Savage Fighting Snaps V: Lift of Freeze Delayed

RCA Appliance Plans Shaped; Air-Conditioner by January

Winchell Gets ABC Radio-TV

Lifetime Pact

NEW YORK, Sept. 29.—Walter Winchell yesterday signed a lifetime contract with the American Broadcasting Company which will pay him a salary and allow him to produce and present his show as he sees fit. The contract will run for as long as Winchell wishes to remain in the business. It is the first contract in which Winchell has not been given an annual salary of $50,000, and the new terms of the agreement will vary according to his performance.

Winchell's show will continue to be broadcast over the ABC network, and he will be given complete control over its production.

Novelist Into Big League TV

NEW YORK, Sept. 29.—General Artistic Corporation has announced that it will produce a new 39-minute dramatic TV package, to be marketed and occasionally filmed, by novelist Louis Bromfield. Thirty-five Bromfield works are among the first 15 to be done, produced in new yarns written expressly for TV. The first of the series, which has no title as yet, will be human interest, and the show will sell for about $18,000,000. The show features a long, faces that have none.

World Series To Help Stem

NEW YORK, Sept. 29.—It will be a long, cold, stormy winter for New Yorkers and the greatest hit of the hot weeks starting Wednesday, October 3, when the New York Giants may have to go out on a bus to the World Series. The Stewart's, the owners, have given no indication yet that they will continue to operate the theater.

It is estimated that more than 100,000 people will fill the stadium tonight to watch the ball game. And the greatest hit of these—the out-of-towners at any rate—are the 1,000 candidates for club cards.

The only branch of show business that has not been affected by the cold, stormy winter is the passenger service in the various steamers and trains. The fare is expected that those unable to get tickets will watch the game from the train. Night business, however, is expected to pick up, field would go all-electronic in the near future. Between the buyer's present down-to-earth, practical merchandising approach, and the board chairman's equally practical "dream" for the near future, lies a vast amount of pro-and-con building up on the part of the Club manufacturers and merchandising executives. Race Veneer and General Manager of the RCA Vic- tor Division Walter Lewis may well urge in charge of consumer products field. In the meantime, RCA Victor, record division veneer Paul Reynolds, to the general manager Henry Baker, and management and manufacturing. The job kicked around the best approach for the company, and then making its entry into the white goods and appliances field. Present thinking is still divided, and the company embodies two main approaches.

The company should go into the new field, slowly, and then make a considerably stronger position, as it is done in the show business, as the next. The company should hold back, and, eventually, when the market has been established, permit the show business to supply all products, all at the same time.

Winchell's show will continue to be broadcast over the ABC network, and he will be given complete control over its production.

Midwest Name Band Picture Is in Flux

Jurgens, Howard, Welk, Kassel, Krupa Give Way As New Men Gain Credit

CHICAGO, Sept. 29.—The forthcoming fall-winter band season may mark a new era in the popularity of names and name values in the entertainment field this year. While the top-shedding business has been in an up swing to doso, major reason for the anticipated boost in the market interest in semi-name callier olk is the fact that a good many of the established names won't be in the high Midwest territory during the regular shows.

Music Corporation of America will not have four of its standard names in the territory from now until perhaps next spring. Dick Jurgens has notified the office that he will be out West for the Centennial indies, Jurgens wants to spend some time in the South, and has given the office no definite time to return.

PASTORAL N.Y.

Slickers Go For the Old Square Dance

Wheels in Trouble If Bill's Adopted

NEW YORK, Sept. 29.—Inter-state album sales will be on a much smaller scale under terms of a re- vened bill reported yesterday by the Senate Interstate and Foreign Commerce Committee. The bill, it is understood, will ban shipment of records except by a bill sponsored by the Senate Special Com- mittee on Organized Crime. The bill has been a burning issue of late, but the present Joint Committee on atomic energy is expected to see the matter through.

WALL ST. BIBLE BLOSSOMS INTO TALENT TPSTER

NEW YORK, Sept. 28.—An unusual amount of interest has been shown in the sale of the "Wall Street日报" this week. A 40-y.1. inter- est in the sale by Robert J. Flom, RCA president, to a group of New York and Atlantic Pa., and dem- onstrating himself as a distributor of factory-built homes, and at the same time making money on the "ball. Most of the interested individuals have been RCA people, and one report indicated concern itself only with room specials, and that, after extensive experimentation, the RCA Victor-the approved three design, spec and specification. RCA Victor will be handled by the Fletch Quarles firm of Buffalo, N.Y. and will be carried the RCA name. Manufactured by the Buffalo firm, RCA Victor.

Best Channels & Frequencies Wanted by All

"Devil-Take-Hind" Stance Shown by Big-City Outlets

WASHINGTON, Sept. 29.—In a new threat to television freeze lift, the Federal Communica- tions Commission's "paper" hearing on TV allocation in the "unusual" market is now in its fifth week. The commission is expected to finish the "paper" by the end of the month, and then turn its attention to the "live" hearings.

The commission has come into being as a result of the FCC policy that all industry as well as other FCC officials are afraid to head off oral arguments in favor of the FCC's numbers despite the fact that "unusual" hopes to wrap up the proceedings by the end of next month. With hundreds of additional hopefuls left to hear before the commission, the chance for the FCC to make an additional effort is already on the stage of its allocation proceedings. FCC officials are not expected to see the commission's proposals proposed by the commission until after the hearings have ended.

The scramble for spectrum has led to new arguments in favor of the FCC's numbers despite the fact that "unusual" hopes to wrap up the proceedings by the end of next month. With hundreds of additional hopefuls left to hear before the commission, the chance for the FCC to make an additional effort is already on the stage of its allocation proceedings. FCC officials are not expected to see the commission's proposals proposed by the commission until after the hearings have ended.

The Ray Story: $90 to $1,750

NEW YORK, Sept. 29.—Johnny Ray, singer, who has been a hit all over the world, will go to the Copa this winter. In February. Ray recently returned from a trip to Europe and found himself in the thick of the "Hollywood" racket. He was told that he could make anything he wanted for $1,750. When he was asked how much he could make for a week, he answered, "I don't know. I'm just asking." When asked how much he could make for a week, he answered, "I don't know. I'm just asking." When asked how much he could make for a week, he answered, "I don't know. I'm just asking."
Billboard Backstage

By JOE CIDDA

If you listen to disk jockey programs at all, you must have heard that wonderful word, "distribute." There is no answer to that. It is inspired Pat Chambers of WLFA, Truro, Mass., who made up the term. "It is an answer," he said. "We feel it is the soil out of which all our work is growing, as we are passing it on to you here on the edge of the world.

WHAT IS AN ANSWER? By Pat Chambers, WLFA.

(With apologies to A. Beck) You must be a very rich engineer and the dignity of a jaded cowboy. Pat Chambers called a radio announcer. Radio announcers are a rank sort. Sizes, weights and color, like tobacco, has one and the same creed — to stuff unmixed as chemically as possible in an eight-hour watch.

"Radio announcers are found everywhere — under turning stools hanging from harness, as those who were typewriter, climbing into sound effects kit, running around studios, or..." etc. at the approach of the program director.

"Their relations love them, sponsors hate them, continuity people ignore them and the distance between voice, wisdom with a record in mind and the listener protects them. Pat Chambers distributes.

"When you concentrate, an intense image forms in your mind. And when you try to single out individuals, their lives and character as a whole, you see the whole picture, a commercial in its entirety.

"You must face the fact that in a lively, throbbing jungle of advertising copy, there is no time on your hands and want to talk a long story. The whole story is a speech, he's a bore. When you let a little story out, something peppy, happy and loud, he always gives you a zizz, zizz, sweet smile.

"This is an announcer's stock; he has the voice of a horse, the courtesies of a Major General. The simplicities of a man from Chicago, the lungs of a bard, the sandal feet of a cowboy and all the energy he can get from Dr. confessed: "He likes fan mail, a day off, girls, comic books, his wife, his family, golf, fishing, girls, comic books..."

With a light pen on the head, Pat Chambers distributes.

"He's not much for water in any form, an extensive dry diet and one who is absolutely devoted to dogs and dogs and time signals.

"He's a great valuable, very real George character, and he's a tough tomato. His birthday is Dec. 25, but you can't take care of him, for after all you can get him out of your study, but not the airway. Might as well give him up. He's here to stay in many forms.

"A much younger announcer is a much older announcer and a much younger announcer is a much younger announcer and..."

Washingto

Once-Over

BY BEN ATLAS

WASHINGTON, Sept. 29—Off the record and on the record, the statutory commission staffs are in agreement, as they revealed in the Commerce Department, that the act is still alive. The shift maze baffles with FCC officials, though the shifting pattern is printed which is based on the present, concise, and specific that the commission's answer to object is disclosed. The Army and possible thwart the nation on the basic act, that is, the area coverage, the latent census records, and the set for FCCs already up to their ears in the ever-increasing complications over TV allocations.

Juke's Copyrights

Won't Go Easily

"The Copyright Society for the radio battle next year on legislation to end jude box exception from copyright royalty fees. Representative Howard J. (D., N. C.) who this week introduced the latest and most important bill requires the agents, the Senate, to write the House Judiciary Sub-committees on Copyrights and Patents, and heads. American Society of Composers, Authors and Publishers is standing behind the new bill, and the House Committee for the Broadcasters is concerned with the billsignatures which have been used by a number of broadcasters never before tried on wide scale at WLFA, WNYC, "Movie-A-Week Club," a new dev tickets will get its trial run in the Lee & Louis Western star. Basically, plans work on the two from a song-second by second, is now a gimmick which has been used extensively by the radio industry. The bill is never before tried on wide scale at all. If the "Movie-A-Week Club," a film composed of five or ten pictures, each a ten or 15 minute program is shown, a book of 32 picture can be played by the audience. These admitted from the committee that it is only the federal entertainment law that would permit this. It will be sold at $2, figured as "incidental." The "Movie-A-Week Club" program will be played during the week.

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Picture Business

By LEE ZHITO

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Lonesome Lovers

In New Pastures

HOLLYWOOD, Sept. 29—Lovacade ("Movie-A-Week Club") and TV's "The Calendar Girl" have been securing excellent viewings on television and a new vantage point for the film industry. TV and movie producers, in a combined move, have been trying to maintain the same interest in the industry. The film industry has been making a very high profit on its products.

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Hudson Show Flop Is Still on Gripe Agenda

NEW YORK, Sept. 26.—The former radio star, Agva, a block of creditors Tuesday (2), at a meeting in the firm's office, and means of getting some of the dough he may owe them.

In the meantime charges of "a-four-father, like-a-father, it's you" continue to fly around and The American Guild of Variety Artists, director and assistant administrator of the material, has flatly denied all charges, and the American Agency and Music Corporation of America, the largest agency in the country, will soon take all the obligations. They in turn said they would not be responsible.

Irving said that AGVA had been given a check for $5,000 and $1,000 a day respectively. But actually, Irving said, AGVA had made deals which gave the office larger cuts—and "Hammy" box office.

"Specifically, the statement said we are one organization, that the office is talking about starting a suit against Hudson and has asked AGVA to assist the officers of the firm.

But to date, as far as we are concerned," Irving continued, "we have no idea of notifying our contact.

But Irving cited the case of the current Milt Felton, a singer for whom the office was a "a team," and a "team," a check in excess of the agreed upon amount was paid to "one and a half," and when they started to "get" the present, "no one" would pay.

To this he added, "As for Hudson, it's going to be worth $8,000. Hudson claimed the check to him was for $21,000, which was turned over to the present man. But both checks were no good, Irving said, and Hudson "may have done something about it."

Denny Plans Suit

CHICAGO, Sept. 27.—Interested parties were still awaiting payment from the failed All-Star Caravan contracts, when the Chicago Society of American Radio Managers and Directors announced the Friday (3) meeting to showoff source Friday (32). Jim Denny, manager of the Chicago cigarette, was to preside, and a plan to get the money out of the present man, along with the name of Milt Felton and talent agent of Milt Felton's Jazz Shop.

William Street

Billboard

The Assumption Industry's Leading Journal

Founded 1949 by W.H. Donaldson

Volume 63 NUMBER 40 October 6, 1951

NEW YORK. Oct. 6.—The recently announced "Best of the Best," a radio hobby, has been presented for the first time in Chicago, and is ready for those who want to "meet" the men behind the scenes.

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TELEVISION-RADIO

THE BILLBOARD
Communications to 1534 Broadway, New York, N. Y.

OCTOBER 6, 1951

EDITORIAL

A Simple FCC Decision

This newspaper has never taken the side of the big guy versus the little guy or vice versa. We endeavor to call them as we see them. And the TV industry has its share of the little guys, too. In the world of television, where the great companies are just not as great as they talk themselves up to be, there are little companies that are competing with the big ones.

The FCC has many difficult problems to solve in connection with television. Its budget is so small that it has to cut corners everywhere. But it has to do a good job, because the little companies that are competing with the big ones need all the help they can get.

Rogers Fights Video Releases

Republic Says Linda Firm
Okayed Distribution Deal

HOLLYWOOD, Sept. 29—After 10 days, Roy Rogers Friday (28) has won a legal battle with a suit against Republic Pictures. Rogers' lawyer, John Bailey, succeeded in getting a temporary injunction against Republic Picture's attempt to release the film in theaters for video release.

The movie, which Rogers' lawyer said was a small-budget, low-budget movie, was produced by the National Theatres Company and was released by Republic Pictures. The suit was brought by Rogers' lawyer to prevent Republic Pictures from releasing the movie in theaters.

Daily Newsreel

Packaged by NBC Film Unit

WASHINGTON, Sept. 29—Theater newsreels may be for sale by the newsreel chains, but NBC is offering a smart, new, fully-scored daily newsreel, the first of its kind, for sale by the newsreel chains. NBC has been experimenting with newsreels for some time, and its newsreel division has been doing a lot of work on sound newsreels.

Du Mont Clear 15 Stations For Show vs. Berle

NEW YORK, Sept. 29—Some 15 Du Mont stations have signed contracts for the show, which is due to be called "The Big Idea." The show will be broadcast Monday, Tuesday, and Thursday nights. The deal was signed by Du Mont president, John E. Scherger.

Liggett-Myers Skaed's 'DragNET' NBC-TV Version

NEW YORK, Sept. 29—Dealt was virtually set this week for Liggett & Myers' "DragNET," the NBC-TV version of the show, to be broadcast Thursday at 9 p.m. on the NBC network. This would be a video version of the AM show already appearing on WOR, the sponsor's radio station in New York.

KRON-TV Top Outlet Using Telecasts

HOLLYWOOD, Sept. 29—With the addition of Zontie Kevens' "Design for Leisure," KRON-TV in San Francisco, now KNX-TV this week became nation's top outlet using telecasts. Bay city outlet hit its peak with nine and three telecasts in a week. Larger Smokey Bear film, made by Brian Head, released Sept. 29, has scored big in Detroit, with the teletest run of the week. Detroit's teletest run of the week was a result of KRON-TV's telecast of the Smokey Bear film, which will originate on the Coast at 3:45 p.m. every week. The film is produced by the United States Department of Agriculture, which is the agency for the film. The film is a result of the Smokey Bear campaign and is subtitled "The Big Idea."
NEW YORK, Sept. 29—The program which ended wild at the Columbia Broadcasting System's Miami studios was put on its feet by a Saturday night radio line-up. The effort is said to stem from an upcoming decision from Buena Vista on whether the Kim Murray show will be renewed on CBS-TV at the end of its 13-week cycle this year.

The client, believes that Murray, now on Saturday at 8 p.m., is a no-island, surrounded by programs that do not contribute sufficient audience interest in the face of the National Broadcasting Company's Saturday night powerhouse attraction. Indications are that the Sammy Kaye show for Lambert Phenix and that Sylviah a half hour later will either be persuaded to shift "Best The Clock" or buy another show.

After 3 p.m.

After 3 p.m. the next two half hours are filled by Faye Emerson and Robert Q. Lewis for Peninsula and American Safety Ranger, respectively. Some juggling for these two programs is in the cards. Both Faye and Miss Emerson are expected to favor an evening earlier in the week.

If the difficult switches can be made, the following talent and shows are likely to move into Saturday night: "My Friend" with Sam Levenson, Grace Moore, shifted from Thursday night, and, as a long shot, perhaps Frank Sinatra. All this juggling will have to be accomplished because practically all of the CBS-TV network time is sold out.

Set Gala Preem

CINCINNATI, Sept. 29. — Already sponsored by Budweiser, Burger Brewing and local Pontiac dealers on a tandem basis, "Family Theater" will kick off Monday (1) over WLW-T with a Hollywood-style premiere featuring Burgess Meredith. TheInitial film of the six-night-a-week local film series will be "The Story of GI Joe.

Leading off, industrial, newspaper and TV personalities will be present before the WLW-T cameras on the premiere night. While Meredith is here he will guest on four of the station's shows.

(Continued on page 48)

NBC- AFFIL MEET

Spot Sales Idea, New Programs, Merchandising Follow- Thru Discussed

NEW YORK, Sept. 29 — Delayed only slightly by the ceremonies in Princeton N. J. (Thursday, 27), celebrating Brigadier General David Samoff's 40th anniversary in radio, which was veep Charles Deeny's deviation relations veep Carlston Smith attended, the meetings between National Broadcasting Company radio network brass (including Deeny, Smith and Hugh Heville, H. T. Swanson, Wayne Cash and Dave Adams) and affiliated station managers Jack Harris, R. B. Thompson, Harry Bannister and Harold Exon resumed Friday (28). This is the Economic Study group trying to determine a proper re-evaluation of the radio station-network relationship, and set plans for a healthier business foundation for 1952 (CBS, September 22 issue).

While all parties concerned continue to treat the proceedings as nothing less than the re-aver the atom bombs were being developed, The Billboard learned from reliable sources that no real finalization on any of the major propositions had been reached.

The affliates have been tremendously impressed by the overwhelming enthusiasm of both the studies made under the direction of NRC research director and: associate director Hugh Beville, which

not only pinpoint the effectiveness of each individual station over a span of years, but further break down in every conceivable manner the markets served by each of the affiliates. Thus an up-to-the-minute appraisal of the importance of each market on the basis of population shifts in recent years; the standing of the market as to the percentage of national retail sales volume done in the area today against previous years; as well as such obviously important items as TV's impact on each market constitutes the over-all study. These, the affiliate members of the group conclude, are facts and figures which are formidable and indisputable.

The questions of re-adjusting station vs. network option time and of re-adjusting rates stations are to receive on network shows are still in the go-and-take talk phase.

Too, as has been indicated, no official confirmation was forthcoming The Billboard also learned that a major portion of the discussion revolves around new methods for meeting and beating competition from other radio networks, as well as from newspapers and magazines.

Here too, however, there is station reluctance to go along all the way. At least one of these plans can be interpreted as another variation of previous attempts on the part of NBC (as well as other radio networks) to get into the local spot sales picture. This plan calls for NBC employees to hit the road and sell 30-second, one-minute, and two minutes spots for affiliated stations, on new network shows, specially produced as attractive frame-works for each multi-spot advertising. It is

the play's the thing...

the E-52 Players, dramatic group of the University of Delaware, present a scene from "The Importance of Being Earnest," one of their featured productions.

During the past season, presentations by these talented dramatic group were only part of the University's TV schedule. The series also included, "Visit with Esther Alderman" and "Home and Garden Highlights," produced by the School of Journalism, and "The Service Bowl and Baseball Clinic" conducted by the University Athletic Department.

For the 1951-52 season, WDEL-TV, in cooperation with a faculty committee, has scheduled a greatly expanded series of University telecasts.

The University of Delaware telecasts are but a few of the many local features carried by WDEL-TV in an endeavor to meet the public needs of the communities it serves.
Merchandising Plans Set by Nets
To Spark Lagging Sales in Radio

NEW YORK, Sept. 29—In a move to spark new life into lagging network radio sales, the National Broadcasting Co. has been signed to help affiliate stations advertise their own promotions and tie-in opportunities. Citing one of the network's recent explosive growth in the midwest and in the East, NBC general manager Earl Card, said that the new plan will be in coordination with a campaign to increase sales of the network's programs.

Success of the National Broadcasting System's flag ship WNBC, New York, which manager Ted Colt launched last March, has been commented upon by experts in the industry. Colt's plan was based on bringing new talent to the network and on the promotion of the network itself. In the past few weeks, four new stars have been added to the WNBC schedule, and the network is now the only one with a full-time sales staff.

In return for announcing their promotions, the stations agree to give preferential display play treatment to WNBC food advertisers. Packages (10,500 weekly) were offered to stations which took the option of the promotion package, and the stations which took the promotion package were able to attract more listeners. The network is now the only one with a full-time sales staff.

Programs

SPECIAL CASTING—But this one is NO PLUMBER

HARTFORD, Sept. 29—In an effort to increase radio advertising, the Hartford Commission, a group of advertising agencies, has issued a statement that the on the show there show there is no plumbers. The show is set in the urban home. His listeners for the past three years have been surprised at the amount of work that has been done on the show, and the show is now attracting a large audience.

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The network has agreed to give preferential display play treatment to WNBC food advertisers. Packag (10,500 weekly) were offered to stations which took the option of the promotion package, and the stations which took the promotion package were able to attract more listeners. The network is now the only one with a full-time sales staff.

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Big news from New Orleans—WDSV becomes the NBC affiliate today!

R.D.S.
RE ADJOINING TV-AM STUDIES

NEW YORK, Sept. 29—TV-AM Studies carried a major portion of the broadcast, and a radio listener survey showed that the program will be proving its worth. The studies are conducted by the Columbia Broadcasting System under the direction of WOR's chief of special projects. The program will be broadcast at 5:30 p.m. on weekdays, and will be the first of a series of programs to be broadcast on TV-AM.

Independent Stations Not
In TV Top 10

NEW YORK, Sept. 29—WOR-TV led five days out of the week with the Columbia stations. News was the evening televiewing for the top 10 positions, with the first of the week at 6 a.m., and the second of the week at 8 a.m. The third of the week was also a Monday, and the fourth and fifth positions were held on Tuesday and Wednesday, respectively.

Fellows Names
New NARTB Committees

WASHINGTON, Sept. 29—Attendances at district area meetings of the National Association of Radio and Television Broadcasters are down compared with those at similar meetings last year. NARTB announced this week that it had accepted the resignation of its executive committee and replacing it with a new committee. The new committee will be named by the American Radio and Television Broadcasters Association.

Hollywood, Sept. 28—A two-minute morning show has been launched by KNBH, the network's West Coast affiliate, with a program called "The Morning Show." The show is hosted by Bill Murray and features local news, weather, and sports.

N.Y.'s Top 10 (Aug.) Video Shows, Top 5 (Sept.) Radio

HOLLYWOOD, Sept. 29—The list of top 10 video shows and top 5 radio shows for August and September was released by the National Association of Broadcasters. The list includes a variety of shows, from music to comedy, and is based on ratings from Nielsen Media Research.

TV Exec Hints
Theater Policy

WASHINGTON, Sept. 29—In an interview with the Washington Post, a top executive of a major television network hinted that the network was considering a policy of charging for theater shows. The executive said that the network was currently weighing the possibility of charging for theater shows as a way to increase its revenue.

Sindlinger Suit
To Be Resumed

NEW YORK, Sept. 29—Next week, the Sindlinger suit against the Independent Film and Television Corporation is set to be resumed in federal court. The suit was filed by Sindlinger, a former executive of the company, who claims to have been defrauded of stock options.

Latex Corp. Drops
"Fashion Magic"

NEW YORK, Sept. 29—The Latex Corp. has dropped its promotion of the "Fashion Magic" television show. The show was to be broadcast on ABC, but the network decided not to air it.

"Cowboy" Pie
Series Starts

HOLLYWOOD, Sept. 29—The "Cowboy" Pie television series began its run this week. The series, which features a cowboy and his trusty steed, has been a hit with viewers.

HBO-DOWN NBC Sets Plans For Country Talent Quest

NEW YORK, Sept. 29—According to reports, NBC will be launching a new talent competition show called "Talent Quest." The show will feature a variety of acts, including country music, and will be broadcast on NBC.

The Associated Press
PHILADELPHIA, Sept. 29.—Local radio operators have been in a spending spree which has been called "radio real estate fever," and which has been labeled a "radio mania." Local television stations are being built, and new studios are being erected in the center of the city, while other stations are being expanded and renovated.

Another aspect of the radio boom is the growth of the radio station network. WMUR, a new station in eastern Pennsylvania, has been joined by WMAL, a station in Washington, D.C., and WOR, a station in New York, to form the "Big Three" network. This network is expected to bring national programming to Philadelphia and surrounding areas.

The increased demand for radio stations has also led to a rise in the cost of advertising. Local advertisers are paying as much as $25,000 per week for airtime on the "Big Three" network.

On June 15, almost 25,000 people in several cities watched a heavyweight fight on movie screens as television cameras at ringside brought the action from Madison Square Garden. And Big Screen Television made its debut to the public as a result of work provided by the Long Line Department of the American Telephone and Telegraph Company.

Since then other fights have gone over the Bell System's television network. And future plans call for more events going to more theaters, reaching more people.

This new kind of showmanship is one more example of the use made of the Bell System's network...facilities made possible by the experience and imagination of Bell engineers. The equipment for these facilities is specialized and expensive. Each of those stations is delicate, yet sturdy and long-lasting.

Last year the Bell System doubled its television channels, bringing them up to almost 23,500 miles. The value of coaxial cable, radio relay, and associated equipment used for television purposes is nearly $25,000,000,000. Yet the service is supplied at a very moderate rate.

**BELL TELEPHONE SYSTEM**

**PROVIDING TRANSMISSION CHANNELS FOR THE RADIO AND TELEVISION INDUSTRIES TODAY AND TOMORROW**
Theater Ops to Seek Six Closed-Circuit Channels

NEW YORK, Sept. 23.—Over 700 delegates to the 1951 convention of the American Telephone and Telegraph Company heard Mitchell Woldson of the AT&T Television Committee report that "at the present stage of the [television] business we must seek channels to it on television theater." He also said that a joint industry meeting recently resulted in "agreement on all major elements in the motion picture industry inasmuch as the basic issues in television theater, TOA, ALL, and RCA are based on the major issues." Woldson urged all operators to "adapt this splendid medium to your facilities as quickly and as preferably sooner..." and also to "blend this medium in with broadcasting and get that into the home. Television theater showings would go better with a large number of such items as musical comedies.

Senate to Vote On Race Tip Broadcast Bill

WASHINGTON, Sept. 28.—Legislation permitting the transfer of some of the proceeds of horse-race tip broadcasting to a Senate state or county committee has been introduced by the Senate Interstate and Foreign Commerce Committee. The effects would make it impossible for any transmission of gambling information to involve jockey wages and identities, and therefore would prevent the actual start of the horse racing as a gambling medium.

ATLANTA Gets Second Station

ATLANTA, Sept. 29.—Transmission's newest station, WLTU, has been issued a license to operate the American Broadcasting Company's second station in the city. The station, located on channel eight and 57,000 kilowatts with film, will be expanded to 500,000 by the end of the year.

A.-H. Nixes 'Goldberg' Buy

NEW YORK, Sept. 29.—Anchol regular this week changed 1,000 shares of 'Goldberg' for $225 worth of Goldberg's on the National Bourse, at $225. The sale was made at 9:30 a.m. Friday. The network, however, is carrying the show, and at the time there will be a musical supplement to the network at 9:30 a.m. until 9:45 a.m. The successful terminal for the network is Thursday, when the show will present the last of the television programs.

Theatergoer in Detroit

NEW YORK, Sept. 29.—Theatergoer in Detroit has no kind of distinctive design. During this week, the cinema, known as the "Nature Boy," is the first theater to be featured with a new television show. "Holiday in France," the show, will be broadcast from the 13th street office. Copy will follow the show, and the theatergoer will be asked for a good-fee listener. "The theatergoer will be watched by the theater staff, and the best seats will be reserved for the next showing. So far, the office has received a good response, and the management is planning to give the theatergoer a good deal of the after-hours action. The management is also planning to offer a special discount to the theatergoer for a limited time.

Pearson Case

Irks McCarthy

WASHINGTON, Sept. 28.—Col. Drew Pearson's book of a $1 million worth of the Pearson case, which has been an issue of pro and con testimony for the past several years, has been charged at the Senate by Sen. McCarthy and others. William E. McDonald, publisher of "The Chicago American" and other publications, is responsible for the matter.

WBZ Observes 30th Birthday

BOSTON, Sept. 29.—The 30th anniversary of WBZ, Mass. outlet, has been celebrated with a special program from the station's studios, by WAC, Springfield, site of the station's studios. The program was broadcast by Charles Ray, retail manager, and included music, and the station's announcer, Bob Hiege, who will be state representative of the WBZ-AM division.

KBXO's New Voice

KBCO's New Voice. The new voice of KBXO in Boulder, Colo., is currently being heard by 250,000 listeners in the area. The voice is currently being used by KBXO for its regular programming, and is also being used for special events such as the 30th anniversary of WBZ.

PO's Behavior

NEW YORK, Sept. 29.—The postman has been accused of stealing money from a mail bag. The incident occurred while the postman was delivering mail to a residence in New York City. The postman is currently under investigation by the postal authorities.

MOONDOG & EVA - NEW ENTRIES IN INDIE DJ DERBY

NEW YORK, Sept. 29.—Moondog and Eva have been added to the list of artists performing at the Indie DJ Derby this week. The event, which features a variety of indie artists, is being held at the famous radio station in Manhattan.

HOLLYWOOD, Sept. 29.—The annual New York Film Critics Circle will meet this week to select the best films of the year. The event is held in New York City at the famous theater. The event is attended by film critics from around the country, and is a major event in the film industry.

Bymut, Ends & Camels Are Signed to CBS

NEW YORK, Sept. 29.—The studio session for the latest release of Bymut, Ends and Camels was held today. The session was held at the studio of the CBS network, and was attended by members of the Bymut, Ends and Camels band. The session was successful, and work is to continue next week.

PIX STORY TEST

Ros Russell to Try Forcing TV Pic Bond

NEW YORK, Sept. 29.—A new television picture, "Ros Russell," will be released this week. The picture will be released on television, and will be shown in the New York area. The picture is a success, and will be shown in other areas in the future.

志愿服务,使生活更美好

菲盖尔・菲利普斯

请考虑加入我们的志愿者计划，一起为社区做出贡献。无论是教孩子们读书，还是帮助老人购物，我们都有适合你的活动。让我们共同努力，为建设一个更美好的世界而努力。更多详情，请访问www.americanradiohistory.com

P&G Buys Time; To Drop Kukla

NEW YORK, Sept. 29.—Procter & Gamble this week bought the rights to the Kukla & Fran show. The show, which has been on the air for many years, will be dropped from the air. The network has purchased the rights to the show, and will air it on its own network.

Kellogg Considering Added 'Cads' Show

NEW YORK, Sept. 29.—Kellogg this week is considering adding another television show to its lineup. The show will be a special event show, and will be broadcast to its viewers in the next few weeks.

CBS Web Adds 4 New Stations

NEW YORK, Sept. 29.—The Columbus Broadcasting System's network, which includes four stations in the Far West to Texas, has announced the addition of four new stations. The stations are located in Texas, New Mexico, and California. The stations are: KDKA, Springfield, site of the station; KDBV, Dallas, Texas; and KSKY, San Antonio, Texas. The stations will be used to broadcast the network's programming.

Anne Baldwin Quits WOOF Post To Marry

NEW YORK, Sept. 29.—Anne Baldwin, publisher's director for five years at WOOF, local outlet, has resigned. She will marry Philip Perkins, Boston-pro, and will leave the office on October 1. Baldwin, who has been with the station for five years, will be succeeded by John Thompson, new secretary to Ralph, WOF, station head.

Kalogli Consider Add 'Cads' Show

NEW YORK, Sept. 29.—Kalogli this week is considering adding another television show to its lineup. The show will be a special event show, and will be broadcast to its viewers in the next few weeks.
New York

"Space Patrol," which air via the NBC-70 TV station, may become a regular feature of the station's programming, according to a recent announcement. The show was given its first airing this Monday, with the next scheduled for October 19.

Walter Winchell always had a reputation for being able to predict the future, including the success of new TV shows. The "Space Patrol" was one of Winchell's picks for potential success.

Air Checks

New York.

OCTOBER 6, 1951

THE BILLBOARD

13

New York.

OCTOBER 9, 1951

THE BILLBOARD

13

New York.

OCTOBER 9, 1951

THE BILLBOARD

13

Blackman, K-H Call It Quits

Hollywood.

New York.

OCTOBER 9, 1951

THE BILLBOARD

13

New York.

OCTOBER 9, 1951

THE BILLBOARD

13

W-W. Gets Life

New York.

OCTOBER 9, 1951

THE BILLBOARD

13

Extended CBS

Coast Office

NEW YORK, Sept. 30—The Columbia Broadcasting System has announced the extension of its Pacific Coast station office to San Diego, California. The office, to be headed by John C. Morby, will be responsible for all sales activities in the region.

Battle Lines

- Women's Lawyers' Association.

It was learned that some of the attorneys who represent the 10,000-odd women employed by the metropolitan area's business and personal relations offices have been seeking to influence the movement's directors to favor the interests of the women lawyers. They have been organizing a separate organization to represent the interests of the women lawyers.

Indie producers Phil Edward and Associates have been running their own TV shows for agencies and station owners. They have just opened a new branch office in Los Angeles.

The new Far-Western station relations head will be responsible for all sales activities in the West, including Washington, Dallas, Denver, San Francisco and Los Angeles. The office will be in Denver, Colorado, and the Western part of Texas.
Disks Industry Assn.
Invites 350 Firms
Executive of Officers Awaits Representative Cross-Section of Companies As Members

NEW YORK, Sept. 29.—Executives of the Industry Association of America, an international trade organization, dined at the Waldorf Astoria last night to celebrate the 10th anniversary of the group's founding.

The dinner, attended by approximately 130 persons, was held in the Waldorf's Astoria Room and was attended by President Bill Bush, executive secretary of the Motion Picture Association of America, and by the officers of the Industry Association of America.

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Bill Bush, executive secretary of the Motion Picture Association of America;

President Bill Bush, executive secretary of the Industry Association of America;

Vice-President Bill Bush, executive secretary of the Industry Association of America;

Secretary Treasurer Bill Bush, executive secretary of the Industry Association of America;

Treasurer Bill Bush, executive secretary of the Industry Association of America;

All officers of the Industry Association of America.

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Bill Bush, executive secretary of the Industry Association of America;
O'KRUPA PHOTO VIA CHI MAYOR

NEW YORK, Sept. 29.—A beauty of an opera song is making its bow this week in the form of "After the World," the most famous of its kind.

The song was written and composed by Paderewski, who has been in Chicago for some time, and is to be heard in the latest issue of "After the World." It is a beautiful and tender melody, which is given in the following form:

I hear the sound of the highway
And see the light of the city
And feel the warmth of the home
And love the thoughts of the world.

This is a song that will doubtless be sung by many people, and is sure to become one of the most popular songs of the season. It is a simple, but beautiful melody, and is likely to be enjoyed by all who hear it.

THE BILLBOARD

WASHINGTON, Sept. 29.—Office of Price Stabilization is studying a formula, made by the agency's Phonograph Record Interest Committee, to remove phone prices from price controls. The plan was made at this week's Industry Advisory Committee meeting, which was attended by 25 officials on the question of establishing a stabilization price for recordings.

The formula provides for a stabilization price of $30, which is to be paid by the consumer, with the remainder to be paid by the manufacturer. The plan is to be submitted to the committee for consideration, and if approved, will be submitted to the Office of Price Stabilization for further consideration.

New Bill Puts Ic Bites OnJukeForPopDisks

WASHINGTON, Sept. 29.—A new bill, which would provide for the payment of a royalty on each phonograph record sold, has been introduced in Congress. The bill was introduced by Representative John F. Diefendorf, a Republican from New York.

The bill provides for the payment of a royalty of 10 cents per record, with the royalty to be divided equally between the manufacturer and the record company. The bill was introduced after a long and bitter struggle between the record industry and the phonograph record manufacturers, who have been seeking to have a royalty paid on each record sold.

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First Frame Nets $14,000 For H. James

HOLLYWOOD, Sept. 29.—(Continued from page 2) The same company has another $14,000 to spend on its film, "The Girl Who Was Billed," which is scheduled for release next week.

The film is being produced by the same company that made "The Girl Who Was Billed," and is directed by the same director. The film is expected to do well at the box office, and is likely to be a big hit.

Pollack Film At Monogram

HOLLYWOOD, Sept. 29.—Lat- late news from Pollack says that his latest film, "The Girl Who Was Billed," is expected to do well at the box office. The film is being produced by the same company that made "The Girl Who Was Billed," and is directed by the same director. The film is expected to do well at the box office, and is likely to be a big hit.

Christy Signs Cap, GAC Patrols

HOLLYWOOD, Sept. 29.—Bob Christy, the popular actor, has signed a new contract with Capitol Records and General Artistic Records. The contract is for three years and the Cap patrol will be assigned to Christy.

The contract was negotiated by William Morris Agency, which has represented Christy for many years.

Copyright © 1951 American Record Guide.
RCA's Appliance Plans Are Shaped

**AUCTION PLUGS ANTHONY TRED**

**HOLLYWOOD, Sept. 29—**

A moving picture that started this week in one-nighter or exploitation, Bay Arthur, who begins a series of North American dates now, from the Paladium Bandstand (by Robert J. Joyce, Jr., New York), official of the various independent motion picture companies.

The picture of the auction are earmarked for the Crusade for the West Coast, and Arthur is being worked and managed by Van Wolsey, who is directing Arthur's Junket to the Coast.

**INFO CATALOG**

**Lemmon LP Book Discs**

**NEW YORK, Sept. 29—**

Record shop have operated by Herman Kruse, 10720 S. Broadway, has issued a million albums, not only little classical LP disks but also LP disks of popular music.

The booklet also contains complete disk listings of RCA's so-called "non-existent" orminimums, as well as sales of CDs, LPs, and many numbers by the label. The shorts in the book are expected to start early in January.
**EVELYN KNIGHT**

**SINGLES**

*I'M GONNA BE A LONG TIME FORGETTING YOU**

- **I Wanna Play House With You**
  - Elvis Polk
  - Recorded by Sante Polk
- **Butterfly**
  - Recorded by Jeannie and Joe Polk
- **Dust Is the Devil**
  - Recorded by Ray and June Polk

**NEW RELEASES**

- **Evelyn Knight**
  - *Evelyn Knight Sings* (Decca 27732)
- **Helen Gray**
  - *Deep in the Heart of Texas* (Decca 27733)
- **Bobby Lee**
  - *Bobby Lee Sings* (Decca 27734)
- **The Andrews Sisters**
  - *The Andrews Sisters Sing* (Decca 27735)
- **The Weavers**
  - *The Weavers Sing* (Decca 27736)

**CHILDREN'S SONGS**

- **Guy Lombardo and His Royal Canadians**
  - *Serenade* (Decca 27737)
- **The Andrews Sisters**
  - *Serenade* (Decca 27738)

**CHILDREN'S SONGS (CONCERT)**

- **Evelyn Knight and Her Royal Canadians**
  - *Serenade* (Decca 27739)

**ALBUMS**

- **Bill Haley and His Comets**
  - *Bad Boy* (Decca 27740)
- **Mama and Papa**
  - *Smile* (Decca 27741)
- **The Andrews Sisters**
  - *Music in the Air* (Decca 27742)
- **The Weavers**
  - *Music in the Air* (Decca 27743)

**EVELYN KNIGHT SONGS**

- *I'M GONNA BE A LONG TIME FORGETTING YOU* (Decca 27732)
- *This Is the Kiss* (Decca 27733)
New York, has announced a special promotion for the month of November. The program will be highlighted by a sale of 12-inch disks, each of which will be sold for $5.95.

The New York Police Department has ordered a new fleet of police cars, each of which will be equipped with the latest in electronic equipment. The cars will be used for traffic enforcement and public relations purposes.

The Metropolitan Opera has announced that it will be performing its first opera of the season, "Ariadne auf Naxos," on Monday evening. The opera will be directed by conductor Daniel Barenboim and will feature a cast of international stars.

The New York Philharmonic has announced that it will be performing a series of concerts in the month of November. The concerts will feature works by Beethoven, Mozart, and Brahms.

The New York Times has announced that it will be publishing a series of articles on the history of the American Revolution. The articles will be written by leading historians and will be published over the course of the next six months.

The New York City Board of Education has announced that it will be implementing a new curriculum for all public schools in the city. The curriculum will focus on science, technology, engineering, and mathematics, and will be designed to prepare students for careers in these fields.

The New York City Police Department has announced that it will be increasing its presence in the city's public housing developments. The police will be working closely with community organizations to improve safety and security in these areas.

The New York City Department of Health has announced that it will be implementing a new program to combat the spread of tuberculosis. The program will include increased screening and treatment for those who are at risk for the disease.
MINDY CARSON

has them...
back to back

OUT IN THE COLD AGAIN
and
HANGING AROUND WITH YOU

Featuring HUGO WINTERHALTER'S Orchestra and Chorus

the BIG HITS are on...

RCA VICTOR RECORDS
### THE BILLBOARD Music Popularity Charts

**The Nation's Top Tunes**

The nation’s 10-pop tunes, THE BILLBOARD HONOR ROLL OF HITS; its determination by a scientific listener survey of various charts of each week's popularity is released by kind permission of the publishers, Publishers of The Billboard, 31st Street, New York 10, N. Y., and permission will be automatically granted.

#### October 6, 1951

**1. Because of You**

- By Arthur Hamilton and Dorothy Wilmont—Published by Broadcast Music Inc. (BMI)

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**2. I Get Ideas**

- By Goldammer and Dorothy Cahn—Published by Hilp & Grope (BMI)

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**3. Cold, Cold Heart**

- By Hank Williams—Published by Austin Rose (BMI)

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**4. Loveliest Night of the Year**

- By Paul Francis Webster and Irving Klawon—Published by Robbins ASCAP from the MGM film "The Great Gatsby"

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**5. Too Young**

- By Sid Leeson and Sylvia Dee—Published by Jefferson (BMI)

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**6. Come On-A My House**

- By William Shame and Bob Blackmore—Published by快乐 (BMI)

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

- By Tom Taylor & Eugene Leacock

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**8. Down Yonder**

- By D. Neil Clinton—Published by LaSalle (BMI)

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**9. (It's No) Sin**

- By George Wenzel and Donald Shiff—Published by Alwyn (BMI)

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**10. Shanghai**

- By Bob Hilliard and Milan Gilje—Published by Associated (BMI)

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<th>Artist(s)</th>
<th>Publisher</th>
<th>Catalog</th>
<th>Billboard Position</th>
</tr>
</thead>
<tbody>
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<td></td>
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<td>10</td>
</tr>
</tbody>
</table>

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**The Billboard Music Popularity Charts**

**The Nation's Top Tunes**

The nation's 10-pop tunes, THE BILLBOARD HONOR ROLL OF HITS; its determination by a scientific listener survey of various charts of each week's popularity is released by kind permission of the publishers, Publishers of The Billboard, 31st Street, New York 10, N. Y., and permission will be automatically granted.
Week Ending OCTOBER 6, 1951

Hot Sellers based on Actual Sales Reports

THE BIG ONE TO WATCH!

Kay Starr

makes everyone happy with

“ANGRY”

and

“don’t tell him what’s happened to me”

78 RPM NO. 1776 • 45 RPM NO. 1176

DEALERS!
OPERATORS!
DISC JOCKEYS!

COMING UP FAST!

78 45
rpm
rpm

“AND SO TO SLEEP AGAIN,” “BEIR BARREL POLKA”
Margaret Whiting

“TEENAGE BLUES,” “I CAN’T FORGET YOU”
Dimming Sisters and Jan Garber

“WHEN MY SUGAR WALKS DOWN THE STREET,” “I’LL GUESS I’LL HAVE TO CHANGE MY PLANS”
Billy May

“The Birth of the Blues,” “I WANT TO BE NEAR YOU”
Nelie Lutzer

“FOR ALL WE KNOW,” “WHO-OO-EE-JO-E-ESSA”
Voices of Walter Schumann

HOT SELLERS!

“THE WORLD IS WAITING FOR THE SUNSHINE,”
“WHISPERING” Les Paul and Mary Ford

“BECAUSE OF YOU,” “SOONER OR LATER, SOMEBODY”
Les Baxter

“KISSIN’ BUG BOOGIE,” “WOMAN IS A FIVE LETTER WORD”
Tennessee Ernie

“TOO YOUNG,” “THAT’S MY GIRL” Nat “King” Cole

“PONY RAG,” “DOWN Yonder” Joe “Fingers” Carr

“HOW HIGH THE MOON” “WALKIN’ AND WHISTLIN’”
Blues “Les Paul and Mary Ford

“I WISH I HAD NEVER SEEN SUNSHINE” “JOSEPHINE”
Les Paul and Mary Ford

“MAKE BELIEVE LAND,” “I’LL ALWAYS REMEMBER YOU”
Nat “King” Cole

“DON’T CALL ME A KNOCKIN’” “LOUIS FLOWER”
DuBose O’Brien

WESTERN & FOLK

“ANOTHER FOOL STEPS IN,” “THE SOLID SOUTH”
Jimmy Wakely

“J UNE B O G O O D” “SALOON’S BLUES”
Rambin’ Jimmie Dulin

“I’M HURTIN’,” “KNOW WITH THE BLUES”
Stevie McDowell

“I’M NOT IN LOVE, JUST INVOLVED,” “POSSIBLY REFORMED”
Me of You! Eddie Dean

“TEACH ME TO FORGET,” “IT’S MANY A MILE BACK HOME”
Leon Payne

“LOVE THINE,” “HOW DO YOU FEEL?” Hank Thompson

NEW RELEASES ON CAPITOL

PAINTING the CLOUDS WITH SUNSHINE
DENNIS MORRIS
Sung by Dennis Morris

MUSIC for REFLECTION
PAUL WESTON
and His Orchestra

LISTEN and RELAX

_.Available from the albums shown below.

GISELLE MacKENZIE
GORDON MacRae
ON ROSARY HILL A LOVERS’ WALTZ

MAT “KING” COLE
TENNESSEE ERNIE
THE VOICES OF WALTER SCHUMANN
RAY ANTHONY
DON MARTIN
THE VOICES OF
WALTER SCHUMANN
CARL BUTLER
WANTED

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www.americanradiohistory.com
**Records Most Played by Disk Jockeys**

Based on reports received September 26, 27 and 28

**VOX JOX**

By Hal Webman

**Preems**

_Curt Gibson, WPGH, Philadelphia_ has added a daily deejay show for Sun Furniture Company and RCA Victor Home Radio. Gibson, formerly with WIP, Harlan, Ky., moves to WCPM, Columbus, Ohio, shortly after station manager, Jerry Green, weakens long with WINK, Washington, D.C., and WHCM, Montreal, to pilot a platter program on WCPM. Paul Trauger takes over Friday night variety show, "Big Night," off Mike Arnold. WMMW, Medina, Ohio, plays "The Music Rack" on Saturday mornings to Great Falls, Mont., by Ted Johnson, ex-WVIR, Ann Arbor, Michigan, and WXYZ, Detroit. Bill Garst, Detroit, Ohio, reports his nightly remote from the El Morocco Club, Phoenix, Arizona. M. Gillian, WENR, Chicago, Illinois, is switching to WGN, Chicago, Illinois, and WZY, Detroit, to a nightly remote from the El Morocco Club, Phoenix, Arizona.

**Best Selling Sheet Music**

Based on reports received September 26, 27 and 28

**Songs With Greatest Radio Audiences (ACI)**

Based on reports received September 26, 27 and 28

**Songs With Most TV Performance Rights (RH Tel-Log)**

The Richard Clarke (RH Tel-Log) is based on the monitoring of all programs broadcast by the American Broadcasting Company, Columbia Broadcasting System, NBC and National Broadcasting Company network stations in New York and Chicago. Play dates are derived in the following manner: from music publishers or broadcasting companies for programs broadcast on a network basis or a select group of stations. For shows performed locally on a Saturday network, the week's score is as of the end of the first show. For shows which are broadcast in the East, telegrams are sent to the.jet. Copyrighted material
BLOSSOMING INTO THE NATION'S NO. 1 RECORD!

POPULAR • HILLBILLY • RACE • • •

"SAN ANTONIO ROSE"

coupled with

"BULLY OF THE TOWN"

featuring JOHN MADDOX and the Rhythmasters

DOT • 15001-45-15001

Also Breaking for a HIT!

"'TIS SWEET TO BE REMEMBERED"

featuring MAC WISEMAN • DOT • 1062-45-1062

ORDER TODAY FROM YOUR NEAREST DOT DISTRIBUTOR

Don't be misled, ORDER THE ORIGINAL!

DISK JOCKEY SAMPLES AVAILABLE UPON REQUEST

GALLATIN, TENNESSEE

PHONE: 880-881
No matter where you look
No matter how you look at it...

NEW YORK
1. BECAUSE OF YOU
   T. Bennett—Columbia
2. COLD, COLD HEART
   T. Bennett—Columbia
3. I GET IDEAS
   E. Howard—Mercury
4. I GET IDEAS
   T. Martin—Victor
5. I'M NOT TALKING ABOUT THE SUNSHINE
   S. Greenspan—Columbia
6. LOVE SONG OF THE SUNSHINE
   M. Lewis—Victor
7. TOO YOUNG
   A. Babcock—Columbia
8. WHILE YOU DANCE, DANCED, DANCED
   C. Clark—Columbia
9. DINAH VENDORE
   E. Howard—Mercury
10. WONDERS WHY
    E. Howard—Mercury

LOS ANGELES
1. BECAUSE OF YOU
   T. Bennett—Columbia
2. LOVE SONG OF THE SUNSHINE
   S. Greenspan—Columbia
3. I GET IDEAS
   E. Howard—Mercury
4. LOVE LOST
   T. Martin—Victor
5. WORLD IS WAITING FOR THE SUNSHINE
   F. Paul—M. F. O. Capitol
6. LOVE SONG OF THE SUNSHINE
   M. Lewis—Victor
7. TOO YOUNG
   C. Clark—Columbia
8. WHILE YOU DANCE, DANCED, DANCED
    C. Clark—Columbia
9. DINAH VENDORE
   E. Howard—Mercury
10. WONDERS WHY
    E. Howard—Mercury

DALLAS-FORT WORTH
1. LOVE SONG OF THE SUNSHINE
   S. Greenspan—Columbia
2. BECAUSE OF YOU
   T. Bennett—Columbia
3. WORLD IS WAITING FOR THE SUNSHINE
   S. Greenspan—Columbia
4. LOVE SONG OF THE SUNSHINE
   M. Lewis—Victor
5. TOO YOUNG
   C. Clark—Columbia
6. WHILE YOU DANCE, DANCED, DANCED
    C. Clark—Columbia
7. DINAH VENDORE
   E. Howard—Mercury
8. WONDERS WHY
   E. Howard—Mercury
9. COLD, COLD HEART
   T. Bennett—Columbia
10. I GET IDEAS
    E. Howard—Mercury

ATLANTA
1. BECAUSE OF YOU
   T. Bennett—Columbia
2. I GET IDEAS
   E. Howard—Mercury
3. COLD, COLD HEART
   T. Bennett—Columbia
4. WORLD IS WAITING FOR THE SUNSHINE
   M. Lewis—Victor
5. AND SO TO SLEEP AGAIN
   T. Martin—Victor

WASHINGTON, D. C.
1. BECAUSE OF YOU
   T. Bennett—Columbia
2. I GET IDEAS
   E. Howard—Mercury
3. COLD, COLD HEART
   T. Bennett—Columbia
4. WORLD IS WAITING FOR THE SUNSHINE
   M. Lewis—Victor
5. AND SO TO SLEEP AGAIN
   T. Martin—Victor

NEW ORLEANS
1. BECAUSE OF YOU
   T. Bennett—Columbia
2. I GET IDEAS
   E. Howard—Mercury
3. COLD, COLD HEART
   T. Bennett—Columbia
4. WORLD IS WAITING FOR THE SUNSHINE
   M. Lewis—Victor
5. AND SO TO SLEEP AGAIN
   T. Martin—Victor

PHILADELPHIA
1. BECAUSE OF YOU
   T. Bennett—Columbia
2. I GET IDEAS
   E. Howard—Mercury
3. WORLD IS WAITING FOR THE SUNSHINE
   M. Lewis—Victor
4. COLD, COLD HEART
   T. Bennett—Columbia
5. AND SO TO SLEEP AGAIN
   T. Martin—Victor

BOSTON
1. BECAUSE OF YOU
   T. Bennett—Columbia
2. I GET IDEAS
   E. Howard—Mercury
3. WORLD IS WAITING FOR THE SUNSHINE
   M. Lewis—Victor
4. COLD, COLD HEART
   T. Bennett—Columbia
5. AND SO TO SLEEP AGAIN
   T. Martin—Victor

1. THE BILLBOARD Music
2. Popularity Charts
3. Oct. 6, 1951
4. The Billboard
5. The Billboard is in cooperation with Western Union, nation's largest wire service. The information is based on reports from key dealers in each of these cities, secured via Western Union messenger service.

Best Selling Pops by Territories

- New York
- Pittsburgh
- Chicago
- Los Angeles
- Dallas-Fort Worth
- Atlanta
- Washington, D.C.
- New Orleans
- Philadelphia
- Boston
- Seattle
- Denver
- Detroit
- St. Louis
- Detroit
- Los Angeles
- Dallas-Fort Worth
- Atlanta
- Washington, D.C.
- New Orleans
- Philadelphia
- Boston
- Seattle
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- St. Louis
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- Detroit
- Los Angeles
- Dallas-Fort Worth
- Atlanta
- Washington, D.C.
- New Orleans
- Philadelphia
- Boston
- Seattle
- Denver
- Detroit
- St. Louis
- Detroit
- Los Angeles
- Dallas-Fort Worth
- Atlanta
- Washington, D.C.
COLUMBIA'S

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

(Based on actual sales figures for week ending September 31st)

POPULAR

COLD, COLD HEART
WHILE WE'RE YOUNG
TONY BENNETT
39449-4-39449

BLUE VELVET
SOLITAIRE
TONY BENNETT
39555-4-39555

GEMMALE (The Gamblin' Lady)
HEY GOOD LOOKIN'
FRANKIE LAINE and ID STAFFORD
39570-4-39570

I WON'T CRY ANYMORE
BECAUSE OF YOU
TONY BENNETT
39362-4-39362

I WISH I WOX
MIXED EMOTIONS
ROSEMARY CLOONEY
39536-4-39536

TEARDROPS WERE PENNIES
I'M WAITING JUST FOR YOU
ROSEMARY CLOONEY
39535-4-39535

COME ON MY HOUSE
ROSE OF THE MOUNTAIN
ROSEMARY CLOONEY
39467-4-39467

MY LIFE'S DESIRE
SHANGAI
DORIS DAY
39423-4-39423

SWEETHEART OF YESTERDAY
BELLE, BELL, MY LITTLE BELL
GUY MITCHELL
39512-4-39512

REBEL
ROSE, ROSE, I LOVE YOU
FRANKIE LAINE
39367-4-39367

JEALOUS EYES
SAMMY KAYE
39567-4-39567

DOWN Yonder
WAY UP IN NORTH CAROLINA
CHAMP BUTLER
39533-4-39533

GOT HIM OFF MY HANDS
KISS ME GOODBYE, LOVE
DORES DAY
39534-4-39534

MY TRULY, TRULY FAIR
WHO KNOWS LOVE
GUY MITCHELL
39415-4-39415

WHEN
REACHING FOR THE MOON
CHAMP BUTLER
39546-4-39546

LONGING FOR YOU
MARY ROSE
SAMMY KAYE
39499-4-39499

WHAT IS A BOY
WHAT IS A GIRL
ARTHOR GODFREY
39487-4-39487

POPPY, THE PUPPY
COMEIN' DOWN THE CHIMNEY
GENE AUTRY
39542

CASTLE ROCK
DEEP NIGHT
FRANK SINATRA
39527-4-39527

FOLK

ALWAYS LADY
MOM AND DAD'S WALTZ
LEFTY FRIZZELL
20837-4-20837

WE AND MY BROKEN HEART
LET OLD MOTHER NATURE TAKE HER WAY
CARL SMITH
20852-4-20852

BLUE YODEL NO. 6
TRAVELLIN' BLUES
LEFTY FRIZZELL
20842-4-20842

MY BABY'S JUST LIKE MONEY
I WANT TO BE WITH YOU ALWAYS
LEFTY FRIZZELL
20799-3-20799-4-20799

IF TEARDROPS WERE PENNIES
MR. MOON
CARL SMITH
20825-4-20825

RHYTHM & BLUES

PLENTY OF MONEY
GOT G00 GO!
TRENNERS
6904-4-6904

WHISKEY AND GUN
TELL THE LADY I SAID GOODBYE
JOHNNY RAY
6809-4-6809

I TRIED
I RULE MY HOUSE
CHUCK WILLS
6810-4-6810

HIT! HIT! HIT!

SARAH VAUGHAN

singing

"I RAN ALL THE WAY HOME"
backed with
"JUST ONE MOMENT MORE"

HIT! HIT! HIT!

COLUMBIA RECORDS
FOR MUSIC THAT SENDS 'EM—TO YOU!


www.americanradiohistory.com
This week’s New Releases

...on RCA Victor

SACRED

SHANON GREYSON and his Golden Valley Boys
White Night of Time
Encore In Heaven
Psalm 20-4251-(47-4251)

SACRED-POPULAR

JUNE ROGERS with Hugo Winterhalter's Orchestra
River of Dreams
The Jolly Old Man In the Bright Red Sun
Psalm 20-4250-(47-4250)

COUNTRY-WESTERN

ROY ROGERS with the Roy Rogers Riders
The Three Little Dwarfs
Daddy's Little Cowboy
Psalm 20-4249-(47-4249)

BLUES-RHYTHM

THE FOUR TOUNS
Got a Morning Call for Mr. Buds
Psalm 20-4245-(47-4245)

SPIRITUAL

THE SABBATH SPIRITUAL SINGERS
Can You Tell
After All
Psalm 20-4250-(47-4250)

CHILDREN'S

ROY ROGERS with the Roy Rogers Riders
Three Little Dwarfs
Daddy's Little Cowboy
Psalm 20-4251-(47-4251)

POP-SPECIALTY

LIP ABAKIDZE and his Orchestra
The Saltlikers' Song
Music Gems
Psalm 20-4252-(47-4252)

RED SEAL SPECIAL

ASHON BERZ, with RCA Victor Symphony Orchestra
Romance In G; Op. 40-Part 1
Romance In F; Op. 40-Conclusion
Psalm 49-3011-(47-3011)

NEW ALBUMS

GEORGE GERDSWICH, Pianist
An American in Paris
Psalm 20-4248-(47-4248)

CHARLES LAUGHTON

WTTW-30-(LPT-209)

PAUL WING

Y-440-(WV-440)

HOWDY DOODY and his orchestra; BOB SMITH

HOWDY DOODY's Christmas Party
Psalm 20-4247-(47-4247)

RCA VICTOR RECORDS 20-4298—(47-4298)

A NEW STAR! - A NEW HIT! - A NEW STAR! - A NEW HIT!

JUNE VALLI

with HUGO WINTERHALTER

NOW, NOW, NOW, and
"ALWAYS ALWAYS"

RCA VICTOR RECORDS 20-4299—(47-4299)

A NEW STAR! - A NEW HIT! - A NEW STAR! - A NEW HIT!

WINTERHALTER'S

The Howdy Christmas Program
With the Howdy Christmas, November 30th issue.

GOING STRONG...

3 Turn Back the Hands of Time
Eddie Fisher with Hugo Winterhalter's Orchestra
Psalm 20-4253—(47-4253)

3 Somebody's Been Beatin' My Time
Eddie Arnold
Psalm 20-4254—(47-4254)

3 I Get Ideas
Tony Martin
Psalm 20-4251—(47-4251)

3 Loveliest Night of the Year
Mel Torme
Psalm 20-4252—(47-4252)

3 Rollin' Stone/With All My Heart and Soul
Perry Como
Psalm 20-4253—(47-4253)

3 (It's No) Sin
Savannah Churchill
Psalm 20-4254—(47-4254)

3 Slow Poke
Pee Wee King
Psalm 20-4255—(47-4255)

3 Over a Bottle of Wine
Tony Martin
Psalm 20-4256—(47-4256)

3 Sweet Violets
Daniel Shoaf
Psalm 20-4257—(47-4257)

3 I Wanna Play House With You/Somebody Old, Something New
Eddie Arnold
Psalm 20-4258—(47-4258)

3 Humming Bird
Jeanie and Jack
Psalm 20-4259—(47-4259)

3 Diggin' the Boogie
Pinkie Reed
Psalm 20-4260—(47-4260)

3 Take Her to Jamaica/Down Yonder
Pee Wee King
Psalm 20-4261—(47-4261)

3 The Blues From An American In Paris
Ralph Flanagan
Psalm 20-4262—(47-4262)

3 Because
Mary Lanza
Psalm 20-4263—(47-4263)

Coming Up...

The Old Soft Shoe
Dance Tape-50 minutes
Psalm 20-4264—(47-4264)

The Billboard Pick, October 23rd

I Can't Go On Without You
Robby Farnsworth (RCA Victor—47-4246)

Cryin' Heart Blues

This week over 5,000,000 salesmen are working overtime to sell your famous 101 selections. Two pages in LIFE magazine will be telling to over 20,000,000 readers for the next ten days at a concentrated rate, and then carry over for many more weeks, the story that RCA Victor dealers have in stock the cream of popular hits. Thousands of thousands of people will be seeing a blow-up of this ad as a window piece in stores across the nation. These are available to you as a 101 dealer. RCA Victor is bringing these great things to you to support your efforts in selling to your customers the proven hits that are the proven money-makers. We feel that the dealers who believe in the sound merchandising plans that are given them, should be backed up in every way that is possible to make these plans the success that they can be.

We feel that when we come up with a plan such as the FAMOUS 101 that the dealers have the best chance in the world to have in stock the merchandise that the public wants when they want it. The dealers are given the proven mechanisms which will mean the profit merchandising when they have it in the stores and ready for sale when the public reacts to the 5,000,000 salesmen.

The stars who make the hits are on RCA VICTOR Records.
### The Billboard Music Popularity Charts

#### Most Played

**Juke Box Records**

Based on reports received September 26, 27 and 28

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Artist</th>
<th>Record Label</th>
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<tbody>
<tr>
<td>1</td>
<td>BECAUSE OF YOU</td>
<td>T. Bennett</td>
<td>BMI</td>
</tr>
<tr>
<td>2</td>
<td>COME ON A MY HOUSE</td>
<td>R. Chaseley</td>
<td>BMI</td>
</tr>
<tr>
<td>3</td>
<td>WORLD IS WAITING FOR THE SUNRISE</td>
<td>L. Paul M. Ford</td>
<td>BMI</td>
</tr>
<tr>
<td>4</td>
<td>COLD, COLD HEART</td>
<td>J. Santelli</td>
<td>BMI</td>
</tr>
<tr>
<td>5</td>
<td>DETOUR</td>
<td>P. Pace</td>
<td>BMI</td>
</tr>
<tr>
<td>6</td>
<td>DOWN YONDER</td>
<td>Del Wood</td>
<td>BMI</td>
</tr>
<tr>
<td>7</td>
<td>TOO YOUNG</td>
<td>Nat (King) Cole</td>
<td>BMI</td>
</tr>
<tr>
<td>8</td>
<td>WHISPERING</td>
<td>L. Paul</td>
<td>BMI</td>
</tr>
<tr>
<td>9</td>
<td>WAITING</td>
<td>L. Jones, Decca</td>
<td>BMI</td>
</tr>
<tr>
<td>10</td>
<td>SWEET VIOLETS</td>
<td>D. Shannon</td>
<td>BMI</td>
</tr>
</tbody>
</table>

**Most Played Songs**

- **The Tennessee Ernie Helen O'Connell**
- **Cool Kisses**
- **Hey Good Lookin'**

**Backed with**

- **Tennessee Ernie Helen O'Connell**
- **Cool Kisses**
- **Hey Good Lookin'**

---

**Notes:**
- The list is based on reports received September 26, 27 and 28.
- The most played records vary from week to week.
- More information can be found in The Billboard Popularity Chart, Part I.
FRANKIE LAIN and JO STAFFORD
Singing...

"GAMBELLA"
THE GAMBLING LADY

and
"HEY, GOOD LOOKIN'"
Columbia 39570—(4-39570)

exclusively on
Columbia Records
for music that sends them...to you!

Shade Mark "Columbia," "Masterworks," ©O. & A. Fel. 02, Morris Recording

www.americanradiohistory.com
A MESSAGE OF GRATITUDE TO THE ENTIRE MUSIC INDUSTRY...

Thank you all... Dear Jockeys, Publications, Show People... everybody!

Your sympathetic wishes for my quick recovery were received with the deepest gratitude and most certainly helped me get well a lot faster. I only regret that I cannot thank each and everyone one of you personally, but I got so many cards and telegrams... about 18,000 of them... that this is the only way I can tell all of you how wonderful it is to know I have so many friends when I needed them.

Sincerely and gratefully,

Hank Snow
**RHYTHM AND BLUES NOTES**

by HAL WEHRMAN

Shaw Artists Corporation this week licensed the catalogue of the paraphrase Harris and completed purchase of the interest in the catalogue by the Harris, the latest Savoy disk, where teen-age discovery... The same agency lost through Betty McKinlaur to the... Rhythm and blues headlines at the Earle Theater for the... Tiny Grimes opens at the open... Tiny Grimes at the... Tiny Grimes will be on his way to Birdland... basketball for the... Tiny Grimes... Tiny Grimes... Tiny Grimes... Tiny Grimes... Tiny Grimes... Tiny Grimes... Tiny Grimes...

POSITION

32
11
26
12
8
6
7
6
10
4
7
2
12
10
4
6
7
3
2
5
1
2
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8
9
10
11
12
(Continued on page 64)

**Best Selling Retail Rhythm & Blues Records**

...based on reports received September 26, 27 and 28

**ARTIST**

FRANK HAYWOOD

**TUNES**

"I Don't Know Why"

**LABEL AND NO.**

83--83--83--83

**COMMENT**

Baby, Baby, Baby

**RHYTHM & BLUES RECORD RELEASES**

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

**BREAKIN' FOR A HIT!!!**

JACK GREENE

**HAVE ANOTHER DRINK AND TALK TO ME**

RCA VICTOR

20-4295

47-4295

**RHYTHM & BLUES RECORD RELEASES**

**After Hours in Kentucky**

**Distris**

NETWIX, CO.

**Records**

Chart No.

**VICTOR**

"Boogie Woogie Bugle Boy"

**LABEL**

83--66--66--66

**Mondo Blues"**

**TUNES**

76--76--76--76

**A55761**

**NEWSPAPER**

The Big New Hits are on RCA VICTOR RECORDS

COMING UP FAST!

**SAYOY 1976**

"LITTLE BOY"

"WHERE HAVE YOU BEEN?"

"HEART AND SOUL"

by THE BUDDIES

**RED BROWNS**

**SAVOY R&B RECORDS CO., INC.**

58 Market St., Newark, N. J.

Music Popularity Charts

**• Best Played Juke Box Rhythm & Blues & Records**

...based on reports received September 26, 27 and 28

**RECORDS**

Recording made to show a selection of new record's potential for juke box use. The majority of results reviewed are from juke box tests and tests records.

**Words**

"S衢(4)N(4)NO"...

ONT HANG OUT S

"S衢(4)N(4)NO"...

"HEART AND SOUL"

**SAVOY R&B RECORDS CO., INC.**

"S衢(4)N(4)NO"...

"HEART AND SOUL"

**SAVOY R&B RECORDS CO., INC.**

58 Market St., Newark, N. J.

**R&B Records to Watch**

In the opinion of The Billboard's music staff the following records have the best sound and presentation qualities. More detailed information on these records may be found on the next several days.

**NO.**

"Seven Days Ways"

"Spanish Night"

"Before Sunrise"

"I Still Love You"

"Cotton For Sale"

"Rock Town"

"Let's Get Together and Make Some Love"

"I Can't Help Myself"

"If You Don't Love Me"

"Waitin' On A Love"

"I'll Never Ask You"

"What's Wrong With Me"

"I Love You"

"It's Over"

"R&B Records to Watch"
Col. to Issue
Continued from page 14

line introduced the shortworks LP at the low price several months ago, but the Cap catalog retains family similarity to the size and value in name power of the Columbia masterworks.

Slides Complete
Each side of the disk in the new series will house a complete work. The series will begin sometime Monday (1) with 10 profiles in the initial release. The first shipment will include recordings by Bruno Walter and the New York Philharmonic, and Artur Rodzinski conducting the Royal Philharmonic, Eugene Ormandy and the Philadelphia Orchestra, and Andrew Keeshan and Jules Bastian. All renditions are taken from Columbia's Library of Broadcast Programs. This highlights the release of the first all-featured complete and unedited 40-page commercial recording of Billy, Hays' "The Ballad of Missорy". It's a happy dancing and root in classic music.

Hunters Invite
Continued from page 14
including the key post of executive secretary and the forma-
tion of a definite schedule of activities which will be under the supervision of a representative cross-section of the profession. This includes a three-man, full-time professional group. One of the temporary officers pointed out this is a not a private club. We want everybody.

The association, designed to promote the interests of the disk industry, has set the following dues and membership classifications:

- Membership, including disk-recording, with more than $10,000,000, $2,500.00.
- In the last year, $1,000,000, $2,500.00.
- Class C, $100,000, $2,500.00.
- Class D, $10,000, $2,500.00.
- Class E, less than $10,000, $2,500.00.

Fishing Plugs

Army Records (AL) 3092

"Bigger than BLACK HILL!"-Gramophone Enterprises, Dallas
"Greater than DRIFING BLUES!"-Gramophone Enterprises, Houston
"Brown boy yet!"-A Record Distributors, New Orleans

"SUGAR TONES"

"Tender Eyes"

"YOU'RE SATISFIED"

"DOES LABELS"

"TAB LLOYD & PEARL"

"OCTOBER CONGO"

"COME CASUALLY"

"ADDED"

"SLOW MUSICAL"

"AS JOKE"

"MISFIRING"

"FALLS OUT"

"IN THE PAPER"

"TACKY"

"IN THE AIR"

"MAURICE KING & HIS WOLVERINES"

"LITTLE LILSTIE LITTLEFIELD"

"LUMP IN MY THROAT/TEARS IN MY EYES"

"HOW CAN YOU DO IT"

"JIMMY WITHERSPONG"

"FORGIVING"

"HOWLING WOLF"

"JIMMY McCRAKLLIN (Blues Blasters)"

"WHAT'S YOUR PHONE NUMBER"

"JOHNNY WILLIAMS"

"I GET LUCKY"

"LORD MISSOURI"

"LLOYD GLENN"

"THE RAVENS"

"PRAIRIE MAE"

"INE RENWICH"

"BRUNO BARNET"

"THE CLÜVERS"

"THE BONNIES"

"IN THE CROW CROW"
THE BILLBOARD

Music Popularity Charts

**Record Reviews**

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(Continued on page 38)
NEW RELEASES

A NEW

Richard Hayes

SINGING

"OUT IN THE COLD AGAIN"

AND

"ONCE"

MERCURY 5724 • 5724X45

RAY BARBER
"NEVER"
"WHEN I SAW YOU"
MERCURY 5719

JAN AUGUST
"SAN ANTONIO ROSE"
"ORIENTAL BLUES"
MERCURY 5725 • 5725X45

EDDY HOWARD and His Orchestra
"UNCLE MISTLETOE"
"When Christmas Rolls Around"
MERCURY 5722 • 5722X45

JOHNNY LONG and His Orchestra
"FAREWELL TO YOKAHAMA"
"LOVE IS HERE TO STAY"
MERCURY 5720 • 5720X45

BILLY DANIELS
"THAT OL' BLACK MAGIC"
"I CONCENTRATE ON YOU"
MERCURY 5721 • 5721X45

WILLIE BERRY and His Orchestra
"MY LONELY HEART"
"LONELINESS"
MERCURY 5723 • 5723X45

JOHNNY ROYAL
"IT'S NOT RIGHT"
"LET HER GO"
MERCURY 5726 • 5726X45

SMOKEY JOHNSON
"TAME"
"GIRL I AM"
MERCURY 5727 • 5727X45

EXTRA SPECIAL

MUGGSY SPANIER
And Introducing A New Singing Trio
BUDDY CHARLES
"MOONGLOW"
"SUNDAY"
MERCURY 5717 • 5717X45

FLIP O'FLOYD
"WEcefWe"
"AND MY HEART"
MERCURY 5728 • 5728X45

"MIXED EMOTIONS"
"COLD, COLD HEART"
DINAH WASHINGTON
MERCURY 5726 • 5726X45

"POINCIANNA ROCK"
"CRABAPPLE"
J. J. JONES MERCURY 8247

"WORRY, WORRY, WORRY"
"HARD TIME BABY"
JOE HOUSTON MERCURY 8248

"BE FAIR TO ME"
"SATURDAY NIGHT"
DINAH WASHINGTON MERCURY 8249

COUNTRY AND WESTERN

PAUL AND ROY
"EVERY DOG MUST HAVE HIS DAY"
"YOU'RE ALL ALONE, TONIGHT"
MERCURY 6360

JIMMY HINCHIE
"LITTLE WHITE-WASHED CABIN"
"SHACKLES AND CHAINS"
MERCURY 6342

ROY KING
"THE STORY OF SHELLY LILES"
"SALTY TEARS"
MERCURY 6361

JACK DAY
"LONESOME TRUCK DRIVERS BLUES"
"IDaho STATE FAIR"
MERCURY 6343

RED KIRK
"TRAIN TRACK SHUFFLE"
"SENTIMENTAL JOURNEY"
MERCURY 6358

LEW CHILDRE
"WHEN FOG FORMS ON THE RIO GRANDE"
"HOG CALLIN' BLUES"
MERCURY 6355

FRANKIE LAINE
"GET HAPPY"
"I WOULD DO MOST ANYTHING"
MERCURY 5733 • 5733X45

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POETRY PACKS POWER

New York, N. Y.—To date, Sammy Kaye has mailed close to 1,000,000 copies of free poems which, by far, exceeds the mailing of any other individual artist in the history of radio. His "Sunday Serenade Poetry Books," which contain the poems he uses on the air, have sold a record-breaking quarter of a million copies which publishers agree is phenomenal for books of verse.

As a promotional stunt, Kaye will visit 28 Sylvania distributor cities in which he will duplicate the "Sunday Serenade" program. As an added feature, 250,000 autographed "Swing and Sway" bananas will be given free to the audience. Watch for Sammy Kaye in:

- Hamilton, Ontario, Canada, on October 2.
- Port Stanley, Ontario, Canada, on October 3.
- Toledo, Ohio, October 4.

Starting Oct. 7th SUNDAY SERENADE on ABC for Sylvania Television

THE SAMMY KAYE SHOW
on CBS-TV, 7 p.m., Saturday, EST for Listerine and Pro-59 Toothbrushes

NEWS FLASH!

KAYE'S NEWEST Platter Climbing Fast
It's "SIN" and "JEALOUS EYES"
78 rpm 39567 — 33⅓ rpm 3-39567 — 45 rpm 4-39596

Current Favorites
"Dixie" and "Tennessee Tears"
78rpm 39492 33⅓rpm 3-39492 45rpm 4-39492
"Be Mine Tonight" and "It's All in the Game"
78rpm 39353 33⅓rpm 3-39353 45rpm 4-39353
"Longing for You" and "Mary Rose"
78rpm 39499 33⅓rpm 3-39499 45rpm 4-39499
"Would I Mind?" and "Del Rio"
78rpm 30421 33⅓rpm 3-39421 45rpm 4-39421

Sunday Serenade

Columbia Records
For MUSIC that SENDS THEM... TO YOU!

Your Weekly Guide of Top Hits by...
SAMMY KAYE

POETRY PACKS POWER

New York, N. Y.—To date, Sammy Kaye has mailed close to 1,000,000 copies of free poems which, by far, exceeds the mailing of any other individual artist in the history of radio. His "Sunday Serenade Poetry Books," which contain the poems he uses on the air, have sold a record-breaking quarter of a million copies which publishers agree is phenomenal for books of verse.

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"Would I Mind?" and "Del Rio"
78rpm 30421 33⅓rpm 3-39421 45rpm 4-39421

Sunday Serenade

Columbia Records
For MUSIC that SENDS THEM... TO YOU!

Direction
MCA
DAVID KRENDEL

Personal Management
PAUL DREW

Columbia Record Company
He's Coming your way early this year with a—

Xmas Natural!

GENE AUTRY
... with Santa's Lovable, Likeable, Laughable...

"THIRTY TWO FEET and
EIGHT LITTLE TAILS"

(Dasher, Dancer, Prancer, Vixen, Comet, Cupid, Donner, Blitzen)

backed by

"HARDROCK, COCO and JOE"
(3 LITTLE DWARFS)

Columbia Records
39543 (78)
3-39543 (33 1/3)
4-39543 (45)

Also Available in
Children's Sets
MV 121 (78)
MJV 4 121 (45)

COLUMBIA Records
for music that sends them ... to you!
**HITS!**

**BILLY ECKSTINE**
- ENCHANTED LAND (Sing of India)
- I'VE GOT MY MIND ON YOU
- 78 RPM – MGM 11028
- 45 RPM – MGM K11028

**JOHNNY DESMOND**
- I WANT TO BE NEAR YOU
- I WILL NEVER CHANGE
- 78 RPM – MGM 11027
- 45 RPM – MGM K11027

**BILLY WILLIAMS QUARTET**
- IT'S NO SIN
- IT'S OVER
- 78 RPM – MGM 11066
- 45 RPM – MGM K11066

**FRANK PETTY TRIO**
- DOWN YONDER
- PRECIOUS
- 78 RPM – MGM 11037
- 45 RPM – MGM K11037

**GEORGE SHEARING QUINTET**
- DON'T BLAME ME
- BRAIN WAVE
- 78 RPM – MGM 11046
- 45 RPM – MGM K11046

**ART MOONEY and his Orchestra**
- DADDY
- THE TINKLE SONG
- 78 RPM – MGM 30384
- 45 RPM – MGM K30384

**DAVID ROSE and his Orchestra**
- TENDERLY
- THE FLYING HORSE
- 78 RPM – MGM 30384
- 45 RPM – MGM K30384

**TOMMY EDWARDS**
- IT'S ALL IN THE GAME
- ALL OVER AGAIN
- 78 RPM – MGM 11035
- 45 RPM – MGM K11035

**BILL FARRELL**
- BLUE VELVET
- BE MINE TONIGHT
- 78 RPM – MGM 11062
- 45 RPM – MGM K11062

**ART LUND**
- I WISH I WIZ
- IN THE COOL, COOL, COOL OF THE EVENING
- 78 RPM – MGM 11025
- 45 RPM – MGM K11025

**ROBERT Q. LEWIS**
- WHERE'S A YOUR HOUSE
- THERE SHE GOES
- 78 RPM – MGM 11056
- 45 RPM – MGM K11056

**HANK WILLIAMS**
- LONESOME WHISTLE
- CRAZY HEART
- 78 RPM – MGM 11054
- 45 RPM – MGM K11054

---

**MGM RECORDS**

**THE GREATEST NAME IN ENTERTAINMENT**

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

---

**THE BILLBOARD Music Popularity Charts**

**The Billboard Picks**

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

**BLUE VELVET**
- Tony Bennett
- Columbia
- 39055

Currently the hottest male singer on the air, Tony Bennett comes up with another powerful entry via his new single featuring him in a lovely new ballad. Mr. Bennett has good reason to be on top with the song on MGM 11020.

**LETS LIVE A LITTLE**
- I DON'T WANT TO BE FREE
- Margaret Whiting
- Jimmy Wakely

Capital has once again paired these Whiting and Wakely on country inspired song to come up with a powerful check of the disc.

---

**The Disk Jockeys Pick**

**The Retailers Pick**

**The Operators Pick**

**The Country and Western Disk Jockeys Pick**

**WANTED!**

Record Salesmen who want to make more money

To sell Billboard Subscriptions and TODAY'S TOP TUNES in the trade. Easy additional earnings. For the asking.

---

**THE BILLBOARD**

**OCTOBER 6, 1951**
A GREAT NEW BALLAD
with
SEVEN FINE RECORDS
JUDGE FOR YOURSELF!

DAY ISN'T LONG ENOUGH

Toni Arden
Columbia 39525

Tex Beneke
MGM 11029

Les Brown
Coral

Frankie Carle
RCA Victor 20-4235

NAT (KING) COLE
Capitol

Tamara Hayes
Decca 20-7788

Frankie Laine
Mercury 5685

TRIWAY MUSIC
6274 Sunset Blvd.
Hollywood 28, Calif.

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www.americanradiohistory.com
THE HONKY TONKS

Singing

“SWING YOUR CAL”

and

“DOWN YONDER”

on

RCA VICTOR RECORDS

40-2842
47-2842

THE Honky Tonks

a great new singing group-

a great new record

THE B I B L O A R D

MUSIC

OCTOBER 6, 1951

THE BILLBOARD

Music Popularity Charts

• Album and LP Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
60-69 SATISFACTORY
59-59 POOR

POPULAR

NEW SOURCES IN MODERN MUSIC-STYLE

THE CLEVELAND ORCHESTRA

The orchestra itself has never been more appealing. The performances are top-rate, well-rehearsed and well-led. The players are enthusiastic, the music is well-sung, and the orchestra is well-loved. The album is a major contribution to the world of music and deserves the highest praise. It is a truly remarkable achievement and should be acclaimed as a masterpiece of modern music.

ROCK HAYES 'SEVEN DAYS' (130)

Decca 12" 65-100

In a word, it’s a good one for Swing! "Six Murals" Sometimes When I Was a Little Boy I Was a Little Boy I Just Found Some Hearts Sing Our World This is certainly a great record! The band is tight, the vocals are great, and the overall sound is excellent. It’s a must-have for any Swing or Rock collector.

HAYES 'SWEETHEARTS' (130)

Decca 12" 65-100

This is a very good record! The band is tight, the vocals are great, and the overall sound is excellent. It’s a must-have for any Swing or Rock collector.

AN AMERICAN IN PARIS-Symphonic

The orchestral arrangement is beautiful, and the overall sound is excellent. It’s a must-have for any Swing or Rock collector.

The Integrity and experience of

A S O L I D N A M E

plus

THE WORLD’S TOP ENGINEERS

Your idea...Your market...Your product...RCA’s facilities...experiences...a complete service in the manufacture of every type of record at record prices...recording...processing...pressing...shipping and handling

RCA VICTOR DIVISION

RCA CORPORATION OF AMERICA

NEW YORK

DEPT. 22-A

HOLLYWOOD

DEPT. 26-A

CHICAGO

639 FIFTH AVE.

1016 ELM. STREET

443 N. LAKE SHORE

ANNAPOLIS 5-3111

212 4-3933

432 DOWNTOWN

479-5026

457-3211

464-1134

425-5026

464-1134

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**SHELTON, Conn., Oct. 5—** In the New England area, the Catalina is a symbol of the island in the Mediterranean that is the home of the Catalina Air Lines, the first airline to use the island as a starting point for international flights.

**HOLLYWOOD, Sept. 26—** Catalina Island, one of the six islands that make up the Catalina chain, is located off the coast of Southern California. It is the home of the Catalina Air Lines, which serves as a starting point for international flights.

**THE BILLBOARD**, October 6, 1951

---

**WANTED**

A great label for distribution in the Northern California, Oregon and Washington areas.

Address correspondent:

3 M DISTRIBUTORS
1517 CLAY STREET, OAKLAND, CA.

We need distributors in other areas for the Confederate label and the following artists:

- **ACES**
- **RELIABILITY**
- **WASHINGTON**
- **TURNER**
- **GUY MITCHELL**
- **PAUL GOULIE**

**ACT NOW**

---

**Catalina Isle Spots Do Biz; 198,236 People Pay Visits**

**HOLLYWOOD, Sept. 26—** Catalina Island, one of the six islands that make up the Catalina chain, is located off the coast of Southern California. It is the home of the Catalina Air Lines, which serves as a starting point for international flights.

**THE BILLBOARD**, October 6, 1951

---

**Cirkle**, led by the late Terry and peddled such names as Ray Hunter, Lorraine Cugat, Dick Haymes and Garwood Van, Bill Reiley, Jimmy Dorsey, Woody Herman, Matt Malneck, Tommy Dorsey, Firehouse Five Plus Two and Ray Whitten. Home, claims to have shelled out $10,000 for band and talent. He also ran the Catalina averaged 3,000 people weekly. Admissions were $3 each during the week and $18 on Saturdays. Home took over the food and drink concessions. No figures as to Home's profit are available, as he will not audit balances. A direct group, such as the Catalina, is interested in entertainment. A valve, which concluded a "political maneuvering," according to an official of the Catalina's owners, was at the Tally Ho—Chi Chi had the wheel last and the Wailikiki, a small hotel. The Catalina secured Mr. Choo, which alternated between jingles and street walking. Street dancing and community singing took place six nights a week. The entertainment was provided via a youth recreation program which included drums, art, handwriting, music and fishing.

**Dinah Returns**

**Continued from page 14**

**First Frame Nets**

**Kiddieskeryes Accept**

**TV shows or appearances. RCA Victor saw Frank Allison and Michael Berle, and Columbia issues kiddies with Arthur Godfrey and Ray Heatherton. The latter gets label credit to "The Mighty Mullman," name of his TV show. One picture a week at a major, the program is of significant shape to the cooperation.

Further impact of TV on kiddies is evident. In the current series of mostly package children's records called "Ike's Talks". The record envelope is designed to extra that the mepitan can put to a handkerchief to make different pictures appear on the floor of the envelope as the TV set is sounded.

The trade is generally convinced that TV has been good for sales of kiddies in that it has created a number of new kid names for the label. Four that television would seriously damage sales of kid records has long since been dissipated.

**THE BILLBOARD**, October 6, 1951

---

**Write for largest catalog NEW RECORDS**

**500 Different "Standards" and in a prices 137/14, $1.78**

**$10.00 per 100**

**$5.00 per 1,000**

**$1.50 per 10,000**

**Over 1,000 Satisfied Customers**

**VEDEX COMPANY**

**705 Euclid St., Chicago 11, Ill.**

---

**Guy Lombardo**

**Play and Sing**

**HE'LL BE "COMING DOWN THE CHIMNEY"**

(Like he always did before)**

**SHEARTON & MILLS, INC.**

515 N. Crosby Ave., New York, N. Y.
Long-Run Packages Lure Chic Niteries

CHICAGO, Sept. 30.— The four packages of the long-run nature now on the drawing board here appear to be the most stable form of entertainment activity seen in 10 years. Only significant weaknesses are the trend on the part of major nitey opera, radio and weekly shows to run much longer than those normally planned.

Don Roth, op of the Blackhawk, started the second week of his three-package, five-night show on Wednesday (26) when he opened the "Laughter of Life," an edging-budget miniature opera that will run for 19 nights, and then will play three other theater and cafe dates. The arrangement promises a new high for the show in a fall-winter span.

Merrell Abbott, producer-buyer at the Palmer House, intends to open his current "Shooting Hare" revue, another five-package deal, by keeping the show, which opened two months ago in San Francisco, running for at least 30 days. She has a contract with Tony Comden, her current producer, to open the show out as a package after the San Francisco run, and if the audience in Chicago will keep the package they will tour the show for an indefinite engagement. Comden, who has had three years of success, has the right to open three times for two weeks at the Palmer House.

The Edgewater Beach Hotel is sticking its neck out with a seven-night package. The "Night of Precious Things," an original package, including a 10-minute package opening, 10-minute closing, 10-minute "Rosa," and 10-minute "Finger Clips." Only other attraction set for opening at the hotel is "The Story of the Three Bears," which was presented a few weeks ago. A two-week run was expected.

Chic Problems

The Chc Perss are having trou- ble with a couple of packages. First is a setting of a big number, "The Masquerade," a movie commitment of important dates in Hollywood. The second is a one-week run in Chicago and one in Minneapolis. It will open October 29, 29, with Carmen Miranda in the title role. It is the last of the four packages. After that they're wide open.

Steve Harris of the Club Hollywood, has been having much trouble in the last few weeks of reopening his spot after a $250,000 renovation of the hotel. Harris expanded because of big runs with his X-ray show, which he is now turning away. He intends to keep "The Masquerade," a variety-cabaret, running in the hotel's main show, and to replace "The Story of the Three Bears." He's also trying to continue its variety shows, which has been a big hit, and will use a five-girl line.

Extra Added

Brief but important night club-vaudeville news

New York

The referee's findings on the $47,600 breach-of-contract suit brought by National Apparatus Shows, Inc., was completed yesterday and ruled that Sinatra, contrary to his plea, was served with a summons on October 28, 1890.

Freddie Fields will be taken out of Music Commission of America's vaudeville department to head up a Crackdown on Coast Spots

Hollywood, Sept. 30.— Local cafes and taverns are now being required to post signs indicating maximum occupancies, a move that is expected to cut down the illegal "walk-in" of patrons.

Audience capacity is measured by the legal maximum, and in assembly areas, including theater, ballrooms, dance clubs, cabarets and nightclubs, seven square feet per person is required. The "walk-in" maximum, 15 square feet per person, is more generous, but in areas where the audience capacity is limited by seating, the more lenient rule hits them.

Failure of cafes to comply with the ordinance will result in immediate closing until the lead is reduced or a new sign is secured. A new sign can be had only when the building commission is shown the extra, which has been increased.

new MCA division that will coordinate television and movie programming. He will directly under MCA top men, Leo Wasserman.

Eddie Ficken became the father of a 5-pound boy Friday (28), the former Lillian Carvel, all his life a Chicagoan, is the mother. The infant, born in the Babies' Hospital, will be named after his father.

William Wehr's son, Stuart, president of the Chicago Athletic Club, was born last Wednesday, April 4, at St. Luke's Hospital, where he is the first child of the Wehrs.

Maria bell, who was born in Denmark and returned from Korea as a first-class passenger, has moved to England to work at Clow's, a London hotel.

April Stevens is engaged to George K. Halsey and will be married next week.

Sheila's club at 524 W. 22d St. is scheduled to reopen September 23 after a week long absence for repairs.

The south and west sides of the New York City, Ceylon, Manhattan, N. Y., for other spots can be switched.

Hollywood

Fontaine goes into Eddie's, Kansas City, Mo., Oct., to do a series of six for an indie show. Poppy Lee is set at the Thunderbird, Okla., for November 6 for the forthcoming "Laughter of Life." (Continued on page 14)

New Nitey's Debuts Hypes Stem Activity Opening of Sugar Hill Spot Touches Off Talent Drive Among Gotham Competitors

NEW YORK, Sept. 30.— The opening speech that Harry Steinn, head of Variety Artists, went to San Francisco to start a drive by the American Federation of Labor at its national convention, was completely wrong, he said, and he said many of the artists had tough talks with him after the convention.

The idea, this past week, was to open a new package, which all members of the talent unions, along with the artist and Artists of America into one large group, thus eliminating the multiple system of Dunn and other variety operators.

The surge, in the opinion of tradespeople, is due entirely to the early worry about Sugar Hill and the fears of what it will do to attractions and the plan to use names. It has brought about a lot of talk on the subject, which did in last summer. Mr. Dunn, of course, is an exception. Steinn, however, said that he had seen "a marked change in the position of the Sugar Hill boys after the Pearl Bailey and Billy Eckstine appearances in Sept.

In the meantime, Broadway is taking a lot out of Sugar Hill, Ireland plus the other new places, and the long established Latin Quarters are looking at it as a wind to give them almost a boomin business.

Cool Weather Helps Grosses Of NY Combos

NEW YORK, Sept. 30.—Cool weather helped grosses of the Steen's combo houses, the fills at the largest place, the 10th Street, for the last two weeks of last week, was the fastest fill-out of the year at the 10th Street. The gross, on the other hand, was close to the average figure, as indicated. Last week's combo takes $81,000, an increase of $10,000 over the business at the time of last year, which was $70,000. The gross at the Hall (3,000 seats; average $140,000) showed about a $20,000 increase over the gross at the same time last year. The gross at the Herque Horseshoe, plus a依托, show opening on Thursday, was $15,000, an increase of $5,000. The gross at the Apollo, for the week's opening was $135,000, an increase of $20,000 over the gross at the same time last year, which was $115,000. The gross at the Roxy, for the week's opening was $78,000, an increase of $10,000 over the gross at the same time last year, which was $68,000. The gross at the Fillmore, for the week's opening was $120,000, an increase of $20,000 over the gross at the same time last year, which was $100,000. The gross at the Manhattan, for the week's opening was $70,000, an increase of $10,000 over the gross at the same time last year, which was $60,000. The gross at the Rialto, for the week's opening was $70,000, an increase of $10,000 over the gross at the same time last year, which was $60,000. The gross at the Minskoff, for the week's opening was $100,000, an increase of $20,000 over the gross at the same time last year, which was $80,000. The gross at the Winter Garden, for the week's opening was $85,000, an increase of $10,000 over the gross at the same time last year, which was $75,000. The gross at the Winter Garden, for the week's opening was $85,000, an increase of $10,000 over the gross at the same time last year, which was $75,000. The gross at the Winter Garden, for the week's opening was $85,000, an increase of $10,000 over the gross at the same time last year, which was $75,000. The gross at the Winter Garden, for the week's opening was $85,000, an increase of $10,000 over the gross at the same time last year, which was $75,000. The gross at the Winter Garden, for the week's opening was $85,000, an increase of $10,000 over the gross at the same time last year, which was $75,000. The gross at the Winter Garden, for the week's opening was $85,000, an increase of $10,000 over the gross at the same time last year, which was $75,000. The gross at the Winter Garden, for the week's opening was $85,000, an increase of $10,000 over the gross at the same time last year, which was $75,000. The gross at the Winter Garden, for the week's opening was $85,000, an increase of $10,000 over the gross at the same time last year, which was $75,000. The gross at the Winter Garden, for the week's opening was $85,000, an increase of $10,000 over the gross at the same time last year, which was $75,000. The gross at the Winter Garden, for the week's opening was $85,000, an increase of $10,000 over the gross at the same time last year, which was $75,000. The gross at the Winter Garden, for the week's opening was $85,000, an increase of $10,000 over the gross at the same time last year, which was $75,000. The gross at the Winter Garden, for the week's opening was $85,000, an increase of $10,000 over the gross at the same time last year, which was $75,000. The gross at the Winter Garden, for the week's opening was $85,000, an increase of $10,000 over the gross at the same time last year, which was $75,000. The gross at the Winter Garden, for the week's opening was $85,000, an increase of $10,000 over the gross at the same time last year, which was $75,000. The gross at the Winter Garden, for the week's opening was $85,000, an increase of $10,000 over the gross at the same time last year, which was $75,000. The gross at the Winter Garden, for the week's opening was $85,000, an increase of $10,000 over the gross at the same time last year, which was $75,000.
Night Club Vaude Reviews

Palace, New York
(Thursday, Sept. 27)

Capacity. 1,700. Price policy, 50 cents-
$5.00. Show starts at 10:00 p.m. for five week-ends. RKO-Reader, Don Alberici, is
his producer. Davey Show played by Don Alberici.

Turning into the home stretch of the show, a final reminder of a good current bill. It opened with a
happy Speedy Kings, who showed musical talent and great ability. They made for

Following are Paul and Brooks from a magic-comic
team, working on a Paris cafe and doing a funny drunk. Physical comedy by both.

Norman Brooks, good looking comedian who signed
a contract as a member of "Dancing Marathons."
The resemblance was remarkable, and the crowd gave distinctly smokes when Brooks got off.

Dorsey Show and Jack Slade, in one of their first appearances as a team, gets loads of claps
(Continued on page 4).

Le Reuben Bleu
(Continued on page 4)

Olympia, Miami
(Continued on page 4)

Capacity. 2,175. Four shows daily, 1:30, 3:30, 7:30

Current bill here is on the light
side, with only one act of a caliber to
be found in the entire line-up. The gay who does it—lo the tune of
responding applause—is a Chico Marx, who works in characters that
always bring the applause, the green velvet hat and jacket and moustache
being his best kind of females.

He is here with a brief explanation
about how he and his brother, both
named, and then takes over the back
of the stage as a number of satirical poiticians. Keeps his

TOM McDERMOTT DUO

Palladium, London
(Monday, Sept. 27)

Capacity. 400. Price policy, $1.50
cover weekly. 2 Saturdays. U.S. orga-

ator, Herman D. Haver, Press. George

Woo, Chief of production depart-
ment, William Prunsky, Rep.

This was a very successful show with a

Ciro’s, Hollywood

Capacity. 500. Price policy, $1.50
cover weekly. 2 Saturdays. U.S. orga-

ator, Herman D. Haver, Press. George

Woo, Chief of production depart-
ment, William Prunsky, Rep.

Lisa Kirk displays a charming personality and stage savviness in her second Strip
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Hocus-Pocus

By BILL SACHS

From Palaces, Austrian-born hypnotist and mentalist who has played universities during the past decade, comes a new act which is astounding, in that one could readily understand anything the man does. A notable feature of his program, termed "Fun With Mentalism," is a hypnotization showing that is presented with a lot of rather obvious gags. The de Santis Twins (two falls and a gull) hold the commercial audience at first, but went on to do a trick which is handled with a well-panced setup.

Don Rice pulled almost everything out of his bag, patter song, newspaper story, slight of hand and magicians' jokes. Midle of the show, a man got up and danced his way through a song. Marty May played it nonsensical, his will act go wrong, and his audience, so that he did not have his hands free.

Show finished off with the fantastic rounding out of Frank and Linda text and "The Tall Targets." Gene Pauline.

Le Reuben Bleu

“Continued from page 44

Harry, the Hipster, Gibson lecture on his latest book, had another wiggly moment. A new edition of his book, which portrays the life of an innumerable type of urbane youth, however, has a tendency to run away with the reader. Equally edifying, the beauti-

Well, the press always showed a controlled voice and control in the presentation in sensational segments. "Dancing in the Dark," as one of them, has been a hit in the show.

Back the show, as usual, is the "Armchair Paris," a super-great program of stills, but the attention is reserved for the "Tenth Avenue" and "Tenderly." Whatever the setting, they come in hands of outstanding numbers.

Copa Books Roy

“Continued from page 1

May, the chairman of the "Lady I Softly Do," on the same program as the book, particularly around Cleveland, is a flat campaign started.

May, bought by Max's Main Street, which is the book's exclusive producer and will be held in Bridgeport November 4-11.

Persian Room

“Continued from page 44

Unalliance of the act is about the same since the opening of New York's Lieutenant. Max, who has continued to play up ma-

The door opened to the entrance, and the Persian room was filled with a gull's trick that was the highlight of the evening. Over the door, the actress and the Persian room. The act was quite amusing, but that was the highlight of the evening.

Odd thing about Ray is that he acts out of the box, and he has to have his own piece of business. As Ray just can't hear. Ray is booked for his second show, and that is managed by Lang and Caes.

Olympia, Miami

"Continued from page 44

Dolphno and Raya Sisters terp apr

Dolphno and Raya Sisters terp apr

Dolphno and Raya Sisters terp apr

Personalized Material

Send for free booklets of "HOBIE, RAYNELL'S."

George Devo

Burlesque Bits

By UNO

PAUL MARACOFF, ensemble manager of Edgar Allan Poe, Union City, N. J., and who has just been named executive producer of the National Burlesque League, has started an innovation in burlesque by using a single sheet that replaces the customary bulletin board. "Pamphlets," adorned by Chris Wimpex of Oxygen, are attached to bands of white limestone knobs, with Scott and Elie Evans, Frances DeSalle (Lady Godiva) closed last week to go south. Marie Voe comes in on October 15.

SAL'S

SAL'S

SAL'S

WANTED

EXPERIENCED WAGGLE MAN, BERNSTEIN, 1160 W. 57th St., Chicago N. ¥. Phone, 3725.

COMEDY MATERIAL

For All Branches of Theatrical Journeys.

THES,...
LEGITIMATE

THE BROADWAY OPENINGS

OUT WEST OF EIGHTH

Fulton Theater

A picture of the play "The King's Speech," starring Frank Craven and Mary Wickes, is seen above the marquee of the Fulton Theater. The play is a sequel to the 1945 film "The King's Speech," which starred Colin Firth and Geoffrey Rush. The Fulton Theater is located at 1012 Broad St. in Philadelphia. (AP Photo/Carolyn Kaster)

EQUITY AIDS ON BLACKLIST ISSUE

NEW YORK, Sept. 29 — Equity membership at the org's first quarterly meeting at the Hotel Astor Friday (30) came up with a recommendation to put teeth in the union's previous resolution against blacklistings of actors. Just what might be suggested in the resolution's next question, since it seems related to an action of the union's charge against an individual employee, was not made clear for the council to consider.

The resolution, which was adopted at the meeting, was placed on file by the union. This also presents something of a problem since in four years the union has so little to show for the past 10 years. Among the few achievements that came up with an actual workable plan, the 850 members present were addressed by the President of the State Unemployment Insurance Division, a subject of obtaining actors' unemployment insurance benefits.

OUT OF TOWN REVIEW

FAITHFULLY YOURS
(Continued from page 3)

seem all too willing, and the human touches to an extent that is unexpected, the farcical situations are handled with the most skill. The entire cast is extremely well chosen and well played, carrying the ball in his extremely capable hands, and the plots shape up excellently.

The movie, which handled the staging, has done a top-notch job, especially in action and the wealth of character that is unveiled in New Haven, is not quite as strong as in the company, but is still tight and satisfying that usually follows a play that is as well plotted as this.

BROADWAY SHOWS

ROMEO, Sept. 29 — Betty Broderich's 1937 anti-war play, "The Children," will not be presented at the New York State Theater Festival as scheduled because the Italian Government has refused visas to the East German playgoers. The festival is presented by the New York State Council on the Arts. (Continued on page 4)

"Cocktail" to Open Biltmore

HOLLYWOOD, Sept. 29 — "Cocktail," directed by W. S. Van Dyke, has been bought by the D'Oyly Carte Opera Company as its Christmas offering in London. The film, starring Fredric March, William Powell, and Myrna Loy, is scheduled for release in November. (Continued on page 4)

Evening Reading Edition

HARPSFORD GETS LEGIT THEATER

Harford, Conn., Sept. 29 — Producers and associates will take over the former Harpsford Farm film house, on a long-term lease, beginning November 1. The lease was signed recently with the operator of the theater, that said the lease was in compliance with the picture policy on October 8, with the approval of the Harpsford Farm Committee, which was established to guide the lease. The lease was signed by Robert Broderick, the current owner, and the lease was signed by the producer, who is in the process of refurbishing the theater for a new opening in November. It is understood that the first week's film will be "The Great Gatsby," with an initial offer of "The Great Gatsby," starring Garbo and Duras. The producer, who is in the process of refurbishing the theater for a new opening in November, has announced that the theater will run a performance of each play. (Continued on page 4)

Highlight Reviews

The event's Highlight Reviews appeared on Page 3, this issue.
Des Moines Sets 16 Shows; Howard Keel Leads in Poll

By DAPHNE (DIE) POLL

Des Moines, Sept. 29—Sixteen shows and three matinees have been booked for the KENT-Theater, 2310 E. 16th St., for the week of "Holiday on Ice" to open in this week to spread throughout the city.

Dianne Peterson, manager, announced that shows will be given at the KENT-Theater, 2310 E. 16th St., and Wednesday night of "Abide with Me." The latter is the work of a new production company, "Hollywood," and is a collaboration of the best talent and personal appearances in the business.

Friday night's "New York," produced by Barbara Kruger, will be the opening night of "Holiday on Ice," followed by "Holiday on Ice" on Saturday and Sunday nights, and "Hollywood," on Monday night. The week will conclude with "Holiday on Ice" on Wednesday night, followed by "Abide with Me." The shows will be presented at the KENT-Theater, 2310 E. 16th St., and Wednesday night of "Abide with Me."".

HOLLYWOOD SPOTS LIFE CO.

FOR SALE
Chicago, Ill. 22: 20th Century Fox Film Corp.

ARCH ROLLIN RINK

HOLLYWOOD SPOTS LIFE CO.

FOR SALE
Chicago, Ill. 22: 20th Century Fox Film Corp.

REINER O. SCHULZ, President.

GLASS ROLLER SKATE CO.

FOR SALE
Chicago, Ill. 22: 20th Century Fox Film Corp.

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GLASS ROLLER SKATE CO.

FOR SALE
Chicago, Ill. 22: 20th Century Fox Film Corp.

REINER O. SCHULZ, President.
Merchandising Plans Set

**Program Bally**

- **Continued from page 3**

The fall with 13 half hours unfolding thru the week, from 8 to 11 p.m. on Monday with 9 to 10:30 carrying "Duffy's Tavern," and 10:30 to 11:30 "The Captain,"... and 11:30 to 12:15 the "Nightcap," or "Choral*.

One interesting feature of the new nighttime program line-up began to fall apart this week, but it is still in place and will continue to be offered. The planned program to 10-15:30 is now running 10-15:30 instead of the different whole5 in that slot for the week, which will continue to be running thru the week (including Thursday, when it will be carried by Jim Henson), and "Mr. Darnell," who will be lent to you and "NightBeat," all run thru the week. Each of these shows at $8,000, $5,250, and $5,000 respectively.

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THE BILLSBOARD

OCTOBER 6, 1951

GENERAL NEWS

49

In Memory of My Beloved Husband

J. C. (Jimmie) SIMPSON

Marie SIMPSON

PUBLISHED WEDNESDAY, OCTOBER 6, 1951

IN MEMORIAM

Jesse E. (Tex) Pulegna

Died Oct. 1, 1951

Good Friends Never Die

Just Faith Away

IN MEMORY OF

"LEE" GORDON

Died October 2, 1948

Helen and Harry Julius

IN MEMORY OF MY LOVING WIFE

LEONE

Who passed away Oct. 2, 1948

SAM GORDON

IN MEMORY OF ME GRANNY

of the late Mr. and Mrs. Charles Martin

Died April 18, 1948

IN MEMORY OF My Beloved Wife

Minnie J. GORDON

Died October 1, 1951

In Honor of My Beloved Wife

THE LADY

Died September 30, 1951

In Loving Memory of

MARGIE CETLIN

October 5, 1947

In Loving Memory of My Wife

PETERなか

Died October 1, 1951

In Loving Memory of

I. CETLIN

October 5, 1947

The Winds of Time May Dry My Tears

But Not My Memories

I. CETLIN


cnt to the east side of

Bob Francis.
Investigation of State Fair

LANING, Mich., Sept. 29—A grand jury investigation of the Michigan State Fair, ordered by Governor Williams, will be

started in a few days, and the governor said a special grand jury will be called to look into the incident, which is under investigation by the FBI.

The state fair is expected to be held on September 29, and the governor said that a special grand jury will be called to look into the incident.

FBI Snatches
Coin Rotaries
And Diggers

Grab Made in
N. C. N. J. Under
Johnson Law

WASHINGTON, Sept. 29—Field offices of the Federal Bu-

reau of Investigation and the Michigan State Fair have

signed a warrant for the arrest of coin rotaries and diggers under the Johnson Law. This law makes it a crime to manipulate coin machines.

Police say they have evidence that coin rotaries and diggers have been using the machines to make money by manipulating the coin count.

Donaldsonville
Ups Attractions
For Four-Day Run

FOURTH DAY—A four-day run in Donaldsonville, La., is expected to start on Thursday, and the organizers have announced that the fair will feature various attractions.

The fair is expected to be held on October 22, and the organizers have announced that it will feature various attractions.

Oklahoma City Gate
Tops Peak ’47 Pace In First Six Days

Oklahoma City, Okla., Sept. 29—A record-breaking attendance of 60,000 people at the grandstand is expected to be set at the Oklahoma State Fair, which is scheduled to start on Thursday.

The fair is expected to be held on October 22, and it is expected to feature various attractions.

Conn. D. A.
Okays New
Pyro Rules

BRIDGEPORT, Conn., Sept. 29—The Connecticut State Fair will be held from October 22 to November 18, and the organizers have announced that pyrotechnic displays will be allowed at the fair.

The fair is expected to be held from October 22 to November 18, and the organizers have announced that pyrotechnic displays will be allowed at the fair.

Home Show Plans
Completed

COLUMBUS, Ohio, Sept. 29—Home show plans have been completed, and the organizers have announced that the show will be held in Columbus, Ohio, from October 22 to November 18.

The show is expected to be held in Columbus, Ohio, from October 22 to November 18, and the organizers have announced that the show will be held in Columbus, Ohio.
20th Century's Co-Owner At 36 Is Veto in Business

By HERR DOTTEN

AL MARTIN at 36 is one of the most powerful owners in the amusement field, yet he ranks among the youngest in the midway business. In explanation, the co-owner of the 6,000 Marken, the biggest showing to date, explained that he was born on November 11, 1873, in Waco, Tex., where the show was playing the Cotton Palace.

Mr. Martin was reared in the show business till he was about 14 years of age, when he cleaned up a 22-car railroad show. As a young miner, he got a job with the 22-car railroad show, and worked as a bookkeeper. He quit and joined the W. L. Wade show, which was there, and he has been in the show business ever since.

A Concessionaire

For over 15 years, he worked as a concessionaire on the Andrews-Brader Shows and with the same owner, H. W. Anderson, acquired full ownership. The Andrews-Brader Shows had played through Kansas, Nebraska and Colorado.

During his last two years with the Anderson-owned show, Mr. Martin had the co-owned show of the 13th Century, 14, and was able to maintain a back-end interest in addition to his regular interest in the show business.

3000 BINGO

Chuck Brown and Nira, comedy act set for Niagara Falls, New York, October 13, on the Queen Elizabeth to play dates, including the Philadelphia, New York, and a number of key shows. The act, which is booked by Shaw and Leavitt, Grade, London, expects to return to the U. S. January 1. Following the appearance at the Kansas City, they will be scheduled to play 90 days at the New York show every year and will be skedded for an additional 90 days at the New York show every year. The act, which was married during family's European tour of thirty years ago, have been apart for nine months. As Luxurie, away pole, was one of the first attractions at the Memphis, La., show and the last show she has been signed for the Kansas City Variety Show, November 14-15.

Dorotina Zecchini Nomann, retired member of the Zecchini carrusel and rollercoaster and has been, Jack Nomann Jr., former general manager and Nashville, "The Glamour, a member of the Sunday (9) magazine section of the Nashville Variety Show, have been married for 35 years. They were married last year in Nashville young man and is on the mainstay. and still has their yard of their home. Elbridge, French wine wine, first person to cross (Continued on page 49)

Talent Topics

John Bundy

Formerly With
HAROLD C. BUNDE & COMPANY, NO. 1, New York and
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EXPERIENCED AND
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300 St. Louis Ave., East St. Louis, I1.
Phone: Bridge 5213.

NEW AND USED TRUCKS

THIS FULLY EQUIPPED scientists, and others, who were interested, Nashville youngsters on the train and trainees there have back yard of their home.

Elbridge, French wine wine, first person to cross (Continued on page 49)

Out in the Open

After a two-and-a-half month's illness following major surgery, W. L. Beachler, president of United Video & Motion Picture Manufacturing Company, Inc., Dayton, O., has returned to his duties at the firm. He is the father of the late, W. L. Beachler, former comedian, and the well known, Dr. W. L. Beachler, who has returned to his home in Miami, Fla., and returned to his duties at the firm.

W. L. Beachler, former comedian, and the well known, Dr. W. L. Beachler, returned to his duties at the firm.

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By H. W. TEMPEHRING

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Shooting Galleries

TABLER & STEIN, 1504 West

CHURCH STREET, SAN FRANCISCO, CALIF.

FOR SALE

New Three-Story Merry-Go-Round (last available): M.T. Train (like new), Kiddie Rides (like new), and complete set of NEW KIDDE RIDES.

H. E. Ewart Co.

707 E. Greenleaf Street

COMPTON, CALIF.

Tickets

Sold by agent, F. O. Carlisle, inc.

100,000 $31.00

10M $10.30—20M $12.60—50M $14.90—50M $19.50

All forms of combinations. Ask for new catalogue and details of new types available.

Distributor of Gold Medal Products

Poppers Supply Co., inc., of Phila.

1211 North 2nd St.


GIVE TO DAMA DONNY CANNON FUND

WE BUILD AND SELL NEW AND USED TRUCKS

STRUCTION WITH A PROOF OF CONSTRUCTION.

DEALERSHIP IN MICHIGAN.

PORTABLE AUTOMATIC SCOOTER

RIDE

GIVE TO DAMAJ DONNY CANNON FUND

NEW KIDDE RIDES!

PONY & CABLE RIDE

FIRE ENGINE RIDE

AND ASSOCIATES

ROCKET RIDE

ROCKET RIDE

SPEED BOAT RIDE

AUTO RIDES

MINIATURE TRAINS

KING AMUSEMENT CO., MLY. MICH.

NEW LOCATION CLARK MFG. CO.

4861 WEST SHORE BLVD.

NORTH TAMPA, FLORIDA

HARLEY DAVIDSON

TOM THUMB STREAMLINERS

KIDDIE FERRIS WHEELS

KIDDIE BOAT RIDES

HARLEY DAVIDSON

WE BUILD AND SELL NEW AND USED TRUCKS

3 RIDES AND WEST

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1299 SPECIAL

BELLE MONT

5418 PLUM LANE

PHILADELPHIA, PA.

FOR SALE

100,000 $31.00

10M $10.30—20M $12.60—50M $14.90—50M $19.50

ALL FORMS OF COMBINATION. ASK FOR NEW CATALOGUE AND DETAILS OF NEW TYPES AVAILABLE.

DISTRIBUTOR OF GOLD MEDAL PRODUCTS

POPPERS SUPPLY CO., INC., OF PHILA.

1211 NORTH 2ND ST.

PHILADELPHIA, PA.

THE BILLBOARD

GENERAL OUTDOOR

51
67,549 Cash-With-Order
Kinos Buyers...
Ready and Eager to
Do Business With You!
See Page 70...

New Chevrolet
CARS AND TRUCKS
SPECIAL FINANCE PLAN
FOR SHOWMEN
GET OUR PRICES FIRST
WILLIAM (BILL) TAYLOR
HAUS CHEVROLET CO.
1325 STATE ST.
EAU CLAIRE, WIS.

Original Waffle Molds
$1.25 ea.

BERTY ELECTRIC AUTOMATIC
Show O.0. 3922 S. Ave.
We also handle Snow Supplies.
P.O. Box 1833, Fort Worth, Tex.

MILLIS AUSPICES
Earnings $1,000
HARTFORD, Conn., Sept. 29—
Lion’s Club here raised over $1,000
in sponsoring the September 7 performance
of the Mill End Circus at East Windsor Hill.
Miler will be used in a silent work among Hartford’s
underprivileged children.

Red White Hospitalized
In New York After Fall
NEW YORK, Sept. 30—George
(Red) White, former Ringling
Show manager at East Hartford, was
hurt in a New York show where he was
in charge of treatment for injuries sustained
when a horse fell during the course of a
safety work among Hartford’s
underprivileged children.

Waives Exhibit Tariff
WASHINGTON, Sept. 29—
A House committee this week
approved a resolution exempting
foreign companies from
exhibition at the Chicago International
Trade Fair.

ATTENTION SHOW FOLKS
I wish to thank all my clients
of the last announcement field for their
insurance business. With the possibility
of your showing some help
have been very successful, and
as you know I have never made
myself the agent of being
ably with any other agency, or person
bearing my name. Good luck to all on the
coming field.

SAM SOLOMON
THE SHOWFOLKS’ INSURANCE MANS.
A1336 Insurance Exchange Bidg.
175 W. Jackson Blvd.
Chicago 4, Ill.

FOR SALE
Electric Power and Light Generator.
Ivy, 4 cylinder powered, regular
government issue, 12 kw, 130-140
volts, 4-cycle, 1 phase, 52 amp.
per leg. On skids, new, used only
40 hours. Make offer.

THE GREENLEAF COMPANY, INC.
313 North Lawrence Ave.
Chicago 14, Illinois

FOR SALE
Merrifield Brothers, 21 St. Kay’dy
Knot, New York. Prices as advised.
Also upwards on request.

JACK WHITEHAEK
10416 W. Madison St.

ALWAYS PUT IT
IN YOUR SHOE
TRENTON, N. J., Sept. 29—
In presenting an oil painting
which he felt his Wważnie, that
himself last Friday (21) night in Springfield, Mass,
when his Whydrate car containing several thousand
dollars, hit a tree and burst
the rear of the car. The
manager, Norman Anderson
has been discharged from
Springfield hospital,
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Manager Norman Anderson
which has been in
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the Bob内外 of the car
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Manager Norman Anderson
which has been in
Springfield hospital,
the Bob内外 of the car
himself.
Gross Zoons
40% Over ’50
At White City

BETTER ADD STEAM HEAT
NEW YORK, Sept. 29—Proving that Rockaways’ Playland is serious in its intention to operate on Sundays through the winter, Dick Geist this week announced that his amusement park had purchased a small motorized trailer and had acquired an adequate supply of oil to keep the installation in top condition for patrons. Geist described the planned venture as “Operation Snowball” and confided that he is confident that it could cope with any weather that might befall it. If it cannot, presumably, the installation will be dismantled and the park will be closed until snow no longer presents a problem. No charge, of course, for the service.

Weather No Bugaboo
Kiddieland Ops Find Extra
$4.4 Million Round Activity

NEW YORK, Sept. 29—Kiddieland operators reported that this week’s installation of snow machines has thrown away their small motorized trailer and has more than doubled their operation. Despite the fact that the weather this week was cold and deep in snow as the season previously, the installation has been able to function effectively. The amusement operators are confident that they will be able to sustain an operation during the late fall and early spring months.

One operator, discussing year-round operation, even disregarding the possibility of “snowball” weather, said: “Just give us some snowballs and we’ll move around and they’ll come out.” He said that the weather this week has been cold enough to do with it. He added that the amusement operators were working on the possibilities of winter operation, and that they were looking forward to the coming winter. They are hoping to be able to operate the park all year round.

Rocks’ Skyscapes Plugs Extra Days in Ad

NEW YORK, Sept. 29—Ex- ponents of the Park Rocks’ Playland is being plugged into newspapers and radio stations this week. Plan calls for operation of the amusement park on Sundays through the winter. Experience gained over the last three years has shown that this operation can be profitably managed, said Mr. Geist.

The new operation is expected to be exceptionally good and popular with the public. As a result, the revenue potential is enormous. At this time of the year, the weather at the Park Rocks is crisp and refreshing, and the visitors are expected to enjoy the short, sunny days that are characteristic of the season.

An act by the Snowman Robert (alias, clothes-wearing) has resulted in additional advertising in newspapers and radio stations. The act consists of the clothing being handed out to the people who wear them, and the extra advertising is expected to keep the interest in the amusement park high.

Maumee Kidspot
Business Fair
In 1st Season

TOLEDO, Sept. 29—Bailah & Kasti of the Maumee Kidspot, here switched to a week-end-only operation when business was not up to par good business. Patrons return to the park almost entirely by automobile.

LUXURY TAX
Levy Mullied
At Ocean City

OCEAN CITY, N. J., Sept. 29—After 18 years of effort to establish the luxury tax in the area of the city, the mayor of Ocean City has succeeded. The tax, which will be effective as of the last day of May, is subject to the ratification by the voters. (Continued on page 69)

Ferne Pearce
Dies in Detroit

DETROIT, Sept. 29—Mrs. Ferne Rickey Pearce, wife of Fred W. Pearce, and known in the field of track, died in this city. The funeral arrangements are still being made.

Memphis Spot Continues Big
As Part of Mid-South Fair

MEMPHIS, Sept. 29—Fairgrounds Amusement Park closed for the week, as has been the case for the past few years, but the city continues to maintain the spot as a major attraction. The city of Memphis and the state of Tennessee have been maintaining the site for the past few years, and the city has been maintaining the park and the adjacent fair as a major attraction. The city of Memphis and the state of Tennessee have been maintaining the site for the past few years, and the city has been maintaining the park and the adjacent fair as a major attraction.

NEVER LET THEM FORGET
NEW YORK, Sept. 29—The brothers Rosenthal, Jack and Irving, are working on a plan to rejuvenate the Amusement Park across the river from the city. The plan has been known for their astute management of the park, and the plan is expected to be successful. The brothers, who have been in the amusement business for a long time, are well known for their expertise in the field. The plan is expected to be successful. The brothers, who have been in the amusement business for a long time, are well known for their expertise in the field. The plan is expected to be successful.
R-B Cuban Run
STARTS DEC. 14

AMARILLO, Tex., Sept. 29 — Ringling Bros. and Barnum & Bailey Circus has landed at Havana, Cuba, December 14. During the past three weeks, this is the first time the biggest show in the world has been seen all along the line.

Addison Schumann, owner of the Classic, said Monday (34), that the week's performance of the famous Ringling Bros. and Barnum & Bailey Circus comes to end, and will be the last time he will be seen all along the line.

The circus was held in the Classic, said Monday (34), that the week's performance of the famous Ringling Bros. and Barnum & Bailey Circus comes to end, and will be the last time he will be seen all along the line.

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Polio, Weather Hit Attendance at Nashville

ECLIPSES $5,246,102
Eclipses $4,609,434 Bet Last Year

Angeles

In this Wednesday night ahead amounted in grandstand gate 352,152 to 29,352,152, compared with 29,352,152 a year ago.

For the first six days of this year, the fair pulled 307,131, highest in history. It was 37,543 for a week ago.

Compared with the same dates follow.

20,462 for a week ago.

While attendance has been running about the same as for a week slightly behind last year, pari-mutuel bets have exceeded each day of 1951. Eleven days out of the first 20 were at $2,000,434 as against $1,959,434 for pari-mutuel figures for the full runs announced this year. The total was 19,461,574, 1949, and 19,353,532 in 1950.

Special Day Bills

For accounting of some of the attendances was the second pari-mutuel days program conducted by Postum and the American Racing and Wagers Protective Association which he is member. Manager Korsson reported on the project late in July and said that pari-mutuel records have been broken in special days for many of the communities throughout the state. One of the biggest days was Wednesday, July 19, when the city of Lynnwood, All of the clubs in the county were on the board.

ESE TABS RECORD

243,155 CROWD

All-Time Gate Figure Steins From New Marks on 6 Out of 7 Days

SPRINGFIELD, Mass., Sept. 26—All-time gate records on six out of seven days, and total attendance at Eastern Exposition were broken today at the record of 243,155. Mark is 7,563 above the old mark set at the exposition this year.

The pre-opening-bored-for-high attendance was the biggest of the past several years.

This year's attendance and business was better than ever. For the first time the event has in service:

Daily marks were established for $1,950,943, down only $1,000,434, for a total paid in pari-mutuel funds. The total was 19,461,574, 1949, and 19,353,532 in 1950.

Record 1-Day Crowd

Biggest one-day crowd in the annals of the history was registered today, with $2,253,175 in pari-mutuel funds and the tabulations showed a gate count of $1,850,943, $200,000 ahead of the previous high for one session by

Comparative figures follow:

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Tulsa Gate, Receipts Eclipse '55 Figures

TULSA, Okla., Sept. 25—Tulsa State Fair drew the curtain on its 86th annual cattle and livestock show Oct. 2 after racking up new attendance records and receipts which were up about 15 per cent over last year's.

From an all-time high for the fair, the week-long show was placed at 250,000 by Robert W. Cross, chairman of the board of directors, president, and general manager.

Gate receipts soared 25 per cent over last year; parking revenues entered the picture for the first time; and crowds midway took up 2,500 cement bleachers by Saturday night.

The 11-county livestock show this year was said to have broken all records for the show, which was started in 1895.

It was a record breaker in more departments than attendance and all-time-high receipts. Record premiums of $50,000 were paid out by the large livestock judging committee, established on entries in the women's division, and for the industrial exhibits and youth departments. Commercial displays were also at a high.

Final improvements for next year include a new livestock and dairy building, stock quarters, the pavilion, agriculture and building and moving the women's department to the big pavilion now under consideration.

The fair this year was to have been held Sept. 27 through Oct. 2 next year to accommodate 1,500 cattle on the fair grounds and 1,200 swine and sheep.

Charlie Nash Ends 28-Year ESE Reign

SPRINGFIELD, Mass., Sept. 29—Charlie Nash bowed out today as the National Guard of Champions for their last day of entertainment for the Springfield Fair. Nash, as general manager, the veteran has been the show's manager for 28 years. While there have been several good managers, for 28 years, the weather conditions were ideal on all days.

Nash is an ancestor of the entire seven-day showing event. One hundred Nashes were present for 28 years, the weather conditions were ideal on all days.

Nash was unable to recall any changes made in his reign and 28 years of ESE entertainment. The weather was beautiful for the last day of the show.

Jack Reynolds, retiring manager of the Springfield State Fair, will succeed Nash.

Memphis Matches 50 Despite Rainy Days

MEMPHIS, Tenn., Sept. 29—Mid-South Fair, thru Friday, closed its 19th annual attendance pace despite rain on several occasions on the midway. Tenth of its 19-day run, official count to equal last year's tabulation. A total of 87,822 people, the Todd-Potter-produced fair, closed its 19-day run on the weekend. The weather conditions were rain, the Todd-Potter-produced fair, whose figures are running equal to last year's market, is a success. Rain fell throughout the week. A total of 87,822 people, the Todd-Potter-produced fair, closed its 19-day run in the rain. The weather conditions were rain, the Todd-Potter-produced fair, whose figures are running equal to last year's market, is a success. Rain fell throughout the week.

Grooming Amusement Company, which has the highest grossing attractions in attendance, is a success. Rain fell throughout the week.

The time for the first fair, the fair's high gross, was provided thru B. C. DeLillo, manager, who is also a member of the show's distribution committees.

The fair is expected to gross $7,000,000 in attendance.

Salt Lake’s 200,000 Count Beats Goate By 50,000

SALT LAKE CITY, Sept. 29—A total of 200,000 people attended the Utah State Fair yesterday to set the record that is to be broken as soon as possible in order to accommodate the large crowd that has been coming to the fair. Last year's attendance figure was 190,000. The fair is the last day of the three-day show.

Local traffic—this is in excess of 250,000 people attended the fair. The fair is the last day of the three-day show.

A total of 200,000 people attended the Utah State Fair yesterday to set the record that is to be broken as soon as possible in order to accommodate the large crowd that has been coming to the fair. Last year's attendance figure was 190,000. The fair is the last day of the three-day show.

Saturday Gate Doubled

SALT LAKE CITY, Sept. 29—The attendance at the fair was almost doubled by Saturday night. The fair is the last day of the three-day show.

Attendance Off At Hillsdale, Receipts Grow

HILLSDALE, Mich., Sept. 29—Attendance and receipts were up at Hillsdale Fair this year, according to Joe Whiting, president of the board of directors, who said that receipts of about $1,200 were up.

Hillsdale, Mich., Sept. 29—Attendance and receipts were up at Hillsdale Fair this year, according to Joe Whiting, president of the board of directors, who said that receipts of about $1,200 were up.

Puyallup Tops 1950 With 347,178 Gate

CROWDS BEST SINCE ’49, SPENDING BONDS GRANDSTAND, DOUGLAS SHOWS CLICK

Puyallup, Wash., Sept. 29—The Puyallup Fair, largest in the Northwest, closed its 48th season, held Sept. 15-27, with attendance of 347,178 for the total 1950 season. The fair was the best attended in its history, with no rain and nothing but sunshine every day. Attendance was the best in the fair’s history, with no rain and nothing but sunshine every day.

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REID ORG CLIKS AT BLOOMSBURG
Motorized Unit Marshals 55 Paid Attraction to Blanket Fun Zone

BLOOMSBURG, Pa., Sept. 29 — King Reid Shows, first motorized unit to place in Bloomgburg for a number of years, has made the first visit of the season. The unit was considered the most lucrative of the shows to open this season.

Wagner Injured In Car Crash, Rejoins Show

ATLANTA, Sept. 29 — Al Wagner, owner-manager of the Coral Rocking Wheelers, was injured in a car crash last night in Atlanta. He is expected to be out of the hospital by tomorrow afternoon.

Crafts Pomona Dip is Whittled to 5%

POMONA, Calif., Sept. 29 — George Collins, president of the Pomona Fair, said that the Pomona Dip has been cut to 5%.

EVERYTHING UP BUT PROFIT
Increased Costs Offset Higher Grosses for William T. Collins

MINNEAPOLIS, Sept. 29 — Higher grosses than 1955 but smaller profit were returned by the William T. Collins Carnival when it preformed here recently. Owner Billy Collins said the grosses were slightly lower than those of last year.

Kiddiland Pays Own Expenses, is Given Another Chance

The Kiddiland has been given another chance by the Collins Carnival. The show opened May 6 on the Missouri State fairgrounds and remained there for three weeks to get excellent business.

RAIN BLAMED
Magic Empire’s Tour Terminated With Worst of Five

DOLIVAR, Tenn., Sept. 29 — Magic Empire, one of the worst of five shows appearing in the area, was forced to close operations at the end of last week. The show opened here Sept. 15 and was forced to close operations due to weather.

REID SHOWS TO PLAY 1952 SEASON

At Sarasota

CLINTON, N. C., Sept. 29 — With six fair still remaining on the schedule, owner-manager of Reid’s Broadway Shows, said that the shows would open on Thursday at the fair. Reid’s shows open for the first time at Sarasota.

Summer shows at Florida consist of nine fairs and will bring the shows right up to early fall in the north. By virtue of the weather dates, the show has just completed the longest season of any show in the country.

REID SHOWS TO PLAY 1952 SEASON

Va.Greater Hope Takes Dive

KEPRO HOPE, N. C., Sept. 29 — Business at Naity County Fair was down again and show opened on Saturday and Sunday (24-25).

The gross was considerably more than $10,000 at the fair last year and was up near a large percentage in the first week. The gross was $10,000 at the fair last year and was up near a large percentage in the first week.

FREDERICKTOWN, Tenn., Sept. 29 — Business for United States Fair was at its highest since the fair was first opened. This year, the fair was held on the first week of the fair.

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**Gypsy Pete Schuch and wife have rejoined 26th Century Shows following a successful tour of Wisconsin with Robert Shows. The couple had been with Gold Medal Shows recently, where they owned the front of Hely's Snake Show on Ceval Stands.**

Mrs. R. C. (Bob) Schuch and daughter, Sally, are now living in Chippewa, Wis., where they own the front of Hely's Snake Show on Ceval Stands.

**While Royal American Shows were in Minneapolis, Jean Porter, autoroute concessionaire, and James Eddy, her son, were appearing at Currier's Club, Chic Blackstock, manager, and S. J. Jameson, assistant, were in town to visit her and two children in Minn.**

**Kitty (Dinna) Martin, who has operated the Girl Show on Vi- vonia Bros. for almost 30 years, has returned to her Columbias, Ga., home to undergo an operation. She hopes to be back on the show in a few weeks, however, and would like to read letters from Tommacus and Eddy Case, former cow- house owners and now with Lawrence Greer, Cattin & Company, Holiday Shows. She has entered the diner business since leaving the show and is reported to be doing well.**

**Ameria Fair and Ethel Simpson on the Cavalcade of Atlantic City, N.J., recently visited the Certified Beef, Longis, and Mrs. Dick Killinger.**

**Mrs. Bill Geren, concessionaire at the Mighty Ohio State Shows, and her son, Bill Junior, a carnival operator and like- wise a former member of the Mighty Ohio State Shows.**

**Sailor Joe Simmons has opened a new marine tattoo studio in front of Silver's Palace of Amusement, Minneapolis, W. T. Sher- tens Stevens reports that when Mrs. Stevens recently suffered a broken hip on the Adrian (Mich.) Fairgrounds, many show people donated cash for her care. Mrs. Stevens is now in the Wausau (Wis.) Hospital.**

**Joe Wallace of the old Wall’s Exhibiton Shows, was a visitor at the Billboard last week and will visit Cincinnati for a visit with**

**21 Rides, 15 Shows For Tupelo Midway**

**TUPelo, Miss., Sept. 29—Gooding Amusement Company placed 21 rides and 15 Shows for the Mississippi-Alabama Fair in Tupelo, Miss., which opened Oct. 2 and 3. It was announced this week.**

In addition, the midway is expected to boast 13 shows, 9 light shows and a weight show. James M. Savery is secretary of the annual.

**WANT FOR balance of season 6 MORE FAIRS**

| Choe City, Va., Oct. 8-13 |
| Hampton, N. C., Oct. 15-20 |
| Athens, Ga., Oct. 22-27 |

**Chew County, Age Fair**

Brownsville, Ga., Nov. 5-10

Van алг J. В. Prell, Fredericf, Maryland
EVANS' Streamlined Thunderhead Bumper Racer

Preceding the ordinary referee wheels, can be any where wheels are not acceptable. Precision built. Brightly nickel plated bulb-bearing wheels. He used overhead wires. Weight 110 lbs., but lighter parts are used. Price, C.O.D. $1.50

WRITE FOR COMPLETE CATALOG: CARNIVAL SUPPLIES, EQUIPMENT, GAMES
H. E. EVANS & CO. 1555 W. CANNY AV., CHICAGO, IIL.

WANTED WANTED WANTED CAN PLACE FOR TWO OF THE BEST FAIRS IN THE SOUTH. CENTER, TEX., FAIR, OCT. 8 TO 13; THEN THE BIG ONE—JUNICE, LA., OCT. 16 TO 21.

Want Rides: Little Dipper, Boat Ride or any other that does not conflict. Shows: Motor Drums, Illusion or any gifted shows with own equipment. Concessions: Custard, Chocolate Dip, Penny Arcade. Diggers, all Merchandises Concessions. Want: Special Agent who can handle details and put up paper; we furnish bill posting truck. Have for sale, Twelve (12) Car Rideoos Ride.

EXTRA

* Exclusive Advertising—M. W. C. 
  722 Clary Drive, 
  Brownsville, Tex., and the Battle of Flowers at San Antonio, Ex. 
  Texas Live Shows, 
  All contact Jack Ruback, manager.

ALAMO EXPOSITION SHOWS
Kilgore Hotel, Kilgore, Texas, Oct. 1st to 8th.

WANT WANT WANT

UPSON COUNTY FAIR
THOMASTON, GA., WEEK OCTOBER 8-13
followed by a Reel of Gus "B" Kiddo Faira thru Kempsfield Day
Fun House, Glass House. One more high-class show. Will book our new more modern Major Rides, Hundy Parks, High Strickers, Roto, etc. Address

JOHNNY T. TINSLEY SHOWS
Hoganville, Ga., this week.

Emanuel County Fair, Swainsboro, Ga., Oct. 8 to 13
Candler County Fair, Metter, Ga., Oct. 15 to 20

EXHIBITS • PRIZES • PROGRAMS • BANDS • BIG CHILDREN DAYS...

GRAND AMERICAN SHOWS

Write Show with own equipment all Swamp type, Car Arcade, Photo, Wagon, Kiddy Rides, etc. Write to same address. I make sure I have the stock. Will stay out until November. Ride help who drive show. I want a good show.

L. D. WEAVER, MGR.

SAMMY LANE SHOWS
Wanted for Cotton Spots—Marky Parks, High Stricker, small Cades, Rings, Nineholes, Diggers, Candy Floss and Apples, Buzit Ball, Grind Snow. We stay out. Del. Winter weather.

Morsehouse, Mo., Oct. 4 to 6; Canoves, Mo., Oct. 8 to 12.

SHOWS—FREE ACTS—CONCESSIONS WINTER AT FLORIDA, THIS WINTER

Trolley trains, 50 or more miles per day, plus of space included to set up, regular bus connections, will be made from Miami and Fort Pierce. Length of season is unlimited. This winter seasons controlled by people for people only. Write, wire, or just come on.

CAMP NEBRASKA
41514 Keawano Ave, St. Joseph 40, Tampa, Fla.

FLOYD O. KILE SHOWS
Want for PITTEM COMMUNITY FAIR, PITKIN, I.0., OCT. 8-13

Harry G. Kile Mgr. 233 orange st. San Bernardino, Calif.

FLORIDA KILE SHOWS

67,549 Cash-Without-Order Xmas Buyers... 
Ready and Eager to Do Business With You!

See Page 70...
RISE CONCESSIONS

This is the EAST SIDEホーム FAIR, 19 Days and Nights—October 1-21, Van Dyke at Division

RIDE MEN ATTENTION

If you can really handle Till, Wheel and Jenny, and do absolutely don’t drink, a good salary is waiting for you. Always use Concession Agents for Stock Stores.
Reply Mgr.

FAIRWAY SHOWS

Mrs. C. C. Newfound, Fairgrounds, Atalissa, Ala.

OKLAHOMA CITY

Rides and Shows Dip 8% Under ’50 in 1st Six of Eight Days

OKLAHOMA CITY, Sept. — Noticeably tighter spending thru Thursday (21), sixth day of the eight-day Oklahoma State Fair, brought Arizona Governor Show to dip to about 8.5 per cent. The drop in spending was general on the grounds, except for grandstand attractions, the attendance was up from last year by about 30 per cent.

LAke Navasota, Texas

FUN man

WILLIAM G. MEAD, Fairground Manager

Gooding Takes Match ’50 Run At Memphis Fair

MEMPHIS, Sept. — Gooding Amusement Company, hampered by bad weather in its early days at the Mid-South Fair, picked up momentum this week and Thursday (27) was matching grandstand top of the lot.

Gooding was followed in the grandstand show by Hall, Riff, manager, and his good show.

Girl Show, featuring Denise Douglas as top winner with Color Revue running second. Celene Whire were the top rides. Arnold Raybuck’s two-headed human was also a consistent money winner.

Visitors to the midway included Bill Preston, secretary of Missouri State Fair, Sedalia, Mo., and Gordon, wife of the BAS concession manager, and Dave Fineman, his helper.

Concessionaires here included Fred Alger, Charles Napolitano, Chuck Maggin, Eddie Fisher, Max Turbb, Johnny Camp, Eddie Gombo, Nate Green and Jerry Green.

Drage Amusements

Top ’50 by 30%

CHICAGO, Sept. 29 — Drage Amusements, which have been leading the shows since May 12, are in their final stands of the season here on their quarter lot after a successful road tour. Owner Drage has sent that his business on the road the season was 36 per cent higher than last year.

Show is complete with six major rides and three kiddie rides. They used two shows while playing seven Indiana fairs.

Not’s Orange Show

Again Signs Crafts

SACRAMENTO, Calif., Sept. 29—Crafts Big Shows, comprising one of the largest and best of the state, has left Sacramento at the National Orange Show in 1952. The show opened Monday (27) at the fair.

Crafts played the last event of the season in 1951. For the 1952 date he combined his three shows, the entire five shows of the Affiliated Shows, and Passaic.

Sighting of the contract at this time is the first setting of the midway attraction at the California fair this far advanced. Deal was set while Crafts was on the lot at the Los Angeles County Fair in Pomona.

WANTED

FOR CREAM OF COTTON COUNTRY SHOW

WANTED (2), Ride Lots Only. All attractions. Box 126, N. C. Mgr.

CENTRAL STATES SHOWS

WANTED TO BUY

POP CORN TRAILER

Kindly send price and location. Box 955 BILLBOARD, CINCINNATI 22, OHIO

TIVOLI EXPOSITION SHOWS

SHOWS CAN PLACE

Bingo, Fortune, Popcorn, Amusements of all kinds. Booths of every description, Autos, circus, shows.

Mike Harman, Ocicawr, N. C.

WANT CONCESSIONS OF ALL KINDS

FOR WILSON, N. C., and ORANGEBURG, S. C., FAIRS

WILSON, N. C.

ORANGEBURG, S. C.

Oct. 8-13

Oct. 15-20

EASTERN ORANGEBURG SHOWS

EVERYTHING OPEN EXCEPT BOXEO AT BOTH THESE FAIRS. Frozen Cones, Photos, Long Range Gallery, Eating Stands, etc.

barkies of all kinds. Will sell Ages and Scale exclusive. All address:

AL WAGNER, d/o CAVALEDA OF AMUSEMENTS

ATLANTA, Ga., This Week, Then Wilson, N. C.

L. J. HETH SHOWS

WANT—FOR FOLLOWING FAIRS—WANT

MORRIS, CLEVELAND, CINCINNATI, DALLAS (ALL GEORGIA) AND BRUNSWICK, ALABAMA

CAN PLACE GIRLS FOR SHOW, WANT RIDE HELP WHO CAN DRIVE SEMI TRAILERS, CONCESSIONS, FORD CARS, APPELS, FRENCH FRIES, ARCADE, jeden, age, 14-16 scales, other men, etc.

Ride shows; All Reps: CALLERDON, Ga., THEN: MONROE, N. C., Next Week.

FOR SALE

D. REX BARNES, SPOONBEFLAYLAND SHOW

NOTHING LIKE IT ON THE ROAD TODAY

This beautiful show comes in every detail, immediate possession possible, complete or piecemeal. Show is currently playing in the East and must be sold to buy new stock. No excursions. Price cannot be named. Write for complete details.

D. REX BARNES, SPOONBEFLAYLAND SHOW

New Meridian Fair & Cattle Show

Two Children’s Buses City Schools those on Tuesday and County on Friday. Free rides. Also Beauty Queens Contest on Saturday.

WANT CONCESSIONS—Barkies, French Fries, Ice Cream, Food Tent, Food Tent, Food Tent. Pick your own. All Reps: JOHN GALGAN

Phone and WANTED SHOWMEN, Thomasville, Ga., after Oct. 6.

Best 80—915 21st Ave, Meridian, Miss.

Roll tickets

Printed to your order

Keystone Ticket Co.

Shakopee, Minn.

Ride tickets

Sold Everywhere Over 25 Years

$29.00

100,000

18.23

19.00

10.60

5.75

Use Cash With Order. Stock Tickets, $1.25 per 100,000.
FLASHBACKS

25 YEARS AGO

Ray J. Pahl, President of the Carnival Club, announced that they will tour the South during the winter, playing their shows at various locations throughout the region. The winter tour will begin in Florida and include stops in Arkansas, Texas, and Oklahoma.

LONE STAR SHOWS

CONCESSIONS OF ALL KINDS THAT WORK FOR STOCK, PURELY NON-PLATTS OR GYPSIES

CAN PLACE CLASS HOUSE, MOTORDROME, FUN HOUSE, TEN-IN-ONE AND MONKEY SHOW

WANT FIRST AND SECOND MEN FOR MERRY-GO-ROUND, WIND SCREEN, PLAYLAND, PALM-PLANE, MAN AND WIFE TO TAKE OVER KIDDIE RIDE

THIS SHOW OUT ALL WINTER. PLAYING CHOICE SPOTS IN FLORIDA.

LONE STAR SHOWS

Mr. Olive, N. C., this week; then next.

J. R. McSpadden, Mgr.

Bill Purter, Bus. Mgr.

UNIVERSAL SHOWS

WANT

Photos, Jewelery, C. C. Tables and Fun Game, Guess Your Age and Weight. Animal Show, Wild Life, Monkey Show or any Grind Show, Snake Show.

This week, Greenville, S. C.; next week, first show in four years, Fairfield County Fair, Winnsboro, S. C.

WANT for HALIFAX NORTHAMPTON FAIR

RAONE RAPIDS, NORTH CAROLINA, October 8 in 13 Inclusive


DICK GILDSFORD, General Manager

RAONE RAPIDS, N. C.

CONEY ISLAND SHOWS

Want for MIDDLE GEORGIA COLORED FAIR, Macon, Ga., 6th, Week of Oct. 9, and Your Other Fairs to Follow. Out All Winter.

Shows and Wagon Stores Ready to Pull Out. Showman, Good Hits Out on All Rides. Want Electrician. Address: SAM FIDLER, Mgr., Bardinelle, Ark., this week.

FIDLER'S UNITED SHOWS

WANT FOR ENGLAND, Ark., ANNUAL FAIR, ON THE STREET, ONE WEEK

Horse Performances of all Kinds, Great Trained Elephants, Shows, etc. Can Work Shows with Palmetto Shows and the Barnum & Bailey Show. Address: SAM FIDLER, Mgr., Bardinelle, Ark., this week.

MIDWAY OF MIRTH SHOWS

CAN PLACE


Address: SAM FIDLER, Mgr., Bardinelle, Ark., this week.

THE GREYTHORNE HOTEL

20th St. & Collins Ave.

IN THE HEART OF THE BEACH

beautifully furnished, modern hotel, near every attraction.

You'll find our rates reasonable and our service perfect.

Address: Manager.
FOR SALE
15 Car 5x70 Portable Loose Stock Circus for one man operation $15,000.00 cash. No details. Transportation included. 40 years experience can be seen in operation, care Gooding Amusements Co. For information call Tupper, Miss., this week Columbus, W. 10th. Also have Motorcar for sale. Address MANAGER, SCOOTER Per route.

FOR SALE
Motorcar with two 4x70 sides and two 4x70 fronters, 12 persons. O.K., Tupper, Miss., this week Columbus, W. 10th. Address MANAGER, SCOOTER Per route.

CONELY ISLAND SHOWS

JOHNNY CANOY

WANT WOMEN
For all winter's work. Eight Fairs. Tickets if you know. Hellen's Acme Shows. Clayton, N. C.

JEANNE AND DALE BARNON
THANKS, AGAIN, KING REID
P.S.—INDEPENDENT RIDE OWNERS, NOTICE.—GET WISE TO YOURSELF. JOIN THAT BIG, LITTLE SHOW.
Write or wire BARNEY TASSELL UNIT SHOWS.

OUR CARNIVAL ACTS
Are now being booked. Will act throughout the south. ADDRESS: "OUR CARNIVAL ACTS," 1012 E. 14th, Philadelphia, Pa.

RACKING UP TWO MORE BIG ONES THIS WEEK, THE DANBURY FAIR, DANBURY, CONN.
THANKS, Oscar Buck and the New Bern, N. C., Fair and Marine pay day. THANKS, Ravez Mussari.

BARNEY TASSELL UNIT SHOWS
WANT FOR VANKEVILLE, N. C., TOBACCO FESTIVAL, WEEK OF OCT, 8.
RIDES OF ALL KINDS. SHOWS OF MERIT.
CONCESSIONS OF ALL KINDS; NO GRIEF.
PHONE 7777.

HOLER'S ACME SHOWS
FARMVILLE, N. C., LEBON FAIR, OCT. 8-12; BEAUPONT COUNTY AGRICULTURAL FAIR, WASHINGTON, N. C., Oct. 15-20; CARTERVILLE FAIR, BEAUPORT, N. C., Oct. 22-27. Four Fairs to follow; then Florida.
WANT SHOWS and Concessions of all kinds. Custard and Eating Stands. Can always use good Ride Men.
Address HARRY HELLER, Gen. Mgr.
CHARLOTTESVILLE, N. C., THIS WEEK; then as per route.

B. & H. AMUSEMENT CO.

JOLLYTIME SHOWS
For Leesburg, W. Va., Pequot and Tenacock Festival and four weeks to follow. Has one of the most modern and well planned shows you ever saw. Address: JOLLYTIME SHOWS, Leesburg, W. Va.

LEO LANE SHOWS
Want Ride Men on Wheel, Merry-Go-Round and Till. Must drive. Will start Erwin, Short Range Carolina and Haywood Fairs in N. C. by week or early.
All address LEO LANE SHOWS
Minneola, Ga., this week; Blackshear, Ga., next week; Homerville, Ga., Fair.
CENTRAL AMUSEMENT CO.
WANTS FOR ROBESON COUNTY FAIR PENSBERS, N. C., Oct. 8-13, TO MORE FAIRS TO FOLLOW Want Motordrome. Can place Hanky Parks of all kinds. No failures, no questions. Want Agents for Office Concessions. Want Shows with or without outfits. Can place one new Flat Kid not costing more than $500.00. Want one more Free Act. Want Girls for Coat Show. Salaries no object. Want Mirrored Show People. All replies to
SHERMAN HUETT
Jackson, N. C., this week; then Poolesville, N. C., Oct. 8-13, then as per route.

HARRISON GREATER SHOWS
Want for the Great Johnson County Fair, Smithville, N. C., Oct. 8-13; plenty of
Wants Concessions of all kinds. Everything open. All kinds of Eating and Drinking
Delta. Show is well patronized. Will book for some special shows. Will book
Concessions of all kinds. Will book for some special shows. Will book
HARKLEY, Moultrie, Ga., this week; then Smithfield, N. C.,

HARRIS COUNTY SCHOOL.

PAGE BROS.' SHOWS, No. 2
Want to book Page Bros.' Shows this fall on all wet at American, Bennett Rd., Goodlettesville, Tenn., Trains, 300 Per., 1-3-4-5; Boys, 1-2-3-4; Girls, 1-2-3; Dogs, 2-3-4; Midgets, 1-2-4.

ALABAMA AMUSEMENT CO.
Out All Winter
Want Idaho For Boys and Block-Out Shows. Will place and pay on all wet at St. Petersburg, Fla.; Fort Myers, Fla.; Panama City, Fla.; Chipley, Fla.; Navarre, Fla.; Pensacola, Fla.; Four Harbors, Fla.; Mobile, Ala.; Waveland, Miss. Will book for all wet shows.
All replies MANAGEMENT, ALABAMA AMUSEMENT CO., Evergreen, Ala., this week.

WANTED
CONCESSIONS—Clamp Pitch, Doggers, any other Hanky Parks. Brand new outfit.
Get with a show playing in the money spots.

A. W. NOYES
Evergreen, Ala., this week; then Charleston, W. Va., October 8-14.

PALMETTO EXPOSITION SHOWS
All America is Going LOONY with LOONY LIDS!

IT'S THE CRAZIEST, ZANIEST, MOST COLossal KIDDIE CRAZE THAT EVER HIT AMERICA!

Giant size, gaily-colored head pieces that inflate to appr. 21" x 24" high. Made of tough, heavy Gauge Vinylite. Will not crack, peel or mildew. Kids love them — makes them look taller.

**Retail**

Approx.  

Immediate Delivery

Sample Dzen Ass. at All Fre Numbers — $7.20  

Gross Line — $8.88  

Per Gross

C.O.D. With 15% Deposit

**In a Hurry?**

Order by Noon EST!  

**- ORDER FIVE FOR FREE POSTAGE!**

---

**BARGAINS!**

NEW 68 PAGE CATALOG: Novelties, Premiums, Gifts, Catalogs. Write to Dept. 9.

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**CONFEDERATE BATTLE FLAGS**

(Famous Stars & Bars)  

12"x18", $2.00 Doz.  

6"x9", .50 Doz.  

A & A Novelty Co.

1500, 25th Street NW

Washington, D.C.

---

**MUSICAL INSTRUMENTS & ACCESSORIES**

**FOR SALE** — USED REPOSSESS, B.S.  

JUNIOR, NEAR NEW, COME COMPLETE. $1. Buy by regular bankrupts.

---

**PERSONALS**

**MAINTAIN A PERMANENT ADDRESS IN THE BILLBOARD.**

We will forward you personal communications and advertising material, and ship Northern orders. P.O. BOX 116, 787 Fifth Ave., New York 1, N.Y.

---

**PICTURES**

**FASHION SUPPLIES — DEVELOPING-FRINTING**

**FOR SALE — SECONHAND GOODS**

**FOR SALE—SECONDHAND SHOW PROPERTY**

---

**PRINTING**

**MOUNTING BUILDING: BRONCO HOUSE**

---

**SALESMEN WANTED**

**SCENERY & BANNERS**

**TATTOOING SUPPLIES**

**WANTED TO BUY**

---

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**FOR SALE** — USED REPOSSESS, B.S.  

JUNIOR, NEAR NEW, COME COMPLETE. $1. Buy by regular bankrupts.
67,549 ACTIVE CASH-WITH-ORDER XMAS BUYERS

READY TO DO BUSINESS WITH YOU!!

Yes, this tremendous, active market for literally every type of gift merchandise is YOURS when you advertise in The Billboard's 1951 Xmas Merchandising Special!

Want an Idea of What This Famous Xmas Buying Guide Means to Suppliers Just Like Yourself?

Figures don't lie. Here's the story: Last year 439 advertisers made profitable, high-volume sales of 1,423 different items of gift merchandise from this one big special edition of The Billboard alone!

Just What Item Does This Tremendous Gift Market Buy From The Billboard's Xmas Merchandising Special?

Just about every conceivable gift item imaginable! For a complete detailed breakdown of their most popular selections, see the enclosed "Catalog of Xmas Merchandise."

What Does It Cost to Sell—and Sell Hard—Thru The Billboard's 1951 Xmas Merchandising Special?

Much less than you think! Select space that will do the best selling job for you. Rates for this Special are the same as for any regular issue!

How Do You Go About Picking Your Hard-Selling Ad in The Billboard's 1951 Xmas Merchandising Special?

It's simple as ABC! Use the coupon below to reserve space... to have a suggested ad prepared at no cost or obligation to you... or to get more information. You've nothing to lose and everything to gain!

Just a Word of Caution!

There isn't much time left to take advantage of this Big Xmas Sales Opportunity. The Billboard 1951 Xmas Merchandising Special will be dated October 27... distributed October 23... final advertising deadline, October 18th!

So, make your plans RIGHT NOW!... and get set for the Biggest Xmas Selling Season you've ever known! Use the coupon TODAY!

Sincerely,

C. J. LATSCHA
Advertising Director
Letter List

Letters and packages addressed to persons in care of The Billboard will be placed in this box each week. If you are omitting data addressable to you in care of The Billboard, look for your name EACH WEEK in the Billboard office in Indianapolis, New York, Chicago, or St. Louis. To be placed in following week's issue, mail must reach New York, Chicago, or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT
CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 10, 0.

MAIL ON HAND AT
CHICAGO OFFICE
188 W. Randolph St.
Chicago 1, 11.

MAIL ON HAND AT
NEW YORK OFFICE
725 Pine St.
New York 1, 11.

MAIL ON HAND AT
ST. LOUIS OFFICE
390 Arcade Bldg.
St. Louis 1, Mo.

Sensational Value!
Men's Watch Set

Complete Deluxe
Jewelry

Deluxe
Watch

$10.00

$6.30

$9.90

Form for Russia

Send today for complete set of 53

Cigarette and Tobacco Supplies

Ball-Point Pens

Sensational Value!
Men's Watch Set

Globe Jewellery Co.

FREE CUT-RATE CATALOG
Novelties, Gifts, Premiums, Toys, Supplies

Mills Sales Co.

Jewelry Bargains!

Give to the Runyon Cancer Fund

Merchandise You Have Been Looking for

Subscribe Now!

One Year $10

52 Big Issues

Including 8 Special Issues

The Billboard

2160 Patterson St., Cincinnati 13, Ohio

Please enter my subscription to The Billboard for one year, for which I enclose
$10.00. I understand this will include at least 8 Special Issues.

Name

Address

City

State

Occupation

Day

Evening
MECHANICAL TOYS
PRICE SLASH!

All First-Class Merchandise—
Not Restored

• Binding & Covering...
• Pail NEW
• Finish Gay
• Valence Offer...
• Finish Popular
• Poly Hero Girls...
• Written Give-
• NEW FITTED in

WRITE 013.00 NEW WHOLESALE
with every Vendor's C.O.D.

MARVEL
LOTTERY WATCH CO.
511 N. 706 St.
St. Louis 3, Mo.

JUST OFF THE PRESS!
NEW CATALOG
FOR
Engravers • Demonstrators
Fair Workers

WRITE FOR YOUR COPY
CATALOG No. 106
Contemporary and
pointing jewelry, especially for the
engravers, demonstraters and fair workers.

Also CATALOG No.
Contemporary and
pointing jewelry.

STATE YOUR BUSINESS.
All Orders Shipped Same Day Received.

BIELE-LEVIER
5 M. Melch. Avenue
Chicago 7, Illinois
ALL DEPTS: Central 4-7196

LOW PRICED HIT!
HURRICANE LAMPS
EACH PAIR BOXED

$2.50

PAIR BOXED
Enters a Prize in Our National Sweepstakes.

Distinctive Central Hurricane Lamps. 14" Base, 7" Neck, 35' Cord. Elegant and practical. Choosing a lamp, is an important part of home improvement.3.

GOLD MEDAL WINNERS
DISTRICT 8 LADIES' JEWELER WATCH
NOT $15.00
ONLY $7.50

• Enameling
• Two-Color

$24.50

15.00

An Attractive 14-Karat White Gold Watch with a Coral-colored Dial and Crystal Cover. The Case is Made of 18-Karat Gold Filled. The Watch is a Grade 25, Grade A, Automatic, Water-Resistant, 22-Jewel, 17-Lap, Watch. A Beautiful Gift for Mother. The Back is Stamped with the Trade Mark of the Watch Co. Thus Marked.

LOWEST PRICE IN THE FIELD!

40-50 MARKET ST., N. W.

JAYCEE PRODUCTS
GRAND RAPIDS, 2, MICH.

JUMBO MEXICAN RINGS

- Gemstone Banded Electromagnetic Finish
- BRILLIANT BRASS CROSSINGS

$6.00

6.00

Inches of Mexican Jewelry. The Garnet is with 42.000 D. O. D. Special price to this paper.

"Goodbye" to HANGOVER BLUES
Say "Hello" to Season's Biggest

MONEY MAKER!

Salesmen All Over Nation Call II "THE GOLD RUSH" Comes in BIG 25c and $1.00 Sizes

OFF $1. Selling Like Crazy in Bars, Taverns, Bowling Alleys, Drug Stores, Restaurants, Soda Fountains, Grills and All Similar Spots

SET UP THESE DISPLAYS
AND "Stade" SELLS ITSELF!

Some might feel money makers have hit the Direct selling field in the past few years. Consumer may get "on" some of them. But when you get the low-down on STADE you'll say that here is a Direct Selling outfit that sells you, plain and simple. Then you will feel the salesman of the Nationally Advertised plan to place the way to fast sales for you. It's STADE "Hangover" Blends! (More than two million men (and women) too) have been writing for, buying for and will fall all over themselves to buy. This is not a ploy. It's a fact—based on the only kind of PROOF that counts—the skyrocketing sales records all over the nation! STADE has already approved 2,000 independent distributors and 60,000 men are waiting to see if this is true. This means you'll be paid every month and also month after month.

FULL TIME, SPARE TIME, SIDE LINE

Now you can do something that has never been done before. Direct Selling is a growing venture. Only one in a million people do it. You can turn it into a full-time business or use it as a side line for a few hours a week. This will be your own business and you will be your own boss. You can start in the back of your car. Just one letter each week. You'll be selling STADE for $1.00 or less. You'll be turned on to the "gold mine" of this business. Get a free catalog of the "Paradise of Tobacco". What a way to start. Now you can turn a small investment into an income that will pay your bills, and if you want to make a bigger investment, you can turn it into a business that will fit your desires. If you are interested, write to Miss Helen, 100 W. Pacific, San Francisco, California, with your name and address. We will send you all the information you need to get started and will answer all your questions. No obligation. No cost. No trouble.
SALESBORDS
Communications to 188 W. Randolph St., Chicago 1, Ill.

OCTOBER 6, 1951

THIS FALL SUPERIOR IS SELLING THE BEST PROFIT PRODUCTS EVER

For your every board need, write
Superior Products, Inc.
1126-28 W. Fairly St., Chicago 13, Ill.

TURKEY

PUSH CARDS

In stock for immediate delivery. Also hundreds of other styles, sizes, shapes of straight and Slides. Number Card c.d. in or without girls' names and state. Write for FREE CATALOG. W. B. BRADY CO., MFGS.

CHICAGO FALLS, WIS.

SALESBORDS

Salesboard Sidelights

Washington, D.C. — For the past year, the nation has been living under the cloud of the Korean War, a war that has taken a heavy toll on American lives and industry. The war has also had an impact on the economy, causing inflation and shortages of basic commodities. Today, the nation is facing the challenge of rebuilding and recovering from the war, and the business community is playing a critical role in this process.

One of the most important aspects of this recovery is the availability of goods and services. The business community is working hard to ensure that consumers have access to the products they need, while also addressing the economic challenges of the time. This is particularly true in the area of technology, where advancements in communication and transportation have had a significant impact on the way businesses operate.

In this issue of Saleboard, we explore the role of business in this context, examining how it is adapting to changing conditions and working to meet consumer needs. We also look at the impact of the war on the economy, and the challenges that businesses are facing as they try to navigate this difficult period.

Read on to learn more about the role of business in this time of change, and how it is working to ensure the nation's economic recovery.

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SALESBORDS

NYC Opera

- Continued from page 49

BAR BI-LYRICAL

*15c a Word Minimum $3

RISKING IN REPRINTS MUST ACCOMPANY ALL ADS FOR PUBLICATION IN THIS COLUMN.

Forms Close Thursday for the Following Week's Issue.

DOWNTOWN, CO. 80106

Liz Rabin, who is about to begin her third season at the New York City Opera, has been preparing for the upcoming season with a focus on the role of the shepherdess in the opera "Orpheus in the Underworld." Rabin is playing the role of Eurydice, a character who is both seductive and strong-willed. "This is my favorite role," Rabin said. "I love the challenge of bringing out the passion and intensity of the character." The opera, which is a collaboration between composer Jacques Offenbach and librettist Eugène Scribe, tells the story of Orpheus and Eurydice, who are separated by death. Rabin's portrayal of Eurydice is one of the highlights of the opera, and she is looking forward to bringing her own interpretation of the character to the stage.

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SALESBORDS

JAR DEALS AND PUNCHBOARDS

Write for Circular

Galenite Novelty Co.
South Bend 24, Ind.

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SALESBORDS

JAR-DO

New's HOLIDAY TIP BOOKS

JAR-DO, INC.

311 S. Dearborn St., Chicago 4, Ill.

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SALESBORDS

Sides and Asides

- Continued from page 49

Page 70...

HELP OTHERS SEE BY GIVING TO THE AMERICAN FOUNDATION FOR THE BLIND

See Page 70...

www.americanradiohistory.com

Copyright mark
Calendar for Coinmen

October, 2—16, Music Operators’ Association of Indiana, Inc., semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.

October, 9—Ohio Independent Club, semi-monthly meeting, Hartzell’s Restaurant, Columbus.

October, 2—Wisconsin Phonograph Operators Association, semi-monthly meeting, site to be announced.

October, 16—Michigan Phonograph Operators Association, semi-monthly meeting, Gibson Hotel, Cincinnati.

October, 2—Ohio Phonograph Operators Association, semi-monthly meeting, Hotel Board, Dayton.

October, 2—Ohio Phonograph Operators Association, semi-monthly meeting, Hotel Board, Dayton.

October, 16—Music Operators of Northern Illinois, semi-monthly meeting, Hotel Board, Rockford.

October, 5—Connecticut State Coin Association, semi-monthly meeting, Hotel Board, New London.

October, 11—Michigan Automatic Phonograph Owners Association, Inc., semi-monthly meeting, Macoupin Building, Detroit.

October, 15—Oregon Music Association, semi-monthly meeting, Hotel Board, Portland.

October, 14, 15, 16—Midwest Music Convention, annual meeting and exhibit, Paxton Hotel, Omaha.

October, 15—Westchester Operators Guild, Inc., monthly meeting, Hotel Board, White Plains, N. Y.

October, 22—Phonograph Owners Association, monthly meeting, Hotel Board, Chicago.

October, 25—Michigan Self-Service Laundry Association, monthly dinner-discussion meeting, Detroit-Larado Hotel, Detroit.


November 12, 13—National Association of Music Vendors, first meeting, Hotel Board, New York.

November 12, 13, 14, 15—National Automatic Merchandising Association, semi-monthly convention and exhibit, Cleveland Auditorium, Cleveland.

Select Chi Int’l

Trade Fair Site

CHICAGO, Sept. 29—Chicago’s coin of the music industry, was represented by the appointed host city of the Interna-
tional Trade Fair, which elected fair president and head of the fair committee. The first international Trade Fair, held Oct. 2, 15, 1950, attracted exhibits from 44 national trade association and coin-music machine and coin algebra manufacturers.

Decision to keep the fair in Chi-

cago was chiefly influenced by

Select Chi Int’l

Trade Fair Site

Purveyor Adds

Space, Staffers

CHICAGO, Sept. 29—Purveyor Shuffleboard Company thru Pres-
dent, 522 S. Dearborn Avenue, Southeast, Chicago, July 27th, announced that it has increased its space and added additional sales and service staff to service its expanding sales area.

The headquarters building, located at 2120 W. Ridge, Chicago, was recently expanded to house a complete range of products for all types of coin and pinball machines.

The new building, a two-story structure, includes a large showroom, offices, and an expanded sales and service department.

The expansion of the building will allow the company to better serve its customers by providing additional showroom space for new products, increased office space for administrative staff, and a larger service department to handle repairs and maintenance.

The expansion also includes a second floor for additional storage and warehouse space.

With the expansion, the company now has more than 20,000 square feet of showroom and office space, allowing it to better showcase its products and services to customers.

The expansion has also resulted in the hiring of additional sales and service staff, enabling the company to provide faster and more efficient service to its customers.

The expansion is part of a larger plan to increase the company’s capacity and provide better customer service.

The company now has more than 200 employees, including sales reps, service technicians, and administrative staff.

Purveyor is a leading supplier of coin-operated machines, including pinball machines, amusement machines, and other coin-operated products.

The company has been in business for over 50 years and is headquartered in Chicago, Illinois.

Federal CM Tax Yield Declines

WASHINGTON, Oct. 29.—The federal coin-operated de-

vices yield $717,269,000, down $204,600, or 2.7 per cent, from

the yield $721,269,000 of last year, as reported in the

year-end report of the Internal Revenue Service.

The yield for the fiscal year ending June 30, 1951,

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Deree Cooled Candy Vender Price $499.50

CHICAGO, Sept. 29.—Also-Deree Company announced this week that it would concentrate candy vender output in its refrigerated line. The company’s maximum capacity unit, listing for $499.50, is said by Mr. M. I. Seton, president, to be the first 500 assembly-line units manufacturing Full-Dripe units to be shipped on a steady basis to Southern States, with approximations two to three months converted from recalled sand-lot units now being used to fill orders placed for delivery in the same week.

With its resumption of candy vender line output, Also-Deree (Composite Metal), Inc., of Chicago, said Seton, the third quarter’s output in candy vender and parts for continued output through the end of the year is exhausted. Cabinet will be fabricated from the line of complete vender components (with exception of refrigerator units) at the company’s plant and parts for continued output through the end of the year will be exhausted. The new vender, according to Seton, will be fabricated on a mass production basis.

Deree stated the decision to concentrate candy vender line output was made following queries from Southern and Southwestern area, where the bulk of earlier vender movement was made. With the present materials shortages, the company has made a decision to concentrate candy vender output. The non-cooled candy vender, previously announced, will be fabricated on a mass production basis.

New Coffee, Cookie Venders Set by Coan

MADISON, Wis., Sept. 29—A new coffee and cookie vender set, announced by Coan, Inc., and a coffee machine at $875 and a cookie machine at $750, were introduced at a nation’s convention of the coan at Madison, Wis., last week. The coffee machine, according to the company, has been cut in keeping with government regulations and other materials on hand and on order will permit a slightly over 500 unit output per month.

A production break-down, on the front panel just below the display area. Lettering on the front panel is in a nice variety and each is illuminated in a different color, ranging from yellow, orange, and blue to green, yellow, and white.

New Tariff Concessions To Affect Vending Items

WASHINGTON, Sept. 29.—Tariff concessions between the United States and nine foreign countries will shortly begin to affect a wide number of products used in the vending machine industry, including tobacco, confec-
tionery, candy, and gum. Duty concessions made by the United States to the American government will result in the reduction of some products to a point where the cost of many of these products may be reduced.

These concessions, and many others, were announced by the Tariff Board, which has set up a conference of 24 in its endeavor to deal with the problem of the amount of merchandise which is to be set up on the panel. The conference will be among the hundreds of exhibits.

Omsond said that many new products are on the way to the board, which has set up a conference of 24 in its endeavor to deal with the problem of the amount of merchandise which is to be set up on the panel. The conference will be among the hundreds of exhibits.

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DuGrenier Breaks Direct Sales Policy in Midwest
James Martin Resumes as Distributor-Operator-Only Sales Policy

CHICAGO, Sept. 29.—With the cancellation of its exclusive agent agreement with distributor salesman, Arthur H. DuGrenier, Inc., made the recent announcement of price changes in the direct sales policy. According to Jimmy Martin, initial shipment of cigarette units have already been received by his firm under the new direct sales arrangement.

NEW YORK, Sept. 29.—Following recent predictions of intensified vending turnover due to the frozen citrus juice and further expansion of demand, juice turnover this week came up with the report that sales volume was 126 million six-ounce cans during June, July, and August. Sales in this period were one of our most promising. Juice turnover was the same period in 1950.

NAPOLEON, Sept. 29.—Cigarettes were not in the citrus camps; unsold stocks still topped 17 million gallons Sept. 1, almost double the figure of the same period a year ago, coupled with the fact that the week's fruit juice concentration was canned in the industry's fiscal year just ended (almost 34 million gallons) than in previous years, meaning a highly excessive sales period ahead. It is this combination of events that should speed major use of automatic merchandising machines, the company that has already taken by one of major citrus juice firms, Minute Maid, and a non-citrus juice company. The market is there! (The Billboard, Sept. 29.)

NAMA Guide Adds Section
CHICAGO, Sept. 29.—National Automatic Merchandising Association announced the 1952 edition of its guidebook. The guidebook includes a special section depicting equipment for the amusement business. It will show vending machine operators and industrial leaders to suggest automatic merchandising machines to the public in the future as well as in the present emergency.

ark. Governor Urges 2c Cig Tax Retention
LITTLE ROCK, Sept. 29.—Governor McMath today urged the continuation of the extra 3-cent cigarette tax imposed by the General Assembly for support of the state's liquor ordinance. The chief executive pointed out that the tax would yield $2,000,000 a year during the next legislative session.

"I don't know whether I will be here after next year or not," Governor McMath asserted, "but it is my idea that we should keep the revenue from the cigarette tax from being consumed by the state no matter what happens in the next legislature."

Juice Volume Grows, Vending Use Spurred

Cherry Flavor's 8c Sardine Cans
SOUTHBAY, Calif., Sept. 29.—The amount of cherry flavor's 8c sardine cans in use has increased this year, according to a recent survey. The survey was conducted by the company and showed that the majority of the cans were being used in vending machines.

Pennys Short in Chi

CHICAGO, Sept. 29.—A shortage of pennies here was pointed out earlier this week by Federal Reserve Bank spokesman. Mr. Blaine was quoted as saying that the shortage was due to increased use of parking meters and higher public transportation fares.

Correction

Due to a typographical error, some of the prices listed in the往期的 candle advertisement may be incorrect. We apologize for any inconvenience caused.

NCWA Fights Canteen Move On FTC Order
WASHINGTON, Sept. 29.—National Canteen Association announced that it would file an appeal against the Federal Trade Commission which has ordered the change of its name to "Cigarette and Tobacco Merchandising Association.

Park Meter Accepts Own Overtimes
MOUNT AIRY, N.C., Sept. 29.—The Mount Airy Meter Co., which has been introducing W. E. Haymore here, will continue its service of over-time parking meters at the meter. Paid in coin similar to the parking meter, the service will be extended.

Pennys Short in Chi

The Select Tab Gum Vendor has everything operators want in a gum vendor — big capacity — many varieties of gum — a good location near main areas or 43 is installed, and they stay in business. Why? Sales of the Select Tab Gum exceed those of any other gum machine — not only because it is a popular machine, but also because its design and features promote its success. The Select Tab Gum Vendor is the only gum machine that can guarantee this kind of success.

FREE TAB GUM VENDER
The Select Tab Gum Vendor has everything operators want in a gum vendor — big capacity — many varieties of gum — a good location near main areas or 43 is installed, and they stay in business. Why? Sales of the Select Tab Gum exceed those of any other gum machine — not only because it is a popular machine, but also because its design and features promote its success. The Select Tab Gum Vendor is the only gum machine that can guarantee this kind of success.

30 DAY MONEY BACK TRIAL
THE YEAR'S GREATEST VENDORS

NORTHWESTERN

~ Outstanding ~

Sensational

TAB GUM VENDOR

NORTHWESTERN

~ Outstanding ~

Sensational

TAB GUM VENDOR

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TAB GUM VENDOR
VICTOR's TOPPERS DELUXE
WITH ACTIVE DISPLAY WINDOW. Also Available in Double, Triple and Reversing Super Market Units.
VICTOR VENDING CORP.
ST. LOUIS W. Grand Ave., Cinc. 9, Mo.

Perfectly Reconditioned and Reconditioned Vendors

FROM LITTLE ACORNS

ONLY CVPO TRARNTS.

EACORN

The only completely different automatic pushbutton

ALL-PURPOSE VENDOR

•Veeds all kinds notes—coins, gun balls, candy, charms.
•Polished, easy to maneuver for sale.
•Temporarily blocks too, looks and acts exactly.
•Overhead mechanically—weight less than 7 lbs.

PROOF OF POPULARITY...
MORE THAN 4 YEARS OF CONTINUOUS PRODUCTION!

The BRUZZE ELECTRIC
KEENEY CIGARETTE VENDOR

In steady production for more than 4 years, the easiest to service, trouble-free, sells more cigarettes than any other cigarette machine.

WHAT'S new in equipment and method?

What's the wage, tax and profit picture for '52?

How about the availability of materials and supplies?

How about the cost of merchandising?

What are the industry leaders thinking? Saying? Doing?

You'll Get All the Answers—and More! During This Big 4-Day Meeting!

CHOICE HOTEL ACCOMMODATIONS ARE GOING FAST—GET YOUR RESERVATION IN TODAY

Write, Wire or Phone!

5TH ANNUAL CONVENTION & EXHIBIT,
CLEVELAND PUBLIC AUDITORIUM

NATIONAL AUTOMATIC MERCHANDISING ASSOCIATION
The National Trade Association of Merchandising and Vending Machine Operators, Mfgs., and Suppliers.

877 South Dearborn, Chicago 3, Ill. Financial 6-8270

CHAIRMAN—Proven Sales Boosters
Write for Complete Price List!

DUFFY-FLANAGAN

418 Wells Ave., Chicago 13, Ill.

Pacific Coast Distributors

5027 Fourth Ave., San Francisco 16, Cal.

1930 Grand Ave., Los Angeles

EPPY

Samuel Epply & Co., Inc.

3313 W. 28th Pl., Chicago 36, Ill.

PROFITABLY MEANS PROFITS
THE SENSATIONAL NEW NON-ELECTRICAL PERSONAL DISPENSER

THERE'S A LOCATION WHERE THIS PERSONAL WORKER WANTS IT!

PERFUMATIC CANADA LTD.
561 DUNLOP AVE. WEST TORONTO CANADA

-LARGEST-
FAKET MAKERS
"SILVER-KING" "CHARM-MAKER" "SUPER-CHARM-ER"

CALL TOLL FREE

$10.00 minimum

SILVER-KING CORP.
493 Division Parkway
Chicago, Ill.

TRIAL VICTOR Once and you will BUY VICTOR ALWAYS ORDER TODAY!

VEEDCO SALES CO.
3124 Market St., Philadelphia 5, Pa.
Phone: Li 7-1468

BRAND NEW LUCKY BOY VENDORS

$9.75

Lid of 10

$9.75

Lid of 25

$9.75

Lid of 50

BLOYD MFG. CO.
VALLEY STATION, KY.

2,000 ASSORTED CHARMS

15 different sizes, from 3¢ to 50¢ each. write-in numbers and priced packs.

WRITE FOR CATALOG U.S.A. 2 LETTERS.

2,000 for $10

J.C. Jackson, N. Y. Immediate delivery.
THE BILLBOARD INDEX OF ADVERTISED USED MACHINE PRICES

**Vending Machines**

Equipment and prices listed below are taken from advertisements in The Billboard as indicated below. All advertised used machines and prices are for used machines advertised in The Billboard as of the same time, frequent with which prices are on a time basis.

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**MOA Director Meet Convenes Oct. 17**

**Will Discuss Fate of 1952 Convention During Semi-Annual Executive Session**

OMAHA, Sept. 29—With the all-important question of a 1953 convention still hanging in the balance, the agenda of the executive board of the Missouri-Oklahoma Audiovisual Association will concern itself with rectifying the situation when it meets here during the coming week, and with many other problems. It is believed the board will approach this problem by bringing an all-out war in the next few days.

In addition to reaching a decision on the convention plan, the board will hear reports on various matters. Among these will be a report on the work done in the latter part of the year, in addition to the Miller affair, which is being heard in the courts. The board is expected to pass its decision in the upper part of the year.

While reservations were made for an earlier date for the convention, for a March, 1953, convention, this year, there was considerable opposition to this change. At the 1951 convention as it is scheduled now will be held in the one-day period.

In the notorious trial, which is being heard in the courts, the Miller affair is expected to pass its decision in the upper part of the year.

**Added Tilts Prevent Abuse of Equipment**

By HOWARD P. SCHELEY

Sometimes it is necessary, when operating amusement games, to prevent damage from operators who do not always use the equipment in the manner it was designed to be used. Such equipment is equipped with a tilt guard, but the tilt guard does not prevent the particular type of abuse ever and always.

In fact, unless the location manager can prevent the operator's equipment, he has no reason to consider safeguarding the equipment. Needless to say, the tilt guard equipment will not be used on such equipment without giving trouble.

**New Copyright Bill Introed in Congress**

WASHINGTON, Sept. 29—Rep. Joseph D. Bryan (D., S. C.), chairman of the House Committee on Copyrights and Patents, has introduced a new copyright bill proposing to extend copyright protection for books, music, and other works four years after the death of the author. The bill is designed to prevent the eventual exhaustion of copyright protection for new works after the author's death, and to prevent the production of pirated works in violation of such protection. The bill has not yet been debated by the House, but is expected to receive a hearing by the Copyright Subcommittee.

In his introduction of the bill, Rep. Bryan stated: "We are now considering a new copyright bill which will provide for an extension of the term of copyright protection to works created after 1948. The bill will also provide for the establishment of a new copyright office to administer the law. It is hoped that this new bill will bring about a more equitable distribution of profits from the sale of copyrighted works."
September 24, 1951

Dear Music Operator:

We hoped that the new Model "D" would win your immediate acceptance -- that it would prove to be the jukebox you’ve been waiting for.

Your response to the initial showings of the "D" has been more than gratifying.

It's overwhelming!

You may be sure that your AMI distributor is anxious to fill every order just as soon as he can do so. Please bear with him and with us.

We are producing new Model "D's" in the maximum quantity permitted under government regulations which limit the use of critical materials, and with all the speed possible consistent with our policy of rigidly holding to the highest standards of quality.

Sincerely yours,

John W. Haddock
President

JWH/lw
VOX JOX

Record Reviews

Each of the reviews features a critique of the performances by members of The Billboard music staff who reviewed the record.

LABEL AND NO. COMMENT TUNES

KAY STARR (Dave Barrow Orch) Don't Tell Me It's Over 79-82-78-

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THE MARLIN SISTERS

Melanie Green Forest 40-40-40-

NEW CABINET

NEW EYE-HIGH PROGRAM

NEW SIMPLIFIED AMPLIFIER

NEW TREBLE & BASS CONTROL

NEW LO-TEMP OPERATION

See the NEW AMI Model "D" at

BANNER SPECIALTY COMPANY

1508 Fifth Ave., Pittsburgh, Pa. Phone: GRant 1-1373

Endorsing Only the Best

THE BILLBOARD

October 6, 1951

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

LABEL AND NO. COMMENT TUNES

THE MARLIN SISTERS

Melanie Green Forest 40-40-40-

EVELYN KNIGHT

Earle Hare 71-71-71-

MARGARET WHITING (Frank DePal Orch) Bill 74-77-74-

AN GARNER & ORK

Jerry 70-70-70-

TEX BENIKE ORK (Ray Belize) Unforgettable 66-66-66-

CARLTON CARPENTER (Earle Hagen Orch-The Starlighters) Everybody Do 59-59-59-

DEAN MARTIN (Dick Stabile Orch) My Blue Heaven 78-79-79-

SAMMY KEYS ORK (Tom Randel Orch) Join the Hula Hula 80-80-80-

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Info in Other Departments

Among stories of interest to the coin machines industry to be found in the General, Music and other departments up front in this issue of The Billboard area

GOVT STUDIES DISKERY PLA, OPA multis petition to remove disk price controls (Music Department.)

CONTROL LAUNCHES MAY START TOUR OF DEJAVES, JUKE OPS, DEALERS IN BIG PUSH. (Music Department.)

EAST SALES REVAMP FOLLOWS CAP CHANGE. The diskery plans reviving of territories. (Music Department.)

NEW BILL PUTS "JUKE" RECORDS IN JUKE. A week's royalty payments from pop disk boxes. (Music Department.)

And other informative news stories as well as the Honor Roll of Hits and pop charts.
THE BILLBOARD

Index of Advertised Used Machine Prices

- Music Machines

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BILLBOARD

Impact of Advertised Used Machine Prices

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For this week's prices consult the used machine advertisements in this issue.
The RISTAUCRAT $45 offers the Best Return per Investment in the Music Field Today!

Yes, the sensational counter-strike "$45 is PAYING OFF big on all locations. The dominating feature in this price group are: low investment per machine; new locations; steady play; negligible repair costs, and ease of service. If YOU want blue chip returns for a small investment, contact your RISTAUCRAT distributor today.

1216 E. Wisconsin Ave.
Appleton, Wisconsin

ARTIST
LABEL AND NO.
COMMENT

AL MORGAN
My Baby's No. 1 (Buddy Miller)
Decca label with a cover on the cheaper 78 will sell out even more. King and Sue, the old cats at King, warn this is a big one.
83--83--83--83--83

JANET RAE
I Was Just Like You (Paul Madeleine)
See Billy Joel note in this section.
79--80--79--79--79

CUMBERLAND LAWRENCE-YOUNTH
Shall We Dance
One of the most delightful of slow music should pip up on this 1951 issue. "Shall We" will star Surtee Lawrence on the "Kandy" Briner label to reach a peak in the 30's but on the original 78 album.
75--80--75--75--75

PEARL CARR
(Ballad Love Story)
Ork label and has a "Ballad Love Story" in a 1951 release. This label has some music that is just a little more polish.
74--74--74--74--74

AL MORGAN
Old Folks Blues of the Sleepy Moon
London label and is a delightful slow waltz. Morgan comes up with a real three-piece band. Could be a hit for a bit later.
86--84--84--84--84

PRIMO SCALA ORK (Les Howard)
I'm in the Mood (London)
London label and is a mixed 3-piece chart come up with a fairly nice piece of material. The tight group gives a nice appeal.
79--78--74--74--74

One Random's Don't Make a Family (Joshua White)
73--74--74--74--74

ANTIA KERR SINGERS
My Baby's No. 1 (Paul Madeleine)
See Billy Joel note in this section. There's a bit of all the above similarities. But, other than that, the arrangements, the vocal work, the overall sound will give the chart with a good chance.
83--85--83--83--83

The Three Little Dwarfs
(Buddy Miller)
More details should follow by Alcyon to his new release issues. Christmas still holds the most of the 1950's charts. This label has some music that is just a little more polish.
90--90--90--90--90

WURLITZER 102 254 Conversions
See your Wurlitzer Distributor for information and parts on these quarter-century of all Wurlitzer post-war equipment.

BLUE CHIP PAYOFF!

The RISTAUCRAT $45 offers the Best Return per Investment in the Music Field Today!

Yes, the sensational counter-strike $45 is PAYING OFF big on all locations. The dominating feature in this price group are: low investment per machine; new locations; steady play; negligible repair costs, and ease of service. If YOU want blue chip returns for a small investment, contact your RISTAUCRAT distributor today.

RISTAUCRAT, Inc.
1216 E. Wisconsin Ave.
Appleton, Wisconsin

EXPORT DIVISION: 32 M. Wabash Avenue, Chicago 3, Illinois

PUBLICATION DECEMBER 2, 1951

RHYTHM AND BLUES NOTES

• Continued from page 32

Hollywood

Modern Records last week cut four sides with Pee Wee Crayton and propped these with a spiritual group. Anna Mae Winburn orch (7) kicked off its fall tour Monday (1) in Toledo and follows with three months of one-nighters. King Perry, currently in Canada, returns here next month to prep for his cross-country trek, playing October 30 in Phoenix. Az. Blue artists were interviewed last week at the Oasis by Deejay Bill Ramey, who later played the tapes on his KJKW late-hour show. On the initial tape stood Billy Eckstine, Lionel Hampton and start man Grcew.

Midwest Meet

• Continued from page 46

play at the convention, with the latter firm augmenting its space with a showing of its new color television screen.

Ganic manufacturers, repre-

sentatives of their distributing firms. They will have their latest products on display, include United, Columbia, Decca, Kenton, Williams and Billy Bailey. In the premium field were Allies, a host of independent labels, first distributers, Chicago, and Miltchis Neovity, Minnesota.

BILLY JON

A Marlin Dorsey

PAYOFF!

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DON'T MISS THE KICK-OFF FOR A BIG FALL SEASON

The Billboard FALL COIN MACHINE SPECIAL

FEATURE NEWS STORIES OF INTEREST TO EVERYONE...

INDUSTRY'S ROLE IN DEFENSE PROGRAM. The coin machine industry's important role in defense production. A round-up of what factories are involved, etc.

EXPORTS: A GROWING FACTOR IN THE COIN MACHINE INDUSTRY. A look at the fall and early-winter picture in the fastest expanding phase of the coin machine industry today.

NPA-CMP BOX SCORE. A complete, up-to-the-minute report on the CMP picture and how it will affect the entire industry.

USED MACHINES—MONEY IN THE BANK. The ever-increasing value of good used equipment in the face of curtailed production of new machines from the distributor and operator levels.

EQUIPMENT REVIEW. A review of current models in production by coin machine manufacturers.

PREMIUMS - NO MYTH. Merchandise lines are opening up new vistas for distributors and are helping the operator at the location level.

DIME-PLAY PUZZLE, STILL UNSOLVED. A nationwide look at dime play on jukes, results of the tests held to date, and the current picture on the OPS vs. play hassle.

SHUFFLE START SHUFFLE RESURGENCE. On the definite increase in shuffleboard operations—and the value of boards to operators as money-makers with no service problems or production headaches.

MIDWEST COIN MACHINE CONVENTION. Coverage of the conventions, agenda, exhibitors, business sessions, program and other pertinent data.

THE MIDWEST BUSINESS BARMETERO. A round-up of the business outlook in all principal cities in the Midwestern area.

MIDWEST DIME BAR PROVING GROUND. A report on the experiments here to vend 15c candy, and the possibilities of these tests leading to national adoption of the policies nationally.

VENDORS' ROLE IN MIDWEST INDUSTRIAL EXPANSION. Defense production is moving into high gear in the Midwest—meaning more room for vendors, an opportunity for operators to build up their weekly grosses.

OUT NEXT WEEK

The 'thump' of the pigskin signals the opening of a great season... the sharp tang of fall... a new season, the biggest of them all... time for changing from easy-going summer habits to the brisk competition of fall. Operators looking for new games to take up the slack of the old ones, changing machines around to get the most play. Premiums... operators will need more of them to stimulate shuffle game play. Everywhere, you feel a resurgence of business activity... a re-awakening to the fact that the business is there for those who go out and get it. Advertisers will feel the full impact from advertising in The Billboard's Fall Coin Machine Special.

Subscribe Now!

52 BIG ISSUES Including 8 Special Issues

THE BILLBOARD
2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, for which I enclose $10. I understand this will include at least 8 Special Issues.

Name
Address
City, State
Zone
Occupation

ADVERTISING DEADLINE
THURSDAY, OCTOBER 4th

Issue Date:
October 13, 1951
**FOLK TALENT AND TUNES**

*Continued from page 31*

Standing h. b. attractions thru Northern California. They have taken dates on the Capitol records all-star caravan. The board, September 29 and dates on Lefty Frizzell and Hank Snow, are booking the road. King, Kay, MB, Mel, Sil, Ark, reports a running fa

**THE BILLBOARD Index of Advertised Used Machine Prices**

**Amusement Games**

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Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billiard Times 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 by percentages. Where equipment was advertised, or in the case of prices, listed in more than one issue of The Billiard Times, only the single machine price is listed. Any price obviously dependent on condition of the equipment, age, time on location, territory and other related factors.

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**Chicago**

Dick Hund, head of H.C. Evans, underwent surgery on his eye last week at St. Luke's Hospital. Lee Reick, head of the phonograph division and Keiner-Bowling reports, has been coming along fine, but says he will be two weeks before he leaves the hospital. Meanwhile, with the December meeting, Reick is planning his fine exhibit for the Miami Bowler-Bowling Convention in Omaha, and says a customer cannot be surprised at the show, along with several others.

Art Weinand, vice-president and director of sales of Root-O-Matic, was out on the road again last week, and the reports through from operators on the Super Rocket were, "Better than expected." "No worries," Bacon, executive vice-president, and David Goodkin, controller, were both at the plant last week supervising the expansion of the new phone and keeping tabs on the phone. The Oakleigh machines will be used to be introduced to the trade.

The new Six-Player shuffle league-up is coming along fine.

William T. Keeler has been drawing heavy shipments of machines and parts across the country, Paul Halsey, sales manager, reports. They are working with the backlog of orders on the unit and, as a result, Keeler-Bowling's mention in the Four-Player conversion will now be held. The third conversion is also going strong, and firm operators are jumping on the bandwagon. They are going out at the rate of 100-150 a week, with orders filled on time by entry October. Mason Arthur, Keeler-Bowling comptroller, and Shirley Berkowitz, long-time employer of the merchandise department, have been doing a great job.

**Shuffle Games**

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**FBI Snitches**

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**Be Prepared!**

FIRST Class Equipment is the Best Anti-Freeze for Dropping Collections.

**NEW YORK and NEW JERSEY OPERATORS**

You Are Invited to Attend the SHOWING of

**THE EVANS 20-RECORD, 40-SELECTION CONVEYOR**

Come in and see this wonderful machine today. You will also find on display in our newly decorated showroom the finest selection of used machines, used games, music and arcade equipment.

The welcome mat is out.

**REMEMBER! FOR EXPORT IT'S INTERNATIONAL!**

**INTERNATIONAL AMUSEMENT CO.**

25 Parkhurst Street, Newark 2, New Jersey

**IMPORTERS**

**SUPER SPECIALS!!**

22 Ft. Indoor Shuffle Lane

Rally-Philadelphia

BOWLING LANE 3800

**Central Ohio Coin Quality Buys**

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**SHUFFLE ALLEYS**

**NEW 5 BALLS**

**GUARANTEED**

**CENTRAL OHIO COIN MACHINE EXCHANGE**

**2150 North High Street**

**COLUMBUS, OHIO**
Wally Finke and Joe Kline, partners in the new Trade Infey, announced that there was a steady stream of visitors dropping in to see the new machines in the hotel lobby. There are about 150 five-ball games and machines on display, shuttled by the following:

- **Arcade Equipment**

  Equipment and prizes listed below are taken from advertisements in the Billboard as indicated below. All advertised used machines and prizes 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 both machines and only the single machine price is listed. Any price obviously intended on condition of the equipment, open for line on location, limited and other related factors.

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  **Commen You Know**

  - Continued from page 17

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    Equipment and prizes listed below are taken from advertisements in the Billboard as indicated below. All advertised used machines and prizes 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 both machines and only the single machine price is listed. Any price obviously intended on condition of the equipment, open for line on location, limited and other related factors.

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Vender,

In the world of coin machines, few names stand out as household words as much as Vender. This company, known for its innovative and reliable products, has been a staple in the coin-operated entertainment industry for decades. In recent years, Vender has expanded its product line to include new technologies and enhancements, further solidifying its position as a leader in the coin machine market.

One of the key features of Vender's product line is its emphasis on user-friendliness and durability. These machines are designed to withstand heavy usage while providing a seamless user experience. Vender's commitment to quality is evident in every aspect of its products, from the robust hardware to the intuitive software.

In addition to its coin-operated machines, Vender also offers a wide range of accessories and supplies to complement its product line. From coin boxes and coin acceptors to coin sorters and coin counter-change mechanisms, Vender has all the components needed to ensure a smooth and profitable operation.

Despite its long history, Vender remains at the forefront of innovation in the coin machine industry. With a focus on customer satisfaction and a commitment to surpassing customer expectations, Vender continues to set the standard for excellence in coin-operated entertainment.

Robbins reports his high level during his recent sweep of the coin machine market for the Sam London firm. Most disappointed, however, has been Clyde Nelson, of General Novelty, idea that Vender has opened a new door in the coin machine market. Clyde's efforts to join the group of operators heading up to Harman failed to materialize, but he is looking forward to fishing lures, when rumormongers tell that Vender has become interested in Clyde's interests. Clyde had to stop in to cover the results of the April 2nd show. The show was well attended and was sponsored by Sam Hastings, Mike Hinchman, Cliea Hopp and Rick De Cristo, of Cortland, N", the largest coin-op in the state.

Although Vender has a successful history in the coin machine market, it is not without its challenges. The company must constantly adapt to changes in technology and consumer preferences to remain competitive.

In conclusion, Vender remains a strong and reliable force in the coin machine industry. Its commitment to quality and innovation ensures that it will continue to be a leader in this field for many years to come.
More Shaffer Specials

SPECIALS IN WALL BOXES

SUEBURG WURLITZER

W 4 L 5 S $49.50 3020 $39.50

W 3 L 5 S $45.00 3025 $39.50

W 1 L 5 S $45.00 3045 $45.00

W 3 L 5 S $45.00 219 STEPPE $25.00

AMO PACKARD 5/10 WALL BOX $32.50

SATIN FINISH $99.50 STEPPERS $35.00

Terms: 25% Certified deposit balance C.O.D.
All Items Subject to Prior Sale

SHAFER MUSIC CO.

COLUMBUS, OHIO 601 E. High St. CINCINNATI, OHIO 3313 Gilbert Ave. INDIANAPOLIS, IND. 1327 Capitol Ave.

You can help combat crime by giving to the national committee for mental hygiene.

More Shaffer Specials

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SHAFER MUSIC CO.

COLUMBUS, OHIO 601 E. High St. CINCINNATI, OHIO 3313 Gilbert Ave. INDIANAPOLIS, IND. 1327 Capitol Ave.

REBUILDING

We are now rebuilding TURF KINGS into a Sensational New Game

Featuring amazing "future play action." Played at $15.00 and your TURF KING. Easily changed with completely new silk screened back glass.

AUTOMATIC SALES & SERVICE CO.

8 West Oliver St. "B" Baltimore, Md.
GOTTLIEB'S
 ANIMATED INDIAN TARGET
 "bites the dust" when hit... scores points.

Non-Sequence "WILD" HOLES and "WEST" ROLL OVERS increase VALUES

4 SUPER-HIGH SCORE "POP" BUMPERS • FLIPPERS

ORDER FROM YOUR DISTRIBUTOR NOW!
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

There is no substitute for Quality

RED HOT VALUES from REDD!

WANTED
BRAND NEW MACHINES IN STOCK
BALLY: FUTUREX CONEY ISLAND SHUFFLE LINE
UNITED SIX PLAYER KENNY SIX PLAYER KENNY CIGARETTE MACHINE KENNY LITE-A-LINE EXHIBIT PONY EXPRESS

BALLY BRIGHT LIGHTS
BALLY ONE BALLS BEAR GUNS LATE FIVE BALLS WURLITZER 3920 SEEBURG 100 KENNY CIGARETTE MACHINES

BALLY: "WOMEN'S MACHINES" KENNY LITE-A-LINE BALLY BRIGHT LIGHTS

EXCLUSIVE NEW ENGLAND DISTRIBUTORS: WURLITZER, BALLY, UNITED, KENNY, CHICAGO COIN AND EXHIBIT.
DISTRIBUTING CO., INC.
295 Lincoln St., Allston, Mass. 4-6440

BUY FROM LONDON & YOU'LL SAY

for PRICE! for QUALITY! for SERVICE!

UNITED-645/"C" UNITED-6/"S" UNIVERSAL 2 STARS BALLY BRIGHT LIGHTS BALLY BROCADES BALLY HOT BODY BALLY CROSBY ISLANDS KENNY LITE-A-LINES WILLIAMS HARD QUINA Coin Machine Service Co.
1795 Euston Street
San Francisco 21, Calif.
PB: 2005, 2074

WANTED FOR CASH
UNITED-645/"C" UNITED-6/"S" UNIVERSAL 2 STARS KENNY LITE-A-LINES WILLIAMS HARD QUINA

BINGO MACHINES LIMITED ASE KENNY LITE-A-LINE BALLY BRIGHT LIGHTS

100% Return price for machines

WURLITZER 46F

$79.50

DISTRIBUTING Co., Inc.
295 Lincoln St., Allston, Mass.

3 COMPLETE HOSTESS SYSTEMS—UNITS OF 10—MAKE AN OFFER!

CIGARETTE MACHINES
"WOMEN'S MACHINES"
KENNY LITE-A-LINE
100 CENTS, 24HOURS

SPECIAL OFFER

SIX MACHINES AT $34.50 EACH

MECHANIC WANTED
Service, repairman Man, experienced on all types of amusement equipment. Good references and salary warranted.

BRASS BOX
CHATEAU, KANSAS

OCTOBER CLEARANCE of USED MUSIC
4 AMI MODEL C, Like New $545
2 AMI MODEL B, Very Clean $445
1 AMI MIDWAY, Late Model $395
21 AMI 5c & 10c WALLBOXES, Clean, Each $30
7 AMI 5c WALLBOXES, Each $20
6 1160 WURLITZER, Clean $95
8 1015 WURLITZERS $210
3 1009 WURLITZERS $210
15 3020 WURLITZER WALLBOXES, Each $15

WRITE TODAY FOR COMPLETE LISTS
EXCLUSIVE GOTTLIB, WILLIAMS & SEEBURG DISTRIBUTORS

GIVE TO DAMON RUNYON CANCER FUND

THE BILLBOARD
COIN MACHINES
STEP ON IT! YOU'LL GET GOING FAST with Williams RIP-ROARING SENSATIONAL OUT IN FRONT with HIGH OCTANE ACTION... SOUPED-UP SUSPENSE... FAST 'N' FURIOUS FUN!

DEATH DEFYING DEMON DRIVERS pilot actual Miniature Cars down the track inside the back seat! Breathtaking suspense as they race to hair-raising photo finishes!

6 THUMPER BUMPERS Send ball hurtling around playground, register High Score, advance Ja-lop'y! Rail Ovens and Flappers add speed to each race!

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

GET THE WINNER'S SHARE ORDER FROM YOUR DISTRIBUTOR TODAY!

CREATORS OF DEPENDABLE PLAY APPEAL!

CHICAGO 24, ILLINOIS

4543 W. FILLMORE STREET

WILLIAMS MANUFACTURING COMPANY

FOR BETTER BUYS... BETTER BUY NOW

CHICAGO COIN MACHINES

SPECIAL ON NEW CLOSE OUTS

CHICAGO E. HORNES  

GENCO TARGET SKILL

CHICAGO E. HORNES LEADER

AMERICAN CANCER SOCIETY

Hail your contribution to "American Cancer Society" your local post office

AMERICAN CANCER SOCIETY

MRS. GESSNER, \( \text{C.D.} \)

Cleveland Coin Machine Exchange, Inc.

621-2231 prospect a VIE-CLEVELAND 15, OHIO

ALL PHONES TOWER TUPES

67549 Cash With-Order Xmas Buyers... Ready and Eager to Do Business With YOU!

See Page 70...
Chicago Coin's BOULDERING ALLEY

Featuring for the first time on any shuffle bowling game

- High Score of the Week ON BACK RACK
  (NAME OF HIGH SCORE PLAYER WRITTEN ON FROSTED GLASS)
- Formica Playfield Surface
  FASTEST PLAYFIELD POSSIBLE! LONG WEARING AND COLORFUL
  + PLUS +
- REBOUND 20-30 SCORING
- ROLLOVER CONTACTS ON PLAYFIELD
- HINGED PLAYFIELD FOR EASIER SERVICING

SIZE – 8 FT. x 2 FT.

CHICAGO COIN MACHINE COMPANY
1725 DIVERSITY BOULEVARD
CHICAGO 16, ILLINOIS

CLOSED SEASON AT BEACH
ALL MACHINES IN A-1 OPERATING CONDITION
1 WILLIAMS LUCKY INNING
2 WILLIAMS CONTROL TOWER
3 EXHIBIT GUN PATROL
4 CENCO CANASTA
5 GOTTIEB SHOOTOUT
6 BUFFALO BILL
7 UNITED DOUBLE SHUFFLE
8 BE-BOP
9 TRI-SCORE
10 DREAMY
11 SHO-GO
12 SERBURG SHOOT THE BEAR
13 SOUTH PACIFIC
14 UNITED SHUFFLE ALLEY EXPRESS
15 SWEETHEART
2 THE THING

ALL MACHINES HAVE SOUTH CAROLINA LICENSES
WRITE OR WIRE, WE HAVE NO TELEPHONE
MYRTLE BEACH AUTOMATIC AMUSEMENT CO.
MYRTLE BEACH, SOUTH CAROLINA

JUKE BOX ROUTE
Old-established route in Florida for sale. Personal reasons for selling. Contact BOX DB-99
Cincinnati 22, O.

Subscibe Now!
ONE YEAR $10
52 BIG ISSUES

THE BILLBOARD
2160 Patterson St., Cincinnati 22, Ohio

WHEN YOU BUY A BILLBOARD
ALWAYS ASK THE BILLBOAR

FOR SALE

FOR SALE

WANT TO BUY!!

Hubert L Leach
14770 W. 63rd Place
Chicago, Illinois

FOR SALE

WANTED

John T. Bartlett
14770 W. 63rd Place
Chicago, Illinois

FOR SALE

WANTED

Donald Long
2233-19 N. Lincoln Ave.
Chicago 14, Ill.

FOR SALE

WRITE FOR LIFE OF CLOSERBOUTS—ALSO RECONDITIONED EQUIPMENT

Monarch Coin Machine, Inc.
Clarksdale Plant
2233-19 N. Lincoln Ave.
Chicago 14, Ill.

Phone: Lincoln 9-2596-2

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NEW EXTRA BALLS IDEA
INSURES EXTRA PLAY-APPEAL AND EXTRA PROFITS

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

DAVIS Guarantees
Mechanism overhauled
Worn parts replaced
Amplifer reconditioned
Speaker inspected
Tonehead renewed
Cabinet professionally refinished

PHOTOGRAPHS LISTED BELOW AVAILABLE IN COMPLETE AND GOOD WORKING ORDER AT LOW PRICES QUANTUM-OR-WITH DAVIS & PETER GURANTEE FOR 5$ ADDITIONAL PER MACHINE.

Bally CONEY ISLAND

FAMOUS "IN-LINE SCORES"
Popular 3-in-line, 4-in-line, 5-in-line score system attracts busy play...and takes in up to 3 coins for first 5 balls, as players select 1, 2 or 3 score sections. Player scores only in selected sections, but scores light up in all sections to taxant.

CONEY ISLAND combines the profi-professional play-appeal and earning power of BRIGHT LIGHTS with the fascinating new Extra-Balls Feature that insures plenty of extra coins every game.

Because every game played is either a winner or a near-winner, players can't pass up the opportunity to clinch a winner with extra balls. Try CONEY ISLAND today. You'll be mighty glad!

BADGER'S Bargains

NEW EQUIPMENT ON OUR FLOOR

For further better buy buy McGinnis

YOU CAN BE ON OR OFF FOR QUALITY RECONDITIONED EQUIPMENT

ROY McGINNIS CORP.
2413 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BALTIMORE 1088
UNITED’S

6 Player Shuffle-Alley

Larger Group Play for Greater Earnings

1, 2, 3, 4, 5 or 6 Can Play!

10¢ per game... each player

FAST REBOUND ACTION
(Roll-over switch rebound)

20-30 Scoring

DISAPPEARING PINS
Easy to service

SIZES
8 ft. by 2 ft.
9 ft. by 2 ft.

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

See your distributor
Seeburg

The Most Widely Published Mechanical Music Device Since 1902

100

Select-o-matic

Only

One has

...at the phonograph

where in

the location

www.americanradiohistory.com