for No. 5 Wheel, Merry-Go-Round, 16-Car Octopus, Tilt-A-Whirl, Little Dipper, Big Train and Kiddie Rides. Must be strictly sober and reliable.

**W. H. MEYER**

P. O. BOX 846

MENLO PARK, CALIF.

**B. & H. AMUSEMENT CO.**

Wants for the more proven spots. SHOWS—Wild Life, Animal, Ten in One, or String Show. RIDES—Tilt or any Flat Rides, also Octopus, Splitfire or any Major Ride not conflicting. RIDDIS, RIDES—Can use one or more, or will book set of 100 Rides. CONCEPTS—All sizes, no less. Wires for space.

Kingstree, S. C., Fair, Oct. 20 to 25; Bannockburn County Fair, Oct. 27 to Nov. 1, in 60-Bomb area; Florence County Colored Fair, Nov. 3 to 8; Sumter County Colored Fair, Nov. 10 to 15.

THESE ARE ALL BONA FIDE FAIRS AND IN THE BEST MONEY SPOTS OF THE SOUTH—WITH TWO SPECIAL DATES IN THE MIDWAY AREA TO FOLLOW.

W. E. MORSE, Mgr.

this week 24th, S. C.

**LONE STAR SHOWS**

ADAIRSVILLE, GA., OCT. 12-18

CONCESSIONS: Cookhouse or Grab, Fish Pond, Hoop-La, Heart Pitch, Age & Scales, Photos, Popcorn, Candy Apples, Snow Balls and Hanky Panks. No flats or games.

SHOWS: Ten in One, Snake, Fun House or any worth while Show with own equipment.

HELP: First and Second Man on all Rides, Hance 100. Prefer those who can drive semi.

Address all mail and wires to J. E. MCPADDEN, ADAIRSVILLE, GA., this week.

P.S.: Cotton and tobacco good. No drought down here. Out all winter in Florida.

**WANT FOR ATHENS AGRICULTURAL FAIR**

Althos, Ga., Oct. 20-25, and Houston County Fair, Dothan, Ala., Oct. 27-Nov. 1.

Concessions of all kinds. Especially want Cookhouse, Grab, Long Range, Candy Apples, Hoop-La, Fish-Pond, Hot Dogs.

**GOODING AMUSEMENT COMPANY ON MIDWAY.**

Contact

**MORRIS LIPSKY**

c/o Gooding Amusement Co. or Weavly Hotel, Columbus, Ga.

## Club Activities

### Caravans, Inc

P. O. Box 1802, Chicago

CHICAGO, Oct. 11.—President Claire Sopenar presided at the Tuesday (7) meeting assisted by Pearl McGlynn, first vice-president; Lucille Hirsch, second vice-president; pro tem; Helen Wettour, third vice-president; and Wanda Derpa, financial secretary. Isabel Brantman, chaplain, led the membership in prayer. Irene Coffey read messages from the Showmen's League of America. Johnny J. Kline and Eva Shine. Betty Monette was elected to membership.

Nominating committee was named to include Ann Sleyster, Betty Shea, Pat Seery, Mae Okaes, Eva Leroy and Lillian Lawrence. Alternates will be Isabel Brantman, Josephine Glickman and Eva Shine. Betty Shea, Josephine Glickman and Eva Leroy will serve as judge, watcher and counter of votes respectively.

Back after long absences were Eva Clark, Ruth Clinton and her daughter, Amby; Mary Marin, Aida McCue and Antoinette (Babe) Rohr. The evening award, which was donated by Pearl McGlynn and Claire Sopenar, went to Eva Leroy and Nora Heglund.

Pearl McGlynn, Betty Broderick and Edna Stenson will be hostesses at the Tuesday (14) social. First meeting of the nominating committee is set for October 21 at 6 p.m. in the Hotel Sherman.

### Missouri Show Women's Club

415A Chestnut St., St. Louis

ST. LOUIS, Oct. 11.—Helping to ready the rooms for the opening meeting are Peggy Grimm, Verna Schantz, Teresa Sidenberg and Jeanette Hart.

Most of the members are back here off the road with the exception of Ida McCoy, Lotis Francis and Estella Regan, who are still out playing Texas territory.

First Vice-President Teresa Sidenberg and her daughter, Arlene, are recuperating from an attack of influenza at the home of Frank and Peggy Grimm. Others on the sick list include Mae Okaes, Edna Stenson, Grace Goss and Josephine Scordias.

The November 13 meeting will be one of the most important of the year with the nominating committee set to select a slate of officers that night.

### Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Oct. 11.—President S. T. Jessop returned from a business trip and presided at the regular Thursday (9) meeting. Also on the rostrum were Walter F. Driver, treasurer, Joe Streiblich, secretary, and Past President Lou Keller.

Applications of John V. Dundee and Leonard Sacks were presented by Dave Picard. The nominating committee met in a long session and will present its report at the October 18 meeting. Membership committee reported a total of 48 applications this year to date.

Special committees for the year are: William Carsky and Lefty Ahrens, President's Party; Al Sweeney, Children's Christmas Party; Sam J. Levy, banquet and ball; Ed Sopenar, memorial services; George W. Johnson, convention week registration.

Harry Bernstein has left the hospital in Meridian, Miss., and is now in the Illinois Masonic Hospital, Chicago.

Back after long absences were William Carsky, Noble Case, Flash Williams, Earl Shupley, Henry Thode, Elmer Byrnes, Dave Picard, Manuel Blasco, Ed Levinson, John N. Moore, Abe Raymon and Chester Chapp.

Jack Benjamin is out of the hospital and resting at home. No late report on Frank Ehrenz. The secretary has been instructed to purchase special buttons that will be awarded members with 25 years of continuous membership. These will be presented at the President's Party.

Ladies Auxiliary. Note.

Mrs. Mae Taylor wielded the gavel at the first meeting of the season Thursday (2) in the absence of President Hattie Wagner, who is still on the road with the Cavalcade of Amusements. Other officers present included Mrs. Lucille Hirsch, third vice-president; Mrs. Carmelita Horan, treasurer; and Mrs. Elsie Miller, secretary. Mrs. L. M. Brumleve served as chaplain pro tem.

New members elected to the club include Beatrice L. Wallace D'Ambrósio, Mrs. Dorothy Dodge, Margaret Robinson, Lois McCue, Jeanette Martindale, Barbara Doyle, Dorothy Innes Middleton, Marie Lavigne, Mrs. Ann H. Kramer, Gene Edith Johnson, Minnie D. Yaziac, Inez Page and Winona Woodward.

Lucille Hirsch, relief committee chairman, reported Billie Wasserman, Sara McCaffery and Grace Goss are recuperating after recent illnesses. Billie Wasserman is still in Illinois Masonic Hospital, Chicago. Blanche Latto has been ill but reports she's on the mend.

Nominating committee was named, including Mrs. L. M. Brumleve, Mrs. Ann Belden, Mrs. Margaret Hock, Mrs. Frances Keller, Mrs. Mae Sopenar, Mrs. Josephine Glickman and Viola Parker Moore. Alternates are Ann Sleyster and Alvera Shoemaker.

Carmelita Horan, chairman of the Cancer drive award books, reports good returns. Ann Belden, chairman of the bazaar, which will be held during convention week, also reports the receipt of many donations.

Mae Taylor donated an orchid, which was won by Claire Sopenar. Lucille Hirsch won a bath towel, donated by Ida Chase.

### National Showmen's Association

1584 Broadway, New York

#### Ladies Auxiliary

President Beis Hamid presided at the first meeting held in the clubrooms on Wednesday, September 24. Summer activities and plans for the fall and winter season were outlined.

Mrs. Melville, a Florida resident, was a visitor. Dolly McCormick suffered an injury to her foot. Kate Benet Vesley is recuperating from a recent operation. Ann Lager is looking fit after an illness last summer. Fay Goldman was married recently. Mildred Peterson received congratulations on the coming marriage of her daughter, scheduled for October 19. Her son was recently made a CPA.

## LAST CALL — LAST CALL

# ARIZONA STATE FAIR PHOENIX, ARIZONA

Lost BIG STATE FAIR for 1952

Get Your WINTER BANK ROLL Here!

FAIRGROUNDS IN CITY LIMITS—PLENTY TRANSPORTATION and PARKING

NOW BOOKING CONCESSIONS!  
(NO P. C., FLATTIES or GYPSIES!)

CONTACT

## CRAFTS 20 BIG SHOWS

7283 Belaire Street — Phone: POplar 5-0909 — North Hollywood, Calif.

## GEORGIA STATE FAIR

OCTOBER 20 TO 25 INCLUSIVE, MACON, GA.

## EASTERN CAROLINA AGRIL. FAIR

OCTOBER 27 TO NOVEMBER 1 INCLUSIVE, FLORENCE, S. C.

Can place all Eating and Drinking Stands.  
Can place all legitimate merchandising Concessions.  
Can place all Hanky Pank.  
Want Caterpillar and Mule Drivers to join immediately. Wire Charlie Sheesley.  
Want all Ride Help. Wire Whitey Huett.

All address this week.

**CETLIN & WILSON SHOWS** Spartanburg, S. C.

*Cleanest* *Finest* *Most Dependable*

## James H. DREW SHOWS

CANDLER COUNTY FAIR, METTER, GA., OCT. 13 TO 18; OCMULGEE FAIR, McRAE, GA., OCT. 20 TO 25; JEFF-DAVIS COUNTY FAIR, HAZLEHURST, GA., OCT. 27 TO NOV. 1; BERRIEN COUNTY FAIR, NASHVILLE, GA., NOV. 3 TO 8.

Will place Droms, Arcade, Mechanical, Illusion or any Show that does not conflict with what we have. (Note: Wire & Collier, answer.)

Can place limited number Merchandise Concessions. Must be legitimate RIDES—We cannot place. Some are all company owned and operated.

NOTICE! We are now booking and contracting for the 1953 season. Choice industrial spring route with 20 top Fairs and Celebrations.

Address this week, Western Union.  
**JAMES H. DREW SHOWS**  
METTER, GEORGIA, FAIR

# A.M.P. SHOWS

*Juggy*

WANT THE GREATER GREENVILLE, S. C., 36TH ANNUAL COLORED FAIR, OCTOBER 20-25.

CONCESSIONS: Photos, Mi. Strikers, Devil's Bowling Alley, Glass Pitch, Pitchmen, Medicine Men, Jewelry, Novelties, Buckets, Water Games, Lead Galleries, Dart Stave, String Games. Everything open except Bingo, no X.

SHOWS: Will book Motordrome, Funhouse and Colored Shows. Others capable of getting money.

Will book one or two more Rides not conflicting with what we have. All replies:

**A. M. PODSORINSKI**

Sumter, S. C., this week; Greenville, S. C., Oct. 20-25; St. George, S. C. (Fair), Oct. 27-Nov. 1; Wren Florida dates.

**STRANGE & WEIRD ATTRACTIONS**

Two-headed Animal Baby, Mechanical, Shrunk Heads, Devil Child, Air Boy, many other attractions. Free Circulars.

Address: TAYLOR'S CURIOSITY SHOP 1828 E. Van Buren St. Phoenix, Ariz 850

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**WANTED**

Operator for Shooting Gallery, must know "31, Speedmatters." Permanent location. No booze. Elderly man preferred. Also Lady for Photo.

**PLAYMART**

1311 Main St. Ft. Worth, Texas

## NORTH EAST FLORIDA STATE FAIR

Jacksonville, Fla., Nov. 4 to Nov. 15

Can place Legitimate Merchandising Concessions—Eating and Drinking Stands and Direct Sales. WRITE OR WIRE:

**CURTIS L. BOCKUS**

707 St. Johns Apts. Jacksonville, Fla.  
**JAMES E. STRATES SHOWS ON MIDWAY**

**W.G. WADE SHOWS**

Now Contracting  
**RIDES • SHOWS • CONCESSIONS •**

For our 1953 Season

G. P. O. Box 1488  
Detroit 31, Michigan

**ALL FAIRS SHOW**

Want Wheel Ferrisman. Will book set of Kiddie Rides—Able, Airplane, Jeep, Booth, Trolley. Also Chair, Flieg or others. Will book any Hanky, Park, or winter rates.

Showing Lockwood St., & Liberty St., Houston, Texas

**WANTED MERRY-GO-ROUND**

app. 36 feet in diameter

**UTICA FUNLAND**

505-515 Utica Ave. Brooklyn, N. Y.  
(Corner Furland Road)

**WANTED GIRLS-DANCING-GIRLS**

Must have some wardrobe. Also Ticket Seller and Grinder. Have six more weeks, close in Florida. No salary and ding.

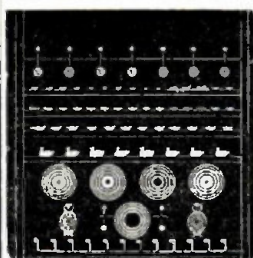
**EDDIE GREENO**

612 Capitol City Shows, Fitzgerald, Ga.

**WANTED—WANTED**

A large Carnival for the week of June 29th to July 4th inclusive, 1953, at Shennansburg Fair Grounds, Shenandoah, Pa. Sponsored by the American Legion of Cambria County. For further details write:

**FRITZ MORLEY**  
% AMERICAN LEGION  
Barnesboro, Pa.



**ATTENTION—  
SHOOTING GALLERY  
OPERATORS!**

**IF YOU NEED GALLERIES  
ACT NOW!**

Due to unsettled conditions and present controls we cannot guarantee availability on event Galleries later this year! This is the time to get out for the long haul. Do as many successful operators do... insure your future with Evans—the Gallery built to last.

**IMMEDIATE DELIVERY—  
NO WAITING for  
These EVANS' Quality  
LONG RANGE GALLERIES**

**GALLERY "A"—**2 ft. high, 18 ft. wide. One of the best small units. Good assortment built-in, moving and stationary targets, winners. With or without motor and bell.

**GALLERY "B"—**18 ft. high, 12 ft. wide. One of the most popular medium sizes, with plenty of targets of all kind for real appeal. With or without motor and bell.

Complete details in our **FREE CATALOG**  
Parts and Targets also available  
Write Today

**H. C. EVANS  
& CO.**  
1556 W. CARROLL AVE.  
CHICAGO 7, ILLINOIS

**WANT FOR  
Noxubee County Fair**

**MACON, MISS., OCTOBER 20 THRU 25  
WITH TWO MORE FAIRS TO FOLLOW**

**CONCESSIONS:** Cookhouse, Floss, Snow, Jewelry, Novelties, Glass Pitch and Hanky Panks of all kinds.  
**CONCESSION AGENTS:** For Count and Peek Stores. Also want Agent for Short Range Gallery.  
**SHOWS:** Can place 10-in-1, Fun House, War Show, Wild Life, Jig Show or any Grind Show not conflicting. Must have own equipment and transportation.  
**RIDES:** Will book Till-a-Whirl for balance of season. Also Live Pony Ride.  
**RIDE HELP:** First and Second Men who drive. No drunks. Can also place truck Mechanic and Electrician who can handle GM plants. All replies to:  
**E. L. YOUNG, Mgr., STERLING CROWN SHOWS**  
Russellville, Ala., this week.

**Gladstone Exposition Shows**

Canton, Miss., Colored Fair, October 20-25; Jackson, Miss., Colored Fair, October 27-November 1.

WANT Concessions that work for stock. No exclusive on Hanky Panks, come on.  
Can place colored Girl Show, Jig Show, Side Show, Snake, Monkey, etc., with own equipment.  
Rides—Kid Autos and Swings. Want to buy Octopus, first class late model. Sober Ride Help come on.  
**F. O. POOLE**  
Belzoni, Miss., Fair all this week

**TIDEWATER COLORED FAIR**

**SUFFOLK, VA., WEEK OF OCT. 20TH**

WANT Ball Games, Grab, Fish Pond, Duck Pond, Pitch Till You Win, Penny Pitch, Candy Floss, Age and Scales, Hoop-La, Cork Gallery, Photos, Popcorn, Candy Apples, Slum Spindle, Six Cats, High Striker, String Game, Swinger, Skillo, Buckets, Stock Wheels. All replies

**GEORGE CLYDE SMITH SHOWS**

Henderson, N. C., this week; Suffolk, Va., next week.

**PEPPERS ALL STATES SHOWS**

Concessions Wanted—Scales and Age, Jewelry, Novelties, Cokes, Pitch to Win, Bell "X" on Cookhouse or Sit Down Grab, Shows—Can use A-1 Girl Show with own equipment for Jay, Fort Walton, Bonifay and the big one, De Funiak Springs, all Florida. Can place Mechanical, Flusion, Ten-in-One (Col. Lew Alter, come on), any worthwhile Show.  
Want—Second Men on all Rides, First Man on Merry-Go-Round and Octopus. Use wives on ticket boxes or concessions. Don't write, join on wire. Peppers All States Shows, Apalachicola, Fla., this week; Jay, Fla., Oct. 20.

**ORANGE STATE SHOWS**

Want for Mid-Georgia Colored State Fair, Macon, Ga., week of October 27, with Jacksonville, Fla., Colored State Fair to follow, and Florida all winter.

Can use one or two major Rides. Shows with own outfit, good Minstrel Show, small Side Show, Concessions—Any kind of legitimate Concession. No flits. No gypies. Can use one High Free Act. Write or wire

**LEO BISTANY**  
Dempsey Hotel, Macon, Ga.

**FOR SALE**

1 Car Till, in perfect condition. 10-Car Alan Herschell Auto Kid Rides, Trucks and Semi-Trailers to go with Rides. Will also sell Roll-a-Whirl, in perfect condition. Will sell on time with small down payment. See me at Chicago meeting. We are booking Shows and Concessions for 1953 season. Will sell E on Bingo, Cookhouse, Cotton Candy and Apple, Photo and Jewelry for the entire season.

**DAN-LOUIS SHOWS, Louis T. Riley, Gen. Mgr.**  
WINTER QUARTERS, OWENSBORO, KY.

**Midway Confab**

Continued from page 65

org recently with popcorn and candy floss. . . . Art Davis reports he was a recent visitor on the Lawrence Shows in Petersburg, Va., with Mrs. Shirley Levy. According to Davis, Mrs. Levy has had a poor season.

Jack Galluppo, who opened January 21 in Sarasota, Fla., with Prett's Broadway Shows, has five weeks to go to finish a 42-week season. He reports a fair season with his TV diner, His Cover Girl Revue, featuring Vicki Allen, also had an okay season. The show has a new 90-foot steel front with plenty of neon and blow-ups which attract attention.

Lou Pease infos that he has booked his wagon front girl show on the Harrison Greater Shows which has five fairs to go, including the Conway, S. C. annual. Show personnel includes Miss Dee, light, rumba and samba dancer; Sandy Betts, muscle dancing; Tina-Lou Gardiner, shake dancer; Howard Betts, tickets, and Pease, talker.

Billie and Pat Brady, who have been off the road all season, have moved back to Tampa for the winter. Pat is under the care of a heart specialist there.

Joe Jernigan, electrician on Pryor's Mississippi Shows, reports that he and his wife will close their concessions soon and head for their home in Florida. When the show played Purvis, Miss., recently, Jernigan and Clarence Burns visited the Franklinton (La.) Fair.

America's Finest Show Canvases  
**TENTS—SIDESHOW BANNERS  
CONCESSION TENTS**  
Immediate Delivery  
**FLAMEFOIL FABRIC**  
Available in all colors.  
All direct colors also available  
Bernie Mendelson-Charles Drive  
**O. Henry Tent & Awning Co.**  
4885 N. CLARK ST. CHICAGO 40

**FEW HOG IRON WITS  
WANTED**  
Halt wits, stay put. Foreman, Second Man, Help, come on. SHOWS. We want you. Best territory or other Concessions and Agents, come on. Cotton Female King. DIVERS GYPSIES SHOWS, Mississippi, Ark., this week; West Helena, Ark., Oct. 20-25.

**FERRIS WHEEL  
FOR SALE**  
\$2,500.00. Parker No. 18. Not one that has been run down.

**SPECK HOLBROOK**  
Cold Springs, Texas, Oct. 15-18; Lufkin, Texas, Oct. 22-25.

**FOR SALE  
16 Unit Melro Derby**  
Mounted on 25-ft. Aluminum Trailer. It have four and will service one at them as I don't want to mess with him.  
Address: BOX 177, Pacific, Mo.

**HUBERT'S MUSEUM**  
238 W. 42nd St. New York, N. Y.  
Open all year round  
Want Fresh and Novelty Acts. State salary and all particulars in first letter.

**PLASTER**  
Load your trucks here for Fairs. Bright colored, heavily finished plaster. Cash and carry. Large, medium.  
Phone at Nashville, Georgia, 286-8-28.  
Delivery arranged within 100 miles.  
**FLETCHER SHIRLEY**  
Route 21 Alto, Georgia

Save on Brand New  
**BUICK**  
Immediate delivery. Two years to pay. We can finance you. Act quickly while we have cars. Phone or wire collect.  
**JOHNNY CANOLE**  
Caneville, Pa. Phone 957.  
Allentown, Pa. Phone 927.

Thank You  
**EDWARD (TOBY) TURBIN**  
of the concession department of  
**100 BIRD & WEST SHOWS**  
is your Buick Roadmaster Riviera  
Purchase  
**JOHNNY CANOLE**  
Caneville, Pa. Phone 957.  
Allentown, Pa. Phone 927.

**MIGHTY  
PAGE  
SHOWS**

Want for **EDGEcombe COUNTY FAIR**, Tarboro, N. C., week Oct. 20-25, Day and Night Fair, followed by **TRENTON, N. C. FAIR**  
Want Eating and Drinking Stands, Merchandise Concessions of all kinds, especially Water Games, Ball Games, Grind Shows, Penny Arcade and some P.C. open.  
**SHOWS:** Life, Motorcade, Wild Life or any Show not conflicting.  
Ride Help on all Rides who drive.  
All replies to  
**BILL PAGE, MIGHTY PAGE SHOWS**  
Plymouth, N. C., this week.

**VIVONA BROS.' COMBINED SHOWS**  
**WANT FOR  
ROBESON COUNTY AGR. FAIR & INDUSTRIAL EXPO.**  
**LUMBERTON, N. C., October 20-25**  
**LEE COUNTY FAIR, Bishopville, S. C.**  
**October 27 to November 1**  
**AMERICAN LEGION FAIR, Georgelown, S. C.**  
**November 3-8**  
**CONCESSIONS:** Open midway. Hanky Panks of all descriptions. Eating and Drinking Stands. All Hamid, contact. **SHOWS:** Girl Show Operator with girls, with or without equipment, to join immediately; Wild Life, Fun House, contact; or any worthwhile Grind Show, Acts for Side Show. **RIDES:** Any Flat Ride not conflicting with what we already have.  
**CONTACT: THIS WEEK, CAMDEN, SOUTH CAROLINA.**

**JAMES E. STRATES SHOWS**  
**AMERICA'S BEST MIOWAY**  
WANT OUTSTANDING SHOWS AND PRODUCTIONS FOR 1953. SHOWMEN WITH NEW AND ELABORATE IDEAS, GET IN TOUCH WITH US. NOTHING TOO BIG.  
**FAIR SECRETARIES—WE INVITE YOU TO VISIT OUR SHOW.**  
**JAMES E. STRATES SHOWS**  
North Carolina State Fair, Raleigh, N. C., this week; Rock Hill, S. C., Oct. 20-25; Charleston, S. C., Oct. 27 thru Nov. 1; Jacksonville, Fla., Nov. 5 thru 15.

**C. C. (SPECK) GROCERUTH PRESENTS**  
**BLUE GRASS SHOWS**  
**FEATURING THOROUGHbred ENTERTAINMENT  
WANTED FOR**  
**FIVE COUNTY FAIR, MILLEDGEVILLE, GA., Oct. 20 thru 25**  
Followed by **CRENSHAW COUNTY FAIR, LAVERNE, ALA.**  
Legitimate Search Concessions of all kinds. Non-conflicting shows of all kinds with own equipment. Can always use Ride Help of all kinds who drive semis. Address:  
**C. C. Groceruth, Blue Grass Shows**  
SANDERSVILLE, GA.

**INTERSTATE SHOWS**  
WANT FOR **DECATUR COUNTY FAIR, BAINBRIDGE, GA., OCT. 20-25, AND 3 ALABAMA BONA FIDE FAIRS TO FOLLOW.**  
**SHOWS:** Will book any worth-while non-conflicting Grind Shows. Good opening for Motorcade, Wild Life, Fun House, Glass House, Penny Arcade or any Show of merit.  
**RIDES:** Octopus, Spiffins, Caterpillar, Little Dipper or any Ride not conflicting with what we have.  
**RIDE HELP:** Foremen and Second Men on all Rides. Prefer Semi Drivers.  
**CONCESSIONS:** All Concessions open. **OPEN MIDWAY.** No exclusives at these Fairs. Want Men and Wife to take complete charge of office-owned Cook House. You must know your business and cater to Show People. Want Agents for Skillo and Razzies.  
**Reply to H. B. ROSEN, Mgr.**  
Haywood County Colored Fair, Brownsville, Tenn., this week; then Bainbridge, Ga.

**ROSS MANNING SHOWS**  
**LANCASTER, S. C., FAIR, week Oct. 20-25**  
Can place Hanky Panks, Ball Games, all Slum Stores no Mitt Camps, no exclusives, Eating and Drink Stands.  
**SHOW—Can place Jig Show. Write or wire**  
**ROSS MANNING, Hamlet, N. C.**

**SOUTHERN VALLEY SHOWS**  
Want for **CONCORDIA PARISH FAIR, Ferriday, La., Oct. 20-26; COTTON CARNIVAL, Rayville, La., Oct. 27-Nov. 1;** followed by Top Cotton Spots that offer an opportunity for your winter bank roll.  
Want Arcade, Derby Race, High Striker, Long and Short Range Gallery or any Hanky Panks. Can place Wild Life, Motor Game, Minstrel, Fat Show, Midget, Huston, Circus Side Show, or what have you? Must have your own equipment. Address:  
**Eddie Moran, Mgr. (Fairgrounds), Bantrop, La., this week**

**BARNEY TASSELL UNIT SHOWS**  
WANT FOR **MAXTON, N. C., WEEK OF OCT. 20.**  
**RIDES, SHOWS AND CONCESSIONS OF ALL KINDS. NO GRIFF. NO GIRL SHOWS.**  
Don't let size of town fool you. This show plays nearly all year round, closing and opening in Florida.  
Write this week, Yanceyville, N. C.



# THE FASTEST-SELLING PROFIT-MAKER for GIFTS, PREMIUMS, PRIZES, CONCESSIONS!

## SELLS ON SIGHT to Motorists, Truckers, Campers, Sportsmen, Cab Drivers



NATIONALLY FAMOUS

# Pathfinder

SEALED BEAM

# PORTABLE SPOTLITE

EVERY MOTORIST wants one—needs one! Sturdy, handsome spotlite, perfect for flat tire repairs, engine repairs, signalling, other night emergencies. Powerful beam lights up road signs, house numbers, garage entrance. Compact and easily carried, where or stands by itself. NO INSTALLATION! Plugs Into Cigar Lighter. Socket Long extension cord included.

### SPECTACULAR SUCCESS FOR AGENTS, PITCHMEN, DEALERS, DISTRIBUTORS!

### No. 5210 Low Price PORTA-LITE

Sells like wildfire! 5" Sealed Beam throws light 500 feet. 3-way grip for holding, hanging, standing. Metallic blue enamel finish. A real "leader"!

COSTS NO MORE THAN A FLASHLIGHT. YET THROWS A BEAM 100 TIMES STRONGER.

**\$2.50** Each in Doz. Lots

**SAMPLE \$2.95**

Terms: 25% Deposit, Balance C.O.D., J.O.B. Chicago. SEND CASH FOR SAMPLES!



## DISTRIBUTORS! Cash in now on this opportunity for fast, easy sales!

# AUTO LAMP

2909 INDIANA AVE. DEPT. "B" CHICAGO 16, ILL.

**HUNDREDS of NEW IMPORTED and DOMESTIC NOVELTIES**  
SUCH AS YOU HAVE BEEN LOOKING FOR, WILL BE LISTED AT AMAZINGLY LOW PRICES IN

**NEW! 1952 General Catalog**

Asscan, Toba or Midway Blankets, \$2.95 each; case lots, \$2.75 each. 15" Comic Buttons, per set \$2.75. 4" Feather Dressed Cell Dolls, gross \$2.50. 10" Feather Dressed Cell Dolls, gross \$36.00. These are just a few of the outstanding values our new catalog offers. Send for free copy today!

**GELLMAN BROS.** 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

## BARGAINS!

**FREE!** SEND FOR OUR LATEST CATALOG

**86 PAGE CATALOG JUST OUT!** Send for Your Copy Now! WRITE DEPT. B

NOVELTIES  
PREMIUMS  
NOTIONS  
JEWELRY  
GIFTS

**O. FAUST** WHOLESALE DISTRIBUTORS SINCE 1932  
223 N. 8th ST. PHILA. 6, PA.

**PERFECT GIVEAWAY**

## CHRISTMAS COMIC BOOKS

16 Page—Pocket Size, 7 1/2 x 11 1/2 inch. Fun with Santa Claus on front and nice ad space on back. 500 to bundle—4¢ each each, \$2.50 per bundle. Sample on request.

## B. PALMER SALES

204 S. Main, Memphis, Tenn. 1623 Second Ave., Dallas, Texas

**Billboard**

... it's just like selling personally to 71,222 cash-with-order buyers

It sells just about every conceivable item of Christmas gift and novelty merchandise. Last year thousands and thousands of buyers ordered from among the 1500 gift and novelty items of every description offered by nearly 500 advertisers thru the Billboard's Christmas Merchandise Special.

**ADVERTISING DEADLINE, OCT. 22** • Issued Oct. 27. • Dated Nov. 1.

**YOUR LAST WEEK to Reserve Advertising Space—Act Today!**

### Sensational PROFIT SELLERS

For Distributors—Salesmen—Wholesalers—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.

**CHAIRMAN & CAIN (MFRS.)**  
467 So. Dearborn, Dept. M, Chicago 5, Ill.  
EST. 1924  
Ref.: Dun & Bradstreet

### "LITTLE ATOM"

WORLD'S SMALLEST PISTOL

Shoody Black Cartridge—Elastic Bang! Dealers Report Terrific Profits!!! Standard Model (shown in photo) \$1.95 up, complete. Dealer: \$12.80 in. Deluxe Model, Walnut Grip, Pearl Handle Grip (not shown) ready, \$1.95 up, complete. Dealer: \$18.00 up. PACKED 10Z. TO CARD, NO LESS SOLD. If not available through your wholesaler, write:

**GES Mfg. Co.** Dept. B  
1001 N. Dearborn St., Chicago 10, Ill.

TABLES & STEEL OR WOOD

## CHAIRS

Folding or Non-Folding

Prompt delivery, minimum order 4 doz. Ask for prices, toll number needed. **ADIRONDACK CHAIR CO.**

1100 67th Ave., N.Y. (212 84-1), Dept. X-29, BU 3-1365

Gift Boxed

## PIN & EARRING SETS

**\$10.80** Boxed

First quality stones, pearl combination. Items, 25 styles.

25% deposit, balance C.O.D.

**SAUL DE SARTREZ**  
223 W. 34th St. New York 1

### ANIMALS, BIRDS, PETS

• Continued from page 69

**MEXICAN BURROS (DONKEYS)—BAMEN** and young, very tame for riding or breeding. From 2 to 6 yrs. old, 645 each. Laredo or at \$80 prepaid. Mexican style saddles for Burros or Ponies, \$40 each. Laredo. Plenty on hand for immediate shipment. Central Merrittville Co., Laredo, Tex.

**PLENTY HEALTHY SNAKES NOW, ALSO** Armadillos, Terrapins, Alligators, Monkeys, Raccoons, Black Spiders, Peafowl, Acacia, Emus, Tame Female Piglet Monkey, Southern Parrots, Rats, Coatiandis, Jungle Bats, Prairie Dogs, Wild Cats, Ring-tail Cats, Gila Monsters, Deodorated Sharks, Zarracoets, Florida All. Ove Martin's Ledge, New Braunfels, Tex. oc22

**SURPLUS ANIMALS FOR SALE—YOUNG** Brown Pelicans, each \$30; 1 California Seal, \$175; 1 pair Burros (2 years old), pair, \$250; 1 African Grey Parrot, \$78; 1 P. Flamingo, \$70; 1 pair scarlet Macaws, pair, \$250; 1 African lion (male), 3 years old, \$25; 1 African lion (female), 4 months old, \$150; 1 black leopard (male), \$350; 1 Quince (male), yearling, \$100; 1 pair Java monkeys, each \$27.50; 1 trio Rhesus monkeys, each \$20; Alligators, each \$3 to \$10; 1 white mute Swan (male, adult), each \$10; 1 Aoudad sheep (male), \$60; sexed Kudu (male, adult), \$100; 1 Black Shiel-el wallon (10 months old); 2 pair Canadian geese, various kinds of deer, elk, buffalo, wolves, skunks and small mammals. Rose Park Zoo, Prairie Du Chien, Wis. Phone 432.

**THE SPECIAL YOU HAVE BEEN WAITING** for. Healthy acclimated Squirrel Monkeys for \$95. Live delivery guaranteed. Get on the band wagon before they are gone. Write for complete price list. Tropical Hobbyland, 1225 Northwest 27th Ave., Miami, Fla.

**UNIQUE PRIZE—SMALLEST PONY FOR** his size. Kentucky born, mare, 1 yrs. old, white mane and tail, 33 inches tall, weighs 85 lbs., on her selling price, \$250. Ripley's Believe It or Not \$200. Ask in Gas City, Mo. J. D. Ramsey, 310 Archibald, Kansas City, Mo.

**WOOLY'S (CAPUCHINS, CINNAMON,** Ringtails, Spiders, Marmosets (all types), Squirrel Monkeys, Coatiandis (frank, Octols and practically any animal desired. Price list on request. "Special" Adult Capuchins @ \$17, Squirrel Monkeys @ \$12.50, lots of 10. Terms: Cash. Importers: 531 96th St., Milwaukee, Wis. oc18

### BUSINESS OPPORTUNITIES

**ATTENTION, BUSINESSMEN, REALTORS,** Mrs. Inaury. Buy your advertising calendars, Novelties, Specialties direct, save money. Best lines in America, fully guaranteed. Open account, no retail companies. Write or wire for quotations. Your choice advertising, approximate amount to invest for fiscal year. Arco Sales, P. O. Box 6187, Sta. B, Albuquerque, N. M.

**HOW TO RAISE CAPITAL—TRUE AMAZ-** ing plan. Everett Hale, P. O. Box 997, Newark 1, N. J.

**MANUFACTURE COSTUME JEWELRY—** Tremendous opportunity \$18 introductory assortment rhinestones, pearls, metal ornaments, cement, instructions, only 10 postage. Send satisfaction guarantee. Abbey Jeweler's Products, Box 178 Church St., N.Y.C. 8.

**START A VENETIAN BLIND LAUNDRY—** Profit opportunity for lifetime business: new machine method, no stock on hand. L. B. Co. 422 N. Seneca St. Wichita 12, Kan.

**WHERE TO BUY WHOLESALE ELECTRICAL** Appliances—Nurses, Costume Jewelry, Cookware Sets, other essential merchandise. Distributors, 1320 Broadway, N. Y.

**YOUR OWN BUSINESS—NO CAPITAL** investment, no experience. Tremendous deal with largest firms; tremendous possibilities; particulars \$1. Box 31, Winnetka, Ill.

**2,000 LISTINGS OF AUCTIONS AND COM-** munity Sales in 40 States. Towns and days given. \$1. Swenson, 7605 Lake, St. Joseph, Mo. oc18

### COSTUMES, UNIFORMS, WARDROBES

**CUSTOMS—TEN DIFFERENT (1941), 120** each; Orchestra, 1941, White, Blue, \$4; Tuxedo Pants, \$8; Minstrel, Tuxedos, Costumes, 1941, \$10; White, 2016 N. Halsted, Chicago.

### FORMULAS & PLANS

**ANY FORMULA, \$1 FORMULA CATALOG** and Chemical Instruction Sheet, 10¢. Joseph H. Balfour, 214 W. Jackson Blvd., Chicago 6.

**FOR SALE SECONDHAND GOODS**

**ABOUT ALL MAKES POPCORN MA-** chines available from \$35. Candy Corn Machines, Peppermint Candy Corn, 120 S. Halsted, Chicago, Ill. oc18

**POPCORN—\$2.50 HUNDRED; FLOUSE PA-** per, \$1.60; voltage regulator, Peppercorn Game, Popcorn, 10¢. White, color-glass, Adgren, Uniontown, Pa.

### FOR SALE—SECONDHAND SHOW PROPERTY

**AERIAL RIGGING, DOUBLE LADDERS** and perch, 100 ft., good condition; must sell; make an offer, highest offer by Oct. 23 gets it. Corda, 100 E. Broadview, N. Y.

**BUILD RIDES FROM TESTED PLANS—** Auto, Boat, Airplane, 1180 Chairplane, Swan, Springs, Middle Carousal, Flying Horse, Handcar, \$2 each. Free 50 Plan Circular. Bldg., 100 E. Broadview, Ill.

**CONCESSIONS AND STOCK—3 20 FT. HI.** Strikers, complete with masts and equipment, \$125-\$150. 1000 ft. Pole, \$25; 10x10 Balloon Dart, used twice, \$180; 1 1000 Cord (make), 1000 ft. for horse concession, \$100. Write: Bob A. Cutter, 1425 Burlington, Detroit, Mich.

**DROP CURTAINS—COMPLETE STOCK** being closed out. Send for free list and descriptions. The Costume Mart, 87 E. Lake St., Chicago 1, Ill.

**ELECTRIC BINGO BLOWER** (MacPro make) complete with balls, number rack, also brand new electric flasher. 2 sets of 1000 bingo cards, 1 set brand new never used, 5000 cards, no duplicates, \$400 for all.

**SHOOTING GALLERY**  
1723 E. 9th St. Cleveland, Ohio

**FOR LATE MODERN RIDES, TRAINS, ICE** and Roller Rinks, Franks, Carolines; very exceptional buys Young's, Box 250, Morris, N. Y.

**FOR SALE, SURPLUS—1 TURN STYLE** (non-registering), \$40; 1 Slide Ferris Wheel, \$200; 1 Carousel, 1/2 in. 1000 wheel base truck with animal rack, very good condition. Rose Park Zoo, Prairie Du Chien, Wis. Phone 432.

**FOR SALE—MASCOT AMPLIFIER, TURNER** Crystal Mike Stand, 2" Loud Speakers, 1000 new N. Nelson, 4214 N. Welcut, Chicago 18, Ill.

(Continued on page 72)

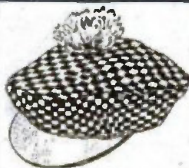
LOOK... AMAZING VALUES... LOOK

3-PIECE PEN SET

WITH METAL CAPS AND CLIPS



Consisting of ball point pen, fountain pen and pencil. In beautiful box. Beautiful acid embossed \$7.50 too comes with set. \$4.00 per doz. \$42.00 per gr.



WE WILL NOT BE UNDERSOLD!

This is the original be-bop hat. checkered, with pom-pom, for embroidery machines to put names on. This is REALLY TERRIFIC. Assorted colors. First quality. Guaranteed.

Dz. \$4.25 Gr. \$47.00



EISENHOWER and STEVENSON

Jumbo Buttons—metal back and pin. 3 1/2" in diameter. Per 100, \$18.00. 50 ligne 1 1/2" Stevenson Buttons Red, White & Blue color. Per 100, \$2.00. Per 1000, \$17.50. 50 ligne "I Like Ike" Buttons, 1 1/2" Per 100, \$2.00. Per 1000, \$17.50. 70 ligne Ike & Stevenson Buttons \$4.00 per 100. \$37.50 per 1000.



STEVENSON for PRESIDENT

Red, White & Blue Buttons, with Ribbons, Donkey and Keychain. 1 1/2"—50 ligne complete.

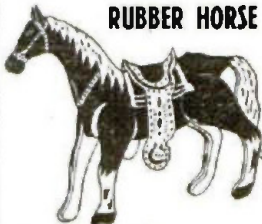
\$12.50 Per 100

These buttons are made up complete.

EISENHOWER for PRESIDENT

Red, White & Blue Buttons, with Ribbons, Elephant and Keychain. 1 1/2"—50 ligne complete.

\$12.50 Per 100



RUBBER HORSE

Large inflated Rubber Horse, with saddle. 18" long, 13" high. Dz. \$6.25

HARRIS TOPS THE FIELD

with the most sensational pearl shell offered yet. 3 strand graduated, indestructible pearl bead necklace, with brilliant rhinestone clasp — marching 3-strand indestructible pearl bead expansion bracelet and pair of matching indestructible pearl button earrings, all contained in a silk lined, velvet covered box with \$27.50 price tag.

\$13.00 doz. Sample \$1.50

This is a terrific flash and sells up. Convertors and agents are cleaning up.



Cassellini

The Equisite 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.

FOUR PIECE PEN SET

With knits in beautiful box \$6.00 doz.

FIVE PIECE PEN SET

Consisting of 3 piece pen set, knife and flashlight. \$13.50 doz.

DONKEY



Immediate Delivery. Wind-up mechanical Donkey that walks, wags its tail and moves its eyes. Most fun number in the country for this season.

Doz. \$5.00 Gr. \$57.00

INFLATED RUBBER MONKEYS

APPROXIMATELY 12" HIGH \$3.50 doz. \$38 gr.

SPECIAL



MIDGET PEARL PISTOL LIGHTER \$2.50 doz. \$24.00 gr.

SELLING LIKE WILDFIRE



Smallest Lighter in the world. For Ladies and Men. Beautiful chrome finish.

\$2.00 DOZ.

SEND FOR LATEST CATALOG HARRIS NOVELTY CO.

THIS IS OUR ONLY STORE 1102 ARCH ST. PHILADELPHIA 7, PA. PHONE: MAIN 7-9848—WA 2-6970

Famous Make Watches advertisement featuring Benrus, Gruen, Waltham, Bulova, and Elgin watches.

Advertisement for jewelry and watches from a manufacturer, listing various items like bracelets, necklaces, and watches.

Advertisement for leather goods, featuring a 5-star prize attraction for concessionaires and gift shops, and solid leather bags.

Advertisement for Rutile diamonds and Elgin/Bulova/Benrus watches, highlighting their sparkle and quality.

Advertisement for P D Q World's Greatest Photo Booth Cameras, describing their features and portability.

Advertisement for Merride Jewelry Co., featuring engagement rings, wedding rings, and other fine jewelry.

Advertisement for Frisco Pete attention engravers, offering new low prices and high quality engraving services.

Advertisement for 'Something New Under the Sun' featuring a cartoon sun character and a list of new merchandise.

Advertisement for Plastic Rayon Towels, highlighting their use in attractive cartons for counter displays.

Advertisement for Costume Jewelry Heaven, listing various jewelry items like brooches, necklaces, and earrings.

Advertisement for The Billboard magazine, including a subscription form and contact information.

**OUR NAME BRAND LINES INCLUDES:**  
 Dornier  
 A. C. Gilbert  
 Oster  
 Anaco Camera  
 Remington  
 Rand  
 Sessions  
 Eight-American  
 International  
 Silver  
 Horrocks-  
 Ibbotson  
 West Bend  
 Dazey  
 Evans  
 Parker  
 A. S. R.  
 Ransom  
 Jacobs  
 Kresge  
 Camfield  
 Richieu  
 Evesharp  
 Sheaffer  
 Motorola  
 Rogers &  
 Bros.  
 Wain Rogers  
 Water  
 Sander  
 Banna  
 Longines  
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 rickoff

Send Today for your **FREE Copy**  
**TEMPLE'S 1952-53**  
**CATALOG**  
**OF NATIONALLY ADVERTISED BRANDS**  
 52 Pages • More Items • Greater Values

**Miss Glamour**  
 Typical Catalog Special  
 4 Piece Jewelry Ensemble  
 Only \$2.50  
 En. Set  
 RETAIL \$19.95  
 AND WORTH \$11

★ Temple Exclusive  
 Drop in to see our enlarged showroom when in Philadelphia

708 Sansom Street  
 Philadelphia 6, Pa.  
 Market 7-8242

**FOR SALE—SECONDHAND SHOW PROPERTY**  
 • Continued from page 70

**FOR SALE—ALLAN HERSCHELL LOOPER,**  
 in good condition. Now operating in put  
 park, \$1,700, immediate possession. City  
 Amusement Park, Jacksonville Beach, Fla.

**FOR SALE—GLASS HOUSE, SUPER ROLL-**  
 UP. Motorized, Train All in first-  
 class condition, now operating with or  
 without motor. Inquire of LeGrand, Gold  
 Medal Shows, Opelika, Ala.

**KIDNIE BOAT RIDE—3 BOATS IN PAS-**  
 sengers, for 10 to 150 people. \$250  
 James Travis, 284 N. Third, Millville, N. J.

**LONG RANGE SHOOTING GALLERY**  
 built into front end of semi trailer, Dodge  
 tractor. Rear double doors open to 12 ft.  
 counter, 8 Wheeler pump gun. You can  
 live in trailer, work gallery when open.  
 Takes 30 minutes to load. 100 ft. Power  
 gallery fully enclosed \$1,700. Takes it. Will  
 trade for a late model car. Inquire for  
 trailer that has rear side door. Gover  
 Korte, 4335 Warner Rd., Cleveland 5, O.  
 Sell or Trade

**16 FT. ALL STEEL ADULT**  
**ST. JOE CHAIRPLANE**  
 Ride built for upland lots and street doings.  
 Red seat motor, 12 seats, \$300 cash or trade  
 for useful carnival paraphernalia.

**MANAGER, DUKIE MIDWAY SHOWS**  
 Crewey's New Stand Springs, Ohio  
**SELL OR TRADE—COMPLETE WILD LIFE**  
 Show. 20 cages animal, front, walls  
 transportation, etc. Kerr's Wild Animal  
 Shows of C. A. Stephens.

**SHORT RANGE TARGETS—NEW SAM**  
 All steel fluid drive, V-4 Motor  
 \$75.00 and up. Manager, All American  
 Ltd., 851 B. Alameda, Los Angeles 11, Calif.

**TELEVISION SHOW—BARGAIN**  
 3 men, old 2200 to 12000 ft. well. In  
 R.C.A. projector, speakers, mikes, turntable  
 table into 1950 Ford sedan. Kenneth H.  
 bert, 911 E. 32nd, Austin, Tex.

**1950 ROUND MOVIES FOR RENT—LATE**  
 model, new. Hand Springs, Missouri  
 charge, 190 Spring St. Phone 8058, Char-  
 leston, S. C.

**CENTER CONCESSION BLUE**  
 A-1 floor and balcony, A-1 frame, canvas A-1  
 hoops, blocks, some stock; \$100 complete  
 package. 1400 W. Wall St., Milwaukee 1,  
 Wis.

**1950 ROUND FEATURES AND WEST-**  
 ern for sale or lease. World's lowest  
 prices. See Cinema Supply, Florence, S. C.

**PHOTO SUPPLIES DEVELOPING-PRINTING**

**COLORED FOREGROUNDS, BACKGROUNDS,**  
 Direct Positive Camera Paper, Chromo-  
 cels, Postals, Glass Prints, Color  
 Stills, Miller Supplies, 1232 Franklin Ave.,  
 St. Louis 6, Mo. o-23

**DIRECT POSITIVE PHOTOGRAPHERS—**  
 We supply everything you need. Reason-  
 able prices. Eastman 127 papers, chromo-  
 cels, frames, backgrounds, comic foregrounds,  
 contrast for indoor and outdoors, complete  
 Photo Booths, etc.; free information and  
 price lists are also available. Since 1902.  
 PDC Camera Co., 1181 N. Cleveland Ave.,  
 Chicago, Ill. o-23

**DIRECT POSITIVE OPERATORS—ALL**  
 supplies needed. Color and white  
 outfits. Prompt service. Lone Star Photo  
 Supply Co., 2405 Elm, Dallas, Tex. o-23

**DIRECT POSITIVE OPERATORS—JUST**  
 off the press, a brand new illustrated  
 catalog. New ideas in comic foregrounds and  
 backgrounds. Write for catalog.  
 Hantley Photo Supply Co., 312 E. 10th,  
 Kansas City, Mo. o-23

**PHOTO BOOTH OUTFITS CHEAP—ALL**  
 sizes; drop in and see them; latest im-  
 provements; real bargain. PDC Camera Co.,  
 1181 N. Cleveland Ave., Chicago, Ill. o-23

**ENLARGEMENT COPIED FROM PHOTO**  
 Set of 30 14" mounted color prints \$1  
 additional. Original returned unharmed.  
 Johnson Box 254, Washington, D. C. o-23

**THE EASTMAN IMPROVED TYPE DIRECT**  
 Positive Paper, available in all sizes.  
 Clark & Fuller Inc. 70 So. St., Rochester,  
 N. Y. o-23

**NEW CATALOG WRITE FOR COPY**  
 Over 300 pages of general merchand-  
 ise, jewelry, sporting goods and  
 novelties. State business when writing.

**HALLOWEEN SPECIAL DEAL**  
 1 gross assorted Character Masks,  
 including 3 dozen child's 10c, 3  
 dozen adult 10c, 2 dozen adult 25c  
 with hair, 2 dozen adult 25c with  
 hair and 2 dozen 5c half masks. Also  
 1 gross mask fasteners. Complete  
 deal brings you \$20.49. Cash you  
 \$13.38.  
 Offer good only until October 15.

Instant service charge on orders for  
 less than \$2.00. 5% deposit re-  
 quired on C.O.D. orders. All of  
 above plus postage.

**LEVIN BROTHERS**  
 Established 1886  
 TERRE HAUTE, INDIANA

**TA-HOI COLOGNE DUO**

CONSISTS OF  
 Perfume and Co-  
 logne. Both beau-  
 tiful, sold, 100% and  
 nickel gift box.

**SENSATIONAL SELLER**  
 • Sells for \$3.00  
 Your Cost 49c  
 Sample Postpaid \$1.00

**SPECIAL PURCHASE**  
**NOW ONLY \$1.25 DOZEN**

A DELUGE OF LAUGHTER  
 A FLOOD OF FUN!!  
 Were \$2.00 Dozen  
 NOW KIPP BROS. OFFER THEM AT

\$1.25 DOZEN \$13.50 GROSS  
 Shipping charges not included  
 25% deposit with C.O.D. order

Wholesale Distributors Since 1902  
 340-42 SOUTH MERIDIAN ST.  
 INDIANAPOLIS 23, IND.

**INSTRUCTIONS, BOOKS & CARTOONS**

**HYPNOTISM CONTROL THE MINDS OF**  
 others. Entertain with hypnotism. Home-  
 study course diploma, chapered. The Co-  
 lumbian College, Box 723-B, Covington, Ky.  
 o-23

**YOU CAN ENTERTAIN FOR ALL OC-**  
 casions with our Trick Drawing and Ritz  
 Pictures. Catalog No. 240-A, 240-B, 240-C.  
 Oakbrook, Wis. o-23

**MAGICAL APPARATUS**  
 A BRAND NEW 23 CATALOG MIND  
 readings, Metaphysics, Books, Nostradamus,  
 Hypnotism, Crystal, Clairvoyance, Astrology,  
 Graphology, Magic, 148-page illustrated  
 catalog. Send \$2.00. Nelson Enterprises,  
 Nelson Enterprises, 336 B S High Col-  
 umbia, Ohio. o-23

**HYPNOTISM BOOKS, COURSE, FOLIO,**  
 magazines, etc. Catalog free. Personal  
 instruction available. Dr. Rufus North,  
 26 Hall St. Boston 18, Mass. o-23

**MAGIC HEADQUARTERS FOR AMATEUR**  
 professional Truism, Magic, Ritz Pictures,  
 Magic, Mindreading and Spirit Effects Books  
 Catalogs, Illusions, circus and carnival show,  
 etc. Kane, Box 75, Philadelphia 3, Pa. o-23

**MAGICIAN'S BUSINESS CARDS—MANY**  
 magic designs in solid metal, silver, brass,  
 nickel, 10 cents. Arnold, Box 309, Times  
 Square Station, New York 17, N.Y. o-23

**SUB MINATURE RADIOPHONE FOR**  
 Mentalists, weighs less than pound, easily  
 concealed. Illustrated brochure, operation  
 manual, price, Nelson Enterprises, 336 B  
 High Columbia, Ohio. o-23

**VENTRILOQUIST FIGURES CARVED**  
 of wood in your special order. For informa-  
 tion write to Frank Marshall 192 N. Col-  
 o. Chicago 11, Ill. o-23

**WE PAY CASH**  
 For good used Stage Magic and Illusions  
 We have hundreds of bargains to use  
 magic. Good card brings our large free list.  
 Martin's Magic Shop, 1317 Lincoln Ave.,  
 Dept. 11, Chicago, Ill. o-23

**PRINTING**

**ALWAYS SPEEDY, RELIABLE SERVICE,**  
 lowest prices. 14x22 window cards for all  
 sizes, double, single, etc. In quantities.  
 Hains Printing, 148 Hundred, Tribune  
 Press, Dept. 318, East Park, Ind. o-23

**DAY-GLO STICK ON BUMPER STRIPS—**  
 4x1/2x10, \$10 per 100, each with order,  
 quantity. Hains Printing, 148 Hundred,  
 Tribune Press, Dept. 318, East Park, Ind. o-23

**SHOW STATIONERY AND POSTERS—**  
 Letterheads, Business Cards, A Cards,  
 Envelopes, two-color lists, free samples.  
 W. J. Kuterbach, P. O. Box 64, Pottsville,  
 Pa. o-23

**WINDOW CARDS—14x22 and 11x14**  
 The Best Press, Winston, Pa. o-23

**24-HOUR SERVICE POSTPAID, 150 BUCKS,**  
 Letterheads and 150 Envelopes, \$25  
 per 100, \$4.75. Catalpa Press, 3819 N.  
 Clark, Chicago, Ill. o-23

**50 LETTERHEADS AND ENVELOPES**  
 \$5.00; 5 line copy book or blue ink  
 samples, same. Haino Press, 737 B,  
 Flint 5, Mich. o-23

This is a hot item for store demonstra-  
 tions.  
 Write for catalog on hundreds of fast-  
 selling items for salesmen selling direct  
 to homes.

**QUOD COMPANY**  
 Dept. 56 116, 400 N. Bishop Ave., Dallas, Tex.

**NEW — HOT — ITEM!**  
**COMIC PACKETS** 50c SELLER

Loaded With Action!  
 • Sets #1 and #2 now available. • This item is definitely a hit!  
 • Cat on the bandwagon early. • Be the first in your territory.

PRICES—\$3 per doz., \$30 gross lots; send \$1 for 2 samples of each set.  
 Jobbers Wanted for Choice Territories

PHONE WIRE WRITE!  
**K & L SALES CO.**  
 221 W. 16TH ST. Phone 7-7415 or 2-7207 CHEYENNE, WYO.

**MISCELLANEOUS**

**PORTABLE ELECTRICAL CABLE UN-**  
 approved extra heavy duty. The biggest  
 cable in the world. With cut out  
 terminals on wooden or metal reels with  
 fittings to your specifications for sub-  
 stations and control panels. Electric  
 and DC light plants, electric mo-  
 tors and control panels of all types.  
 Special lighting, blowers of all types.  
 Electrical, mechanical, electrical, and  
 Electric Wire & Cable Co., 1120 Hackney  
 St., Houston, Tex. Phone o-23

**STRUCTURE FIREKILLS ANIMALS—DOGS**  
 Menages, Skunks, three for \$1 postpaid  
 a W. C. Wilson, 3337 16th St. N. W.,  
 Washington, D. C. o-23

**TAPE RECODERS, TAPES, ACCESSORIES**  
 Nationally advertised brands. Personal  
 values. Price \$2.99. Box 207, St.  
 York 9, N. Y. o-23

**YOUNG MAN—21 DRAFT EXEMPT**  
 wants and type stage work. Free to travel;  
 clean cut; good personality; vast experi-  
 ence. Second class. Conroy, Purson, Apt.  
 91, 574 West End Ave., N.Y.C.

**WANTED TO BUY**

**SHEPHERD PONY LIBERTY ACT. PROPS,**  
 also trained dogs. Have KM rides for sale  
 or trade. P. Shaver, Washington, Ind.

**WANTED—PAIR 335E PROJECTOR,**  
 semi-portable for small room.  
 Prefer DeVu XD or other late model.  
 Contact: Robert Lee, 414 N. 24th  
 Dallas, Tex. o-23

**WANTED—BARBELL BATTING**  
 machines and benches, lighting  
 equipment and netting. E. Argason 3108  
 Brighton 2nd St. Brooklyn, N. Y.

**ENGRAVERS**  
 with it since 1907

NEW PRICES EFFECTIVE JULY 1, 1952

**3300**

100 Main St. 43 Alhambra, Ind.

**MILLER CREATIONS**  
 DAY & NIGHT SERVICE

**BIG PROFITS**

OPERATORS JOBBERS OF SLOT MACHINES  
 PUNCH BOARDS, TICKETS, PUSH CARDS

WRITE FOR FREE SAMPLE. FASTEST  
 AND BEST DEAL ON THE MARKET.

Exclusive Territory  
 Harrison 7-2971

**BENMAR SALES CO.**  
 633 Plymouth Ct. Chicago 5, Ill.

**RINGS ARE BACK!**

Cash in on National Ad—Stock only  
 You can end will profit—each only  
 trade making rings in 1220 14K, 18K 12K  
 or sterling silver,  
 1220 10K, 14K, 18K, P.  
 Choice of ruby, sapphire,  
 1220 10K, 14K, 18K, P.  
 Assorted of all  
 center with white  
 stone trim.

\$6.00 per  
 featuring 100 styles or  
 more.

Mechanics offered for retail only  
**DES MOINES RING CO.**  
 1155 24th St. Des Moines 11, Iowa

**Billboard**  
 1952 CHRISTMAS Merchandise SPECIAL

It's just like selling personally  
 to 71,222 cash-with-order buyers

It sells your Christmas gift and novelty  
 merchandise to retailers, jobbers and  
 distributors... to year-round dealers  
 in souveniers, gifts and novelties... to  
 operators of jewelry, drug, variety, toy  
 and general stores... to auctioneers,  
 direct salesmen, concessioners, pitchmen and novelty workers  
 to gift and novelty jobbers and distributors, tobacco  
 jobbers and wholesalers, wagon jobbers, etc.

**ADVERTISING DEADLINE OCT. 22** • Issued Oct. 27 • Dated Nov. 1

**YOUR LAST WEEK to Reserve Advertising Space—Act Today!**

**PERSONALS**

**DOROTHY M. CAMERON (BORN NOVEM-**  
 ber, 1893, Canada. Urgent, please con-  
 tact W. C. Wilson, 209 S. 17th St., N.Y.C.  
 Concerning 2810 Incident.

**HIGH CLASS—FOR YOUR DESK, MIDGET**  
 Desk Padlock, ideal for Wood's. Free  
 postpaid. Nameplate, Box 34, General Post  
 Office, N.Y.C. o-23

**HORNYST—WOULD LIKE TO ACQUIRE**  
 human oddity and tattooed penis photos.  
 Give prices. Lewis-Dennis, William  
 Gearhart, Orange City, Iowa.

**MIKE FRANK OR ANYONE KNOWING**  
 him have him contact Wood's. 2810  
 808 Professional Bldg., Waco, Tex. o-23

**PAUSE LIQUID SYNTHETIC STOPS BEER-**  
 ing quickly. Free information. Demo-  
 strations. 25¢. Faxon, 1545D Echo Park Ave.,  
 Los Angeles.

**STARS OF SPACE, SCREEN, RADIO—LTT**  
 us enhance your favorite photographs  
 some loved ones. This exciting technique of-  
 fered in four sizes and makes a precisely  
 detailed view. The Radio Studio, 110  
 Main St., Thomaston, Conn. o-23

**WELCOME, SHOW PEOPLE, FISHERS**  
 and exhibitors. 2810 Wood's. 2810  
 Fla. T. H. Bennett, owner-manager. Home-  
 keeping exhibitor. See trailer success. Same  
 with success and profit.

**JUST OFF THE PRESS!**  
**NEW CATALOG**  
 for  
 Engravers • Demonstrators  
 Fair Workers

**WRITES FOR YOUR COPY OF**  
**CATALOG NO. 107**  
 Containing complete selection of jewelry  
 especially for the engraver, demon-  
 strator and fair worker.

**Also CATALOG No. 56**  
 Contains most everything in merchandise  
 for the jeweler.

**STATE YOUR BUSINESS**  
 All Orders Shipped Same Day Received

**BIELER-LEVINE**  
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 ALL PHONES, Central 6 2946

**SALESMEN - DISTRIBUTORS**

• Full time • Part time • No invest  
 • No experience • No previous work  
 • No territory • No travel

Write for good free... to  
 Fluor, Magnesium, Magnesium,  
 and other flying and operating  
 insects with the magnifying  
 glass. Electric. Electric  
 Lenses. Kitting. Lenses.

Beautifully attractive port-  
 able wall picture... using an  
 invisible, non-toxic chemical  
 process... no installation...  
 complete set of instructions...  
 hundreds of testamental letters prove  
 the method is successful. Property. No skill  
 problem. Considerable operation  
 possible areas up to 100 sq. ft. See  
 sample areas require no special timing. Free. Complete  
 100% satisfaction sample on OILY TONER TODAY.

**GENERAL MFG. & DISTR. CO.**  
 Box A, Quincy, Illinois

My check or money order enclosed (optional)  
 C.O.D. or C.O.D. I will pay cash plus postage.

NAME \_\_\_\_\_  
 STREET \_\_\_\_\_  
 CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**TEAR GAS**  
 A REAL SURE-FIRE SELLER!  
**THUGS AND THIEVES BEWARE!**

This tear-gas pellet gun discharges another  
 the clouds of tear gas. A instantly stop, sting  
 and incapacitate the most vicious man or  
 beast. An effective deterrent for dangerous  
 firebrand leaves no permanent injury.  
 Needed in Stores, Banks, Autos and Homes to  
 protect life and property. No skill re-  
 quired. Handle as a profitable side line.  
 Complete demonstration outfit of Automatic  
 Hand Gun with 10 demonstrators and  
 powerful Tear Gas Cartridges. Thousands in  
 use. Order your outfit TODAY!  
 Not sold to minors. **WELBY CO.,**  
 Dept. BB-790, St. Paul 4, Minn.



**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 it charged for by the space 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

**DRUMMER—CUT SHOWS, CUBAN LATIN**  
Lead solo, doubling tenor; trumpet, trombone, singing bass. Locations: Commercial bank, Box CH-152, c/o Billboard, Chicago 1, Ill. oc18

**ESTABLISHED DANCE ORCHESTRA FOR**  
Immediate bookings. Travel necessary. Box C-153, c/o The Billboard, 2100 Patterson St., Cincinnati 22, Ohio. oc18

**NEED COMPOS AND LEADERS TO OR-**  
ganize combos, club acts, originate and other singles. Travel necessary. Excellent earnings. Box C-142 c/o The Billboard, Cincinnati 22, Ohio. oc18

**PIANO PLAYERS, PIANO AND SONG EN-**  
tertainers, Hammond organists, with any Hammond organ; duos and trios. Good solo and publicity, recordings if they like. Male and female musicians that entertain. Box C-152, c/o The Billboard, Cincinnati 22, Ohio. oc18

**TRUMPET FOR POLKA BAND IMMEDI-**  
ately. Steady work, top pay, no long stay out. Please by wire Valdes Accord Band, Albert Lea, Miss. oc18

**TRUMPET MAN AND TENOR MAN FOR**  
Midwest territory band; guaranteed salary; no layoff. Contact Jess Gezer Orchestras, 2623 N. Huston, Grand Island, Neb. oc18

**WANTED—EXPERIENCED COMBO TRUM-**  
pet; commercial jazz. Florida location. Leader, 322 W. Belmont St., Pensacola, Fla. T-9995

**WANTED PITCHMEN AND DEMON-**  
strators for windups and stores. Medicine experience. Everything furnished. Illinois Sales Co., 700 3 Ave. North, Birmingham, Ala. oc18

**WANTED—CIRCUS PERFORMERS. TRU-**  
mpet, singer, Tumbler, Clown. Playing army camp en way to Va. Must have own transportation. Charles E. Drenth, White Marsh, Md. oc18

**WANTED—THE MOST BEAUTIFUL FE-**  
male model in the world, to be the spearhead for a nation-wide promotion campaign. The little lady we're looking for must be pretty as well as petite and as gracious and kind as the product she will represent. Her face and form will be seen by the eyes of the nation. We'd like to see pictures first. So please send your most glamorous shot to Box 807, Billboard, 1564 Broadway, NYC 36, Mass. oc18

**3 RED HOT NUMBERS**  
**LOADED WITH SALES APPEAL!**



BUY DIRECT AND SAVE!!!

**Terrific Gift Jewelry**

**Promotion**

HAND SET IN AN EXQUISITELY CARVED CAMEO

RADIANT SIMULATED PEARL NECKLACE AND BEAUTIFUL EARRINGS IN GEORGEOUS GIFT BOX

\$1.90 SET  
MINIMUM 6 SETS  
2 SAMPLES \$5.00  
POSTPAID for

WE GUARANTEE THAT THE CULTURED PEARL IS ABSOLUTELY GENUINE!

**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

**BANDS & ORCHESTRAS**

**AT LIBERTY—A P.C. COMBO DESIRING**  
bookings in levee and terrace facilities. Entertaining, vocal, modern library, unit; formed, location of brass. V.R. write, phone collect. Jack Chambers for photos and details. 2007 Milan Rd., Sandusky, O. Phone 772-1 oc18

**MODERN SOCIETY, TWO-UNION, VIO-**  
lin, vocal, sax, clarinet, piano, drums; available new concert if needed. John Choua, St. Johnsbury, Vt. oc18

**MISCELLANEOUS**

**AT LIBERTY — COMEDIAN, SINGER,**  
bookings in levee and terrace facilities. Shakespeare to musical. Do seven different single acts. Have lots of proven one-fire night material. Have car; go anywhere. Write Bill, Box C-154, c/o Billboard, Cincinnati 22, Ohio. oc18

**MAN — 48; GOOD TALKER, BARKER,**  
agent, comedian, pitchman. Wants South-east work; own transportation. Write Don Heathcote, 4648 Washington St., Rockville, Md. oc18

**PROMOTER, MANAGER, PUBLICIST—AT**  
present in merchandising and programing of radio and television. Do vocal or instrumental, show group or smaller handling circuits, TV, or what have you? Have and dreamers save your stamps. Only legitimate propositions considered. Box C-151 c/o Billboard, Cincinnati 22, Ohio. oc18

**MUSICIANS**

**ACCORDION PLAYER FOR BAR, STROLL-**  
ing, resort, restaurant. \$10/10/10 (exp. med. range, solo), (frk), or P. O. Box, 1587, Hollywood, Fla. oc18

**ALTO SAX, DOUBLING CLARINET—EX-**  
perienced jazz or commercial, married, family location; no layoff. Write Don Roverato, 409 Cedar St., Ironwood, Mich. oc18

**AT LIBERTY—SIX STRING GUITARIST**  
doubling tenor piano, mandolin and five star guitar. Solo or take solo or "hot" solo; sober and reliable; play any style. Also do furniture playing and solo man. Contact Larry Schaff, General Delivery, Appleton, Wis. oc18

**DRUMMER, LEAD, CUT SHOWS SOCIETY**  
or commercial; Timbalas; locations only. Drummer, Red Top Trailer Court, Winona, Minn. Phone 200 oc18

**DRUMMER — 13 YEARS' EXPERIENCE**  
with large, small combinations. Read thoroughly for act. Do vocal and comedy. Prefer good outfit working New York City. Write Jerry Norman, Congress 4517 43 St., Manhattan, N. Y. Ph. RA 9-2329 (evening). oc18

**DRUMMER — EXPERIENCED, UNION**  
neat appearance; commercial or jazz; cut show; location; join immediately. Don England, 1314 Michigan Ave., Pasadena City, Fla. oc18

**DRUMMER — 17, PREFER DIXIE OR COM-**  
mercial combos. Skat Adkins, 2315 Water Ave., Dallas, Ala. oc18

**EXPERIENCED DRUMMER — JOIN IMMEDI-**  
ately; any proposition considered; desire or share new equipment, plenty parties; reliable, nice. Tom Wrenn, 20 Chatham Rd., Asheville, N. C. oc18

**FIDDLE MAN—PREFER MODERN COMBO**  
full combo or dance group. Read, fake, M.C., union; appearance, wardrobe; transportation. Good front man. Definitely no "habits". Two week. Joe Thompson, 1031 17th St., Denver, Colo. oc18

**GUITAR — ELECTRIC LEAD OR FULL**  
writing lead; violin, lead or other string solo or parts; prefer small combo. John Meyer, 2506 Glenlake Blvd., Los Angeles 39, Calif. oc18

**PIANIST—EXCEPTIONAL, NOVELTY AR-**  
rangements on piano, Solos or organ. Why not contact the individual; save rent fees. Box C-153 Billboard, Cincinnati 22, O. oc18

**PIANO MAN AVAILABLE — SOLO OR**  
combo. Read, fake, modern. Write: Noble, Vernon Ludwick, 814 W. Franklin St., Richmond, Va. oc18

**RINK ORGANIST—16 YRS.' EXPERIENCE**  
metropolitan music; South preferred. Address: Dresden, General Delivery, Oneida, N. Y. oc18

**TRUMPET—LEAD, SECTION OR COMBO**  
Reading, fake, Good tone; range. Also vocal cut or no notice. Ken Smith, c/o General Delivery, Orlando, Fla. oc18

**PARKS & FAIRS**

**BALLOON ASCENSIONS, PARACHUTE**  
jumping for parks, fairs, celebrations. Claude Blaser, 1041 4 Denison, Indianapolis 21, Ind. oc18

**CHARLES LA CROIX — OUTSTANDING**  
talent. Single American; outstanding comedy dog act. Available for door celebrations, homecomings, etc. For all details address: Charles La Croix, 1904 South Anthony, Fort Wayne 4, Indiana. oc18

**FOR LATE SOUTHERN FAIRS—WILSON'S**  
Comedy. Single American; outstanding comedy dog act. Presented by Miss Lillian, assisted by Jo-Bo, famous Circus clown. Prices and bookings: Box C-155, Billboard, Cincinnati 22, N. Y. oc18

**VAUDEVILLE ARTISTS**

**PANAMAKA PRESENTS AMERICA'S**  
Best and Greatest Music. Also vaudeville. Address: Panama, 2504 N. Eighth St., Philadelphia 40, Pa. Telephone: 343000. oc18

**THOMAS THE MAGICIAN—AVAILABLE**  
for 1000 night club, school. From minute act to full evening show. 1606 16 Ave. S., Birmingham, Ala. oc18

**"Sensational Lites"**

LOOKS AND OPERATES LIKE A FAMOUS NAME BRAND LIGHTER  
FULLY AUTOMATIC  
Quality Construction—REALLY WORKS—US STANDARD FINITS, ETC.  
PER DOZEN \$10.30  
Sample \$1.35 Prepaid



**"ALWAYS-RITE" BALL POINT PENS**  
Extra Good, Long-Lasting! Standard Fountain Pen Size!... \$10.95  
ASSORTED COLORS! WILL EASILY RETAIL FOR A DOLLAR EACH!  
SEND \$1.00 FOR SIX SAMPLES PREPAID  
Per Gross (144 Pens)

SATISFACTION GUARANTEED • WRITE FOR FREE ILLUSTRATED CATALOG  
**HEATH DISTRIBUTING CO.**  
3253 Vineville Ave. Macon, Ga. Phone 3-6565

**"Angelus Bells"**  
CHRISTMAS SALES APPEAL

Brilliant silver holly leaves, red berries, real evergreen and silver ornaments. Includes bow and three copper-plated metal bells that ring in holiday cheer. Includes one mounting for any indoor or outdoor surface. Individually packaged. Post \$1 retail.

DIRECT FROM MANUFACTURER  
\$6.25 per doz. \$6.00 per doz.  
minimum order gross lots  
25% with order—balance C.O.D.  
Immediate shipments.

**OAK SALES**  
41 Vernon St. Springfield, Mass.

**300% PROFIT!**

\$5 Value  
You Sell for \$2  
You Make \$1.50  
on Every Sale!

You can't answer all the ads, but here's one you shouldn't pass up. Everybody knows there's big money in perfumes. But here's a deal that tops them all—**PROQUETTE Perfume**. It's a bargain at \$8.00. Yet you sell it for only \$2.00—thereby making your customers \$6.00. Yes, this wonderful Perfume costs you only 66¢ per bottle plus 30¢ tax, but a total cost of ONLY 50¢ a bottle! Don't waste time. Get all facts FREE right now. Or better still, send only \$1.00 for TWO bottles. **PROQUETTE** (Retail value \$4.00) or \$6.00 for 12 bottles (Retail value \$24.00). All shipped. Do this now!

EXCLUSIVE IMPORT CO.  
1129 S. Wabash Dept. BB-16 Chicago 3, Ill.

**bingo**  
SUPPLIES and EQUIPMENT

7 & 10 Color Specials 1-8 6 7 ups  
Midgets 1,000 series—7 color  
Paper & Plastic Markers  
Wise & Rubberized Craps  
Fencing—Craps—Clips  
5 & 7 Heavyweight Cards  
Electric Blowers & Flashboards  
Lapboards made to order

**JOHN A. ROBERTS CO.**  
817 Broadway, Newark, N. J.

**BIG PROFITS!**

From the Complete  
**CHEWING GUM LINE!**

★ Colophony Wrapped  
★ Fresh from the Factory  
★ All Flavors and Types—PLUS Bubble Gum—1¢, 2¢, 5¢ Items!

Half of Standard Brand Prices!

All sizes Ball and Vend-ing Gum, Chocoravit Gum, Chico & Sub-L, Chewy, Baby Midget, Chicks, Tantal Gum, Three sizes—2¢, 3¢ & 14¢ pieces per lb. Price \$36 lb. Chico type, 30 lb. Sub-L type.

for Fairs . . . Auctions . . . for All Direct-Selling!

The **HOTTEST** SEWING MACHINE DEAL IN AMERICA!

**WRITE TODAY FOR FACTS ON**

**AMERICAN CHEWING PRODUCTS**  
4th & Mt. Pleasant - Newark 4, N. J.

**MERCHANDISE**  
Electrical Appliances, Rogers Silverware, Cutlery, Giftware, Clocks, Premiums, Souvenirs, & 5¢ items when writing for catalog.

**ROBEL SALES CORP.**  
34 Canal St., Dept. B, New York, N. Y.

**Priced for YOUR Profit**

**WANT TO MAKE REAL MONEY?**  
YOU CAN POSITIVELY MAKE \$50

1000 a brand new item going to every type of local and foreign store. Factories, jobbers, wholesalers, etc. See actual by national publicity program.

**UTILITY QUARTERS CO.**  
33 W. Jackson Blvd., BS-1818, CH 5, Ill.

**PLASTER SLUM**  
At Airbase Waycross, Ga.

**NU-NAK NOVELTIES**

**Big Profits**  
Own your own business stamping key chains, name plates, social security plates. Sample with name and address.

**Barl Mig. Co.**  
302 Dwyer St. Providence 2, N. Y.

**GIVE TO THE RUNYON CANCER FUND**

**Universal**  
MG US PAT OFF

**Guaranteed! Precision Built for a Lifetime of Service**

★ **A Cinch to SELL**  
... with Plenty of PROFITS

**STANDARD SEWING EQUIPMENT CORP.**  
NEW YORK 114 W. 27 ST.  
CHICAGO 1112 S. WABASH AVE.

**NEW! LOW PRICE!**

**SLIM MODEL Press Top POCKET LIGHTER**  
NO. 5883J900  
PER DOZEN 4.00

**NEW CATALOG**  
Full of Carnival Novelties, Premium Merchandise, Costume Jewelry, etc. WRITE FOR CAT. A.L.G. State Business Catalogs are sent to individuals.

**N. SHURE CO.** 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

### Sensational Watch Offer



2-Button Chronograph or Chrome Case Service **\$3.25** in gross lots

Brand New Jeweled Watches

- Genuine Imported Swiss Jeweled Movements
- Full Year Written Guarantee
- Shock Resistant Case
- Sweep Second Hand
- Checks Based on Anything
- A Radius Dial
- Measures Distance
- Unbreakable Crystal
- Anti-Magnetic
- 1/2 Push-Button Stop Watch
- Universal Size Worn by Men, Women, Boys, Girls, Service Men and Plant Workers
- Complete With Genuine Leather Band (Dox lots, \$3.65 ea.) (Lots of 6, \$3.95 ea.)

Costume Jewelry 4-Pc. Necklace Sets Imported, Yellow and White Stones. Gift \$5.25

New 1953 Catalog Filled with fast-selling items. **25c**

**MULTIPLE** The "Titanium Gem" Per Carot **\$9.95**

Wholesale only—12% with order, balance C.O.D.—3-day money-back guarantee if not satisfied.

**BENRUS • ELGIN GRUEN • BULOVA WALTHAM** Watches for Men and Women

New model watches, case and dial. Reconditioned and guaranteed like new. Complete with leather straps. **\$9.95**

Gold Plated Expansion Band ..... 75c  
Gold Filled Expansion Band ..... \$1.75

**More Brilliant Than Diamonds**

"Rutile" not an imitation diamond, but a man-made "Gem" in a class by itself. It is clear in color and has much more brilliant than a diamond.

Men's gold Ladies' gold mounting setting \$9.95 \$12.00 additional.

**JOSEPH BROS.** S. B. Wabash Ave. Dept. B-18, Chicago 30, Ill.  
"The Watch and Diamond House"

## Pipes for Pitchmen

By BILL HAKER

**RAY BECKER**, formerly with Bill Berger, concessionaire, has moved into the Stone Theater, Detroit burlesque house, where he is handling the candy pitch.

**MAL BUCKLEY**, well-known photographer, is in Tampa pushing shoes for Maas Brothers. Art Blinn reports from the Florida city. Blinn says that while on the road this summer Buckley met many of the boys and girls who had formerly been in his employ. He plans to go out again next season.

"THE OLD ARK..." has drifted a long way since our last pipe," letters Mae Noell, who with her husband, Robert, operates Noell's Ark Gorilla Show, from Manila, Ark. "We thought up to the last minute that we would go to Bedford, Va., with Beam's Attractions, but a proposition that looked good lured us out here. While in Baltimore we had some signs made which read 'Noell's Ark Gorilla Show' and attached them to the sides of the sound truck. Our first stop in Arkansas brought us a good laugh. A native approached E. S. Hallam and asked: 'You with that show?' When Hallam said he was, the local queried: 'Can you tell us where Noell's, Arkansas, is at? Can't none of my friends nor me figure where ths.' I had forgotten that Ark. is the abbreviation for Arkansas and it took several seconds for that to sink in. Business has been slow. Coming West we had a variety of novel experiences. At Wilson, N. C., I spotted someone I knew driving in the same direction that I was going. I passed her, stopped, then flagged her down. Just as I pulled my trailer to a stop, the wheel fell off. We waited less than three minutes and then the acquaintances went on her way. I called up Erwin, N. C., which was our destination for that night and told Kate West to send someone back with another wheel. While we were waiting I phoned Mustard and Gravy. Mustard was on his way to a funeral and I saw him for a brief moment, but Gravy came out and helped me obtain a jack and we had a good visit. By nightfall we arrived at Lonnie West's place and visited with my dad and family who were parked at Lonnie's. The next morning we started the long journey. However, we pushed our selves too hard and were split up for the night at Athens, Ga. The next day we spent a couple of hours resting at the base of Stone Mountain."

**HENRY H. VARNER**,... blasts from his Akron base that he gets an enormous belt out of the antics of Count Seidom Skoff and Doc Lushwell. He wants to know if someone can't twist Tom Kennedy's arm and have him let pitchfolk know what sort of a season the two characters had.

**SMOKEY STRICKLAND**... and wife, who closed a successful season with Eddie Gould's Ozark Medicine Show, are headquartering in Scottsboro, Ala., where they have a radio show. They plan to make personal appearances in that territory until Christmas.

**CHARLIE T. HUDSON**,... of Indian Sales Company, Birmingham, made the first big trade day in Scottsboro, Ala., Monday (6). Prior to that stand he completed a two-week engagement in a drugstore in Montgomery, Ala. "While there I was greeted by a State drug inspector and, as usual, everything was wrong," Charlie advised. "Med is still rough in Alabama and it's getting worse instead of better. If any of you boys or girls are coming this way give me a call. There still are a few lots and payday's around this city."

season and the pair of chaemas, Charlie and Rose, which were obtained recently from Bob Noell. My med products are the straight Col-Ton-Sa line. My wife, two sons and I constitute the show personnel. Very few are pitching around this sector but there are plenty of carnivals surging down the line. I saw Carl Wright, of Side Show note, and he's located in Norfolk permanently. Also caught the Smith Bros.' Tent Pic Show and it proved a flashy outfit which is doing business. I have numerous letters from friends in about all directions and none is complaining of an overdose of prosperity. When skoffing comes as high as it does today, the natives have little left for luxury or pleasure. Here's hoping for a mild winter with warm Saturdays. I'll need a few and expect many of us could use 'em up. Why don't Eddie Gould, Duke Hayes, the Quinlan brothers and a few other odd-timers come in with some pipes?"

### Saskatoon 107G

Continued from page 33

The total were \$14,500 for paving, \$3,432 on the racetrack, \$9,283 on the electrical system, \$2,350 on the feed barns, \$1,009 on the administration building and \$1,420 for drainage improvements.

The directors were told that since 1946, a total of \$344,531 had been spent on improvements on the exhibition grounds. This figure included all 1952 improvements except the grandstand platform.

Also included in the total was \$142,562 for the new livestock building. The exhibition board can expect over the next 10 years to receive back a good portion of the latter sum in the form of government grants.

**245G Assets**

Liquid assets of the exhibition org total \$245,000—\$35,000 cash in bank and \$210,000 in government bonds.

The board earmarked an additional \$75,000 of its assets for reserve for extensions, bringing that fund to \$95,671. At the same time an additional \$15,000 was earmarked for the emergency reserve, raising it to \$110,000.

S. N. MacEachern, manager, said he thought "the lid should be put on" the emergency reserve fund when it reached \$125,000. He noted, however, that the \$95,671 tagged for extensions was a small amount in the face of expenditures yet to come.

Chief among future expansions, Mac said, should be an industrial exhibit building, which was badly needed, as many applications now had to be turned down because of lack of space. He estimated the cost at \$300,000. More immediate minor improvements definitely scheduled are graveling of the midway area and additional car parking space.

## SENSATIONAL! DIFFERENT!

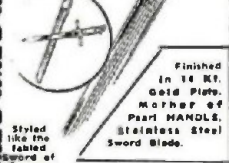
"Cut" yourself a really big slice of easy, quick and large profits with the

### Brand New! SABRE TIE CLASP

On Guard!

Sword Actually Slips From Scabbard

A really handsome jewelry item. Makes wonderful gift. FAST SELLING!



Finished in 18 Kt. Gold Plate. Made of Pearl Mother of Pearl Handle. Stainless Steel Sword Blade.

Stylish like the fabled sword of Damascus. Made to retail for \$3.00. Price tags included.

**\$3.50 Doz.—\$36 Gross**

GIFT BOXES—\$5 Doz.—\$54 Gross. Minimum order—1 doz.

**STERLING JEWELERS**  
14 East 10th St. Columbus, Ohio  
Send for Catalogue.

## JOBBERS! DISTRIBUTORS!

32" RAYON PLUSH BEAR \$24  
\$22.50

In six dozen lots

- 6" PLUSH SCOTTY, Ass'd Colors, \$4.50 doz. \$40.00
- 7" Big BABY BEAR, Ixvyn plush, \$12 dozen, in six dozen lots \$11.40
- 30" WHITE POLAR BEAR, All white woolly material, floppy ears, red tongue, Free Plush \$30.00
- 27" RAYON PLUSH BEAR, Shaggy seller, \$23.00 doz. \$21.00
- 30" HIGH QUALITY PLUSH BEAR, Cotton stuffed, pure colors \$30.00

SAMPLE ASSORTMENT 17 pieces for \$16.85  
1 dozen 7" scotties & 1 each of all other fluffy teddies!

208 N. Y. C. 25% dep. COD if not retail. To receive FREE Catalog & Closed List you must state nature of your business.

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FOR THE MOST COMPLETE LINE OF

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- ★ APPLIANCES
- ★ DOLLS
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## ONE WATCH SET FREE WITH EACH 25 SETS ORDERED

/Jeweled Wrist Watch with Sweep Second Hand  
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/The Slide and Matching Cuff Links  
/Matching Key Chain  
/Modern Design Fountain Pen  
/Sleek Mechanical Pencil

**7-PC. GOLDEN WATCH SET**

All Items Gold Finished—Beautifully gift boxed in satin-lined, velvet covered hinged box—Compare with sets way beyond the price!

**\$6.50 PER SET**

25% deposit with order, balance C.O.D.

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- Two Button Stop-Watch
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**PLUS: PITCHMEN & PROMOTION MEN "EXCLUSIVE"!** All Year Around Service—Ads, Mats, Territory Information, Free Exchange, Prompt, Conscious Service. Don't risk sales with 1 yr. gear—Contact us now!

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### BIG FLASH BALLOONS

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**BALLOONS**

A Available s-t-r-e-t-c-h-e-d, for bigger value at the handout!

See you! **OAK RUBBER CO.** BAYONA, ORE.

### Oak Balloons

For Immediate Shipment. Write for FREE Catalog.

**STATE NOVELTY CO.**  
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### 5-PC. WHITE FIRE RHINESTONE "BRACELET" WATCH SET

**\$17.90 Ea. List Price \$150!!**

Fabulous Copy of \$4,500.00 Original. Ours has World Famous "Lezardine Bracelet Watch" 17 Jewels, with Hand set base-ettes and matching White Fire hand-roned Links and Straps with gorgeous matching Large Rhinestones. Every costume Pin. \$19.95. \$11.75. Mounted in Exclusive 18 Kt. Gold. \$17.90 ea.

Bracelet Watch \$10.00. Gold Chain \$5.00. \$15.00. (List Price \$138)

Four pieces Jewels Set, same, boxed, \$25.00 ea. net. (List Price \$79.95)

**BURKE** 18 W. 29th St. New York City

### SENSATIONAL BUY!

## Jeweled WATCH

complete with PEARL METAL EXPANSION BAND

Gross **\$2.88** Lots 60.

Lots of 100... \$2.50 ea.  
Lots of 12... \$2.00 ea.

Large red sweep hand; unbreakable crystal. A new glow in dark, unbreakable crystal.

Unbreakable crystal, stainless case available.

10% Dep. on C.O.D.—no-refund firms. Sample Watch \$1.50 extra

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1043 Fifth Ave. Pittsburgh 19, Pa.



## AMUSEMENT MACHINE TAX

# Revenue Bureau Returns Show 376,149 Locations

WASHINGTON, Oct. 11.—Official figures released by the Internal Revenue Bureau this week showed that 376,149 locations paid the \$10 federal tax for operating amusement machines on their premises in the fiscal year ended June 30.

New York proved to have the greatest number of locations—29,151—while Pennsylvania was second with 28,691. The next five

States with the greatest number of locations were: California, 27,419; Illinois, 27,135; Ohio, 23,269; Texas, 21,073; and Wisconsin, 14,140.

A breakdown of the statistics showed the bureau received the required tax from the following number of locations in the indicated States and districts:

Alabama, 2,939; Alaska, 443; Arizona, 2,600; Arkansas, 3,894; First California, 14,232; Sixth California, 13,187; Colorado, 3,530; Connecticut, 4,735; Delaware, 658; Florida, 9,532; Georgia, 5,094; Hawaii, 1,347; Idaho, 2,514; First Illinois, 17,127; Eighth Illinois, 10,908; Indiana, 8,479; Iowa, 8,020; Kansas, 6,358; Kentucky, 6,131; Louisiana, 10,493; Maine, 2,178; Maryland, 8,931; Massachusetts, 7,532; Michigan, 12,709; Minnesota, 8,651; Mississippi, 4,521; First Missouri, 8,148; Sixth Missouri, 4,827; Montana, 2,924; Ne-

braska, 3,377; Nevada, 1,108; New Hampshire, 1,378; First New Jersey, 3,757; Fifth New Jersey, 9,355; New Mexico, 2,240; First New York, 7,633; Second New York, 1,279; Third New York, 1,721; Fourteenth New York, 8,021; Twenty-first New York, 4,970; Twenty-eighth New York, 5,527; North Carolina, 3,817; North Dakota, 1,900; First Ohio, 4,224; Second Ohio, 5,323; Tenth Ohio, 3,791; Eleventh Ohio, 9,931; Eighteenth Ohio, 3,788; Oklahoma, 4,808; Oregon, 12,818; First Pennsylvania, 6,122; Twelfth Pennsylvania, 9,753; Twenty-third Pennsylvania, 1,995; Rhode Island, 3,208; South Carolina, 1,834; South Dakota, 6,840; Tennessee, 12,978; First Texas, 8,093; Second Texas, 1,293; Utah, 800; Vermont, 5,921; Virginia, 6,023; Washington, 6,292; West Virginia, 14,140; Wyoming, 1,249.

## Deco Offers 'Space Ranger' To Operators

UNION, N. J., Oct. 11.—Deco Manufacturing Company this week announced that its new Space Ranger rocket ride would be made available to operators everywhere beginning immediately. The new unit has been coming off assembly lines for about five months but the total production has been allotted to only a few operators who have placed the rides in Woolworth, Kresge, H. L. Green, J. J. Newberry and McCrory dime stores, as well as in a number of super markets, Harp's Pearl, Deco vice-president, said.

Priced at \$1,195, f.o.b. Union, the new unit has National Coin mechanism geared for 10-cent play and features six different movements, including ascent, descent, slow, fast, tilt-up and return to level.

All motions of the ride are controllable by the child rider who sits in a bucket-like seat equipped with a safety belt. With the insertion of a dime, the Space Ranger is raised 10 inches hydraulically. Simultaneously with this movement a gust of air is released to simulate the take-off. The child can control the rocking up and down motion which follows by maneuvering the joy-stick control. A continuous air stream flows from the ship's cowling towards the child and the force of this increases as the nose of the ride is inched upwards. Rocket hisses coincide with each motion of the ship to give the illusion of additional power. At the end

(Continued on page 93)

## King Pin Plans Distrib Group For Hot Rods

KALAMAZOO, Mich., Oct. 11.—The King Pin Equipment Company is appointing distributors for its coin-operated Hot Rod ride unit. The firm is headed by Pete Pieters.

Hot Rod is a small sized auto mounted on a base. Designed for children, it has several features to insure a safe ride for even the real small ones. The car is made of molded Fiberglas and has a one third horse power motor which operates on 60 cycle AC. The Hot Rod units are 34 inches wide, 68 inches long and 38 inches deep.

One of the interesting points of the car's performance is the simulation of the movements of a motor car, even to acceleration.

## Calendar for Coinmen

October 13—Wisconsin Phonograph Operators' Association, monthly meeting, Hilltop Inn, Rhinelander.

October 20—Amusement Machine Operators' Association of Greater Baltimore, semi-monthly meeting, Mandell-Ballov Restaurant, Baltimore.

October 28—Western Vending Machine Operators' Association, monthly meeting, Unique Cafe, Los Angeles.

November 12—Music Operators of Northern Illinois, monthly meeting. Site to be announced.

## PROMOTIONS HELP

# Exhibit Finds They Aid Op, Plans More

CHICAGO, Oct. 11.—Exhibit Supply Company, thru Ford Sebastian, executive vice-president, and Frank Mencuri, sales manager, re-emphasized Friday (10)

that it would not only continue its sustained promotion of coin-operated units by tie-ins national in scope but is already in the process of enlarging upon its program. All of the firm's efforts are aimed at helping the operator by launching promotions of mutual interest to the locations and their regular patrons.

Exhibit Supply's over-all plan is the merchandising of its (Continued on page 78)

## Dudley Sports Highly Active In Pitch Field

NEW YORK, Oct. 11.—One of the most active firms in the coin-operated automatic baseball pitching machine field here is the Dudley Sports Company.

Dudley is headed by George D. Full, president, and handles three different models which range from \$90 to \$1,500. In the past season the company has set up 152 pitching machine installations with most of them located in the East. Full explained that the firm had concentrated 90 per cent of its distribution in the Eastern part of the country.

Full believes there is a bright immediate as well as long range future for the pitching units as evidenced by the growing number of inquiries received daily from the Midwest and West Coast.

## SF Firm Plans Pitcher Change

SAN FRANCISCO, Oct. 11.—The Moe & Moe Company is revising its automatic pitching machine and will soon start production on an improved model, Andrew S. Moe, firm executive, announced this week.

Moe & Moe has been producing its baseball unit for the past four years under patent No. 2,574,408. The new model will be suitable for both indoor and outdoor locations and be coin-operated. The company plans to market it at approximately \$1,050.

# New Industry-Wide Assn. Formed in LA

LOS ANGELES, Oct. 11.—An all coin-machine service and vending machine owners trade group, was outlined to the operators in all fields at a meeting here Thursday (2). Arnold Provisor, attorney for the newly formed group, discussed future plans.

Bert Hilner, managing director of VMOTG, said the scope of association was expanded to include all forms of coin-operated equipment.

Provior pointed out that the association was a non-profit organization and the would be no high initiation dues or assessments. A charge of 10 cents per machine per month is to be made. This rate would hold good throughout the industry. Some bulk merchandisers have claimed the per machine charge unfair.

Hilner told The Billboard that the owner-operator association had made an agreement with Local 1052, International Brotherhood of Electrical Workers. This union will handle only matters pertaining to wages, hours and working conditions. Complaints not included in this category will come under the jurisdiction of the association, the managing director added.

Another meeting is set for October 20 at the Park View Manor. The session will start at 7:45 in the evening and refreshments will be served. Hilner stated that one of the important things on the agenda would be the election of officers.

D & L Moves To New Qts. HARRISBURG, Pa., Oct. 11.—The D & L Coin Machine Company this week completed its move to 180 S. 10th Street. The firm will hold open house festivities Sunday (12).

D & L, owned by David Berson and Leon Takken and distributes several lines of coin machines in this area. The new headquarters have more show-room and warehouse space, better parking facilities and a convenient loading platform.

## Game Engineer Solinski Dies

CHICAGO, Oct. 11.—Funeral services were held October 2 for Charles Solinski, a leading engineer for Williams Manufacturing Company. He was 48 when he died suddenly following a heart attack.

In addition to Williams, Solinski was an engineer for the Exhibit Supply Company for many years. He is survived by his widow and two children.

## Trade Directory

For ready reference, here's a monthly guide to new products, new firms and offices and personnel changes reported in The Billboard issues of September 20 thru October 18. Save the Directory for future reference.

### New Equipment

10 Player shuffle game, Team Bowler, J. H. Keeney & Company, Inc., Chicago.

In-line scoring five ball game, Hong Kong, Williams Manufacturing Company, Chicago.

Juke box, 120 selection, Fireball Rock-Ola Manufacturing Corporation, Chicago.

Coffee vender, 600-cup capacity, Model B Coffee-Spa, Cole Products Corporation, Chicago.

Pencil vender, Selecto-Pencil, Matthews Specialty Company, Austin, Tex.

Penny refunders, loader and tester, Continental Coin Devices, Cleveo, Ill.

Baseball pitching machine, Moe & Moe Company, San Francisco.

Shuffle bowling game conversion unit, Try and Tie, Hyman Rosenberg Company, New York.

Shuffle game, Super Match Bowler, Chicago Coin Machine Company, Chicago.

### Distributors, New Offices

National Rejectors, Inc., St. Louis, at 685 W. Peachtree Street, Atlanta, serving Virginia, West Virginia, North and South Carolina, Georgia, Florida, Alabama, Mississippi.

Distributors, Inc., Jacksonville, Fla., at 1160 SW Sixth Street, Miami; records and accessories, Judd Distributing Company, 1140 N. Kostner Avenue, Chicago, international sales agency for D. Gottlieb & Company, Chicago.

### Personals

The Rudolph Wurlitzer Company, North Tonawanda, N. Y., appointed Gary Sinclair Western States regional manager; Max R. Waters New England and Middle Atlantic States regional manager; Harry D. Gregg sales-service en-

ginner for Southeastern States.

Rock-Ola Manufacturing Corporation, Chicago, appointed Carroll E. Nolan director of industrial relations and advertising.

Dad's Root Beer Company, Chicago, appointed Forbes A. Ryder national sales manager of its bottling division.

P. Lorillard Company, New York, made following promotions in the Detroit sales office: K. H. Smith, division manager, named area field manager; H. Lopacki, assistant filed manager, named division manager; C. J. Battersby, salesman, appointed assistant division manager.

American National Dispensing Company, Lansdale, Pa., elected L. M. Lewis Jr. executive vice-president and assistant treasurer and Donald E. Schrader vice-president in charge of production.

# \$250 Federal Game Tax Spots Drop to 23,069

WASHINGTON, Oct. 11.—Gaming device premises paying the Federal \$250 tax during the 1952 fiscal year totaled 23,069 throughout the nation, according to Internal Revenue Bureau's latest figures.

Leading the count is Louisiana with 2,986. In second place is Washington State with 2,745; Pennsylvania is next with 2,604; Maryland follows with 2,301; Kentucky, 1,473; Nevada, 1,275; Idaho, 1,162; and Illinois, 1,132.

The count in state and collection districts is as follows:

Alabama, 186; Alaska, 162; Arizona, 213; Arkansas, 83; First Cali-

(Continued on page 93)

## BEWARE IKE ADLAI, HARRY

CHICAGO, Oct. 11.—From all indications, the influence of the political campaigns is having an increasing effect on coin machine dealers.

Earlier in the year when an operator and a distributor got together to talk over games they jockeyed back and forth on the price until a point of agreement was reached. Now they "caucus."

Similarly, until recently a road trip was just that and the common investor stayed in a town for a day or two. This week upon his return from an Eastern trip, Herb Perkins, Purveyor, reported he had just completed the first half of a "whistle stop" tour of the country. By plane he had managed to visit 10 Eastern cities in but three days. Next week, he will launch a similar sales campaign to the West Coast.

# Keeney Ships First 10-Player Games

CHICAGO, Oct. 11.—Operators who have hoped someday to promote organized team play on shuffle bowling games were encouraged this week by the introduction of a 10-player game by J. H. Keeney & Company. It is called Team Bowler and is the first shuffle unit to accommodate two five man teams as in regulation team bowling.

Team Bowler can be played by from one to 10 persons, each depositing a dime for 10 frames of action. It has been built with the new type dial scoring, which offers players a direct reading of the scores at a glance. One of the new features of the game is a box area under each player's

score, which permits him to write in his name and high score for a series of games.

Other key plays on Team Bowler include two extra shots when a strike is made in the 10th frame, one when a spare is made and provisions for a railroad split. Also there is a transparent platform which permits players to see all rollover switches in action. The game's jumbo light up pins are mounted on this platform. Team Bowler has a hard wearing Formica playfield.

Paul Huebsch, Keeney sales manager, announced that distributor samples had been shipped and regular deliveries were getting under way.

**EDITORIAL**

## Needed: MOA Members

More than a month has passed since the close of the annual convention of the Music Operators of America. The music machine industry is waiting now to see what direction MOA will take during the coming year—what support it will get for a program which has to be considerably more ambitious than any the group has tackled to date.

As the convention drew to a close, the board members wisely decided to make the president, George A. Miller, business manager as well. They extended his term of office from one to two years and they gave him a modest (\$3,000) annual expense account.

These moves are the best evidence to date that the membership of MOA is determined to see that its association not only stays in business but grows and becomes more effective.

**The Time Is Now**

The time was never riper for an active, aggressive national trade association for juke box operators. Nor were operators ever more receptive to the idea.

When MOA was organized by Miller, Al Denver, Hirsh de la Viaz, Dick Steinberg, Sid Levine, Ray Cunliffe, Clint Pierce and other operator association leaders too numerous to mention, a great many in the phonograph business were skeptical.

Was the association organized for personal gain?

Did the association intend to set itself up to put pressure on manufacturers and distributors?

**Fears Groundless**

The past three years proved these fears groundless. Furthermore, they proved that an operator association—even an association small in numbers and financial resources—could work for the good of the entire business and get results. The outstanding example was the copyright legislation battle.

MOA's efforts, in co-operation with the Automatic Phonograph Manufacturers' Association, were successful in beating the Bryson-Kefauver bills which would have imposed an additional tax burden on music operators. That fight is far from ended, but at least operators have a competent organization to carry their position to Congress when the need arises again.

It seems MOA's biggest immediate task is to increase its membership. More members are needed for two reasons: The association has to have additional revenue because its present budget is pitifully small, and because more members will make the association that much more representative of operators everywhere.

When MOA was organized, it was set up as a loose federation of State and local associations. Memberships were not solicited among operators who lived in areas which did not have associations. The time has come, however, for MOA's officers and directors to launch a continuing campaign to bring these operators into the fold. They would add much needed strength and go a long way toward insuring MOA's future growth.

(This is the first in a series of editorials dealing with Music Operators of America. Next week: How MOA can be effective on the local level.)

## OPS Files More Suits Against L. A. Coinmen

LOS ANGELES, Oct. 11.—Alto Judge Peirson Hall is yet to rule in the cases of two juke box firms charged with violating Office of Price Stabilization Regulations 34, suits were filed against three more firms. In the new complaints, the government seeks \$77,255.88 treble damages.

The suits against the Phono Music Company and Los Angeles Music Service are now pending in U. S. District Court. Charged with violating Regulation 34, the OPS seeks also to have them file a price statement with the local office.

Named in the new suits are California Phonograph Service and California Music with the operators listed as Jean J. Minthorne and Sam Riecklin as a single firm, Walt Schinkal and E. E. Peterson & Son, the latter of San Diego.

In the case against California Phonograph Service and California Music, the government al-

leged in its petition that the firms earned \$8,138.85 in juke boxes on a dime play. The nickel play would have grossed \$8,023.40. The single overcharge is set at \$2,115.45 with the government asking treble damages in the amount of \$6,346.35.

Schinkal, it is charged, failed to submit a price statement to the San Diego OPS, and violated Regulation 34. The suit asks triple the \$11,118.24 alleged single overcharge, or \$33,354.72. An injunction is sought against further violations and the government also asks that price statement be filed.

In the petition against the Peterson company, the charges are identical with those filed against Schinkal. However, the single overcharge is listed as \$12,518.27 with the government asking \$37,554.81 treble damages.

Sam Riecklin of California Music told The Billboard that he had not been served in the case. Schinkal said that he knew of the case from a story that appeared in the San Diego papers.

## Local Talent Plus Top Hits Up Play

GALLATIN, Tex., Oct. 11.—The inclusion of local artists and products of local recording companies on a juke box make for plus business, according to F. Harrison here.

He makes it a practice to include such records among the top hit offerings on every machine. It creates added interest and in many instances added take on individual machines, he points out. Patrons usually favor disks made locally or featuring local talent and repeat plays on such numbers. Such a program, Harrison finds, does not lessen the play on national favorites; it actually adds up to plus play, made in addition to the patron's normal selection of top hits.

## Rock-Ola to Expand Sales Outlets for New Fireball

### Outlines Program to Name Both Sub-Distributors and Dealers

CHICAGO, Oct. 11.—One of the top topics of conversation in juke box circles this week was Rock-Ola Manufacturing Corporation's sales program for its new Fireball 120-selection phonograph—a program which the factory expects eventually will result in the appointment of 150 distributors, sub-distributors and dealers. The sales program—first of its kind in the phonograph industry—was announced last Sunday (5) by David C. Rockola, president, before some 215 distributors, factory executives and guests who attended a preview showing of

the Fireball in Chicago's Sheraton Hotel.

Rockola first reviewed developments in his company during the past three years. He pointed out that the firm began consolidating its manufacturing facilities. In January, 1950, the firm occupied space the equivalent of six city blocks. Today, Rockola said, the space has been reduced 45 per cent but productive capacity has been increased and manufacturing costs brought down to enable the firm to meet competition.

Consolidating and streamlining

of production facilities, Rockola said, were made to clear the decks for the new phonograph. Rockola then outlined the new sales program.

"To achieve our goal," he said, "we must have a new sales approach."

Briefly, the program calls for the appointment of more distributors (26 have already been fran-

(Continued on page 80)

## MUSIC MEN PLAY

### Illinois Operators Hold Annual Banquet

CHICAGO, Oct. 11.—The Music Operators of Northern Illinois held their fourth annual banquet at the Racemere Hotel Thursday (9). A capacity crowd of 200 operators, distributors and manufacturers attended. The over-all crowd, however, nearly doubled as the night wore on and many guests arrived, including a full complement of disk jockeys and local and nationally known recording artists.

Following a cocktail hour and dinner, Bob Gnarro, chairman of the banquet committee, made a brief welcoming address and introduced the association's officers: Bob Lindelof, president; Bruno Manzardo, second vice-president; and Bill Nyland, secretary-treasurer. Next Gnarro introduced his assistants on the banquet committee. In addition to Hesch and Nyland they included Jerry Shuman, Louis Arpala and Barney Poss.

Gnarro then turned over the microphone to Pat McCafferty, who emceed the floorshow. Disk jockeys participating in this program included Eddie Hubbard, Jim Lounsberry, Paul Candells, Bob Porter, Jay Carpenter, Lee Petrullo and Bill Evans. Among the recording artists were Johnny Desmond, Jack Ross, James Ray, Tony Mora, and Bill Snyder, the pianist-band leader. Carl Schreiber's band accompanied the artists and for the dancing which followed.

Among the guests at the banquet were Ray Cunliffe and Phil Levin, Recorded Music Service Association; Bob Dunlop, Seeburg; Eddie and Morrie Ginsberg, Atlas Music, Chicago; Len Micon, Monty West and Fred Skor, World Wide Distributors; Paul Huebsch and Nick Nelson, J. H. Keeney & Company; Ben Coven, Dave Bender and Mac Brief, Coven Distributing; Wally Finke and Joe Kline, First Distributors; Charlie Pieri, Monarch Coin; Vince Shay and Howard Freer, Empire Coin; Mike Spagnola, Automatic Distributors, and Jack Baker, Permo.

## SUCCESS STORY

### Mich. Lady Operator Tailors Route to Size

DETROIT, Oct. 11.—A successful woman in what is usually thought a man's world, Mrs. Grace Ziegler of Ferndale, Detroit suburb, has nearly a 10-year record of smooth operations and friendly relations with both location owners and competitive operators. Ziegler Music Company is not a big operation—it is purposely tailored to a one-woman size, with 15 year-round locations and five additional machines for summer operation. At present, she is prospecting for suitable locations for these extra boxes during the winter.

Mrs. Ziegler has other activities and interests which keep her occupied. She runs a small amusement park at Island Lake, 35 miles northwest of Detroit, during the summer—a venture in which she and her late husband, Charles G. Ziegler, handled jointly for many years. During the past summer, she operated only

one concession there, but was still kept plenty busy.

The location of her home, where she has her headquarters, is ideal for the music route and the park as well, since it is at the north central part of the metropolitan area.

Mrs. Ziegler this year also is president of the Ladies' Auxiliary of the Michigan Showmen's Association—a post that shows the high regard in which she is held by her associates.

Mrs. Ziegler came to show business thru her marriage in

(Continued on page 80)

## USED DISK \$

### Volume Lot Sale Proves Op Benefit

CHICAGO, Oct. 11.—Without his own retail record shop for an outlet, the best method for disposing of used disks is to sell them in large lots, according to Adolph Raymond, A & M Music Company. The program, however, depends upon volume: Raymond accumulates large numbers of used records for single lot sale.

After testing various plans for selling used juke disks, A & M found that the sale of 500 or 1,000 at a time to selected outlets brought better dollar returns. Large volume record shops, and in some areas drug stores, use such records as traffic builders.

Raymond pointed out that to follow the plan, cartoning of all serviceable records as they are taken off machines is a must. In addition to simplifying the packaging problem, it also means that used disk outlets are insured of a good choice of current popular music.

In many instances, delivery costs are nil on such large volume used record business. The outlet many times sends a pick-up truck to bring in its purchase.

## Set World Wide Rock-Ola Show

CHICAGO, Oct. 11.—World Wide Distributors will hold the premiere Illinois trade showing of the Rock-Ola Fireball, 120-selection music box, Sunday (12).

For the event, World Wide's headquarters were decorated and all arrangements had been made to accommodate a large number of operators, service staffers and their wives.

Al Stern, firm head, engaged the services of a catering firm to handle the preparation and serving of foods and beverages. In explaining the features of the new Rock-Ola box, known as Model 1436, Stern will be assisted by World Wide's Len Micon, Monty West and Fred Skor.

## Name H. Gregg Wurlitzer Rep.

NORTH TONAWANDA, N. Y., Oct. 11.—Harry D. Gregg has been appointed sales service engineer by the Rudolph Wurlitzer Company. His appointment was announced by Bob Bear, sales manager. Gregg will cover the Southern States.

Working from headquarters in Atlanta, Gregg will travel most of the time, holding schools for operators' servicemen and distributors' personnel as part of the factory's program of teaching "trouble free maintenance practices."

Gregg has had long experience with the Wurlitzer line. He worked on the P-10 and P-12, the former, Wurlitzer's first coin-operated phonograph introduced in 1932. Since then, Gregg has been associated with operator and distributor service organization; except during World War II when he served as an instructor in radar maintenance.

Since 1945 Gregg has lived in Clarksburg, W. Va., where he was an operator's service manager. Gregg's appointment completes the staff of sales service engineers, a total of five such appointments in recent weeks. Bear explained the purpose of the field men is to teach operators and distributors service shortcuts.

## 15 Rock-Ola Execs Cover 23 Showings

CHICAGO, Oct. 11.—Factory executives will be on hand for 23 of the 26 International Rock-Ola Day showings this week-end (11-12) as Rock-Ola Manufacturing Corporation displays its new 120-selection Fireball phonograph.

David C. Rockola, president, will attend the showing at World Wide Distributors, Chicago. Executive Vice-President J. Raymond Bacon flies to Denver to attend the showing scheduled there by Modern Distributing Company.

Here's the schedule for other Rock-Ola executives and the showings they will attend: Henry Von Husen, superintendent of metal working, Boston and Elizabeth N. J.; W. E. Hall,

(Continued on page 78)

## Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

**COLUMBIA ENTERS LOW-PRICED LP FIELD.** A new label, "Entre," will feature 12-inch platters and will retail for \$2.95 each, plus tax.

**DECCA TO BOOST COLEMAN.** Decca Records is mapping a major drive to promote Roger Coleman, the first vocalist to be signed by the diskery since Jimmy Hilliard took over as a.&r. chief.

**GOODY BLASTS LIBERTY ON PRICE CONTROL.** Sam Goody this week moved to cut the props from under the mail campaign launched by the Liberty Music Shops to lift price controls on records.

**RUDOLPH RIDES AGAIN.** Rudolph, the Red-Nosed Reindeer, the hottest Christmas novelty tune of all time, is being prepped for the biggest Christmas yet.

And other informative news stories as well as the Honor Roll of Hits and pop charts.

# MUSIC SYSTEMS

**BEST BUYS OF THE MONTH**  
Clean Equipment—Ready for Location  
Write, wire, phone 1/3 deposit, balance C.O.D.

<b>SEEBURG</b>	1485L .....	\$219.00
	147M .....	149.00
	146M or S .....	129.00

<b>Hideaways</b>		
M148M .....	\$229.00	
M146M .....	94.50	
AMI Model A .....	\$239.00	
WURLITZER 1015 .....	135	
PACKARD Masketrom .....	89	
ROCK-OLA 1422 .....	89.00	

<b>Wall Boxes</b>		
1W7-L56 .....	\$39.50	(5-10-25c 3 wire)
3W2-L56 .....	15.00	(5c 3 wire)
W1-L56 .....	5.00	(5p wireless)
Wurlitzer Model 3020 .....	27.50	

Export inquiries invited—50 cycle motors available

## MUSIC SYSTEMS, INC.

DETROIT, MICH.—10217 LINWOOD LANSING, MICH.—1224 TURNER  
CLEVELAND, OHIO—2680 ERLID TOLEDO, OHIO—1302 JACKSON

## APOA Resumes Monthly Meets

CINCINNATI, Oct. 11.—Regular monthly meetings of the Automatic Phonograph Owners' Association will be resumed in the Hotel Sheraton Gibson at 9 p.m. Tuesday (14), Nat Bartfield, president, announced this week. He said that arrangements have been made to accommodate a capacity turnout.

Called up to attend the board meeting which will precede the regular session by one hour were Joe Westeraus, Sam E. Chester, Paul Pasateri, Abe Villinsky, President Bartfield, Phil Ostland and Bill Harris. It also was announced this week that Milton Cole and Bernard Stillmaker will serve as rotating board members.

Attending the special board meeting held in the association's offices in the Traetion Building here Wednesday morning (1) were Lawrence A. Kane, Chester, Villinsky, Ray Bigner, Bartfield, John Nicholas, James Alexander, Morris and Pasateri.

## Rock-Ola Execs

Continued from page 77

Eastern regional manager, Philadelphia, Pittsburgh; Art Janacek, head of the service department, Richmond, Va., Charlotte, N. C.; Ralph Petrie, head of electronics division, Atlanta, Ga., Jacksonville, Fla.; Jack Darabash, central regional manager, Montgomery, Ala.

H. J. Meyn, comptroller and treasurer, Memphis, New Orleans; F. P. Campen, credit manager, St. Louis, Indianapolis; J. J. Sears, vice-president in charge of purchases, Youngstown, Cleveland; K. T. Kluever, assistant sales manager of the phonograph division, Detroit; John Toolan, development engineer, St. Paul; Harry Mastney, chief engineer, Kansas City, Mo.; W. F. Haldebrand, chief of planning department, Tulsa, Oklahoma City; L. F. Sebastian, Southwest regional manager, San Antonio.

## Promotions Help to Operator

Continued from page 76

amusement equipment and in a manner tailored to the equipment and its potential customers. Since the production at the plant is geared to items mainly for youngsters, the firm has been checking every possible source for new ideas which naturally lend themselves to major promotions.

The initial effort in this direction was the company's handling of Big Bronco. Instead of merely trying to introduce a new product and give the firm distributors a pep talk on its merits, Exhibit Supply prepared brochures which aided operators in getting across the sales points to location owners or their representatives. This was a particularly important program because many of the early operators with Big Bronco routes were trade newcomers. In addition many of these were also new to the coin-operated field. Those included department, dime stores, supermarkets and national grocery chains.

The spadework by Exhibit Supply proved pretty rugged, it gradually proved to be worth the effort. Once the location owners realized the equipment not only made them a steady profit without investment but aided their over-all sales, they became partial to coin-operated amusement equipment. This brought Exhibit Supply to an even bigger step in its expanding program. With the aid of Roy Rogers, cowboy movie star, the old line manufacturer designed a coin-operated horse in the likeness of Roger's famous Trigger. Now with the aid of national promotions handled by Roy Rogers Enterprises, Inc., the coin-operated Trigger is slated for national recognition (The Billboard, October 11).

Currently, Exhibit Supply is getting ready to deliver a new series of animal rides for specialized locations. These thus far include a big rabbit. Kid riders will hold on to the animals' oversized ears while riding. A smaller

type mechanical horse and Rudolph the Red Nosed Reindeer are other rides. One of the features of these rides is that they will be interchangeable on a common base. Thus, if the operator wishes, he can buy one base and the three subjects and change them on a seasonal or time basis. This is a sound, long range program giving operators the opportunity of using different forms of the same equipment over a long period of time.

## Rock-Ola Fireball Workshops Held in 5 Cities; Set More

CHICAGO, Oct. 11.—Workshops designed to acquaint distributor personnel with the Rock-Ola Fireball, 120-selection phonograph, were held this week in five key cities with factory men on hand for a full day of technical and service instruction.

Monday (6) Workshops were held at the Commodore Hotel, New York and at the Jefferson Davis Hotel, Dallas. Wednesday (8), the factory men were at the Ansley Hotel, Atlanta, and at Modern Distributing Company, Denver. Fifth Rock-Ola Workshop was held at the factory in Chicago yesterday (10).

Central Regional Manager Jack Darabash handled the Workshops in New York, Atlanta and Chicago. Frank Schulz, a supervisor on the assembly floor, conducted the Dallas and Denver instructions.

All five of the Workshops opened at 10 a. m. and were scheduled to end at 5 p. m. but actually ran into dinner. At a later date, the manufacturing company will hold similar Workshops on the West Coast and in Canada. Aim of the program, factory officials said, was to maintain close, constant contact with distributors' service departments.

# ON DISPLAY AT YOUR EVANS' DISTRIBUTOR NOW!

## EVANS' SENSATIONAL NEW CENTURY PHONOGRAPH MODEL 2045

100 SELECTIONS • 50 RECORDS • 45 RPM

WITH FEATURES YOU AND THE PUBLIC HAVE ALWAYS WANTED!

→ **EYE-LEVEL PROGRAMMING—SELECTIONS VISIBLE AT A GLANCE**  
"No Stoop—No Squat—No Squint!"—No slow-ups at the coin chute! TITLE STRIPS AT TOP!

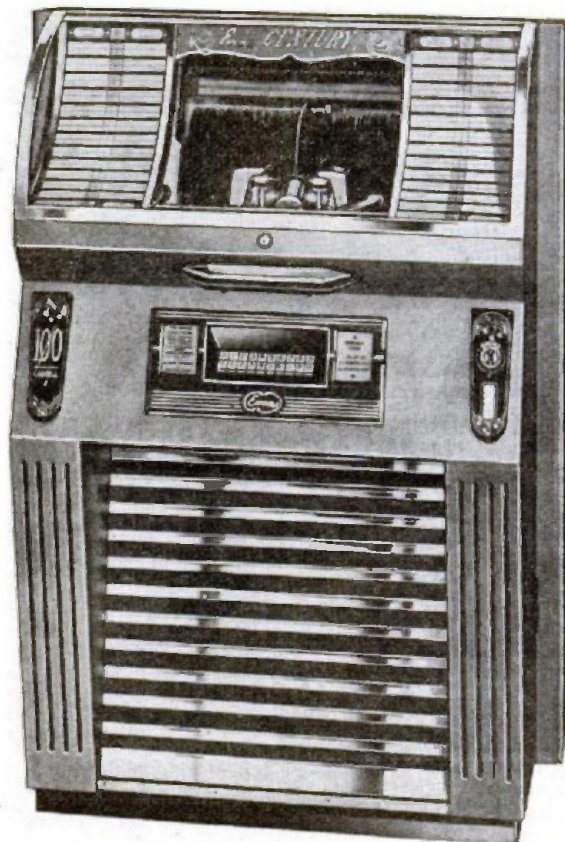
→ **"CENTURAMIC" SELECTION—Simplified, Speedy! Press only 2 Numbered Buttons for Selection!**

→ **TESTED AND PROVEN RECORD CHANGER—**  
The Same Dependable, Trouble Free Unit as on Popular Jubilee 20/40's!

→ **"ENCORE" MECHANISM. "RECORD NOW PLAYING" INDICATOR. RECORD POPULARITY METER, STANDARD EQUIPMENT.**

Plus All the "Profit-Insurance" Extras That Make Evans' Phonographs Your Best Buy!

SEE YOUR EVANS DISTRIBUTOR NOW!



FLASHING CABINET BEAUTY AND LIGHTING!

• YEARS-AHEAD DESIGN!

• BUILT IN EVANS' 54-YEAR TRADITION OF QUALITY CRAFTSMANSHIP!

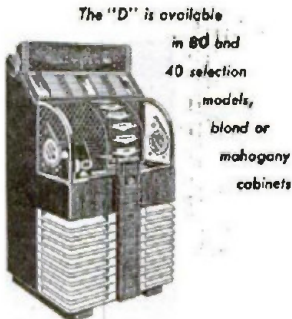
**H. C. EVANS & CO.** 1356 W. CARROLL AVE., CHICAGO 7, ILLINOIS

VOLUME  
 VOLUME  
 VOLUME  
 VOLUME  
 VOLUME

...clear, unmuffled tone throughout the entire register

While some prefer their music louder than others, everyone wants clarity of tone, whatever the volume.

The A M I amplifier and sound system permit sound levels to be tailored to the exact requirements of the location. Every note is reproduced with the same musical expression with which it was recorded.

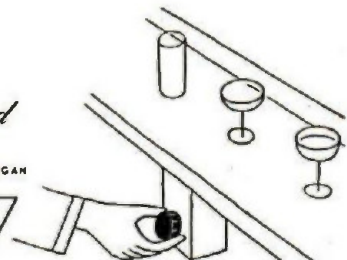


**AMI** Incorporated

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.



Remote control permits wide range of volume levels adapted to the crowd and the hour without sacrificing tonal fidelity.



# TOP OPS.

are using it every day to

## INCREASE JUKE BOX PLAY!

The Billboard's 50 Years of Song Hits is one of the important reference lists and useful features that successful operators everywhere are putting to practical, profitable use to increase juke play!

Only a limited number of copies of The Billboard 50 Years of Song Hits are available and they're being sold on a first-come first-served basis. Send in the coupon RIGHT NOW!

**The Billboard**  
The Amusement Industry's  
Leading Newsweekly  
Featuring  
**"50 YEARS OF SONG HITS"**  
and including  
★ Directory of Record Labels  
and their Manufacturers  
★ Directory of Record  
Distributors  
Price **\$1.00**

The Billboard  
2160 Patterson Street Cincinnati 22, Ohio

Gentlemen: Please rush me \_\_\_\_\_ copies of The Billboard's brand-new 76-page "Music-Record Data Book" for which I enclose payment of \$\_\_\_\_\_. (\$1 per copy).

Name .....

Company .....

Address .....

City ..... State .....

799

**50 YEARS OF SONG HITS**  
just off the press

# THE BILLBOARD Index of Advertised Used Machine Prices

## • Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where 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.

AMI	Issue of Oct. 11	Issue of Oct. 4	Issue of Sept. 27	Issue of Sept. 20
Model A	\$249.00	249.50	\$249.00	254.50
Model B	450.00		450.00	
Model C	475.00		450.00	475.00
<b>EVANS</b>				
Conterfather	425.00		425.00	425.00
<b>PACKARD</b>				
Vibro-Lite 76	89.00	89.00	89.00	89.00
Model 7		69.50		
<b>MULLS</b>				
Model 76	150.00		150.00	150.00
<b>ROCK-OLA</b>				
48 & 50			295.00	295.00
50-51			479.50	
51-52			629.50	
1422	99.00	150.00	129.50	94.50
1422			150.00	150.00
1422		94.50	99.00	135.00
1426			129.50	129.50
1428			249.50	254.50
1432	445.00	450.00	450.00	450.00
1444		99.50		
<b>SEEBURG</b>				
Chabak	49.00	49.00	49.00	49.00
Emax	49.00	49.00	49.00	49.00
H-146 M	79.50	134.00	134.00	79.50
H-147 M		110.00	110.00	110.00
H-148 M		229.00	229.00	229.00
H-146 M	99.00	99.50	99.00	99.00
Highnote		49.00	49.00	49.00
H-100-A 78 RPM	599.50	695.00	599.50	695.00
Majic	49.00	49.00	49.00	49.00
46			99.50	99.50
47			139.50	139.50
146 M	110.00	129.00	110.00	129.00
146 S			110.00	129.00
147 M	110.00	129.00	135.00	149.00
147 S			179.50	179.50
147			135.00	135.00
147 S			275.00	275.00
148	275.00		275.00	275.00
148 ML		275.00		
148 MT	240.00	275.00	240.00	260.00
148 S			275.00	289.50
148			219.00	219.00
148 S	219.00	219.00		49.00
1941			69.50	84.50
1946	49.00	49.00		
1951			49.00	49.00
<b>WILLIAMS</b>				
Music Mate	99.50	99.50	99.50	99.50
<b>WURLITZER</b>				
220	49.00	49.00	49.00	49.00
750	69.00	49.50	69.00	69.50
750 E		79.50(2)	75.00	79.50
800		49.50	79.00	58.50
950				59.00
1015	139.00	175.00	125.00	139.00
			139.50	159.50
			169.50	175.00
1060	125.00		125.00	130.00
1100	324.00	325.00	289.50	324.00
1250	399.00	495.00	399.00	425.00
			439.50	475.00

## Rock-Ola Expands

Continued from page 77

chised). Distributors in turn will appoint sub-distributors to handle certain market areas, and dealerships will be established which will confine their sales activities to a single market area. Dealers Work Direct

Altho sub-distributors will be appointed by distributors and work thru them, dealerships will be granted by the factory and the dealers will work directly with Chicago as independent contractors supervised by factory personnel.

Purpose of the new sales program is to bring distributing centers, with parts and service, closer to the operators and enable distributors to give their territory more concentrated, better coverage. By the time the program is completed, Rockola expects approximately 150 sales outlets will be handling the Fireball, its parts and service.

## Columbia Distrib Opens Miami Qtrs.

Continued from page 77

MIAMI, Oct. 11.—Juke box operators attended the opening Wednesday (1) of the Miami branch office of Distributors, Inc., Jacksonville, distributor of Columbia records and accessories for Florida.

The new office and salesroom at 180 S. W. Sixth Street is equipped to serve music operators and dealers in an area extending from Key West to Vero Beach, according to Ernie C. Reyer, vice-president of Distributors, Inc., and manager of the Miami branch. Before the office was established here Reyer traveled South Florida as salesman and much of the business with juke box operators was conducted thru the mails from Jacksonville. Now operators will be able to obtain Columbia disks quickly in this locality.

## Success Story

Continued from page 77

1920. Her husband was a carnival owner, operating the Tri-State Shows and later the Ziegler Shows, and she was very much "with it" in the vernacular of the professions.

Charlie Ziegler was in the music business himself for about 10 years, starting with a wired music operation, and switching to juke boxes. He had a route of about 20 machines at the time of his death. Mrs. Ziegler usually changed the records and handled collections while her husband did the contract work. In this way, she acquired a solid background of experience that served her in good stead.

Ziegler died suddenly in February, 1943, and his widow decided to carry on. She sold the carnival about three years later, but continued the juke box route and the park business. For a short time after Ziegler's death she engaged a serviceman, John L. Choyke, who has been with her ever since. He also assists in the park operation.

There is actually little demand for special service calls, Mrs. Ziegler finds, because of her regular maintenance policies. Because the operation is small, it is practical to do all of the servicing on regular calls.

For a time a company, specializing in mechanical service of juke boxes, was engaged to handle these special calls, but Mrs. Ziegler found that this was not satisfactory, probably because of the personalized operation involved. "Self-service by the small operator is important," Mrs. Ziegler is convinced. Competition, she also points out, is intense in the Motor City area for new locations.

"Being a woman in the business makes no difference," Mrs. Ziegler said, in explaining her philosophy of operation. "No one takes advantage of that fact. My locations seem very friendly and easy to get along with. I enjoy the business. I like to visit a minute or two with the people I meet. It seems an easy way to earn a living. I don't have any trouble."

Her present operation is kept up to date with a regular policy of replacement. At present her equipment is largely made up of the 48-play Wurlitzers, with a number of other types. Locations are mostly in bars and restaurants, and spotted within a distance that can be reached in 15 minutes.

## AMI School

Continued from page 77

blackboard with kids' drawings and some samples of school work done by his own children. "By injecting a little fun into the educational sessions, we eliminated any dullness in the two days of instruction and made a lot of friends out in the territory," Wright said. He even served school lunches.

Only the  
**WURLITZER**  
FIFTEEN HUNDRED  
Plays  
**104 TUNES**  
on 45 and 78 RPM  
RECORDS INTERMIXED

**BIG PROFITS**

**JUKE BOX OPERATORS**  
WRITE FOR FREE SAMPLE  
FASTEST AND BEST DEAL  
ON THE MARKET.

Exclusive Territories HAMOR 7-2997

**BENMAR SALES CO.**  
633 Plymouth Ct. Chicago 5, Ill.



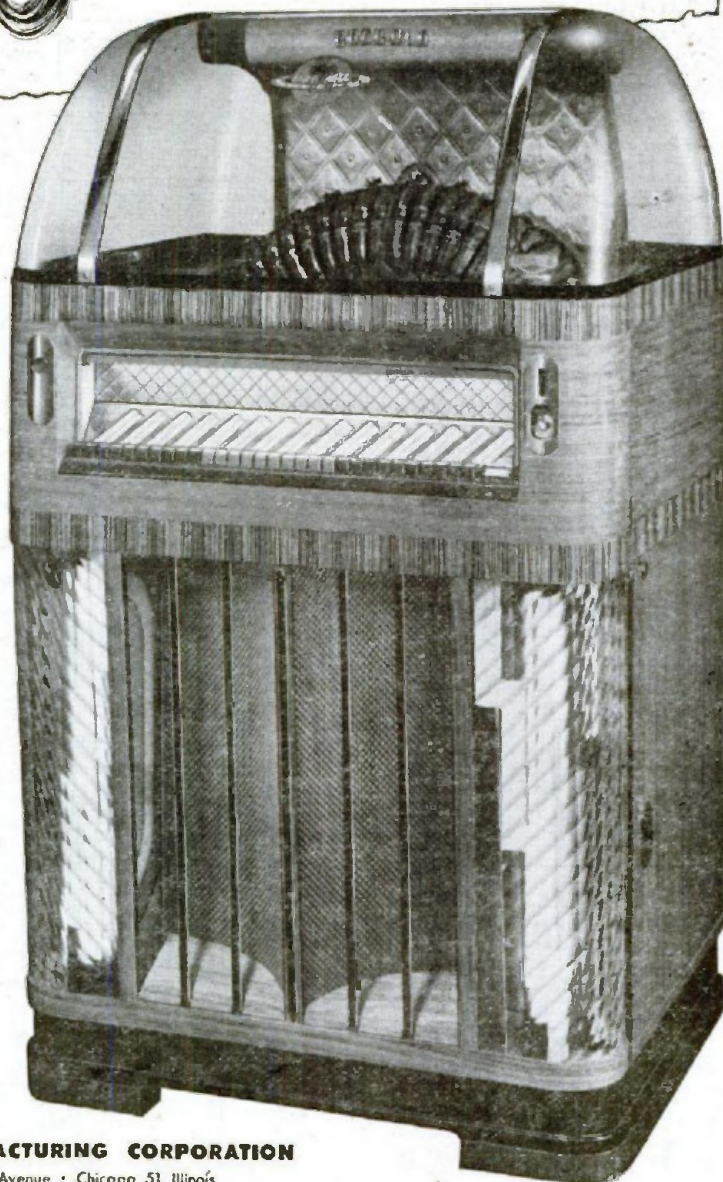


*David C. Rock-Ola  
takes this opportunity to thank each and  
everyone of the thousands who came to see his  
revolutionary new phonograph—the*

**ROCK-OLA** *FireBall* <sup>120</sup> *at showrooms all  
over the nation*



*Model 1436*



**If you haven't seen the FIRE-BALL  
go to any of the following showrooms:**

- A. M. & F. DISTRIBUTING CO.**  
3118 Tulane Ave., New Orleans, Louisiana
- AUTOMATIC MUSIC CO.**  
1214 W. Archer Street, Tulsa, Oklahoma
- BOYLE AMUSEMENT COMPANY**  
522 North West Third  
Oklahoma City, Oklahoma
- BRILLIANT MUSIC COMPANY**  
19963 Livernois Ave., Detroit 21, Mich.
- CALDERON DISTRIBUTING**  
450 Massachusetts Ave., Indianapolis, Ind.
- COIN AUTOMATIC MUSIC CO.**  
241 W. Main St., Johnson City, Tennessee
- DIXON DISTRIBUTORS**  
3808 Southern Blvd., Youngstown, Ohio
- FRANCO DISTRIBUTING CO.**  
24 North Perry, Montgomery, Alabama
- PAUL W. HAWKINS**  
1007 Grand Avenue, Phoenix, Arizona
- 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.

- MODERN DISTRIBUTING CO.**  
3222 Tejon Street, Denver 11, Colorado
- MUSIC & TELEVISION CORP.**  
1119 Commonwealth Avenue  
Boston 15, Massachusetts
- ROBINSON DISTRIBUTING CO.**  
301 Edgewood Ave., S. E. Atlanta, Ga.
- S & K DISTRIBUTING CO.**  
Crystal Room, Broadwood Hotel  
Philadelphia, Pennsylvania
- SEACOAST DISTRIBUTOR'S, INC.**  
1200 North Ave., Elizabeth, New Jersey
- 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
- DAN STEWART COMPANY, INC.**  
140 E. Second, South, Salt Lake City, Utah
- UNI-CON DISTRIBUTING CO.**  
3410 Main Street, Kansas City 2, Missouri
- WERTZ MUSIC SUPPLY CO.**  
1013 E. Cary St., Richmond 20, Virginia
- WORLD WIDE DISTRIBUTORS, INC.**  
2330 N. Western Ave., Chicago 47, Ill.
- UNITED AMUSEMENT CO.**  
Suite 730, Plaza Hotel, San Antonio, Texas

**ROCK-OLA MANUFACTURING CORPORATION**  
800 North Kedzie Avenue • Chicago 51, Illinois

## Minute Maid Spurs Juice Vender Plan Despite Setbacks

### Lack of Florida Citrus Mutual Financial Aid No Swan Song

NEW YORK, Oct. 11.—Despite the failure to date, of the Florida Citrus Mutual and the Minute Maid Corporation to work out an arrangement by which the juice concentrate firm would be given unlimited financial support to expand its vending facilities, Minute Maid is still eyeing the vending field, according to Bill Burke, Minute Maid sales executive.

Last May, the Lakeland, Fla., organization composed of the State's leading orange and grapefruit growers, promised unlimited financial support to any process-

ing firm in the citrus fruit field for the expansion of vending machine facilities. At that time, Florida growers had one of the greatest surpluses in their history.

Minute Maid indicated it would be interested in the offer, and Ralph Townsend, manager of the FCM's distribution and beverage division entered into negotiations with Minute Maid. Townsend said that FCM was determined to stabilize the market at all costs, and that many of Florida's leading banks were behind the stabilization move.

#### The Plan

The plan called for a \$9,000,000 dispenser program to place 100,000 machines in operation by January 1, 1954. This included manual dispensers and juice extractors.

In the meantime the program hit a snag (The Billboard, October 11) when Earl Brown, chair-

(Continued on page 87)

## Sales Chiefs, Operator Co-op To Aid Vending

### Automatic Selling Benefits Stressed At New York Meet

NEW YORK, Oct. 11.—If the nation's sales executives work with automatic merchandising specialists, much wider use can be found for vending machines, G. R. Schreiber, of The Billboard Publishing Company, told the New York Sales Executives Club meeting this week in the Roosevelt Hotel.

"Sales costs being what they are," he said, "economics favor the prediction that machines will take over more and more the job of selling packaged products."

The sales executives' meeting theme was "Distribution Dynamite," with Philip Salisbury, general manager and editor of Sales Management, as moderator. On the program, in addition to Schreiber, were E. B. Weiss, dis-

(Continued on page 87)

## Prison, Fine Promoter in Dallas Action

DALLAS, Oct. 11.—After pleading guilty to charges of using the mails to defraud in a vending machine promotion, Leon Shapiro, of Atlanta, was sentenced to 13 months in prison and fined \$1,000 by Federal Judge T. Whitfield Davidson here.

United States Assistant District Attorney Lester May stated that Shapiro came to Dallas late in 1951, took a hotel room and advertised in local newspapers for vending machine salesmen. He claimed he represented the As-

(Continued on page 87)

## PENNY BULK VENDERS KEY USED EQUIPMENT MARKET

CHICAGO, Oct. 11.—Cup soft drink venders, dominating the used equipment market for the past year, have during the last two months been supplemented by cigarette and candy machines with penny bulk units taking the lead.

In the "for sale" columns of the Market Place in both The Billboard and its sister publication, Vend, bulk venders have jumped from a little offered unit to most advertised. Cookie and coffee machines tie for third place in the "for sale" columns.

Coffee venders take top spot in the "wanted to buy" columns. Cigarette units come second, while ice cream and cup drink machines tie for third place.

During the past summer, cup units held second place in the "wanted" columns. The "want" pattern, generally, is based on two factors: rate of expansion in a particular vending field, and ability of new machine manufacturers to supply the current market.

A new entry in the "for sale" section of the Market Place was refrigerated sandwich venders. They had not appeared in earlier columns this year.

## PERFUMATIC

## Reports 420 Machines on U. S. Routes

NEW YORK, Oct. 11.—Perfumatic of Canada, Ltd., now has 420 machines on location in the United States, according to Joseph Tanzer, national and foreign distributor.

Tanzer, who operates from Jersey City, N. J., has been a Perfumatic operator since March, but has taken over distribution of the machine for all points outside Canada since early September.

When Perfumatic first went on location in the U. S., two perfumes vended at 10 cents a whiff, while two other scents went for 5 cents. However, Tanzer found that both volume and total gross went up when all four units sold for 10 cents each and, currently, the price is a dime across the board.

No Evaporation. Tanzer claims that no perfume is lost thru evaporation because of a special valve and because the perfumes are stored in complete darkness.

He has 85 of his own machines on location in New Jersey and

(Continued on page 87)

## Welch Pins Vending Hopes on New Model

NEW YORK, Oct. 11.—The Welch Grape Juice Company's venture into the vending field, which got off to a slow start last year, has to date made little additional progress after 18 months of operation. The announcement of a new machine this fall, a 600-cup unit which vends a combination of the firm's grape juice and any other fruit juice selected by the operator was designed to add new impetus to the program.

At present, company officials said that 150 machines had been assembled in the firm's Silver Creek, N. Y., plant, with another 60 single flavor units on location throughout the East.

#### Cabinets, Parts

Cabinets for the machine are made by the United States Sound and Signal Company, while parts are made by National Rejectors. Lily (cup mechanisms), Kewlinator (compressors) and Heat-X (cooling unit). Welch makes its own pumps and assembles the parts at Silver Creek.

Welch entered the vending field early in 1951 with a non-selective model. At that time, company officials predicted that by the spring of 1952, some 500 machines would be on location.

The original terms to operators called for a three-year lease, with an option to buy the machine at the end of that period. The operator would pay a monthly rental of \$22.

However, operator acceptance was disappointing and the two-drink machine was offered as an answer to their objections.

Meanwhile, company officials refused to divulge on what terms it was attempting to sell the new machine and what its future vending plans were.

The organization is in the process of being sold to the National Grape Co-Operative Association, Inc. The present contract provides that the present company will turn over all its profits to the co-operative for the crops from 1951 to 1957 inclusive, after which it will retain only 4 per cent of the 10 per cent to which it was entitled under a previous agreement. This will continue until the co-operative has collected \$15,000,000 for the plant and other assets, which it will then acquire.

The current Concord grape crop, now being pressed, will accelerate this purchase, it was pointed out.

## Rudd-Melikian Preps TV-Radio Promotion

PHILADELPHIA, Oct. 11.—The rising tide of interest by vending machine manufacturers in TV advertising and promotion of their products now includes two coffee and at least one soft drink vender firm, the Bert Mills Corporation, Rudd-Melikian, Inc. and Cole Products Corporation.

Rudd-Melikian has cited a sales-to-cost ratio for its program. It announced that 175 Bantam Cub units at \$750 each were sold as a direct result of the video activity over a 10-week period. The program cost \$4,000 for the period; the gross sales credited to the program came to \$129,500. Each program had to sell eight venders to pay its way.

The Rudd-Melikian program is a 5-minute weather report, presented at 11:15 p.m. each Sunday over WCAU-TV here. The first telecast was sponsored April 20, resulting in 15 leads.

Commercials feature demonstrations of the Coffee Cub. They are aimed at office executives and stress two factors: coffee breaks raise employee morale, and on-the-spot availability thru a vender eliminates the time lost to employers thru off-premises consumption or in sending out for the beverage.

K. C. Melikian, vice-president, said that while his firm has not as yet settled on a national television advertising policy, the medium will now play a major role in its over-all advertising

## Dual Location Field Retained by Cig Ops

### Industrial, Transient Installations Used to Balance Average Operation

CHICAGO, Oct. 11.—The nation's cigarette operators, in the major equipment category, continue to remain the exception in this instance: they place emphasis on the non-industrial location as companion installations, volume-wise, with their in-plant stops.

Usually candy, soft drink, coffee and diversified routes in-

## VERSATILITY

## Swedish Firm Markets New Bottle Vender

HAGALUND, Sweden, Oct. 11.—A new selective bottle vender has been placed in production by Ab Automater, featuring a change-maker and a coin return for deposit charges on bottles.

The machine has all operating mechanisms in the front door panel and offers up to 18 selections which are obtained by vertical movement of a sliding delivery port that can be lined up with the various inclined bottle racks.

A paper cup supply provides customer with one container with each purchase; a second cup may be had by inserting a 5 ore coin; bottle deposit, in the form of a token coin delivered with each purchase, is returned when the empty bottle is replaced in a separate compartment of the machine. The token opens the empty bottle chute, entry of bottle returns the deposit fee included in the purchase price.

Four different price ranges may be offered at one time. A simple setting switch provides for easy price changes.

Because of the normal outdoor installation, the vender is equipped with a heating unit in addition to its refrigeration mechanism. The heating coil is activated when interior temperature drops below a stated level.

Ab Automater is planning to open the U. S. market for its equipment, either thru export or licensing of an American firm.

cluding such equipment, concentrate upon one or the other location field.

The cigarette operator, a spot check this week indicated, remains in the dual location field primarily because of his greater need for transient trade to keep volume high. Where a plant worker may purchase two, three or more soft drinks or candy bars per day, the usual cigarette purchase is a single pack. Because he is normally not able to smoke on the job, the average worker does not consume 20 cigarettes during his work-shift.

The value of a good industrial or other captive installation, however, is not underestimated by cigarette operators. When machines are placed in plant spots, the following five points continue to be used as the yardstick for such placement:

1. The plant must have at least 100 workers per machine.
2. Workers must not be too "spread out" so each vender can

(Continued on page 87)

## Advance Orders High for Juice Bar Dog Vender

NEW YORK, Oct. 11.—Altho line production on Juice Bar Sales Corporation's new hot dog vender is not expected to start until early 1953, Jack M. Cross, president, stated this week that 1,000 orders had been received for the new vender.

Cross said the cabinet has been redesigned and that two lights have been added. A red light glows while the hot dog is cooking, and a green light goes on when it is ready for consumption.

The machine, first shown at the National Automatic Merchandising Association's convention in Chicago last month, cooks a hot dog by diathermy and delivers it in 20 seconds. The cooking unit was designed in conjunction with

(Continued on page 87)

## Campbell Soups Expands Vender Supplier Role

NEW YORK, Oct. 11.—Campbell Soups, which entered the vending field little more than a year ago, is producing at the rate of 50 cans of soup for the vending market for every seven produced in 1951, according to G. M. Lamond, Campbell sales executive.

The soups—tomato and bullion—are sold in 40-ounce containers, each container capable of dispensing nine five-ounce servings. The servings vend for 10 cents. Snively machines equipped with hot soup units made by Fenwal, Holliston, Mass., are vending the Campbell product.

Expansion plans for the hot

(Continued on page 87)

## Announce Terms of American National, Cole Sales Contract

NEW YORK, Oct. 11.—According to the terms of a contract between Cole Products Corporation, Chicago, and American National Dispensing Company, Lansdale, Pa., Cole acquires control of all sales of latter's coffee, tea and soup venders in the U. S. and Canada.

American National, a subsidiary of the Central Automatic Sprinkler Company, has estab-

lished outlets in foreign countries, other than Canada, and taken out patents on its venders in those areas. A campaign for export sale of ANDICO machines is expected to start shortly.

L. M. Lewis, American National president, announced that L. M. Lewis Jr. had been named vice president and assistant treasurer, and Donald E. Schrader vice-president in charge of production.

### Philip Morris Gets Award for Report

NEW YORK, Oct. 11.—Philip Morris & Company, Ltd., was judged as having the best annual report in the tobacco industry for the sixth consecutive year, according to the final ratings of the independent board of judges in the "Financial World Survey of Annual Reports."

### 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 2% 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 prices.

All prices are f.o.b. Soperton and we will ship to you by express or freight.

A scale crated weighs 100 pounds. Get in touch with us for a Scale Deal.

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SPECIALTY COMPANY  
PHONE 33 SOPERTON, GEORGIA

## Wholesalers, Retailers Bolster Patman Act

WASHINGTON, Oct. 11.—A drive to prevent weakening of the Robinson-Patman Act in the next Congress is getting fully underway throughout the nation, it was announced here by E. W. Look, of Baltimore, chairman of the Governmental Affairs Committee of the National Candy Wholesalers Association. Look declared that the drive has developed as a result of serious threats in the last Congress to weaken the Robinson-Patman Act which prohibits price discriminations by sellers between their customers "substantially lessening competition or tending to create a monopoly."

Banding together under a group known as the National Council

for the Preservation of the Robinson-Patman Act are representatives of national associations of independent wholesalers and retailers, brokers, national farm groups and some representatives of organized labor groups. A "call to arms" to independent wholesalers and retailers throughout the nation has been sounded, Look said, adding, "the danger of losing the Robinson-Patman Act was never greater than it is now. The law is now being subjected to the most powerful attack ever launched against it. A short time ago a series of crippling amendments were passed by both houses of Congress. Only a Presidential veto saved the act, and during the last session of Congress a similar bill gutting the act passed the Senate. (The bill failed to pass the House.) Another such effort will certainly be made."

"The Robinson-Patman Act is an amendment to the Clayton Antitrust Act applying to interstate commerce. It prohibits brokerage payments for allowances to customers and discrimination between customers in allowances, services or facilities. It also makes it unlawful to knowingly receive such discriminations."

### Nat'l Rejectors Opens 8-State Atlanta Branch

ST. LOUIS, Oct. 11.—National Rejectors, Inc., announced the opening of a new branch office at 635 W. Peachtree Street in Atlanta. The office will serve Virginia, West Virginia, North and South Carolina, Georgia, Florida, Alabama and Mississippi.

The new office will be managed by Russ Penly, assisted by Bob Mattox. National Rejectors also has offices in New York, Chicago and Los Angeles.

### Chunky Show Plugs Vending

NEW YORK, Oct. 11.—Plugs for the use of vending machines will be incorporated in the commercials for one of the nation's leading kiddie TV shows this month. The Chunky Chocolate Corporation, sponsor of the Dick Tracy TV film series, plans to ask the youngsters to buy Chunkies in vending machines as well as over the counter.

### Williamson Names Contest Winners

CHICAGO, Oct. 11.—Williamson Candy Company announced Joseph McGlenn, McGlenn Cigarette Service Company, Pittsburgh, won the \$100 first prize in its "bar weight guessing contest" at the recent National Automatic Merchandising Association convention.

McGlenn won over 1,200 contestants to guess the weight of the giant Oh Henry bar displayed. His guess, 41 pounds 8 1/3 ounces, was off by 7-15 of an ounce.

Second prize of \$50 went to R. J. Scheuer, Vendomat Company, Baltimore; 10 prizes of \$10 each were won by Mrs. H. Shultz, Ace Merchandise Vendors, Houston; H. W. Hartmann, Sterling Vending Company, Belleville, N. J.; G. O. Bryant, G. O. Bryant Company, Elkhart, Ind.; Mrs. Gerald A. Greene, Snacks Vending Service, Macon; J. Bazar, Millers Vendors, Gary, Ind.; H. A. Ciecke, F. J. O'Brien Vending Company, Newport, R. I.; Ted Stroimann, Jack Stroimann & Son, Milwaukee; Benny Koss, Howes Shoemaker Company, Detroit; G. H. Tuskett, G. B. Macke Corporation, Washington, and John Skaggs, Greyhound Post Houses, Forest Park, Ill.

At the close of the NAMA exhibit, Williamson donated the giant bar to the University of Illinois' hospital for crippled children.

### Lorillard Promotes 3 in Detroit Office

NEW YORK, Oct. 11.—Lewis Gruber, vice-president and director of sales of F. Lorillard Company, this week announced three promotion's in Lorillard's Detroit sales office.

K. H. Smith, division manager, has been named area field manager. Replacing him will be H. Lopacki, who had been assistant field manager. C. J. Battersby, who had been a salesman, becomes assistant division manager.

### ORDER YOUR KING SIZE CONVERSIONS NOW!

We have King Size conversions for all ROWE, DU CREMIER, U-NEED-A-PAK AND NATIONAL machines. Prices vary, so please advise your requirements and we'll make immediate delivery at lowest possible price.

Silver Quarter Operation; King Size Incl.



C-B EASTERN ELECTRIC

AS IS—READY FOR LOCATION	COMPLETELY REBUILT & RESPRAYED
Straight Silver Quarter Operation ..... \$125.00	Straight Silver Quarter Operation ..... \$150.00
Combination 3x-10x-25x Operation ..... 150.00	Combination 5x-10x-25x Operation ..... 175.00

Our Paints Are VENDORIZED Prevents Peeling, Flaking & Rusting

SPECIALS ON CANDY MACHINES  
Dug. Candyman 75 Cap. \$ 67.50  
Dug. Candyman Wash Base \$2.50  
Uneda Candy, 103-Bar Cap. 75.00  
With Base ..... 75.00  
National Candy #18, 162 Bar Cap. .... 115

All Equipment Unconditionally Guaranteed Trade Prices 1-3 Days Bal. C.O.D.

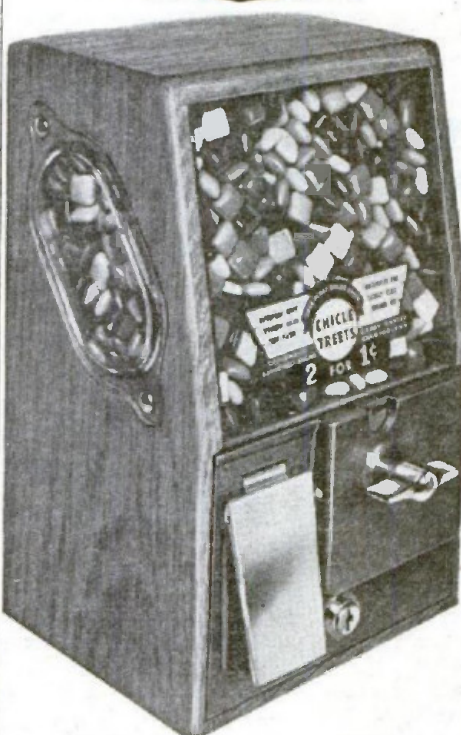
### UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"  
NEW - RECONDITIONED LIKE NEW  
166 Clymer Street, Brooklyn 11, N.Y. • Evergreen 7-4568

GIVE TO DAMON RUNYON CANCER FUND

## THE RIGHT COMBINATION FOR GREATER PROFITS

### VICTOR'S BABY GRAND



### BABY GRAND CHICLE TREATS

2 for 1c 300 Count  
Capacity: 5 1/2 Pounds

### NOW VENDING CHLORO TREATS

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 TREATS

2 for 1c 336 Count  
Capacity: 5 1/2 Pounds

### SPECIALS!

Merchandise Suitable for

<b>TOPPER DELUXE MODELS</b>	
RAIN BLO BALL GUM (in 25 lb. cartons). All sizes . . . . .	28c lb.
(if freight prepaid on orders in 200 lb. lots or over). When cash accompanies 200 lb. order 2% discount allowed.	
<b>LARGE PISTACHIO NUTS</b>	
(25 or 60 lb. carton) . . . . .	70c lb.
Extra Large . . . . .	73c lb.
<b>SMALL PISTACHIO NUTS</b>	
(25 or 60 lb. carton) . . . . .	45c lb.
<b>SPANISH PEANUTS</b>	
(30 lb. carton) . . . . .	28c lb.
<b>VIRGINIA PEANUTS</b>	
(30 lb. carton) . . . . .	37c lb.

Less than 25 cases . . . . . \$52.00 per case F.O.B.  
25 cases or more . . . . . 48.00 per case F.O.B.

Price subject to change without notice. Time payment plan available—trade-ins accepted. We also carry Topper de Luxe Globe Style Machines for immediate delivery.

Write for Our Complete Chorm List

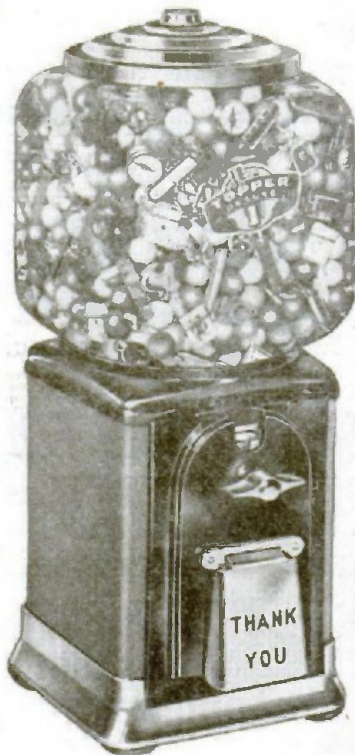
## PIONEER VENDING SERVICE

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Phone: PResident 4-5358

Brooklyn 3, N. Y.

**TOPPER DELUXE**  
globe style



**BABY GRAND**

Victor's Baby Grand Chiclé Treetts and Chloro Treetts, the right combination for greater profits and steadier income Vends Chiclé Treetts 2 for 1c 300 count per pound, or Chloro Treetts, 336 per pound. Or Chloro Treetts 2 for 5c, 250 count per pound. Cabinet of solid oak and finished natural. Holds 5½ lbs. of Treetts. Baby Grand is packed and sold 4 machines to the case.

Less than 25 cases @ \$52.00 per case. 25 cases or more @ \$48.00 per case. One-third certified deposit must accompany all orders. F.O.B. Factory

Victor's products mean Operator's profits; buy Victor, America's finest vendors—the industry's greatest values. All Victor products are sold exclusively by authorized Victor Distributors. Contact your nearest distributor.

**SUPERIOR SUPER-SALESMEN**  
The Big 3 by Victor

**TOPPER DELUXE**  
globe style

**BABY GRAND**

**TOPPER DELUXE**  
half-cabinet style

Here are the new style Topper DeLuxe vendors by Victor: Topper DeLuxe globe style and Topper DeLuxe half-cabinet style. The half-cabinet is a combination of steel and Lucite, very rugged and durable. Finished in red, black and yellow, trimmed with chrome. The globe style is finished in red and black, trimmed with chrome. Chrome top and bottom may be had on both style Topper DeLuxe vendors at an additional cost of only 75c per machine. For the finest in vending of ballgum, or ballgum and charms, use Victor's original vending wheel—No. 88-A, which vends 140-, 170- & 210- without making any adjustments. For other bulk mdse. use the No. 50 wheel. The new style Topper DeLuxe vendors have a capacity of approximately 7 to 8 lbs. of ballgum. Both of these DeLuxe style vendors have the revolving whirlpool action, giving you vending performance to perfection. Topper DeLuxe globe and half-cabinet vendors are packed and sold 4 to the case.

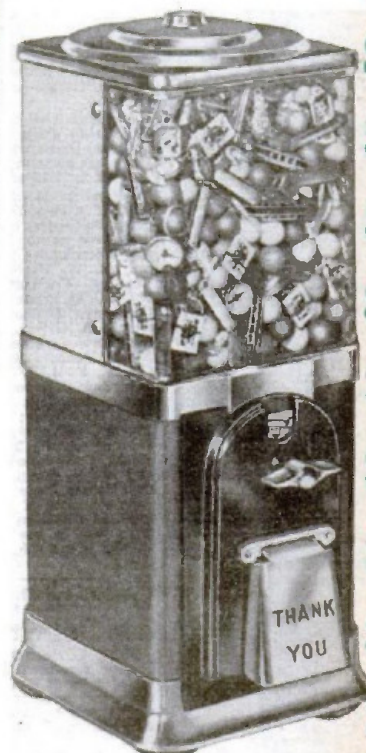


Wholesale Prices to Operators on TOPPER DELUXE Globe-Style or Half-Cabinet Style

- 1 to 5 cases at \$56.80 per case of 4 F.O.B. Factory
- 6 to 11 cases at \$56.00 per case of 4 F.O.B. Factory
- 12 to 24 cases at \$55.00 per case of 4 F.O.B. Factory
- 25 or more cases at \$52.80 per case of 4 F.O.B. Factory

All orders must specify whether "FOR BALL-GUM" or "FOR MOSE." One-third certified deposit must accompany all orders.

**TOPPER DELUXE**  
half-cabinet style



**VICTOR VENDING CORPORATION**

5701-13 W. Grand Avenue

Chicago 39, Illinois

Manufacturers of the famous line of TOPPER vendors

**NORTHWESTERN MODEL 49 \$17.35 EA.**  
1c or 2c Bulk or 1c Ball 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

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Distributors of Coin-Operated Machines and Supplies

### DEPRECIATION

## Correct Write-Off Vital Profit Factor

CHICAGO, Oct. 11.—Operators often underestimate normal wear, tear and obsolescence of their equipment from their over-all profit. In addition to taxes, today's increased replacement cost of depreciable assets has more often than not been an unseen loss not reflected on the operator's books.

Under the title, "How To Charge Off Depreciation," facts on this generally overlooked problem are presented in a feature article in the October issue of Vending, sister publication of The Billboard, out this week.

In a recent field study by Vending, it was revealed that approximately 50 per cent of the nation's operators do not allow adequately for depreciation, including vandalism and obsolescence. This means that net profit will be inflated, and the "inflation" will appear beneficial until it is necessary to buy replacements of one type or another. Also, the inflated profits distort the operator's business efficiency and mean that he must pay an excessive income tax on his fictitious net.

**Major Problem**

Depreciation, which is an estimate at best, comes under the heading of the most troublesome expense item. In prewar years, when businessmen went wrong on their depreciation write-offs, the loss was restricted to the difference between their estimates and the book value of the depreciated assets at termination of use. If a unit costing \$1,000 was written off at \$100 yearly (for an estimated life-span of 10 years) and became mechanically deficient or obsolete in seven years, management had to write off a loss of \$300 when it had to be scrapped.

Thus, in such a case, the operator shortchanged himself on depreciation, and his net profit for the prior seven years was \$300 less than his books indicated. He paid an income tax on the "water."

In one instance, an operator's books showed a 1 per cent loss when he thought he had earned a 7.5 per cent net profit. Others have been hit to varying degrees by erroneous handling of depreciation.

**Methods**

There are six methods of writing off depreciation. One most used is the straight-line method: when the estimated life-

### EXTRA LARGE PROFITS

## With the New JO-LO Perfumatic Vending Machine

The Newest NON Competitive Machine in the World

**SINGLE MACHINE PROFIT SUMMARY**

Per 4 oz. bottle 1,000 profit

Four 4 oz. bottles of 10c ..... \$400.00  
Gross Profit ..... \$400.00  
Location's commission 25% ..... 100.00  
Refill cost (approx.) ..... 16.00  
Operator's Net Profit ..... \$284.00

Your net profit on the first refill will buy you three more machines plus merchandise. Machines Amortized in 4 months.

Distributorships available in all cities

Send for Descriptive Folder. Write-Wire-Phone NOW!  
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These Facts Do Not Lie!

- Women spend millions on perfume every month
- Versatile—displays name brands of cologne for women and men
- Operator's delight! Only once a month service necessary, eliminating service crew
- At one leading airport in U. S. 4,000 women used "Perfumatic" in less than 3 weeks
- Great source of revenue to operator and location owner
- Revolutionary 15 minute installation! No screws! No bolts! No nails!
- 20 popular brand name labels supplied each machine to give operator broad selection
- Non-electrical operation makes it possible to install in all locations such as:

Theaters  
Air Terminals  
Sewans  
Industrial Plants  
Stadiums  
Hospitals  
Race Tracks  
Beauty Parlors  
Women's Lounges  
City, State and Federal Buildings  
Night Clubs  
Bus Terminals  
Office Buildings  
Taverns  
Gas Stations

Trains  
Y.W.C.A.  
Stadiums  
Fraternity Clubs  
Restaurants  
Base Balls  
Waiting Room  
Railroad Stations  
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Dormitories  
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### NEWER CHARMS

From the World's LARGEST MANUFACTURER OF CHARMS

Missing Cards  
Compass Photos  
Silver Tipped Buttons  
New Combs  
Locket Jewelry

Own in the finest and most complete line in the country. Immediate delivery! Send 25c for complete samples for **low, low, low** prices.

**PENNY KING CO.**  
2530 Mission Street  
Pittsburgh 3, Penna.

### Candy Club Fete For Morris Golick

NEW YORK, Oct. 11.—A dinner meeting honoring Morris Golick, past president of the New York Candy Club, will be held by the group at the Park Sheraton Hotel Thursday (16). A regular meeting will follow the dinner.

The NYCC's annual Beefsteak Affair is set for December 6 at the Hotel New Yorker.

Officers of the club for 1952-53 are: Robert M. Kelly, president; Henry C. Goldenberg, vice-president; Joseph F. Cognetti, secretary; and Herman Eitelberg, treasurer. On the board of governors are Sam Dublin, Harry Pincus, Jack Dublin, Simon Diamond and Morris Golick.

From LITTLE ACORNS mighty INCOMES grow!

Precision-Built for PROFITS!

## ACORN

The only completely die-cast aluminum, precision built ALL-PURPOSE VENDOR

- Vends CHLOROPHYLL GUM—all bulk mds.
- Polished, easy-to-clean merchandise chute
- Temperproof! Held by top lock, body clamp only
- Guaranteed mechanically—weighs less than 7 lbs.

**NEW! SILVER STREAK**  
BRUSH HOUSING & BALL GUM WHEEL

**OAK MANUFACTURING CO., INC.**  
11411 Knightsbridge Ave., Culver City, Calif.

We are retailers and sellers of Nut Meats

- Spanish Peanuts
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- Caribou Nuts
- Mixed Nuts
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- Wrigley's Gum
- Seeds
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- Almonds
- Pilobits
- Adams Gum
- Soft Gum
- Pan Candies
- Stamps
- Crackers
- Scalops
- Cherries
- Glasses
- Puffs

Northwestern Model 49 \$17.35 ea.  
Model 49A \$25.95 ea.  
Model 49B \$25.95 ea.  
Model 49C \$25.95 ea.  
Model 49D \$25.95 ea.

**NORTHWESTERN SALES & SERVICE**  
1196 TROSBAND ST., BOSTON, MASS.

### New Seal-Kap Plant To Mfr. Hot Cups

LONG ISLAND CITY, N. Y., Oct. 11.—American Seal-Kap Corporation, producer of closures for milk and other bottle containers, has leased additional plant space in a building adjoining its present plant here.

The firm will install hot drink paper cup machinery, recently purchased in the new quarters, scheduled for occupancy February 1, 1953. The hot cups are being manufactured and distributed by the American Seal-Kap's wholly-owned subsidiary, Constellation Cup Corporation.

### ATTENTION: VENDING MACHINE OPERATORS!!!

Now available in any quantity—4 or more—Victor's Half-Cabinet, Topper Deluxe; Glass Globe, Topper Deluxe; Baby Grand Vending 2 for 1c Chicle Treats and Chicle Treats; also going great—our Baby Grand Vending 2 for 5c Chicle Treats, Topper Deluxe at \$14.20 per unit; Baby Grand at \$13.00 per unit. Suggestion: Try one case of four Topper Deluxe filled with our best pack of gum and charms ready to set on location—at \$18.20 per unit. Your gross, approx. \$12.00 per unit when empty. We also carry a complete line of Victor parts. Send one-third deposit with orders, balance C.O.D. Prices F.O.B. Dallas.

TEXAS EXCLUSIVE DISTRIBUTOR FOR VICTOR VENDING CORPORATION  
**GRAFF VENDING SUPPLY CO.**  
2841 WEST DAVIS STREET DALLAS, TEXAS

### CANDY VENDING MACHINES

All Fully RECONDITIONED. Factory Sprayed in All Colors. Machines Are Unconditionally Guaranteed to Satisfy.

STONER (Pre-War) 166 Cap. \$120.00  
NATIONAL 918-112 Cap. With 80.00  
BANK 100 Cap. With 75.00  
ROWE 175 Cap. With 75.00  
ROWE 175 Cap. With 75.00  
Iron Base  
CANDY MAN (Dum.) With 65.00  
Bigs 72 Cap. 58.00  
1/2 Dependence C. G. O.

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306 Furman St., Brooklyn, N. Y. TR 5-1837

### CANADIAN OPERATORS!

We are the Canadian distributors for

**OAK'S ACORN VENDOR**

The finest in the vending industry

**LEAF BALL GUM**

Leaf International Inc. 1400 Bay St. Toronto, Ont. Contact the nearest office for immediate delivery.

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**PROFITS RISE with GUGGENHEIM'S CHARMS**

SEND FOR PRICE LIST

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### BALL GUM VENDOR WITH LOCK

Sample \$6.00

Package paid anywhere. Lots of 100, \$18.00 less.

210 Chlorophyll Gum, 54c lb.  
140-170 Chlorophyll Colors Bubble Gum, 54c lb.  
Ball Gum, 54c lb.  
Patent Pending on this gum.

Capacity 9 lbs.

**Auburn Distributing Co.**  
279 Duke Ave. Cranston 16, R. I.

### CHAMP BALL GUM

The Bubble Gum with the Soft Chew

4 STANDARD SIZES  
210's • 170's • 140's • 100's

430 Count Tube

8 ASSORTED COLORS—8 DELICIOUS FLAVORS

Empty match insert. No clogging.

Write for Prices and Information.

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2610 W. 19th St. Chicago 4, Ill. WIND 1-8000

IMMEDIATE DELIVERY!  
**ACORN**  
1c or 5c ALL-PURPOSE BULK MERCHANDISER  
Featuring the new SILVER STREAK  
Brush Housing

**RAKE COIN MACHINE EXCHANGE**  
609-V Pine Garden St. Philadelphia 22, Pa. Phone: LOMBARD 3-2676

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MONTHLY FEATURES  
Candy, Gum & Nuts  
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### Famous Silver-King's Mighty King of Vendors

Silver-King's got 'em all



- 1r Chlorophyll Ball Gum Vendor, The day's sensation (Vends 210 count)
- 1r "Charm King" Ball Gum & Charms (Unintended and ground)
- 3r Protocole or Mixed Nuts (The bulkiest nickel snatcher)
- 1r "Super Vendor" King-Size Ball Gum (To wake up "stagnant" locations)
- 1r Candy Baked Beans Vendor (The companion for ball gum machines)

- 3r Silver-King "Hot Nut" (For the "extra-sensit" spot)
- 1r "Hunter" Action Ball Gum Vendor (The kids stamped it)
- 1r 3r Silver-King Nut Vendors (Best bet for boys)

Vendors for All Foreign Cms. Immediate Delivery at Best Dealers Everywhere

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### WHAT ARE YOU VENDING?

- Stick Gum? Ball Gum? Job Gum? Bulk Merchandise?
- Mints? Stamps? Postage.
- Combs. Sanitary Products or other Merchandise?

#### ADVANCE

Is the Vendor for You? Want more information? Write today!

**J. SCHOENBACH**  
Factory Distributor Of Advance Vending Machines  
1645 Bedford Ave., Bklyn, 25, N.Y.  
President 2-2900

### VICTOR'S BABY GRAND



\$13.00 ea. 100 or more  
\$12.00 ea. Perked in new case  
Vends the following products:  
CHICLO TREATS—200 count  
1 for 1r  
CHICLO TREATS—210 count  
1 for 1r  
LEA CHOCLO TREATS—210 count  
1 for 1r

Also available with 50¢ slot to vend 1 for 1r C & F Treats. Beautiful design all free with each Baby Grand ordered. As find in your territory with this new fast-moving merchandise. Lowest prices on Gum and Charms. WE ALSO HAVE JUMBO 100. Don't delay—Write today!

**M. B. HUTCHINSON JR.**  
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Tel.: Emerson 4366



**DO-ALL VENDORS**  
1r Gum  
Nuts/Charm  
Chicle Treats  
1r or 5¢ play.  
\$12.95 each

**BLOYD MFG. CO.**  
Valley Station, Ky.

### FOR NEW CHARMS and FEATURE ITEMS



**PAUL A. PRICE CO.**  
220 Broadway New York 38, N. Y.

### Minute Maid

Continued from page 82

man of the FCM's dispenser division, revealed that while four models of the counter-type dispenser and one fresh fruit sanitary and "hotter standpoints," no "coin-operated vending machine had been fully approved." Brown added that only approved machines would receive financial support.

Burke pointed out that while vending accounts for only a small portion of total sales now, franchise deals are in operation with the Canteen Corporation in the New York area, with Mills Automatic Merchandising Company in Chicago, and with Spaerch in Washington and Boston, for selling Minute Maid orange juice and lemonade thru vendors.

#### History

Minute Maid first ventured into the vending field in 1949 when it bought some Model 400C machines from Mills Industries and installed them in Chicago's Chicago and Northwestern railroad station. In 1951, following development of a low-temperature machine, it expanded to locations in Detroit, New York, Boston and Washington.

Burke said that, despite the advent of cold weather, orange juice sales have been holding up well in vendors this fall, and added that lemonade sales have risen sharply this summer and fall.

### Campbell Soups

Continued from page 82

soup machines were announced this week by Paul Sullivan, Snively sales executive. The Union News Company, which already has 23 units operating in New York, will add another 25 in Philadelphia, Pittsburgh, Detroit, Chicago, Rochester, N. Y., Buffalo and Boston. The machines will be put on location as soon as the heating units are available, which Sullivan says will be in about one week.

The Canteen Corporation has one machine in operation at the Hershey Chocolate plant, Hershey, Pa., and plans to install two more there, as well as another in the RCA plant, Camden, N. J., and from 12 to 15 in the New York subway system.

ABC Vending and Chick's Drinks also plan to place the hot soup units on location. Last week Mechanical Merchants, Inc., began installation of 50 Snively Hot Soup units in the Chicago subway system (The Billboard, October 11).

### 420 Machines

Continued from page 82

another 335 handled by distributor-operators. The machines are scattered thru the U. S., with the greatest concentration in metropolitan areas.

Surveys are conducted in each area to determine which perfume brands are the most popular, according to Tanzer, and the operator is advised which brands will probably gross the most.

Present locations include theaters, transportation terminals, subways, industrial plants, ball parks, beauty parlors, lounges, office buildings, night clubs, gas stations, YWCA's, restaurants, dance halls, bowling alleys, hotels, department stores and Army and Navy bases.

Sub-distributors have been appointed in Los Angeles, Oakland, Washington, Long Island and Vermont.

### Chi Candy Club Meets

CHICAGO, Oct. 11.—The Chicago Candy Club is holding its regular monthly dinner gathering Monday (13) at the Como Inn on North Milwaukee Avenue. A highlight will be E. I. Du Pont's presentation of its new color film, "The Impulse Payoff," and its report on the consumer research it has conducted.

Among the subjects to be presented by a five-man panel are "New Thinking in Chain Drug Store Candy Selling," and "Chain Department Stores Cash in on Impulse."

### New Dad's Sales Mgr.

CHICAGO, Oct. 11.—Dad's Root Beer Company appointed Forbes A. Ryder national sales manager of its bottling division. Ryder was formerly sales manager for the Orange-Crush Company.

## VICTOR'S

TOPPER DELUXE globe style



## VICTOR'S

BABY GRAND



## VICTOR'S

TOPPER DELUXE half-cabinet style



AUTHORIZED VICTOR DISTRIBUTOR

SharMar Distributors

Sundeck Bldg. St. Petersburg Beach, Fla.

### Sales Chief

Continued from page 82

rector of merchandising for the Grey Advertising Agency, Lawrence Drake, editor of the grocery editor of Chain Store Age, Julien Eifenstein, editorial director of Haire Publishing Company and Earl Eihart, editor of Women's Wear Daily.

Schreiber predicted, "The day is near when big and little retailers can stay open around the clock with automatic merchandising equipment—just as retailers have done in the Scandinavian nations for the past half-century. The vending machine industry's engineers are rapidly solving most of the mechanical problems, and those which remain to be solved present no tremendous obstacles.

"They will be solved," Schreiber declared, "when the nation's sales executives begin working with automatic merchandising specialists to experiment in vending new products, both of the brand and non-brand variety."

Of the possibilities for increased distribution thru machines, Schreiber said, "There are no rules of thumb, no formulas to determine in advance what products will sell thru vendors and in what types of locations." But he added "where around-the-clock service is likely to result in added sales, vendors may do the job."

Retail stores might be able to turn "convenience" items into "profit" items, he pointed out, by using machine selling.

### Dual Location

Continued from page 82

cover a large concentration of employees.

3. Wage scale: lower paying industries bring lower receipts than others requiring skilled tradesmen.

4. Is placement possible near great sale points, such as drinking fountains, beverage or other vendors, rest rooms?

5. Does plant permit smoking during rest periods? In the transient location field, cigarette operators still favor installations in the following sequence:

1. Taverns and bowling alleys.
2. Restaurants and lunchrooms.
3. Service stations open 24 hours a day or at least until midnight.
4. Transportation terminals, all varieties.
5. Office buildings (where there are no cigar or lunch concessions in the lobby).
6. YMCA's and similar institutions.
7. Public garages (in customer waiting rooms).

### Advance Orders

Continued from page 82

Radio Receptors, Brooklyn. The unit has a 160-frankfurter capacity, with each frank wrapped and contained in a cardboard cylinder. They will vend for 20 cents each, and will return a nickel change when a quarter is inserted.

Cross said that while Med-O-Milk, a canned whole milk distributed by Juice Bar, has been on location for three weeks, it is still too early to determine its initial success. He added that a survey would be conducted either late this month or early November to determine the potential. The milk currently is being vend in New York and New Jersey.

### Prison, Fine

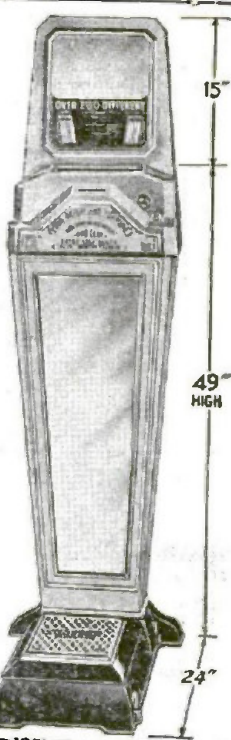
Continued from page 82

sociated Vendors of America, Inc., a non-existent corporation, according to May. "In the course of his work, Shapiro bilked more than half a dozen persons out of \$4,000," May declared.

While Shapiro did not contest the fraud charges, he attempted to prove he was a "victim of circumstances." He contended that he had acted in good faith and that he would have either "produced the machines or paid back the money if an erstwhile partner had not backed out."

### New Reese Sales Mgr.

HERSHEY, Pa., Oct. 11.—H. B. Reese Candy Company appointed John E. Gilman sales manager. He was formerly department sales manager for Pinkerton Tobacco Company.



WEIGHT 165 LBS.

**\$25 DOWN**  
Balance \$10 Monthly  
400 DE LUXE  
**PENNY FORTUNE SCALE**  
NO SPRINGS  
Invented and made only by

## WATLING

Manufacturing Company  
4650 W. Fulton St. Chicago 44, Ill.  
Est. 1889—Telephone: Columbus 1-2772  
Cable Address: WATLINGTC, Chicago

### ALL-TIME BEST SELLER

Back in Production for Immediate Delivery

### METAL SCISSORS



comes closed for perfect vending  
Long time this best of them has been off the market. Old-Timers will remember this with kindred feelings—and order at once. They KNOW how kids like these scissors that never and cut.  
Back again—and New Again! New Crop of Children Long Time No-See-Us, want again. Order good, always good, especially after a long time out of machines.

\$10.00 per 1,000  
Lob Jamaica, N. Y.  
Or: At Your Distributors.

Among our All-Time Best Selling Gimballite Metal Scissors have been our Very Best. Glad we rebuilt our die, went back into production and can ship orders at once.

**SAMUEL EPPY & CO., INC.**  
91-15 144th Place Jamaica 5, N. Y.

### A TIMELY OFFER TO VENDING MACHINE SALESMEN

One of the largest distributing firms in coin-operated machines has had opportunity for men with experience, must travel, have good car. Extraordinary large commissions paid. Our men work definite leads—near 100% closing rate. Wire or write **RAM**, c/o The Billboard, Chicago 1, Ill.

Chicago

Robert A. Fischer, partner in Schilling & Fischer Dispensing Company, reports the firm's juice vending activities have been reduced while its milk volume has increased.

Clayton Nemeroff, Monarch Coin Machine, Inc., reports his new vender-merchandise program is nearing announcement date.

Peter S. Jackson, partner with Bernard Kiley Jr., of Airport Vending Service, in the new

Vital Statistics Deaths

Charles Solinski, 48, suddenly in Chicago, October 2, of a heart attack. Solinski was an engineer for Williams Manufacturing Company.

Continental Coin Penny Refunder firm, is busy these days setting up higher production schedules for the device. A new Chicago shop is being readied for bigger turnout.

Vend-Rite Manufacturing Company, headed by Dick Tennes, is continuing to produce stamp venders for U. S. Postage Machine Company.

Square Manufacturing Company, subsidiary of United Beverage Company, theater soft drink operation, is building more of the new six-flavor cup venders which are getting in prime movie spots over the country.

Electro-Counter Company is finding business booming at its new Ashland Avenue quarters.

counters are now going out in quantity to leading games and vender producers.

Herbert Chadwick, vice-president of the Bert Mills Corporation, Lombard, says his bit about growing vender business in the Canadian market.

Leon Segal, Illinois Mechanical Sales, has become a rabid convert to dime candy after his cold-shouldering the two-nickel piece last year.

Gilbert Kitt, Empire Coin Machine Exchange, is enthusing these days over the sales and placement of Auto-Photo equipment.

Stanley Levin, of the Empire sales staff, has re-routed his calls this week from his usual Central States coverage to Canada.

Indianapolis

Mrs. Blanche Janes, head of Janes Music Company, reported over-all business in September was well ahead of the same month in 1951.

The Sicking Company, according to Mrs. Lottie Berman, has received steady repeat business on United's latest shuffle games and Circus.

area reporting increased sales activity is Calderon Distributing Company. One of the firm's callers this week was Thomas Bennett, Shoals, Ind., operator, who took a Bally horse with him and ordered five more.

Miami

Ray Manning, Manning Music Company, West Palm Beach, is recuperating from a broken ankle suffered while on vacation in North Carolina.

Eli Ross, sales manager at Taran Distributing, says the company sold 40 United Star Shuffle A-1s in one week.

Pauline Korn is the new bookkeeper at Taran Distributing. Jean Guberman is sporting a sunburned face acquired at the beach.

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

Help Wanted

Juke Box Mechanic wanted; only sober and experienced apply. John McGea, Box 75, Buffalo, Tex.

Parts, Supplies & Services

Bally Tanks, 6 ft., new, \$50 each; ornaments for Rockets. Automatic Enterprises, Box 163, Sea Bright, N. J.

Decals for Vending Machines; specialty designs, low price. Write for color. Grand 2306B 52nd, Kenosha, Wis.

For best buys in bulk venders and supplies write for literature. Also Vending Service. 432-B W. 42nd St., New York 18, N. Y.

Used 1c-5c Candy, Nut, Ball Gum Venders

All parts, spindles, exchanged. Bought, sold, repaired. All parts, coin wrappers, coin counters, tab gum, padded candies, cast iron stands, top plates for 2 venders, top plates for 3 venders.

KING & CO. Distributors of Northwestern Model 49 and Tab Gum Venders. 2700 W. Lake St., Chicago 12, Illinois

Rockets, Horse Operators and Manufacturers - Protect your investment, increase earnings by installing a Saddle Saffee Belt! Locations using this belt have increased earnings.

Stamp Folders, direct from manufacturer; unlimited quantities, immediate delivery. Write for prices. Vedeco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcut 7-1449.

Will trade Turf Kings (like new) for music, cigarette or any other coin machine equipment. Runyon, 123 West Runyon St., Newark 8, N. J.

PUT YOUR SALE ACROSS WITH A DISPLAY AD

For just a little more than the "paragraph-style" ad cost you can use an attractive, attention-getting DISPLAY STYLE ad like this.

See Rates in the Handy Order Form . . . Do It Now!

Routes for Sale

For Sale-Business that has been going for 20 years; same owner; 50 music, 20 railers on location. Philadelphia, Pa. Apply Box M-21, Billboard, Cincinnati, O.

FOR SALE Florida Route-Music and Pinball Machines; established 18 years; 132 pieces on location. VALUE \$60,000-PRICE \$45,000. 1/2 Cash, Terms. Address: BOX 571, The Billboard, Chicago 1, Ill.

ROUTE FOR SALE Western Pennsylvania, 50 Phonographs, 50 Bowlers, 100 Pin Games; \$20,000.00 down; owner will take notes on balance. Answer: BOX M-20, Billboard, Cincinnati, 22, Ohio.

Music Route - West-Central Florida; 16 machines, 66 locations; terms to an operator who knows the business. Box 566, The Billboard, Chicago 1, Ill.

Northern Ohio, and Southern Kansas-40 Phonos, 10 new 100 Marbles, balance A&W's Wurlitzer, Seeburg, 12 Wall Boxes, 15 like new 6-Player Bowlers, 20 Pinballs and Guns; Station Wagon; all equipment on top locations; gross \$100 monthly; price \$15,000. Box 569, The Billboard, Chicago 1, Ill.

Big Grande Valley, Texas-50 Phonographs, 25 Bowlers and Guns; about \$25,000; yearly take, \$10,000; will handle. Box 551, The Billboard, Chicago 1, Ill.

50 excellent locations in San Diego, Calif.; \$5,000; very good condition; \$10 takes the lot; 1/3 deposit with order. Rhodes Coin Machines, 106 W. Peter St., Uniontown, Pa.

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, 1952 Milwaukee Ave., Chicago, Ill.

Bowling Ball Cleaning Machines, done operated, perfect condition; cost \$1000 new; have 5 at \$125. Brannan Distributing Co., 811 E. Broadway, Louisville 4, Ky.

Coin-to-Mark Changes - Chrys nickels for quarters and dimes; holds \$50 in nickels; bargain at 565. Kehler Vendors Co., 3730 W. Division St., Chicago 51.

For Sale-1 Buffalo Bill and 1 Gottlieb Sport Bowler Pinball Machine, good condition, new rubber. Rhodes Coin Machines, 106 W. Peter St., Uniontown, Pa.

For Sale-4 coin operated Electronic Golf Driver Machines; must sell. Arnold Miller, 3659 Harrison, Kansas City, Mo.

For Sale-50 Shipman Pre-Stamped Scenic Post Card Vending Machines, 10 Shipman Tricolors and 500 Marbles; all like new; no reasonable offer refused. J. G. Ceer, 1225 Lone Oak Rd., Nashville 12, Tenn.

Pokerite Tables, natural finish, new plywood, new silver back glass, perfect condition, \$95 each. James Travis, 204 N. 3rd, Millville, N. J.

Sale of Trade-Seeburg '48'-4751 Rock-Ola 1422, 7 boxes; Cinderella, Jack-Jill, Trade Winds, Mardi Gras, Barnacle Bill, Jolly Jinks, Dumpy, Dump, Dump, Dump, 3 Bear Guns. Want Seeburg '78,' 6 player; United Bowlers, Gottlieb games after Mar-mad. Box 301, Keokuk, Iowa.

Silver King Ball Gum Hunters, like new, \$14.50 each; limited supply. King & Co., 2700 W. Lake St., Chicago 12, Ill.

Special Class Out-AMI Model B, \$295; \$68 Seeburg Hide-A-Way, \$145; AMI Selector, \$70.50; Seeburg Bear Gun, \$165; 20 post-war late Flipper 3-Balls, each \$25; lots of other bargains; write for list: Stanley Amusement Co., 5225 S. Tacoma Way, Tacoma, Wash.

Target Bill, APT, \$10; Williams Box Score, \$55; Gottlieb Goppers, \$18.50; Baffin Practice, \$30.50; Dale Guns, \$47.50; latest Skill Guns, \$27.50; Belgian Pool, \$42.50; Mutoscope Team Hockey, \$47.50; Kicker Catcher, \$18.50; Pollard Golf, \$35; Anti-Aircraft, \$35; 4H-A-Homers, \$12.50; Phonographs, Phonograph Sales, Service, Woodrow McLennan, 2149 Campbell, Detroit, Mich.

40 Cue Ball Machines, 20 new, 20 used scientific, ready for export; close out. Automatic Enterprises, Box 163, Sea Bright, N. J.

Terrific Bargains-Turf King, \$110; Winner, \$95; Champion, \$65; Keeney Electric Cigarette Vender, floor sample, \$22; Holiday, \$22; Zippo, \$23; Bright Lights, \$20; Conroy Island, \$27; Bright Spot, \$28; Spot Lite, \$29; Atlantic City, \$39; Palm Beach, \$40; 1/2 deposit required. Write, wire today. Crown Novelty Co., Inc., 920 Howard Ave., New Orleans, La. Phone: Canal 7137.

U-Select-In, 72-bar size, \$27.50; 74-bar size, \$27.50; Shumart 3 column like new Candy Bar Machines, \$72.50-cost \$69.50; Cigarette Machines, quarter operation, Unesco, latest model, \$55; Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

Wanted - Mills and Jennings Bells, For Sale - Mills, Jennings Bells, Spot Bell, Clover Bell Double Up, perfect condition; Evans Races, 5100, General Coin Machines, 2124 W. 9th St., Philadelphia, Pa. WAAlms 2-4313.

Will trade Turf Kings (like new) for music, cigarette or any other coin machine equipment. Runyon, 123 West Runyon St., Newark 8, N. J.

5c Snack, 3 compartment Nut Machines, \$15; 5c Cash Trays, \$3; 1c Nut or Gum Machines, \$3; Counter Games, \$15; Pin Ball Machines, \$25. At Host, 1920 Rose, Baltimore 13, Md.

Wanted to Buy

I will pay cash for your used Victor Gum Ball Machines Box M-19, The Billboard, Cincinnati 22, O.

Wanted - Old fashioned Telecasts; state price. 1955 Broadway, San Francisco, Calif., Apt. 601.

Wanted-Used Coin Operated Vending and Amusement Machines; send list of lowest prices. Rake, 609 Spring Garden St., Philadelphia, Pa.

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1: First, print or type your message here, figuring five folds 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.

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
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
Any advertisement using display make-up or white space. Figures space between candidate rules 1 at rule borders permitted only on ads of 25 lines or more.
Per word
Per line
Per square inch
Per 1 inch equals 14 square lines.
Cash must accompany all orders for less than 3 insertions. Please include an additional 25c for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.



Gorman, office manager of the Taran branch at Jacksonville.

Ted Bush, Ozzie Truppman and Ken Willis, of Bush Distributing Company, played host to three visitors from South America this week...

Over the week-end Bush, Truppman, Peschiera and Delgado flew to Havana and witnessed the Kid Gavilan-Billy Graham championship fight...

Cliff Deale, Deale Music, and his wife are on an extended motor trip thru the East... Shirley Klein is the new receptionist at Taran Distributing...

Joe Glickman, owner of the Rendezvous Lounge, is high in praise of his juke box routeman, Raoul Shapiro...

Marvin Novak, King record distributor, is bemoaning the impending loss of his bachelor pal, Eddie Leopold...

Ronnie Shapiro, son of Raoul and Doris Shapiro of Supreme Distributors, writes that he is heading homeward...

Los Angeles

Johnny Ketchersid has moved from Long Beach to Artesia. In town on Tuesday, he reported there was no smog in the area...

Pete Schupp, South Gate operator, stole a march on the boys and was married recently... Karel Johnson, service manager at the Paul Laymon Company...

New York

Mrs. John Connolly, wife of John Connolly, local op. is recovering from a long illness... Nat Lerner has bought out his partner and is operating as Waldorf Music Company...

Visiting Harry Berger at West Side Distributors recently were Sam Galley, of Kingston, N. Y., Harry Greenberg, Highland Falls, N. Y., Art Prater, Freeport, N. Y., Fred Freidlander, Newark, N. J., Manny Friedman, Suffern, N. Y., Hal Rosenberg, Peckskill, N. Y., and Joe Hanna, Syracuse...

Mike Munves has taken on the Rocket, Rudolph the Red-Nosed Reindeer and Peter Rabbit rides made by Exhibit Munves also has taken on a new automobile ride, Twin-Rotation and Trigger Horse...

Albert Simon reports that his Automatic Photo machine is moving...

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issued 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...

Table with columns for machine name, issue date, and price. Includes entries like ABC (United), All Stars, Alice in Wonderland, Amusement (United), Arizona (United), Atlantic City (Bally), Baby Face (United), Ballerina (Bally), Bank-a-Bill (Gottlieb), Banquet Bill (Gottlieb), Basketball Champ, Basting Practice, Big Top (Genco), Black Jack (Genco), Blue Stars (United), Boney (Chicago Cole), Bowling Champ (Gottlieb), Bright Lights (Bally), Bright Spot (Bally), Buccaneer (Gottlieb), Buffalo Bill (Gottlieb), Buttons and Bows (Gottlieb), Camel Caravan (Gottlieb), Camp (Exhibit), Camels (Genco), Caravan, Carnival, Carolina (United), Catalina (Chicago Cole), Champion (Bally), Champion (Chicago Cole), Chameleon (Gottlieb), Circus, Circus (Bally), College Date (Gottlieb), Congo Island (Bally), Conquer Town (Williams), County Fair (United), Crane Hill (Chicago Cole), Deane and Sons (Gottlieb), Deane (Williams), Deane and Sons (Williams), Dew-Whiff (Williams), Devine, Double Shuffle (Gottlieb), Dream (Williams), E Ball (Williams), El Paso (Williams), Fighting Irish (Chicago Cole), Fighting Phils., Flip Star (Universal), Flipper, Flying Saucer (Genco), Football (Chicago Cole), Four Horses, Fun Stars (Gottlieb), Frezzy (Williams), Fantasy (Bally), Georgia (Williams), Gumbo (Williams), Galt 'N' (Bally), Golden Claves (Chicago Cole), Grand Award (Chicago Cole), Harvest Time (Genco), Harbinger (Williams), Hits and Runs (Genco), Hit-A-Homer, Hit 'N' Run (Gottlieb), Hit Parade (Gottlieb), Holiday (Chicago Cole), Holiday (Keener), Horseshoes (Williams), Horseshoes (Williams), Hot Red (Bally), Humpty Dumpty (Gottlieb), Hit 'N' Run (Bally), Jack & Jill, Jolly (Williams)

Table with columns for machine name, issue date, and price. Includes entries like Jeanie (Exhibit), Jockey Special (Bally), Jerry (Exhibit), Jerry Z (Gottlieb), K. C. Jones (Gottlieb), King Cole (Gottlieb), King Pin (Chicago Cole), Knack Out (Gottlieb), Lady Robin Hood (Gottlieb), Leader (United), Lime-A-Lime (Keener), Lady Inking (Williams), Magic (Exhibit), Major League Baseball (United), Majestica, Majors of '49 (Chicago Cole), Married (Williams), Mercury (Genco), Merry Widow (Genco), Minister Man (Gottlieb), Montana (Gottlieb), Monty (United), Moon Glow (United), Morocco (Exhibit), Nifty (Williams), Oasis (Exhibit), Oklahoma (United), Olympia (Williams), One, Two, Three (Genco), Palm Beach (Bally), Paradise (Williams), Photo Finish (Universal), Pie Bowler (Chicago Cole), Patsy (Williams), Playland (Exhibit), Playtime (Exhibit), Pop Up, Pullhead (Genco), Punchy (Chicago Cole), Quarterback (Williams), Rainbow (Williams), Ramona, Red Shoes (United), Rib Sucker (Genco), Robin Hood (Gottlieb), Rocket (Genco), Rondone (United), Round Up (Bally), St. Louis (Williams), Sally (Chicago Cole), Samoa (Exhibit), Santa Claus (Gottlieb), Sergeant (Gottlieb), Select-a-Card (Gottlieb), Showtime (Exhibit), Sharpshooter (Gottlieb), Show Sho (Williams), Show Boat (United), Slogfest, South Pacific (Genco), Spook Plug (Williams), Special Extra (Bally), Spree Day (Williams), Spree Day (Williams), Sportsman, Spout 'N' (Bally), Stalton, Star Star (United), Steeple Chase (United), Stop and Go (Genco), Stormy (Williams), Summer Time (Gottlieb), Super, Super Hockey (Chicago Cole), Super World Series (Williams), Swanee (Exhibit), Sweetheart (Williams), Tami (Chicago Cole), Tampa (United), Tawnee (Gottlieb), Texas (Williams), Texas Leader (Keener), Thin (Chicago Cole), Three Feathers (Genco), T-B-B (United), Thrill (Chicago Cole), Toss 'N' (Genco), Toss 'N' (Gottlieb), Toss 'N' (Gottlieb), Trade Wind (Genco), Tripper (Exhibit), Trinidad (Chicago Cole), Triple Action (Genco), Tri-Score (Genco), Tucson (Williams), Tumbledown (Exhibit), Turn King (Bally), Utah (United), Virginia (Williams), Watch My Lip (Gottlieb), Waver (Williams), Wascana (United), Tank (Williams), Tump (Williams)

Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!

**WILLIAMS New HONG KONG**

Super speed game combining popular in-line play with high number scoring. Flashy Oriental flavor builds repeat play. Fast thumper bumper and flipper action! See this great game at World-Wide.

**MISCELLANEOUS EQUIPMENT**

Exhibit Pony Express	.....775
Chl. Coin GOALIE	.....175
Chl. Coin BASKETBALL CHAMP	.....175
Kenny BOWLING CHAMP SHU	.....175
FLR BOARD CONVERSION	.....75
BATTING PRACTICE	.....75
DALE GUN	.....75
JOE PILOT	.....75
UNDERSEA RAIDER	.....75
SHIPIN JET GUN	.....225
Exhibit GUN RATE	.....225
Exhibit SIX SHOOTER	.....175

**GENUINE DE LUXE FORMICA TOPS**

The ONLY authentic "Formica" top—WIN the original and official "Formica" trademark. Don't waste your time and money refinishing playfield when you can do a better job at less cost with World Wide's Formica tops. Easily installed in 15 minutes. Volume prices.

**ACE COIN COUNTER**

A mechanical masterpiece. Precision operation. Tubes, motor tray. COUNTS 12. 12, 10, 25¢. Only. \$159.50

**NEW GAMES**

Billy FROLIC'S  
United CIRCUS  
Golfing SKILL POOL  
Golfing UNIFORM STEEPLE CHASE

**BINGO GAMES**

In Stock  
In BALLY  
PALM BEACH  
ATLANTIC CITY  
BRIGHT SPOT  
UNIFORM STARS New SOLEBS, New

**FIVE BALL SPECIALS!**

Wm. MAJOSETTE	.....\$115	Wm. ARCADE	.....\$150
Wm. SLUGFEST	.....165	GM. JOKER	.....140
Wm. CARAVAN	.....275	SPARK PLUG	.....225
Wm. DOAMIND	.....175	GM. HOBSEMAN	.....115
Chl. Coin PIN BOWLER	.....110	GM. DOUBLE SWISLE	.....95
		GM. FOUR STARS	.....115
		GM. WATCH MY GOLF	.....125
		GM. HIT 'N' RUN	.....130

TERMS: 1/3 deposit, balance sight draft.



**HERCULOCKS**

...ops in LOCKS!

Coin machine operators favor Herculocks because of these outstanding features:

**CONSTRUCTION**—In addition to rugged manufacture and positive locking action, only the Herculock has the Gear-Tooth keyway... a design that is virtually pick-proof and unlike any keyway now in use. Only the Herculock key will fit.

**EXTRA PROTECTION**—Your key code is registered in our files under your name... reserved for your use. No danger of duplication or conflict in your territory.

Check into HERCULOCKS now—for dependable security!

T.M. Reg. U. S. Patent Office

**ILCO**

INDEPENDENT LOCK COMPANY • Fitchburg, Massachusetts

**FOR BETTER BUYS BUY MCGINNIS**

YOU CAN DEPEND ON ROY FOR QUALITY RECONDITIONED EQUIPMENT

Camel Caravan	.....\$ 50.00	Mits & Guns	.....85.00
Catalina	.....35.00	Camels	.....80.00
Crimson CC	.....60.00	Knockouts	.....75.00
Citizens	.....38.00	Harvest Time	.....55.00
Bowling Champs	.....80.00	Nifty	.....100.00
Garden Gloves	.....90.00	Pinky	.....102.00
Punchy	.....75.00	Shrapnel	.....90.00
Wonders	.....85.00	Double Shuffle	.....75.00
Lite-A-Line	.....125.00	Turf King	.....140.00

**BOWLING GAMES**

Kenney League Bowler \$150.00 & Kenney King Pin... \$45.00

We Shall Be Pleased to Demonstrate This New Equipment

Kenney Electric Cigarette Vender  
Kenney Electrified Sandwich Machine  
Kenney DeLuxe 4-Way Bowler & Kenney 4-Way Bowler  
**KENNEY TELEVISION**

Sumner Park, Exeter—Skill Pool

**ROY MCGINNIS CORP.**

2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800

**Cliffy Clef Says:**

**COVEN SPECIALS THIS WEEK!**

One Man Carl Sled, for Phono and Pin Games. \$36.50  
Complete With Straps. 29.50  
Citations. 19.50  
Gold Cups. 19.50

\$7.50 extra for crating.  
One-third deposit, balance C.O.D.

**COVEN** distributing company  
3181 Elston Chicago 18, Ill.  
Independence 3-2210

Exclusive Distributors of Wurlitzer Phonographs

**Coinmen You Know**

Continued from page 89

ing fast. Simon has taken on a new Rocket machine, made especially for his firm. It's called Beauty Rocket. Sandy Moore, of Long Island, was a recent visitor at Simons.

Irwin Kemper, of Runyon Sales, is an uncle for the second time. A boy was born to his sister-in-law, Mrs. Herbert Kaye, last week. Sal Trella, Charley Aronson, Joe Connor and Sen. Al Bodkin, all of the New York Operators' Association, visited Runyon Sales last week.

Champ Seidel, of American Vending, reports that the new Twin Rotation is a fast mover. Sandy Warner, local op. reports that he has doubled his take with the new Twin Rotation, which he has had on location for six weeks. He has not had one service call during that time, he added.

Si Redd, of Boston, was a recent visitor at Conat Sales. Nat Cohn went to Philadelphia on business last week.

**Los Angeles**

Friends of M. L. Slater, operator of Slater Vending Service in Rosemead and president of the Western Vending Machine Operators Association, will regret to hear of the serious illness of his father... Ronnie Collins, the 15-year-old operator of San Pedro, is going into his second year in the business. He is adding more machines and unforming his equipment... Stewart Moore, a former vending machine operator, is still keeping in touch with the business. He continues to talk shop with operators and may someday re-enter the field. W. A. Craig, of San Pedro, and F. L. Von Norrmann were shopping along Pico Boulevard last week.

Mrs. Jack Leonard flew to Chicago to attend the funeral services for her father. While there, she was joined by Lou Leonard, Royal American Shows concessionaire. Jack Leonard heads the parts department at Budger Sales Company here.

**Detroit**

Burt Bannister is now manager of the Sanborn Music Company branch, opened here by the Cleveland firm at 3958 Cass Avenue, to take over distribution for both Continental and Remington records. Ralph F. Scheiden, who has worked in the coin machine business for sometime, has gone into business for himself, establishing the Bee Music Company in the Northwest section. He is operating a mixed route of juke boxes and shuffleboards, currently the two liveliest branches of the amusement field in the city.

Ben Liddon, head of Advance Service Company, vending machine distributor, is convalescing following a protracted illness. S. W. Duncanson, head of Slik Shaw, Inc., reports the company is planning an amalgamation with another Michigan company... Alan Smith is managing vending and juke Lux activities of the O-Kay Vending Company, while his partner Ben Okum is concentrating on the television side of the business.

John Dobranich, Zora Records, is looking forward to a marked improvement in the specialized music field this fall. His firm handles language disks, especially Croatian and Serbian... Erwin Beldridge, veteran operator of an arcade at Island Lake Park, enjoyed good business this summer, despite a general drop in park activity in the Detroit area.

**Pittsburgh**

Kwik-Kafe of Western Pennsylvania, Inc., Ingram, is advertising hot vended coffee for "plants, factories and office buildings" 24 hours per day thru the Kwik-Kafe machine.

Morris Vinocur, president, Monarch Music Company, reports collections did not increase until three weeks after the steel strike... Victor Abelson, president, Empire Distributors, has returned from a vacation up-State at Emporia, Pa. Joseph McGlenn admits of no big problem for the fall season; feels the election

(Continued on page 91)

**THE BILLBOARD Index of Advertised Used Machine Prices**

**• Arcade Equipment**

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk orders, 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. 11	Issue of Oct. 4	Issue of Sept. 27	Issue of Sept. 20
Arc Bomber (Microscope)	.....\$150.00	.....\$150.00	.....\$150.00	.....\$150.00
Air Raider (Keeney)	.....125.00(2)	.....125.00(3)	.....110.00	.....110.00
All Stars (Williams)	.....109.50	.....109.50	.....109.50	.....109.50
All Star Baseball	.....49.50	.....49.50	.....49.50	.....49.50
Art Patriotic	.....95.00	.....95.00	.....95.00	.....95.00
Astroscope 10c	.....95.00	.....95.00	.....95.00	.....95.00
Atomic Bomber (Microscope)	.....129.50	.....175.00	.....129.50	.....129.50
Barball	.....12.50	.....12.50	.....12.50	.....12.50
Bat-A-Ball	.....190.00	.....190.00	.....190.00	.....190.00
Bat-a-Score (Evans)	.....185.00	.....185.00	.....185.00	.....185.00
Big Trivia (Bally)	.....100.00	.....100.00	.....100.00	.....100.00
Bolser (Keeney)	.....45.00	.....45.00	.....45.00	.....45.00
Bouncing (Amusement Corp.)	.....290.00	.....290.00	.....290.00	.....290.00
Bowl-O-Matic (Univ.)	.....29.50	.....15.00	.....29.50	.....29.50
Challenger (ABT)	.....105.00(2)	.....105.00(2)	.....105.00(2)	.....105.00(2)
Chicken Sam (Seeburg)	.....150.00	.....110.00	.....150.00	.....150.00
Dale Gun (Exhibit)	.....49.50	.....55.00	.....49.50	.....55.00
Deluxe (Exhibit)	.....65.00(3)	.....69.50	.....65.00(2)	.....69.50(2)
Dilemma	.....75.00(1st)	.....94.50	.....75.00(1st)	.....75.00(1st)
Defender (Bally)	.....95.00	.....94.50	.....95.00	.....95.00
Deluxe Athletic Scale (Wenery)	.....79.50	.....79.50	.....79.50	.....79.50
Derby, 4 player (Chicago Coin)	.....195.00	.....195.00	.....195.00	.....195.00
Fish Hockey (Keeney)	.....75.00	.....75.00	.....75.00	.....75.00
Flying Saucer (Microscope)	.....150.00	.....150.00	.....150.00	.....150.00
Galaxy (Chicago Coin)	.....49.50	.....85.00	.....49.50	.....85.00
Genie (Chicago Coin)	.....95.00	.....119.50	.....95.00	.....125.00
Grip Meter Deluxe	.....140.00	.....140.00	.....140.00	.....140.00
Gun Patrol (Exhibit)	.....215.00(2)	.....215.00(2)	.....215.00(2)	.....215.00
Heavy Mister (Bally)	.....69.50(2)	.....69.50(2)	.....69.50(2)	.....69.50(2)
Hill (Exhibit)	.....45.00	.....45.00	.....45.00	.....45.00
Hockey (Chicago Coin)	.....69.00	.....75.00	.....69.00	.....75.00
Jack Rabbit (Amusement Corp.)	.....95.00	.....109.50	.....95.00	.....109.50
Jet Gun (Exhibit)	.....225.00	.....249.50	.....225.00	.....249.50
Kicker and Catcher	.....18.50	.....29.00	.....18.50	.....29.00
King-O-Ruler (Exhibit)	.....99.50	.....99.50	.....99.50	.....99.50
Lite Leaper	.....75.00	.....75.00	.....75.00	.....75.00
Love Clinic	.....75.00	.....75.00	.....75.00	.....75.00
Love Pilot (Microscope)	.....125.00	.....125.00	.....125.00	.....125.00
Magic Pen	.....125.00	.....199.50	.....125.00	.....199.50
Magical Star Ball (GM. Coin)	.....150.00	.....145.00	.....150.00	.....150.00
Nite Bomber (Kirk)	.....225.00	.....240.00	.....225.00	.....240.00
Paradise	.....250.00	.....250.00	.....250.00	.....250.00
Prostematic (Microscope)	.....650.00(1st)	.....650.00(1st)	.....650.00(1st)	.....650.00(1st)
Prize Ball (Chicago Coin)	.....95.00	.....129.50	.....95.00(2)	.....129.50
Pitch 'Em & Bat 'Em (Scientific)	.....140.00	.....185.00	.....140.00	.....185.00
Poker-Play (Scientific)	.....99.50	.....125.00	.....99.50	.....125.00
Pony Express (Exhibit)	.....75.00	.....75.00	.....75.00	.....75.00
Pool Table (Scientific)	.....15.00	.....15.00	.....15.00	.....15.00
Punch-A-Ball (Genie)	.....125.00	.....125.00	.....125.00	.....125.00
QT Pool Table	.....100.00	.....110.00	.....100.00	.....110.00
Que-Etta Pool Table	.....75.00	.....75.00	.....75.00	.....75.00
Quizzer	.....125.00	.....125.00	.....125.00	.....125.00
Rapid Fire (Bally)	.....125.00	.....110.00	.....125.00	.....125.00
Recordie (Wilcox-Gay)	.....49.50	.....120.00	.....49.50	.....120.00
Rifle Range Ray Gun	.....150.00	.....150.00	.....150.00	.....150.00
Shipman Art Show	.....49.50	.....59.50	.....49.50	.....59.50
Shocker (Acme)	.....24.50	.....24.50	.....24.50	.....24.50
Shoppers (Adams)	.....24.50	.....24.50	.....24.50	.....24.50
Shoot the Bear (Seeburg)	.....275.00(2)	.....275.00(2)	.....275.00(2)	.....275.00(2)
Silver Bullet (Exhibit)	.....150.00(2)	.....150.00(2)	.....150.00	.....150.00
Sliv Showers (Exhibit)	.....165.00	.....185.00	.....165.00	.....185.00
Star Shooter (Exhibit)	.....195.00(2)	.....195.00(2)	.....195.00	.....195.00
Star Sail (Wurlitzer)	.....150.00	.....150.00	.....150.00	.....150.00
Star Ball (Evans)	.....150.00	.....150.00	.....150.00	.....150.00
Star Wars (ABT)	.....39.50	.....39.50	.....39.50	.....39.50
Star Wheel (Scientific)	.....12.50	.....12.50	.....12.50	.....12.50
Sky Fighter (Microscope)	.....125.00	.....125.00(2)	.....125.00	.....125.00
Spot Pool	.....60.00	.....90.00	.....60.00	.....90.00
Standard Metal Tapper	.....300.00	.....300.00	.....300.00	.....300.00
Star Hockey (Chicago Coin)	.....15.00	.....15.00	.....15.00	.....15.00
Star Games (Williams)	.....75.00	.....100.00	.....75.00(2)	.....100.00
Star Shooter (Williams)	.....139.50	.....139.50	.....139.50	.....139.50
Star Wars (Williams)	.....125.00	.....125.00	.....125.00	.....125.00
Star Wars (Williams)	.....95.00	.....95.00	.....95.00	.....95.00
Star Wars (Williams)	.....125.00	.....125.00	.....125.00	.....125.00
Target King	.....19.00	.....19.00	.....19.00	.....19.00
Target Skill (ABT)	.....90.00	.....95.00	.....90.00	.....95.00
Ten Hockey (United)	.....99.50	.....139.00	.....99.50	.....139.00
Telescope	.....169.50	.....169.50	.....169.50	.....169.50
Ten Strike (Evans)	.....75.00	.....75.00	.....75.00	.....75.00
Top Gun (Bally)	.....95.00(2)	.....95.00	.....95.00(2)	.....95.00(2)
Undersea Raider (Bally)	.....425.00	.....525.00	.....425.00	.....525.00
Voice-a-Graph (Microscope)	.....85.00	.....85.00	.....85.00	.....85.00
Western Baseball	.....85.00	.....85.00	.....85.00	.....85.00
White Gee Mystic	.....75.00	.....75.00	.....75.00	.....75.00



• Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All specified used machines and prices are fitted. Where more than one firm advertised the same equipment of the same price, equipment with which the price secured 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 condition of the equipment, age, time on location, territory and other related factors.

Table listing various shuffle games and their prices across multiple columns. Includes items like Baseball (Chicago), Bowling Alley, Shuffleboard, and various bowling equipment.

Coinmen You Know

Continued from page 90

Herbert Cohen, of Confection Specialties Company, leaves cards at locations to be mailed when the supply of merchandise gets low. A problem arises, however, when Cohen omits to mail the card and fail to phone customers...

Washington Jim Bohanan of Southern Wholesalers, local Victor records distributor, reports "Beethoven's Ninth" selling well. Leonard Abrams, president of the Washington Music Guild, spent a busy week-end on association planning.

Max (Waxie Maxie) Silverman is having his Quality Music Store remodeled. Victor Ruben, Alford Beverage Company, reports that the firm's president, Paul Rosenbaum, is going to California to open a new branch.

Dorothy Brockman, Nelson Company, local Capitol Records Division, is pleased to have Mel Torme visit the company during his recent appearance in town.

Shuffleboard Play Underway

UNION CITY, N. J., Oct. 11.—The American Shuffleboard Leagues, Inc., a promotional organization working in conjunction with the American Shuffleboard Company here, this week announced that 45 shuffleboard leagues are now in operation throughout the United States.

ASL organizes shuffleboard teams into leagues and sponsors local, state and national competition. Last year 120 leagues were in operation in 10 States, and Freeberg predicts a sharp increase for the 1952-53 season.

Sanctioned leagues will be one of four divisions of play—men's longboard, women's longboard, men's cushion board and women's cushion board.

STRIKE IT RICH with KEENEY'S 10 PLAYER TEAM BOWLER

FOR TEAM PLAY! FOR INDIVIDUAL PLAY! FASTEST, MOST BEAUTIFUL SHUFFLE GAME OF ALL! BE FIRST WITH FIRST! Keeney Distributor for ILLINOIS, IOWA & INDIANA

Advertisement for Keeney's 10 Player Team Bowler, featuring various game options like Shuffle Games, Music, Arcade, and conversions, along with prices and contact information.

FIRST DISTRIBUTORS

6250 W. North Avenue Chicago 28, Illinois Joe Kline & Wally Pinks

Table listing various game titles and their prices, such as Ali Baba, Arizona, Be Bop, Football, Gizmo, Gondola, Hayburner, Jack & Jill, Jalousy, Knockout, Oasis, Rag-Mop, Three Musketeers, Tucson, Super World Series, Turf King, 9 Packard Wall, Boxes, Mercury Grip Scale.

CLOSEOUT 50,000 PUNCHBOARDS AS LOW AS 50c EACH

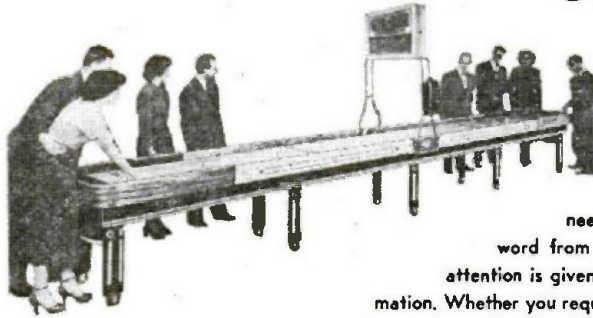
1/3 with order, balance C.O.D. OHIO SPECIALTY COMPANY, INC. 539 S. 2nd Street (Wabash 2465) Louisville 2, Ky.

Advertisement for The Billboard magazine, including a coupon to order a subscription and a small image of the magazine cover.

Advertisement for Purveyor Shuffleboard Co., featuring a cartoon character and details about shuffleboard supplies and game equipment.

# AMERICAN SHUFFLEBOARD

## FOR ALL YOUR SHUFFLEBOARD SUPPLY NEEDS



MORE and more shuffleboard operators are now looking to American Shuffleboard for their COMPLETE equipment and supply needs. "Consult American" has become a by-word from coast-to-coast, because courteous, prompt attention is given EVERY order and EVERY request for information. Whether you require a new shuffleboard—American is still, by far, the world's finest—or a can of wax, or a solution to your resurfacing problems, your best bet is to consult American. Through constant research American's engineers and craftsmen have found the RIGHT answers to most questions on shuffleboard operation—and have applied them both in the field and in the quality of American products. Let American know-how be AT YOUR service. Write or phone today.

### ATTENTION OPERATORS

If you haven't yet done so, inquire today about American's Volume-Order Plan for operators. You can save yourself many dollars and many hours of your time by dealing direct with American for all your needs. And before the demand for new shuffleboards reaches its expected peak this fall, inquire about propositions and terms which may make it possible for you to revitalize your route with new, factory-fresh Americans. Immediate delivery is still available on most models.



Like any other manufacturing firm which enjoys the highest reputation in its field, American Shuffleboard has built its name on MORE than mere quality and dependability. American has also PIONEERED in the development of products that make shuffleboards look better and last longer . . . at less cost and with less effort. American was FIRST with Climatic Adjusters . . . American was FIRST with Magic Glaze, the 3-minute wax job . . . American was FIRST with the revolutionary Sparkler Weights. Yes, you can't go wrong when you follow the American line, for you'll always be FIRST with the FINEST!

Creators of the World's Finest Shuffleboards

**American SHUFFLEBOARD COMPANY**  
UNION CITY, NEW JERSEY • UNION 5-6633

### MAIL COUPON TODAY!

**AMERICAN SHUFFLEBOARD CO.**  
210 PATERSON PLANK ROAD,  
UNION CITY, N. J.

- Please send me descriptive literature on the full line of American Shuffleboards.
- Please send me full information and prices on American supplies and accessories.

NAME \_\_\_\_\_  
TRADE NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_



### UNIVERSAL BOWLOMATICS

PIN GAMES—COMPLETELY RENOVATED

Bright Lights .....	\$250.00	Williams Spark Plugs .....	\$175.00
Coney Island .....	350.00	Keeney Lite-a-Line .....	135.00
Spot Lite .....	375.00	Williams Music Mite .....	100.00
Atlantic City .....	500.00	Wurlitzer 1030 .....	150.00
Cottlieb Happy Go Lucky .....	160.00	Wurlitzer 1015 .....	150.00
Cottlieb 4 Horsemen .....	110.00	Williams Slug Fast .....	160.00
Williams Hayburner .....	195.00	Bally Shuffle Line .....	150.00

NOW DELIVERING BALLY PROLICS, UNITED CIRCUS, UNITED 6 PLAYER 1/3 deposit with order, balance C.O.D. or S. D.

**THE HUB ENTERPRISES, INC.**  
32 S. CHARLES ST. Lexington 6446-7 BALTIMORE 1, MD.

### WANTED TO BUY FOR CASH WRITE—WIRE—PHONE

SEEBURG 100 72's  
SEEBURG 100 45's  
SEEBURG 100 WALL BOXES  
EVANS CONSTELLATIONS  
WURLITZER 1100's  
EXHIBIT 6 SHOOTERS  
UNITED 6-PLAYER DE LUKE SHUF. ALLEY

WURLITZER 1400-4  
ROCK-OLA 52-'50 1434  
A. M. I. MODEL B  
BALLY PALM BEACHES  
BALLY ATLANTIC CITIES  
EXHIBIT CUN PATROLS  
UNITED 6-PLAYER SUPER SHUF. ALLEY

QUOTE QUANTITY AND PRICES  
**BADGER SALES COMPANY, INC.**  
2251 WEST PICO BLVD. Telephone: DuAnk 7-2243 LOS ANGELES 4, CALIF.

Fits All Type Shuffle Alleys

### MATCH the WHEEL

Only \$42.50

1/3 deposit, balance C.O.D.  
Greatest MATCHING CON-VERSION UNIT. Installed in minutes on location. Immediate Delivery.

Distributor Territory Available  
1505 Coney Island Ave  
Brooklyn 30, N. Y.  
EStanada 7-0787

**KINGS AMUSEMENT CO.**

MUSIC	PRICE	MUSIC	PRICE
SEEBURG 1-46 WIDEWAY	\$150	ROCK-OLA 1432	\$150
SEEBURG 1-47	175	ROCK-OLA 1436	250
SEEBURG 1-48 BLIND	275	ROCK-OLA 1432	345
SEEBURG 10-100A	475	A.M.I. MODEL A	350
WURLITZER 1813	175	A.M.I. MODEL B	375
WURLITZER 1815	225	A.M.I. MODEL C	350
WURLITZER 1558	475	A.M.I. MODEL D	Write
WURLITZER W.O.M. 2700	300	A.M.I. W.O.M. 6116	300
EVANS CONSTELLATION	425	MILLS CONSTELLATION (WOOD)	180

Reconditioned—Refinished—Terms: 1/3 Dep., Balance C.O.D.  
Foreign Buyers—Write for Latest Postwar Phonograph Catalog  
**ATLAS MUSIC COMPANY**  
2200 N. WESTERN AVE., CHICAGO 47, ILLINOIS Phone: ArMidge 6-5005

### "HOT ROD"

**SENSATIONAL MONEY MAKER**

- The perfect companion piece to the Mechanical Horse . . . at HALF THE PRICE.
- Manufactured by world famous builders of amusement riding devices.
- Made of MOLDED FIBERGLAS. Has IMPACT STRENGTH OF STEEL. 1/2 H.P. 30 cycle A.S. MOTOR. 34" WIDE, 48" LONG, 36" DEEP.
- Designed so that even the youngest child is safe.
- In action "HOT ROD" has a motion that simulates actual road conditions—Accelerated Speed.

DISTRIBUTORS—Write today for complete details on how you can represent us in your territory.

**KING PIN EQUIPMENT CO.**  
824 Mills St. Kalamazoo, Mich. Phone 5-1151

### SPECIAL! "POP" CORN SEZ 10x YERDORS RECONDITIONED LIKE NEW! WRITE

**SPECIAL—PANORAMS**  
Guaranteed Reconditioned WRITE.

**NEW ROCK-OLA SHUFFLEBOARD TOPS** ..... \$135

NEW—WRITE

Un. 16-Frame Star ..... \$14. 16-Frame Super Star) Pool

Bally Bratics ..... \$14. Super-Tube Gal. Circus "egg" Exhibit Big Bronze Games "egg" Exhibit Big Bronze

Chicago Coin 18th Innng & March Boutler

**RECONDITIONED EQUIPMENT**

Bright Spot ..... \$245 Spot Lite ..... \$299  
Coney Island ..... \$465 Rock-OLA Wirt. 143  
Leprier ..... 335 S-Start ..... 119  
Bally ..... 355 B.C. ..... 114  
Double Header 10.30 C.C. Baseball ..... 39.50

**SPECIAL!** Natl. 9-E Cig. Machine, Factory Record ..... \$109.50

WRITE FOR COMPLETE LIST  
CLAYT NEMEROFF • CHARLEY PIERI  
**MONARCH COIN MACHINE, INC.**  
2357-59 N. Lincoln Ave., Chicago 14, Ill. Phone: Lincoln 5-2963-2

## FOREIGN BUYERS EVERYWHERE

We can fill all your requirements for the finest pin games, music machines, arcade machines and alleys. Our shipments are properly crated for export, and deliveries are prompt and efficient.

Send for Our Lists

**DAVID ROSEN**  
Exclusive A.M.I. Dist. E.A. Pa.  
853 N. BROAD STREET, PHILA. 23, PA.  
PHONE: STEVENSON 2-2903

**Dance Dan**

NEW LOW PRICED 11 CAMS "DANCE DAN"—colorful new trade simulator. Takes 10 handfuls of pennies. Lifelike, wooden mechanical leg dances when coin lands in target cup. Electrical. Player banks coins against backdrop, majority falling in cashbox below. Wood cabinet. Lights under awning. 18 1/2 in. high, wt. 30 lbs. Immediate delivery Express C.O.D. Each \$29.50

AGENTS WANTED! OTHER HOT ITEMS! WEBB DISTRIBUTING CORP.  
1208 West Chicago Ave., Chicago 21, Ill.

### BINGO SENSATION NEW UNITED "CIRCUS" PROMPT DELIVERY

United States .....	Write
Coney Island .....	\$375.00
Atlantic City .....	Write
United Belton, New .....	375.00
Across the Board, New .....	290.00
Purplines, New .....	Write
Brim Lines .....	240.00
Gottlieb Sharpshoot .....	29.50
Four Newsmen .....	149.50
Harvard Toss .....	82.50
Game Tr-Boards, New .....	170.00
Turf Claps, At .....	149.50

WRITE, WIRE, PHONE  
**CENTRAL OHIO COIN MACHINES EXCHANGE**  
725 E. High Columbus 15, Ohio Phone: Adams 7284

### Rosenberg Plans Shuffle Bowling Conversion Unit

**NEW YORK, Oct. 11.**—Hyman Rosenberg, of Hyman Rosenberg Company here, this week announced that his new conversion unit for shuffle bowling games will be ready in about two weeks. Rosenberg, a former Bally distributor, calls the unit "Try and Tie." It is a match score device which gives the player a choice of 210 numbers. He has been working on the unit for two months.

### SEE SEABOARD FOR VALUES

BRIGHT LITES "C"	\$239.50
ILLOFT	175.00
SPARK PLUG	175.00
SEA HOCKEY	175.00
DREAMY	85.00
FIGHTING IRISH	85.00
SHOO SHOO	85.00
GEORGIA	85.00
ROCKETTE	85.00
MINSTREL MA	85.00
HITS & RUNS (GENCO)	75.00
PIN BOMBER	65.00
FIGHTING PHILS	60.00
KNOCKOUT	60.00
STAR SERIES	60.00
OKLAHOMA	45.00
DALLAS	39.50
RANCHO	39.50
BUCARNEER	34.50
BOWLING CHAMP	34.50
THING	29.50
ST. LOUIS	29.50
EL PASO	29.50
SELECT A CARD	24.50
PARADISE	24.50
JUST 21	24.50
BUILD-UP	24.50

**WALL BOX SPECIALS**

PACKARD	\$4.50
WURLITZER #3031	4.50
BUCCLEY	4.50

Terms: 1/3 deposit with order. Balance C.O.D.

### SEABOARD NEW YORK CORP.

790 Albany Ave., Hartford, Conn. Phone: 46-1666

### WANT TO BUY—BRIGHT LIGHTS BRIGHT SPOT SPOT-LITE CONEY ISLAND ATLANTIC CITY PALM BEACH

**FOR SALE**  
Completely reconditioned!  
**5 UNITED "5-STAR"**  
**\$100 Each**

**NATIONAL COIN MACHINE EXCHANGE**  
1411-12 Division Blvd., Chicago 10, Ill. Phone: Buckingham 1-6666

### THIS WEEK'S SPECIALS!

UNIVERSAL 5-STAR (Bingo)	\$110
KEENEY LITE-A-LINE (Bingo)	125
WURLITZER 1015	129
SEEBURG 148-ML	235
ROCK-O-LA 1472	85

United A-B-C (Bingo) ..... \$139.00  
United Leader (Bingo) ..... 175.00  
Chicago Punchy (B-Ball) ..... 49.50  
Chicago Champ (B-Ball) ..... 49.50  
Exhibit Playdown (B-Ball) ..... 49.50  
C-B Electric Cig. Vend. ..... 199.80  
Hart's Sco. Candy Vend. ..... 85.00  
New's #1 Col. Candy Vend. ..... 48.00

**NEW**  
BALLY - UNITED - CHICAGO COIN COTTLEB - EXHIBIT WILLIAMS for Immediate Delivery  
Write for Complete List and Prices  
**IRV OVIFF**  
**ACME-INTERNATIONAL DISTRIBUTORS**  
Phone: Whitehall 3-0313  
2927 N. Halsted St., Chicago 14, Ill.

### SPECIAL SAVING!

Just a Few Factory Reconditioned

## DeLuxe Photomatics

- COMPLETELY OVERHAULED
- EXCELLENT CONDITION
- VERY LOW PRICE

PHONE—WIRE—WRITE  
**INTERNATIONAL MUTEOSCOPE CORPORATION**  
Ym. Rabkin, Pres.  
44-02 11th St., Long Island City 1, New York  
(Phone: STIllwell) 4-38001

## Distribs Show Hong Kong, New Williams Game

### Combines In-Line Scoring, Straight Five Ball Action

**CHICAGO, Oct. 11.**—Distributors of Williams Manufacturing Company have started showings of Hong Kong, a new type in-line scoring game. Vice-President Sam Stern stressed it was the first conventional five ball to use bingo action.

Unlike other in-line units, Hong Kong has but a single card on the backglass and three rows of five numbers compared with the usual five in a line numbers. However, because the game has so many additional five ball scoring plays incorporated into the regular in-line scoring, players are immediately aware of its stepped up action.

Players can score replays by lining up three, four or five numbers on the backglass. Moreover, in the making of any three numbers in a line illuminates two top side rollover switches for additional replays. Other replays can be registered by completing a 1-8 bumper series. The new Williams offers a total of 29 different ways of making replays.

### Game Tax Spots

Continued from page 76

formia, 829; Sixth California, 230; Colorado, 297; Connecticut, 5; Delaware, 4; Florida, 40; Georgia, 694; Hawaii, 3; Idaho, 1,162; First Illinois, 529; Eighth Illinois, 603; Indiana, 30; Iowa, none; Kansas, 875; Kentucky, 1,473; Louisiana, 2,986; Maine, 22; Maryland, 2,301; Massachusetts, 109; Michigan, 18; Minnesota, 92; Mississippi, 1,016; First Missouri, 17; Sixth Missouri, 23; Montana, 14; Nebraska, none; Nevada, 1,275; New Hampshire, 17; First New Jersey, 68; Fifth New Jersey, 17; New Mexico, 5; First New York, 9; Second New York, none; Third New York, none; Fourteenth New York, 15; Twenty-first New York, 23; Twenty-eighth New York, 56; North Carolina, 75; North Dakota, 18; First Ohio, 6; Tenth Ohio, 103; Eleventh Ohio, 30; Eighteenth Ohio, 77; Oklahoma, 80; Oregon, 457; First Pennsylvania, 2,228; Twelfth Pennsylvania, 9; Twenty-third Pennsylvania, 403; Rhode Island, 29; South Carolina, 82; South Dakota, 78; Tennessee, 251; Texas, 115; Second Texas, 104; Utah, 65; Vermont, 14; Virginia, 80; Washington State, 2,745; West Virginia, 343; Wisconsin, 11; Wyoming, 140.

### Decco Offers

Continued from page 76

of a minute the Space Ranger heads back to earth," with suitable sound effects emulating the landing of a jet plane as the unit descends 10 inches or its hydraulic lift.

The ride is equipped with headlights, landing beams and fin lights which flash on and off. The instrument panel includes a radar scope and other gadgets designed to heighten realism.

The unit occupies space two and one-half by five and three-quarter feet, is equipped with special casters which make its relocation simple, and is approved by insurance underwriters, Pearl said.

Decco is a subsidiary of the Drum Equipment Company, which specializes in the refinishing of large used metal containers.

### Western to Handle New Type Display Rack

**PORTLAND, Ore., Oct. 11.**—Western Distributors has taken over national distribution among coin machine dealers of a Portland-made light-weight aluminum rack for display of literature, Budge Wright, manager, announced this week.

The two-sided rack permits displays on both sides, weighs only 15 pounds and requires scant floor space, being 27½ inches wide and 53 inches high for floor models. Counter and all models are smaller and lighter. Rack is the product of the Simplicity Tool Company, of Portland.

## BETTER BUY FROM BANNER

PIN GAMES	
USED	
Star Wars	40
Buccaneer	40
Corvair	40
Crossroads	250
County Fair	250
Five Ball	150
Fighting Irish	150
Four Stars	210
Geetie	100
Hayburner	210
Hits Runs (Gen)	100
Jalopy	100
Just 21	40
Knockout	40
Lucky Innings	40
Mailboxes	80
Mercury	80
Ole	80
Olympics	90
Red Shoes	90
Parody	90
Robin Hood	25
Schach-And	40
Shanty Town	40
Shot Show	100
Shut Out	40
Steel Chase	300
Stop & Go	90
Star Wars	90
Thing	80
Tot Score	80
Wisconsin	30

BINGO GAMES	
NEW	
United Circus	100

ARCADE EQUIPMENT	
NEW	
Auto Photo	Write
Slot Pool (Coin Operated)	Write
Hot Table	1.00
United Team Hockey	1.00

NEW	
Gettuff Skill Pool	Write
Williams Perimeter	Write

## MR is here

Ask Your Distributor

**RETRACTABLE CASTERS**  
Only \$12.50 Per Set Fits All Mechanical Motors  
Immediate Delivery All Items. This Ad. Prices I.O.B. Philadelphia.

1/3 Certified Deposit, Balance C.O.D. or 1/3. 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 1-3773

Endorsing only the very best since 1917

## "LEAPING LENA"

Designed by World Famous Manufacturers of Amusement Rides

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.

**KING-AMUSEMENT CO.**  
Mt. Clemens, Mich.

## WIZARD PREDICTIONS

**SPECIAL PRICE \$41.50** including 1,000 Cards Free, which return you \$50.00.

Wanted - Any Shrew game, liberal trades.

All merchandise factory reconditioned

Terms: 1/3 deposit with all orders, balance C.O.D.

**AMI Distributors for Northern Ohio**  
NOW DELIVERING MODEL D

**Cleveland Coin Machine Exchange, Inc.**  
M. S. GISSER Sales Manager

2021-2023 Prospect Ave., Cleveland 15, Ohio  
All Phones: Tower 1-6715

### ARCADE EQUIPMENT

Ace Bomber	\$139.00	OT Pool Table	\$129.00
Atrocious 1st	95.00	Star Series	100.00
Base Ball, new	75.00	Spl. Basketball	100.00
Broomway	45.00	Stand Metal Traps	200.00
Bally Big Inning	600.00	Seeburg Bear Gun	275.00
Bally Outwiter	45.00	Shooter	140.00
Bally Heavy Hitter	60.00	Supreme Golfcar	180.00
Big Game Play	45.00	Target Laser	140.00
Ch. Coin Hockey	75.00	Tom Strides	75.00
Ch. Coin Hockey	75.00	Wicket War	95.00
C.C. Midget Steel Ball	125.00	Wild, Super World Series	275.00
Chick Sam	105.00	Wicket War Records	150.00
C.C. Bank Ball Chumy	225.00	Worcester	150.00
Ch. Coin Gallop	125.00	Wurlitzer Skeeball	150.00
Edible Pool Table	75.00	Worcester	85.00
B. Dale gun	45.00		
B. Gun Patrol	215.00		
B. Jet Gun	245.00		
B. Silver Bullet	250.00		
Edvard's Ski Roll	185.00		
B. Big Bronze	997.50		
Jack Rabbit	95.00		
Keene's Sub Gun	125.00		
Keene's Air Rifle	125.00		
Keene's Rifle Bomber	150.00		
Mercury Air Sedan	75.00		
Multi Financier	225.00		
Mountain Climber	140.00		
Mut. Flying Saucer	150.00		
Mut. Photo, late	450.00		
Mut. Photo, early	250.00		
Mut. Sky Rider	125.00		
Mut. Voice-O-Graph	475.00		
Novelty Set	375.00		
Orchestra of the Stars	185.00		
new	275.00		
Pinch 'n' Gears	100.00		
Pop Gun	45.00		
Quizzer & Pim	100.00		

### COUNTER GAMES

Wicket & C'sher	\$10.00
Hit-A-Homer	22.50
Advance Stocker	22.50
Shieman's Art Show	24.50
Genco's Panch-A-Ball	non-car.
Three of a Kind	15.00
Shieman's 3 Ways	15.00
Stamp Vendor	29.50
Dancing Dan	29.50

**NOW DELIVERING**  
Model 400

### CIGARETTE MACHINES

C-B Electric	\$150.00
C-B Keene's Electric	125.00
Rena Diplomat Electric	125.00
C-B Clock	165.00
National 75	165.00
Howe 10 Col. President	100.00
Lincoln 90-11 col.	115.00
Lincoln Monarch, 8 col.	95.00
Lincoln Monarch, 15 col.	110.00
Lincoln's 8 & 4 col.	150.00
Dugrenier Challenger	150.00

Heros & Rocket Ships both new and used—immediate delivery, lowest prices. Financing available. Write or call.

### FOR SALE

Spot Lights	\$365.00
Bright Lights	225.00
Bright Spot	345.00
Hayburners	200.00
Spark Plugs	200.00
CB Eastern Electric	135.00
950 National (2 King Size Col.)	135.00
(Repaired—25¢ (chute)	
750 National (2 King Size Col.)	125.00
(Repaired—25¢ (chute)	

University Coin Machine Exchange  
854 N. High St., Columbus 8, Ohio  
Tel. UN 4900

### be sure it's . . .

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**RECONDITIONED MUSIC EQUIPMENT**

The finest reconditioned coin-operated phonographs—ready to operate perfectly any location.

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### BINGO GAMES

BRIGHT LIGHTS	\$199.50
CONY ISLAND	189.50
BRIGHT SPOTS	290.50
SPOT LIGHT	309.50

### ONE BALLS

SUTURTY	\$289.50
TURF KING	99.50
CHAMPION	99.50
WINNER	69.50
PHOTO FINISH	69.50

1/3 Deposit—Balance C.O.D.  
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"The House that Confidence Built"

## SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923  
785 E. Brook St., Louisville 3, Ky. 1000 Broadway, Cincinnati, Ohio  
240 Jefferson St., Lexington 2, Ky. 1011 E. Mainway, Ft. Wayne 4, Ind.  
129 W. North St., Indianapolis, Ind.

### FOR SALE

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785 E. Brook St., Louisville 3, Ky. 1000 Broadway, Cincinnati, Ohio  
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# DAVIS Guarantee

Mechanism overhauled  
Worn parts replaced  
Amplifier reconditioned  
Speaker inspected  
Tonehead renewed  
Cabinet professionally refinished

**SEEBURG**  
M100A, Reconditioned, Refinished  
\$495

Photographs listed below are complete and in good working order at the low prices listed. They may also be purchased reconditioned and refinished with Davis 6 Point Guarantee for \$35 additional per machine.

<b>SEEBURG</b>	<b>WURLITZER</b>	
M147M Midwayway ..... \$110	1250 ..... \$399	
M246M Midwayway ..... 99	1100 ..... 324	
1951 Midwayway ..... 49	1080 ..... 325	
Evening Major Classic Nightgowns ..... 49		
<b>ROCK-OLA</b>	<b>AMI</b>	
1432, 50 Record ..... \$435	A ..... \$360	
1428 ..... 240	B ..... 395	
	C ..... 495	

**WALL BOXES**

**THIS WEEK'S SPECIAL**

WURLITZER 3020, 5s, 10s, 25s, Reconditioned	\$26.50
AMI, 5s, 10s, Reconditioned	\$29.50
Wurlitzer 4851, 5s, 10s, 25s, Like New	\$9.50
Wurlitzer 4820, 5s, 10s, 25s, Like New	\$4.00
Wurlitzer 4820, 5s, 10s, 25s, Converted	\$1.50
Wurlitzer 3031, 5s, Reconditioned	\$9.95
Wurlitzer 3025, 5s, Wireless, Reconditioned	\$9.95
Wurlitzer 248 Stepper	\$9.00
Wurlitzer 219 Stepper	\$2.50
Seeburg W4-L56, 5s, 10s, 25s, Wireless, Reconditioned, Refinished	\$4.50
Seeburg 3W5-L56, 5s, 10s, 25s, 3-Wire, Reconditioned, Refinished	\$4.50
Seeburg 3W2-L56, 5s, 3-Wire, Reconditioned, Refinished	\$1.95
Seeburg W1-L56, 5s, Wireless, Reconditioned, Refinished	7.95

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D.  
WE SPECIALIZE IN EXPORT TRADE

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SEEBURG FACTORY DISTRIBUTORS  
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BRANCHES IN BUFFALO • ROCHESTER • ALBANY

**VENDING GOES COLLEGIATE**

### NYU Offers Lecture--the Theme Is "Robot Retailing"

NEW YORK, Oct. 11. — New York University's Division of General Education will offer a series of eight weekly lectures on "Merchandising Changes and Their Impact on Advertising," beginning Monday (20) and ending December 8. Fee for the course is \$32.

The final lecture of the series will deal with coin vending. Title for this particular subject is "The Future—Robot Retailing." E. B. Weiss, director of merchandising for the Grey Advertising Company here, and Professor of Marketing at NYU, will be the speaker.

"The present trend toward self-service and self-selection is merely the forerunner of the coming age of true robot retailing (vending). Retailing will go robot—as automatic as many factories. Retailing will become a matter of factory distribution."

The lecture will summarize the vast changes in retailing to date—delineate their impact on national advertising, merchandising and promotion, and will then point to the impact in the future of true robot retailing on manufacturers' selling programs.

The lectures will be given at the American Engineering Societies Building, 29 West 39th Street, New York. Additional information can be obtained from NYU's Division of General Education.

According to the university's general educational division,

### West. Ops Resume Meets; Talk Taxes

LOS ANGELES, Oct. 11.—After a layoff of a month, Western Vending Machine Operators' Association renewed its meeting schedule here last week. The session was held at the Unique Restaurant.

Robert S. McNaughton assumed his duties as treasurer of the association. He succeeds Phil Sreden.

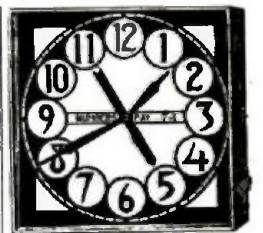
The session was conducted by M. I. Slater, president. A general discussion was held on the merits of sponsored operation of bulk vendors. The question was raised by W. A. Craig of Craig Vending in San Pedro and Long Beach. The chair reviewed its past events and a report was heard on the proposal to have the sales tax removed from candy. The association made a sizable contribution to the fund.

Licenses in the outlying towns were discussed. At the next meeting, October 28, the association will discuss the situation more fully. A committee will be named to meet with several of the councils to seek a reduction or elimination of taxes from bulk vendors.

### Merry-Go-Round To Up Production On Rocket Patrol

NEW YORK, Oct. 11.—Harry Berger, president of the Merry-Go-Round Manufacturing Company, this week announced that his firm is turning out 40 Rocket Patrol rides weekly, with production next week set for 60, and a production goal of 73 for the following week.

Berger said that demand for his Rocket Patrol, as well as for the Reindeer and Merry-Go-Round, is ahead of the supply. He added that plans call for all his rides being equipped with National ejectors. Currently, his rides are equipped with National ejectors and the Robco X-Box.



### New ROULETTE CLOCK For Fun, Profit and Usefulness IT GETS BIG PLAY

Play it for money or tokens. Numbers pay 7-1; colors 1-1. The pointer spins automatically every minute—or manually if so desired. Special deal to distributors.

For Agents, Ets., Eagles, V.F.W., posts, American Legion posts, etc. WRITE TODAY FOR INFORMATION. **ELECTRIC AD CLOCK CO.** 324 N. JEFFERSON, CHICAGO 4, ILL.

### GUARANTEED USED BINGOS & ONE BALLS

Ready for location at Lowest Prices

BRIGHT LIGHT	\$225.00
BRIGHT SPOT	300.00
COKEY ISLAND	310.00
ATLANTIC CITY	450.00
UNITED STARS	450.00
SPOT LIGHT	329.50
TURF KING	124.50
WINNER	89.50
CHAMPION	74.50
CITATION	49.50

1/3 deposit with all orders

**SICKING, INC.**  
America's Oldest Distributor  
Established 1895  
1401 Central Blvd., Or. Inst. 14, Okla.  
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### COBRA CARTRIDGES

Reconditioned and Resurfaced, 75¢ each  
ORIGINAL PERFORMANCE GUARANTEED  
ANYED TO Dave's Service Via Air Mail.  
**ELECTRONIC INDUSTRIES**  
P. O. Box 3907 Mesa, Arizona

every conceivable kind of **EQUIPMENT, SUPPLIES AND SERVICES** has been sold in The Billboard  
WHAT DO YOU HAVE TO SELL? Write The Billboard, 2366 Patterson St., Cincinnati 22, Ohio

Use The Billboard classified pages for **RESULTS!**

# IMMEDIATE DELIVERY!

## ROCKET PATROL

ROCKET PATROL

**ONLY THE AUTHENTIC "ROCKET PATROL" HAS ALL THESE OUTSTANDING FEATURES!**

- Mechanism Cover 1/2" Weldwood—5 ply plywood.
- Heavy duty steel reinforced frame.
- 1/2 HP motor—ball bearing—continuous operation commercial type.
- Gear reducer has Timkin roller bearings.
- Case hardened phosphorus bronze gears.
- Lag support packed in grease (non-running).
- Complete mechanism mounted on 3/16" steel plate inside Weldwood frame.
- Heavy duty chrome trimming.
- Original feature—built-in switch with aluminum kick plate.
- 1/2" cast aluminum body—cast aluminum accessories.
- All electric work in Rocket Ship is harmless—uses only 6 to 8 volts except in coin chute.
- All individual electrical parts used have UL stamp of approval.
- Enduring automotive lacquer finish.
- Upholstered in heavy Duram material.
- No more Joy Stick (they went out with the airplane)—latest type control instruments.
- 10¢ Drop chute with large coin box.

\*All merchandise we buy has UL seal of approval on it.

The TWO-SPEED Rocket Patrol is identical in features except for a revolutionary new type sealed unit with speed control built-in. This is manufactured expressly for us.

Get These Two Sensational New Pieces of Equipment

**1** After 9 months of research and development we present another original—and we do mean original—the only patented MERRY-GO-ROUND in the world—either 1 or 2 children for the same dime. **DELIVERY OCTOBER 25th!** (Call me on this one, boys—it's hot!)

**2** **Reindeer**—a new body for your old horse. Easy to install on horses. All aluminum body. Eyes, tail and nose lit up. All parts supplied with instructions. **DELIVERY OCTOBER 25th!**

**DISTRIBUTORS! Write or Call—Some Territory Available.**

## KIDDIE RIDES AMUSEMENT CO.

H. H. BERGER  
612 10th Avenue, New York 36, N. Y. • Circle 6-8464-5-6

## THUNDERBOLT

America's Best and Cheapest Horse!

Thunderbolt

- THUNDERBOLT is one of the original horses and is tried, tested and proven with more than a year of steady operation in locations all over the country.
- It gallops, it trots.
- Gorgeously dressed with a genuine Western saddle.
- Constructed for a lifetime of use with all-aluminum body.
- Service-free operation—sealed motor unit.
- 10¢ drop chute with large coin box.



IT'S THE  
BIG NEWS  
FROM KEENEY!  
SEE YOUR KEENEY  
DISTRIBUTOR

IT'S HERE!

TEN  
PLAYER BOWLER

2 FIVE-MAN TEAMS

A REAL *Surprise!*  
KEENEY'S TEAM BOWLER

- ★ The only bowler that truly incorporates the two full five-man team feature as in regulation bowling.
- ★ Player's name and high score may be chalked in square area under each score.
- ★ JUMBO LITE-UP PINS on transparent plastic permit player to shoot for readily visible rollovers.

1 extra shot for "Spare" and 2 extra shots for "Strike" on 10th frame!

Keeney FORMICA SILENT PLAYFIELD

SHOOT THE MOON!  
STRIKE IT RICH!  
YOUR DREAM COME TRUE!  
GREATER CASH BOX EARNINGS!

J. H. Keeney & CO. INC.  
2800 W. FIFTH STREET, CHICAGO 37, ILLINOIS

**TO ALL NEW ENGLAND OPERATORS:**  
THANK YOU FOR BEING SO PATIENT.

We are now receiving our new

**BALLY FROLICS**

**SUNSHINE PARKS**

**CHAMPION HORSES**

EXHIBIT SUPER TWIN ROTATION PEEP SHOW POST-WAR PHOTOMATIC USED HORSES

WRITE WIRE or CALL COLLECT

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Exclusive distributors for **AMI** BALLY—UNITED KEENEY—EXHIBIT



WE EXPORT

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- 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**  
In Delaware—S. Jersey—S.E. Pennsylvania

# Shaffer Specials



LATE MODEL RECONDITIONED PHONOGRAPHS

traded in on the NEW Seeburg *Selfomatic*

SEEBURG		HIDEAWAY UNITS	
M-100-A	WRITE	Seeburg H-146 (Wood)	\$ 79.50
148-M (Blonde)	\$275.00	Seeburg H-246 (Metal)	99.50
147-M	179.50	A. M. I.	319.50
146-M	149.50	Wurlitzer 1017	99.50

WURLITZER WALL BOXES		SEEBURG WALL BOXES	
3020 (48 Sel.)	\$39.50	W1-LS6 (5x Wireless)	\$ 8.95
3020 (24 Sel.)	24.50	3W2-156 (5x 3 Wire)	17.50
3045	9.95	3W5-156 (5/10/25 3 Wire)	34.50
219 Slepper	29.50	W4-LS6 (5/10/25 Wireless)	29.50

Write for Illustrated Catalog of Late Model Phonographs  
Terms: 25% Deposit, Balance C.O.D.

## Shaffer Music Co.

Columbus, Ohio 1200 Walnut St. MAIn 5563  
Cincinnati, Ohio 1327 Capitol Ave. MAIn 6310  
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Exclusive Seeburg Distributors

ATTENTION Distributors and Operators . . .

WE WANT TO BUY

any quantity of postwar Phonographs, all makes and models . . .

also

any quantity of Flipper type 5 Balls, Arcade Equipment, etc. . . .

HIGHEST PRICES PAID

Send in complete lists today!

EXCLUSIVE GOTTLIEB, WILLIAMS AND SEEBURG DISTRIBUTORS

TRIMOUNT

Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET  
BOSTON 18, MASS  
Tel. LU-11-2-3160

ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad Street, Philadelphia 30, Pa.  
Phone: FR1ent 7-8495  
"You can ALWAYS depend on Active—ALL WAYS!"

We Have Them All  
On Display

HORSES—ROCKETS  
BICYCLES

Including . . .

Exhibit BIG BRONCO  
Roy Rogers TRIGGER

Furniture Telling and Card Vending Machines and Supplies Included in Our Catalog FREE Upon Request.

HIREMUNVES

577 Tenth Ave. Tel. 42nd St.  
New York 16, N.Y. BRant 9-6477  
40 YEARS SERVICE—EST. 1912

ELECTRIC SCOREBOARDS

Two-faced—adjustable for all boards. Chrome rubo supports. For 5x or 10x play by a simple plug switch-over.

OVERHEAD MODELS

Horsecollar (15-21-50 pts.)  
Marvel Score (15-21 pts.) \$125.00 ea.  
or 5.0

MARVEL MFG. CO.

2245 W. FULLERTON, CHICAGO 47, ILL.  
(Tel.) Dickens 2-2424

WALL MODELS  
Horsecollar (15-21-50 pts.)  
Marvel Score (15-21 pts.)  
\$95.00 each  
Terms: 1/3 dep., bal. C.O.D.

**"YOU'RE LUCKY! I SEE A GOTTLIEB GAME IN YOUR FUTURE!"**



**D. Gottlieb & Co.**  
 1140-50 N. KOSTNER AVE.  
 CHICAGO 31, ILLINOIS  
 "There is no substitute for Quality!"

**FOREIGN BUYERS!**

top manufacturers  
 top equipment  
 are your  
 assured  
 guarantees  
 for satisfaction  
 and profit



**Remember:**  
 For export and domestic business it is International and Scott-Crosse!

Write for Free Price List and Order Form

We represent the following leading manufacturers . . .  
**Bally • Williams**  
**Genco • Gottlieb**  
**Keeney • Evans**

We are now delivering . . .

**Williams**  
**Hong Kong**  
**Gottlieb**  
**Skill Pool** ★  
**Bally**  
**Frolics**  
**Evans**  
**Jubilee 40 Selections**  
**Evans**  
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**INTERNATIONAL AMUSEMENT CO.**

1423 SPRING GARDEN STREET

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**SCOTT-CROSSE COMPANY**

PHILADELPHIA 30, PA.

**LONDON SERVICE MAKES QUICK PROFITS POSSIBLE!**

2 Conveniently Located Offices—Large Selection New and Used—Top Quality at Best Prices—Fastest Shipment!

<b>SHUFFLE GAMES</b> Shuffle Egg Sets Chicago Coin Bowling Adley Universal Twin Bowler Deluxe Bowler Speed Bowler		<b>\$49.50</b> EACH	<b>TAKE YOUR CHOICE</b> Ten Pins Shuffle Alley Bowling League Shuffle Lane		<b>\$24.50</b> EA.	<b>Pin Boy</b> Shuffle Bowler Bowlette Twin Shuffle	
<b>USED</b> Dale Gun ..... \$69.50 All Star Baseball ..... \$5.50				<b>NEW GAME SPECIALS</b> Tri Score ..... WHITE Step 'N' Go ..... WHITE			
<b>NEW LOW PRICES!</b> Cinderella ..... \$37.50 Black Gold ..... 69.50 Serenata ..... 69.50 Wisconsin ..... 29.50 Triple Action ..... 39.50 Merry Widow ..... 29.50 Screw Ball ..... 29.50 Trade Winds ..... 29.50 Spin Ball ..... 29.50 Crazy Ball ..... 29.50 Catalina ..... 29.50 Skisway ..... 29.50 Dow-Wa-Dumy ..... 29.50		<b>FIVE-BALLS</b> Monterey ..... \$29.50 Summerline ..... 29.50 Virginia ..... 29.50 Tennessee ..... 19.50 Dallas ..... 49.50 Maryland ..... 49.50 Lucky Innings ..... 79.50 Rodeoway ..... 29.50 Major League Base ..... 29.50 Ball ..... 29.50 Moon Glow ..... 29.50 Astorade ..... 49.50 St. Paul ..... 49.50		<b>NEW LOW PRICES!</b> Camer Caravan ..... \$59.50 Three Feathers ..... 69.50 Floating Power ..... 49.50 Champion ..... 69.50 Samba ..... 59.50 Morocco ..... 49.50 Saratoga ..... 59.50 Alice in Wonderland ..... 39.50 Lady Robin Hood ..... 39.50 Murnaty Dumpty ..... 39.50 Telecard ..... 49.50 Hill Parade ..... 39.50			

TERMS: 1/3 Deposit, Balance C.O.D.  
 Exclusive Distributors SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan.

**J. L. Londen Music Co., Inc.**  
 3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. DIVISION 4-3220  
 2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. PLEASANT 4453

**FOR SALE**

United ABC ..... \$175.00	Genco Spring Time ..... \$125.00
United Bolero ..... 325.00	Williams May Buzzer ..... 325.00
United Leader ..... 325.00	Harvest Time ..... 69.50
Bally Spot Light ..... Write	Chi Coin Band 824 ..... 375.50
Atlantic City, Like New ..... 295.00	Watch My Line ..... 70.00
Bally Bright Lights ..... 295.00	Keeney Air Raider ..... 110.00
Chi Coin King Pins ..... 99.50	
Williams Deluxe Wrist Series ..... 250.00	
Williams Star Series ..... 75.00	
Bally Big Innings ..... 109.50	
Exhibit Silver Bullets ..... 129.50	
Seeburg Shoot the Bear ..... 149.00	
Victor Baby Grand, New, Lots of Toy	
Twin Player Star Bowler ..... 133.00	
Stick Gum Vendors ..... 12.50	

**NOW DELIVERING!**  
**CHICAGO COIN SUPER MATCHED BOWLER**  
**CHICAGO COIN MATCHED BOWLER**  
**CHICAGO COIN 10TH FRAME**

**SAVE MORE MONEY MAKE MORE MONEY**

Subscribe to The Billboard TODAY!  
 see page 3 for rates

**MONROE** COIN MACHINE EXCHANGE, Inc.  
 2423 PAYNE AVENUE, CLEVELAND 14, OHIO  
 TEL: Superior 1-4500



**Williams** NEW! **HONG KONG** NEW! NEW!

COMBINING POPULAR IN-LINE PLAY WITH HIGH NUMBER SCORING! 3-4 or 5 in Line Score Replays **Yes!** 29 DIFFERENT WAYS TO SCORE REPLAYS!

NEW! Fast! EXOTIC! NEW!

NO ALLEE SAMEE!

IMAGINE!

- ANY THREE IN LINE lite up both top side roll-overs for replays!
- MAKING BUMPERS 1 to 8 scores replay and lites both side bottom railovers for replays!

Fast and Furious THUMPER BUMPER AND FLIPPER ACTION!

ORDER Williams HONG KONG

CREATORS OF DEPENDABLE PLAY APPEAL  
4262 W. FARMORE ST. CHICAGO 24, ILL.

**"TREMENDOUS EARNINGS"**

Sensational, new and unique. Immediate delivery. These will always be children. You can make money in these mechanical rides. "Super Markets"—"Dept. Stores."

**Operators Exclusive Territory**

Washington—Oregon—Idaho—Montana  
"We have some very good locations secured. Act now!"

Write—Wire—Phone

**STANLEY AMUSEMENT CO.**  
5225 So. Tacoma Way, Tacoma, Wash.

**Brand New!**

**Buckley CRISS-CROSS JACKPOT BELLS**

5c-10c-25c-50c-\$1.00

Also made for many foreign coins

BUCKLEY WALL AND BAR MUSIC BOXES. 2c or 10c Play

Buckley Manufacturing Co.  
4220 W. Lake St. Chicago 24, Ill.

**NEW 22' SHUFFLEBOARD.**

Maple Top, Complete, Crated ..... \$169.50

Telegun & Film ..... \$99.50  
Belly Shuffle Line ..... \$9.50  
New Side Cushion Shuffleboards ..... \$9.50  
22' Maple Tops brand new, crated ..... \$98.00  
Kwik Chess Shine Mach., Mt. & Cr. .... \$4.98  
New 8' Jumbo Pin Game ..... \$9.50

**TICKETS**

3508 7-11 ..... \$1.15 box  
3178 B.W. B. 1.00 box  
2448 Lucky 7 1.10 box

**MID-STATE COMPANY**  
2349 Milwaukee Ave. Tel: Dickens 2-2444 Chicago 47, Ill.

**700% Gross Profit with AUTO-PHOTO**

4 Puses for 25c Produced in 2 Minutes. WRITE FOR CIRCULAR AND PRICES.

**3-BALLS**

NEW UNITED CIRCUS	Stop and Go	94.50
BALLY FROLICS	College Daze	89.50
GENCO "400"	Tahiti	89.50
	Shantytown	89.50
	So. Pacific	89.50
	Boiler	89.50
	Canada	89.50
	Lucy in the Moonlight	89.50
	Mermaid	89.50
	Life	89.50
	Double Shuffle	89.50
	Thermite	89.50
	Chemistry	89.50
	Quartermaster	89.50
	Avenue	89.50
	Oklahoma	89.50
	Flamingo	89.50
	Dallas	89.50
	Buffalo Bill	89.50
	Howling Coy.	89.50
	Major of '49	89.50
	Blackboard	89.50
	Just 21	89.50
	Successor	89.50
	Laramie Hill	89.50
	Rio Two	89.50
	Wild West	89.50
	Wisconsin	89.50
	Paradise	89.50
	Triple Action	89.50
	Baby Face	89.50
	Yankee	89.50
	Ballerina	89.50
	Thrill	89.50
	Bonadveno	89.50
	Sunny	89.50
	Oisma	89.50
	Jackpot	89.50
	Sam & Ball	89.50
	Sally	89.50
	Neonlight	89.50
	Camous	89.50
	Carnival	89.50

**BINGO**

Stars	\$45.00
Spot Lite	40.00
Holiday	35.00
Time	30.00
Boiler	25.00
Telegun	20.00
A-B-C	15.00
1 Star	10.00
Life-a-Line	7.50

**TOUCHDOWNS**

Country Fair	\$75.00
Mayflower	70.00
Mississippi Man	65.00
Cave	60.00
Harvest Time	55.00
Pleasant	50.00
Arizona	45.00
Judy	40.00
De-icer	35.00
Lucy	30.00
Sam & Ball	25.00
Be-So	20.00
Frenic	15.00
Camous	10.00

**CIGARETTE VENDERS**

FACTORY REBUILT 25c, 1 KING SIZE COL.

Royal & Col.	\$39.00
Royal, 10 Col.	35.00
National 93c, 9 Col.	31.00
DuGrone Champion	27.00
Royal President, 10 Col.	23.00
National Model 93c, 9 Col.	19.00

**W.M.S. MUSIC MITE, \$99.50.**

**ARCADE**

AUTO PHOTO  
AMER. BANK SHOT  
EXH. BIG BRONCO  
EXH. JET GUN  
CHI. 4 PLAYER DEBUT  
ART RIFLE SPORT  
Chi. 4 Player  
Dart  
Exh. Jet Gun  
Music, Photo  
Matic, Reb.  
Auto. Voke-  
Crash, 25  
Super Wars  
Series  
BING-O-ROLL  
Chicago outback  
ball Champ  
Ex. Ten Strike  
Like New  
Shot the Bear  
Chi. Midlet  
Skee Ball  
Chi. Pistol  
Star Series  
Skee Ball  
Mars, 13 Way Air  
Skee Ball  
Telegun & Film  
Foot Vindicator  
Goats  
Viper, All Stars  
Jack Rabbit  
Team Hockey  
Rabbit  
Chicken Sam  
Polopino  
LBO League  
Exh. Dale Gun  
Ballins Prad.  
Quarterback  
Flash Hockey  
Heavy Hitter  
Sherman Art  
Snow & Film  
Mercury Counter  
Crip, New  
A-B-T Challenger  
Acme Shocker  
A-B-T Bull Gun  
Groot, Skill Test

**SHUFFLE GAMES**

UNITED 10th FRAME STAR 5, A.  
UNITED 10th FRAME SUPER 5, A.  
CHICAGO MATCH BOWLER, 6 Player  
Chicoin 10th Frame Super Match Bowler  
Star Bowler, 10' 1/2-Player, wood balls, \$350.00  
Exhibit Super Twin Station Write for Prices

**United's LITE-A-SCORE**

New Match Score Conversion Unit fits all Standard Type 5, 6, 7 and 8-Player Bowling Game. \$57.50

United Official 5A, 4 player, like new	\$390.50
United Deluxe Player	375.00
United 5-Player	345.00
United 4-Player	345.00
United Twin Rebound	220.00
United Twin Shuffleboard	195.00
Un. Double BA Express Rebound, 6'	139.00
United 5-Player Alley	79.50
Un. 3 Player BA Express	129.00
United Single BA Rebound	89.50
Univ. Super Twin Bowler	109.50
Chicoin 6-Player Farmale Top	219.00
Chicoin Shuffle Horse Shoes	129.50
Chicoin Bowling Classic	109.50
Chicoin Trophy Bowl	119.50
Bally Shuffle Bowl	125.00
Keeney DeLuxe League Bowler	229.50
Keeney League Bowler, 4 Player	195.00
Keeney Double Bowler	125.00
Wm. Douglas	195.00
Keeney Shuffle Target, 10' or 8'	129.50

**VENDERS**

**ACORN VENDOR**  
1c or 5c. \$14.95

Agillon Scale	\$89.50
W. W. King	32.50
25c Razor Blade	14.95
E.K. Hot Nut	29.95
N.W. 16, 12, 24	17.25
U-Select-1	49.80
De Luxe 1-5	14.50
N.W. Tab Gum	25.95
33 Ball Gum	29.50
N.W. Stamp	69.00
10c Paper	29.50
10c San. Nap.	25.50

**SMOKESHOP 612**  
CUSTOM ..... \$745.00

**WICO'S MAJOR LEAGUER**  
Automatic Baseball Pitching Unit  
\$1295.00

**EMPIRE COIN EXCHANGE**

1012-14 MILWAUKEE AVE. CHICAGO 232, ILL.

**Wishing Well**

NEW "KILLER" SENSATION. Amazing collection! Start Route. 85c. 60c. 40c. samples, 87.50 each shipped post. 25% off on C.O.D.'s

Mail Order Industries #716  
Box 92  
Lansdale 3, Calif.

"Counter Game"

**GIVE TO THE RUNYON CANCER FUND**

**GENCO**

2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.

# Ride THE CHAMPION

TRADE MARK REGISTERED

By Bally®  
GREATEST MONEY-MAKER

IN THE ENTIRE AMUSEMENT INDUSTRY!

- REALISTIC WESTERN HORSE
- REAL WESTERN SADDLE
- SAFE, LOW-SPEED START  
PULL REINS TO TROT OR GALLOP
- LIFE-LIKE RIDING ACTION
- STURDY, TROUBLE-FREE MECHANISM
- SLUG-PROOF COIN MECHANISM
- SMOOTH, QUIET OPERATION

10¢  
A RIDE

### 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 hold when casters are retracted.

REQUIRES ONLY 22 IN. BY 44 IN. FLOOR SPACE  
110 VOLT A. C.

RIDE THE CHAMPION 10¢



THE CHAMPION in children's-wear department of a New York department store stimulates extra sales of play-garments.

Typical crowd of junior cowboys and cow-girls, eagerly waiting their turns to ride THE CHAMPION Ballyhorse in a Maryland variety-store.

Through canyons of canned goods, a junior cowboy rides THE CHAMPION Ballyhorse in a Texas grocery-store.

CHAMPION is a registered trademark

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

**FROLICS**  
See Page 100

**OUTSTANDING NAMES...**

# ROY ROGERS • "TRIGGER" • EXHIBIT

**PLUS OUTSTANDING PROMOTION TO  
CONSUMERS AND LOCATIONS VIA...**

**TELEVISION • RADIO  
NEWSPAPER COMIC STRIPS  
COMIC BOOKS • MOVIES**

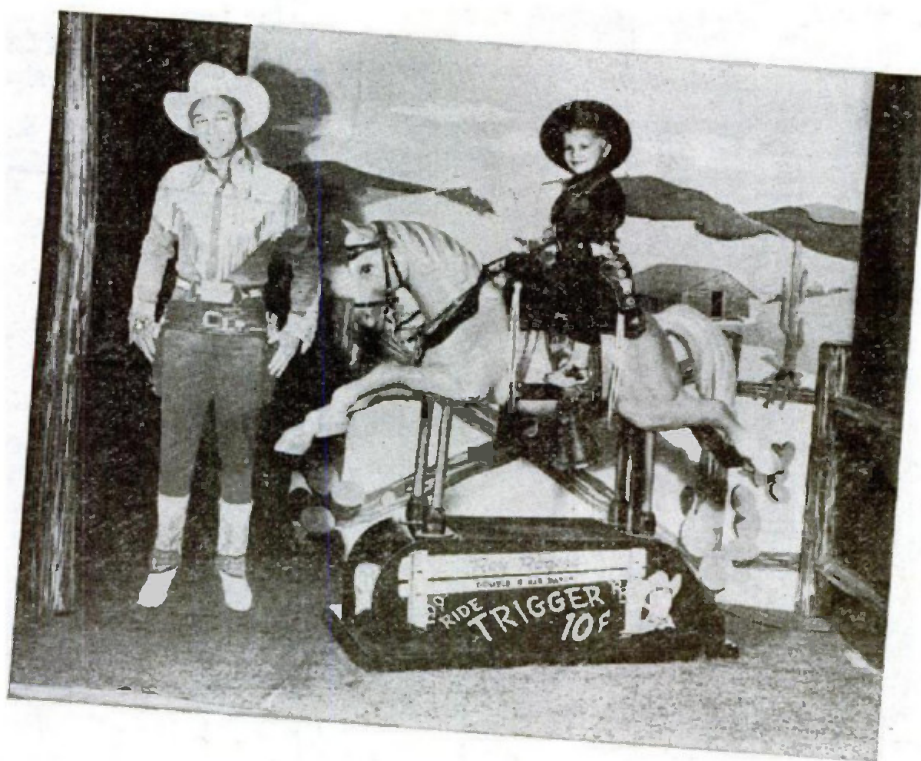
**PLUS OUTSTANDING FEATURES...**

- Authentic Roy Rogers Saddle and Bridle
- Tru-Life "Trigger" Palomino Finish
- Colorful Doubl-R-Bar Ranch and Roy Rogers picture on base
- Retractable Casters
- Underwriters' Approval

*They add together to bring you the greatest consumer advertising support ever offered for a coin-operated amusement device . . . Get on the "Profit Band-Wagon" Today!*

**Get the Facts Today  
at your Exhibit  
Distributor . . .**

Licensed by  
Roy Rogers Enterprises

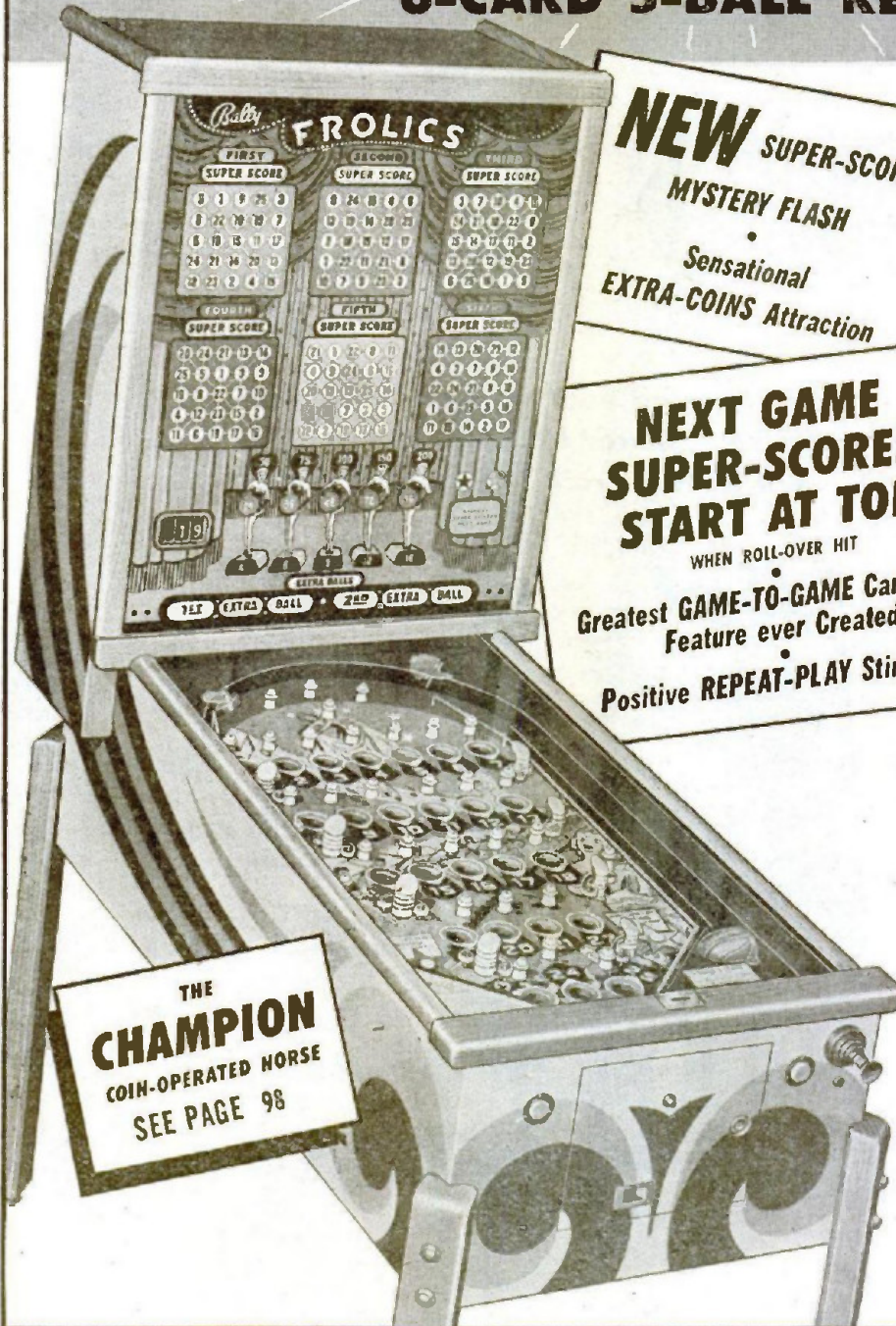


**EXHIBIT SUPPLY • 4218-30 W. LAKE STREET  
CHICAGO 24, ILLINOIS**

**BIGGEST MONEY-MAKER** EVER BUILT IN "IN-LINE" CLASS

# Bally FROLICS

**6-CARD 5-BALL REPLAY GAME**



**NEW SUPER-SCORE**  
MYSTERY FLASH  
Sensational  
EXTRA-COINS Attraction

REGULAR "IN-LINE" SCORES  
**PLUS**  
ADVANCING  
SUPER-SCORES

**NEXT GAME SUPER-SCORES START AT TOP**  
WHEN ROLL-OVER HIT  
Greatest GAME-TO-GAME Carry-over Feature ever Created  
Positive REPEAT-PLAY Stimulator

**POPULAR EXTRA-BALLS FEATURE**  
More Fun!  
More Profits!

THE **CHAMPION**  
COIN-OPERATED HORSE  
SEE PAGE 98

Packed with sensational new features that keep players playing by the hour, Bally FROLICS is piling up record-smashing profits in every type of location. Get your share of the greatest profits in coin-machine history. Order FROLICS from your Bally distributor today.

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

# OUR HIT PARADE OF SHUFFLE-BOWLING GAMES!

## Chicago Coin's **BIG 3**

# NEW *Super* MATCH BOWLER 6 PLAYER



LOCATIONS CAN NOW MEET PLAYERS' DEMANDS BY OPERATING *Super* MATCH BOWLER IN ANY OF THESE 4 WAYS!

- 1 COMBINING MATCH BOWLER AND 10<sup>TH</sup> FRAME BOWLER
- 2 10<sup>TH</sup> 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

## 6 PLAYER 10<sup>th</sup> FRAME BOWLER



### "JUST LIKE" REGULATION BOWLING

- A STRIKE IN THE 10<sup>th</sup> FRAME GIVES PLAYER 2 EXTRA SHOTS.
- A SPARE IN THE 10<sup>th</sup> FRAME GIVES PLAYER 1 EXTRA SHOT.

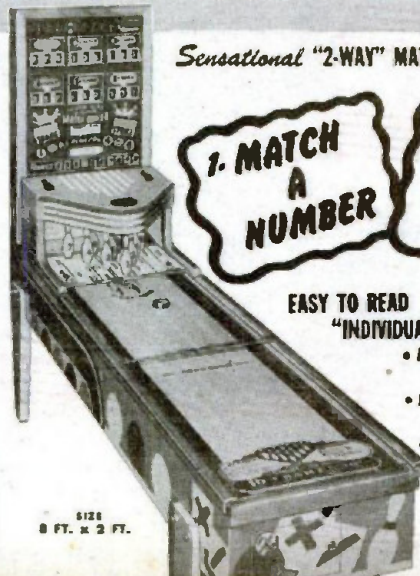
### NO MORE "ONE-SIDED" SCORES

GAME IS COMPETITIVE 'TIL LAST PUCK IS THROWN

SIZE 8 FT. x 2 FT.

- Features
- HIGH SCORE OF THE WEEK
  - INDIVIDUAL SCORE DRUMS
  - 7-10 SPLIT PICKUP
  - JUMBO "FLY-AWAY" PINS
  - FORMICA PLAYFIELD
  - REBOUND 20-30 SCORING

## 6 PLAYER MATCH BOWLER



Sensational "2-WAY" MATCHING FEATURE

- 1. MATCH A NUMBER
- 2. MATCH A STAR

### EASY TO READ "INDIVIDUAL" SCORING DRUMS

- FORMICA PLAYFIELD
- REBOUND 20-30 SCORING
- JUMBO "FLY-AWAY" PINS
- PLUS OTHER BOWLING ALLEY FEATURES

SIZE 8 FT. x 2 FT.

**CHICAGO COIN** MACHINE COMPANY

1725 DIVERSEY BOULEVARD  
CHICAGO 14, ILLINOIS

# Rudolph The Red-Nosed

## EXHIBIT'S Rudolph The Red-Nosed Reindeer

for Children Everywhere



NOW BEING DELIVERED . . .

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!

# EXHIBIT SUPPLY •

4218-30 W. LAKE STREET  
CHICAGO 24, ILLINOIS

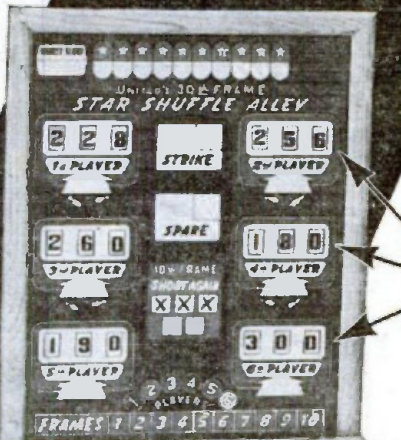
UNITED'S **10<sup>TH</sup> FRAME**

# Star Shuffle-Alley

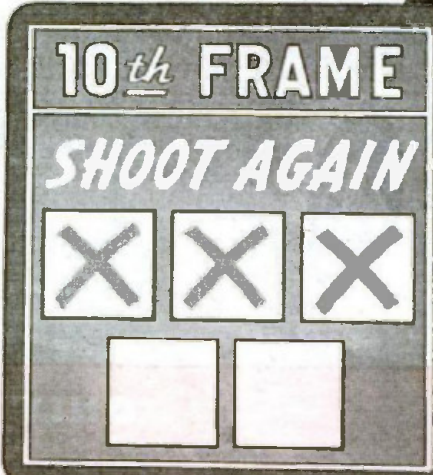
WITH

MATCH A SCORE  0-9  ★ MATCH A STAR  
**TWIN SPOT FEATURE**

**NEW, EXTRA-FAST SCORING**



plus



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

**STRIKE  
OR SPARE  
FLASHER  
LIGHTS**

**CAN  
PICK UP  
7-10  
SPLIT**

**FORMICA  
PLAYBOARD**

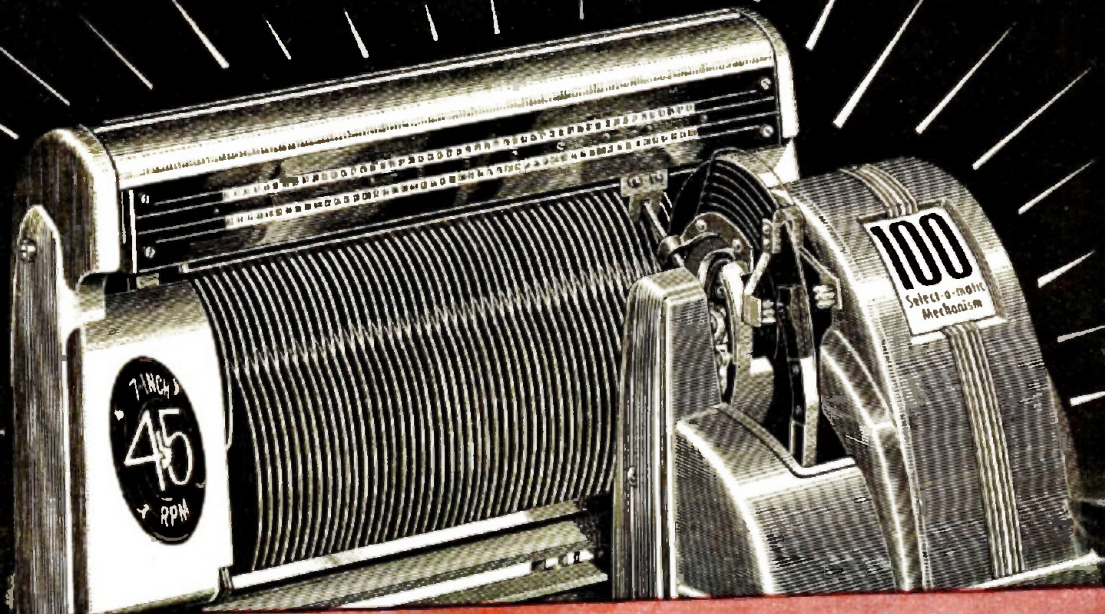
**SEE  
YOUR  
DISTRIBUTOR**



**UNITED MANUFACTURING COMPANY**

3407 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

*...The most revolutionary development  
for the playing of recorded music since  
the invention of the phonograph*



ONLY SEEBURG HAS  
THE **Select-o-matic** MECHANISM

**Seeburg**  
50<sup>th</sup> ANNIVERSARY  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
J. P. SEEBURG CORPORATION  
Chicago 27, Illinois

*America's finest  
and most complete  
music systems*



... AND ONLY THE  
**Select-o-matic**  
**100**

**MECHANISM PLAYS  
RECORDS IN THE  
VERTICAL POSITION**

- NEVER DROPS A RECORD
- NEVER TURNS A RECORD OVER