

The Billboard

NOVEMBER 10, 1951 (ABC) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (RBP) PRICE: 25 CENTS

Band Buyers Play Angry Tune On Booking Office Practices

OFF-CENTERS A BALLY BOON

NEW YORK, Nov. 3.—What started off like a minor fiasco when RCA Victor's disk jockey shipment of Perry Como's "Here's to My Lady" included a batch of off-center records, may turn out to be an unusual piece of promotion and publicity for the label. A second complete shipment of the disk is being rushed out to the radio stations with the suggestion that the jocks spin both off-center and good pressings to demonstrate the difference to listeners.

Victor will suggest that jocks could stage a contest asking listeners to decide which pressing is off-center.

US Disk Flops Click Abroad

NEW YORK, Nov. 3.—A number of current and recent tunes which failed here have hit in England, getting a brand new lease on life and affording the publisher a second chance at the brass ring. Almost invariably, the cause of the revitalization abroad has been an American recording of the tune—a platter which somehow didn't make it here but clicked over there.

The cycle began with "Silver Dollar," published here two years ago. (Continued on page 20)

Miami Kills Vaude; TV, Costs Blamed

MIAMI, Nov. 3.—Death knell for vaudeville in Miami was sounded Wednesday (31) by George C. Hoover, district topper for Florida State Theaters (Paramount), operators of the Olympia vaudeville house here. He said current stagework may be the last, and, at the most, a live show policy would continue for another fortnight.

Hoover said three factors have contributed to the chain's decision to place the Olympia on a straight pic policy "as soon as possible": high cost of talent, lack

Day May Bump Ezio Off Revue MC Job

NEW YORK, Nov. 3.—The new Radio Corporation of America TV revue this week still was far from being in final form. Altho Ezio Pinza still is said to be the bankroller's first choice to emcee the stanza at 8 p.m. Fridays, via the National Broadcasting Company, other talent also is being considered. High on the list is Dennis Day, who is regarded as likeliest alternative to Pinza.

November 16 now is regarded as the earliest possible date for the program to preem.

AGVA Burns on Insurance, But Connors Stays

"Whitewash" Cry Raised at Board; Hamid a Hot Issue

NEW YORK, Nov. 3.—Despite all charges brought against the operation of the insurance program, the Executive Board of the American Guild of Variety Artists at its meeting Tuesday (30) voted that everything was okay.

Charges of whitewash leveled by at least three Board members were shouted down.

The Board met ostensibly to wind up unfinished AGVA business that was left over from the full National Board meeting held in Chicago three weeks ago. Among the subjects it dealt with were Television Authority, the George Hamid hassle, and the administration of the insurance plan. The chief explosions revolved around the latter, with emphasis on Victor Connors, union wheel, who claims to be the insurance plan architect.

As a result of disclosures at the National Board confab, Connors had submitted his resignation to AGVA. Henry Dunn, union head, had also indicated he would (Continued on page 51)

BLOCK WANTS TURKEY, GETS FAR TOO MANY

NEW YORK, Nov. 3.—Deejay Martin Block this week notified publishers that he planned to repeat his "Turkeys of 1950" program. Pubbers were asked to send in their nominations prior to November 15, so that Martin could get the program readied in time for Thanksgiving Day.

Pubber Sid Mills, answering Block, succinctly presented the pubbers' problem. "It's a wonderful idea," he wrote, "but I don't have enough time to type 'em out, and you don't have enough air time to play 'em."

Radio Moves to Hike Day Rates

NEW YORK, Nov. 3.—Faced with mounting pressures of various sorts, radio stations have begun to show a definite trend toward increasing their daytime rates. Within the past few weeks at least a dozen AM outlets have boosted either morning or afternoon time charges or both, with indications that many more plan to follow suit shortly.

A major reason many stations are moving in this direction is to recoup some of the grosses lost via the recent network rate cuts in the evening hours. Some of the stations also feel that they have lost some income because of recent network sales devices, such as one-shot sales of programs, pyramid-tandem deals, etc. Some, of course, are now asking for increases they feel are overdue, because of technical improvements, population increase based on the new 1950 census figures, or other similar factors.

NBC Affiliates

In addition, there is some feeling among radio affiliates of the National Broadcasting Company (Continued on page 4)

Guarantees High, Publicity Is Low

Billboard's First Annual Survey of Ork Purchasers Reveals Many Kicks

By JOHNNY SIPP

CHICAGO, Nov. 3.—Allegedly unfair band guarantees and percentages and inadequate, out-of-date promotion and publicity are the two major gripes of the average band buyer against the major band skedding offices, according to The Billboard's first annual ork-purchaser survey. Ten ops specifically groaned about the high guarantees. All suggested that bands' guarantees be predicated upon past performance and gross records at the terperies to which they are submitted.

Seven music users blasted current flackery methods in the band business. All feel that press manuals and mats and photos are not kept current. Three pointed out that frequently they receive photos, mats and publicity on people no longer with a band, and no material on the persons who replaced them. Ken and Don Kerker, Davenport, Ia., suggested that offices send out more mailing pieces, such as post-card size

photos and self-mailer circulars. Several ops further blasted office flackeries by pointing out that too much of the material is (1) antiquated; (2) concerned with the early and uninteresting life (Continued on page 15)

Ballroom Men Suggest Ideas

CHICAGO, Nov. 3.—Need for some new promotion ideas for ballroom ops was pointed up this week, when The Billboard's first annual survey of the boys who foot the music bills showed only one out of every three buyers coming up with suggestions for worthwhile flackery. In most instances, ideas presented were imitations of interest-builders uncovered in past years.

Johnny Apt, owner of the Prom Terrace, Fort Wayne, Ind., proffered a new idea in round-the-clock ballroom operation. Idea is (Continued on page 16)

BENNY'S PRETTY PENNY

Lucky Song Ad May Slug CBS Show 48G

HOLLYWOOD, Nov. 3.—Jack Benny has put the Columbia Broadcasting System, American Tobacco Company, and the Batten, Barton, Durstine & Osborne Agency in a spot which may cost either or all three of the organizations close to \$50,000 before the situation is resolved.

On Friday (23) a representative of the Benny Lucky Strike radio show via CBS phoned Santly Joy, Inc., music publishers, and at-

tempted to get authorization to do the firm's tune, "My Truly, Truly Fair" on the Sunday show, with special Lucky Strike lyrics. The publishing firm refused authorization on the grounds that the song was still a healthy sheet music and record seller, and that any such usage would hurt its chances for continued sheet and record sales.

Nevertheless, the Sportsmen's Quartet did the number with a totally commercial Lucky Strike lyric.

The publisher heard about the performance and had its attorneys write CBS, American Tobacco and BBD&O demanding that the parties involved refrain from further such usages of the song, and calling for an "adjustment for the already perpetrated improper usage."

The statutory rate for network (Continued on page 3)

Peggy Lee to CBS For Radio and TV

NEW YORK, Nov. 3.—Peggy Lee this week signed a Columbia Broadcasting System contract for her exclusive TV services. Her initial assignments at the web in video will be as regular vocalist on the across-the-board Steve Allen daytime show, and as an alternate week singing attraction on "Songs for Sale."

Miss Lee will also have her own radio show at CBS on Friday nights.

ANNOUNCING
A Special Section of The Billboard

★
Then, Now...and Tomorrow

commemorating the

National Broadcasting Company's Silver Jubilee

to be published in the

DECEMBER 1 ISSUE OF THE BILLBOARD

Billboard Backstage

By JOE CSIDA

Again at precisely the moment that finds me devoid of Backstage ideas, a handful of heroic readers come to the rescue with the kind of letters that make a good column.

Disk jockey Jim Walsh of the Wax Works bearing his name and broadcast via WSLs in Roanoke, Virginia, writes about an offer which may bring pleasure to many people who could use a little of same. Says Jim:

"Billboard Backstage is the first thing I turn to every week after The Billboard has been tossed by the Vinton postal help into Box 131. But for the benefit of your followers in the hinterland, how about telling us how your last name is pronounced. Is it Cedar, Cider, Suh-seeder, Suh-sider, or what? If I should ever be in New York and stroll into your sanctum I'd like to know how to ask for the head man." (Proper pronunciation is your first guess, Jim—'Cedar' is right.)

"This frivolous introduction aside, I have a serious motive for writing to you. A friend of mine does a thriving mail order business in good, clean copies of second-hand records, but his walls are bulging with overstock on some types of platters. He is an unusually modest fellow who doesn't want any personal publicity, but he would like to give some records to Veterans Administration hospitals and other institutions where they would help to pass the time for ex-service men and women who are ill, mentally or physically. I suggested to him that he might do this and he enthusiastically responded and asked that I try to get a letter into The Billboard, but without mentioning his name. He is willing to send packages of carefully assorted records—

jazz, old-time pops, hill-billy, classical, etc.—at no cost to the institution and to pay the parcel post, although I imagine he would willingly accept a refund of the carrying charge. He will also send more than 50 records on request, but in that event the consignee is to pay the costs.

"I have told my generous friend that if hospital officials or representatives of American Legion and D. A. V. posts or similar organizations will send me a card saying how many records they want I will forward them on to him. I may be addressed at either Radio Station WSLs, Roanoke 7, Va., or at my home address, Box 131, Vinton, Va. At any rate, I assure you this offer has no profit making or racketeering angle, and if you can give it a mention I'll appreciate it a lot."

Thanks, Jim. I hope you get some takers.

Recalling the Backstage of quite a while ago about Eddie Fisher, Art Schofield, one of radio's ablest promotion men, presently director of Promotion and Research for the Paul H. Raymer Company, station reps, writes:

"You mentioned your pleasure in helping Eddie along the way. But the time you wrote about was the SECOND time you helped. And, perhaps, the FIRST time, when you unknowingly helped him, was even more important to Eddie than the second. Here's the story.

"Back in 1945, when I was promotion manager of WFIL in Philly, we had one of the best teen-age shows on the air I have ever heard anywhere. Skipper Dawes, a really great choral director built the show around his Teen Age Choraleens (teen-aged gals). For variety he added a

couple of gals and a boy to handle the solo work.

"As the account was one of our best I gave it the all-out treatment—car cards, dashes, news-space, bus cards, fountain streamers (sponsor sold milk and ice cream), milk bottle collars, posters on delivery wagons, named sundaes after show personalities, counter displays, postcard mailings to listeners—and other devices that slip me at the moment.

"After accumulating the promotion material for the agency, it looked impressive enough to enter in your Ninth (1945-46) Annual Billboard Competition.

"We entered and won a prize. . . the boy soloist in the story being, of course, Eddie Fisher. To make the long story shorter—the agency renewed, Eddie remained on the air, thus showcasing his talent and earning a little dough.

"Perhaps, if you kind people over at The Billboard (and the judges) had not selected the WFIL entry as a prize winner, the story of Eddie Fisher might be different.

"You see, your habit of helping people is so firmly established it operates subconsciously—even when you don't realize it.

"Just thought you would like to know of the first push you gave Eddie.

"P.S. You sure helped me, too. Above mentioned award (we also won another that same year) helped keep my batting average 1,000—as your February 25, 1950 issue said. Although the number of awards listed therein was incorrect, I have won an award with EVERY entry submitted in competition—with three different stations.

"Thanks for that, too."

Okay, Art. You've helped me, too, by doing this Backstage, so now we're even.

News Articles Demand 'Voice' House-Cleaning

Ex-Staff Reporter Cites Inefficiency In Sharp Attacks

WASHINGTON, Nov. 3.—In a series of newspaper articles inserted into The Congressional Record this week, a former State Department spokesman assailed the agency's "Voice of America" operations as wasteful and inefficient, and recommended a major house-cleaning. The articles, authored by Frank Stout, were placed in the Record by Representative Allan Oakley Hunter (R., Cal.) who declared that "the matter should be thoroughly investigated."

Congressman Hunter described the author of the newspaper articles as having worked eight months in the State Department's propaganda program as a general writer, White House and State Department reporter. "He quit his job, disillusioned and disgusted," stated the congressman, and joined the editorial staff of The Scranton (Pa.) Tribune, which last month published a series of five Stout articles criticizing ineptness and extravagance in the handling of the "Voice of America" program.

"I could have stayed in Washington," wrote Stout in the Scranton newspaper, "but I quit my government job because—tho I was a little wheel in a

(Continued on page 6)

New Buildings Fall Off 82%

WASHINGTON, Nov. 3.—Number of buildings for amusement authorized thruout the country during August fell to 129, as compared to 228 authorized in August last year, and 134 permitted in July. The Labor Department reports that the value of August authorizations totaled \$1,757,000, an 82 per cent drop from the \$9,700,000 August 1950 authorizations, and a fall of 82 per cent from \$4,635,000 in July. Meanwhile, plans for construction of 15 amusement projects to cost a total of \$1,467,158 received the National Production Authority's green light this week for the fourth quarter of 1951. Four swimming pools, one to be built

(Continued on page 57)

Talent Agents' Org Seeks New Members

HOLLYWOOD, Nov. 3.—During this week's meeting of the California Theatrical Association, composed of 35 locally based talent agencies, org decided to throw its doors open for membership to agents thruout the West. Name was changed to Western States Theatrical Agents' Association. Newly elected officers include Ted Lesser (Ted Lesser Agency), prexy; Russ Stapleton (Fanchon & Marco), veepee, and Alice Faver, secretary and treasurer.

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London Dispatch

By LEIGH VANCE

LONDON, Nov. 3.—Vaudeville spot of the year was the Royal Variety Performance, October 29, held this year in the Victoria Palace Theater, home of Jack Hylton's "Crazy Gang." Designed to aid the Variety Artists' Benevolent Fund, the show took \$53,800 from the audience of 1,500. Following the managers' broadcasting ban, the show was not scheduled to be heard over the British Broadcasting Corporation, but at 6 p.m. on the evening of the performance listeners learned that the last 50 minutes of the show would be broadcast from 10:20 p.m.

Normally, managers say air-time will affect the take. But in this case, as with all shows Royalty attend, there was a waiting list for seats as long as Shaftesbury Avenue itself. The BBC was scared of the show's pulling power which would affect cinema-goers and other paying patrons. A quick poll of motion picture house and local theater grosses after the announcement revealed a drop of 10 per cent of normal take in South London, a "slight drop" in the West End, but otherwise normal.

There were a lot of new names in this year's bill, but best of the lot was veteran Gracie Fields. The audience kept her on stage taking bows for several minutes, gave her the biggest reception I've heard in years.

The American contingent was smaller this year than in the past. But both Patricia Morrison ("Kiss Me Kate") and Pearl Primus were singled out for congratulation by the Queen, who watched the show with Princess Margaret. The King, still bedridden, heard the complete program over a specially laid landline to Buckingham Palace.

HMV's Sir Ernest Out, Silent on Successor . . .

Sir Ernest Fisk, 65-year-old boss of the \$56,000,000 "His Master's Voice" (HMV) corporation

(Continued on page 38)

Paris Peek

By ANNE MICHAELS

PARIS, Nov. 3.—A battle that has been brewing for months came to a head last week when Quentin Foster and the management of the "Mars Club" broke up. According to those that were there, the leave-taking was about as dramatic as well as violent. Ben owner-manager, who for about five months has been out of town arrived back and is looking for replacements. In the meanwhile Soudra still sings there and Jeff Davis is at the piano that Ray Taylor vacated when he and his partner left.

New Revue Features Cavalcade of Fashions . . .

Rene Bardy opens a new show at the Nouvelle Eve next week called, "Stories of Eve." (The title in French contains 13 letters, a superstition Bardy has used in all of the previous revues.) The stars of the show are three classic dancers from the Ballets des Champs Elysees and Swedish dancer, Ami Arroe. Worth Balmain, Schiaparelli, Carvan, Rochas, and Paquin will costume the revue representing their ideas of fashion since the First Empire period. The music is by Francis Lopez, Roger Luchesi and Jean Laporte and the words by Jean Marsac. At the same time Bardy intends to send out to 35 cities of North and South America a tour of some of the older shows.

Constantino Makes Debut as Composer . . .

"Tout Simplement Je T'Aime," (Very Simply I Love You) marks the debut of Eddie Constantine as a composer. Constantine collaborated with Bob Astor on the music, and the words were done by Francois Jacques. . . . Menotti's "The Council" to do a return engagement at the Theatre des Champs-Elysees, with Patricia

Washington Once-Over

By BEN ATLAS

WASHINGTON, Nov. 3.—Princess Elizabeth good-naturedly shifted to the role of taking commands when she faced a battery of TV, newsreel and newspaper cameras at the press reception in her honor at the Statler Hotel here the other day. Escorted around the room by newsman Paul Wooton in a blaze of floodlights, the Princess suddenly became aware that several of the cameramen were shouting orders: "Stand where you are—hold it—hold it." Visibly amused, the Princess obeyed.

TV Color, Allocations Still Hot Subjects . . .

If Defense Mobilizer Charles Wilson's crackdown on Columbia color TV sets didn't wipe out any lingering doubt about the favorable destiny in store for compatible color TV, the point was clinched this week by Commissioner George E. Sterling of the

Federal Communications Commission. As matters now stand, the color question will be up for an FCC decision again in about a year. Radio Corporation of America's bid for compatible color standards will be bulwarked by practically the whole industry. Significantly, Sterling, in a New York talk this week, said FCC's task will be "far greater than that which confronted the Commission when it was faced with a decision in 1950, because of the advancements that will take place in the art during the interim, while color broadcasting and mass production of color TV receivers take a holiday." Compatibility, said the Commissioner, will be the top problem.

Significantly, too, Sterling issued a reminder that there were 10 million black-white sets in the hands of the public when the color issue was before FCC over a year ago. By next December the number will total 14 million. "There-

after, since manufacturers can continue to make black and white receivers from their restricted allotments of critical materials," added Sterling, "the number will increase month by month, thereby aggravating the compatibility problem." . . . Nobody around FCC is underestimating the doggedness with which Dr. Allen B. Du Mont, head of Du Mont Laboratories, Inc., will keep pushing his proposed TV allocations plan. This week's motion by Du Mont for oral argument on the plan packs a double-barreled threat. If FCC supports the motion, the timetable for lifting the freeze will be more uncertain than ever. If the motion is denied, a court challenge to the FCC allocations plan is likely. When Dr. Du Mont was asked recently what part of his proposed allocations plan he'd settle for with FCC as a compromise, the blunt-talking engineer barked: "The whole thing—all of it."

Picture Business

By LEE ZHITO

HOLLYWOOD, Nov. 3. — On the heels of Roy Rogers' precedent-setting suit and court victory against Republic Pictures in which the cowboy won an injunction against the studio, blocking it from releasing his theatrical films to TV, Gene Autry this week filed a similar action against the same studio, but went a step further, charging the film producers as a whole with conspiracy.

Autry accused producers with violating the Sherman Anti-Trust Act, and the Lanham Act, a law protecting the public against misrepresentation and fraud. The cowboy accused Republic of joining into a conspiracy with other producers whereby they "each . . . jointly undertook and agreed that no actor would be signed to a contract or be allowed to perform unless such actor agreed that a grant of television rights" would be granted. It also charges violation of the Lanham Act in that such issuance of pictures "would be contrary to commercial good faith" and "would cause confu-

the source and vintage of said motion picture films."

As in Rogers' case, Autry claimed Republic's TV release of his theatrical films (65 in number) would provide unfair competition for the TV films he is producing, thereby forcing the actor's new product to compete with his previously produced films. Action on this case will await Republic's appeal of the Rogers ruling to the higher courts.

New Outfit to Serve Theater TV Shows . . .

Exhibitors with an eye toward theater TV may be interested in the new Theater Television Authority firm formed, according to its officers, for the purpose of bringing large-screen TV facilities and program material to theater owners. Incorporated at Sacramento, company intends to secure the rights to release and license TV programs for exhibition in film theaters. Programs will be provided from the local, regional and national levels, according to the firm.

exhibitors solve their problems in financing theater TV equipment. According to the firm's managing director, Kenneth E. Wright, "We realize that most exhibitors have been reluctant to spend between \$15,000-\$20,000 for TV equipment with no guarantee that they will have programming. It is our desire to provide programming. Therefore we will undertake to help any exhibitor or group of exhibitors in obtaining large-screen TV equipment."

Firm plans to produce various types of entertainment to serve as a supplement to theaters' regular film bills, thereby using theater TV as a box-office boosting added attraction. Firm would also represent its member theaters in negotiating for theater TV rights to regular tele programs. Theater men feeling the box-office pinch have blamed TV for keeping patrons away from the movies, especially on nights when home sets offer strong shows. If large-screen equipped houses could include popular TV shows along with their regular film programs, some exhibitors have felt business

HOPALONG TO THE HILLS

Local Outlets Found Paying Above Networks

HOLLYWOOD, Nov. 3. — Bill (Hopalong Cassidy) Boyd feels there's more gold in them than syndication hills than peddling his wares to a single sponsor.

heads eastward within a few weeks to discuss local sponsorship plans with National Broadcasting Company syndication toppers.

Boyd feels total gained from multiple market local sponsors far exceeds possible revenue from a single national sponsor.

According to Stabler, inroads by other licensed characters into the market will have slight effect on Hoppy's total gains for the year, with Stabler expecting a total topping the million dollar mark for 1951.

Schnoz Sues on 'That's My Boy' Picture Title

NEW YORK, Nov. 3. — Jimmy Durante claimed in New York Supreme Court this week that the title, "That's My Boy," which was used as title of a recent film starring Dean Martin and Jerry Lewis, is actually his property.

Durante's complaint states that he published the Jackie Barnett-Sammy Fain song with the title, "That's My Boy," and that the song was used in the film, "The Milkman," in which he appeared with Donald O'Connor.

The comic said he had been talking about producing a musical with the title, "That's My Boy," and that the alleged appropriation of the title has precluded his plans.

Pfc. Damone an Army Trouper

NUREMBURG, Germany, Nov. 3.—Pfc. Vic Damone, stationed at the Palace of Justice here and attached to Special Services of the U. S. Army, this week was assigned to head a troupe of military talent on a tour of army installations in Europe.

In addition to entertaining, Damone also will serve as a talent scout for the army. In each location his group plays, Damone will conduct an amateur show.

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Highlight Reviews

LEGITIMATE

"Top Banana" a Bunch of Laughs, Thanks to Silvers' Boffo Burly

By BOB FRANCIS

This piece should rightfully be written by UNO. The Billboard's vet expert on matters burlywise. Our UNO has likely forgotten more than this reporter will ever know about peel wheel memorabilia.

"Banana" has a variety of virtues, but chief of them is Phil Silvers. The comic has never worked harder nor to better effect. Give him a part wherein his continuous stint is to satirize Milton Berle, and surround him with old-fashioned clowns like Herbie and Joey Faye, Walter Dare Wahl and Johnny Trama, and you've got low-comedy laugh-appeal to fill two complete shows.

Hy Kraft has put together the simplest of books, a yarn about a top comic from burlesque who becomes the fair-haired boy of television. Since his target is a complete egomaniac who controls his associates by whistle signals and other well-known mannerisms, the set-up offers opportunities for hefty jibes at a certain type of TV comedy program.

(Continued on page 56)

"Top Banana," reviewed at the Winter Garden, New York, Thursday, November 1.

LEGITIMATE

Superb Fonda and Skillful Osborn Gives "Point" to Artful Satire

By SIDNEY GOLLY

Despite a slow starting first act, "Point of No Return" gives every indication of blossoming into a production to become first class theater. It combines top-notch playwriting, masterful production and an all-around acting job that spell universal appeal and dramatic incisiveness.

Honors must be split three ways: Between the author, the scenic designer and the star, because each one contributes mightily to the over-all picture.

Playwright Paul Osborn has done a wonderfully firm and fluid job of converting the original Marquand novel into a very pleasing stage story. His ability

to compress the leisurely detail of the novel into the spoken word is deeply impressive. Tho the play tends to get too wordy at several points, Osborn's main task has been well accomplished, and the adroit use of the red pencil in the hands of the playwright will bring this in as a tight, skillful and searching genealogical satire that will bring further Broadway laurels to Henry Fonda and his associates.

Jo Mielziner's wizardry with both lighting and sets permits very adroit use of flash-back technique to tell the story, and the audience is moved smoothly thru 10 years of life and back

without hesitation or confusion. Fonda, as the perplexed and worried Charlie Gray, is superb. He brings genuine credulity to the role, and his masterful underplaying of the character shows a fine realization and deep insight into the motivations of the rising young banker. His performance can truly be called three-dimensional.

Supporting Fonda is a large and expert cast. Headed by Leora (Continued on page 56)

"Point of No Return," reviewed at Shubert Theater, New Haven, Conn., Monday, October 29.

RADIO

UN's 'Windows' Is Its Little Guys' Show—Human, Real, Full of Hope

By SAUL CARSON

A scant mile east of Manhattan's Radio Show, there is a tall shaft of steel and glass, the United Nations permanent headquarters office building, which rises majestically to affirm to the world a faith in eventual peace. On the eighth floor of that building a small gang of zealots is carrying the torch—not only for the UN and its aspirations but for radio. They're the people who make up the staff of the United Nations radio division. They're the people who, last summer, pulled a world beat by putting Russia Yakov

Malik on the air (via a show they produced for transmission by Columbia Broadcasting System) to offer truce in Korea.

Now, these people have prepared another show. It's a 60-minute sound tour of that building, from its third sub-basement to the roof of the 38-story structure. It's a tour wherein, over the air, the listeners meet the people who inhabit that building, work in it, do the many chores that often have only an indirect bearing on protocol, diplomacy or international cat-fights.

It's a tour wherein the listener hears, true and unadorned, the authentic sounds of human beings. And when the hour is over, you have discovered that the UN is the headquarters for a lot of real people. And no organization staffed with real people can be without hope.

Norman Corwin, who commutes from his Hollywood film chores occasionally—just often enough to hold his franchise as chief of the UN radio's special projects—wrote, produced and directed (Continued on page 58)

SIMULCAST

Excellent Lens Work Marks 1951-'52 Bow of Toscanini, NBC Symphony

By PAUL ACKERMAN

On Saturday (3) Arturo Toscanini conducted the NBC Symphony in the opening concert of 1951-1952 season. The event was simulcast from Carnegie Hall before an especially invited audience who listened to the maestro's sensitive interpretation of Brahms' "Symphony Number One in C Minor" and Von Weber's "Euryanthe Overture." The occasion marked Toscanini's fourth appearance before the television cameras, his last being in April of 1949.

Visually, the program represented a marked improvement over previous telecasts conducted by the maestro. The camera work was remarkably fluid, arranging consistently yet unobtrusively to pick up the different sections

of the orchestra. The montages which the cameramen essayed on other Toscanini telecasts were not in too much evidence here, but the quiet dissolves were much more effective and in taste.

Toscanini himself, of course, was the camera's best subject. The lens studied the maestro from all angles, catching time and again the luminous face and the mobile features of the conductor. This aspect of the program alone proves how much television can bring to an art which is essentially aural. A striking figure, indeed, is the maestro, fragile and slight, yet alert and commanding despite his age. The perspiring brow was easily noticeable, yet he seemed to get thru the pro-

gram without undue strain.

Narrator was Ben Grauer, who expertly packed a lot of information relative to the music and Carnegie Hall into a brief script. The program marked the 14th season for Toscanini on the NBC podium. This year he is expected to conduct three series of concerts.

Reviewed Saturday (3) 6:30 to 7:30 p.m. EST. Sustaining over the television and radio networks of the National Broadcasting Company. Television director, Douglas Rogers; technical director, Carlos Clark; radio producer, Don Gillis. Cast: Arturo Toscanini and NBC Symphony Orchestra. Narrator, Ben Grauer.

Tokyo Mushi Mushi

By RALPH KRZYZAK

(This column appears once a month.)

TOKYO, Nov. 3.—Record manufacturers here hope for a deluge of foreign records after the treaty is ratified, mainly thru a tie-up with foreign capital. During and after the war Japanese record companies managed to supply foreign records by pressing existing masters. After the war, they started importing a few. Further attempts to get contracts to import recent records are expected to intensify with the beginning of free trade. However, observers here discourage optimism because of the limitations of Japan's economy and government control on imports.

The Columbia Record Company (Japan) recently received a shipment of 2,000 new masters in addition to some 40 long-playing platters earlier this year. It had made contacts with American Columbia right after the war, but found it difficult to import new disks because of the government's foreign exchange control policy. It exported popular Japanese records to Japanese in the U.S. and imported recent western records in exchange. Columbia is now negotiating a British and a German firm for European music.

RCA Victor is rumored planning to set up a separate Victor Company, apart from the existing Japanese Victor firm, which would mean the present firm would have to turn over its trademark and all master records to the new Victor company.

Negotiations were expected between Polydor and American Decca, but one of the main plants of the Japanese company was lost in a fire earlier this year, making it impossible for the talks to materialize.

Renewed Power Relights Tokyo's Broadway . . .

The November rain brought back electric power, which in turn allowed night clubs and theaters to use their marquee lights again, thus bringing back a much livelier looking Ginza.

The Takarazuka Autumn Troupe Girl Show opened at the Imperial Theater, with a complete sell-out for November. The Kabuki Theater (Continued on page 38)

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RADIO MOVES TO DAY-RATE HIKES

12 Boosts Indicate Trend; Net Deals, Improvements, Etc., Add Pressure

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that some move along this line will become a must item if and when the web's new plan for revision of affiliation conditions becomes operative. This is especially true of outlets which anticipate having their percentage of network take revised downward under NBC's "realistic realignment" blueprint. However, the most NBC affiliates checked felt that a daytime rate revision is almost a certainty soon, it is a bit premature now, until the dollars and cents details of the effects of the economic study are known.

Among the outlets which have made daytime rate increases are WEEL, Boston, and WNOX, Knoxville, Tenn. The latter outlet upped its Class B (daytime) card from \$137.50 to \$183.35 per hour. This was the second increase within a year. Last November WNOX made an over-all boost, with Class A jumped from \$250 to \$275, and Class B from \$125 to \$137.50. WNOX, of course, is in a non-TV town.

Five stations represented by Weed & Company have hiked daytime rates. These include WMUR, Manchester, N. H.; WCAX, Burlington, Vt.; WTIC, Hartford, Conn.; WLAW, Lawrence, Mass., and WERC, Erie, Pa. The percentage hike varies in each case.

Three outlets repped by Forjoe & Company have revised upward. These are WDXB, Chattanooga, which raised all daytime rates by 20 per cent; WDAS, Philadelphia, which raised only morning rates, but those by 20 per cent, and WJLB, Detroit. Avery-Knodel is the rep for WIRL, Peoria, Ill., which also boosted its daytime card.

A 33 1/2 Per Cent Jump

The Bolling Company is the rep for one station which jumped its rate from 7 to 9 a.m. from \$10 to \$15, a 33 1/2 per cent hike. An exec of the rep firm this week was planning a hasty visit to the outlet to seek to have this jump revised as being too drastic, percentage-wise. The outlet in question is in a town with considerable competition, another factor

OUT FOR BLOOD

CBS Marathon Skeds Stars' Donor Boosts

NEW YORK, Nov. 3.—The Columbia Broadcasting System's radio network will set aside Thursday (15) for a "blood marathon" to see how many blood donors it can raise. Beginning at 10 a.m., and running thru 1 a.m., the web will use its top personalities in its drive for blood. Arthur Godfrey will be featured from the East and Red Skelton from the Pacific Coast. A special hour all-star program is being blueprinted for the 10-11 p.m. spot.

Each program will devote about a minute to the plea for blood. CBS network talent will use 50 seconds for their spiel. In the last 10 seconds local stations will give specific directions for donations. Stuart Novins, CBS director of discussion programs, is putting the project together.

Client Drops ABC Whodunit

NEW YORK, Nov. 3.—Block Drug this week dropped "Crime With Father," whodunit airing via the American Broadcasting Company TV web. Show airs at 9 p.m. Fridays.

Client was understood to be pleased with the show, but unhappy that ABC could clear only some eight stations live.

which would seem to gravitate against the move. However, the Bolling firm definitely thinks stations will have to increase morning rates to some extent.

Four outlets represented by John Blair & Company have upped rates in the past two months, but all did so across the board, covering all time periods. WJIM, Lansing, Mich., repped by H-R Representatives, Inc., likewise had an over-all hike. Two outlets repped by Burn-Smith Company, Inc., now are on the verge of setting daytime increases, and that firm indicated that a definite national trend along this line is beginning to snowball, particularly in areas where TV has hurt nighttime business.

NBC BOWS TO RADIO CO-OP TREND

Hires Simmel From ABC for Unit; Affects Station Option Time Only

NEW YORK, Nov. 3.—As part of its plan to reshape the entire radio network, the National Broadcasting Company this week moved to set up a new department to handle co-op programs. No such department currently exists, and no such programs now are airing via NBC. To head this operation, the web has hired Ludwig (Lud) Simmel, who has been running the co-op department at the American Broadcasting Company for some time. Simmel joins NBC as of November 19.

At the same time indications out of the Columbia Broadcasting System this week were that that network would move to expand its co-op set-up shortly. Bill Schudt, CBS director of radio station relations, began a modest co-op move recently with some news stanzas, and these have been going so well the affiliates have requested more. The NBC move, combined with increased activity at CBS, may portend heavy future emphasis on co-op shows as part of radio's search

Cut-Rate Radio Hooks Onto New, Open Deals

NEW YORK, Oct. 3.—Symptomatic of radio's search for new ways of hiking income is the growing trend for stations to negotiate "package" deals with top national spot advertisers. These deals call for specially reduced rates beyond the word of the rate card. Yet they are being set openly and legitimately, often thru station reps, and have no tinge of under-the-table activity.

Foremost occasion for such a deal is when an advertiser is planning a large-scale or saturation campaign. The station, or in some cases the station rep, comes thru with a special rate inducement in order to get a bigger order. While many rate-cutting devices are traditional in the business, this package development is relatively new among legitimate sales techniques.

Two types of packages are most common. The first is a frequency package, which provides for a special rate if an advertiser goes beyond the standard 260-spot or 312-spot contract deals. The 260-spot provides for five spots per week on a 52-week basis; the 312-spot deal calls for 52 weeks at six per week. Should a national bankroller agree to eight, 10 or more spots per week for a full year, instead of applying the maximum discount stated on the card, the station will negotiate a special discount deal for the saturation package.

The second package calls for a "run of the schedule" operation, rather than the usual fixed position deal. On this basis the con-

NO CLASS C

It's B-Time Brings More To Radio Now

NEW YORK, Nov. 3.—Besides straightforward rate increases for daytime houses (see other story this issue), many radio stations are seeking other methods of increasing their gross take thru indirect methods. One station rep this week disclosed that a number of outlets handled by his firm are readjusting their time classifications and predicted that this would become a widespread practice.

This method calls for taking Class C time, such as the hours before 8 or 9 a.m., and retagging it as Class B, with a subsequent increase in the card rate. Other time slots also may come up for review, it was indicated.

Esty Seeks Radio Day Rate Freeze Thru '52

NEW YORK, Nov. 3.—The William Esty ad agency this week was checking all station reps and outlets which carry its heavy national spot billings, attempting to secure guaranteed rate protection

against daytime increases thru 1952. Esty is one of the most prolific users of daytime national spot radio.

Some outlets are known to have said they could make no such guarantee. One rep, however, opined that the Esty move was merely a round-about method of determining which stations had daytime rate increases in the offing. The standard American Association of Advertising Agencies contract form automatically guarantees a year's protection from the time a new rate is announced.

Wolff Leaves WBBM Post

CHICAGO, Nov. 3.—Perry (Skee) Wolff, producer and writer at WBBM, and winner of the Peabody Award in 1950 for his "Quiet Answer," left the station this week. A station official said it was 50-50 whether he quit or was fired.

Wolff was negotiating with the Columbia Broadcasting System in New York, and the WBBM management was reluctant to let him go. After a showdown this week, Wolff was out.

WHGB Asks FCC Review of WCMB Action

WASHINGTON, Nov. 3.—Charging "arbitrary and capricious action" by the Federal Communications Commission, Harrisburg Broadcasting Company, operator of WHGB in Harrisburg, Pa., this week asked that an October 9 FCC decision granting radio facilities to WCMB in Harrisburg instead of to WHGB be reconsidered by all seven FCC commissioners because the decision is "irreconcilable" with another FCC decision made October 19 upon the same "factual situation."

Central Issue

The central issue in the two decisions, according to WHGB, is the amount of broadcast time given to local live talent programs as opposed to American Broadcasting Company network shows. WHGB charged that in the Harrisburg decision, the FCC cited WCMB's use of 26 per cent of its time for local live talent shows, while WHGB, an ABC affiliate, gave only 5.64 per cent for local shows. In the second decision, the FCC ruled that KFYO, an ABC station in Lubbock, Tex., should retain its facilities "as against the competing application of a newcomer," Lubbock Broadcasting Company, which proposed to feature local live talent.

for new income both for stations and webs. The American Broadcasting Company and Mutual Broadcasting System both already are quite heavy users of the co-op technique.

Simmel will set up a new unit at NBC, charged with running not only the co-op shows but the Minute Man operation. The unit will contain personnel to handle programs, sales, advertising, sta-

Bulova Seeks CBS-TV Airing

NEW YORK, Nov. 3.—Bulova this week was considering another plunge into network TV over the Columbia Broadcasting System's web facilities. Client has been impressed by the video show, "Chronoscope" over CBS-TV, sponsored by Longines, one of its greatest competitors, and therefore is looking for a similar type program. Biow is the agency.

tion contacts, promotion, accounting, etc. Current plans are for both co-ops and Minute Man stanzas to be slotted in station option time only.

Initial target slots to be filled by co-ops or Minute Man shows will be 10:30 to 11 p.m., and noon to 2 p.m., across the board. These times will not all be filled at once, but rather will have shows slotted in gradually as selected. Such stanzas as sustaining mysteries, including "Man Called X," the Bill Gargan show, "Night Beat," "Dangerous Assignment," etc., all are likely candidates. Others are the Jane Pickens show, Kate Smith radio show, Bob and Ray, "Duffy's Tavern," etc.

RECORD GROSS

Movie SRO for TV Grid Tilt; Tix at \$2.40

NEW YORK, Nov. 3.—The Guild Newsreel Theater here broke its all-time gross record last Saturday (27) with its theater-TV attraction. The house operated by the Embassy chain, showed a pick-up of the Princeton-Cornell football game played at Princeton, N. J. With New York blacked out from carrying the home TV airing of the tilt between previously unbeaten teams, the Guild was the only place in town the game could be seen.

Admission for the showing was \$2.40 per head, more than cost to get into the game itself. The house was sold out, with numerous standees. Tickets for the game were sold from \$2.10 up at the Stadium, and the contest was a sellout. Audience reaction to the grid activity was extremely favorable, with partisans of both sides loudly vocal.

tract provides for no specified time period. Thus the station can give the advertiser any available open time slot of comparable value. This permits the outlet the freedom to sell the time if it is requested by another bankroller, and move the first advertiser elsewhere. Since the second sale ordinarily would be blocked if there were a fixed position deal, an advertiser agreeing to a run of the schedule contract now can negotiate a good discount from most stations.

With all radio budgets being spent with more care than ever today, national spot radio users are paying far greater attention to these package deals now. Especially active in pursuing these are brewers, soap outfits and medicinal firms.

Atlass Stations Drop Reps, Form New Firm

NEW YORK, Nov. 3.—Four indie radio stations this week dropped their station representatives and co-operatively set up a new firm, AM-Radio Sales Company, Inc. Outlets, all of which Ralph L. Atlass either owns in whole or in part, are: WMCA here; WIND, Chicago; WLWL, Minneapolis, and KIOA, Des Moines.

Their former representatives were Free & Peters, Joseph Katz, Blair & Company and Paul Ray-

mer, respectively.

The stations felt that with their own organization in the field, they would have the benefit of more concentrated selling. Wilmott H. Losey, former general manager of WINS here, heads up the New York office, assisted by Jack Flynn. The Chicago office is headed by Jerry Glynn, formerly the topper at the Walker office there. Arrangements are being made to set up an office on the Pacific Coast.

Dem Leader McKinney Is 'Radio-Minded'

WASHINGTON, Nov. 3.—"Radio-minded" is the way Democratic National Committee staffers are describing Frank Edward McKinney, Indianapolis banker, who took over the party's national chairmanship this week from William M. Boyle, Jr. McKinney is president of WISH, Indianapolis. Increased radio-TV emphasis is expected in upcoming plans for next year's important elections.

The Democratic National Committee's publicity staff is still working out final plans with the G. O. P. National Committee's counterpart on arrangements, with TV broadcasters and networks for coverage of the national conventions to be held in Chicago, with the Republican committee taking the initiative because that party's conclave will be staged first. The final plan will correspond closely with sponsorship and spot announcement standards set forth recently by the Senate Crime Committee in its recommendations for telecasting of Congressional hearings.

Congoleum Drops "Kate"?

NEW YORK, Nov. 3.—Congoleum-Nair, this week was reported to have cancelled its alternate week sponsorship of the "Kate Smith Show" at the end of its cycle. The client had the 8 to 8:30 p.m. time period of the Wednesday night hour show.

INTRODUCING BILLBOARD RADIO-TV SHOW CHART

For many years The Billboard's Music-Records Department has published weekly "Popularity" charts. These charts have gained industry-wide acceptance as the most authentic barometer of song and record popularity available anywhere. Here in the Radio-TV department this week on pages 8 and 9 The Billboard introduces its Radio-Television Show Charts. These charts, developed in conjunction with Videodex and Pulse, Inc., two of the outstanding research organizations in the broadcasting-televasting industries, will each week present statistical and critical data on radio and television programs.

It will be noted that the present emphasis in the Radio-Television Show Charts is on local ratings. This is by no means to be construed to indicate on the part of this publication lack of interest in, or respect for national ratings either in television or radio. From time to time national studies will be featured in the Charts. Some time in the future, national ratings may be published on a more or less regular basis. At the present time The Billboard believes that presentation of authentic data on local markets represents a more substantial service to its readers than available national studies could possibly offer. It must be pointed out that both Pulse and Videodex supply their regular subscribers with a wealth of regularly-issued data not included in these Billboard charts. Readers are urged to consult these services for fuller information, and to consult either or both these organizations for any special studies which any individual reader may require.

Comment on the new Radio-Television Show Charts will, of course, be welcomed.

NBC Economic Study Plan Deals Being Negotiated

All Stations Get Full Story But Not Rate Setup; WKY, Others in Works

By JOE CSIDA

NEW YORK, Nov. 3.—National Broadcasting Company affiliated stations early last week received the complete prospectus of the network's Economic Study proposals. The prospectus mailed to each station was complete except for the fact that it did not discuss any individual station's rate situation, i.e., whether by the formula of the Economic Study the station's network rate was to be adjusted upward, downward or remain static.

NBC vice president in charge of station relations Carleton Smith in the meantime opened negotiations with several key stations on the proposals of the plan and the rate adjustment. At press time, at least one such deal, that between the web and WKY, Oklahoma City, was near finalization. The parties involved in the negotiations declined to discuss the deal, it was reported from reliable sources close to both, that the agreement was that NBC would adjust WKY's network rate upwards by 10 per cent. This in effect, of course, would restore the 10 per cent rate cut WKY and all other affiliates took last summer following Columbia Broadcasting System's general 10 per cent slash.

Both P. A. Sugg, head of WKY and Charles Denny, executive vice president of NBC, however, told The Billboard that the rate adjustment was strictly not a departure from the dictates of the Economic Study formula. Denny, indeed, re-emphasized that no deals which represented a departure from the formula, would be made with any station.

It was also reported, with no comment from WKY or the net-

work, that the station had refused to accede to the web's proposal for a change in station option versus network option time.

Midwest Deals

NBC was also said to be in negotiations with a Midwest affiliate, and it was reported in some reliable quarters, that the deal with one Midwest station had been finalized. According to these informants, the Midwest affiliate

KICK BACK

New NBC Rate Plan Gives Web Trouble

NEW YORK, Nov. 3.—Introduction of its Economic Study radio network plan is causing the National Broadcasting Company several unlooked for difficulties. Not least among these is the hardship the web is experiencing getting some affiliates to agree to clear time for certain 39 and 52-week network shows.

Since the key feature of the NBC plan revolves about an as yet unrevealed adjustment of each station's network rate, affiliates are reluctant to accept long-range shows at their present rates. Feeling is that they've got to know what NBC has in mind rate-wise before committing important time to network stanzas.

in question had agreed to a straight 30 per cent (of its card) network rate, but had washed out all free hours given the network.

The Billboard checked WLW, Cincinnati regarding the foregoing report, and was told by Bob Dunville, exec at the Crosley outlet, that no new plans for WLW had been discussed with NBC.

In the meantime, a number of key affiliates checked by The Billboard expressed resentment over the fact that the findings of the Study as they affected each station's network rate had not been made known to the stations. "If the Study is as painstaking and thoro a job as NBC claims it is," said one long-time affiliate, "we can't understand why NBC wouldn't make the information known to us, and give us the opportunity to analyze it, and discuss it with them. This whole reluctance on the part of the network to lay the cards on the table makes us very suspicious."

Another affiliate expressed the opinion that the network had virtually no chance of getting stations to give up daytime hours in exchange for nighttime hours as proposed in the station vs. network option time portions of the Economic Study formula.

It becomes increasingly evident that the finalization of station deals based on the Study's formula cannot take place in the case of the majority of stations until the Affiliates' Convention in Boca Raton beginning November 28, and possibly not even during the convention. Some affiliates expressed the opinion that, long after the beginning of 1952, NBC would still be conducting negotiations with many of its key affiliates.

AIR POWER

D.J. Gets Bid To Run for Fla. Governor

MIAMI, Fla., Nov. 3.—Late-hour d.j.-commentator Alan Courtney (WGBS, Miami) was offered the Republican candidacy for governor of Florida on Sunday (27) by Holbrook Scott, vice chairman of the Republican State Committee, altho the two had never met.

Scott, on a tour of the State, heard Courtney in his hotel room, telephoned the commentator during his 2-hour 30-minute broadcast, and offered him the candidacy. The following night, Scott appeared on the Courtney show and delivered a formal presentation to represent the Republican party in the 1952 elections.

The reaction in this Democratic stronghold of Florida was intense, as Courtney is the favorite South Florida late-hour air commentator. Telephone lines to the station were jammed for about an hour.

One listener who called in read a State law which declared a candidate for governor must be a resident of the State for five years. As Courtney has only been in this area for the past three years—following a long radio stint in New York and Denver—it immediately canceled out the proposition.

League Group To Resume TV Writer Talks

NEW YORK, Nov. 3.—The Television Writers Committee of the Authors' League will resume negotiations with the broadcasting webs for free-lance video scripters. Dickering was broken off about two months ago when the Radio Writers' Guild challenged the TWC right to represent TV writers.

A petition by 60 video scripters was presented to the National Labor Relations Board. It has since been withdrawn.

DU MONT ASKS TV PLAN AIRING

Cracks FCC's Nat'l Area Allocation, Offers Population-Economy Proposal

WASHINGTON, Nov. 3.—The biggest test of whether the Federal Communications Commission will stick to streamlined "paper" hearing on TV allocations developed today in a motion filed by Allen B. Du Mont Laboratories, Inc., for oral argument on Du Mont's proposed nationwide TV plan. The Commission in the last two weeks rejected two similar motions based on local channel fights, but FCC'ers acknowledged that the Du Mont petition involves a far broader issue and will be tough to decide. It was also acknowledged that even if oral arguments can be avoided, next spring will be the earliest date for lifting the TV freeze now in its fourth year. The confirmation came from Commissioner George E. Sterling in a New York speech in which he also warned that, at best, the number of grants which could be made in the months following a thaw would be "but a trickle."

This gloomy prospect is attributed not only to intense competition for remaining very high frequency channels as evidenced in over 1,300 allocations briefs already filed (The Billboard

October 6), but also to shortage of personnel at FCC.

The Du Mont motion, 33 legal size pages, argued that the Du Mont proposal for a nationwide TV allocation system would not only make TV service available to a far wider audience than could be reached under the FCC's proposed TV plan, but also would bring TV to areas when the demand arises. The Du Mont brief, signed by attorneys William A. Roberts and E. D. Johnston, declared pointedly that the Du Mont plan supported the principle of supplying TV service on a basis of economic and population demands as dictated by the Communications Act as shown by the history of the act's legislative intent.

As part of that history, the brief cited comments filed with the FCC recently by Chairman Edwin C. Johnson of the Senate Interstate and Foreign Commerce Committee (The Billboard, October 20) in which the senator opposed rigid TV priorities if they result in a waste of channels on empty square miles. The Du Mont petition insists that the FCC's proposed TV allocations plan sticks rigidly to a theory of distributing channels on a geographical basis without regard as to whether the channels will ever be used.

Competition Gone

Du Mont argued too that the Commission has an added obligation to shape its rules and regulations so as to foster economic

(Continued on page 14)

AM KEY TO TV?

Williams Sees Folk Show as Entree to Tele

HOLLYWOOD, Nov. 3.—Tex Williams intends to use a coast-to-coast National Broadcasting Company radio show as a foot in the TV door in the hope of establishing a Coast-originating Western-hillbilly transcontinental tele show. Radio show kicks off tonight and will be known as "Round-Up Time at Riverside Rancho," originating from Marty Landau's Rancho dancery. Sustaining Western-hillbilly seg takes the 7:30-8 (PST) time slot.

Package is jointly owned by Cliff Carling, Williams' manager; Landau and NBC. Talent cost is figured at approximately \$2,500 per week with Williams and his ork backing a name guest. According to Carling, Coast's rich pool of Western and hillbilly talent warrants an air show of this kind, and once proved via radio, program could be converted to TV, giving Hollywood a "Grand Ole Opry" styled tele show.

Lesser Makes Second Move Into TV Pic Field

HOLLYWOOD, Nov. 3.—For the second time in recent weeks, film producer Sol Lesser this week moved into the TV film field, this time actively invading the film production facet of the biz. Earlier, Lesser joined pic producer Eddie Small in formation of Peerless Television, Inc., firm set up to distribute film product to TV stations. (Last week, George Shupert severed a 12-year association with Paramount Pictures to become veepee in charge of sales for the Lesser-Small firm, now engaged in distributing 25 Eddie Small theatrical films to tele).

This week Lesser assigned Norman Hall to start scripting the first 13 of a series of 26 half-hour films based on the "Terry and the Pirates" comic strip. Production, however, is kept distinct from Lesser's distribution interests. Films are being made under the Odyssey Pictures banner, firm recently formed by Lesser with Douglas Fairbanks Jr. Barney Strucky was named in charge of production on the 26 pix. Hall is drawing his script material from The Chicago Tribune-Daily News syndicated strip.

Lesser also is considering a series

of telepix based upon the "Our Town" film story line and characters. All telepix produced by the various Lesser firms will be funneled thru Peerless. It's understood Peerless itself will soon enter TV film production, using the combined resources of Lesser and Small.

Cecil-Presbrey Agency Merges Radio-TV Depts.

NEW YORK, Nov. 3.—Cecil & Presbrey this week merged its radio and television departments. Former head of the video unit, J. Frank Gildea will become business manager of the unified department. Ed Simmons, former head of radio, will handle radio and TV production. The department will continue under the supervision of veepees Tom Maloney and Dave Lyons.

Lucky Parody Worth 50G

• Continued from page 1

commercial performances is \$250 per station, and since the Benny show is carried on 191 CBS stations, the advertiser, network or agency could conceivably be slugged for a maximum of \$47,750. This would be one of the most expensive commercials in radio history.

The publisher is particularly irate and, in a subsequent court action, may add a claim for damages, inasmuch as several advertisers had made bids to use the song's melody for a commercial campaign in the same manner in which Chesterfield is presently using "Sound Off." It is considered possible that the Lucky Strike usage may have the effect of killing these deals.

Opposition Cites Rebuttal Plans To TV Challenge

NEW YORK, Nov. 3.—TV's challenge is more than being met by most other media according to reports presented by execs from competing media to the Annual Eastern Conference of the American Association of Advertising Agencies last Tuesday and Wednesday (30, 31) at the Hotel Roosevelt here.

One of the strongest attacks on video was made by H. James Hearst Advertising Services who claimed that given the \$3,000,000 yearly TV budgets, for time and talent, newspapers could do a better job than TV. He also pointed out that newspaper readers remained attached to their papers and didn't switch channels that a daily presents items of varied news interest, not just from one field, and that "TV hasn't even met the challenge of TV yet."

John Karol, veepee in charge of sales at CBS radio network, said that AM had developed new sales devices to interest sponsors. These he maintained, were the one-time sponsorship, the alternate week sponsorship and the tandem plan, and its variations. The exec said that thru 42,000,000 radio homes and 100,000,000 radio sets, advertisers had access to virtually every home and person in the country.

Radio, for the first time, ac-

(Continued on page 14)

AFFILIATES BALK, BR'S TAKE WALK

"Kukla," Freddie Martin Lose Some Sponsors Due to Local Station Shows

By SAM CHASE

NEW YORK, Nov. 3.—Indication of stiffening affiliate attitude against taking network TV shows in station option time was underlined this week by action on two

CALLS K. O.

One Prophet Who Is Not Without Honor

NEW YORK, Nov. 3.—Probably the outstanding authority on Joe Louis today, next to Rocky Marciano, is Bill Cayton, president of Cayton, Inc. In the course of turning out his TV film series, "Greatest Fights of the Century," Cayton has had occasion to study some 35 fight films in which the former champ was a participant. This experience paid off last week, when Cayton slotted the film of the second Louis-Max Schmeling fight to follow the live airing of Louis' kayo by Marciano.

From all he had observed, Cayton became convinced that Louis was about to experience the most disastrous night of his career, and that the youthful Marciano was due to connect solidly at least once. He deliberately selected the best Louis fight in his collection to air immediately afterward. To show his confidence, he even urged the National Broadcasting Company to put out a release inviting viewers to see Louis at his worst, then at his best. What Cayton anticipated actually came about, and he's having trouble now convincing associates that he doesn't own a crystal ball.

PROJECTION

New Method Of Titling TV Movies

NEW YORK, Nov. 3.—A new technique for projecting sub-titles for foreign language movies on video will be introduced, when "Italian Film Theater" preems over WOR-TV here next Sunday (11). Technique is said to eliminate distortion and cutting of sub-titles on a TV screen, via use of two perfectly synchronized projectors—a 35-mm. for the Italian film, and a 16-mm. for the English titles. Latter are superimposed on the screen.

New process was developed by Italian movie director Nadir Giannitrapani, prexy of Nadir Films, for Elberto Randi, producer of "Italian Film Theater." Landi holds exclusive rights to the technique and eventually plans to utilize it for titles on TV commercials, as well. Series will be sponsored by Prince Macaroni and Lacatelli Cheese.

shows at the National Broadcasting Company, on "Kukla, Fran and Ollie" and the Freddie Martin show. KF&O was reported losing two bankrollers, Time, Inc., which airs the Thursday edition, and Procter & Gamble, which has the Tuesday and Friday episodes. Martin was canceled by Hazel Bishop.

With network time running 7:30 to 10:30 p.m., both are outside these periods. KF&O airs 7 to 7:30 across the board, and Martin 10:30 to 11 p.m. Wednesdays. Affiliates are believed loath to permit the web to sell these slots again since they can dispose of them on a local basis and retain the entire take.

Result is that KF&O is expected to go co-op at least three nights weekly and ultimately may co-op the entire strip. In this fashion, the show enables the affiliates to make considerably more than they would on a straight network sale.

DELAY ACTION ON TVA

4-A Board Recesses Pending Equity Meet

NEW YORK, Nov. 3.—The executive board of the Associated Actors and Artistes of America recessed yesterday (2) without deciding the fate of the first annual convention of Television Authority skedded for December 7, 8 and 9. No vote of 4A execs was

Du Mont Loses Skippy Show In ABC Switch

NEW YORK, Nov. 3.—The American Broadcasting Company this week grabbed the Rosefield Packing billings away from the Du Mont TV web. Show involved is Art Baker's "You Asked for It," which now airs in the 8:30 p.m. Friday slot via Du Mont. Skippy Peanut Butter is the product.

Switch will take effect some time in December. Exact day and hour on ABC was not set at the weekend. Agency is Guild, Bascom & Bonfigli.

K. C. Ashland Installs TV

NEW YORK, Nov. 3.—Latest movie house to install theater TV equipment is the Ashland, Kansas City, Mo., part of the Commonwealth Theaters chain. The Ashland is the first in its town to put in the big-screen equipment, with the RCA direct-projection system due to be used for the first time today.

The Ashland will provide the exclusive Kansas City showing of the Illinois-Michigan football game.

MAY TAP FORD FUND FOR 'GOOD CITIZEN' SERIES

BILOXI, Miss., Nov. 3.—Professor Harold Lasswell of Yale was slated to present the convention of the National Association of Educational program idea which already has excited several of the group's top officers. If Lasswell's idea is accepted by the NAEB program committee, it can develop and produce the series with some of the approximately \$1,000,000 it has of Ford Foundation money. Lasswell was to speak today (Saturday).

Gist of the idea is a series describing what one must do to be a good citizen, and how citizens can make themselves felt. Show would tell what to look for in reading a newspaper, how to analyze financial news, etc. Taped interviews would be made with members of Congress, in which Congressmen would tell how mail affects their votes, and how many letters it takes to get action. Similarly, leading newspaper publishers will tell how mail from readers affects or changes editorial policy.

NEW "VOICE" HEARD

Ex-Worker Speaks Up Vs. State Dept.

• Continued from page 2

\$185,000,000 propaganda machine—I could see the taxpayers' money going hopelessly down the drain."

Declaring that the complete answer has never been given to the question as to whether the "Voice" is getting the U. S. story across to the world, Stout declared that this raises another question: If the "Voice" for which U. S. taxpayers are paying multi-millions has been doing its job, "why were the same taxpayers called upon to donate more millions to the privately sponsored Radio Free Europe?"

The newsmen wrote that the State Department's International Press Division, where he had been employed and which feeds material for various kinds of dissemination, is full of "a staggering amount of duplication of personnel, time and effort." He said that a similar scale on a private publication "would make it bankrupt in jig time."

Charges Bias

Stout sharply assailed the State Department's existing methods of self-evaluation as biased and aimed largely for propaganda purposes to boost congressional outlays. He assailed "Voice of America's" brass hats as "creatures of habit," dead-set against "new ideas" and bogged down in red tape of their own making.

"Congress, or the State Department itself, must take stock of United States propaganda and tear down the defenses that now surround it," wrote Stout. "We need propaganda. We need friends in the world. We must compete just as hard for the minds of men as we do for high ground on the Korean battlefield. But we can't spend \$185,000,000 every couple of years and get the pitiful product we're now getting. We haven't got that much money, if some Congressmen are right. And we certainly don't have the time."

"Congress, or some other agency, should ask a commission of the top newspaper, magazine and radio executives in the United States to give their time to move into the State Department's propaganda program and clean house. This commission of top executives should be given unlimited powers to hire and fire, rip out

the red tape, dismiss the faint-hearted and put men with ideas and authority into the leading jobs.

Hits "Advisers"

"The State Department will say that there is a United States Advisory Commission on Information already set up to do such a job. But the Commission hears and sees only what the State Department's propaganda people want it to see and hear. Besides, the members of the Commission are too busy with their private businesses to give full time to the job."

"The task of cleaning house in the State Department's Information division will take time and solid effort. There must be many private citizens in the United States who could—and would—do the job. But, first, they must be given a free hand."

"And the job must be done soon. Anything less would mean a victory for Communism in the battle for the minds of men or, at the very least, the loss of more millions of dollars with nothing to show for them."

Stout declared that State Department newsmen covering Capitol Hill for the foreign propaganda program are alerted "on many occasions" to "watch committees studying State Department propaganda appropriations hearings." "They have been under orders to report immediately to their superiors," he stated.

"For Bureaucrats"

"What they report has no possible use as propaganda overseas, but is simply information for the bureaucrats who run the program. They, in turn, use this information to build their defenses and lay their tactics for the time when they are to ask for even more money."

"You, the taxpayer, remember, are footing the bill for this, while these men who are hired to write propaganda are spying on Congress simply to ferret out information to save their own skins; their salaries and expenses are coming out of your pocket."

Stout declared that State Department's appropriation for propaganda, sizable enough to "run many of the nation's big cities for a year," represents a major loss. He cited Melvin D. Hildreth, Democratic national committeeman from Washington, D. C., as "shocked at the efficiency of Russian propaganda and the lack of ours" during a two-month visit in Europe recently.

Stout asserted that comparatively few people are listening to the "Voice." He declared that "our fear-ridden faint-hearted State Department propagandists have grown into the habit of working on the principle that the best way to avoid embarrassing mistakes is to do nothing."

"One thing I am sure they will do, however, and quickly, if these articles reach their attention," he added. "They will start with blanket denials and then turn on the smears. They'll call me a sorehead, a malcontent and unqualified to criticize."

"Smears or not, it's about time someone asked some pertinent questions about where the \$185,000,000 is going for propaganda—and got an answer."

Use Channels or Else, Coy Tells Educators

BILOXI, Miss., Nov. 3.—Chairman Wayne Coy of the Federal Communications Commission was slated to tell the National Association of Educational Broadcasters' convention tomorrow (Sunday) that they must now prove that they can utilize the 209 TV channels set aside for them by the FCC. Coy's speech was to note that, in FCC hearings, the educators have demanded the channels; now they must put up the resources to set up stations or lose their opportunity.

The NAEB convention, which opened Friday (2) night, had 200 delegates from 31 States, plus several dignitaries from foreign broadcasting services, as well as administrative officers and presidents of universities. Seymour N. Siegel, NAEB president, in his

opening remarks, called for further steps in audience promotion and research to extend the educators' base from a class to a mass audience. He also said that educators came into the picture on radio's Mayflower, since many were operating stations in 1926 and 1927, when they were running most outlets then on the air. Siegel stressed that educational broadcasting complements commercial operations, and tagged the educators as radio's "loyal opposition." The convention will run thru Monday afternoon.

New Job for Lundquist

BOSTON, Nov. 3.—Henry W. (Hank) Lundquist, production manager of WCOP, Cowles' Boston station, has been appointed program manager of the station, Craig Lawrence, executive vice-president of the Cowles Broadcasting Company, announced this week.

Lundquist has been with WCOP since 1945, when he was assistant production manager. In 1947 he was named production manager, and was promoted to the key spot on the resignation of Gene King, now director of radio in Europe for the Economic Co-Operation Administration. Prior to joining WCOP, Lundquist was associated with WEEL, Boston, for four years. He was director of war programs before entering the Navy, where he holds the rank of lieutenant commander, and served as radio officer for the First Naval District for three years.

Seek TV Code Ban Vs. Drugs

WASHINGTON, Nov. 3.—National Association of Radio and Television Broadcasters TV code committee is deliberating a proposal to stiffen the projected new TV code to ban outrightly showing of drug addiction or drug peddling in any form on video. The outright ban was suggested this week by Harry J. Anslinger, commissioner of the Bureau of Narcotics, and the suggestion was relayed to NARTB code committee chairman, Robert Swezey, by Guilford S. Jameson, D. C. radio lawyer, who formerly headed the Federal Communications Commission Bar Association.

WPTZ OFFERS COFFEE, DONUTS

PHILADELPHIA, Nov. 3.—It's coffee and doughnuts for the video viewers via WPTZ in the morning now. The station signed Montco Coffee as sponsor of its 7:30 to 7:35 a.m. news strip, marking the second such client to purchase a five-minute early morning news program in the station's 7 to 9 "Three to Get Ready" show with Ernie Kovacs.

Tom Thumb Donut Company sponsors the 8 to 8:05 a.m. news strip, giving the station a perfect doughnuts and coffee combination for the morning news. The William Montgomery Company, makers of Montco Coffee, is handled by the Aitken-Kynett agency here.

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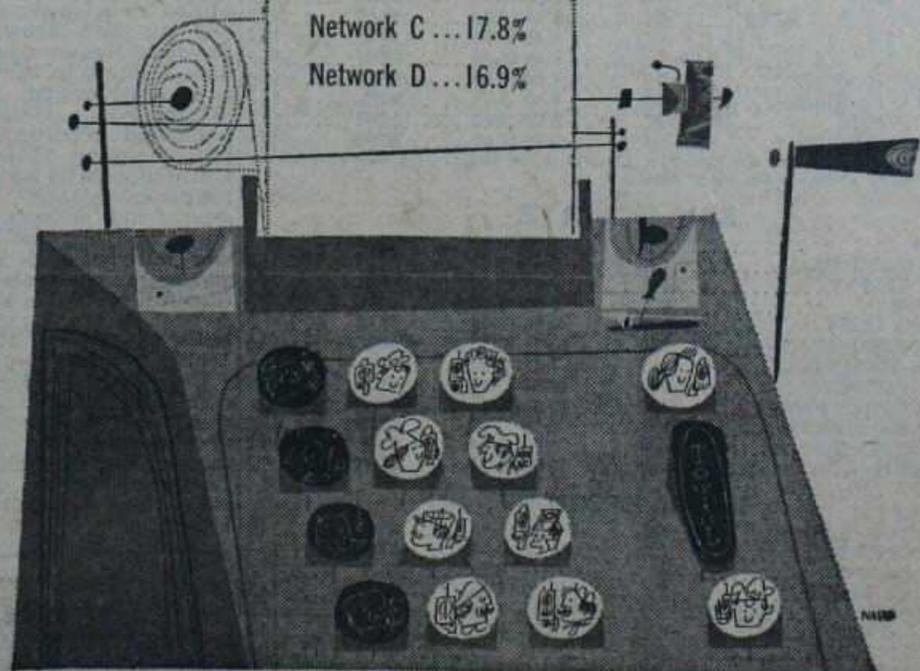
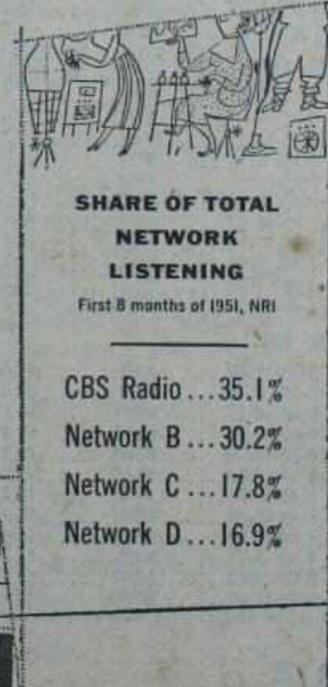
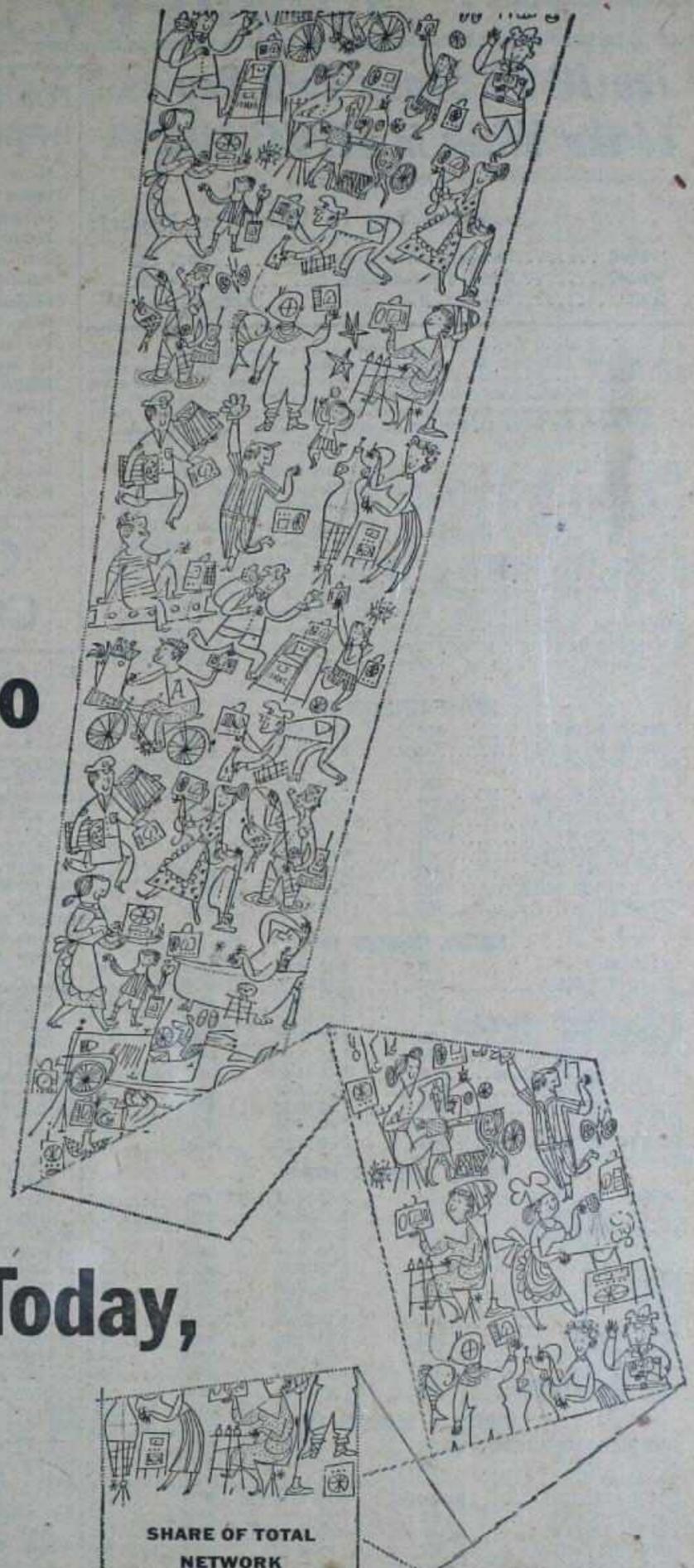
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This has been going
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CBS Radio captures
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listening.**



THE BILLBOARD

Radio-TV Show Charts

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

Top 10 TV Shows Each Day of the Week in CLEVELAND

(510,920 TV Sets)

According to Videodex Reports

Table listing stations and their affiliations: WEWS (Scripps-Howard Radio, Inc., ABC, CBS), WNBK (National Broadcasting Co., NBC), WXEL (Empire Coil Co., Inc., ABC, Du Mont)

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

BASEBALL ran away with high rating honors on television the week of September 4-10 in Cleveland, the Videodex September report shows.

The White Sox-Indian game on Tuesday (4) was in third place that week, according to ratings, and even dragged the preceding half hour of sport commentary programming up with it.

SUNDAY, SEPTEMBER 9TH

Table of top 10 TV shows for Sunday, Sept 9th, including PHILCO TV PLAYHOUSE, TOAST OF THE TOWN, WHAT'S MY LINE, etc.

MONDAY, SEPTEMBER 10TH

Table of top 10 TV shows for Monday, Sept 10th, including TALENT SCOUTS, LUX VIDEO THEATER, LIGHTS OUT, etc.

TUESDAY, SEPTEMBER 11TH

Table of top 10 TV shows for Tuesday, Sept 11th, including BASEBALL, INDIANS VS. CHIC., DUGOUT INTERVIEWS, etc.

WEDNESDAY, SEPTEMBER 12TH

Table of top 10 TV shows for Wednesday, Sept 12th, including BASEBALL, INDIANS VS. DETROIT, GODFREY & FRIENDS, etc.

THURSDAY, SEPTEMBER 6TH

Table of top 10 TV shows for Thursday, Sept 6th, including AMOS 'N' ANDY, STARLIGHT THEATER, GENERAL MacARTHUR, etc.

FRIDAY, SEPTEMBER 7TH

Table of top 10 TV shows for Friday, Sept 7th, including MAMA, MAN AGAINST CRIME, FILM FIRSTS, etc.

SATURDAY, SEPTEMBER 8TH

Table of top 10 TV shows for Saturday, Sept 8th, including YOUR SHOW OF SHOWS, KEN MURRAY SHOW, STU ERWIN SHOW, etc.

FOR FULL INFORMATION

about all radio and television shows . . . ratings, audience composition and the many other factors which determine the success or failure of a program

For full details of Nielsen surveys write to A. C. NIELSEN MARKETING SURVEYS, 150 N. Wacker Drive, Chicago, Ill.

CAPSULE COMMENT

Sally Smart's Kitchen (Television), WOR-TV, New York, Tuesday (30), 3-3:30 p.m. EST.

This modern, home service package is notable for the singularly girlish gift of gab and cheerful efficiency evidenced by the title fem (Kit Sigety).

Benny Goodman Show (Radio), WNEW, New York, Sunday (28), 8:30-10 p.m. EST.

Benny's informal, unaffected, tasteful and human approach to the classics stacks up as a remarkably effective method of selling serious music to the public at large.

All-Star Revue (TV), NBC, Saturday (27), 8-9 p.m. EST.

Victor Borge, teamed with Lauritz Melchior, put together a well-rounded half-hour, pitched at a less-hysterical pace than most of the hour-long revue.

Holiday in France (Radio), WNEW, New York, Sunday (28), 5-5:30 p.m. EST.

Show consists of French records of various sorts introduced by Art Ford. Advertising copy for French Government Tourist Office was too general.

Symphonic Strings (Radio), WOR, New York, Thursday (1), 8-8:30 p.m. EST.

There's one major fault with this quite-appealing half hour of rare, chamber-type, longhair music.

The Gayelord Hauser Show (Television), ABC-TV, Wednesday (31) 1-1:15 p.m. EST.

In consideration of his ability to line up a top-drawer guest list and his own showwise charm, Gayelord Hauser should certainly have a future in television.

Mike 95 (Radio), NBC, Sunday (28), 1:15-1:30 p.m. EST.

Uses taped segments of statements in the news. Some of them were not on up-to-the-minute developments, but were, nevertheless, colorful and interesting.

Top 5 in Radio Each Day of the Week in PHILADELPHIA

(1,054,400 Radio Homes)

According to Pulse Reports

Table listing top 5 radio stations in Philadelphia: KYW (50,000, NBC), WCAU (50,000, CBS), WDAZ (250, Ind.), WHAT (250, Ind.), WFIL (5,000, ABC, Quaker)

Pulse radio surveys are conducted monthly in 18 markets, and reports are issued bi-monthly (except for New York, which is monthly).

BASEBALL, soap opera and Godfrey dominated the radio rating picture here this summer, the Pulse July-August report shows.

Most of the toppers were CBS programs coming in via WCAU here.

The following table shows the top five programs each day of the week and daytime according to Pulse.

7 P.M. TO MIDNIGHT

Table of top 5 radio programs for 7 P.M. to Midnight on Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday.

Table of top 5 radio programs for 7 P.M. to Midnight on Monday.

Table of top 5 radio programs for 7 P.M. to Midnight on Tuesday.

Table of top 5 radio programs for 7 P.M. to Midnight on Wednesday.

Table of top 5 radio programs for 7 P.M. to Midnight on Thursday.

Table of top 5 radio programs for 7 P.M. to Midnight on Friday.

Table of top 5 radio programs for 7 P.M. to Midnight on Saturday.

6 A.M. TO 6 P.M.

Table of top 5 radio programs for 6 A.M. to 6 P.M. on Monday-Friday.

Table of top 5 radio programs for 6 A.M. to 6 P.M. on Saturday.

Table of top 5 radio programs for 6 A.M. to 6 P.M. on Sunday.

Daily Top 10 for COLUMBUS based on Videodex Reports

NEXT WEEK

Daily Top 5 for CHICAGO based on Pulse Reports

THE BILLBOARD

Radio-TV Show Charts

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

• Sets in Use by Time Zones

According to Videodex Reports

WEST COAST television stations did a better job of building early evening audiences in the beginning of this year than Eastern stations did. But after 8 p.m. on the other hand, the Eastern stations had a greater portion of sets in use than stations in the other time zones.

This state of affairs, which is made evident by this special Videodex study, is a convenience as far as coast to coast television is concerned. For programs originating in New York at 9 p.m., for instance, will, if put on the cable, come out in Los Angeles at 6 p.m. It will be seen in each area, then, at a time when that area leads the other zones in percentage of sets in use.

The 8-9 p.m. slot was the peak viewing period on the whole and in each time zone except the Central. This viewing pattern, however, depended almost entirely on local programming. The only network shows that helped build the 8-9 slot via kine were "The Texaco Star Theater" with Milton Berle and "Burns and Allen."

The Central time zone had the best record for daytime viewing, which is probably due to the number of single-channel and new TV markets in that area at that time. Three of the zones show a marked increase in viewing at 4 p.m.; that's when the kids get home from school.

The following table shows the percentage of sets in use per time slot in each time zone, Monday thru Friday, and is based on the Videodex reports for February, 1951.

TIME	MARKETS				TOTAL
	EASTERN 35 Markets	CENTRAL 19 Markets	ROCKY MTN. 3 Markets	PACIFIC 4 Markets	
8:00-9:00 A.M.	0.3				0.2
9:00-10:00 A.M.	0.4	0.4		0.2	0.4
10:00-11:00 A.M.	0.5	1.4		0.3	0.7
11:00-NOON	1.0	2.2		0.1	1.2
NOON-1:00 P.M.	1.4	3.2		0.8	1.8
1:00-2:00 P.M.	3.1	7.5		1.8	4.0
2:00-3:00 P.M.	4.6	9.8	3.3	5.4	5.9
3:00-4:00 P.M.	4.6	14.6	6.0	6.7	7.2
4:00-5:00 P.M.	23.9	26.0	7.7	13.0	23.1
5:00-6:00 P.M.	28.3	28.4	9.7	19.6	27.3
6:00-7:00 P.M.	30.2	36.4	15.8	39.4	32.6
7:00-8:00 P.M.	40.3	61.3	38.2	51.9	46.5
8:00-9:00 P.M.	66.4	60.4	55.4	60.8	64.3
9:00-10:00 P.M.	62.8	53.9	50.4	56.9	60.3
10:00-11:00 P.M.	48.8	31.9	27.7	34.6	43.2
11:00-MIDNIGHT	19.3	12.0	6.6	11.7	16.7
NO. SETS, JAN., 1951	7,012,800	2,385,100	68,500	1,083,100	10,549,500
NO. SETS, AUG., 1951	8,742,200	3,026,500	97,200	1,405,800	13,271,700

MARKETS

EASTERN:

Atlanta, Baltimore, Binghamton, Boston, Buffalo, Charlotte, Cincinnati, Cleveland, Columbus, Dayton, Detroit, Erie, Grand Rapids, Greensboro, Huntington, Jacksonville, Johnstown, Kalamazoo and Battle Creek, Lancaster, Lansing, Miami, New Haven, New York, Norfolk, Philadelphia, Pittsburgh, Providence, Richmond, Rochester, Schenectady, Syracuse, Toledo, Utica, Washington, Wilmington.

CENTRAL:

Ames, Birmingham, Bloomington, Chicago, Dallas, Davenport, Houston, Indianapolis, Kansas City, Louisville, Memphis, Milwaukee, Minneapolis and St. Paul, Nashville, New Orleans, Oklahoma City, San Antonio, St. Louis, Tulsa.

ROCKY MOUNTAIN:

Albuquerque, Phoenix, Salt Lake City.

PACIFIC:

Los Angeles, San Diego, San Francisco, Seattle.

Next Week:
Audiences of Spot Announcements (A Special Study)

Based on Videodex Reports

• Share of Total Audience Radio Vs. TV... PHILADELPHIA

According to Pulse Reports, July-Aug., 1951

DAY	TV	RADIO
SUNDAY	50.1	49.9
MONDAY	52.2	47.8
TUESDAY	51.6	48.4
WEDNESDAY	52.5	47.5
THURSDAY	46.0	54.0
FRIDAY	43.3	56.7
SATURDAY	47.2	52.8

6 A.M. TO 6 P.M.

	TV	RADIO
MONDAY-FRIDAY	16.8	83.2

6 A.M. TO MIDNIGHT

	TV	RADIO
ENTIRE WEEK	33.4	66.6

TOP TEN RADIO PROGRAMS

July-August, Philadelphia Radio Pulse

1. ARTHUR GODFREY	CBS	10:30-11:30 a.m.	M-F	WCAU	8.6
2. BIG SISTER	CBS	1:00-1:15 p.m.	M-F	WCAU	8.2
3. THE GUIDING LIGHT	CBS	1:45-2:00 p.m.	M-F	WCAU	7.9
3. MA PERKINS	CBS	1:15-1:30 p.m.	M-F	WCAU	7.9
3. YOUNG DR. MALONE	CBS	1:30-1:45 p.m.	M-F	WCAU	7.9
6. PHILLIES	Non-Net	8:30-10:30 p.m.	Fri	WPEN	7.8
6. PHILLIES	Non-Net	1:30-4:30 p.m.	Sun	WPEN	7.8
8. ATHLETICS	Non-Net	8:00-10:15 p.m.	Thu	WIBG	7.7
8. BREAKFAST CLUB	ABC	9:00-10:00 a.m.	M-F	WFIL	7.7
10. WALTER WINCHELL	ABC	9:00-9:15 p.m.	Sun	WFIL	7.5

TOP TEN TELE PROGRAMS

August, Philadelphia Tele Pulse

1. TOAST OF THE TOWN	CBS	8:00-9:00 p.m.	Sun	WCAU-TV	27.1
2. FIRESIDE THEATER	NBC	9:00-9:30 p.m.	Tue	WPTZ	26.5
3. ATHLETICS-INDIANS	Non-Net	1:30-6:00 p.m.	Sun	WCAU-TV	26.3
4. LIGHTS OUT	NBC	9:00-9:30 p.m.	Mon	WPTZ	24.3
5. SOMERSET MAUGHAM	NBC	9:30-10:20 p.m.	Mon	WPTZ	23.5
6. ATHLETICS-INDIANS	Non-Net	2:00-6:30 p.m.	Sat	WFIL	23.3
7. DANGER	CBS	10:00-10:30 p.m.	Tue	WCAU-TV	23.3
8. GODFREY AND FRIENDS	CBS	8:00-9:00 p.m.	Wed	WCAU-TV	23.0
9. TALENT SCOUTS	CBS	8:30-9:00 p.m.	Mon	WCAU-TV	22.8
9. KRAFT THEATER	NBC	9:00-10:00 p.m.	Wed	WPTZ	22.8

• Out-of-Home Listening... PHILADELPHIA

According to Pulse Reports

ALMOST all of the radio shows that were most listened to out of the home in Philadelphia during the summer were on local stations, with baseball the major item, according to the Out-of-Home Radio Pulse for July.

The percentage of radio sets in use out of the home during the average quarter-hour period in July was 3.5. Compare this with the percentage of radio sets in use in the home in the average quarter hour during July and August, which was 17 per cent.

Thus, the midsummer out-of-home audience was about 20 per cent of the at-home audience, and about 17 per cent of the total audience.

The top shows for out-of-home listening during July and August here, according to Pulse, follows:

EVENING

1. BASEBALL (PHILLIES)	WPEN	SAT. 8-10:30	2.1
2. BASEBALL (ATHLETICS)	WIBG	SUN. 8:30-10:30	1.7
3. GUEST STAR	WPEN	SAT. 7:15-7:30	1.3
3. SHOWTIME	WPEN	SUN. 6:30-7	1.3
3. TODAY'S HITS	WPEN	SUN. 6:15-6:30	1.3

DAYTIME, MONDAY-FRIDAY

1. 950 CLUB, BASEBALL	WPEN	1-5:30	1.5
2. BANDWAGON	WPEN	5:45-6	1.1
3. ARTHUR GODFREY (net)	WCAU	10:30-11:30	1.0
3. NORTHWESTERN NEWS	WIBG	5:45-6	1.0
5. BARRY WOOD	WPEN	12:45-1	.9
5. FOR WOMEN ONLY (net)	WCAU	11:30-11:45	.9
5. SPORTS-A-TUNE	WIBG	5:30-5:45	.9

Coming in the Nov. 24 Issue:

Out-of-Home Listening in CINCINNATI

CAPSULE COMMENT

Windows on the World (Radio), MBS, Sunday (4), 9-10 p.m. EST. This is real radio. Created and run by Norman Corwin, it has none of his old-time pyrotechnics, but provides an austere, realistic tour from the bottom to the roof of the United Nations permanent headquarters building in Manhattan. Thru hearing the people who work there—from truck drivers and typists to Nobel prize winners and archivists—you learn about the UN. Douglas Fairbanks Jr. does a competent narrating job. But the chief credit for the show goes to the entire UN radio division plus the people who work there at all kinds of tasks. (See full review this issue.)

Howdy Doody (TV), NBC, Monday (22), 5-5:30 EST.

A live girl—an unusually lovely young lady—was introduced as a regular member of the "Howdy Doody" cast this week. The effect was like a breath of fresh air. The harshness and crudeness which so many parents objected to in "Howdy Doody" now appears to have been largely a case of too much masculinity.

Sound-Off Time (TV), NBC, Sunday (28), 7-7:30 p.m. EST.

Fred Allen went strongly for dramatic sketches in his new format, using three of them in the 30 minutes. His acting in one of them, plus his running comments, had the flavor of his palmiest days in radio. (See full review this issue.)

Next Week:

Pulse Study of Radio and Television SHARE OF AUDIENCE in CHICAGO

Lux Video Theater (TV), CBS, Monday (22), 8-8:30 EST.

Diana Lynn and Dick Foran teamed up on this show to reaffirm that the lightest kind of fluff can be first-rate TV fare in the hands of the right people. The dialog was excellent, the plot nothing, and the work of Miss Lynn and Foran, with Irish brogues was the best.

Pet Shop (TV), Saturday (20), 5-6:30 p.m. CST, via WGN-TV, Chicago.

This Lou Cowen show is a natural for a dog food sponsor. A horse-meat dealer picked up the tab for awhile but now the half-hour is sustaining. The show reviewed had everything to please an animal lover. It opened with a trained horse, moved to some personable geese, then to some trained cats, and wound up with various dogs.

The setting for the inside of a pet shop was realistic, as were the sound effects—barking puppies. Gail Compton, playing the shop owner, left a job as farm editor of The Chicago Tribune to run the show, and gave a proper air of informality. He always has appeared a little uneasy before the cameras, but viewers watch the animals and not the proprietor, and he kept the show at a good pace.

Jack Mabley

Meet the Press (TV), NBC-TV Sunday (28), 4-4:30 p.m. EST.

Philosopher Bertrand Russell made one of the most exciting guests this show has had. With his stern, wrinkled face and hoary mane, he appeared positively ferocious at the beginning. He expressed himself with utter conviction on all subjects in crackling Oxfordian accents. His view of most things is rather different from the average U. S. standpoint, and he admits to them quite fearlessly. Panel consisting of James Reston, Alistair Cooke, Ernest Lindley and Dr. Ruth Alexander gave the sage not a moment's rest. Lawrence Spicak was moderator, and put in many of the most provocative questions himself.

Hennock Decision Augurs 'Harmony Era' Within FCC

WASHINGTON, Nov. 3.—Talk at Federal Communications Commission is hopefully in terms of a "harmony era," now that the White House has finally made it a matter of public record that FCC commissioner Frieda B. Hennock will stay on as commissioner rather than accept an interim appointment as federal judge.

After nearly five months of waiting for the air to clear over President Truman's controversial nomination of Miss Hennock to the judgeship post which the Senate Judiciary Committee declined to vote on, the seven member commission is now back in full harness with no vacancies to worry about, so far as is foreseen, until next June 30 when Commissioner Rosel K. Hyde's term expires. Hyde is expected to be renamed and confirmed expeditiously.

Exchange of letters between Miss Hennock and President Truman this week put an end to the judgeship ruckus. Miss Hennock in her letter to the President rejected his offer of a recess appointment to the judgeship. She confirmed reports already published that she had advised the Senate Judiciary Committee last month she would not accept a recess appointment.

"In reaching this decision," she stated in her letter to President Truman, "I had in mind the many complex problems which will continue to face the Federal Communications Commission during the next few years."

"Tracy" Eyed By Ammi-dent

NEW YORK, Nov. 3.—Ammi-dent is considering the purchase of a half-hour slot on the American Broadcasting Company to be programmed for young viewers. Advertiser is looking at a video version of "Dick Tracy" for the spot. Cecil & Presbrey is the agency.

"As you know," she added, "the sound development of television has been my major concern during my service on the commission, and under the circumstances I think it would be right for me to follow to a conclusion the pending issues which so vitally concern the national interests in the coming years."

Miss Hennock's term continues until June 30, 1955. The President named New York City legalist David Northon Edelstein to the judgeship post to which Miss Hennock had originally been nominated.

Kellogg Weighs 'Cadet' Backing

NEW YORK, Nov. 3.—Kellogg's this week was considering sponsorship on radio of "Space Cadet," its tri-weekly video kids' science-fiction show now on the American Broadcasting Company's TV web. The breakfast food company has cut audition records of the program and expects to program it on radio twice weekly beginning early in 1952.

No network has been selected. Kellogg also hasn't decided which of its divisions is to take over sponsorship of the property.

Serutan May Quit Durstine

NEW YORK, Nov. 3.—The Serutan billings, worth several million dollars, this week were reported set to leave the Roy S. Durstine agency, which has handled the account for some time.

A new agency for the client is not yet set, but there's a strong possibility it may be split among two or more agencies.

TV IS HONEY TO POLITICOS

DETROIT, Nov. 3.—Local politicians have apparently decided television is here to stay. Invitations to all candidates on the city ballot to talk at a pre-election program Friday (2) was extended by WWJ-TV, following past custom, with expectation that at least a third of the candidates would not be interested. For the first time, every single one accepted. The station was stuck with more politicians than could possibly be squeezed into the 45 minutes planned — even restricting them to 90 seconds apiece (except for the candidates for Mayor who got a break, five minutes each). Result was a switch in programing, running the show a full hour. The program was scheduled for rebroadcast at 9 p.m. over WWJ, AM affiliate.

Pat Weaver Is Named to NBC Directors Board

NEW YORK, Nov. 3.—Sylvester L. (Pat) Weaver, Jr., was elected to the board of directors of the National Broadcasting Company yesterday (Friday) at the group's monthly meeting. Weaver, veepee for TV at the web, is 42, has been with NBC only since August 1949.

The newest boost continues Weaver's remarkable rise in broadcasting. His first local job was with Young & Rubicam in 1935, and he became manager of Y&R's radio department in 1936. He joined American Tobacco in 1938 and was named ad manager in 1939. After war service from 1941 thru 1945, he rejoined American Tobacco, and shortly after moved back to Y&R as veepee for AM and TV, from which post he came to NBC.

DIVORCE

AM-TV Split An Expensive CBS Item

NEW YORK, Nov. 3.—The divorce recently effected between the radio and TV divisions of the Columbia Broadcasting System is estimated to have cost the network between \$500,000 and \$1,000,000.

The publicity department of CBS, for example, is moving soon into the Sherry Building on Park Avenue for several months while the sixth floor is renovated and partitions built. CBS is also readying its new building on 53d Street between Park and Madison for many of its radio departments.

Weaver Films New Moppet Show on WNBT

NEW YORK, Nov. 3.—A kind of a new moppet TV show will be cut today (Saturday), featuring Doodles Weaver. Show will have a variety format with a Western flavor, and is planned for a Saturday daytime slot on WNBT, New York as a starter, and may later graduate to the network.

This will be Weaver's first whack at a kiddie show. He had his own comedy stint on the National Broadcasting Company as a summer replacement.

NBC's Lyford Joins Du Mont

NEW YORK, Nov. 3.—Elmore B. Lyford, formerly supervisor of TV station relations for the National Broadcasting Company, resigned that post to become director of station relations for the Du Mont Television Network, effective November 19.

Lyford succeeds Norman W.

HOFFMAN SAYS TV HELPED PIX

HOLLYWOOD, Nov. 3.—Les Hoffman, prexy of Hoffman Radio & Television Corporation, has little sympathy for the whining and wailing of the picture industry and furthermore feels TV has rendered the pic industry a noteworthy service.

The head of the TV set manufacturing firm that bears his name sees it this way: Thanks to TV Hollywood has been able to produce superior product at greatly reduced costs. Hoffman feels the industry grew too fat and smug during the years, but only as a result of its awakening thru TV have producers buckled down to making better product at lower production budgets.

Maybe that's why pictures are better than ever.

RESULTS

CBS-TV Heeds Protests on Lewis X-Plugs

NEW YORK, Nov. 3.—Protests from the Columbia Broadcasting System's video affiliates this week were responsible for a network order to Robert Q. Lewis to stop cross-plugging his radio disk show on his stanza. Lewis, featured on the "Show Must Go On" Saturday 9:30-10 p.m. on the TV web, on two successive shows asked his viewers to switch to his radio program a half hour later on the CBS radio net. The TV outlets resented his pitch and their gripes brought results.

Drescher, who has been shifted to general administrative work under Chris Witting, Du Mont's director-general manager.

SALES-TESTED SHOW NOW AVAILABLE

How WOR-tv sold more in one week than another station did in 11 weeks!

Rayco makes automobile seat covers. They tried to sell them on television. They did not use WOR-tv. The campaign failed. And the manufacturer swore off tv.

But his agency—Robert B. Grady, Advertising—KNEW that television sells. They convinced him to try again. They analyzed 35 programs available for sponsorship on 7 New York stations.

They chose "Trapped" on WOR-tv. A live, dramatic show, it delivered 1/3 of a million viewers. The show was priced at 50% to 75% below similar local shows offered by the other stations!

Did the WOR-tv show sell seat covers?

The first week, it sold more than the other station did in the entire 11-week campaign.

The sponsor also discovered that WOR-tv . . . accounted for 35% of the consumer sales in the New York area topped newspapers, billboards and direct mail by as much as 50% produced more sales at less cost than all other advertising media—COMBINED!

WOR-tv
channel **9**
high in results . . .
low in cost

WNBT Buys 624-Hour Bloc of Feature Films

NEW YORK, Nov. 3.—National Broadcasting Company's flagship, WNBT, made one of the biggest single buys of feature films in video history this week with the purchase of more than 624 hours of film from Motion Pictures for Television Inc., formerly Flamingo. Sales price was not disclosed, but, in view of the quantity of film involved, WNBT reportedly picked up package at a particularly low figure.

Deal calls for distribution outfit to provide WNBT with 12 feature films a week. Flickers will be of three varying qualities, with a Sunday night line-up of first-run-in-New York pictures, and a group of top-drawer re-runs on Saturday. Rest of the films,

(lower-grade re-runs) will be packaged in two strips—with a daytime series to be called "Hollywood Playhouse," across-the-board from 2 to 3 p.m., beginning Monday, November 12.

Week-end film segs will be aired at 11:15 p.m. effective November 10 and 11. Starting date for nighttime strip isn't definite yet, but features will be programed nightly at 11:15 p.m., following a Camel news show.

WNBT will peddle the films on a special three-for-one spot sales plan, offering free billboarding of products before and after each film to sponsors buying one participation spot on a show.

Big film programing plunge, engineered by station manager Ted Cott, will have a direct effect on three WNBT shows, currently scheduled in and around the confiscated time period. "Date in Manhattan," "Left-Over Revue," and Frank Farrell's "Footlights and Kleights" will be welded into an hour package (as yet untitled), and carried daily on a split shift—11:30 a.m. to noon, and 12:30 to 1 p.m. Audience-participation format of "Date in Manhattan" will be retained, along with highlights from the other two programs. Cast holdovers will be columnist Farrell, Ed Herlihy, Milton DeLugg and Francey Lane.

Sunday film line-up will screen "G.I. Joe" (the Ernie Pyle biog); Joan Crawford in Somerset Maugham's "Rain"; Sylvia Sidney in Elmer Rice's "Street Scene"; "Dragnet" and a Charles Boyer-Merle Oberon flicker. Saturday night high-grade re-runs will include Alexander Korda's top-budget English movies "Drums" and "Elephant Boy." All four film packages will be backed by heavy promotional ballyhoo on part of WNBT, in a calculated move to steal the late-night listening thunder from Columbia Broadcasting System's current high-rating 11-midnight film series over WCBS-TV here.

Better Local Polls Needed, Says Grabhorn

NEW YORK, Nov. 3.—Murray Grabhorn, director of the National Association of Station Representatives, called for a more qualitative and a more localized type of audience research at Pulse, Inc.'s, 10th anniversary luncheon here last week. He said every specific market has its own characteristics and that it was on this level that the national spot advertiser needed research most.

"National Spot today is getting much of its audience research at the national level, while its prime necessity is for the very best type of research at the local level and in specific market areas," he declared. "The so-called national market is simply the result of some bookkeeping or adding machine activity," Grabhorn said.

Emphasizing that this research should be in terms of people rather than figures, he said National Spot wanted to know the answer to such questions as: What percentage of the population in a particular city went to college, what portion are foreign born and of what nationality, what type of weather does the town enjoy at specific periods, and "does the ex-Philadelphian transferred to Omaha also switch easily from Phillies to White Owl cigars."

Affils' Earnings

He began his talk by stressing the importance and flexibility of national spot advertising. He pointed out that while the stations received only about 30 per cent of the \$121,000,000 spent for network time sales in 1950, they received about 70 per cent of the \$120,000,000 spent for national spot advertising. He offered the following percentage breakdown of the earnings of network affiliates:

	Clear	Regional	Local
Spot	50.7	31	13.5
Network	27	19	10
Local	22.3	50	76.5

Grabhorn said that the type of research he was calling for was actually the obligation of the station, who depends so much on the national spot business sent it by its representative, and not necessarily within the scope of Pulse or any other national research org. As an affirmative example he cited a group of Southern California stations that recently made a survey and analysis of the characteristics of that market.

Calls Grid TV Ban Court Test

DETROIT, Nov. 3.—A court test of the ban on telecasting of football affecting the University of Michigan and Michigan State College is in prospect, as the result of initiative taken by State Sen. Donald W. Gilbert, who took the lead in a move to force the games to be made available on the air, during the last regular session of the Legislature.

Senator Gilbert has petitioned Frank G. Millard, Michigan Attorney General, for a ruling on the ban, claiming it is in restraint of trade, and contending the issue should be tested in the courts.

Study Effects of TV Freeze on War Economy

WASHINGTON, Nov. 3.—Effect the lifting or continuing of the TV freeze will have on mobilization and national economy will be studied by a task force named yesterday by Radio-Television Manufacturers' Association. Since some industry representatives believe there are enough transmitters, completed or under construction, to satisfy demands through 1952 should the freeze be lifted in that year, RTMA-TV Committee Chairman Dr. W. R.G. Baker asked the group to forecast the number of TV transmitters to be started in 1952-53 and the amount of scarce materials required.

Members of the task force are William H. Chaffee, Philco Corporation; Keeton Arnett, Allen B. Du Mont Laboratories, Inc.; Admiral Edwin D. Noster, Radio Corporation of America; and C. W. Michaels, General Electric Company.

OPERATION HILLBILLY

NBC to Take Saturday Night Cornhusk Trail

NEW YORK, Nov. 3.—The National Broadcasting Company this week was mapping "Operation Hillbilly" as part of its new radio program plans. AM program chief Bud Barry is mulling a heavy line-up of barefoot music stanzas, and has just returned from a trip to Nashville, where he made a thoro canvass, scouting silo singers.

The web's Saturday night line-up is likely to be revamped along the cornhusk line shortly, since its only commercial is Camels' "Grand Ole Opry," at 9:30 p.m., which fits right into the plan. "Opry" is preceded by "Talent

Search, Country Style," which is making a good impression on listeners in outlying areas. Newest addition, slated for the 10 p.m. period, is to originate from Hollywood, and feature the Tex Williams band, comedienne Arlene Harris, Terrea Lea, Squeakin' Deacon Moore and as guest star, Jimmy Wakely.

WJR to Host Press on 25th Birthday

DETROIT, Nov. 3.—WJR, here, is hosting a group of Washington and New York radio and trade newspapermen November 23 and 24, in an informal celebration of the station's 25th anniversary. Cocktails, dinner and entertainment are scheduled at the station's Fischer Building studios and Recess Club the evening of the 23d, and on the 24th the group will be the station's guests at the Ohio State-Michigan football tussle at Ann Arbor.

Motorola to Air Grid Tilt

NEW YORK, Nov. 3.—Motorola will sponsor a telecast of the Shrine East-West Football Game from Kezar Stadium, San Francisco, December 29 on the Du Mont network. The clash will be carried via radio on a coast-to-coast web. Ruthrauff & Ryan is the agency.

2 Webs to Air UN Paris Meet

NEW YORK, Nov. 3.—The forthcoming sessions of the United Nations General Assembly in Paris will be covered via TV thru both the Columbia Broadcasting System and the National Broadcasting Company. CBS will air exclusive kines made at the sessions starting Sunday (11), in the 3 to 3:30 slot, with a 30-minute strip skedded for a daytime slot across the board.

NBC will utilize the 12 weekly 30-minute films to be produced by the Ford Foundation, each of which will summarize the week's proceedings to date. These will tee off Saturday (10) at 7 p.m.

WBKB Hypoes A.M. Line-Up

CHICAGO, Nov. 3.—WBKB December 3 will hypo its morning line-up with a daily half-hour remote from Isbell's Restaurant on Rush Street on the North Side. Ernie Simon will interview guests in a format based somewhat on the late Tom Breneman's radio show.

The show is scheduled for 10 to 10:30 a.m., on a participating basis, and will be shoved to a full hour, from 9:30, if sales warrant it. Frank J. Hogan is producer. Simon, who runs a successful man-on-the-street telecast, recently signed an exclusive contract with Balaban & Katz, owners of WBKB. This is his first new show under the contract.

New Negro Seg On WLIB Sked

NEW YORK, Nov. 3.—The block of special Negro programs aired by WLIB, New York, is to expand one hour daily beginning November 12. Station has devoted the 7 to 10 a.m. period for these stanzas, and will stretch them to 11 a.m.

Business improvement is responsible, with the station's take up 49 per cent over 1950 in the first nine months of this year.

CAN YOU IMAGINE?



between 11 PM and MIDNIGHT...

43% of all sets in the area in use instead of the usual 10 or 15% in this time period?*

83% of these families viewing WLW TELEVISION?*

WELL IT'S TRUE!!!

"FAMILY THEATRE"—this new series of first-run on TV movies is telecast in Cincinnati, Dayton and Columbus, 11:10 P.M., Sunday through Friday.

Opening picture was "The Story of G I Joe" with star Burgess Meredith on hand for the Hollywood type premiere promoted and exploited in true WLW-TV style.

ANOTHER — HIGH RATED

LOW COST FEATURE OF

WLW-TELEVISION

The Nation's TV Stations

WLW-T
CINCINNATI
OHIO

WLW-D
DAYTON
OHIO

WLW-C
COLUMBUS
OHIO

*Survey by WLW Research

The Gayelord Hauser Show

TELEVISION — Reviewed Wednesday (31), 1-1:15 p.m. EST. Sponsored by Minute-Maid Orange Juice on Wednesday; sustaining on Friday, via the American Broadcasting Company, New York. Producer, Sherman Dryer. Director, Bob Massell. Emcee, Gayelord Hauser. Assistant emcee, Ona Munson. Guests: Margaret O'Brien, Jessica Dragonette, Anita Loos, others.

Gayelord Hauser, well-publicized nutritionist and author of the best seller, "Look Younger, Live Longer," is probably the healthiest performer to appear on video, not excepting that hardy exponent of physical culture, Bernarr MacFadden.

Hauser has a very chic clientele of top socialites and entertainment figures (including Greta Garbo and Paulette Goddard), all of which should guarantee him a top-drawer guest list for his new TV series. He also possesses a remarkable youthful appearance, and an amiable puppy-like exuberance, which is a bit startling but, with all, genuine and likeable.

Taking the above factors into consideration, it would certainly appear that Hauser has a future in television. However, the show caught (31) failed to utilize the man's obvious assets. Without a firm directorial hand, Hauser's infectious vitality was mistranslated into feverish and seemingly senseless activity, both vocal and visual. He bounced on like an over-trained horse at the starting gate, and sustained a hysterical gait through his opening speech to the studio audience and subsequent interviews with fem guests.

Latter group included such diversified types as Margaret O'Brien, Ona Munson (Hauser's permanent assistant on the show), authoress Anita Loos, dress designer Marushia and singer Jessica Dragonette. Miss Dragonette ran Hauser a close race for "most vivacious" honors by carrying on an animated conversation with him, while staring straight into the camera lens during the entire chat.

Excelsior-motif really got out of hand on the commercials for Minute Maid Orange Frozen Juice. In addition to several spirited spiels by the announcer (showing him taking a hefty slug of the stuff), Hauser pushed the product at every opportunity, and climaxed the event by lining up all the fem guests behind him for a group toast to "all my little ladies." Ladies obliged by downing glasses of Minute Maid with evident relish.

Show was short, which prompted what was probably the most respectful credit listing ever screened over ABC-TV. Camera dwelled lovingly on each name, while announcer pronounced title very slowly and deliberately. It's possible that the producers might achieve a perfect balance on the series pacewise by merely tempering Hauser's frantic energy with their credit technique. June Bundy.

GENUINE 8x10
GLOSSY PHOTOS IN 1 DAY!
5¢ EACH In 5,000 Lots
9¢/100 in 1,000 Lots
17.99 per 100
Particars 923 per 1000: Mounted Enlargements (30x40) \$3.85
Made from your negative or photo
Unsurpassed in quality at any price
Under supervision of famous
James J. Kriegsmann
COPYART Photo Enlargers
165 West 46th St.
New York 19, N.Y.
WE DELIVER WHAT WE ADVERTISE

Glossy Professional 8x10 PHOTOS
Fan mail glossy photos and post cards. Low prices. Satisfied customers coast to coast. Our 15th year of honorable courteous service. Reproductions as good or better than your original. Send today for price list. FREE samples, etc.
MULSON STUDIO
BOX 1941
BRIDGEPORT 1, CONN.

The best film productions are dynamic

dynamic films, inc.

"Producers of Motion Pictures for Television"

112 W. 89th St., N. Y. 24 TR 3-6221

Television Radio Reviews

Critic at Large

RADIO — Reviewed Sunday (28), 1-1:15 p.m. EST. Sustaining via National Broadcasting Company. Producer-director, NBC News and Special Events department. Writer-narrator, Leon Pearson. Announcer, Robert Denton.

This new 15-minute sustainer features Leon Pearson, NBC's United Nations correspondent in a stint titled, "Critic at Large." As his own writer-narrator, Pearson turned out a well-rounded initial seg of commentary on books, mags and entertainment.

Some of his comment was strictly personal, to be agreed or disagreed with via individual listening reactions, but he managed to dig up considerable interesting material in the way of sub-rosa intelligence, such as Time mag's overtime bill for the advance preparation of alternate covers while waiting the result of the British elections, and our State Department's fidgets over the pretended inevitableness of a war with Russia in Collier's "1960" issue.

B'way Views

Broadway-wise, he pointed out that only with a couple of exceptions, current legit plays consisted of revivals, adaptations and imports, and that the Stem is no longer a proving ground for American scripters. This situation has long been obvious to anyone interested in the Broadway scene, but the Pearson highlighting of it may be sparked by the fact that his own playwrighting efforts have so far been confined to off-Stem showcasings. Included also on his entertainment agenda was a critical plug for Herman Shumlin's "Lace on Her Petticoat" and a back-door comment on the Louis Verneuil-Ginger Rogers feud over the scripting of "Love and Let Love," while observing that Miss Rogers was none the less packing them in at the Plymouth Theater on a personal appearance basis.

For a 15-minute span Pearson packed in plenty. However, it must be pointed out that his somewhat Olympian delivery predates a certain amount of listener annoyance. A little more warmth and humor, if he has them in his prop bag, will win a lot more listeners who like to be talked to and not down at.

Bob Francis.

Somerset Maugham Theater

RADIO — Reviewed Saturday (27), 11-11:30 a.m. EST. Sponsored by Bymart, Inc., for Tintair, thru Cecil & Presbrey, via National Broadcasting Company. Produced by John Gibbs and Anne Marlowe. Directed by Mitchell Grayson. Adapted by Robert J. Shaw. Cast: Dennis King, Virginia Gilmore, Bret Morrison, Ethel Everett, Terri Keane, Ian Martin.

"The Moon and Sixpence," Maugham's noted fictional treatment of the life of the artist, Gauguin, was the Saturday (27) presentation on this series. The story's subject matter is essentially dramatic, for it is the history of a man who, at the age of 40, kicked over the traces in order to become an artist. The theme has intrigued many. Few in real life have had the nerve to try it, and still fewer have succeeded.

Charles Strickland (Maugham's fictional name for the artist) is drawn in such a way that he mirrors one of Maugham's chief points: the cruelty of art. Bob Shaw, who adapted the story, did a good job here, for Strickland, well-played by Dennis King, is truly an amoral hombre once he comes to the conclusion that only art will save his soul. Sometimes, however, Shaw lays it on pretty thick. Possibly the lines are in the Maugham original—but here's an approximate example:

Blanche: "Charles, have you no time for love? Make time for love. Now!" (troubled music).

Passion Stuff

This passion-laden stuff, however, is all part of the Gauguin legend, part and parcel of the lush paintings and Tahitian maids. The cast did it well. Supporting King were Virginia Gilmore as Blanche, who breathlessly stressed the necessity for love; Bret Morrison, who por-

CAPSULE COMMENT

Critic at Large (Radio), NBC, Sunday (28), 1-1:30 p.m. EST.

New 15-minute seg, featuring net's United Nations correspondent Leon Pearson, comprised well-rounded critical comment on current books, mags and entertainment. Projection, however, was marred by somewhat school-teacherish, pedantic delivery. More warmth and humor is indicated in order to snare real listener approval. (See full review this issue.)

Your Show of Shows (TV), NBC-TV, Saturday (27), 9-10:30 p.m. EST.

Robert Rounseville, New York City Opera tenor and star of the British film, "Tales of Hoffman," was guest for the operatic sequence. He sang an aria from "La Boheme." Rounseville has lost weight and has had a good haircut. The result is one of the most telegenic operatic males in town. Vocally, Rounseville is quite good, may some day even be brilliant. He and video will not do each other any harm. Ilona Massey was guest femsee. Format was generally unchanged. Sid Caesar did his Germanic-professor-interviewed-at-the-airport routine again. This characterization may be somewhat overworked.

Somerset Maugham Theater (Radio), NBC, Saturday (27), 11-11:30 a.m. EST.

Program presented "The Moon and Sixpence," fictional treatment of the life of the artist, Gauguin. Subject matter is essentially dramatic. Cast is made up of actors with much experience in both the legitimate theater and radio. (See full review this issue.)

The Falcon (Radio), Sunday (28), 4-4:30 p.m. EST.

Shamus classic, featuring Les Damon as romantic-minded sleuth, opened with plotting somewhat hard to take. The show, however, was well cast and projected. Good vet players gave Damon sturdy support for "The Falcon's" return to the air-waves. (See full review this issue.)

Electric Theater (TV), WXYZ-TV, Detroit, Wednesday (31), 7:00-7:30 p.m. (EST).

New dramatic show has intelligent use of film clips for action bits impossible in a studio. Format presents a fatherly narrator in his library telling the ghostly tale of Sleepy Hollow. Principal role of Ichabod Crane was played in exaggerated farce style, dramatically disturbing in contrast with thespian style of other players—and probably very successful with moppet audience for that reason. Ambitious program, well-paced, aided by three realistic sets and exceptionally effective subdued lighting.

Will Rogers Show (Radio), ABC, Tuesday (31), 5:55-6 p.m. EST.

Late and great cowboy philosopher registered the same sock human interest values and general audience appeal today that made him a national figure back in the '30's. His 15-year-old remarks on taxes and Russia were both telling and timeless. However, series' very dateless quality could ultimately prove a drawback listener-wise if radio pattern follows that of films, wherein Hollywoodians report that flickers featuring recently deceased stars are often box-office poison. (See full review in this issue.)

trayed Dirk, Blanche's husband, an ineffectual (what else) type; Terri Keane, who emoted as a South Sea Island cutie, and Ethel Everett, Strickland's wife.

The cast, it will be noted, is made up of actors with much experience in both the legit and radio media.

Commercials for Tintair are okay, except when they are given in a sepulchral tone of voice. The latter technique seems to be a fad with some advertisers.

Paul Ackerman.

Electric Theater

TELEVISION — Reviewed Wednesday (31), 7-7:30 p.m. EST. Sponsored by The Detroit Edison Company thru Campbell-Ewald over WXYZ-TV, Detroit. Producer-director, William Merrill. Television director, Peter Strand. Dramatization of "The Legend of Sleepy Hollow" by Nicholas Bela. Narrator, Allison Crandall. Cast: Mrs. E. M. Stuart, Arlene Rice, Treasa Sikoiski, Nancy Rice, Joe Van Donencky, Mary Fran Galvin, Ed Meyer.

This show was No. 1 in a series of monthly dramatic productions by Merrill, scheduled to take a weekly spot on the Edison-sponsored line-up usually occupied by film. Intelligent use of film clips in titling, in an introductory bit showing Sleepy Hollow and its inhabitants today, and in one dramatic episode (the pursuit of the Headless Horseman and amazing death of Ichabod Crane, the lanky schoolmaster) which were impossible to handle in a studio, gave exceptional variety to an ambitious half hour.

Format presented fatherly narrator in his library, telling the ghostly tale to a couple of youngsters, a device used at intervals to make transitions and condense action, as well as set the eerie holiday mood. Straight dramatic method was the solid meat of the program, with a sizable cast turning in a good job which showed adequate rehearsal and solid direction. There were no dull spots, pacing was excellent, and both dialog and business seemed to make the impact intended throughout.

Contrasts

Burden of acting was carried by Van Donencky as Crane, setting the style with a silent opening in broad pantomime to off-stage narration. He worked in exaggerated farce style through, very successfully—but was dramatically disturbing as the rest of cast worked in realistic tradition. The sharp contrast, however, probably went over well with the sub-teen audience. Mary Fran Galvin's pleasing Katrina, the blond end of the triangle completed by Ed Meyer's bluff Brom Bones, was a very effective assist.

Three realistic studio sets were utilized effectively. Choreography and crowd handling in a square dance in the latter, used as background as well as for some direct action shots, were good. Imaginative lighting was an important feature of this show, with simulated lantern light, both interior and exterior, and a delightful moonlight effect. Each achieved the desired effect, without dimming picture visibility. Commercials were merely dignified film credits, before and after, without a break in the half hour show itself, a fine goodwill job for the sponsor. Total effect was an interesting, well-integrated, attention-holding show.

Haviland F. Reves.

Sally Smart's Kitchen

TELEVISION—Reviewed Tuesday (30), 3-3:30 p.m. EST. Participation sponsorship via WOR-TV, New York. Producer: Nancy Rowe. Director: Jerry Friedman. Emcee: Kit Sigety.

"Sally Smart's Kitchen," a modern home service package, is notable for the singularly girlish gift of gab and cheerful efficiency evidenced by the title fem (Kit Sigety). Exhibiting an almost frightening composure (in view of her multi-duty activities), Miss Smart whips together an entire meal on one show, without once dropping a dish or interrupting her continual flow of bright chatter.

On this airtel, the vivacious brunette bubbled merrily thru a preparation of a spinach and casserole salad, liver meat loaf and date-nut tarts. Latter were most telegenic in black and white.

Sponsors pulled a lucrative ride, plugwise, via the gal's strong emphasis on use of Seabrook Farm frozen foods and Wilson's B-V products. Deft handling of integrated spots should pay off in sales to Missouri-minded housewives.

Program's pacing, tho, was almost too brisk, and it's debatable if the average fem listener would be able to do a coherent follow-thru on Miss Smart's suggested menu, on the basis of watching her culinary sprints on video.

June Bundy.

Mike 95

RADIO — Reviewed Sunday (28), 1-15-1:30 p.m. EST. Sustaining via the National Broadcasting Company. Written and produced by the NBC News and Special Events Department. Emcee, Lockwood Doty.

The technique of giving taped segments of significant statements in the news is well proven. NBC's News Department pioneered in this with their erstwhile "Voices and Events." Their latest program in this style is "Mike 95." The title derives from press associations' use of the number 95 as a term for fast-breaking news. Altho it's a snappy title, statements on the preemcast were actually not on up-to-the-minute developments. For instance, there were statements by Cardinal Spellman and Reverend Edward Pruden on President Truman's appointment of General Mark Clark as ambassador to the Vatican. This had broken a week previously, and in the meantime Truman promised he would not make a recess appointment. There were statements from two longshoremen, one to the effect that the New York-Boston wildcat strike was Commie inspired, the other to the contrary. But the strike was almost a fortnight old, and Presidential Assistant John Steelman promised that very afternoon that the longshoremen would be back on the job the next day.

Newsmakers Speak

The statements from the newsmakers were, nevertheless, colorful and interesting. There were Truman's remarks before the National Guard meeting, showing the President in a rare, mellow mood, at his most potent politically. There was Churchill promising the British they would again come thru the dark times. And there was General Eisenhower speaking to a meeting of vets of the Battle of El Alamein. He said he'd asked Monty what he should talk about, and Monty said "about three minutes." Eisenhower said he was sure we could win the peace if we approached it with the courage these fellows did at Alamein.

Doty's intros were rapid fire. More than 10 statements, ranging from Marcelle on tax returns to Marshall on blood donations, were squeezed into the 15 minutes. However, Doty made little effort to tie things together.

Gene Plotnik.

Will Rogers Show

RADIO — Reviewed Tuesday (30), 5:55-6 p.m. EST. Sponsored by American Chicle via ABC, New York. Producer, Walter Selden. Star, Will Rogers. Announcer, John Cannon.

In exhuming old radio broadcasts of the late and great Will Rogers, the star's estate has salvaged some 130 five-minute programs. Initial pared-down chatter capsule was necessarily choppy as to pacing and sound, but Rogers himself registers the same sock human interest values and general audience appeal today that made him a national figure back in the '30's. His topical material, horse-sense philosophy and general air of benevolent ease make the present crop of "home-spun" comedians sound like so many dim echos of the genuine article.

In the age-old tradition of true philosophy, Rogers' 15-year-old remarks on government, taxes and Russia were both telling and timeless. However, this very dateless quality might ultimately prove a drawback, listenerwise, in that it puts the series in a modern format bracket, rather than the "nostalgic," "old-fashioned" or "quaint" niche usually reserved for transcription revivals. Danger here is that the movie's old voice-from-the-grave superstition (sparked by report that flickers featuring recently deceased stars are often box-office poison) might carry over into radio.

Another factor is that the gum-chewing cowboy's commentaries are sponsored by Chicle for Dentyne Gum and Chiclets. On the show caught (31), they didn't exactly imply a tie-up, but the commercials were far from institutional (e.g., "The gum with the breathtaking flavor.") Here again a reversal on the usual institutional type pitch reserved for tribute-type revival broadcasts may pull an uncomfortable dialer reaction.

One thing's sure tho—if Rogers were alive today, a similar situation would undoubtedly have provided him with some meaty material for satire. June Bundy.

Sound-Off Time

TELEVISION — Reviewed Sunday (28) 7-7:30 p.m. E.S.T. Presented by Chesterfield thru Cunningham & Walsh via the NBC-TV web. Producer, Ezra Stone. Director, Warren Jacober. Writers, George Oppenheimer, Bob Weiskopf, Phil Sharp, Jack Creamer, Eva Wolos and George Moxel. Features Fred Allen, Talent, King Calder, Ann Crowley, Art Carney and C. J. Olson, Jr.

The first Fred Allen TV show of the season was totally unlike anything he did last year, and proved what has appeared obvious for some time—that Allen isn't meant for the brassy "And-Here-He-Is-Now" revue-type of show.

The half hour undid the damage of his disastrous ventures of last year, and established that Allen has almost the potentiality in television that he had in radio. The opening shot was of the comedian sitting on the steps of a library, reading a paper. He made some remarks about what television is doing to attendance at libraries, then went into the library. There was some standard play on the "Quiet" signs. Allen found a TV producer who was trying suicide because he was out of ideas. Allen used this peg to bring in sketches adapted from stories by Robert Benchley, Dorothy Parker and S. J. Perelman.

Allen appeared on only one of the three—Perelman's "The Copy Chief." All were handled well, altho the sharpness of the writing of these three is lost in the transition to four or five minutes of dialog.

Strong Satire

Benchley's "Coffee" and the Perelman piece were strong satire, which is Allen's meat. The Parker sketch was of a couple on a train three hours after their wedding, and the bride's rebuffs of her amorous groom. This could have been touchy material for an early-evening TV effort, but even the most prudish old ladies in the audience probably regarded it as more cute than objectionable.

Thruout the whole business Allen seemed to be having a good time, and tossed in a few ad libs in about the same proportion he uses on radio. There have been some comments that Allen didn't seem completely at ease, but he is not the Herb Shriner type, and isn't supposed to flop around like an old hat.

Allen has found a good format, and the best length of show for TV comedy—30 minutes. He makes wonderful logic in turning to the writing of Mark Twain, Thurber, Benchley and other great humorists for story material.

Marked Contrast

The pacing of this kind of show lacks the hysteria of the Berle and Gleason school, and certainly is marked contrast to the first efforts of Allen's cohorts on "Sound-Off Time." Bob Hope and Jerry Lester. But more and more set owners are turning toward the less nerve-wracking kind of show, and Allen should have no trouble in building a large and loyal audience.

The commercials on the program were the now familiar "Sound-Off" theme. With the constant harping on the mildness of Chesterfields, it is paradoxical that the commercials are about as irritating as dried cornsilk.

Jack Mabley.

Symphonic Strings

RADIO — Reviewed Thursday (1), 8-8:30 p.m. EST. Sustaining via WOR. Producer, Jack Irish. Music, Sylvan Levin conducting the strings of the WOR Orchestra.

There's one major fault with this quite appealing half-hour show. Defect lies with the hour of the day it is being aired. The stanza, admittedly of limited appeal in any situation, would stand a much brighter chance to accumulate listeners at a considerably later evening hour, say 10:30 or 11. As it stands, it is a waste of musicianship.

The charm of the program lies largely in the selection of material. It's off-beat stuff, mostly not available on recordings, and played quite well. It doesn't have that tired feeling. A fairly sizable English work, "The Enchanted Woods," was the major effort and featured Milton Kaye as piano soloist. This is a rambling, tho charming, bucolic work by Armstrong Gibbs. Remainder of the program included an arrangement for orchestra of Bach's "Rejoice, Beloved Christians," a special arrangement of Foster's "Oh, Susanna," and special orchestration of a pair of songs by Ravel.

Hal Webman.

All-Star Revue

TELEVISION — Reviewed Saturday (27) 8-9 p.m. EST. (NBC-TV). Sponsored by Pet Milk, Snow Crop, and Kellogg. Producer-director, Joseph Santley; writers, Joe Stein, Arnold Horwitt, Si Rose, Danny and Doc Simon, Herb Sargent, and Stan Burns. Cast: Victor Borge, Lauritz Melchior, Vera Zorina, June Hutton, Phil Leeds.

Some of our best comedians are discovering that the safest insurance they can take to a one-hour variety show is a top-flight opera star. The "All-Star Revue" has used the teams of Durante-Traubel and Raye-Pinza with good results, and now has come up with a Danish act, Borge and Melchior.

Borge's TV capabilities already are established, and he came thru in good style in his biggest effort to date. He used a mixture of old and new material. He opened with his stock pitch for his albums—"If you like the government as well as I do, please buy my albums." He wound up with one of the funniest sight gags of the season. He was accompanying Melchior in a pure slapstick bit. In the pay-off the piano slowly dropped thru the stage floor, followed by Borge, head first and feet up.

Borge was on camera almost the entire 60 minutes, and he paced the show beautifully.

Melchior a Natural

Melchior was a natural. He is an imposing man, possibly lacking the sex appeal of Pinza, but bringing an engaging jollity and, of course, one of the world's most impressive voices. The only singing that he did straight was an operatic selection in German. He did Sorrento with the distraction of Borge clowning thru the accompaniment. His major contribution to the hour was as a foil for Borge. Among music lovers this must be regarded as a waste of a great man's talent, but this was a comedy show, and Melchior showed he needed to bow to no one as a straight man.

The Borge-Melchior comedy was alternated with a song by June Hutton, two dances by Vera Zorina and a sketch satirizing American TV as seen thru the eyes of Europeans. Miss Hutton scored in looks, voice and delivery, but suffered by being saddled with the number, "I Feel a Song Coming On," which is mostly an exercise in shouting.

The Zorina dances were less acrobatic than TV audiences are accustomed to, but displayed the grace and movement at which she excels.

Mechanics Bad

Mechanically there were some amazingly amateurish flaws in the production. The lighting was atrocious in some spots, even by "All-Star Revue" standards. Melchior's head looked like a marshmallow during his first number. Several times during Borge's monologs the noises of backstage talking and hammering were almost as loud as his voice.

The practice of opening this show with a one-minute commercial is somewhat distracting, but it allows nearly 30 minutes of uninterrupted entertainment. The middle commercial was, as usual, built into a comedy bit, this time with Borge interpreting a couple of opera singers who were singing about breakfast food. It is doubtful whether this type of sales message does the job that a straight pitch does, but at least the sponsor knows that his audience is remaining in front of the set and not rushing off to the kitchen or bathroom.

Jack Mabley.

TV Rates Hiked 25-50% by Chi & Det. Stations

NEW YORK, Nov. 3. — Two video stations affiliated with the Columbia Broadcasting System this week raised their rates effective December 1. Station WJBK, Detroit, hiked rates 50 per cent making the cost on an hour of time \$1,500 instead of \$1,000 and WBKB, Chicago, upped rates 25 per cent making the 60 minute cost \$2,000 instead of \$1,600.

Both outlets show that sets in circulation in their cities have increased more percentage-wise than the hikes in price. Current advertisers have the usual six months rate protection.

CAPSULE COMMENT

Kate Smith Evening Hour (TV), NBC-TV, Wednesday (30) 8-9 p.m. EST.

There's a lot of loot spent on this show, an estimated \$60,000 is the figure. But outside of an Ethel and Albert sketch, some elaborate sets, and the preem of Josephine Baker, there seemed little to justify the expense. Many of the backstage noises came thru in distracting fashion. Miss Smith's song spots tho still good, were overproduced via elaborate sets to a point of near caricature.

A Bill Bendix sketch using the atom test site as the locale was silly to the point of stupidity. Using seven people for such a sketch is a shameful waste of talent and money.

Miss Baker came off a lot better, tho here too there seemed to be a lack of co-ordination between the Harry Sosnick ork and herself. Some of the electric excitement now associated with the fabulous Miss Baker was caught by the TV cameras, but her slithery walks and odd, precise movements were only partly effective. On close-ups, too, many details were lost; on long shots they seemed blurred. Medium shots showed her up best tho only a few were used.

The Ethel and Albert sketch was by far the best spot on the show. The pair went thru a Halloween situation that was genuinely funny domestic comedy.

The Celanese Theater (TV), ABC-TV, Wednesday (31), 10-11 p.m. EST.

With the presentation of Maxwell Anderson's "Winterset," the "Celanese Theater" won the right to be rated with the best dramatic programs in TV. The standard of production, acting and direction on this show was of so high a caliber as to establish a mark for other dramatic video shows. In spite of many interesting moments, "Winterset," an artistic recreation of the Sacco-Vanzetti case, had a strange dated air. Its unusual prose-poetry dialog at first jarred the ear, but gradually became easier to take. Overall, however, there was a maturity to the presentation and to its stark gripping treatment of values that made for unusual, stimulating viewing. Outstanding was Ralph Morgan's performance as Judge Gaunt, the sorely beset purveyor of justice, whose mind was cracking under its weight of guilt. Joan Chandler's Miriamne was an excellent portrayal of complex personality. As the father of the girl, Ludwig Donath, caught the exact mixture of confusion and guilt carried by another whose burden was heavy. Eduardo Ciannelli's Trock limned the man of violence with his soul-eroding fears. As Mio, the lead, Richard Carlyle handled a difficult part well, but was somewhat too glib to catch the mysticism of the character and the dialog. Alex Segal's direction was excellent.

NEW POLICY

Salt Lake to Get Shows of Beer Sponsors

SALT LAKE CITY, Nov. 3. — The Church of the Latter Day Saints, owners of KSL-AM and KSL-TV, this week agreed to accept beer advertising on both its outlets. Affiliated with the Columbia Broadcasting System, the stations had refused clearances for CBS-TV beer clients who wanted the market. The Pabst fight, "Amos 'n' Andy," Schlitz' "Playhouse of Stars" and Budweiser's "Ken Murray Show" will all be seen here shortly.

WKY Collects 166 Blood Pints

OKLAHOMA CITY, Nov. 3.— Station WKY here utilized its studios all day Wednesday (31) for taking blood donations for the Red Cross. General Manager P. A. (Buddy) Sugg spent a good deal of the day on the air personally pitching for donors. Station collected 166 pints of blood during the day.

The Falcon

RADIO — Reviewed Sunday (28), 4-4:30 p.m. EST. Sustaining via National Broadcasting Company. Producer, Bernard L. Lewis. Writer, Gene Wang. Cast: Les Damon, Elspeth Eric, Anne Shepperd, Wendell Holmes, James McCallion, Bob Readick and Bill Smith.

That indomitably romantic shamus, "The Falcon," returns to the airwaves after a brief silence with vet Les Damon in the title role. The Sunday (28) opening gum-shoe seg, titled "The Case of the Missing Million," was plotted-wise a bit hard to take, but offered the intrepid sleuth full scope for the exercise of his nose for clues and his eye for fem charm. It was extremely well acted.

Writer Gene Wang's crime conceit concerned the bilking of a fem employer out of a million clackers via forged invoices by an employee. Why the gal didn't discover the theft before it reached that hefty figure is something a listener has to accept. Maybe, she was just dumb, but she certainly didn't seem so in charming the Falcon, when she called him in to set matters right. Anyway, the racketeer who engineered the deal got murdered, and so did the supposedly guilty employee, and it took the Falcon less than half-an-hour to put his finger on the right party, in spite of a couple of herrings dragged across the trail by author Wang. Likewise, the Falcon can always be depended upon to get acquainted with his fem clients in jig time. He was about to kiss the gal by half-past four.

Despite plot deficiencies, however, the opening seg was well projected. Damon got fine support from such sturdy players as Anne Shepperd and Bob Readick. Spots which normally would plug commercials under sponsorship were devoted to blood-donor and Red Feather Campaign pleas.

Bob Francis.

Holiday in France

RADIO — Reviewed Sunday (28), 5-5:30 p.m. EST. Sponsored by the French Government Tourist Office thru L. H. Hartman via WNEW, New York. Producer, Dick Pack. Director, Ernie Hartman. Writer, Roy Deets. Emcee, Art Ford.

The commercial purpose of "Holiday in France" is to persuade listeners to visit France. The show consists of French records of various sorts introduced by Art Ford with what seemed poor judgment. Bringing on Jacqueline Francois' recording of "LaMer," for example, Ford said that, like us, French folk like to go to the beach in the summer. Introducing the "Papa-Mama Samba," he said that Latin American dances are as popular in France as in the U. S. For the Hot Club Quintette's recording of "Hungaria," he mentioned that France has its jazz addicts as well as we do. Edith Piaf's "Le Chevalier de Paris" was preceded by Bing Crosby's "When the World Was Young," which is the same tune but with English lyrics by Johnny Mercer. And so it went.

Plugs Defeated

The gist of all this was that things in France were much the same as in the U. S., only in French. This, of course, put two strikes against the commercials, since the effect of the continuity was that a Berlitz course would serve every bit as well as a trip abroad.

The advertising copy was quite general. Ford said anytime is a good time to visit France. Paris has museums and art galleries. The Basque country is beautiful and has good matadors. And the trip can easily fit into your vacation budget, especially with the special winter rates. Specific mention of typical costs would be more to the point.

Gene Plotnik.

Benny Goodman Show

RADIO—Reviewed Sunday (28), 9:30-10 p.m., EST. Sustaining via WNEW, New York. Producer, Dick Pack. Announcer, Bruce Wendell. Emcee, Benny Goodman.

WNEW's conversion of Benny Goodman into a longhair disk jockey-commentator was successful enough last season for the station to go into an arrangement with Broadcast Music, Inc., to merchandise the B. G. Classical seg as a program package. His informal, unaffected, tasteful and human approach to the classics still stacks up as a remarkably effective method of selling the serious music to the public at large.

The jazz king, operating on the oft-quoted but not oft-remembered adage that music falls only into two categories—good and bad—follows a scrip formula designed to bridge the gap between classic and jazz music with B. G. himself providing the liaison example.

Top Taste

As it was last season, the selection of recorded material is in top taste. This opening show featured Offenbach's overture to "Orpheus in Hades," Haydn's "Symphony No. 101" and part of Bach's "Pascaglia and Fugue in C Minor." For local listeners, the extra half hour was filled with two movements of the Brahms "Violin Concerto" and an interview with Joseph Szigeti, a leading violin virtuoso.

The combination of Goodman with classical music on records was a listener magnet for WNEW, and there's little doubt that the package will make similarly attractive fare for other stations which thrive on disk shows.

Hal Webman.

Garroway Off To Chi, His NBC Status Unsure

NEW YORK, Nov. 3.—Dave Garroway and his manager, W. Biggie Levin, have left here to return to Chicago after hectic negotiations with the National Broadcasting Company over the new 7 to 9 a.m. morning TV strip. Both were dejected over a late turn, in which the web is reported interested in having Fred Allen share the emcee chores with Garroway, or have Allen take them over altogether.

Meanwhile, regular cast members of Garroway's show are said to have been given notice by NBC. This would include Betty Chappel, Jack Haskell, Connie Russell and others. No confirmation could be secured of this move. The early morning stanza is due to the off first week in January. Pan American Airlines is interested in picking up part of the tab, and has huddled with Garroway about flying him around the world prior to the debut, to shoot film in various countries with celebrities and noted personages.

NARTB Hypos Publicity Seg

WASHINGTON, Nov. 3.—Prexy Harold Fellows, of National Association of Radio and Television Broadcasters, this week announced expansion of the association's public affairs department with appointment of Mrs. John V. Whittenburg as a special assistant. Mrs. Whittenburg will handle preparation of NARTB's weekly "industry - government highlights" and will help in preparation of the semi-monthly radio and TV newsletters. Public Affairs Department is headed by Robert K. Richards with Oscar Elder as top assistant.

Performers! Acts! Agents! Operators!

IN A PAID ADVERTISEMENT ON PAGE 53 THIS ISSUE

GEORGE A. HAMID & SON

STATE THEIR POLICY WITH REGARD TO AGVA

Plan 'Discretion' In Event of Air Shut-Downs

WASHINGTON, Nov. 3.—The White House late yesterday (2) assured the TV-radio broadcast industry that "careful discretion" will be used by the Chief Executive in exercising authority mandated to him by Congress to shut down broadcast stations in case of enemy attack. President Truman's press-radio secretary Joseph Short in the wake of a confab with a delegation of broadcasters said the President will take into consideration all questions raised by the industry in connection with a forthcoming executive order. The President will take at least another five days before writing the order.

Altho Mr. Truman already had authority to control the nation's broadcast stations in event of enemy attack on these shores, Congress last session voted a bill making the authority even more ironclad. Yesterday's confab with Short was staged after a number of broadcasters indicated minor changes and clarification they would like made in the projected executive order. A blueprint for regulation of TV and radio stations in time of attack was submitted by Defense Department officials to the broadcast industry several months ago. The plan is classified as "restricted" for security purposes.

Short told the conference that all members of the broadcast industry are invited to submit in writing any further suggestions preparatory to the President's writing of an executive order. Short was accompanied by Assistant Press Radio Secretary Irving Perimeter. More than 60 broadcasters were present at the conference. The Defense Department was represented by a delegation headed by Major General Charles Myers of the Air Defense Command. The National Association of Radio and Television Broadcasters was represented by George McClain of the general counsel's office. Federal

Du Mont Asks TV Plan Airing

• Continued from page 5

competition in the chain broadcasting industry. According to the Du Mont motion, the Commission's proposed plan defies that principle. The motion also cited Commissioner Robert F. Jones' dissent to the FCC's latest proposed TV plan, and the document contained a strong implication that a court challenge would be likely if the FCC issues its plan as final.

"Only Du Mont undertook to develop a national allocation plan," stated the motion, "and this plan is believed... to meet the statutory standards and the practical requirements of an allocation plan to a greater degree than the Commission's plan. The two plans have been compared as well as possible in written presentation. If the basic principles and the merits of the Du Mont plan are fully understood by the Commission, Allen B. Du Mont Laboratories, Inc., will not regret the tremendous expenditures of time, money and energy to develop the present plan."

FCC Rejections

Du Mont's motion was filed a few days after the Commission had turned down a petition from the State of New Jersey seeking an oral motion on a claim that the State was being denied non-commercial education TV channels. A week earlier, the Commission had turned down a motion by Cornell University for oral argument on its bid to get a

Set Lionel's "Xmas Carol"

NEW YORK, Nov. 3.—Hot-water Heater Division of A. O. Smith Corp. will sponsor Lionel Barrymore's annual appearance in Dickens' "Christmas Carol" over the Mutual Broadcasting System for the second year. Classic will be aired Sunday, December 23 at 4 p.m. Agency is Henri-Hurst-McDonald, Inc.

Communications Commission and National Security Resources Board were also represented.

VHF channel located in Ithaca, N. Y. (The Billboard, November 3).

In another action this week, the FCC refused to consider the Connecticut State Board of Education's plea to have two channels in Norwich and Waterbury, Conn., reserved for educational use. The Commission pointed out that the board originally did not propose specific channels for education, and that by doing so at this date, it sought to violate procedure regulations in the allocation hearings.

Rebuttal Plans

• Continued from page 5

According to Lewis H. Avery, prexy of Avery-Knodel, was promoting itself in an adequate manner. Avery, speaking for spot radio, stated that comprehensive promotion campaigns were now under way in Detroit, Jacksonville and Tulsa, and that others were in the planning stage. But the broadcasting exec deplored the fact that the lack of adequate, conclusive research in radio listening affects the allocation of advertising budgets.

Carl Henke, general sales manager of General Outdoor Advertising, gave TV credit for creating considerable interest in outdoor advertising. He said that video commercials were responsible for a boom in outdoor-advertising which stresses motion; that color TV has called attention to the use of color in outdoor promotion. But as to how the medium plans to meet the challenge of TV, he claimed that when it arose it would be met by a specific study of the market facts involved. Meanwhile, he claimed outdoor advertising was in a healthy state.

Otis Lee Wiese, editor and publisher of "McCalls," stated that anything that sped the development and advancement of the people could only help to serve the cause of magazines which would then take over. He finished with the fervent hope that video would not become the "Typhoid Mary" of our national culture.

TV Plans Board In Formation at ABC Exec Level

NEW YORK, Nov. 3.—The American Broadcasting Company this week was blueprinting an innovation for that web, a TV Program Plans Board. The board would be developed along the lines of a plans board at an agency. Exact makeup of the group has not yet been set and will probably be completed in about two weeks.

Membership will go to representatives of TV programming, sales, promotion and other video divisions. Function will be to discuss all new stanzas offered the web and accept or reject them on the basis of overall potentialities.

Long Leave for FCC's Litvin

WASHINGTON, Nov. 3.—Federal Communications Commission hearing examiner Fanney N. Litvin will take an extended leave of absence, it was announced this week. The Commission also announced that the proceedings of Harold L. Sudbury, KLCN, Fort Sill Broadcasting Company, Lawton, Okla., and Caddo Broadcasting Company, Anadarko, Okla., will come up for initial decisions by the Commission without previous hearings by examiner Litvin.

Film Man to Braintrust TV

NEW YORK, Nov. 3.—William Dozier has been named to head a new department that will search for new talent and program ideas at the Columbia Broadcasting System TV web. Dozier is an ex-Hollywood film exec who has been with the net since October 15.

FORESIGHTED

Tire Sponsor Signs '52-'53 'Series' Segs

NEW YORK, Nov. 3.—General Tire & Rubber Company, which sponsored Dizzy Dean in pre-game TV shows during the recent World Series, this week placed an order with the National Broadcasting Company for the same time before the 1952 and 1953 Series games.

The Dean show featured both live and film interviews with players and personalities connected with the Series.

Senior Bowl Tilt to Have CBS Coverage

NEW YORK, Nov. 3.—The "Senior Bowl" will be carried over the Columbia Broadcasting System radio web for the first time this year. The football game, which features top pigskin stars in their senior class, is played at Ladd Memorial Stadium, Mobile, Alabama, on January 5. Red Barber will be at the mike. Client interest already has been displayed.

Higgins for CBS Counsel

NEW YORK, Nov. 3.—Hugh Higgins joins the Columbia Broadcasting System radio network on Monday (5) as its marketing counsel. He replaces Ed Shurick who has moved into the TV network sales department as an account exec.

Higgins spent several years with the Broadcast Advertising Bureau.

**My Sincerest Thanks to MAC MAURADA—
who wrote these two great songs for me...**

**"THERE'S SO MUCH TO DO,
IN SO LITTLE TIME"**

(the highlight of my Television Debut with Jimmy Durante)

and

"MY GOLDEN JUBILEE"

Currently one of my great song successes at the . . .

LATIN QUARTER NEW YORK

Sophie Tucker

The Billboard 1st Annual Band Buyers Survey

Ops Name Fave Orks, Warblers And Agencies

Lombardo #1 Sweet Group; Flanagan, Brown a Hep Tie

By JOHNNY SIPP

CHICAGO, Nov. 3.—The band buyer, the ballroom operator, promoter or location ork purchaser, this week disclosed to the trade his particular preferences in various facets of the band business in The Billboard's first annual survey. The survey was instituted because it is generally felt that the one who inks the checks for the bands' dates is perhaps closest to the orks' futures as far as personal appearances are concerned. With vaude houses pretty well closed to band policy, except for a few isolated cases in major cities, the one-night and location buyers are in the driver's seat in regard to bands' careers on personal appearances.

Guy Lombardo easily snared top spot among the saccharine maestri, with Sammy Kaye and Freddy Martin trailing in that order. Among the hep crews, Les Brown and Ralph Flanagan tied for top rung, with Harry James in the third spot. The predominance of sweet over swing in the band buyers' mind can be seen by the much heavier voting for the top sweet crews. Four band buyers didn't even list any favorite swing bands, while seven operators listed only one swing preference. All operators who reported listed at least two sweet preferences, except for two operators who listed only one sweet preference.

Sweet Preferred

Ray Anthony and Ralph Flanagan tied for No. 1 spot among the most promising sweet bands, with Larry Fotine in the follow-up spot. Anthony and Jerry Gray topped all comers in the most promising swing band competition, with Buddy Morrow trailing in the show slot. Again, voting in the most promising classifications showed sweet definitely was preferred above swing by the men who control the purse strings. Only five bands received over five votes each in the jump ork category, while 13 batoneers scored in the most promising sweet listings. Eleven band buyers didn't list any promising sweet bands, while 20 ops disregarded completely the up-and-coming swing band listing.

Eddy Howard proved the favorite warbler among band vocalists, with Roy Cordell of the Jan Garber band and June Christy, the Stan Kenton perennial, trailing in that order. Only 11 different chirpers with bands were listed, which is a small number when one realizes that most orksters carry at least two vocalists. Fourteen band buyers did not list any favorite throaters.

Music Corporation of America best served band buyers in booking its attractions, with General Artists' Corporation, Associated Booking and McConkey Artists next in that order. The same order of finish was recorded in judging best service in publicity by the same offices, except that McConkey was not given a vote in this category. Seven band buyers squawked about the publicity services of all offices, with a large number of comments about poor promotion reported later in the survey under suggestions on what booking offices can do to help business (see separate story).

Popularity with local dancers is the prime consideration of band buyers in purchasing attractions, with local popularity on wax another major factor in sked-ding orks.

THE WINNERS

What Are Your Favorite Sweet Bands?

(Name three; 3 points for 1st; 2 for 2d; 1 for 3d; bands which received less than five points are not listed.)

Band	Points
Guy Lombardo	86
Sammy Kaye	47
Freddy Martin	23
Jan Garber	16
Ralph Flanagan	14
Russ Morgan	13
Lawrence Welk	13
Eddy Howard	11
Dick Jurgens	10
Vaughn Monroe	9
Ray Anthony	8
Wayne King	7
Ray Robbins	5
Billy Bishop	5

★ ★ ★

What Are Your Favorite Swing Bands?

(Name three; 3 points for 1st; 2 for 2d; 1 for 3d; four band buyers did not list any favorite sweet bands; bands which received less than five points are not listed.)

Band	Points
Les Brown	38
Ralph Flanagan	38
Harry James	35
Ray Anthony	30
Stan Kenton	19
Tommy Dorsey	14
Jimmy Dorsey	10
Duke Ellington	8
Tex Beneke	7
Woody Herman	7
Louis Prima	5
Tiny Hill	5
Lionel Hampton	5
Johnny Long	5

★ ★ ★

Whom Do You Consider the Most Promising Sweet Bands?

(Name three; 3 points for 1st; 2 for 2d; 1 for 3d; eleven band buyers did not list any promising sweet bands; bands which received under five points are not listed.)

Band	Points
Ray Anthony	16
Ralph Flanagan	16
Larry Fotine	15
Teddy Phillips	12
Jimmy Palmer	11
Jimmy Featherstone	8
Paul Neighbors	8
Billy Bishop	8
Ray Robbins	7
Buddy Morrow	7
Ralph Marterie	6
Chuck Foster	6
Leo Pieper	5

Whom Do You Consider the Most Promising Swing Bands?

(Name three; 3 points for 1st; 2 for 2d; 1 for 3d; twenty band buyers did not list any promising swing bands; bands which received under five points are not listed.)

Band	Points
Ray Anthony	27
Jerry Gray	18
Buddy Morrow	17
Ralph Marterie	12
Ralph Flanagan	10

★ ★ ★

Who Is Your Favorite Band Vocalist?

All vocalists who received under five votes not listed. Fourteen band buyers did not answer this question.

Vocalist (Band)	Points
Eddy Howard	16
Roy Cordell (Jan Garber)	15
June Christy (Stan Kenton)	14
Roberta Linn (Lawrence Welk)	13
Tony Alamo (Sammy Kaye)	9
Harry Prime (Ralph Flanagan)	9
Kenny Gardner (Guy Lombardo)	9
Tommy Mercer (Ray Anthony)	8
Vaughn Monroe	7
Alice Mann (Billy Bishop)	6
Merv Griffin (Freddy Martin)	5

★ ★ ★

What Band Agency Services You Best in Booking Its Band Attractions?

Four operators did not list any preference; eight band buyers listed them all as equal.

Band Agency	Points
Music Corporation of America	19
General Artists' Corporation	15
Associated Booking Corp.	3
McConkey Artists' Corp.	3

★ ★ ★

What Band Agency Services You Best in Supplying Proper Publicity?

Five band buyers listed them all as equal. Seven reported that they all ranged from bad to poor. Four did not list any preference.

Band Agency	Points
Music Corporation of America	21
General Artists' Corporation	14
Associated Booking Corp.	1

★ ★ ★

On What Basis

Basis	Points
Popularity on Phonograph Records	25
Popularity With Your Dancers	38
Your Own Personal Like for the Leader	3

Ork Purchasers Air Gripes Vs. Band Agencies

Unfair Guarantees And Percentages a Major Buyer Beef

Continued from page 1

of the prominent members of the band, and (3) "dating back 15 years when it was first written." Several ops suggested that offices insert new sheets into press manuals every three months, showing major events in the band's recent career, citing TV and radio appearances, movies, etc.

Six ops lamented the current practice of booking bands too close by in a locality. Milt Magel, who operates terpalaces in Cincinnati and Louisville, warned against booking orks too often in a particular town over a short period of time.

Play Dance Music

Three ops agreed with George Devine, Milwaukee, who urged booking offices to take a firmer hand in instructing orksters to be more congenial and play real dance music on the job. Four ops said they felt that one-night and location bookers do not personally know the spots. One suggested that major booking offices finance more trips into the territory for their bookers to study individual operations. Frank Dlouhy, Coloma, Mich., and Joe Malec, Omaha, recommended that booking offices work out more TV and radio appearances for bands in order to increase general interest in dancing to name bands. Lloyd Myers, Cleveland, wants offices to put on a flackery campaign for dancing in general and name bands.

Ted Temple, Celina, O., asked that offices stop canceling dates on short notice. The business needs new names, which must be created by the offices, according to Tony Cavalier, who operates in two Ohio towns. Seymour Weiss, Roosevelt Hotel, New Orleans, urged offices to watch carefully regarding bands which are improperly rehearsed and wardrobe. Sally Lewis, Hollywood Roosevelt Hotel, Hollywood, was griped over the manner in which offices seem to submit orks before they have signed them, with buyers getting submissions from several offices and not knowing which office has the real authority. Herb Pauley, Lincoln, Neb., feels that the practice of sending bands out on concert dates hurts one-night dance attendance.

Behavior

Major concern of the band buyers, in regard to band leaders, is bandstand behavior. Twelve ops suggested that leaders be more congenial with the crowd. Four specify that leaders answer requests. Fifteen buyers want more "dance music," while six specified that leaders are generally not working to the crowd. Dlouhy suggested that orksters watch for numbers on which dancers walk off the floor. He suggested that bands play full sets of fox-trots, waltzes, etc., instead of mixing up the various tempos. Bob Christ, Quincy, Ill., suggested that bands get more new material, pointing out "that many bands still feature worn-out material from as far back as 1947." Larry and Margaret Geer, Fort Dodge, Ia., along with three other ops, suggested that leaders confer with operators before dances to get instructions on how to play for the specific needs of individual ballrooms. Bob Winegard, Fremont, O., suggested that leaders try dancing to their own music once in a while.

Leaders should spend more time on the stand, according to Tony Rinella, Lake Delevan, Wis., and Will Wittig, Kansas City, Mo., went a step further when he

(Continued on page 20)

Movie Studios Sked Expanded Output of Musicals in 1952

MGM, Fox, Para Lead Rush to Cash In On Current Song-Dance Trend

By HAL WEBMAN

NEW YORK, Nov. 3.—Inspired by the continuing box office successes being racked up by Metro-Goldwyn-Mayer pictures with its musical movie series, the major movie makers are undertaking a generally expanded production program to cash in on the money-making song-and-dance trend. Perhaps the most elaborate preparations in the movie musical field, aside from MGM which will continue its strong policy in this market, are being made at Paramount and at 20th Century-Fox. Warner Brothers will stick to its limited musical output while Universal-International and Columbia will still engage in low budget musical products on a limited basis.

From the music business point of view, the accelerated Hollywood musical program will result in one of the heaviest flurries of movie-derived songs in many years. The major movie music publishers (the Big Three, the Warner Brothers firms, and Famous-Paramount) have plugging schedules on flicker songs which will keep them busy well past the coming summer. Particularly in view of a generally cool attitude currently the mode among recording men, it will be interesting to note the influence of the movie songs on the trade as a result of the intensified production planning for the future. Of course, a primary exploitation medium for movie musicals lies with their scores and much of the success or failure of a movie musical at the box office can be laid to the songs in them.

MGM, which has socked out in recent months such dollar smashes as "An American in Paris," "Show Boat," "Rich, Young and Pretty," "The Great Caruso," "Royal Wedding," etc., has four more technicolor specials in the works and another due to roll after the first of the year. Due for release is "Belle of New York" with a score by Harry Warren and Johnny Mercer, with Fred Astaire and Vera Ellen as stars. Gene Kelly's next is "Singing in the Rain," which will spot oldies by Arthur Freed and Nacio Herb Brown. "Skirts Ahoy" spots a new batch of songs by Harry

Warren and Ralph Blaine, with Esther Williams, Vivian Blaine and Billy Eckstine featured. "Lovely to Look At," a new production of "Roberta," will spot that Jerome Kern score. The first of the year project is a new production of "The Merry Widow" with Lana Turner starred.

Half Dozen at Fox

20th Century Fox, which has been judicious with its musical output in recent years, has half dozen due before mid-1952. In the immediate future, "Golden Girl" is due with a score by Sam Lerner, George Jessel and Joe Cooper and a song included by Lionel Newman and Elliot Daniel. Latter tune is "Never," which currently is making the disk rounds. Dennis Day and Mitzi Gaynor, the latter a major 20th prospect for stardom, are featured. Next in line is the life story of Jane Froman, with Miss Froman doing the soundtrack a la Jolson to Susan Hayward's thesping a la Larry

Parks; pic is titled "With a Song in My Heart" and score is loaded with important standards. "Down Among the Sheltering Palms" spots that oldie and new songs by Harold Arlen and Ralph Blaine. "Wait 'Til the Sun Shines Nellie" is another flicker with a batch of oldies, as "The I Don't Care Girl," the life story of Eva Tanguay which will star Mitzi Gaynor. The latter flick also will spot some new tunes. In the future, for the middle of 1952, is a movie titled "The Girl Next Door," which will spot a nine-song Mack Gordon-Joe Myrow score and which stars Dan Dailey, June Haver, Gloria DeHaven and Dennis Day. This latter flicker will be an unusual undertaking in that the score will be used by the studio for the bulk of its exploitation on the movie.

Paramount Schedule

Paramount Pictures' schedule is heavy with music in several (Continued on page 26)

OPS' PROMOTION LAGS

Ballroom Flackery Hits Low Point; Few Band Buyers Use Fresh Ideas

• Continued from page 1

especially interesting, since ops have been plagued for years with the problem of amortizing the overall operation cost of the ballroom into dancing on an average of once to three times per week. Apt, working with Jim Joyner, local Negro club owner, worked out a dawn dance for Negro clientele, which follows his normal white evening dances. Following his 9:00 to 12:15 a.m. white dance, Joyner and his attendants come in at 12:30 and, in a half hour, prepare the ballroom for the 1:00 to 5:00 a.m. breakfast dance. Joyner rents the ballroom, with Apt keeping the checking and bar concessions. For the past nine months, Joyner has been staging an average of three dances per month on Saturdays and major

holidays. Except for Lionel Hampton and an impending date on Duke Ellington, Joyner has bought six-piece crews, fronted by either a recording instrumental or vocal name. He has used such names as Percy Mayfield, Roy Milton, Joe Liggins, Roy Brown, Todd Rhodes and Memphis Slim. Joyner gets \$1.75 in advance and \$2.00 at the door. The Ephreta, Pa., American Legion staged a special "Sammy Kaye Day," in connection with a one-nighter by the Columbia recording maestro. During the day, Kaye was presented with a key to the city in a civic ceremony and Kaye did appearances before civic groups.

Need Indicated

These were the only real promotion stunts offered by terpsmen, indicating the need for more flashy attention-getting gimmicks in music spots. Larry and Margaret Geer, Ft. Dodge, Ia., staged a successful ballroom wedding, which proved the highlight stunt of the year.

Charlie Cravata, Streator, Ill.; Tom Spackman, Monticello, Ind.; and Bob Christ, Quincy, Ill.; all found the direct mail method the best promotion puller. Christ sends out a 500-name mailing list each week with a card good for one admission, less tax, when presented at the door with one paid admission, on Tuesday, Wednesday and Thursday. Spackman reported that Dick Jurgens recommended that he put a stand in the lobby, where dancers might register. With this mailing list, Jurgens sent out cards from Chicago, where he was at the Aragon, appearing for a month, advising these dancers he would be at Spackman's summer spot. Spackman broke policy by booking Jurgens for a week and did very big business.

Alice McMahon, Indianapolis, finds that renting the Indiana Roof for special society functions accrues a good gain because of the plugs the dancery gets via local society pages to build prestige. Roy Bartels, Dubuque, Ia., has found early-bird prices and dance classes have boosted his attendance. Ted Temple, Celina, O., loads juke boxes in his area with disks by incoming bands. Sally Lewis, Hollywood-Roosevelt Hotel, Hollywood, Calif., has found that rumba nights 'uld big on off-nights.

Hershey (Pa.) Park Ballroom has placed easels in all record shop windows within a radius of 40 miles. Pictures and date information are changed for each band and the retail shops make displays of the band's records. Fred Ott, Maryville, Kan., puts up displays in his record shop and finds that two free passes to d.j.'s, juke ops and newspaper men paid off in free flackery. He also furnishes theaters and drive-

WATTENBERG REPS 2 GROUPS

NEW YORK, Nov. 3.—The story carried in this department last week concerning the congressional sub-committee hearing on the Bryson bill inadvertently listed Sidney Wattenberg as appearing only on behalf of the National Music Council. The attorney appeared before the House group as representative of the Music Publishers' Protective Association and the NMC. He filed separate written reports for both associations.

RCA Changes French Import Disk Prices

NEW YORK, Nov. 3.—Effective Thursday (1), RCA Victor changed list prices on disks imported from France. The new schedule is as follows: 10-inch plum label \$1.40, 12-inch plum label \$1.95, 10-inch green and yellow labels \$1.90, 10-inch red and blue labels \$2.25 and 12-inch red and blue labels \$2.55.

All prices are exclusive of federal, State and local taxes.

'Brown Eyes' Tunsmith in American Suit

NEW YORK, Nov. 3.—Claiming that they had not received proper accounting for royalties from "Beautiful Brown Eyes," songwriters Alton Delmore and Arthur Smith filed suit against American Music, Inc., this week to rescind their publishing contracts.

In their suit in New York Supreme Court, the tunsmiths allege that American published their "Beautiful Brown Eyes" in a song folio in 1943. Their agreements, they say, called for semi-annual statements. They charge that American failed to make an accounting for the period ending June, 1951.

Also named as defendants are Decca and Columbia Records, who recorded the tune. Smith and Delmore ask that the diskeries be enjoined from making further payment to American, but hold the money in trust pending determination of this action. Some 20 additional tunes are involved in the action.

Chappell Gets Bergman Suite

NEW YORK, Nov. 3.—Dewey Bergman's heralded "Horoscope Suite," written especially for an album package he made for RCA Victor, this week was assigned for publication to Chappell Music. The pubbery is planning to publish the 12-part work in the form of a small folio.

The folio will be printed and prepared in time to meet the December 15 release date of the album. Pubbery also will work out tie-in promotions with the diskery for their mutual benefit. The composition states in music interpretations the 12 signs of the zodiac.

Tony Martin To New Pic

NEW YORK, Nov. 3.—Tony Martin has been given the starring role in a new RKO musical, "Born to Sing." The singer recently completed work in another RKO flick, "Two Tickets to Broadway."

Story of "Born to Sing" puts Martin in the role of a night club entertainer who hits the top by sticking to pop tunes adapted from operatic arias.

Rackmil-Decca Get Minority Control of U-I Film Co. Stock

NEW YORK, Nov. 3.—Milton Rackmil, president of Decca Records, and N. J. Blumberg, president of Universal-International Pictures, this week-end officially confirmed the diskery's purchase of sufficient stock in U-I to obtain minority control of the movie company. The announcement was made in separate statements made by the heads of both companies.

Decca's U-I stock purchase was far in excess of the amounts previously expected to change hands. Rackmil's statement revealed that Decca has bought 271,900 shares and also obtained 32,500 stock warrants, which would give the diskery the right

to obtain an equivalent number of additional shares of stock. It is likely that Decca will exercise these warrants, thus ultimately gaining a total of 304,400 shares in U-I. With a total of approximately 960,000 shares outstanding in the U-I stock structure, Decca thus will wind up with about a 35 per cent interest in the film company.

The Decca acquisition will give the diskery by far the largest single holding in the U-I firm, with J. Arthur Rank next in line with about 130,000 shares. The Decca purchase includes all the private stock of Blumberg, William Goetz and Leo Spitz, bosses of U-I, totaling about 170,000 shares, plus a batch of shares bought on the open market. The actual purchase price per share was not revealed but it has been estimated in the vicinity of \$10 per share, thus placing Decca's investment to date at \$2,700,000 and upwards.

Rackmil's statement further confirmed the participation of Serge Semenenko, veepee of the First National Bank of Boston, in the negotiations. The First National, one of the major financiers in the show business and particularly the movie business, made a loan to Decca to cover the cost of the U-I investment (The Billboard, November 3). Tho the size of the loan still has not been made public, it probably exceeded the actual investment by at least twice the buying price. To make the loan, Decca paid up (Continued on page 30)

Capitol Net Soars Above 477G Figure

Paul-Ford, Sumac, King Cole Waxing Clicks Account for Big Gain Reported

HOLLYWOOD, Nov. 3.—Capitol Records, Inc., sales during the 12 months ending September 30 show an increase of \$583,472 over the same period a year ago, with this year's net income standing \$197,714 above that of the previous year, according to Prexy Glenn E. Wallich.

Sales increased from \$12,660,372 to \$13,243,844. Net income for the 12 months ended September 30 last totaled \$477,737, equal, after providing for preferred dividends, to 88 cents a share on the 476,230 shares of common stock outstanding. This compares with net income of \$280,023 in the 12 months ended September 30, 1950, which was equal to 42 cents a share.

Net income for the first nine months of 1951, which is included in the net income for the 12 months ended September 30, 1951, include provision for higher federal taxes under the Revenue Act of 1951.

A good deal of the responsibility for the healthy increase shown in the Capitol report can be laid to the succession of hit slicings turned out by Les Paul and his wife, Mary Ford. The disk couple has been responsible for the sale of some 4,000,000 platters in the vicinity of 4,000,000 in the past year. Their "How High the Moon" alone accounted for a million of these. In addition, the diskery had the album phenom of the year in the Yma Sumac "Songs From the Xtabay" set, which has gone well over 250,000 in sales in the various speeds. Another major contributor, artistwise, to the Cap bonanza,

was Nat (King) Cole, whose "Too Young" has topped the million mark. Key to the diskery's healthy report was a strong sales impact in the summer months, a period which usually is the dull period for most diskers.

Mills to Run Talent Stable

NEW YORK, Nov. 3.—Irving and Sidney Mills, Mills Music execs, are taking a flier in the personal management business. The venture, however, will be aimed at developing new and relatively untried talent, primarily for television and records. Irving, who headquarters on the Coast, will operate from there, whereas Sidney will scour the East for talent. In two weeks, Sid Mills will take off on a trek to scout talent in the Midwest and Southern areas. Two prospects have already been signed: Ben Ribble, vocalist and trumpeter, and Al Lamano, vocalist.

Years ago the Mills family figured prominently in the talent field—the pubbery, thru its Mills Artists affiliate, guiding the destinies of many noted show people, including Duke Ellington, Ina Ray Hutton, Raymond Scott, etc. Today it is Irving Mills' thesis that what new talent needs, particularly in the TV field, is promotion.

Cap's Classic Hq. to N. Y.

NEW YORK, Nov. 3.—Capitol Records will move its longhair repertoire department to New York next week. Longhair recording director Dick Jones will arrive here next week to take over his new desk.

Reason for the move, announced here by Cap's Artists and Repertoire Veepee Alan Livingston, was twofold:

1. Since most of Capitol's classics are European product, Jones must (Continued on page 26)

FORECAST

I LIKE IT
and
YES YOU ARE
by
JANE TURZY
27851*

DECCA DATA

YOUR WEEKLY GUIDE

TO
AMERICA'S FASTEST SELLING RECORDS

★ ★ ★ ★ ★
FLASH!

THE THREE BELLS
(The Jimmy Brown Song)
by ANDREWS SISTERS
27858*

TO BUILD SALES

Published in the Interests of Decca Dealers and Music Operators Everywhere

TO BUILD PROFITS

THIS WEEK'S BEST SELLERS

Your guide to the top records based on actual sales

WEEKS ON LIST	COUNTRY	14573*
20	PEACE IN THE VALLEY Where Could I Go But To The Lord Red Foley	14573*
2	I WANNA PLAY HOUSE WITH YOU SLOW POKE Roberta Lee	27792*
3	I'M CRYING Seventh And Union Hank Garland	46368*
27	JUST A CLOSER WALK WITH THEE Steal Away Red Foley	14505*
14	PRECIOUS LITTLE BABY Hey La La Ernest Tubb	46338*
12	I'M WITH A CROWD BUT SO ALONE Rose Of The Mountain Ernest Tubb	46343*
10	THE WEAPON OF PRAYER Jesus And The Atheist Red Foley	46357*
3	DOWN YONDER Horse Hair Boogie Spode Cooley	46355*
12	COCK-A-DOODLE DOO SUGARFOOT RAG SQUARE DANCE Red Foley	46349*
1	**IT IS NO SECRET He Bought My Soul At Calvary Andrews Sisters and Red Foley	14566*

SEPIA

8	PEACE IN THE VALLEY Where Could I Go But To The Lord Red Foley	14573*
3	TRUST IN ME COCK-A-DOODLE DOO Louis Jordan	27784*
13	PLEASE DON'T LEAVE ME THREE HANDED WOMAN Louis Jordan	27694*
7	SIN IS TO BLAME I THANK GOD FOR MY SONG Sister Rosetta Tharpe with Sam Price Trio	48250*
9	HIS EYE IS ON THE SPARROW Milky White Way Sister Rosetta Tharpe and Marie Knight	48227*

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

DECCA "BEST BETS"

Your guide to the hits of tomorrow based on actual sales

POSITION LAST WEEK	POSITION THIS WEEK	POPULAR	27830*
1.	1.	DOMINO WHEN THE WORLD WAS YOUNG Bing Crosby	27830*
4.	2.	COLD, COLD HEART BECAUSE OF YOU Louis Armstrong	27816*
-	3.	I LIKE IT YES YOU ARE Jane Turzy	27851*
15.	4.	I CAN'T HELP IT GRIEVIN' MY HEART OUT FOR YOU Don Cherry	27836*
10.	5.	I'M CRYING Seventh And Union Hank Garland	46368*
12.	6.	ROLLIN' STONE STAY AWHILE Terry Gilkyson	27793*
13.	7.	BLUE VELVET THE MORNINGSIDE OF THE MOUNTAIN Arthur Prysock	27722*
2.	8.	CALLA, CALLA BELA BIMBA Ronnie Gilbert	27799*
11.	9*	SAN ANTONIO ROSE BULLY OF THE TOWN Grady Martin	46375*
9.	10.	LIES, LIES, NOTHING BUT LIES Telling Me Yes—Telling Me No Eileen Wilson	27774*
6.	11.	BORROWED ANGEL MY EVENING PRAYER Anita Kerr Singers	27767*
14.	12.	I'LL WAIT FOR YOU Birds Of A Feather Cliff Ayers	27808*
7.	13.	THE FROZEN LOGGER Darling Carey The Weavers	27726*
-	14.	UNDECIDED THE LIE-DE-LIE SONG Guy Lombardo	27835*
-	15.	SHRIMP BOATS MORE! MORE! MORE! Dolores Gray with Music by Camarata	27832*

COUNTRY

1.	1.	HIGHWAY OF SORROW SUGAR COATED LOVE Bill Monroe	46369*
6.	2.	SAN ANTONIO ROSE BULLY OF THE TOWN Grady Martin	46375*
5.	3.	NEW SILVER BELLS Wandering Webb Pierce	46364*
2.	4.	MANSION OVER THE HILLTOP I Ain't Gonna Study War No Mo Jimmie Davis with the Anita Kerr Singers	14590*
4.	5.	DIXIELAND BOOGIE If I Could Only Live My Dreams Hardrock Gunter	46367*
3.	6.	THE HOT GUITAR ENTITLED Ted Brooks	46374*

SEPIA

3.	1.	LAURA How About That Jive Tiny Davis	48246*
1.	2.	HAVE FAITH SAY A LITTLE PRAYER "Jersey Joe" Walcott and Marie Knight	14594*
4.	3.	GOD BLESS MY DADDY The Grass Is Getting Greener Cecil Gant	48249*
-	4.	WHISKEY AND GIN WHAT'S THE REASON Dickie Thompson	48250*

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

THIS WEEK'S BEST SELLERS

Your guide to the top records based on actual sales

WEEKS ON LIST	POPULAR	27720*
8	I GET IDEAS A Kiss To Build A Dream On Louis Armstrong	27720*
2	DIXIE ALABAMA JUBILEE Red Foley	27810*
9	SMOOTH SAILING Love You Madly Ella Fitzgerald	27693*
12	PEACE IN THE VALLEY Where Could I Go But To The Lord Red Foley	14573*
2	I WANNA PLAY HOUSE WITH YOU SLOW POKE Roberta Lee	27792*
4	GOT HER OFF MY HANDS I Ran All The Way Home Mills Brothers	27762*
14	IN THE COOL, COOL, COOL OF THE EVENING Mista Cristofa Columbo Bing Crosby and Jane Wyman	27678*
3	LAURA LEE BLUE FEDORA Guy Lombardo	27776*
1	**SIN JEALOUS EYES Al Morgan	27794*
19	BECAUSE OF YOU Out O' Breath Gloria De Haven and Guy Lombardo	27666*
11	KISSES SWEETER THAN WINE When The Saints Go Marching In The Weavers	27670*
3	COLD, COLD HEART TENNESSEE BLUES Eileen Wilson	27761*
3	SIN The Love Of A Gypsy Arthur Prysock	27769*
5	I DON'T STAND A GHOST OF A CHANCE WITH YOU I'm Lucky I Have You Ink Spots	27742*
3	AND SO TO SLEEP AGAIN Long Ago Dick Haymes	27731*

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

NEW RELEASES

SINGLES

It's All Over But The Memories Love Is Here To Stay Patty Andrews 27845*
Santa Claus Looks Like My Daddy Danny Kaye with Chorus and Orch. dir. by Vic Schoen 27829*
Eat, Eat, Eat! Night Train To Memphis Red Foley and Roberta Lee If I Had-A Knowed, You Could-A Goed (I-Da Seed You Had-A Way To Went) 27763*
Never My Concerto Music by Camarata 27850*
I Like It Yes You Are Jane Turzy 27851*

Littlest Angel's Christmas and His Singing Strings and Clark Dennis If It Doesn't Snow On Christmas 27849*
(It's No) Sin Coleman Hawkins and His Orchestra And So To Sleep Again 27853*
Santa Claus Polka Eddie Habat and His Polka Orchestra Ting-A-Ling-A-Jingle-Waltz 45158*
I'm Steppin' Out Of The Picture Ernest Tubb Driftwood On The River 46377*
Let's Live A Little No. 2 Lonzo and Oscar The Strange Little Girl No. 2 46378*
Shady Lane Mixed Up Jive Good Lewis 48252*
Cry I Ain't In The Mood Little Donna Hightower 48254*

Cold, Cold Heart
Horace Henderson and His Orchestra
I Can't Help It
(If I'm Still In Love With You)
48255*

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

LINDSAY CROSBY

The Youngest Member of the Crosby's

sings
THAT'S WHAT I WANT FOR CHRISTMAS
and

DEAR MISTER SANTA CLAUS

Children's Set K-43*-51.00 Children's Set 9-167-95c
Single Record 27812 (78 RPM) and 9-27812 (45 RPM)-85c

*Decalite®—Unbreakable under normal use

NEW CHILDREN'S SETS

JIG ALONG HOME (Come on and) JOIN INTO THE GAME The Weavers K-37*-51.00 9-161-95c
TING-A-LING-A-JINGLE SANTA CLAUS IS COMIN' TO TOWN Frank Luther K-40*-51.00 9-164-95c
THE GOONIE-BIRD SONG WILLIE, THE WHISTLING GIRAFFE Frank Luther K-41*-51.00 9-165-95c

*Decalite®—Unbreakable under normal use

CAMARATA plays
NEVER (From 20th Century-Fox Picture "The Golden Girl") and **MY CONCERTO**

Decca 27850 (78 RPM) and 9-27850 (45 RPM)





The MILLS BROTHERS

sensational new smash hit!

"IRAN ALL THE WAY HOME"



and

GOT HER OFF MY HANDS

(But Can't Get Her Off My Mind)

Decca 27762 (78 RPM) and 9-27762 (45 RPM)



America's Fastest Selling Records

DECCA
RECORDS

A DECCA DOUBLE SMASH!



ANDREWS SISTERS

and

GORDON JENKINS

and his Orchestra
& Chorus

**"THE
THREE
BELLS"**

**"THE
WINDMILL
SONG"**

(THE
JIMMY
BROWN
SONG)

Decca
27858 (78 RPM) and 27858 (45 RPM)

DECCA
RECORDS

America's Fastest Selling Records



PENS 'EM AND PLUGS 'EM

McHugh Policy Unique
In Song-Writing Field

NEW YORK, Nov. 3.—It has been traditional for the songwriter to leave the publisher the matter of exploiting and merchandising tunes. A sharp departure from this pattern is offered by the case of Jimmy McHugh, noted clefper who has some 40 picture scores and 15 Broadway shows to his credit. McHugh, in New York for a visit of several weeks, is spending a lot of time plugging his own standards on TV programs. The operation encompasses the employment of contact men, public relations men, the circularizing of disk jockeys etc., all in the interests of the McHugh standards.

The individual publisher, figures McHugh, has a flock of copyrights to worry about. He is only too glad to share in the financial benefits accruing from the writer's own exploitation maneuvers. McHugh launched himself on his promotion kick in the middle 1930's, when he found it was hard for a clefper to get plugs on the air because of the stations' partiality to the show cleffings of Jerome Kern, George Gershwin, Sigmund Romberg, Vincent Youmans, Rodgers and Hart, etc. At about this time films began using many old standards. McHugh retained song plugger Al Solomon. Latter is now with Mills Music on the Coast. In the course of years McHugh has also retained Irving Weiss, Dave Bernie (brother of Ben) and others.

Currently McHugh employs Lucille Myers on standards, and Bernie Kamins to do over-all promotion on TV and AM. Included as a major phase of the operation is a circularizing of key disk jockeys, suggesting material for programs, the right kind of McHugh tunes to use, etc.

Headquartered in Hollywood, McHugh has become adept at placing his own standards in new and upcoming pix. These synchs, of course, clear thru the pubber, but the latter is too glad to cooperate. Recent synchs set by the clefper are "Don't Blame Me," sung by Vic Damone in MGM's "The Strip"; "This Is a Lovely Way to Spend an Evening," in RKO's "The Racket"; "I'm in the Mood for Love," in Paramount's Martin and Lewis flick. He also set "Oh the Sunny Side of the Street," in a Frankie Laine pic by Columbia, and "You're a Sweetheart" in Sinatra's new Universal pic, "Meet Danny Wilson." McHugh hustles records too, contact artists, etc.

Ork Buyers Gripe

Continued from page 15

urged leaders to remain on the stand to sign autographs. The Kerker brothers cautioned leaders to watch their intermissions. Two operators said they are finding too many leaders who allow smoking and drinking on the stand by sidemen during the intermissions.

Diskery Aid

Dance promotion got its share of suggestions from the buyers to the band leaders. Frank Lockage, Muskegon, Mich., urged frontiers to let booking offices know what their record firms will do to help promote at the one-night level. The booker then can instruct the op on whom he is to contact for record firm help. Winegard said that the dance business needs hefty promotion pieces, such as the pictorial exhibits furnished movie houses. These might be rented or leased from booking offices, with bookers and orksters sharing the original cost. Alice McMahon, Indianapolis, suggested more stress on dance remotes, for a "band doesn't put over its wares on a single disk played by a disk jockey, the way it does on a radio show." Charley Silva, San Jose, Calif., said he felt the stress on records was hurting business, more than helping it. Cooney Esler, Appleton, Wis., said he has had the greatest help from bands which carry an advance man to work juke ops, retailers and d. j.'s and recommended more leaders use these flacks on one-nighter tours. Ed Allen, Pasadena, Calif., urged leaders to invest money in generally stimulating interest in dance bands.

McHugh never forgot his song-plugging days. In the early 1920's he was with Mills Music, handling mechanicals and as professional manager. With Irving Mills, he plugged his own tunes, published by Mills over WHN in the 1920's. The act was known as "The Hotsy Totsy Boys."

McHugh stresses the advisability of getting plugs in view of the American Society of Composers, Authors and Publishers' writer-distribution plan (The 60-20-20 system as set forth in the revised Consent Decree) which places greater stress on performances.

"You got to watch songs," says McHugh, "or they'll fly away like little birds." He adds, "I'll go anywhere for a plug." While in New York the past several weeks he appeared on the Milton Berle, "Songs for Sale," Ameche-Langford TV stanzas. He also went to Washington to tape a one-hour show with the Armed Forces Symphony. This will be broadcast nation-wide on Armistice Day, with narration by Douglas Fairbanks Jr. and featuring McHugh standards, winding up on "Coming In on a Wing and a Prayer."

McHugh, who lived in Hollywood 20 years, is now president of the Beverly Hills Chamber of Commerce. He feels the a. & r. men have made great contributions to the music business with their imaginative interpretations.

Disks Flop Here But
Click Big in England

Continued from page 1

ago by the Art Mooney-Paul Case firm, Hampshire House. Tune caused a flurry but no real action. The London disking, with Eve Young, hit in England and made the tune the big item in Great Britain and the Continent. Ben Bloom's "With These Hands," waxed as a duet by Jo Stafford and Nelson Eddy for Columbia, did practically nothing here, hit high in England. "My Resistance Is Low," Buddy Morris tune, via the Hoagy Carmichael disk on Decca, got considerable deejay here but failed to ring the bell—turning up shortly after release here as a click in England.

"Ivory Rag," published by Ardmore, Capitol Records affiliate, clicked abroad on the Joe "Fingers" Carr disking, which did little here. "Christopher Columbus," an American Music tune, was recorded by Guy Mitchell on the back of his "Sparrow In the Treetop" click, and was just the back of a record here but it's selling strongly abroad. Currently,

Kassner-Silver
Team Split Up

NEW YORK, Nov. 3.—Ed Kassner and Abner Silver dissolved their partnership this week, with Kassner's interest in the Lincoln and Starlight pubberies reverting to Silver. Kassner, who bought into the firms when he came here from England earlier this year, was paid an undisclosed sum for his share.

The Silver pubberies will be run by Sam Wigler, who will also maintain his own firms, Ford and Pollsam, the latter in partnership with Otis Pollard.

Kassner this week also bought out Edwards Music from Ben Edwards. This includes the original copyrights in the catalog, and a considerable amount of educational and standard material.

Sidney Bron, partner with Kassner in the British pubbery, Kassner, Ltd., returned to London last week after a visit here. He takes with him the European rights to "And So To Sleep Again," published here by George Paxton, and "Bela Bimba," published by Happy Goday. He will also publish abroad two of Kassner's current tunes here, "Jealous Eyes" and "Love, Mystery and Adventure."

BASS TURNS UP
AFTER 13 YEARS

PHILADELPHIA, Nov. 3.—Bipp Mousumeci, bass player with Teddy Lane's band at the Celebrity Room, sold a bull fiddle thru a music store 13 years ago and wondered ever since who might have bought it. The other day the nitery's band and show went out to suburban Drexelbrook Inn to play a blood bank luncheon, and the band used instruments belonging to Edmund De Luca's house band at the inn. Mousumeci picked up the bass fiddle owned by Earl Hollis. It was the one he had sold 13 years ago.

"Alice" Ready
Now on Victor
Spanish Album

NEW YORK, Nov. 3.—RCA Victor will release its second Spanish language, original cast album of a Walt Disney full-length cartoon when the label issues "Alicia En El Pais De Las Maravillas" later this month. Title is a translation of "Alice in Wonderland." Last year Victor recorded and released the Spanish version of "Cinderella."

Recordings, supervised by Herman Diaz, RCA Victor's international division were made with the same cast which did the Spanish sound-track for the Disney film. The two-record album will be issued on 78 and 45 r.p.m. speeds.

Johnstone-Monte's "I Love the Sunshine of Your Smile," introduced here by the Four Knights to get some attention and then fade, is climbing fast in England.

Some English pubbers, fully cognizant of the power of the American record, are even attempting to start tunes by sending them over here for initial recording.

Sellout Sets Second
Scott Dane Concert

COPENHAGEN, Nov. 3.—Hazel Scott, the American pianist, is set for a second concert at Odd Fellows' Palace Tuesday (6). Her first concert, at the same hall, last Wednesday (24) was a sellout. Some of the local critics failed to wax enthusiastic over her playing. Apparently they expected a show rather than a concert.

Walter Gieseke, pianist, appearing at the Odd Fellows' Palace Saturday (27), also played to a full house and scored his usual success.

Disk Tax Yield Up 13G;
Radio-TV Sets, 3 Million

WASHINGTON, Nov. 3.—Bucking a September slump in most Federal amusement excise yields, Uncle Sam's revenue from taxes on phonograph records, radio-TV sets and phonographs showed gains over the same month for the previous year, the Bureau of Internal Revenue reported this week.

Reflecting continued substantial sales volume, the disk tax yield for September was \$388,442, as compared with \$375,440 for the preceding September. The disk tax yield has had an almost unbroken string of gains during the last year and a half, altho gains have not been as large thus far this fiscal year. Total revenue from the disk tax in the fiscal year's first quarter which began July 1 is \$1,612,473, a gain of \$46,596 over the corresponding period of the previous fiscal year.

The September yield from the federal tax on radio sets, TV sets, phono sets and parts soared to \$6,227,593, nearly twice the size of the \$3,242,209 figure for the previous September. A substantial part of the gain in this yield

ASCAP Tiffs Over
Scribe Classifications

NEW YORK, Nov. 3.—Membership meeting of the American Society of Composers, Authors and Publishers at the Hotel Plaza yesterday (2), resulted in considerable debate on the matter of the writer classification. The meeting was described as "rather stormy, but not as acrimonious as one might expect in view of the number of writers adversely affected."

Hans Lengsfelder, central figure of a move aimed at modifying the distribution plan, endorsed the Pinky Herman interpretation of the seniority phase of the 60-20-20 system. ASCAP president Otto Harbach was quoted as being in favor of this interpretation "if the government okays it."

Harbach stated the writer classification methods was stabilizing itself—that 1,100 members received lesser income during the first year of the plan, but that only 700 dropped in 1951. Lengsfelder stated the diminution in the number who dropped could be traced to the fact that so many could not drop any further.

One writer, during the debate, suggested that the writer classification be patterned after the publishers' system, which provides 55 per cent for performances, 30 for availability and 15 for seniority. Pubber Louis Bernstein stated this had been suggested to the government, but nothing had come of it. Bernstein, at one point of the session, had some bitter words with Lengsfelder. Later during the meeting, clefper Abner Greenberg had a heated exchange with Ferdinand Pecora, of ASCAP legal counsel. Pecora, during his speech, suggested that it would be more advisable during ASCAP meetings to forget personalities and attack the problems on hand as such.

Plans now call for the Lengsfelder committee to meet next week, together with John Redmond and Pinky Herman, then to confab with the ASCAP board of

Hoffman Fights
TV Police Plan

HOLLYWOOD, Nov. 3.—Proposed county measure calling for the licensing of all TV service repairmen brought Les Hoffman before the county council, protesting the projected law. County fathers feel such licensing would help eliminate unsavory elements in the field from milking the public. The prexy of Hoffman Radio & Television Corporation argued that the industry should be allowed to police itself and that licensing would in no way keep crooks out of the field.

Measure was postponed for further consideration until next week. Repairmen's license would cost between \$36 to \$50 per year under terms of the measure.

is attributed to the TV sets tax which had not yet been imposed in the previous fiscal year's comparable month. The total yield from the levy on radio, TV and phono sets' tax so far this fiscal year is \$17,255,302, which is \$5,286,999 ahead of the same period of the previous fiscal year.

Minus Column

In the minus column were yields from taxes on theater and concert admissions, cabaret and roof gardens admissions, musical instruments, coin-operated devices, tobacco, alcohol and sugar. The theater admissions tax produced \$31,173,156, which was \$288,901 below the previous September. Tax on cabaret and roof gardens admissions produced \$3,550,049, a drop of \$93,402 below the previous September. Musical instruments tax yield was \$482,656 for the month, a decline of \$213,477 below the corresponding month of the previous fiscal year.

Other yields included: Coin-operated devices, \$857,432, a decline of \$111,470; tobacco, \$114,602,172, a drop of \$614,432, and sugar, \$4,569,756, a decline of \$4,306,040.

directors in an attempt to iron out the writer classification problem.

ASCAP execs reported the Society's gross income for the first three quarters of the year as over \$10 million. Slightly more than \$6 million came from radio, \$2 million from television and a little over \$1 million from miscellaneous sources.

"FATS" FIND

RCA to Cut
Long-Lost
Waller Solos

NEW YORK, Nov. 3.—A series of Fats Waller piano solo recordings long considered lost to posterity is being issued here on HMV Records thru RCA Victor. The waxings are Waller's own composition, "London Suite," originally recorded by the late pianist in 1939 while on a trip to England. Disks will be marketed on 7 1/2 r.p.m. at \$1.30 a record.

The six selections comprising the "London Suite" were composed and recorded by Waller in the period of a single hour. The masters, however, were destroyed during the last war. The various test pressings which have turned up periodically have been considered unsuitable for use in re-processing for new records. Some time ago, however, HMV found a set of pressings in excellent condition and cut new masters from these to issue the Waller work.

"London Suite" is Waller's piano impressions of various districts in London. Titles of the six selections in the suite are "Picadilly," "Chelsea," "Soho," "Bond Street," "Limehouse" and "Whitechapel." Recordings were made by Waller on piano and with drum accompaniment.

Several years ago, London Records issued a "London Suite" album by the Ted Heath ork. Latter disks were orchestral transcriptions of the Waller piano compositions. The HMV disks are the first piano versions of the descriptive pieces.

MGM to Ship
Adds to Kiddie
Christmas List

NEW YORK, Nov. 3.—MGM Records this week is preparing for shipment a special release of children's records as an addition to the diskery's Christmas merchandise list. The diskery has scheduled for the shipment 11 items of varying types. The release will be merchandised by the diskery thru such normal channels as kidisk jockeys and retail store streamers and hangers. In addition, the diskery, taking advantage of its affiliation with Loew's Inc., will promote the waxings at the special kiddie shows presented in Loew's theaters throughout the country on the average of once per week.

The release includes a pair of waxings employing MGM's cartoon characters, Tom and Jerry. Also available will be a new recording of the "Cinderella" story, a Mother Goose song album and a nurse song album. Two packages starring Keenan Wynn are among the featured items.

Victor Signs
Dot Loudon

NEW YORK, Nov. 3.—RCA Victor this week signed Dorothy Loudon to a waxing pact. The chanter will cut her first sides with the Honky-Tonks, the label's pop specialty group. Miss Loudon is currently a featured vocalist on the Columbia Broadcasting System's "Big Time" radio show emceed by Georgie Price.

Previously, the growl-voiced singer cut a single side for Abbey Records, the not under contract to the indie diskery. Ray Bloch Associates acts as personal managers to the thruah, with the William Morris agency booking.



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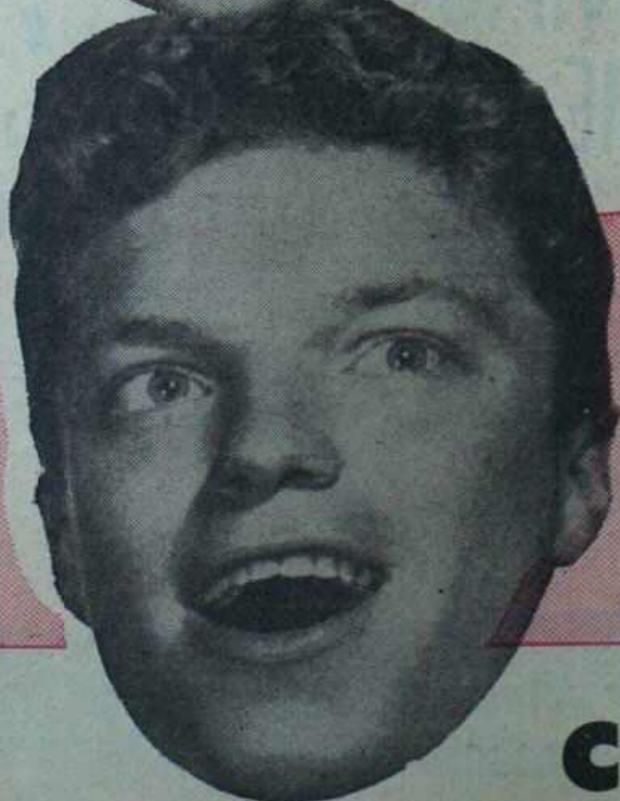


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MERCURY RECORDS OF CANADA LTD. TORONTO, CANADA

Movie Studios' Skeds Expanded

• Continued from page 16

forms: the studio has a greater number of straight musicals in the making than it has had in years and the firm also has moved to make extensive use for exploitation purposes of single songs spotted as either title tunes or background themes on the lot's regular flick output. Paramount's staff writers, Ray Evans and Jay Livingston, are due to produce most of the songs with the teams of Harry Warren and Leo Robin, Mack David and Jerry Livingston, Victor Young and Ned Washington, Johnny Burke and Jimmy Van Heusen. In each of the Paramount flickers, only new songs will be used with but one exception, that the Betty Hutton enactment of the life of Blossom Seeley in "Somebody Loves Me." One song is spotted in Bob Hope's "My Favorite Spy." Four are in the next Martin and Lewis flicker, "Sailor Beware." Paramount's February special, "Aaron Slick from Pumpkin Creek," is being sold strongly on its original Evans-Livingston score, which includes 12 songs, from which six will be plugs. "Thunder in the East" will spot a top plug, "The Ruby and the Pearl." For Easter, the flickery will have at hand a 14 song score for the next Bing Crosby pic, "Famous"; Warren and Robin collaborated on this score. Cecil B. DeMille's circus flick, "The Greatest Show on Earth," will spot six songs. The Bob Hope summer movie, which also features Roy Rogers, will have five songs. Burke and Van Heusen will do the score for a movie called "Golden Circle" which will be built around Paramount's younger crop of talent. This will be the first score the team has written for a pic other than a Bing Crosby starrer.

Warner Brothers has in the offering a standard number of productions but the firm's offerings will include a good deal more original music than has been customary. The studio obtained the services of Vernon Duke and he is being used extensively in collaboration with Sammy Cahn. At least two flicks will feature their product, "We're Working Our Way Through College" and "April in Paris"; the latter will also feature some oldies. One of the major Warner projects is the life story of Gus Kahn, starring Danny Thomas, which will feature the late writer's songs in great quantity. Charlie Tobias and Peter DeRose collaborated on the score for "About Face." Due December 1 is an all-star special, "Starlift" which features standards. Warner's also will handle the Bob Russell-Lester Lee score for the Abbott and Costello production of "Jack and the Beanstalk."

RKO-Radio has a couple of musicals on tap, one in the can with Tony Martin and Gloria DeHaven starred, "Two Tickets to Broadway." Universal's major musical effort is a Frank Sinatra flick, "Meet Danny Wilson," which covers a large number of standards. Walt Disney has in preparation a musical version of "Peter Pan."

Cap's Classic

• Continued from page 16

be in close contact with the Continent. And New York is far more accessible to Europe than is Hollywood.

2. On the domestic front long-hair activities are anchored in New York. Since in the classical field personal appearances are the major factor and the Eastern market is the liveliest concerting area in the country, Cap's artists would be more easily available in New York than in Hollywood.

Jones, in addition to longhair functions, probably will also dabble in semi-classic and show-type disk ventures. He also will probably lend a hand to the Eastern pop recording director, Dave Cavanaugh, in the supervising of pop dates. Jones, a senior member of Cap's repertoire committee, will report directly to Livingston, who will remain headquartered in Hollywood. Cavanaugh's position here will not be affected at all by the move.

For Christmas

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TV-PHONO MERCHANDISING

Relaxation of Credit Terms Boosts 2d-Half Set Sales

WASHINGTON, Nov. 3.—Installation credit terms relaxation, permitted by law since August 1, is boosting TV and radio set sales, the latest Federal Reserve System bulletin reports. Sales in recent months are higher than mere seasonal expansion, and recently TV set retail sales have stepped ahead of set output. Sizable reductions in set manufacturers' list prices, and, widespread retail discount sales have also pushed expansion, Federal Reserve says. Since mid-1950, however, TV sets have shown the most varied production pattern of all household goods. Last August production levels were only one-third of the level during the first three months of the year, according to Federal Reserve, and less than one-half of the average rate in the first half of 1950. Radio out-

put declined at a more moderate rate, but was down to an estimated three-fifths of the average for the first six months of 1950.

COPENHAGEN, Nov. 3.—Local TV-radio dealers are not too optimistic about sales prospects for the next 12 months: Demand for video sets is high as there are only approximately 400 receivers in all of Denmark, but few dealers have even a single set in stock and have little prospect of getting any. The Danish government's prime object in permitting the State Radio to begin televising was simply to aid Danish manufacturers to increase their output for export—a market having recently been developed in South American countries. Domestic sales for the next 12 months are limited to 1,500 sets.

Denmark at present has 1,165,000 radio sets in service and there is no restriction on sales. Annual sales during the past 13 years have averaged 112,000 sets. Due to new wave lengths having been added to the State Radio's transmission posts—which out-moded many smaller sets in use—it was hoped there would be a sharp increase in radio sales. On the contrary, sales during recent weeks have been from 30 to 40 per cent below sales during the same period last year. However, dealers estimate radio sales for the next 12 months will be about 114,500 sets.

Facchine to Stay With GAC

CHICAGO, Nov. 3.—Rumors of dealings between General Artists' Corporation and Russ Facchine over whether the ex-MCA and Mus-Art executive would ankle the firm were set at rest this week. It was announced that Facchine would remain in the local office here as chief of radio-TV operations. Facchine, who came to GAC here when Mus-Art merged with GAC three years ago, was understood to have about two more years under his present contract. He and GAC execs have been huddling over the situation in New York for the past five days.

Pat Lombard, who just joined GAC's New York office (The Billboard, October 27), has been appointed v.-p. in charge of the Chicago office. Facchine was previously chief of the local operation. Lombard, who left the business here because of ill health three years ago after a decade with the William Morris office band operation, will also probably concentrate on band location booking.

Facchine will take an undetermined leave of absence from GAC on doctor's orders, returning to the radio-TV post left vacant when Howie Christensen left to work in GAC's New York radio-TV department.

With the advent of Lombard, the GAC office undergoes almost a complete face-lifting in the past year, since Jack Whittemore replaced Bill Polk, and Sammy Walsh, another New Yorker, took over the act department, vacant since Johnny King left.

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- TOMMY SOSEBEE (Coral)
- FRED WARING (Decca)
- THE AMES BROTHERS (Coral)
- JOHNNY MERCER (Capitol)
- JAN AUGUST (Mercury)
- THE THREE SUNS (Victor)
- BUDDY CLARK (Columbia)
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Occupation

Music as Written

New York

Tony Bennett goes into the Chicago Theater on November 23. . . . John Signor, former disk promotion exec with Raymond Rosen, Philadelphia RCA Victor distributor, has joined Philadelphia Distributors, Inc., in a similar capacity. . . . Another Philadelphia distributor, Ed Barsky, who handles the MGM line, is doing a deejay show on the Pleasantville, N. J., radio station. . . . Palda Records has purchased the Crescent Theater Building in Philadelphia and will move to the site shortly as headquarters and pressing plant for the label headed by Dave Miller. Miller's Victoria label last week released its second disk by the Four Aces. Platter couples the standard "There's a Small Hotel" with a new tune, "Christmas Tree in Heaven." The latter will be published by Bobby Mellin, who also had the Four Aces' "It's No Sin." . . . The opening concert in the winter series at the United States Military Academy, West Point, N. Y., will feature 10-year-old pianist Linda Babits, daughter of press agent Seth Babits. The youngster will play works by Haydn, Beethoven, Chopin and Mozart. . . . Former band leader Don Reed is in town organizing a new dance ork. Allen-Franke Associates, Chicago, will handle personal management details for the ork.

Doris Day has filmed a special trailer for the Society for Crippled Children and Adults Easter Seal campaign. . . . The Warner Brothers flick, "I'll See You in My Dreams," musical based on the life of songwriter Gus Kahn, will be the Christmas attraction at the Radio City Music Hall. . . . Jo Stafford has been named national chairman of the entertainment committee of the 1952 Heart Fund. . . . Band leader Elliot Lawrence re-signed chanter Danny Ricardo for the Lawrence ork. . . . Ray M. Rand has been appointed sales rep for the Audio-Video Recording Company. . . . Score for the upcoming Rex Harrison-Lilli Palmer flick "The Fourposter" will be written by Dmitri Tiomkin. . . . Band leader Charlie Spivak has named Sid Ascher to handle press relations and Paul Brown for disk exploitation. . . . Capitol Records is prepping a big promotion on the Mel Blanc disk of "I Tant Wait Till Quith-muth." The tune was written by Don Ricardo and Milan Hartz, staff musicians for the American Broadcasting Company. . . . Mercury Records' Ray Barber is back in town after a deejay tour to Philadelphia, Baltimore, Washington, D. C., and Richmond.

Jerry Blaine took over the Alpha disking of "It's Love That the World Is Needing" for his Jubilee label. . . . MPPA and MPCE (publisher and contact men groups, respectively) meet this week to discuss the proposed pension plan. . . . Cleffer and ASCAP director Paul Cunningham has inaugurated his own pubbery, teeing off with "Hold Me Just a Little Longer Daddy," waxed by Ruth Casey on Cadillac and Eileen Barton on Coral. . . . Bobby Mellin, hitting with "Sin," has a second sleeper stirring around Chicago—"Whispering Shadows," by the Lee Monti Tu Tones on Jimmy Martin's Sharp label.

Rainbow Records prexy, Eddie Heller, has signed a honky-tonk styled pianist to be known as Confederate Hank. First side cut and being rushed out is "I Wish I Was in Dixie."

Chicago

Ernie Nordeen, cocktail booker with the Dave O'Malley office, married Rita Kayser, daughter of Joe Kayser Sr., veteran MCA one-night band skedder, October 27 in Chicago. . . . Bill Polk, ex-GAC and MCA one-night vet, opens his office, representing Willard Alexander in the Midwest, this week at 333 North Michigan. Polk is already routing Count Basie's new 16-piece band thru the territory. The tour is first in three years for Basie with a big ork. He will probably sked Vaughn Monroe's first ork tour thru the Midwest in two years after the first of the year, when Monroe goes to the Coast for a picture.

Tiny Hill takes his yearly vacation, starting January 1, when he'll spend three months at his farm at Fort Lupton, Colo. . . .

Employees of the Victor TV and radio set manufacturing plant at Bloomington, Ind., have booked Duke Ellington, who cuts for Columbia, to play their party December 20. . . . Bill Karzas, op of the Aragon-Trianon ballrooms here, told The Billboard last week that he talked over a deal with Harry James, whereby the Columbia recorder may come into either ballroom for a two-week stint after the first of the year. If the booking transpires, it would be the biggest name the ballrooms have used in years for a location date. . . . George Devine, op of the Million-Dollar Ballroom, Milwaukee, received a report from the Army brass at Scott Field, Ill., that his son, Private Dan, escaped injury last week when an army truck in which the youngster was traveling was demolished on the base.

Pvt. Vic Damone is stationed in Nuremberg, Germany. . . . Bob Shad, Mercury's r. and b. chief, has inked Julian Dash, ex-Erskine Hawkins' tenor ace; Bubber Johnson's trio and the Paul Quinchette quintet. Les Paul and Mary Ford were added to the all-star cast of the big "Record Week" Night at the Aragon Ballroom here November 5. By Friday (2) record distributors had given away 2,000 ducats to the affair, with record retailers selling an additional 3,200.

Philadelphia

Warbler Emil Markow, under the managerial wing of Anne O'Brien, joins the Fred Waring family. . . . Mike Casa, former maestro at the Anchorage Inn, is now manager of Hendri Motors. . . . Bill Kreichmer is bringing in the name musicians as guests for the sixth anni of his Jam Session music spot, starting this week, with Jack Teagarden and Vido Musso first in. . . . Sydney Bechet starts the first of four weeks at Lee Guber's Rendezvous. . . . The newest local record label to come out is Oscar Records with first cutting in Charlie Stone's "Baby, It's You." . . . Tony Pirolo locates at the newly opened Flamingo Cafe. . . . Frank Virtuoso takes over the bandstand chores at suburban Castle Inn with Elmer Snowden taking leave.

Detroit

Billie Holliday opens December 21 in a second return appearance at the Club Juana, downtown spot. . . . The Hal Ottis Trio, who closed Sunday (28) at the Crest Show Bar, cut the Christmas catalog for Dee Gee Records last week with "Santa Claus Is Coming to Town," "Lady of Spain," "White Christmas" and "Squeeze Me."

Hollywood

Bill Tallant, former Capitol Records Los Angeles branch salesman promoted to manage its Seattle branch, last week suffered severe leg injuries when struck by a car in front of his office. He's bedded at Seattle's Doctors' Hospital. . . . Composer-conductor Victor Young at Republic Studios preparing the score for "The Quiet Man," top budget Technicolor film. . . . Capitol plans to throw full promotional weight behind Kay Starr's forthcoming release, "Two Brothers," Irving Gordon cleffing, published by Shapiro-Bernstein. Reason is disk features songstress in an interpretative style as a contrast to her established rhythm style. Cap feels if disk clicks, new style may open a hitherto untapped market for la Kay as well as give label's roster an artist who can handle this type of material.

Something new in film musical production skeds—usually the longest and costliest—is producers William Perlberg and George Seaton's feat in bringing in Betty Hutton's Technicolor "Somebody Loves Me" at Paramount after 38 days production. Miss Hutton herself establishes some type of record in doing 19 numbers for the pic, believed to be the most voiced by a songstress in a film. Tune material is drawn from the top hits of the first half of the century. . . . Warners assigned Max Steiner to score Cary Grant-Betsy Drake co-starrer, "Room for One More." . . . Tony Martin's "Two Tickets for Broadway" performance won him an immediate assignment from Howard Hughes to star in "Born to Sing." Favor-

able audience reaction to Martin's singing of the "Prologue to Paggiacci" prompted inclusion of more serious song material in the new film.

Musical score of a film is being used for the first time by MGM in its radio promotion transcriptions. Charles Wolcott's "Quo Vadis" score is being used for "The Robert Taylor Story," radio platter containing scenes from Taylor pix. . . . Frank Loesser back from Gotham conferences with Samuel Goldwyn on the latter's "Hans Christian Andersen" film for which the cleffer is penning words and music. . . . "The Jack Owens Show," for the past year on KNX (CBS-Hollywood) as a quarter-hour song seg, is being extended both in time and coverage with show going to a half-hour on Columbia Pacific net starting Monday (5).

London Issues Singles From L-P Albums

NEW YORK, Nov. 3.—Spurred by the success of the Mantovani instrumental disking of "Charmaine," originally part of an album, London Records is issuing additional instrumental waxings drawn from long playing albums. This week, for example, the diskery released "More Than You Know" and "Hallelujah" from the Robert Farnon ork album, "Music of Vincent Youmans." The "Hallelujah" side includes a vocal by the George Mitchell Choir.

Last week London issued another instrumental single, coupling "Martinique" and "Vendetta," played by the Ray Martin Ork. The diskery has also made single releases of additional Mantovani instrumentals and also from Farnon album sets.

Prado Injured, Molina Subs

NEW YORK, Nov. 3.—As a result of a serious bus accident in which a girl singer was killed and several musicians badly injured, Carlos Molina is temporarily taking over the fronting of the Perez Prado band now on tour in the Southwest. Prado's legs and face were badly bruised. Prado will appear with the band, but only to take a bow from a wheel chair.

The accident occurred last Saturday (27) while the band was traveling between Dallas and Fort Worth.

Capitol Signs Ann Gibson

NEW YORK, Nov. 3.—Capitol Records this week signed singer Ann Gibson to a waxing pact. Discovered by Dave Cavanaugh, the diskery's Eastern artists and repertoire topper, the thrush has already cut four sides which are due for release within two weeks.

Miss Gibson has been booked into Cafe Society here and will be given a major exploitation push by the diskery.

Cabot Lining Up Lengthy Schedule

HOLLYWOOD, Nov. 3.—Chuck Cabot, back from a series of Arizona dates, is lining up bookings which will carry him thru mid-January. Orkster is getting the dates himself in lieu of an agency, having left Music Corporation of America over a year ago. Tour begins next month.

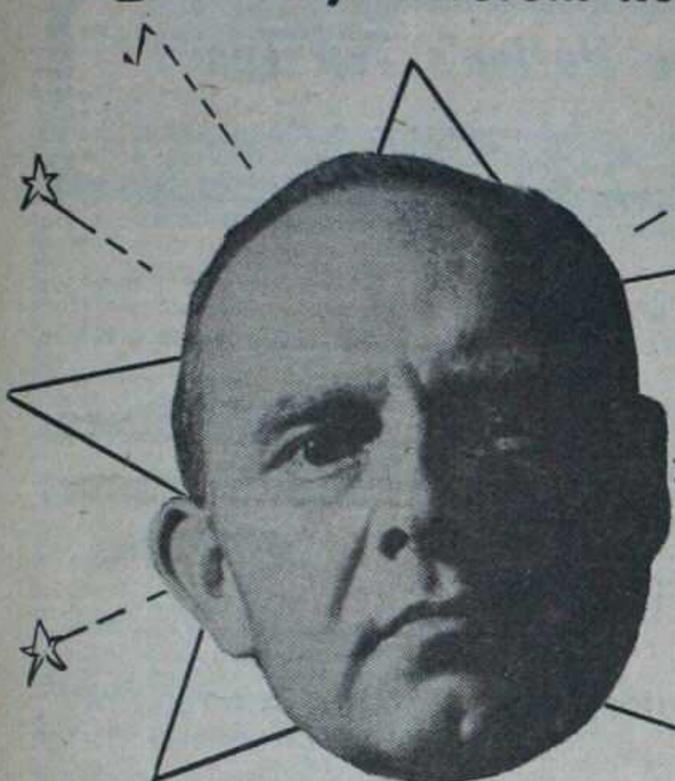
Itinerary to date includes Lowry Air Force Base, Denver, December 14-16; Albuquerque Air Force Base, 17-18; Alamogordo Military Base, 19-20; Biggs Air Force Base, El Paso, 21-27; El Paso Sun Carnival, 28; Officers Club, Roswell, N. M., 29-30, and NCO Club, Roswell, December 31-January 7. Ork (11) gets a minimum guarantee of \$500, but at the Carnival booking, band's loot is \$1,500.

Cabot has tentative dates at the Baker Hotel, Dallas, and Houston's Rice Hotel.

Capitol has 'em both!

2 GREAT ARTISTS - 2 GREAT RECORDS

2 Entirely Different Recordings Of An Ever-Popular Standard Favorite



WALTER SCHUMANN

with his
Thrilling Choral Version
No. 1593



NAT "KING" COLE

with his
Unusual Individual Interpretation
No. 1663

FOR ALL WE KNOW



In a
Class
by Itself...

"Solitaire"



as recorded by

TOMMY EDWARDS

backed with "MY CONCERTO"

78 RPM - MGM 11077 • 45 RPM - MGM K11077

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

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

THE BILLBOARD Music Popularity Charts

HONOR ROLL OF HITS

Trade Mark Reg. U.S. Pat. & Tm. Off.

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Popularity Chart. Based on reports received October 31, November 1 and 2.

Last Week | This Week

1. 1. Because of You

By Arthur Hammerstein and Dudley Wilkinson—Published by Broadcast Music (BMI)

RECORDS AVAILABLE: L. Armstrong, Dec 27816; R. Barber, Mercury 5643; L. Baxter, Cap 1493; E. Becker-E. Light Ork, Remington R-25005; T. Bennett, Col 39362; E. Butterfield, Coral 60561; Cowboy Copas, King 3244; Bob Crosby, Coral 60440; G. DeHaven-G. Lombardo, Dec 27666; J. Desmond, MGM 10947; J. Pearce, V 10-3426; T. Smith, United 104.

ELECTRICAL TRANSCRIPTION LIBRARIES: Mindy Carson, Associated; Coconut Grove Ork, Standard; Chuck Foster, Lang-Worth; Vincent Lopez, Thesaurus; Billy Mills, Standard.

2. 2. (It's No) Sin

By George Hoven and Chester Shull—Published by Algonquin (BMI)

RECORDS AVAILABLE: B. Colt, Decatur 1001; Four Aces, Victoria 101; Four Buddies, Savoy 817; Four Knights, Cap 1806; S. Churchill, V 20-4280; E. Howard, Mercury 5711; S. Kaye, Col 39567; A. Morgan, Dec 27794; A. Prysock, Dec 27769; B. Williams Quartet, MGM 11066.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dean Hudson, Lang-Worth; Glenn Oszer Ork, Associated.

3. 3. Cold, Cold Heart

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

RECORDS AVAILABLE: L. Armstrong, Dec 27816; T. Bennett, Col 39449; Fontane Sisters, V 20-4274; T. Fontane, Mercury 5693; H. Henderson, Dec 48255; D. Washington, Mercury 5728; H. Williams, MGM 10904; E. Wilson, Dec 27761.

ELECTRICAL TRANSCRIPTION LIBRARIES: Leon Payne, Lang-Worth.

5. 4. Down Yonder

By L. Wolf Gilbert—Published by LaSalle (ASCAP)

RECORDS AVAILABLE: C. Butler, Col 39533; H. Carmack, Dec 46362; J. (Fingers) Carr, Cap 1777; L. (Piano Roll) Cook, Abbey 15053; S. Cooley, Dec 46355; Honky Tonks, V 20-4284; F. Martin, V 20-4267; F. Patty Trio, MGM 11057; E. Smith, King 986; C. Stone, Cap 7-40161; C. Watts and A. Trace, Mercury 5695; G. Willis, V 21-0420; H. Wolfe, Rich-R-Tone 1022; D. Wood, Tennessee 775.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dean Hudson, Lang-Worth; Vincent Lopez, Thesaurus; The Satisfiers, Associated.

4. 5. I Get Ideas

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

RECORDS AVAILABLE: L. Armstrong, Dec 27720; P. Lee, Cap 1573; E. Light Ork, Remington R-25003; T. Martin, V 20-4141.

ELECTRICAL TRANSCRIPTION LIBRARIES: Guy Mitchell, Associated.

7. 6. And So to Sleep Again

By Joe Marsala and Sunny Skylar—Published by Paxton Music (ASCAP)

RECORDS AVAILABLE: D. Haynes, Dec 27731; P. Page, Mercury 5706; A. Stevens, V 20-4283; P. Weston, Col 39569; M. Whiting, Cap 1784.

ELECTRICAL TRANSCRIPTION LIBRARIES: Henry Jerome, Lang-Worth; Denny Vaughan Ork, Associated.

9. 7. Undecided

By Sid Robin and Charlie Shavers—Published by Leedi (ASCAP)

RECORDS AVAILABLE: Ames Brothers-L. Brown, Coral 60566; E. Fitzgerald, C. Webb, Decca 25434; E. Garner, Regent 1004; M. Small, King 15228.

ELECTRICAL TRANSCRIPTION LIBRARIES: Henry Jerome Ork, Lang-Worth.

6. 8. World Is Waiting for the Sunrise

By Ernest Seltz and Eugene Lockhart—Published by Crawford (ASCAP)

RECORDS AVAILABLE: F. Betkin, Dec 27730; L. Paul-M. Ford, Cap 1748.

ELECTRICAL TRANSCRIPTION LIBRARIES: Cote Glee, Lang-Worth; Johnny Guarnieri, Thesaurus; Bertrand Hirsch, Lang-Worth; Allan Jones, Lang-Worth; Matty Malneck, Standard; Manhattan Night Hawks, Thesaurus; Red Nichols, Lang-Worth; Joe Sodia, Lang-Worth.

8. 9. Loveliest Night of the Year

By Paul Francis Webster and Irving Aaronson—Published by Robbins (ASCAP)
From the MGM film "The Great Caruso."

RECORDS AVAILABLE: A. Blyth, MGM 30352; P. Faith Ork, Col 39192; B. Hart, Merit 307; A. Kusa-E. Light Ork, Remington R-25006; M. Larza, V 10-3300; H. O'Connell, Cap 1408; A. Shelton, Cap 937; E. Smith, Dec 27583; F. Waring, Dec 27507.

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

10. Turn Back the Hands of Time

By Jimmy Eaton, Larry Wagner and Can Hammond—Published by Choice (ASCAP)

RECORDS AVAILABLE: E. Fisher, V 20-4257; J. Gray, Dec 27839; B. Sands, Cap 1866.

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COLUMBIA'S

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

(Based on actual sales figures for week ending November 2)

✓ POPULAR

- ✓ JEALOUSY FLAMENCO
FRANKIE LAINE
39585—4-39585
- ✓ COLD, COLD HEART WHILE WE'RE YOUNG
TONY BENNETT
39449—4-39449
- ✓ BECAUSE OF YOU I WON'T CRY ANYMORE
TONY BENNETT
39362—4-39362
- ✓ SIN JEALOUS EYES
SAMMY KAYE
39567—4-39567
- ✓ I CAN'T HELP IT THERE'S ALWAYS ROOM AT OUR HOUSE
GUY MITCHELL
39595—4-39595
- ✓ DOWN YONDER WAY UP IN NORTH CAROLINA
CHAMP BUTLER
39533—4-39533
- ✓ DOMINO THAT DOESN'T DO IT
DORIS DAY
39596—4-39596
- ✓ HEY, GOOD LOOKIN' GAMBELLA
JO STAFFORD
FRANKIE LAINE
39570—4-39570
- ✓ BLUE VELVET SOLITAIRE
TONY BENNETT
39555—4-39555
- ✓ I RAN ALL THE WAY HOME JUST A MOMENT MORE
SARAH VAUGHAN
39576—4-39576
- ✓ ONCE NEVER
TONI ARDEN
39577—4-39577
- ✓ SHRIMP BOATS LOVE, MYSTERY AND ADVENTURE
JO STAFFORD
39581—4-39581
- ✓ ALWAYS, ALWAYS THERE SHE GOES
PERCY FAITH
39556—4-39556
- ✓ I WISH I WUZ MIXED EMOTIONS
ROSEMARY CLOONEY
39536—4-39536
- ✓ COME ON-A MY HOUSE ROSE OF THE MOUNTAIN
ROSEMARY CLOONEY
39467—4-39467
- ✓ THE THREE LITTLE DWARFS THIRTY-TWO FEET-EIGHT LITTLE TAILS
GENE AUTRY
39543—MJV 4-121
- ✓ POPPY THE PUPPY COMING DOWN THE CHIMNEY
GENE AUTRY
39542—MJV 4-122
- ✓ THE GLORY OF LOVE AND SO TO SLEEP AGAIN
PAUL WESTON
39569—4-39569
- ✓ FIND ME I ONLY SAW HIM ONCE
ROSEMARY CLOONEY
39591—4-39591
- ✓ MY LIFE'S DESIRE SHANGHAI
DORIS DAY
39423—4-39423

✓ FOLK

- ✓ ALWAYS LATE MOM AND DAD'S WALTZ
LEFTY FRIZZELL
20837—4-20837
- ✓ ME AND MY BROKEN HEART LET OLD MOTHER NATURE HAVE HER WAY
CARL SMITH
20862—4-20862
- ✓ IF TEARDROPS WERE PENNIES
MR. MOON
CARL SMITH
20825—4-20825
- ✓ 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—4-20799
- ✓ MY ROUGH AND ROWDY WAYS LULLABY YODEL
LEFTY FRIZZELL
20843—4-20843
- ✓ BRAKEMAN'S BLUES MY OLD PAL
LEFTY FRIZZELL
20841—4-20841
- ✓ THERE'S NOTHING AS SWEET AS MY BABY LET'S LIVE A LITTLE
CARL SMITH
20796—4-20796
- ✓ SHINE, SHAVE, SHOWER LOOK WHAT THOUGHTS WILL DO
LEFTY FRIZZELL
20772—4-20772
- ✓ IF YOU'VE GOT THE MONEY I'VE GOT THE TIME I LOVE YOU A THOUSAND WAYS
LEFTY FRIZZELL
20739—4-20739

✓ COMING UP

- ✓ BOUQUET OF ROSES DADDY
SAMMY KAYE
39583—4-39583
- ✓ APRIL IN PARIS LONDON BY NIGHT
FRANK SINATRA
39592—4-39592
- ✓ HOW DRY I AM BLUES DON'T BE THAT WAY
HARRY JAMES
39582—4-39582
- ✓ MAMBO AT THE WALDORF SOCIETY MAMBO
XAVIER CUGAT
39579—4-39579
- ✓ ROBBINS' NEST IT'S THE TALK OF THE TOWN
ERROLL GARNER
39580—4-39580
- ✓ LONG AGO LIGHTHOUSE SONG
BURT TAYLOR
39557—4-39557



Swing and Sway with
Sammy KAYE

in a truly beautiful new version of a great French song

THE THREE BELLS

(The Jimmy Brown Song)

Vocal Chorus by Tony Russo and The Kaye Choir and a charming new waltz

I Only Have One Life To Live

Vocal Chorus by The Kaydets and The Kaye Choir

78 RPM 39602 • 45 RPM 4-39602



COLUMBIA RECORDS

FOR MUSIC THAT SENDS 'EM—TO YOU!

THE BILLBOARD

Music Popularity Charts

Records Most Played by Disk Jockeys

Based on reports received October 31, November 1 and 2

Records listed here in numerical order are played over the greatest number of record shows...

Table with columns: POSITION, Weeks Last, This to date, Record Title, Artist, Label, and Copyright info.

VOX JOX

By JUNE BUNDY

Ad Lib Cuttings

Jerry Gaines, WHAT, Philadelphia, became a father for the second time. They call her Cindy. Jerry Strong, WMAL, Washington, D. C., celebrated his birthday this month...

Sponsor Talk

Joe Sallay, WATH, Athens, O., has landed a co-op spot deal with Zenith Radios and local dealer "Gandee's House of Music..."

Preems

Paul Hennings, WNOR, Norfolk, Va., was upped to music director. Mark Minton, KIND, Independence, Kan., joins KGVL, Greenville, Tex., shortly...

(Continued on page 9)

Best Selling Sheet Music

Based on reports received October 31, November 1 and 2

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

Table with columns: POSITION, Weeks Last, This to date, Record Title, and Artist.

Songs With Greatest Radio Audiences (ACI)

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

(F) Indicates tune from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records.

The feature is copyrighted 1947 by the Office of Research, Inc., 3470 Broadway, New York 31, N. Y.

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

Songs With Most TV Performances (RH Tele-Log)

The Richard Himber (RH Tele-Log) is based on the monitoring of all programs telecast by the American Broadcasting Company, Columbia Broadcasting System, DuMont and National Broadcasting Company...

Table with columns: Record Title, Artist, and Points.

England's Top Twenty

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

**DEALERS!
OPERATORS!
DISC JOCKEYS!**

Capitol Buyer's Guide

COMING UP FAST!

Week Ending
NOVEMBER 10, 1951

Hot Sellers based on
Actual Sales Reports

THE BIG ONE TO WATCH!

a fast-rising star on a fast-rising hit!

MARY MAYO

WITH ORCHESTRA CONDUCTED BY AL HAM

"DOMINO"

AND "FIND ME"

78 RPM NO. 1849 • 45 RPM NO. F1849



Mary Mayo has turned in an excellent performance on an extremely strong piece of material.

HOT SELLERS!

POPULAR

- "JUST ONE MORE CHANCE," "JAZZ ME BLUES" Les Paul and Mary Ford 1825 F1825
- "LET'S LIVE A LITTLE," "I DON'T WANT TO BE FREE" Margaret Whiting and Jimmy Wakely 1816 F1816
- "THE WORLD IS WAITING FOR THE SUNRISE," "WHISPERING" Les Paul and Mary Ford 1748 F1748
- "UNFORGETTABLE," "MY FIRST AND MY LAST LOVE" Nat (King) Cole 1808 F1808
- "(IT'S NO) SIN," "THE GLORY OF LOVE" The Four Knights 1806 F1806
- "HEY, GOOD LOOKIN'," "COOL, COOL KISSES" Tennessee Ernie and Helen O'Connell 1809 F1809
- "BECAUSE OF YOU," "SOMEWHERE, SOMEHOW, SOMEDAY" Les Baxter 1760 F1760
- "MY CONCERTO," "I'LL REMEMBER APRIL" Ray Anthony 1835 F1835
- "SLOW POKE," "I WANNA PLAY HOUSE WITH YOU" Helen O'Connell 1837 F1837
- "FOR ALL WE KNOW," "WHOO-EE LOO-EE-SIANA" The Voices of Walter Schumann 1593 F1593

WESTERN & FOLK

- "I'M LONESOME FOR YOU," "IT'S NO USE TALKIN' BABY (I'M THROUGH)" Gene O'Quin 1821 F1821
- "TURN THAT GUN AROUND," "MISTREATED BLUES" Jess Willard 1855 F1855
- "LOST JOHN BOOGIE," "LET'S SETTLE DOWN" Merle Travis 1737 F1737
- "YOU TRIED TO RUIN MY NAME," "ASLEEP AT THE SWITCH" Boots Faye and Idaho Call 1772 F1772
- "IN THE MOOD," "EVERYBODY THINKS YOU'RE AN ANGEL" Ole Rasmussen 1814 F1814
- "LOVE THIEF," "HOW DO YOU FEEL!" Hank Thompson 1745 F1745
- "DONE ROVIN'," "FAITHFUL FOOL" Merle Travis 1800 F1800
- "HUB CAP ROLL," "TRUCK DRIVERS RIDE" Speedy West 1805 F1805
- "I'M HURTIN'," "RIDIN' WITH THE BLUES" Skeets McDonald 1771 F1771
- "WHISKEY, WHISKEY," "TIPPEY TOEIN' WOMAN" Deuce Spriggins 1833 F1833



ONE FOR THE MONEY—THIS ONE *goes!*

JOE "FINGERS" CARR

Mr. 88 Himself—Driving!

"DOWN YONDER" and "IVORY RAG"

78 RPM NO. 1777 45 RPM NO. F1777

NEW RELEASES ON Capitol

POPULAR		78 rpm. 45 rpm
KAY STARR <small>with Orchestra Conducted by Billy May</small>	TWO BROTHERS with Male Quartet ON A HONKY TONK HARDWOOD FLOOR	1856 F1856
RAY ANTHONY <small>and His Orchestra</small>	BROTHER FATS Vocal by Gloria Gray & The Mystics I REMEMBER HARLEM Instrumental	1857 F1857
THE DINNING SISTERS JAN GARBER <small>and Her Orchestra</small>	NO! NO! NO! NOT THAT! HEARTBREAK HILL	1858 F1858
PAUL NERO <small>with Instrumental Accompaniment</small>	"COOL" TURKEY FRUSTRATED WOODPECKER Violin Solo	1859 F1859
SHARKEY and his KINGS OF DIXIELAND	KIDDIN' WITH CHOPIN Instrumental PACK UP YOUR TROUBLES (IN YOUR OLD KIT BAG)	1860 F1860
GISELE MacKENZIE <small>with Orchestra Conducted by Billy May</small>	IT'S ALL OVER BUT THE MEMORIES SWEETHEART	1865 F1865
BOB SANDS <small>with Orchestra Conducted by Sid Feller</small>	TURN BACK THE HANDS OF TIME THE JUDAS KISS	1866 F1866
WESTERN & COUNTRY		
CLIFFIE STONE <small>and His Orchestra</small>	CHINA DOLL Vocal by Betty Patton TENNESSEE CENTRAL (NUMBER 9)	1861 F1861
LEON CHAPPEL	(I'M A) LONG GONE DOGGIE GONNA TURN YOU LOOSE	1862 F1862

THE BILLBOARD Music Popularity Charts

• Best Selling Pop Singles

... Based on reports received October 31, November 1 and 2

Records listed are those selling best in the nation's top volume retail record stores. List is based on The Billboard's weekly survey among the 1,400 largest dealers, representing every important market area. Survey returns are weighed according to size of market area. Records listed numerically according to greatest sales. The "B" side of each record is also listed.

POSITION	Weeks	Last	This	to date	Week	Week	Record	Label
16	1	1					COLD, COLD HEART While We're Young	T. Bennett Col(78)39449; (45)4-39449; (33)3-39449—BMI
21	2	2					BECAUSE OF YOU I Won't Cry Anymore	T. Bennett Col(78)39362; (45)4-39362; (33)3-39362—BMI
8	3	3					SIN My Wife and I	E. Howard Mercury(78)5711; (45)5711X45—BMI
24	4	4					I GET IDEAS Tahiti, My Island	T. Martin V(78)21-4141; (45)47-4141—BMI
9	5	5					SIN Arizona Moon	Four Aces-A. Alberts Victoria 101—BMI
11	8	6					DOWN YONDER Mine, All Mine	Del Wood Tennessee(78)775; (45)45-775—ASCAP
6	7	7					UNDECIDED Sentimental Journey	Ames Brothers-L. Brown Coral(78)60566; (45)9-60566—ASCAP
13	6	8					WORLD IS WAITING FOR THE SUNRISE Whispering	L. Paul-M. Ford Cap(78)1748; (45)F-1748—ASCAP
6	9	9					TURN BACK THE HANDS OF TIME I Can't Go On Without You	E. Fisher V(78)20-4257; (45)47-4257—ASCAP
6	9	10					SIN I Don't Believe in Tomorrow	S. Churchill V(78)20-4280; (45)47-4280—BMI
2	16	10					DOMINO All Over—But the Memory	T. Martin V(78)20-4342; (45)47-4342—ASCAP
8	12	12					AND SO TO SLEEP AGAIN Write Me One Sweet Letter	P. Page Mercury(78)5706; (45)5706X45—ASCAP
9	18	13					I GET IDEAS A Kiss to Build a Dream On	L. Armstrong Dec(78)27720; (45)9-27720—BMI
4	14	14					DOWN YONDER Ivory Rag	J. (Fingers) Carr Cap(78)1777; (45)F-1777—ASCAP
13	16	15					WHISPERING World Is Waiting for the Sunrise	L. Paul Cap(78)1748; (45)F-1748—ASCAP
15	13	16					BECAUSE OF YOU Unless	L. Baxter Cap(78)1493; (45)F-1493—BMI
3	15	16					JUST ONE MORE CHANCE Jazz Me Blues	L. Paul-M. Ford Cap(78)1825; (45)F-1825—ASCAP
1	—	16					JALOUSIE Flamenco	F. Laine Col(78)39585; (45)4-39585—ASCAP
31	11	19					LOVELIEST NIGHT OF THE YEAR La Donna E Mobile	M. Lanza V(78)10-3300; (45)49-3300—ASCAP
4	—	20					IT'S ALL IN THE GAME All Over Again	T. Edwards MGM(78)11035; (45)K-11035—ASCAP
5	20	21					BLUE VELVET Solitaire	T. Bennett Col(78)39555; (45)4-39555; (33)3-39555—BMI
2	21	22					UNFORGETTABLE My First and My Last Love	Nat (King) Cole Cap(78)1808; (45)F-1808—ASCAP
1	—	23					JAZZ ME BLUES Just One More Chance	L. Paul Cap(78)1825; (45)F-1825—BMI
7	19	24					DOWN YONDER Way Up in North Carolina	C. Butler Col(78)39533; (45)4-39533; (33)3-39533—ASCAP
2	24	24					SLOW POKE Whisper Waltz	Pee Wee King V(78)21-0489; (45)48-0489—BMI
1	—	24					SIN Glory of Love	Four Knights Cap(78)1806; (45)F-1806—BMI
2	—	27					DOWN YONDER Take Her to Jamaica	F. Martin V(78)20-4267; (45)47-4267—ASCAP
5	24	28					IN THE COOL, COOL OF THE EVENING Misto Cristofa Colombo	Bing Crosby-J. Wyman Dec(78)27678; (45)9-27678—ASCAP
1	—	28					SOLITAIRE Blue Velvet	T. Bennett Col(78)39555; (45)4-39555; (33)3-39555—BMI
1	—	30					I RAN ALL THE WAY HOME Glory of Love	Buddy Greco Coral(78)60573; (45)9-60573—ASCAP

DEALER DOINGS

Trade Talk

"Would like to see a better substitute for the metal inserts used on 45 r.p.m. disks. They're no longer obtainable, and the plastic inserts don't give customers the full satisfaction they deserve. This situation is hurting the sale of 45's."—**Melton Music, Bethesda, Md.**

"We wish disk jockeys would stay with a new tune until it's in all the way. It would sure help the record business. Some jocks cool off too soon unless they get a tremendous reaction every time they spin a new record."—**Atlas Radio Company, Cleveland.**

"Columbia has a lot of fine artists and a great catalog, but I just wish it could find some way to improve the playing surfaces of its 45's to go along with the high standards of artists and songs."—**Fred Cox, Home Appliance Company, Fulton, N. Y.**

"The response to our inquiry about a record called 'Birthday Cake' was terrific. Would like to thank all those who wrote."—**Richmond Record Shop, Richmond, Ky.**

"We got a 50 per cent increase in sales on a promotion in which we gave away a free 'Showboat' album to any customer who would guess the name of the No. 1 'Hit Parade' song a month in advance."—**Music Makers, The Bronx.**

"Manufacturers have too many releases. About 50 per cent is just catalog filler, and could be rightfully termed junk."—**Roma Music, New York.**

"Did a brisk business to end the summer season. All speeds good, but 45 is beginning to sell better than ever before. RCA Victor is still not making enough LP's, and what it's making is not readily available from its distributor while the albums are hot."—**Clifford L. Barnhart, Retail Record Sales, Deposit, N. Y.**

"If it's a hit on Capitol, it's just too bad for the dealer and customer in this area. We still don't get them when we want them."—**Lorraine Chapdelaine, National Music Supply Company, Regina, Sask.**

"It's about time somebody did something about releasing new records to jockeys too far in advance of shipment to dealers. That 'somebody' is RCA Victor. At least now we will have the records in stock when a customer asks for them. Hope other labels follow suit."—**Dutka Music House, Chicago, Ill.**

Rackmill-Decca

• Continued from page 16

\$667,000 owed on a previous loan made from the same bank. Rackmil, prior to departing for Hollywood yesterday (2), said that he does not anticipate that any major changes will take place in the U-I set-up immediately. If changes are forthcoming, they will not occur until past the first of the year. He has admitted on various occasions that the primary basis for the stock purchase was predicated on a mutual desire by the diskery and U-I to make a major effort to crack the television field. It also appears quite plain that the firms' TV bid will be made in the field of talent and package merchandising, primarily via filmed TV show ideas.

Blumberg's statement flatly states that "there will be no changes in our (U-I's) executive personnel—management remains intact in New York, California and thru the world." This is contrary to the general belief that Rackmil will wind up prey of U-I, and possibly as topper of a single merged entity which would blend the flickery with the diskery under one management.

The stock deal will not be legally consummated until the purchase is registered with the Securities Exchange Commission. As reported in these columns last week, the SEC filing will occur on November 16.

• Best Selling Children's Records

... Based on reports received October 31, November 1 and 2

Records listed are those records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly dealer survey. Records are listed according to greatest sales.

POSITION	Weeks	Last	This	to date	Week	Week	Record	Label
15	1	1					ALICE IN WONDERLAND (One Record) K. Beaumont-E. Wynn	V(78)Y-437; (45)WY-437; (33)LY-1
91	2	2					CINDERELLA (Two Records) I Woods and others	V(78)Y-399; (45)WY-399
25	4	2					LOVE RANGER, VOL. I (He Becomes the Lone Ranger) G. Trendle	Dec(78)K-29; (45)1-152
48	3	4					TWEETY PIE (One Record) M. Blanc-B. May	Cap(78)CAS-3074; (45)CAS-3074
7	5	5					TWEETY'S PUDDY TAT TWOUBLE (Two Records) M. Blanc	Cap(78)DBX-3102; (45)CBXF-3102
7	6	6					HENERY HAWK (One Record) M. Blanc	Cap(78)CAS-3098; (45) CASM-3098
56	7	7					BOZO ON THE FARM (Two Records) P. Colvig-B. May	Cap(78)DBX-3076; (45)CBXF-3076
25	9	7					LOVE RANGER, VOL. II (He Finds Silver) G. Trendle	Dec(78)K-30; (45)1-153
7	10	9					FERDINAND THE BULL (One Record) D. Wilson	Cap(78)CAS-3095; (45)CAS-3095
25	8	10					LITTLE RED CABOOSE (One Record) Sparkie-R. Carter & CBS Ork	Col(78)MJV-105; (45)4-105
6	13	12					WOODY WOODPECKER'S PICNIC (Two Records) M. Blanc	Cap(78)DBS-3091; (45)CBSF-3091
78	—	12					BOZO UNDER THE SEA (Two Records) Vance (Pinto) Colvig-Alan Livingston	Cap DBX-99
6	13	14					TRAIN TO THE ZOO (One Record) N. Rose	Children's Guild(78)1001; (45)1001-45
1	—	14					FROSTY THE SNOW MAN (One Record) Red Foley	Dec(78)A-791; (45)9-98

• Best Selling Pop Albums

... Based on reports received October 31, November 1 and 2

Because all labels are not issued on all speeds it is difficult to conduct a pop album survey that is statistically accurate. Furthermore, separate inventory systems make it almost impossible for the average large dealer to fill out The Billboard's pop chart questionnaires so a comparison may be drawn between their 33 pop album sales and their 45 pop album sales. Therefore, The Billboard is no longer attempting to show comparative sales volume between 45 and 33 pop albums.

Week	Last	This	Record	Label
Best Selling 33 1/3 R.P.M.				
1	1	1	SHOW BOAT Original Cast-K. Grayson-A. Gardner-H. Keel	MGM(78)MGM-84; (33)E-559
2	2	2	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" M. Lanza-RCA Victor Ork	V(78)DM-1506; (33)LM-1127
6	3	3	AN AMERICAN IN PARIS G. Kelly-G. Gueary-J. Green	MGM(78)MGM-93; (33)E-93
3	4	4	NEW SOUND, VOL. II L. Paul-M. Ford	Cap(78)CCN-286; (33)H-286
4	5	5	ON MOONLIGHT BAY D. Day-J. Smith-P. Weston	Col(78)C-267; (33)CL-6186
8	6	6	VOICE OF THE XTABAY Yma Sumac	Cap(78)CD-244; (33)H-244
5	7	7	KING AND I Original - Cast	Dec(78)DA-876; (33)DL-9006
9	8	8	CARNegie HALL JAZZ CONCERT, VOL. I and II B. Goodman	Col(33)SL-160
7	9	9	NEW SOUND, VOL. I L. Paul	Cap(78)CCN-226; (33)H-226
—	10	10	SOUTH PACIFIC Mary Martin-Ezio Pinza	Col(78)MIM-850; (33)ML-4180
Best Selling 45 R.P.M.				
1	1	1	SHOW BOAT (Four Records) Original Cast-K. Grayson-A. Gardner-H. Keel	MGM(78)MGM-84; (45)K-84
2	2	2	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" (Four Records) M. Lanza-RCA Victor Ork	V(78)DM-1506; (45)WDM-1506
4	3	3	NEW SOUND, VOL. II (Three Records) L. Paul-M. Ford	Cap(78)CCN-286; (45)CCF-286
3	4	4	ON MOONLIGHT BAY (Four Records) D. Day-J. Smith-P. Weston	Col(78)C-267; (45)B-267
7	5	5	AN AMERICAN IN PARIS (Four Records) G. Kelly-G. Gueary-J. Green	MGM(78)MGM-93; (45)K-93
5	6	6	NEW SOUND, VOL. I (Three Records) L. Paul	Cap(78)CCN-226; (45)CCF-226
6	7	7	GLENN MILLER (Four Records) Glenn Miller	V(78)P-148; (45)WP-148
8	8	8	RICH, YOUNG AND PRETTY (Four Records) J. Powell-D. Darrioux-F. Lamas	MGM(78)MGM-86; (45)K-86
—	9	9	TOUCH OF GENIUS (Four Records) G. Swearing	MGM(78)MGM-90; (45)K-90
—	10	10	OVER THE RAINBOW (Four Records) L. Brown	Coral(78)CP-600; (45)9-8023

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

• Best Selling Classical Titles

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

Last	This	Week	Week	Record	Label
1	1	1	1	Verdi: La Traviata (Complete Opera), L. Albanese, G. Cehanovsky, P. Dennis, J. Garris, R. Merrill, J. Moreland, A. Newman, J. Peerce, M. Stellman, NBC Symphony Ork & Chorus; A. Toscanini, conductor; Wilhousky, director	V(33)LM-6003
2	2	2	2	The Great Caruso , M. Lanza, RCA Victor Ork, C. Callinicos, conductor	V(33)LM-1127
—	3	3	3	Mozart: Marriage of Figaro (Complete Opera), H. Czeska, A. Felbermayer, W. Felder, E. Hornen, M. Russ, S. Jurinac, E. Kunz, G. London, E. Majkut, R. Schwalger, E. Schwarzklipf, I. Seefried, Vienna State Opera Chorus, Vienna Philharmonic Ork, Von Karajan, conductor	Col(33)SL-114
3	4	4	4	Bizet: Carmen (Complete Opera), L. Albanese, G. Cehanovsky, A. De Palois, O. Hawkins, P. Lencher, R. Merrill, J. Peerce, M. Roggero, R. Stevens, H. Thompson, New York Lyceum Francaise Children's Chorus, R. Shaw, conductor of R. Shaw Chorus; RCA Victor Ork, F. Reiner, conductor	V(33)LM-6102
4	5	5	5	Leoncavallo: Pagliacci (Complete Opera), A. Luciene, R. Tucker, G. Valdego, T. Haward, C. Harvout, Metropolitan Opera Assn. Ork., F. Cleva, conductor; Alder, director	Col(33)SL-113
4	5	5	5	Rachmaninoff: Concerto for Piano and Ork, No. 2 in C Minor , A. Rubinstein, NBC Symphony Ork, V. Goltschmann	V(33)LM-1005

Best Selling 45 R.P.M.

1	1	1	1	The Great Caruso , M. Lanza, RCA Victor Ork, C. Callinicos, conductor	V(45)WDM-1506
2	2	2	2	Rimsky-Korsakov: Scheherazade , San Francisco Symphony Ork, P. Monteux, conductor	V(45)WDM-920
4	3	3	3	Puccini: Highlights From Madame Butterfly , L. Albanese, J. Melton, L. Brownings, RCA Victor Ork	V(45)WDM-1068
3	4	4	4	Rachmaninoff: Concerto for Piano and Ork, No. 2 , A. Rubinstein, St. Louis Symphony Ork	V(45)WDM-1075
5	5	5	5	Tchaikovsky: Nutcracker Suite , E. Ormandy, conductor, Philadelphia Ork	V(45)WDM-1020

LONDON PHILHARMONIC ORCHESTRA

PLAYS (1-10")

MGM (33) E-541
Enesco: Roumanian Rhapsody No. 1; Liszt: Hungarian Rhapsody No. 2; Berlioz: Rakoczy March from "Damnation of Faust"; Dvorak: Slavonic Dance No. 1.
Berlioz: Rakoczy March from "Damnation of Faust"; Dvorak: Slavonic Dance No. 1.
Purely a potpourri of highly familiar classical items, the set is cleverly packaged as a concert by the London Philharmonic. Selections are all given first-rate performances under the baton of Frenchman Martinon, a pupil of Charles Munch. For the group of disk buyers who show interest in the Boston "Pops" and Kotelanez-Gould waxings, this should be a good item. For the more erudite customers, of course, this is of little interest.

MOZART OPERATIC ARIAS ALBUM—

Ezio Pinza-RCA Victor Ork-Wallenstein, Cond. (1-10")

V (33) LM-107
To let us know he hasn't forgotten, Pinza, today more familiar to the public as a movie-legit-TV proponent of pop moo-and-coo, here has freshly recorded seven Mozartian arias, most of them familiar excerpts, if not widely known ones. He has lost none of his skill and sings them with a forthright authority and in excellent voice. He is accorded a fine recording job, balanced perfectly with the expert orchestral accompaniment provided by Alfred Wallenstein and a house orchestra. The Pinza's fan following today would much rather have "Some Enchanted Evening," this multi-disc no doubt will create a larger market for this set than it normally would achieve. There are included two arias each from "The Magic

Flute" and "The Marriage of Figaro" and three from "Don Giovanni."

BEETHOVEN: MASS IN D MAJOR, OPUS 72

123 "MISSA SOLEMNIS"—Ilona Steingruber-Ette Schuerhoff-Ernst Majkut-Otto Wiener-Akademischer-Vienna Symphony Ork-Otto Klemperer, Cond. (2-12")
Vox (33) PL-6990

The Vox company is no stranger to the field of complete liturgical recordings; its St. John's and St. Matthew's Passions (three and four LP disks respectively) were landmarks in the choral field. Now the diskery has released a fine two-platter set of Beethoven's majestic "Missa Solemnis," and it continues in the superlative tradition of its predecessors. Under the inspired guidance of Otto Klemperer, the four soloists, the choir and orchestra deliver an illuminated performance of this intensely personal, moving testament of faith. Alone in its field, this set should have a certain sale among aficionados of the great choral tradition.

ROSSINI: STABAT MATER (complete)—

Paul Schoeffler-Anton Dermata-Ilona Steingruber-Dawmar Hermann-Vienna Akademischer-Vienna State Opera Ork-Jonathan Sternberg, Cond. (1-12")

Oceanic (33) OCS-24
Oceanic has scored high in committing the complete Stabat Mater to an LP waxing. The work, which has passages for tenor, bass, single and duo soprano, quartet, chorus and orchestra, is a thrilling experience as rendered here in an inspired performance. The solo singing is not all on a uniform level, but the over-all effect, under the baton of Jonathan Sternberg, with the principals and choir caught in a ringing, cathedral-like recording, is splendid.

A Juke Box Natural

"RUGGED BUT RIGHT"



by Rough and Ready PHIL
and
WHERE THE
BLUES WERE
BORN IN
NEW ORLEANS

20-4342 (78 RPM)
47-4342 (45 RPM)

PHIL HARRIS

For the second week in a row, we are deleting the regular pop release to bring emphasis to the 11 records we announced last week, which are moving fast.

This week's
New Releases
... on RCA Victor

Release 51-45

Ships Coast to Coast, Week of November 11

COUNTRY—WESTERN

- HANK PENNY and his California Cowhands**
White Shotgun
I Want My Rib 20-4363—(47-4363)*
- DON GIBSON and his King Cotton Kinfolks**
Just Let Me Love You
Red Lips, White Lies and Blue Hours 20-4364—(47-4364)*
- LONE PINE and his Mountaineers**
Prince Edward Island Is Heaven to Me
In Annapolis Valley 20-4365—(47-4365)*
- LONE PINE and his Mountaineers**
The Waltz of the Bride
O Lord, Please Tell Me, De 20-4366—(47-4366)*

RHYTHM-BLUES

- ARTHUR CRUDUP**
Where Did You Stay Last Night?
Love Me Mama 20-4367—(47-4367)*
- RED CALLENDER SEXTETT**
Midnight With Sampson
Pastel 20-4368—(47-4368)*

POP-SPECIALTY

- LUIS ARCARAZ**
Sax Cantabile
Trumpet Mambo 20-4355—(47-4355)*

RED SEAL SPECIAL

- THE ROBERT SHAW CHORALE**
Ave Maria
The Rosary 10-3448
*45 r.p.m. cat. nos.

Going Strong...

indicates records which according to actual sales, are recognized hits. The trade is urged to keep ample stock of these records on hand, or to reorder promptly when current stocks begin to approach the "sold out" stage.

- Domino
Tony Martin 20-4343—(47-4343)*
- Slow Poke
Pee Wee King 21-0489—(48-0489)*
- I Get Ideas
Tony Martin 20-4141—(47-4141)*
- Turn Back the Hands of Time
Eddie Fisher with Hugo Winterhalter's Orch. 20-4257—(47-4257)*
- Music Makin' Mama/The Highest Bidder
Hank Snow 20-4346—(48-4346)*
- Loveliest Night of the Year
Mario Lanza 10-3300—(49-3300)*
- (It's No) Sin
Savannah Churchill 20-4280—(47-4280)*
- Rugged But Right
Phil Harris 20-4342—(47-4342)*
- With All My Heart and Soul/Rollin' Stone
Perry Como 20-4269—(47-4269)*
- Heart Strings/Somebody's Been Beatin' My Time
Eddy Arnold 20-4273—(47-4273)*
- The Lie-De-Lie Song
Dinah Shore 20-4317—(47-4317)*
- Meanderin'/They Call the Wind Maria
Vaughn Monroe 20-4271—(47-4271)*
- Cold, Cold Heart
The Fontane Sisters 20-4274—(47-4274)*
- Never
Dennis Day 20-4285—(47-4285)*
- I Wanna Play House With You/Something Old, Something New
Eddy Arnold 21-0476—(48-0476)*

Coming Up...

indicates records which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top selling hit category. The trade is advised to watch these records carefully in order to maintain stock consistent with demand.

- ★ **BLUES (FROM "AN AMERICAN IN PARIS")**
Ralph Flanagan 20-4247—(47-4247)*
Records Most Played by Disk Jockeys, Billboard, Nov. 3rd.
- ★ **DOWN YONDEP**
Freddy Martin 20-4267—(47-4267)*
Records Most Played by Disk Jockeys, Billboard, Nov. 3rd.
- ★ **TWENTY-THREE STARLETS**
Merv Griffin-Hugo Winterhalter Orch. 20-4270—(47-4270)*
Records Most Played by Disk Jockeys, Billboard, Nov. 3rd.

THIS WEEK'S MAILBAG

RCA VICTOR'S DREAM TEAM

Eleven standout performers are in the starting line-up of the highest-scoring, hottest-selling Pop team you've had in years. All of these stars will see plenty of action throughout the fall and winter. Eight have already made the best-selling list (see page 4). In skull practice we've worked out plans to make them all profit-winning items for you. An outstanding amount of initial sales reaction is proof positive that this team of records is headed for the top and the nationwide pop rally, now underway, will keep these All-Stars in winning form.

Activities that will have Pop fans cheering on this hit-studded aggregation are: Deejay letters and phone calls from artists; Special pressings for deejays; Ads in Billboard and Variety; Solid plugs over 265 local stations on "Stars Review the Hits"; Sales-pulling spins on the "Meredith Willson Music Room" show on the NBC network; Distributor promotion; Fan club activities; Publisher tie-ins; discs and letters to coin operators—plus an avalanche of publicity.

To give these conference champs ample time to score in every market we have eliminated Pop release #51-44 and dropped all Pop records from #51-45. Root for this power-packed, profit-loaded line-up. Cheer 'em through the "gold"-posts. Stock 'em—Sell 'em—Hit 'em hard!

- Tony Martin—DOMINO/IT'S ALL OVER BUT THE MEMORIES—#20/47-4343
- Eddie Fisher—TURN BACK THE HANDS OF TIME/I CAN'T GO ON WITHOUT YOU—#20/47-4259
- Pee Wee King—SLOW POKE/WHISPER WALTZ—#21/48-0489
- Perry Como—WITH ALL MY HEART AND SOUL/ROLLIN' STONE — #20/47-4269
- Eddy Arnold — SOMEBODY'S BEEN BEATIN' MY TIME/HEART STRINGS—#20/47-4273
- Tony Bavaar—CARINO MIO/I TALK TO THE TREES—#20/47-4318
- Dennis Day—NEVER/CALIFORNIA MOON—#20/47-4285
- Hugo Winterhalter — I NEVER WAS LOVED BY ANYONE ELSE/BEYOND THE BLUE HORIZON—#20/47-4288
- Vaughn Monroe — MEANDERIN'/THEY CALL THE WIND MARIA—#20/47-4271
- Phil Harris — RUGGED BUT RIGHT/ WHERE THE BLUES WERE BORN—#20/47-4342
- Dinah Shore—THE LIE-DE-LIE SONG/OH HOW I NEED YOU, JOE—#20/47-4317

The stars who make the hits are on

RCA VICTOR Records

RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

Victoria Does it again!

LATEST RELEASE
THE

FOUR ACES

(The Originators of "Sin")



... give you a follow up smash hit

"THERE'S A CHRISTMAS TREE IN HEAVEN"



and

"THERE'S A SMALL HOTEL"

VICTORIA RECORD #102

Manufactured and Distributed by

PALDA RECORD CO.

8406 LYONS AVE., PHILADELPHIA 42, PA.

PHONE: SARATOGA 9-9816

THE BILLBOARD Music Popularity Charts

• Best Selling Pops by Territories

... Based on reports from key dealers in each of these cities,
secured via Western Union messenger service.

Each week, The Billboard in co-operation with Western Union, secures last minute sales reports from top dealers in the nation's largest record markets. Although the number of stores queried in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the over-all local picture being unduly influenced by the report of a single store.

NEW YORK

1. BECAUSE OF YOU
T. Bennett—Columbia
2. COLD, COLD HEART
T. Bennett—Columbia
3. SIN
Four Aces—A. Alberts—Victoria
4. DOMINO
T. Martin—Victor
5. SIN
E. Howard—Mercury
6. I GET IDEAS
T. Martin—Victor
7. NEVER
T. Arden—Columbia
8. CHARMINE
Montowani—London
9. AND SO TO SLEEP AGAIN
P. Page—Mercury
10. SHRIMP BOATS
J. Stafford—P. Weston—Columbia

CHICAGO

1. SIN
E. Howard—Mercury
2. COLD, COLD HEART
T. Bennett—Columbia
3. DOWN YONDER
D. Wood—Tennessee
4. TURN BACK THE HANDS OF TIME
E. Fisher—Victor
5. UNDECIDED
Ames Brothers—L. Brown—Coral
6. DOMINO
T. Martin—Victor
7. BECAUSE OF YOU
T. Bennett—Columbia
8. WORLD IS WAITING FOR THE SUNRISE
L. Paul—M. Ford—Capitol
9. JALOUSIE
F. Laine—Columbia
10. DOMINO
Bing Crosby—Decca

BOSTON

1. SIN
Four Aces—A. Alberts—Victoria
2. BECAUSE OF YOU
T. Bennett—Columbia
3. COLD, COLD HEART
T. Bennett—Columbia
4. I GET IDEAS
T. Martin—Victor
5. DOMINO
T. Martin—Victor
6. JALOUSIE
F. Laine—Columbia
7. I TALK TO THE TREES
T. Bazaar—Victor

SEATTLE

1. UNDECIDED
Ames Brothers—L. Brown—Coral
2. BECAUSE OF YOU
T. Bennett—Columbia
3. COLD, COLD HEART
T. Bennett—Columbia
4. I GET IDEAS
T. Martin—Victor
5. JAZZ ME BLUES
L. Paul—Capitol
6. WHISPERING
L. Paul—Capitol
7. DOMINO
T. Martin—Victor

PITTSBURGH

1. COLD, COLD HEART
T. Bennett—Columbia
2. SIN
Four Aces—A. Alberts—Victoria
3. BECAUSE OF YOU
T. Bennett—Columbia
4. SIN
E. Howard—Mercury
5. SOLITAIRE
T. Bennett—Columbia
6. IT'S ALL IN THE GAME
T. Edwards—MGM
7. I RAN ALL THE WAY HOME
D. Martin—Capitol

DALLAS-FORT WORTH

1. SIN
E. Howard—Mercury
2. COLD, COLD HEART
T. Bennett—Columbia
3. DOWN YONDER
D. Wood—Tennessee
4. I GET IDEAS
L. Armstrong—Decca
5. AND SO TO SLEEP AGAIN
P. Page—Mercury
6. BECAUSE OF YOU
T. Bennett—Columbia

ATLANTA

1. BECAUSE OF YOU
T. Bennett—Columbia
2. SIN
S. Churchill—Victor
3. I GET IDEAS
T. Martin—Victor
4. BECAUSE OF YOU
L. Baxter—Columbia
5. COLD, COLD HEART
T. Bennett—Columbia
6. DOWN YONDER
D. Wood—Tennessee
7. UNDECIDED
Ames Brothers—L. Brown—Coral
8. DOMINO
T. Martin—Victor
9. JAZZ ME BLUES
L. Paul—Capitol

WASHINGTON, D. C.

1. BECAUSE OF YOU
T. Bennett—Columbia
2. SIN
E. Howard—Mercury
3. COLD, COLD HEART
T. Bennett—Columbia
4. I GET IDEAS
T. Martin—Victor
5. DOWN YONDER
D. Wood—Tennessee
6. UNDECIDED
Ames Brothers—L. Brown—Coral
7. TURN BACK THE HANDS OF TIME
E. Fisher—Victor

LOS ANGELES

1. SIN
E. Howard—Mercury
2. COLD, COLD HEART
T. Bennett—Columbia
3. BECAUSE OF YOU
T. Bennett—Columbia
4. BECAUSE OF YOU
L. Baxter—Capitol
5. JALOUSIE
F. Laine—Columbia
6. I GET IDEAS
T. Martin—Victor
7. DOWN YONDER
Champ Butler—Columbia
8. NEVER
Dennis Day—Victor
9. SIN
S. Churchill—Victor
10. SHRIMP BOATS
J. Stafford—P. Weston—Columbia

ST. LOUIS

1. UNDECIDED
Ames Brothers—L. Brown—Coral
2. UNFORGETTABLE
Nat. (King) Cole—Capitol
3. BECAUSE OF YOU
Tab Smith—United
4. DOWN YONDER
D. Wood—Tennessee
5. TURN BACK THE HANDS OF TIME
E. Fisher—H. Winterhalter—Victor
6. DOMINO
T. Martin—Victor
7. SIN
Four Aces—A. Alberts—Victoria
8. COLD, COLD HEART
T. Bennett—Columbia
9. BECAUSE OF YOU
T. Bennett—Columbia

DETROIT

1. SIN
S. Churchill—Victor
2. COLD, COLD HEART
T. Bennett—Columbia
3. JUST ONE MORE CHANCE
L. Paul—M. Ford—Capitol
4. BECAUSE OF YOU
T. Bennett—Columbia
5. I GET IDEAS
T. Martin—Victor
6. SIN
E. Howard—Mercury
7. DOMINO
T. Martin—Victor
8. DADDY
S. Kenton—J. Christy—Capitol
9. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
10. GETTING TO KNOW YOU
D. Shore—Victor

DENVER

1. I GET IDEAS
T. Martin—Victor
2. COLD, COLD HEART
T. Bennett—Columbia
3. DOWN YONDER
J. (Fingers) Carr
4. SIN
E. Howard—Mercury
5. BECAUSE OF YOU
L. Baxter—Capitol
6. DOMINO
T. Martin—Victor

NEW ORLEANS

1. BECAUSE OF YOU
T. Bennett—Columbia
2. IT'S ALL IN THE GAME
T. Edwards—MGM
3. COLD, COLD HEART
T. Bennett—Columbia
4. BLUE VELVET
T. Bennett—Columbia
5. SIN
S. Churchill—Victor
6. I GET IDEAS
T. Martin—Victor

PHILADELPHIA

1. COLD, COLD HEART
T. Bennett—Columbia
2. SIN
Four Aces—A. Alberts—Victoria
3. BECAUSE OF YOU
T. Bennett—Columbia
4. I RAN ALL THE WAY HOME
B. Gocco—Coral
5. JALOUSIE
F. Laine—Columbia
6. UNDECIDED
Ames Brothers—L. Brown—Coral
7. OUT IN THE COLD AGAIN
R. Hayes—Mercury
8. TURN BACK THE HANDS OF TIME
E. Fisher—Victor

Dinah and Tony — at their very Best

Dinah



SHORE

Tony



and

MARTIN

Singing

"IF YOU CATCH
A LITTLE COLD"

(I'LL SNEEZE FOR YOU)

and

THE GREAT RODGERS & HART STANDARD ...
"MANHATTAN"

20-4345
47-4345

the **BIG** *NEW!* **HITS** are on . . .



RCA VICTOR RECORDS



THE BILLBOARD Music Popularity Charts

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

... Based on reports received October 31, November 1 and 2

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

POSITION	Weeks Last	This to date	Record	Artist	Label
7	1	1	SLOW POKE	Pee Wee King	V(78)21-0489; (45)48-0489-ASCAP
14	1	2	ALWAYS LATE	Lefty Frizzell	Col(78)20837; (45)4-20837; (33)3-20837-BMI
11	6	3	MOM AND DAD'S WALTZ	Lefty Frizzell	Col(78)20837; (45)4-20837; (33)3-20837-BMI
3	3	4	SOMEBODY'S BEEN BEATING MY TIME	E. Arnold	V(78)20-4273; (45)47-4273-BMI
4	4	4	CRAZY HEART	Hank Williams	MGM(78)11054; (45)K-11054-ASCAP
7	5	6	DOWN YONDER	D. Wood	Tennessee(78)775; (45)45-775-ASCAP
24	10	7	COLD, COLD HEART	Hank Williams	MGM(78)10904; (45)K-10904-BMI
17	9	8	HEY, GOOD LOOKIN'	Hank Williams	MGM(78)11000; (45)K-11000-BMI
20	7	9	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V(78)21-0476; (45)48-0476-ASCAP
1	—	9	LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Col(78)20862; (45)4-20862; (33)3-20862-BMI

Coming Up

1.	HEART STRINGS	E. Arnold	V(78)20-4273; (45)47-4273
2.	ALABAMA JUBILEE	Red Foley	Dec(78)27810; (45)9-27810-ASCAP
3.	BLUE YODEL NO. 6	L. Frizzell	Col(78)20842; (45)4-20842; (33)3-20842

• Best Selling Retail Folk (Country & Western) Records

... Based on reports received October 31, November 1 and 2

Records listed are Country and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase Country and Western records.

POSITION	Weeks Last	This to date	Record	Artist	Label
14	1	1	ALWAYS LATE	Lefty Frizzell	Col(78)20837; (45)4-20837; (33)3-20837-BMI
6	3	2	SLOW POKE	Pee Wee King	V(78)21-0489; (45)48-0489-ASCAP
11	2	3	MOM AND DAD'S WALTZ	Lefty Frizzell	Col(78)20837; (45)4-20837; (33)3-20837-BMI
32	4	4	COLD, COLD HEART	Hank Williams	MGM(78)10904; (45)K-10904-BMI
2	8	5	SOMEBODY'S BEEN BEATING MY TIME	E. Arnold	V(78)20-4273; (45)47-4273-BMI
3	5	6	HEART STRINGS	E. Arnold	V(78)20-4273; (45)47-4273-BMI
2	10	7	CRAZY HEART	Hank Williams	MGM(78)11054; (45)K-11054-ASCAP
17	6	8	HEY, GOOD LOOKIN'	Hank Williams	MGM(78)11000; (45)K-11000-BMI
20	7	9	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V(78)21-0476; (45)48-0476-ASCAP
5	9	10	TRAVELIN' BLUES	Lefty Frizzell	Col(78)20842; (45)4-20842; (33)3-20842-BMI

Coming Up

1.	LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Col(78)20862; (45)4-20862; (33)3-20862-BMI
2.	LONESOME WHISTLE	Hank Williams	MGM(78)11054; (45)K-11054-BMI
3.	ALABAMA JUBILEE	Red Foley	Dec(78)27810; (45)9-27810-ASCAP

FOLK TALENT AND TUNES

By JOHNNY SIPP

Artists' Activities

Don Law, of Columbia, has inked Rocky Porter, WGST, Atlanta, and Vin Bruce, Cut Off, La., who will cut h.b. and cajun numbers. . . . Frank Kelton's Kenny Music is sole selling agent for a new firm, Tin Pan Valley Music, BMI affiliate operated by Ted Edlin, outdoor promoter of Nashville, and Owen C. Follis and Ed Schulz, Nashville juke ops. . . . Oscar Davis, veteran h.b. and Western show promoter, has associated with Connie B. Gay, the WARE, Arlington, Va., d.j. . . . Al Turner has become a freelancer in Dallas, doing an hour daily over KRLD-TV and several shows daily over KLRD as d.j. The Columbia waxer is doing a pop show on TV but h.b. and Western on records. . . . Ken Nelson, Capitol's a. and r. chief, is in Nashville, cutting artists for several weeks. He has just signed Rod Morris, KSOO, Sioux Falls, S. D.; Jimmy Heap, ex-Imperial recorder working on the Coast, and Terry Preston, ex-4 Star waxer now with Cliffie Stone.

Leon Payne and Ray Price have inked exclusive writing pacts with Hill and Range Songs. . . . Joe Frank, Nashville promoter, is handling Texas Ruby and Curly Fox, who are still at KPRC, Houston. . . . Rumor is that Victor is dickering with Grandpa Jones, who is seeking to break his pact with King, while Columbia either is about to ink or has contracted with the Maddox Brothers and Rose, formerly with 4 Star. . . . Hank Snow and his manager, Norm Riley, have started a new publishing venture, Riley-Snow Music, a BMI affiliate, which is separate from their Hill and Range deal. Snow, who is an expert trick rider, having done such work as a stunt man in Hollywood several years ago when he first came to this country from Canada, intends to build an outdoor package for next summer, which will feature his trick work on his trained horse, Shawnee. Riley and Snow have gone into their own promotions, working the Maddox Brothers and Rose thru the Carolinas and Virginia, starting November 16 at WRVA, Richmond.

C&W Records to Watch

In the opinion of The Billboard's music staff the following records have the best sales and performance potential among the country and Western records received this week.

BAYOUR PON PON	Jimmie Davis	Decca 46381
NEW YEAR BELLS	Jack Swanson-Dotty Travis	Abbey 15057

Cowboy Copas (King) is going into the hospital to undergo a thoro check-up. His doctor has already ordered him off the road for an indefinite period.

Billy Starnes, son of Jack Starnes Jr., manager of Lefty Frizzell, has gone into the Air Corps.

Frankie More, manager of the Carter Sisters, has been booking Mother Maybelle and her daughters in Virginia theaters for three weeks. They are doing a promotional deal on all personals with their radio sponsor, Martha White Flour, in which the milling concern stages a local contest thru retailers, giving away products. A. P. Carter, now at his home in Virginia, reportedly is in ill health. He was founder of the original Carter family, with Victor for years.

Andy Parker, leader of the Plainsmen, who have cut for several labels, is the father of a son, Phillip Dennis, born October 18 on the Coast. Parker's unit is still working in the Los Angeles area.

Jackie Butler, WRZZ, Clinton, N. C., and WFAI, Fayetteville, N. C., has been inked by Decca Records. The 11-year-old youngster is probably the youngest diskier in the country field. . . .

PeeWee King and His Golden West Cowboys are spending this week in Chicago. They are the only country act featured at the big Record Week party November 5, at the Aragon Ballroom.

(Continued on page 92)

• Country & Western Records Most Played by Folk Disk Jockeys

... Based on reports received October 31, November 1 and 2

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on replies from weekly survey among a select list of over 400 disk jockeys specializing in Country and Western tunes.

POSITION	Weeks Last	This to date	Record	Artist	Label
9	3	1	SLOW POKE	Pee Wee King	V(78)21-0489; (45)48-0489-ASCAP
13	4	2	MOM AND DAD'S WALTZ	Lefty Frizzell	Col(78)20837; (45)4-20837; (33)3-20837-BMI
15	2	3	ALWAYS LATE	Lefty Frizzell	Col(78)20837; (45)4-20837; (33)3-20837-BMI
18	1	4	HEY, GOOD LOOKIN'	Hank Williams	MGM(78)11000; (45)K-11000-BMI
3	5	5	LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Col(78)20862; (45)4-20862; (33)3-20862-BMI
14	7	6	MR. MOON	Carl Smith	Col(78)20825; (45)4-20825; (33)3-20825-BMI
21	6	7	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V(78)21-0476; (45)48-0476-ASCAP
2	8	8	SOMEBODY'S BEEN BEATING MY TIME	E. Arnold	V(78)20-4273; (45)47-4273-BMI
2	—	9	LONESOME WHISTLE	Hank Williams	MGM(78)11054; (45)K-11054-BMI
3	10	10	CRAZY HEART	Hank Williams	MGM(78)11054; (45)K-11054-ASCAP

Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category.

1.	HEART STRINGS	E. Arnold	V(78)20-4273; (45)47-4273
2.	TOO OLD TO CUT THE MUSTARD	Carlisle	Mercury(78)6348; (45)6348X45-BMI
3.	POOR LITTLE DARLIN'	"Little" Jimmy Dickens	Col(78)20866; (45)4-20866; (33)3-20866-BMI

• Advance Folk (Country & Western) Record Releases

Agreed to Disagree—Sunny Burns (Come Back) Star Talent 779	Toys Behind the Door—Cousin Abner (Tears off) Star Talent 767
Alabama Jubilee—Red Foley (Dixie) Dec 27810	Until Death Do Us Part—Ray Price (Heart Aching) Col 20863
All Night Long—Lulabelle & Scotty (Saturday Night) Mer 6354	Waitin' for My Baby—Chuck Murphy (Lay Somethin') Coral 60584
Because of You—Cowboy Copas ('Tis Sweet) King 3244	Whatever Has Become of You?—Joe Cannonball Lewis (Truck Driver) MGM 11071
Bone Dry—Rusty Keefer (I Will) 60577	When It's Springtime in the Rockies—Gene Autry (I Don't) Col 20865
Brakeman's Blues—Lefty Frizzell (My Old) Col 20841	You Can't Break a Broken Heart—Sunny Burns (I Wouldn't) Star Talent 778
Cna Smoke Valve Oil and Steam—Johnny Horton (Bird: 'n') Cormac 1197	You Made a Monkey Out of Me—Red River Dawe (New Year) MGM 11070
Come Back to Me—Sunny Burns (Agreed to) Star Talent 779	
Court of Justice—Teddy Wilburn (How Would) Gotham 413	
Daddy's Little Cowboy—Roy Rogers (The Three) V(45)47-4301	
Dixie—Red Foley (Alabama Jubilee) Dec 27810	
Dixieland Boogie—Hardrock Gunter (If I) Dec 46367	
Don't You Cry Over Me—Cope Brothers (The Old) Federal 1002B	
Each Step of the Way—Jimmy Wakely (Gonna Walk) Cap 1838	
Everybody Thinks You're An Angel—Ole Rasmussen (In The) Cap 1814	
Girl by the River, The—Delmore Brothers (There's Something) King 981	
Gonna Walk With My Lord—Jimmy Wakely (Each Step) Cap 1838	
Hi Tone Poppa—Tillman Franks (Hot Rod) Gotham 412	
Highway of Sorrow—Bill Monroe (Sugar Coated) Dec 46369	
I Was the Last One to Know—Stubby and The Buccaneers (It's Hard) Dec 46371	
If This is Sin—Billy Strickland (Lonely) King 994	
I Can Sleep Again at Night—Burns Bros. (My Son's) Star Talent 765	
Last Goodbye, The—Bob Wills (Silver Bell) MGM 11082	
Lonely—Billy Strickland (If This) King 994	
Old Country Church, The—Cope Brothers (Don't You) Federal 1002B	
Over the Waves—Moon Mullican (Columbus Stockade) King 996	
Me and My Broken Heart—Carl Smith (Let Old) Col 20862	
More Kisses—Georgia Brown (No, No) Lariat 1050	
My Son's Gone Away—Burns Bros. (I Can) Star Talent 765	
New Year Bells—Red River Dawe (You Made) MGM 11070	
Night Before Christmas, The—Will Carter (Punkinhead) V(45)47-4303	
One Man's Loss Is Another Man's Gain—Dewey Rister (One Golden) Coral 64109	
Punkinhead—Will Carter (The Night) V(45)47-4303	
Please Forgive Me—Ruscoe Hankins (World of) Mer 6356	
Rambler—Roy King (Heartsick and) Mer 6357	
San Antonio Rose—Grady Martin (Bully of) Dec 46375	
Saturday Night Waltz—Lulabelle & Scotty (All Night) Mer 6354	
Sentimental Journey—Red Kirk (Train Track) Mer 6358	
Years of Shame—Cousin Abner (Tears Behind) Star Talent 767	
Tennessee Moon—Les Carrot Top Anderson (She's Dynamite) Dec 46370	

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6-415 HAVE I WAITED TOO LONG YOU'RE JUST IMAGINATION

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FARON YOUNG

OPERATORS—Your Money Cheerfully Refunded If You Are Not Satisfied With the Play on This Record.

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The **DICKENS SISTERS** Singing Trio

with Pee Wee King on these Victor Records:

- "Railroad Boogie"
- "Strange Little Girl"
- "Making Like a Train"

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FIVE FALL FAVORITES . . .

DOYE O'DELL "Ole Tex Kringle" Intro 6032

TOMMY DUNCAN "Sweet Mama, Hurry Home or I'll Be Gone" Intro 6027

EDDIE HAZELWOOD "Don't Baby Your Baby Too Long" Intro 6031

JIMMY WALKER "Runnin' Fast" Intro 6025

TERREA LEA "On Rosary Hill" Intro 6023

introl RECORDS Beverly Hills

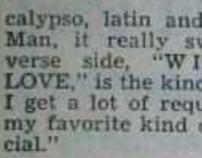
THE INQUIRING CANDID-CAMERA MAN

THE QUESTION

What Do You Think of Your New Atlantic Record?

THE ANSWERS

RUTH BROWN, Portsmouth, Virginia: "I think that the public will go for my new release, 'SHINE ON, Big Bright Moon Shine On' (Number 948) because it has a very 'different' sound and a new beat which is a combination of calypso, latin and blues rhythms. Man, it really swings! The reverse side, 'WITHOUT MY LOVE,' is the kind of ballad which I get a lot of requests for and it's my favorite kind of 'moaning special'."



JOE TURNER, Kansas City, Missouri: "Now that 'Chains of Love' is a solid hit all over the country, I know that my new release, 'THE CHILL IS ON' will really jump on the boxes and across the counter. Just listen to the gone piano on this side. The flip opus, 'BUMP MISS SUSIE,' may bump into the hit class too and the whole record is the kind that will really send the people."



JOE MORRIS, Birmingham, Alabama: "I am really proud of the record my two vocalists have made in the new popular duet style. Billy Mitchell and Teddy Smith do a great job on 'IF I HAD KNOWN' (#950). Listen to it from the point of sales appeal and see if you don't say 'I've been waiting just for you.' The reverse side, 'VERNA LEE,' shows off Billy Mitchell to his very best advantage and he can really wail those blues."

LIL GREEN, Chicago, Illinois: "I've always had the idea to follow up the song that started me out, 'Romance in the Dark,' with another song in the same vein. I think I've found that song. It's 'EVERY TIME' (#951). It has that down-to-earth sultry sound that just puts you in a bluesy mood. And there's 'I'VE GOT THAT FEELING' which gives you another lil' taste of the same mood."



ERNEST JOHNSON, Baltimore, Maryland, Lead Tenor of THE CARDINALS: "We're very grateful for the way the public received our first record, 'Shouldn't I Know' which was a hit in many territories. Our group does even better with 'I'LL ALWAYS LOVE YOU' (#952), which we hope will sell even bigger than our first record. I must say, in all modesty, the group sounds the best yet. It's a real pretty side. The backing, 'PRETTY BABY BLUES,' a new blues tune that looks like a real 'sleeper' should really go some."

JOHN Q. OPERATOR, Everywhere, U. S. A.: "All the new Atlantic Records look good to me and I will bet my shirt that Ruth Brown's new one will be a bigger hit than 'Tear-drops From My Eyes' which helped balance the budget last year."



THE BILLBOARD

Music Popularity Charts

Best Selling Retail Rhythm & Blues Records

... Based on reports received October 31, November 1 and 2.

Records listed are rhythm and blues records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customer's purchase rhythm and blues records.

POSITION	Weeks Last This	to date Week Week	Record	Artist	Label
6	4	1.	FOOL, FOOL, FOOL	The Clovers	Atlantic 944
12	1	2.	GLORY OF LOVE	Five Keys	Atlantic 939-BMI
18	2	3.	CHAINS OF LOVE	J. Turner	Atlantic 939-BMI
5	5	4.	I'M IN THE MOOD	J. L. Hooker	Modern 835-BMI
24	3	5.	SIXTY MINUTE MAN	Dominoes	Federal (78)12022; (45)45-12022-BMI
4	9	6.	SEVEN LONG DAYS	Charles Brown	Aladdin (78)3092; (45)45-3092-BMI
1	-	7.	FLAMINGO	E. Bostic	King (78)4475; (45)45-4475-ASCAP
1	-	7.	BECAUSE OF YOU	Tab Smith	United 104-BMI
7	7	9.	I GOT LOADED	Peppermint Harris	Aladdin (78)3097; (45)3097-BMI
8	8	9.	SMOOTH SAILING	E. Fitzgerald	Dec (78)27693; (45)9-27693-BMI

Most Played Juke Box Rhythm & Blues Records

... Based on reports received October 31, November 1 and 2.

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

POSITION	Weeks Last This	to date Week Week	Record	Artist	Label
7	2	1.	I GOT LOADED	Peppermint Harris	Aladdin (78)3097; (45)45-3097-BMI
2	7	2.	I'M IN THE MOOD	J. L. Hooker	Modern 836-BMI
2	-	3.	FOOL, FOOL, FOOL	Clovers	Atlantic 944
15	1	4.	"I" 99 BLUES	J. Nelson	RPM 325-BMI
9	5	5.	SMOOTH SAILING	E. Fitzgerald	Dec (78)27693; (45)9-27693-BMI
2	9	6.	COLD, COLD HEART	D. Washington	Mercury (78)5728; (45)5728X45-BMI
8	3	7.	GLORY OF LOVE	Five Keys	Aladdin (78)3099; (45)45-3099-ASCAP
15	-	8.	CHAINS OF LOVE	J. Turner	Atlantic 939-BMI
4	6	9.	HEY, LITTLE GIRL	J. Godfrey Trio	Chest 1478-BMI
2	8	10.	SEVEN LONG DAYS	Charles Brown	Aladdin (78)3092; (45)45-3092-BMI
1	-	10.	MOANING AT MIDNIGHT	Howlin' Wolf	Chest 1479

Rhythm & Blues Record Releases

Big Legged Woman—Joe Hill Louis (Gotta Go Baby) Modern 829	I Ain't in the Mood—Donna Hightower-H. Henderson Ork (Cry) Dec 48254
Blue Evening—Memphis Slim (Train Time) Mer 8251	Little White Cloud That Cried—Johnnie Ray-Four Lads (Cry) Okeh 6840
Catfish Blues—Elmo James (Sust My Broom) Trumpet 146	Middle of Winter—Peppermint Harris-M. Davis Ork (Have Another) Aladdin 3107
Cloudy Skies—Johnny Moore's Three Blazers-Nelson Alexander (You Don't) Aladdin 3106	Please Come Back to Me—Varetta Dillard (Love and) Savoy 822
Don't Play Me For No Clown—Ray Sneed (I'm a) Mer 8250	Right Kind of Feeling—Gladys Bruce-Jim Mundy Ork (I've Got) Coral 65068
Everybody's Down on Me—Lightening Hopkins (You Do) Mer 8252	She's Gone Again—Amos Milburn-Aladdin Chicken-shakers (Boogie) Aladdin 3105
Flag Wavin' Boogie—Joe Black (Tyree's) Coral 65067	Talkin' Boogie—Little Son Jackson (Millard) Modern 840
Gloom and Misery All Around—Roy Hawkins (I Walk) Modern 842	Wish You Were Waiting for Me—Horace Bailey (I Can't) Coral 60590
Have Another Drink and Walk to Me—Peppermint Harris-M. Davis Ork (Middle) Aladdin 3107	You Do Too—Lightening Hopkins (Everybody's) Mer 8252

HERE'S HOW Today's TOP TUNES HELPS SALES

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- COME ON-A STAN'S HOUSE 6833, 4-6833*
- THE ST. LOUIS BLUES STAN FREEMAN, Harpsichord
- THE MASQUERADE IS OVER 6818, 4-6818*
- TALKIN' CHRIS POWELL
- PLENTY OF MONEY THE TRENIERS 5804, 4-6804*
- GO! GO! GO!
- I TRIED CHUCK WILLIS
- I RULE MY HOUSE 6810, 4-6810*
- JOE TURNER BLUES JOE TURNER
- "CHERRY RED" 6829, 4-6829*

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SAVOY HIT! PARADE

SAVOY #817 "SIN" by the FOUR BUDDIES
SAVOY #816 "LITTLE BOY" by LITTLE SYLVIA

*** WATCH THESE LATEST HITS! ***

SAVOY #819 "NEW KIND OF LOVIN'" by BILLY WRIGHT
SAVOY #822 "PLEASE COME BACK TO ME" by VARETTA DILLARD
SAVOY #821 "SUNSET TO DAWN" by MEL WALKER

Savoy RECORD CO., INC.
58 Market St., Newark 1, N. J.

THE BILLBOARD

Music Popularity Charts

RHYTHM AND BLUES NOTES

By HAL WEBMAN

Okeh Records, Columbia Records' r. and b. affiliate, last week was considerably strengthened, artistwise, with the addition of four important artists made accessible via the shuttering of the Regal diskery. Okeh, which has been making a steady inroad in the field since it started in June under the guidance of Danny Kessler, acquired the contracts of Larry Darnell, Annie Laurie, Paul Gayten and Titus Turner. This will supplement a list of talent which now includes Johnny Ray, Chris Powell and the Five Flames, Arnett Cobb and band, Earl Williams, Red Saunders, Maurice King, etc. (See more detailed story in music news section.)

The late Fats Waller, during a trip to England in 1939, put to wax for the His Majesty's Voice label, the British counterpart for RCA Victor, a half dozen impressions of England which were packaged under the title, "London Suite." When HMV decided to issue these recordings some months afterwards, it was discovered that the masters had been destroyed. Some months ago a set of pressings, in good shape, of the Waller pieces was found in the offices of a London music publisher. HMV promptly processed these and issued the recordings in England. In an arrangement with HMV, Victor this week made available to American dealers the HMV pressings. They will be sold here as imported recordings and only on 78 r.p.m. Waller made these recordings as piano soloist with aid of drums. (See more detailed story in music news section.)

R&B Records to Watch

In the opinion of The Billboard's music staff the following records have the best sales and performance potential among the rhythm and blues records received this week.

- I'M A GOOD ROCKIN' BABY Ray Sneed Mercury 8250
- SHINE ON Ruth Brown Atlantic 948
- THE CHILL IS ON Joe Turner Atlantic 949

Reverend Kelsey, remembered in the disk market for his hit MGM waxing of "Little Boy" a few years back, has signed a one-year recording contract with Decca Records. Kelsey already has recorded for Decca with his Washington congregation from the Temple Church of Christ and God. First side, due for immediate release, couples "I'm a Royal Child" with "I'm a Witness." . . . Floyd Smith, remembered for his guitar stint on "Floyd's Guitar Blues" for the Andy Kirk band on Decca Records about a decade ago, has re-recorded the piece with Horace Henderson's quintet for the same label. . . . RCA Victor paired singer Johnny Hartman with the Perez Prado ork for a couple of sides made in New York during the Mexican maestro's recent trek there.

Coral Records, the Decca affiliate, has been expanding its r. and b. department gradually. The diskery's r. and b. wing, headed up by Teddy Reig, added quite a bit of new talent recently. Among these is tenor saxman Hal Singer, remembered for his etching of "Corn Bread" for Savoy a couple of years ago. Also signed was the Captains, vocal group which gained its first recognition for a recording of a tune called "I'm So Crazy for Love" a year or so ago. Another vocal, the X-Rays, and thrush Gladys Bruce were also signed to papers. All four artists have already recorded for Coral, and their initial wax efforts already have been scheduled for release.

Atlantic Records this month will move into larger quarters on West 56th Street in New York. The new space will include a new studio, which the diskery will use for some of its recording work. . . . Savoy Records this week signed a pair of artists: Mary Deloatch, a spiritual singer, and Danny Cobbs, a blues singer who previously recorded for the label as a vocalist for the Paul Williams band. . . . Erroll Garner this week is headlining at the Paradise Theater, Detroit. The keyboard stylist will make another brace of recordings for Columbia early in

Rhythm & Blues Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	POPULARITY	RECORDING	RELEASING	OPERATION
Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.					
STAN FREEMAN (Al Caiola-Frank Carroll-Terry Snyder) The St. Louis Blues OKEH 6833	Taken from Freeman's recent album, this driving instrumental reading of the Handy classic is issued on Columbia's r.&b. subsidiary in a bid for added business. Tho' it's sophisticated jazz, the beat could attract r.&b. action; so can the unique sound of a swinging harpsichord.	76--79--75--75			
Come On a Stan's House Freeman, for his album's title piece, worked up a blues with a minor line, winning suggestively close to the Sareyan opus which brought Freeman and harpsichord to the fore. The drive's there but the tune ain't.		70--73--67--70			
HENRY HILL If You Love Me FEDERAL 12044	Ballad has meat and provocative quality. Hill doesn't do anything special for it.	68--68--68--68			
What's the Matter, Mama Hill chants a so-so loveless blues, slow tempo, tenor and rhythm backing.		64--64--64--64			
AL RUSSELL (Do Re Me Trio) I Couldn't Help It OKEH 6831	Russell gets back on the track with an okay blues ballad, done adequately by him and group.	65--65--65--65			
I'll Be Waiting Warbler does a subdued vocal on a simple little tune that's more hill-billy than r.&b. A dull entry.		50--50--50--50			
FRANK GILSTON (Al Lyles Ork-Dorine Bryan) Second Hand Sweetheart TUXEDO 888	Fem chirp sounds okay but the material is nothing but an innocuous blues ballad.	53--55--52--53			
Why Did I Surrender? Gilston's stiff chanting, weak orking and a tasteless vocal group all add up to pretty poor wax.		35--40--30--35			
THE ROYALS If You Love Me OKEH 6832	Novelty jingle with a beat is done weakly by male group and combo.	50--50--50--50			
Dreams of You Slow ballad fares poorly.		50--50--50--50			
"JERSEY JOE" WALCOTT-MARIE KNIGHT Have Faith DECCA 14594	The fem spiritual chanter sings a strong first chorus on a semi-religious ballad, but the champ's recitation fails to sell the message with much fervor. Yet, there should be some action on the disk because of the Walcott name.	77--77--77--NS			
Say a Little Prayer More of the same type material here. Again, the heavyweight champ's recitation leaves something to be desired. He does sound sincere, tho.		77--77--77--NS			

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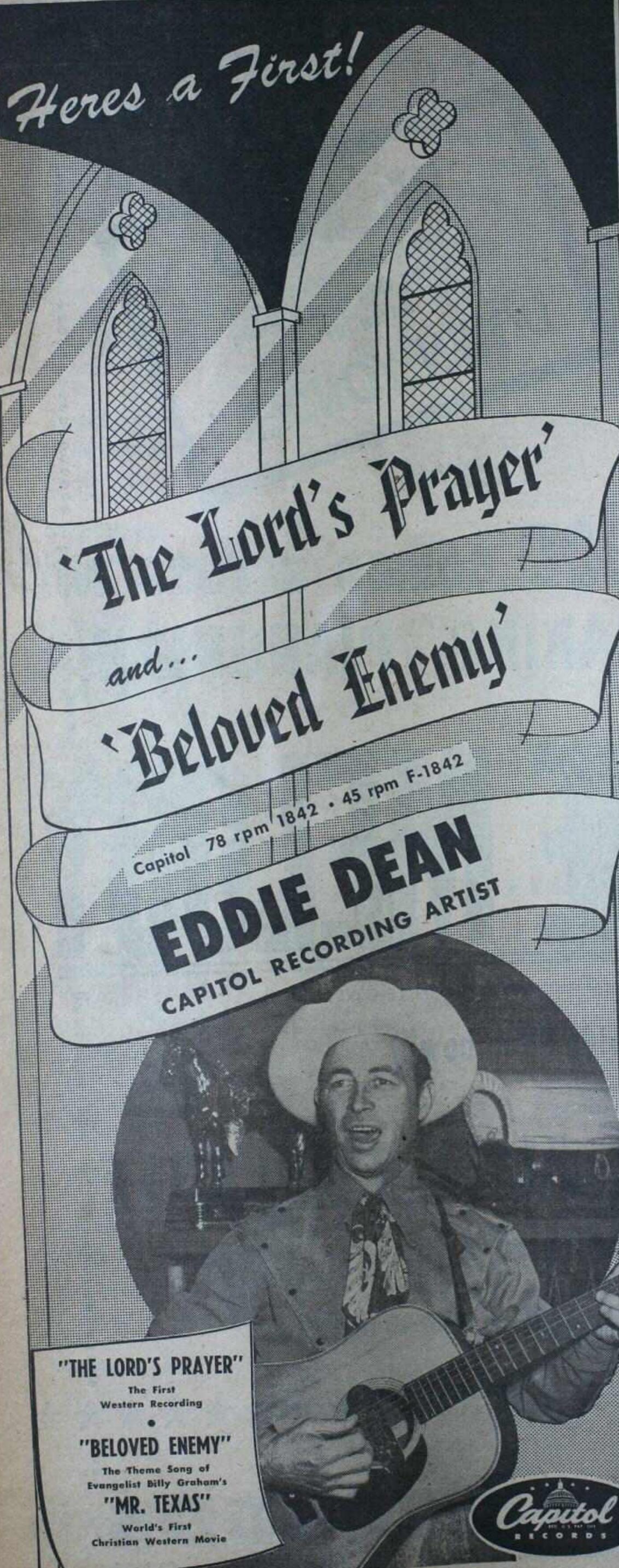


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THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Records

... Based on reports received October 31, November 1 and 2

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on the Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part 1.

POSITION	Weeks	Last	This	Record	Artist
	to date	Week	Week		
20	1	1.	1.	BECAUSE OF YOU	T. Bennett Col(78)39362; (45)4-39362; (33)3-39362—BMI
13	2	2.	2.	COLD, COLD HEART	T. Bennett Col(78)39449; (45)4-39449; (33)3-39449—BMI
7	3	3.	3.	SIN	E. Howard Mercury(78)5711; (45)5711X45—BMI
12	4	4.	4.	WORLD IS WAITING FOR THE SUNRISE	L. Paul-M. Ford Cap(78)1748; (45)F-1748—ASCAP
19	5	5.	5.	I GET IDEAS	T. Martin V(78)20-4141; (45)47-4141—BMI
11	6	6.	6.	DOWN YONDER	Del Wood Tennessee(78)775; (45)45-775—ASCAP
8	7	7.	7.	SIN	Four Aces-A. Alberts Victoria 101—BMI
6	7	8.	8.	UNDECIDED	Ames Brothers-L. Brown Coral(78)60566; (45)9-60566—ASCAP
7	11	9.	9.	AND SO TO SLEEP AGAIN	P. Page Mercury(78)5706; (45)5706X45—ASCAP
4	10	10.	10.	SIN	S. Churchill V(78)20-4280; (45)47-4280—BMI
8	14	10.	10.	I GET IDEAS	L. Armstrong Dee(78)27720; (45)9-27720—BMI
7	13	12.	12.	TURN BACK THE HANDS OF TIME	E. Fisher V(78)20-4257; (45)47-4257—ASCAP
4	16	13.	13.	HEY, GOOD LOOKIN'	F. Laine Col(78)39570; (45)4-39570; (33)3-39570—BMI (T. Ernie-Helen O'Connell, Cap 1809; H. Williams, MGM 11000)
15	9	14.	14.	DETOUR	P. Page Mercury(78)5682; (45)5682X45—BMI (Foy Willing, Dec 46365; J. Watson, Rich-R-Tone, 1025; Wesley Tuttle, Cap 1804)
12	15	15.	15.	WHISPERING	L. Paul Cap(78)1748; (45)F-1748—ASCAP (G. Jenkins, Decca 27585; F. Froba, Decca 2700; Bernice Lighton, Mello Roll 5004)
2	26	15.	15.	DOMINO	T. Martin V(78)20-4343; (45)47-4343—ASCAP (Mary Maye, Cap 1649; Mary Small, King 15129; Doris Day, Col 39596; Bing Crosby, Dec 27830)
3	17	17.	17.	JUST ONE MORE CHANCE	L. Paul-M. Ford Cap(78)1825; (45)F-1825—ASCAP (Dinah Washington, Merc 5736)
2	29	18.	18.	OUT IN THE COLD AGAIN	R. Hayes Mercury(78)5724; (45)5724X45—ASCAP (B. Eckstine, MGM 11073; Mindy Carson, V 20-4259; Bonnie Davis, Coral 65043)
1	—	19.	19.	SLOW POKE	Pee Wee King V(78)21-0489; (45)48-0489—BMI (H. Hawkins, King 698; Helen O'Connell, Cap 1637; Tiny Hill Ork, Mer 5740; Roberto Lee, Dec 27792; J. Watson, Rich-R-Tone 1025)
19	11	20.	20.	COME ON-A MY HOUSE	R. Clooney Col(78)39467; (45)4-39467; (33)3-39467—BMI (M. Katz, Cap 1788; Three Suns, V 20-4199; Kay Armen, Federal 14001; R. Hayes, Mer 5671; W. Saroyan-Rose Bagdasarian, Coral 160544; L. Pyina, Robin Hood 111; B. Keyes-E. Coombs Quintet, Savoy 793; E. Fitzgerald, Dec 81214; K. Starr, Cap 1710)
10	18	20.	20.	BECAUSE OF YOU	L. Baxter Cap(78)1493; (45)F-1493—BMI
4	22	20.	20.	BLUE VELVET	T. Bennett Col(78)39555; (45)4-39555; (33)3-39555—BMI (B. Farrell, MGM 11062; A. Prysock, Dec 27722; Norman Kaye, Cap 1848)
6	19	23.	23.	DOWN YONDER	C. Butler Col(78)39533; (45)4-39533; (33)3-39533—ASCAP
10	25	24.	24.	BECAUSE OF YOU	G. Lombardo-G. DeHaven Dec(78)27666; (45)9-27666—BMI
2	—	25.	25.	GAMBELLA	J. Stafford-F. Laine Col(78)39570; (45)4-39570; (33)3-39570—BMI
4	—	25.	25.	SENTIMENTAL JOURNEY	L. Brown-Ames Brothers Coral(78)60566; (45)9-60566—ASCAP (Red Kirk, Mer 6358; H. Gartland, Dec 27426)
4	22	27.	27.	DOWN YONDER	E. Smith King 986—ASCAP
17	26	27.	27.	I WON'T CRY ANYMORE	T. Bennett Col(78)39362; (45)4-39362; (33)3-39362—ASCAP (Georgia Auld, Coral 60444; Billy Williams Quartet, MGM 10528; Ellen Wilson, Dec 27544; Dick Brown, Jubilee 4025; Dinah Washington, Mer 8211; Little Jimmy Scott, Roost 613; L. Becker-E. Light Ork, Remington R-25009)
1	—	27.	27.	BELA BIMBA	P. Munsel V(78)20-4255; (45)47-4255—BMI (D. Martin, Cap 1811; R. Gilbert, Dec 27799)
1	—	27.	27.	DOWN YONDER	J. (Fingers) Carr Cap(78)1777; (45)F-1777—ASCAP

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LET ME CALL YOU SWEETHEART	15139	
CHICAGO		
POLLY	15142	★ Murray Arnold
ROSALIE		
I TALK TO THE TREES	15131	
I'M ON MY WAY		
I'M HEADING OUT WEST	15132	
HI-DE-ANK-TUM		
ROLLIN' STONE	15126	★ Roy Stevens
I'M COMIN' HOME		
ONCE	15127	
CHRISTMAS EVE IN MY HOME TOWN		
SURPRISE! SURPRISE! SURPRISE!	15116	
DOWN WHERE THE RAINBOW ENDS		
AND SO TO SLEEP AGAIN	15134	★ Bernie Mann
SOLITAIRE		
THE CLOSER YOU ARE	15135	
THE LEGEND OF TIABI		
CABARET	15125	★ Guy Mitchell
I'VE GOT A FRAME WITHOUT A PICTURE		
IT'S CHRISTMAS	15124	★ Herb George
ENCHANTMENT		
OUR LOVE AFFAIR	15112	★ Johnny Long
KEEP YOUR SKIRTS DOWN MARY ANN		
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THE BILLBOARD

Music Popularity Charts

• Advance Record Releases

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

POPULAR

- A Root'n Toot'n Santa Claus—Tex Beneke Ork-Mood Four (Santa) MGM 11098
- Am I Sorry—Lorry Raine-Herman Clebanoff Ork (Satisfied) Coral 60587
- Autumn in New York—Louanne Hogan-Earle Hogen Ork (Look for) MGM 11093
- Beer Barrel Polka—Grady Martin-Slew Foot Five (Stardust) Decca 27838
- Birth of the Blues—Ziggy Elman Ork (Sunny) MGM 11089
- Bless This House—Rosemary Clooney-Norman Leyden Ork (Christmas) Col 36988
- Blues, Just Blues—Sy Oliver Ork (Walkin' the) MGM 11092
- Bouquet of Roses—Bob Crosby-Bobcats (Just a) Cap 1850
- Bouquet of Roses—Sammy Kaye Ork-Kaydets & Glee Club (Daddy) Col 39583
- Brother Fats—Woody Herman & Woodchoppers (Glory of) MGM 11088
- Cecilia—Joe Fingers Carr-Candy Candido (Snuggle) Cap 1847
- Christmas—Rosemary Clooney-Norman Leyden Ork (Bless) Col 36988
- Christmas Chopsticks—Mel Blanc-Buddy Cole Ork (I Tant) Cap 1853
- Christmas Is for Children—Tommy Edwards-LeRoy Holmes Ork (Kris Kringle) MGM 11097
- Crazy Heart—Tony Fontane-George Bassman Ork (Peace in) Mer 5743
- Daddy—Sammy Kaye Ork-Kaydets & Glee Club (Bouquet) Col 39583
- Dear Mister Santa Claus—Lindsay Crosby-John Scott Trotter Ork (That's) Dec 27812
- Don't Be That Way—Harry James Ork (How Dry) Col 39582
- End of the Trail—Bobby Colt, Clef Dwellers-Bern Leaf Ork (It's No) Decatur 1001
- Elorence—Frankie Laine-Paul Weston Ork (Jealousy) Col 39585
- Fugue for Tinorns—Sonny Burke Ork-Jo Ann Greer (Mr. Pessimist) Dec 27837
- Glory of Love—Woody Herman & Woodchoppers (Brother) MGM 11088
- Gypsy Serenade—Jack Bruno-Clef Dwellers-Bern Leaf Ork (Music) Decatur 2001
- Here's to My Lady—Perry Como-Mitchell Ayres Ork (If Wishes) V 20-4344
- Here's to My Lady—Dick Haymes-Camarata Ork (Never Before) Dec 27841
- How Close—Gordon MacRae-Van Alexander Ork (My Love) Cap 1846
- How Dry I Am Blues—Harry James Ork (Don't) Col 39582
- I Don't Care—Teresa Brewer-Cavaliers-Jack Pleis Ork (Sing) Coral 60591
- I Like It—Jane Turzy-Remo Biondi Ork (Yes, You) Dec 27851
- I Still Keep Dreaming—Lee Bros.-Paul Weston Ork (If You've) Col 39584
- I Tant Wait Till Quithmuth—Mel Blanc-Buddy Cole Ork (Christmas) Cap 1853
- If I Can Love You in the Morning—Debbie Reynolds-Four Hits & Skip Martin Ork (Long, Long) MGM 30463
- If I Can Love You in the Morning—Margaret Whiting-Lou Busch Ork (That's) Cap 1845
- If I Could Only See You Again—Art Pallan-Satisfiers-Dick Jacobs Ork (Nickelodeon) Abbey 15058
- If Wishes Were Kisses—Perry Como-Mitchell Ayres Ork (Here's) V 20-4344
- If You've Forgotten Me—Lee Bros.-Paul Weston Ork (I Still) Col 39584
- I'll Find a Dream for Tomorrow—Bobby Colt-Satisfiers-Bern Leaf Ork (Time) Decatur 1003
- I'm Sending You Roses—Blue Barron Ork-Blue Notes (Lonesome) MGM 11094
- It's All Over But the Memories—Patty Andrews-Paul Nealon Ork (Love Is) Dec 27845
- Jealousy—Frankie Laine-Paul Weston Ork (Flamenco) Col 39585
- Jolly Old Saint Nicholas—Ames Bros.-Marty Manning Ork (Ting) Coral 60572
- Jolly Old Saint Nicholas—Marlin Sisters-Pinetoppers (Ting) Coral 64106
- Judas Kiss—Bob Sands-Sid Feller Ork (Turn Back) Cap 1866
- Just a Little Lovin'—Bob Crosby-Bobcats (Bouquet of) Cap 1850
- Kris Kringle—Tommy Edwards-LeRoy Holmes Ork (Christmas Is) MGM 11097
- Laure Lee—Mellowmen (Three Chimes) Coral 60589
- Long, Long, Winter—Debbie Reynolds-Four Hits & Skip Martin Ork (If I) MGM 30463
- Lonesome Whistle—Blue Barron Ork-Blue Notes (I'm Sending) MGM 11094
- Look for the Silver Lining—Louanne Hogan-Earle Hogen Ork (Autumn) MGM 11093
- Love Is Here to Stay—Patty Andrews-Paul Nealon Ork (It's All) Dec 27845
- Love Makes the World Go Round—David Rose Ork (Portrait) MGM 30464
- Merry Christmas—Owen Bradley Quintet (Uncle) Coral 60564
- Mr. Pessimist—Sonny Burke Ork-Jo Ann Greer (Fugue) Dec 27837
- Music From the Heart—Jack Bruno-Clef Dwellers-Bern Leaf Ork (Gypsy) Decatur 2001
- My First and My Last Love—Bill Kenny (Once) Dec 27844
- (All of a Sudden) My Heart Sings—The Continental-Eddie Baxter (You Go) Cap 1844
- My Love—Gordon MacRae-Van Alexander Ork (How Close) Cap 1846
- Never Before—Dick Haymes-Camarata Ork (Here's) Dec 27841
- Nickelodeon Rag—Art Pallan-Satisfiers-Dick Jacobs Ork (It) Abbey 15058
- Once—Bill Kenny (My First) Dec 27844
- Painting the Clouds With Sunshine—Jan Garber Ork-Roy Cendell (We're in) Cap 1852
- Peace in the Valley—Tony Fontane-George Bassman Ork (Crazy) Mer 5743
- Portrait of a Flirt—David Rose Ork (Love Makes) MGM 30464
- Santa Claus Looks Like My Daddy—Danny Kaye-Vic Schoen Ork (Eat) Decca 27829
- Santa Claus Parade—Tex Beneke Ork-Mood Four (A Root'n) MGM 11098
- Satisfied—Lorry Raine-H. Clebanoff Ork (Am I) Coral 60587
- Shake Hands With Santa Claus—Milton DeLugg Ork-Whippoorwills (Thirty-Two) MGM 11099
- (It's No) Sin—Bobby Colt-Clef Dwellers-Bern Leaf Ork (End of) Decatur 1001

Sheik of Araby—Georgie Hormel (Chinatown) MacGregor 1025
 Seigh Ride—Three Sons (Uncle) V (45) 47-4323
 Shrimp Boats—Dolores Gray-Camarata Ork (More) Decca 27832
 Shrimp Boats—Jo Stafford-Paul Weston Ork-Luboff Choir (Love) Col 39581
 Si J'Etais Maitre—Walter Scott Ork-Bob Hart (It's Christmas) Crescendo 108
 Sin Ain't Nothin' But the Blues—Cherry-Merr Singers (Lamp of) Decca 27867
 Sing, Sing, Sing—Teresa Brewer-Cavaliers-Jack Pleis (I Don't) Coral 60591

(Continued on page 50)

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THE BILLBOARD Music Popularity Charts

Record Reviews

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

How Ratings Are Determined Records are rated four ways: (1) over-all; (2) as to their value for disk jockeys; (3) for retailers, and (4) for operators. Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. N. S. indicates record is not suitable for a specific usage.

The Categories Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; Interpretations, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv'ts—promotion firm, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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

ARTIST LABEL AND NO.	TUNES COMMENT	OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
POPULAR					
FRANKIE LAINE (Paul Weston Ork)					
Jealousy COLUMBIA 39585—Laine turns in one of his most persuasive wax jobs on a captivating treatment of the evergreen tango. Stacks up as a big winner.		88	88	88	88
Flamenco (Mitch Miller Ork-Norman Luboff Choir) Laine, on a "Jezebel" kick, delivers impressively to an intriguing, guitar-heavy backing an unusual and striking piece of material which should help make this coupling a double winner.		88	88	88	88
JANE TURZY (Remo Biondi Ork)					
I Like It DECCA 27851—Miss Turzy delivers an exciting vocal on a real catchy novelty to a pulsing Biondi orking. A vigorous string interlude adds a winning finishing touch to a dishing which should prove a quick novelty hit.		88	88	87	89
Yes, You Are The thrush harmonizes with herself via the dub-in process on a pleasant country-styled waltz. Dishing establishes a fine mood but doesn't figure to cut into the winnings of the topside.		75	75	75	75
AMES BROTHERS (Marty Manning Ork)					
Ting-A-Ling-A-Jingle CORAL 60572—On top of the group's new popularity because of the "Undecided" click, this one could be one of the big new Christmas items. The quartet does it with feeling and spirit.		86	86	86	86
Jolly Old Saint Nicholas Another good yuletide item from the Ames Brothers. The attractive ditty could stir up a little action this year via this disk.		83	83	83	83
DICK HAYMES (Camarata Ork)					
Here's to My Lady DECCA 27841—Great Haymes on a splendid new Rube Bloom-Johnny Mercer ballad, with Camarata providing handsome fills. Tune's lovely but a toughie for the current cornball market. If it should catch the, this will be one of the leading waxings of it.		86	87	86	85
Never Before Haymes, in peak form, sings the stuffings out of an attractive picture ballad with Camarata furnishing a rich, stringy backing.		79	80	78	78
TERESA BREWER (Cavaliers-Jack Pleis Ork)					
I Don't Care CORAL 60591—Miss Brewer's first for Coral is an infectious novelty which she projects with guts and distinction. Should get her off on the right foot for her new wax bosses.		86	86	85	86
Sing, Sing, Sing The jazz associated standard is socked home in handsome style by thrush, one of the finest of the younger stylists. Should attract many a spin with deejays and on boxes.		86	86	85	86
BILLY ECKSTINE & GEORGE SHEARING					
You're Driving Me Crazy MGM 11101—Eckstine is effective with his vocalizing on this rhythm treatment of a great standard. His last chorus is a splendid reminder of Billy's jazz instincts. Coupling could also have potency in the r.&b. areas.		86	87	85	85
Taking a Chance on Love Collectors will have a picnic with this dishing, which couples the stars of a lengthy concert tour now in progress. Billy sings the standard more lightly than is his usual and Shearing's group swings easily in his support and in a lengthy instrumental seg.		85	86	85	84
PERRY COMO (Mitchell Ayres Ork)					
Here's to My Lady VICTOR 20-4344—The first writing effort by the Johnny Mercer-Ruby Bloom team since their "Fools Rush In" is an extremely lovely ballad with a fine lyric. Como sells it in his best style.		85	85	85	85
If Wishes Were Kisses Como hands another good new ballad a dulcet-toned reading. This time with the assistance of the Fontane Sisters.		85	85	85	85
LINDSAY CROSBY (John Scott Trotter Ork)					
That's What I Want for Christmas DECCA 27812—Bing's youngest son is the major attraction of this seasonal dishing. His presence alone should assure this waxing of plenty of action, tho it is not a particularly sterling etching. Tune's perfectly suited to the youngster.		84	85	85	83
Dear Mister Santa Claus Same story for this side, tho the material is a shade less appealing.		82	83	82	81
SAMMY KAYE ORK (Kaydets & Glee Club)					
Daddy COLUMBIA 39583—Sammy here has re-recorded one of his all-time hits to coincide with revival of the song in the "Blue Veil" movie. Still stacks up as a potent slicer and should do well anew.		84	85	83	84
Bouquet of Roses The Kaydets blend warmly for a revival of a country hit of some years ago.		78	78	77	80
LORRY RAINE (Herman Clebanoff Ork)					
Satisfied CORAL 60587—There's strength in this etching of a forgotten oldie. The thrush delivers it with accent on sexy intimacy, with more than a slight suggestion of the April Stevens manner. Makes a strong entry for the thrush.		83	85	82	82
Am I Blue? Miss Raine is most persuasive in her warm, intimate revival of a fine oldie. The backing is just right. Could surprise.		82	85	81	81
TONY FONTANE (George Bassman Ork)					
Crazy Heart MERCURY 5743—Another fine country & Western gets a full-blown pop treatment. Both the tune and Fontane's strong chanting give this a high potential and establish the singer as a promising wax personality.		82	83	81	82
Peace in the Valley Fontane continues to impress with his chanting an another country follow-up. Pop version of the Red Foley sacred item is well-played by the Bassman ork and neatly sung by the chanter.		79	80	78	78
MARLIN SISTERS-PINETOPPERS					
Ting-A-Ling-A-Jingle CORAL 64100—This is sort of a Christmas "Mocking Bird Hill," possessing a most infectious quality in its chorus. It is rendered solidly by the sisters and the instrumental group. Could pick up c.&w. business as well as pop action in non-metropolitan areas.		82	82	82	82
Jolly Old Saint Nicholas A likely Christmas novelty is delivered costfully by the sisters to the sprightly backing by the mandolin-led group.		76	77	75	77



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GUY

Lombardo

and his
Royal
Canadians

with a
great new
Christmas
song...



"HE'LL BE
COMING DOWN
THE CHIMNEY"
(LIKE HE ALWAYS DID BEFORE)

and
"CHRISTMAS CHOPSTICKS"
(It was the Night Before Christmas)

Decca 27802 (78RPM) and 9-27802 (45RPM)

America's Fastest
Selling Records



(Continued on page 48)

THE BILLBOARD Music Popularity Charts

SALE!
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American Cancer Society

GIVE TO THE RUNYON CANCER FUND

Record Reviews

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

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.
• [Continued from page 47](#)

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
DEBBIE REYNOLDS (Four Hits & Skip Martin Ork)		
Long, Long Winter, A MGM 30463—Movie starlet Reynolds delivers a most impressive light reading of one of last year's happiest seasonal ditties. Skip Martin's erking swings crisply and keeps things interesting at all times. A fine record.	81--84--80--80	
If I Can Love You in the Morning Miss Reynolds acquits herself pleasantly on a light bounce ballad. Martin contributes another fine arrangement; he should be heard from more often.	76--78--75--75	
BLUE BARRON ORK (Blue Notes)		
Lonesome Whistle MGM 11094—Barron comes up with a simple, tasty mood etching of a wonderful Hank Williams' tune. Song may be a bit too worldly for the general pop market. If it isn't, this should make a solid entry.	81--84--80--80	
I'm Sending You Roses (Johnny Goodfellow) Another Tin Pan Alley attempt to capture country ballad simplicity and sincerity rings rather hollow despite a very pleasing rendition by the Barron forces.	73--73--72--74	
PATTY ANDREWS (Paul Neelson Ork)		
It's All Over but the Memories DECCA 27845—A major plug ballad is treated to a dance beat reading in effective fashion with Patty singing it in fine style.	80--82--78--80	
Love is Here to Stay This Gershwin beauty, featured in the "An American in Paris" flicker, is rendered rather frigidly by Patty. Nevertheless should get plays.	78--80--77--77	
BILL KENNY		
Once DECCA 27844—One of the most attractive of the several "big" ballads on the market at the moment is delivered strongly by Kenny. If the song hits, this excellent coverage should catch a share of the action. Kenny's backed by strings and voices.	80--80--80--80	
My First and My Last Love The newest adaptation of themes from "Scheherazade" is sung with customary dramatico by Kenny, who's one of the best song salesmen around. Not a world beating effort, tho a good one.	74--74--73--75	
WOODY HERMAN & THE WOODCHOPPERS		
Brother Fats MGM 11088—Woody reels off a boogie novelty with a gitty, driving, humorous delivery to support from the Herman Herd's band within the band. Should score with Herman's followers.	79--80--79--79	
Glory of Love, The With the big band, Woody delivers a beat reading of the standard, which currently is hitting in the r.&b. field. The band bites hard. Good for dancing, too.	75--76--74--75	

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
TOMMY DORSEY ORK (Bob London & Brownlee Sisters)		
Solitaire DECCA 27843—T. D. has pleasing dance coverage of a ballad of more than moderate promise. London sings it well.	79--80--78--78	
With All My Heart and Soul Tommy's aggregation blends agreeably to produce another dance coverage of a ballad which has shown promise of breaking thru. London sings it well with a first-rate assist from T. D.'s newest vocal group, the Brownlee Sisters.	75--75--75--75	
ART PALLAN (Dick Coleman)		
Nickelodeon Rag, The ABBEY 15058—Pallan and Coleman, both deejays, combine on a good piece of material tried earlier on the label with the actual Nickelodeon sound. The Jacobs erking does much to spark the disk.	78--80--74--80	
If I Could Only See You Again (The Satisfiers-Dick Jacobs Ork) Deejay Pallan's chanting impresses on an attractive new ballad. The vocal group and Dick Jacobs ork lend a nice assist.	77--80--72--78	
LEE BROTHERS (Paul Weston Ork)		
If You've Forgotten Me COLUMBIA 39584—Another good version of an appealing new ballad.	77--79--76--77	
I Still Keep Dreaming An attractive waltz ballad is handed a smooth reading by the male group and the Weston ork.	74--76--73--74	
LOUANNE HOGAN (Earle Hagen Ork)		
Autumn in New York MGM 11093—An exceptionally lovely song and an exceptionally lovely rendition of it is reissued from the original Musicraft master. Miss Hogan, a voice behind the movie voices, is a fine talent. Deejays should be interested in this one.	75--78--75--73	
Look for the Silver Lining Another splendid effort by Miss Hogan on this fine standard. Earle Hagen provides super support on both sides.	70--70--70--70	
TOMMY EDWARDS (LeRoy Holmes Ork)		
Christmas Is for Children MGM 11097—Edwards treats this pleasant, delicate seasonal ballad in his warm, intimate style. Pleasant slicing, if not a powerful one.	75--76--75--74	
Kris Kringle Delightful seasonal bouncer is done quite well by Edwards, tho he doesn't seem to be at home with the offering.	75--76--75--74	
HARRY JAMES ORK		
Don't Be That Way COLUMBIA 39582—One of the great instrumental items from the swing era, originated with Harry's one time boss, Benny Goodman, is played crisply and with an easy dance beat.	75--77--74--74	
How Dry I Am Blues James serves up a live, rocking medium jump instrumental which is played magnificently by his crew. Harry blows a mess of horn.	73--75--72--72	
BOB SANDS (Sid Feller Ork)		
Turn Back the Hands of Time CAPITOL 1866—The label's new tenor covers the Eddie Fisher click much like the original version of the song. Could pick up a little of the action, tho not enough to bother the Fisher disk.	74--76--72--73	
Judas Kiss, The Sands does well enough on a somewhat difficult item attempting to follow the "Jezebel" pattern and feeling.	70--72--68--70	

(Continued on page 89)

• Don't Miss This One!
• A Truly Electric Performance
by a Great NEW Star!

JOHNNIE
RAY *Singer*

THE LITTLE WHITE CLOUD THAT CRIED

with THE FOUR LADS and Orchestral Acc.

78 rpm 6840
45 rpm 4-6840

"CRY"



Okeh

RECORDS

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THE BILLBOARD Music Popularity Charts

• The Billboard Picks

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

THE LITTLE WHITE CLOUD THAT CRIED Johnny Ray Okeh 6840

Okeh's new singing sensation applies his torrid style, a combination of Frankie Laine and Kay Starr and touches of his own, to two new ballads. "Cry" is a sleeper that's been stirring; "Cloud" is an impressionistic number of his own cleffing.

CHARMAINE Vaughn Monroe Victor 20-4375

Monroe comes up with a rock-ribbed rendition of the lovely oldie, on a strong revival kick thanks to the Mantovani cleffing on London. The Mantovani and Gordon Jenkins cleffings were picked here last week.

CRY Georgia Gibbs Mercury 5749

June Valli Victor 4378

Four Knights Capitol 1875

The sentimental sleeper, along with the Johnny Ray dinking listed above, could click with these three readings as well.

THE THREE BELLS Andrews Sisters-Gordon Jenkins Ork Decca 27858

The girls come thru with a stylish reading of a new story in song, the third lyric to this pretty melody, and the one which promises the most.

• The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be:

1. JALOUSIE Frankie Laine Columbia 39585
2. DADDY Sammy Kaye Ork Columbia 39583
3. LITTLE WHITE CLOUD THAT CRIED Johnny Ray Okeh 6840
4. I TALK TO THE TREES Tony Baxter Victor 20-4320
5. NEVER Dennis Day Victor 20-4285

• The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be:

1. FLAMENCO Frankie Laine Columbia 39585
2. SHRIMP BOATS Jo Stafford-Paul Weston Ork Columbia 39581
3. DOMINO Doris Day Columbia 39596
4. SHRIMP BOATS Dolores Gray Decca 27832
4. I LIKE IT Jane Turzy Decca 27851

• The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the juke box operators think tomorrow's hits will be:

1. I CAN'T HELP IT Guy Mitchell-Mitch Miller Ork Columbia 39595
2. JALOUSIE Frankie Laine Columbia 39585
3. DOMINO Bing Crosby Decca 27830
4. JAZZ ME BLUES Les Paul Capitol 1825
5. OUT IN THE COLD AGAIN Billy Eckstine MGM 11073

• The Country and Western Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

1. ALABAMA JUBILEE Red Foley Decca 27810
2. I WISH I MAY, I WISH I MIGHT George Morgan Columbia 20870
3. MY OLD PAL Lefty Frizzell Columbia 20841
4. WONDERING Webb Pierce Decca 46364
5. 'TIS SWEET TO BE REMEMBERED Cowboy Copas King 1000

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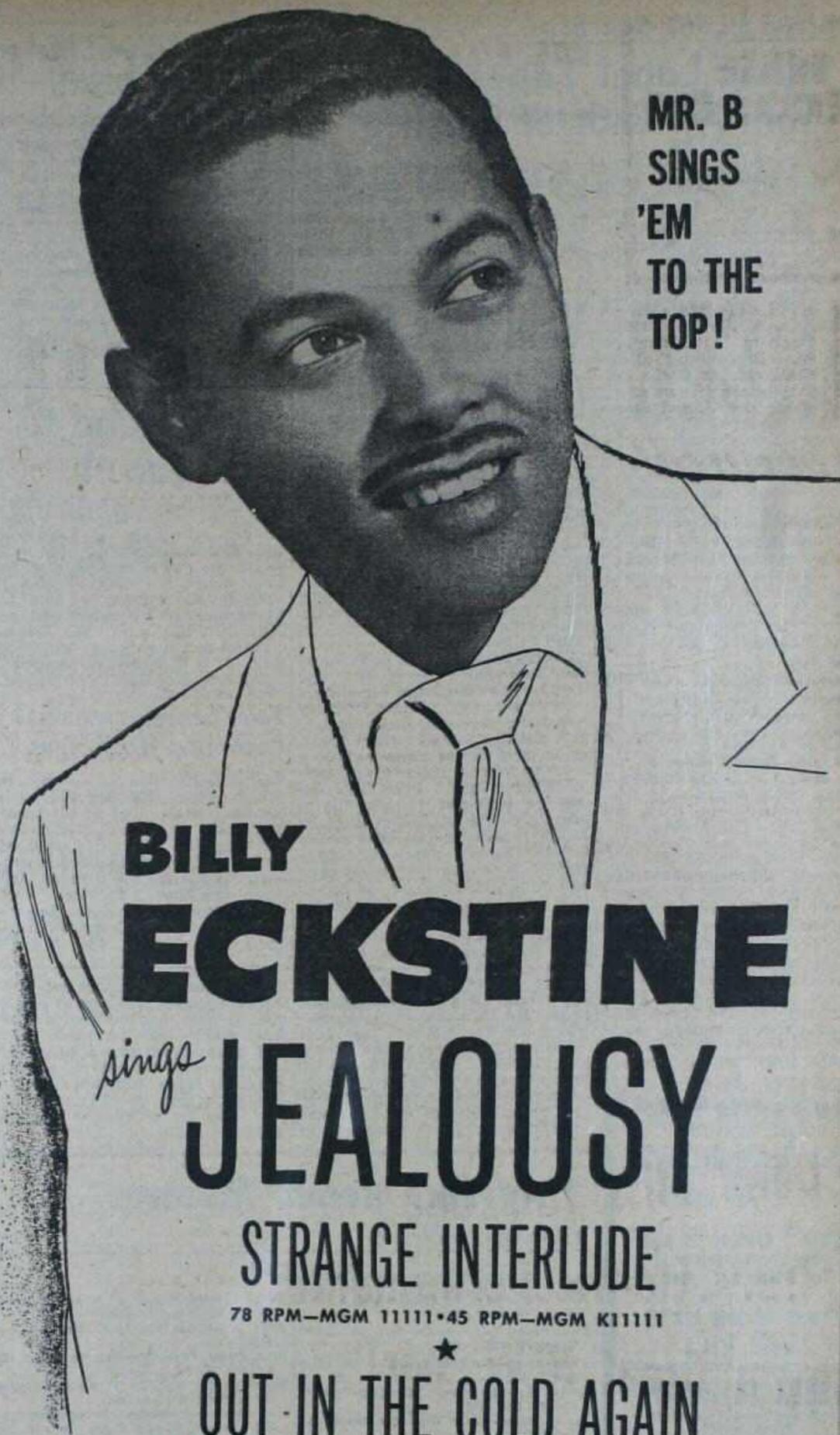
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BILLY ECKSTINE

sings

JEALOUSY

STRANGE INTERLUDE

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OUT IN THE COLD AGAIN ONCE

78 RPM—MGM 11073 • 45 RPM—MGM K11073



MGM's Big Special BILLY ECKSTINE and The GEORGE SHEARING QUINTET

TAKING A CHANCE ON LOVE YOU'RE DRIVING ME CRAZY

78 RPM—MGM 11101 • 45 RPM—MGM K11101



M-G-M RECORDS

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

STRANGE MUSIC, BUT REAL

Ethnic Label Tapes 'Em From All Ends of Earth

NEW YORK, Nov. 3. — One of the most unusual record catalogs being marketed currently is that of the Ethnic label. The diskery, headed by Moe Asch, includes in its recorded repertoire Sioux and Navajo music, and ethnic material gathered from French Africa, Haiti, Ethiopia, Indonesia, Palestine, India, Korea and even such Middle Eastern areas as Bukhara, Uzbekistan and Azerbaijan. Best-selling album in the Ethnic catalog is the collection of American Indian music acquired from the United States government and recorded on the government reservations.

Originally the label's biggest problem was in finding authentic recorded material for release as commercial disks. Lately, several foreign governments have been co-operating with Asch in order to acquaint the American public with the distant cultures. Typical albums released thru arrangements with foreign countries are collections from Korea, French Equatorial Africa and Indonesia.

Several albums were originally recorded in foreign countries by anthropologist Harold Courlander. In this series of disks are such material as Haitian drums, Ethiopian folk music, Cuban cult music, and two American Negro folk music sets recorded in Alabama under a grant from the Viking Fund. The Indian government supplied a collection of folk material recorded by All-India Radio. Spanish folk music was obtained from a former American O.S.S. agent who recorded native groups while station in Spain during the last war.

The American Museum of Natural History supplied the Peruvian folk music, while Peter Bartok, son of the late Bela Bartok, supplied recordings made in Rumania by the elder Bartok and including the composer's notes. Among the more recent

releases by Asch's firm are recordings of Saudi-Arabian music, and selection from the Falashas, Ethiopian Jewish sect. Latter two albums were recorded by Professor Wolf Leslau of Brandeis University.

Valli Sues Cap On 'Bozo' Title

HOLLYWOOD, Nov. 3. — Circus clown Larry Valli, claiming prior usage of the Bozo name, this week filed a \$500,000 damage suit against Capitol Records, asked the court to stop Capitol from using the Bozo tag and force Capitol to pay him for all profits made from the Bozo disks. Valli's suit was filed in Los Angeles Superior Court thru attorney George Bragin. Capitol has 10 days in which to plead to the complaint.

Valli claims he has been using the Bozo name since 1917 and thereby has established his ownership of that tag. Capitol Records has been releasing Bozo kidisks only for the past five years. Diskery's legal department remained mum as to what action it will take in fighting Valli's action. Capitol can be expected to bear down heavily on the identification of its kidisk character as "Bozo, the Capitol Clown." Capitol has copyrighted the appearance of its Bozo and will probably try to prove that its Bozo in no way resembles Valli's clown costume.

Capitol's Bozo character was created five years ago by Alan Livingston, now diskery's artist-repertoire veepee, and has become one of the label's most important properties. Bozo disk material consisting of five albums ("Bozo at the Circus," "Bozo and the Rocket Ship," "Bozo Under the Sea," "Bozo and the Birds" and "Bozo on the Farm") is the cornerstone of Capitol's kidisk catalog, generally recognized as being one of

DENMARK SEES FIRST LP DISKS

COPENHAGEN, Nov. 3.—First long-playing platters—from Decca and the Deutsch Gramophon Company—were demonstrated here last week Thursday (18), in the showroom of the Nordisk Polyphon firm. At the present time there is little market here for the long-playing disks as few machines for playing them are available. Also the prices are considered high—a 25 centimeter platter costing 30 krone, which is slightly more than \$2.

HMV Head to Quit Jan. 1

LONDON, Nov. 3. — Sir Ernest Fisk, head of His Master's Voice, diskery subsidiary of Electrical and Musical Industries, Ltd., will resign the end of this year, when his seven-year contract expires.

While Sir Ernest declined to comment on his retirement, an official of EMI said, "Sir Ernest came to us for a certain length of time. It is a normal retirement." No successor has been named.

Jerry Schram, Midwest Recording Head, Dies

CHICAGO, Nov. 3.—Jerry P. Schram, head of Midwest Recording Specialties, died at his home in suburban Elmhurst Wednesday morning (31). Schram is survived by his widow, Madeline; his parents, Ed and Helen Schram, and three brothers. Services were held today, followed by internment in St. Mary's Cemetery, Elmhurst.

the strongest in the industry. In addition to peddling kid platters, Capitol has licensed manufacturers to use the Bozo name and resemblance and is collecting royalties from the sale of numerous Bozo items. This marks the first time that Capitol's right to the Bozo name had been challenged.

Union Seeks Ork Pact for Toronto Rinks

TORONTO, Nov. 3. — Walter Murdoch, president of the Toronto Musical Protective Society, the musicians' union, is hopeful that his organization will work out a mutually satisfactory arrangement with the City of Toronto in supplying music to four outdoor city rinks.

He objected when the city began discussions with the Associated Broadcasting Corporation, local outlet for Muzak, for the supply of wired music.

It is understood that the Muzak organization already has an authorization from the city allowing it to begin installation of equipment at the outdoor rinks.

Murdoch wants the city to put in live music, with the union supplying eight men and a leader.

Earnings Dip On Decca List

NEW YORK, Nov. 3.—As reported in The Billboard last week, Decca Records this week posted its third-quarter statement and showed a 78 per cent drop in net earnings as compared to the same quarter's take in 1950, and a drop equal to 27 per cent for net earnings for the first nine months of this year as compared to last year.

The earnings for the third quarter are equal to 6 cents per share, below the anticipated 10 cents per share, on the 776,000 outstanding shares of Decca stock. This equals \$46,599.

The profits for the first nine months of the year total \$401,793, as compared to \$553,814 earned in the same period in 1950. The earnings for this year were figured after computing and paying taxes at the higher 1951 rate. Tax payment totaled \$414,030. The drop in earnings for the quarter at Decca primarily is pegged on the fact that the diskery enjoyed an exceptionally heavy third quarter in 1950. It was in this quarter last year that the diskery put to market its 45 r.p.m. line. It is to be recalled that, in 1949, the diskery's earnings only equaled 5 cents per share. Diskery, too, has been below par in the hit disk sweepstakes in recent months.

THIS GUY REALLY MIXES 'EM UP

NEW YORK, Nov. 3.—Ingredients for a copyright: Take two p.d.'s and mix well. That's the formula back of Regent Music's "Christmas Chopsticks," brought in by song chemist Fred Heiden. Melody is the famous "Chopsticks," lyric the equally famous "The Night Before Christmas," by Clementine Moore. Heiden discovered that the word of "Christmas" fit "Chopsticks" nearly perfectly, and with only a minimum of editing had himself a fine new Christmas ditty. Tune has been waxed by Guy Lombardo, Frank Yankovic, Mindy Carson and Mel Blanc. Interesting sidelight is that "Chopsticks," the public domain here, is protected abroad. Gene Goodman cleared European rights thru Box & Cox.

POPULAR ALBUMS

- Bing Crosby Sings Victor Herbert Songs Album—Bing Crosby-Frances Langford-Victor Young Ork (1-10") Decca (33) DL-5355; I'm Falling in Love With Someone; Gypsy Love Song; Ah, Sweet Mystery of Life; Sweethearts; When You're Away; Thine Alone; I Might Be Your Once-in-a-While; Indian Summer. Benny Goodman Combo Album—(1-12") Columbia (33) GL-500; After You've Gone; Gilly; Stardust; Breakfast Feud; Benny's Bugle; As Long as I Live; On the Alamo; Liza; Shivers; AC-DC Current; Slipped Disc; A Smo-o-oth One. Benny Goodman and his Orchestra Album—(1-12") Columbia (33) GL-501; Clarinet a la King; At the Darktown Strutters' Ball; Scatter-Brain; Clarinade; The Hour of Parting; Mission to Moscow; The Earl; The Man I Love; Benny Rides Again; Six Flats Unfurnished. Hands Across the Table Album—The Three Suns (3-7") Victor (45) WP-330; Hands Across the Table; Auf Wiedersehen; La Vie en Rose; Autumn Leaves; You and the Night and the Music; Yours Is My Heart Alone. Hawaiian Blossoms Album—Haleleiki Kahaloopua—Arthur Godfrey-Archie Bleyer Ork (1-10") Columbia (33) GL-6190; Hawaiian War Chant; Lowly Hula Hands; White Ginger Blossoms; Ke Kai Au Lei Aloha; Kua Ipo; Sweet Lei-Iani; Yauka Hula Hickey Dula. Moonlight Sonata Album—Jesse Crawford (1-10") Decca (33) DL-5346; Moonlight Sonata; Love Sends a Little Gift of Roses; Smilin' Through; Roses of Picardy; My Moonlight Madonna; Sylvia; A Dream; Somewhere a Voice Is Calling.

SACRED

- Gentle Hands—Red Kirk (Only One) Mer 6363 Only One Step More—Red Kirk (Gentle Hands) Mer 6363

Advance Record Releases

Continued from page 46

POPULAR

- Sittin' in a Corner—Franz Geisz Sr. & Jr.—J. Harris (Play) Gold Rain 121 Sleigh Ride—Three Suns—Jim Robertson (Uncle) Victor 20-4323 Slippery Smith—Ben Smith Quartet (By the) Savoy 820 Snuggle Bug—Joe Fingers Carr—Candy Candido (Cecilia) Cap 1847 Society Mambo—Xavier Cugat Ork (Mambo a) Col 39579 Solitaire—Tommy Dorsey Ork—Bob London & Brownlee Sisters (With All) Dec 27843 Soothing—Herbert Foote (Dancing) Trier P-6604-5 Stardust—Grady Martin—Slew Foot Five (Beer Barrel) Dec 27838 Sunny Disposition—Ziggy Elman Ork (Birth of) MGM 11089 Taking a Chance on Love—Billy Eckstine & George Shearing (Your'e) MGM 11101 That's for Sure—Margaret Whiting—Lou Busch Ork (I I) Cap 1845 That's What I Want for Xmas—Lindsay Crosby—John S. Trotter Ork (Dear) Dec 27812 There's Always Room at Our House—Guy Mitchell—Mitch Miller Ork (I Can't) Col 39595 These Things Shall Pass—Bill Kenny (Keep On) Decca 14593 They Call the Wind Maria—Gil Hulton—Victor Young Ork (River) Decca 27821 Thirty-Two Feet & Eight Little Tails—Milton DeLugg Ork—Whippoorwill (Shake) MGM 11099 Three Chimes of Silver—Mellowmen (Laura Lee) Coral 60589 Time Was—Bobby Colt—Satisfiers—Bern Leaf Ork (I'll Find) Decca 1063 Ting-a-Ling-a-Jingle—Ames Bros.—Marty Manning Ork (Jolly Old) Coral 60572 Ting-a-Ling-a-Jingle—Marlin, Sisters—Pinetoppers (Jolly Old) Coral 64106 To a Little Boy—Harold Peary—Jack Meakin Ork (Whoa) Coral 60586 Turn Back the Hands of Time—Bob Sands—Sid Feller Ork (Judas) Cap 1866 Turn Back the Hands of Time—Jerry Gray Ork—T. Traynor—Gilda—Skylarks (I Never) Dec 27839 Uncle Mistletoe—Three Suns—Jim Robertson (Sleigh Ride) Victor 20-4323 Uncle Mistletoe—Owen Bradley Quintet (Merry) Coral 60564 Uncle Mistletoe—Three Suns (Sleigh Ride) V45147-4323 Undecided—Guy Lombardo—Kenny Gardner (Lie-De) Decca 27835 Undecided—Mary Small—Vic Mizzy Ork (If I) King 15128 Vendetta—Ray Martin Ork (Martini) London 1073 Waitin' on the Corner—Bob Hart—Walter Scott Ork (Little Drop) Crescendo 109 Walkin' the Dog—Sy Oliver Ork (Blues) MGM 11092 We Will Never Say Goodbye—Wright Riley—Rozance Trio (I've Got) Marathon 1015 We'll Keep a Welcome—Dick James—Iford Choir—Bob Farnon Ork (Mist) London 1044 We're in the Money—Jan Garber Ork—Roy Cordell (Painting) Cap 2852 White Christmas—Patti Page—Jack Rael Ork (Christmas Song) Mer 5732

POPULAR ALBUMS

- Bing Crosby Sings Victor Herbert Songs Album—Bing Crosby-Frances Langford-Victor Young Ork (1-10") Decca (33) DL-5355; I'm Falling in Love With Someone; Gypsy Love Song; Ah, Sweet Mystery of Life; Sweethearts; When You're Away; Thine Alone; I Might Be Your Once-in-a-While; Indian Summer. Benny Goodman Combo Album—(1-12") Columbia (33) GL-500; After You've Gone; Gilly; Stardust; Breakfast Feud; Benny's Bugle; As Long as I Live; On the Alamo; Liza; Shivers; AC-DC Current; Slipped Disc; A Smo-o-oth One. Benny Goodman and his Orchestra Album—(1-12") Columbia (33) GL-501; Clarinet a la King; At the Darktown Strutters' Ball; Scatter-Brain; Clarinade; The Hour of Parting; Mission to Moscow; The Earl; The Man I Love; Benny Rides Again; Six Flats Unfurnished. Hands Across the Table Album—The Three Suns (3-7") Victor (45) WP-330; Hands Across the Table; Auf Wiedersehen; La Vie en Rose; Autumn Leaves; You and the Night and the Music; Yours Is My Heart Alone. Hawaiian Blossoms Album—Haleleiki Kahaloopua—Arthur Godfrey-Archie Bleyer Ork (1-10") Columbia (33) GL-6190; Hawaiian War Chant; Lowly Hula Hands; White Ginger Blossoms; Ke Kai Au Lei Aloha; Kua Ipo; Sweet Lei-Iani; Yauka Hula Hickey Dula. Moonlight Sonata Album—Jesse Crawford (1-10") Decca (33) DL-5346; Moonlight Sonata; Love Sends a Little Gift of Roses; Smilin' Through; Roses of Picardy; My Moonlight Madonna; Sylvia; A Dream; Somewhere a Voice Is Calling.

FOSTER DAY BECOMES LAW

WASHINGTON, Nov. 3.—President Truman has signed into law a Congress-passed bill authorizing him to proclaim January 13 of each year as composer Stephen Foster Memorial Day.

Okeh Signs 4 R & B Artists

NEW YORK, Nov. 3.—Okeh Records this week signed rhythm and blues artists Larry Darnell, Titus Turner, Annie Laurie and orkster Paul Gayten. They had been the mainstays of the Regal indie, which is currently liquidating its R. G. interests. The Regal management, Fred Mendelsohn and Dave and Jules Braun, will continue in the disk business with a kidisk line, the Tot 'n' Teens label. Mendelsohn and the Brauns also maintain their interest in the Deluxe label, in partnership with Syd Nathan.

Danny Kessler, Okeh a. and r. topper, consummated the deal for the four artists this week in negotiations with Mendelsohn.

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Miami Vaude, Live 25 Years, Given the Ax

Olympia Blames 3
Factors; Talent
High Due to Video

• Continued from page 1

that we can't see our way clear to continue vaudeville at the Olympia. Also, the musician's union (Miami Federation of Musicians) isn't giving us any help. Last year, they forced us to add an extra man to the house band, and now they're insisting upon an increase in salary."

Twelve-man house band has been led by Les Rohde for the past eight years. The Olympia has had vaude shows since 1926.

The third factor in Paramount's decision to eliminate live shows involves booking of motion pictures. Most top, first-run films are rented on a percentage basis, but with stagelights an exact determination of percentage cannot be evolved, Hoover added.

The Theater exec cited a dozen instances of performers declining to accept Miami dates because of one-shot TV stints in New York. "They think it's silly, and rightly so," Hoover said, "to come down here from New York to do 28 shows in a week, while they can pick an equal stipend for one TV shot in New York."

Last spring, Olympia toyed with the idea of dispensing with both vaude and pix in favor of stock company stagelights. But the failure of other local legit ventures to make any dough scared Olympia away from the strawhat circuit.

Olympia, with 2,170 capacity, has been running four shows daily. It's understood that only a handful of top names who've headlined shows here in the past made any money for the management. Theater has been in the red almost every week.

Milw'kee Bistros Out of Doldrums

CHICAGO, Nov. 3.—Milwaukee niteries, which have been dormant since the end of World War II, show signs of awakening, with Al Tusa, owner of the Tic-Toc, taking the lead. Tusa currently has Billy Gray, who left the Beer City in 1943 after working nine years steadily at the spot; Moore and Leslie and Jesse James and Cornell.

Because of the business racked up by this show, Tusa has booked Harry Richman, opening November 9 for two weeks, with Myron Cohen in for a fortnight beginning November 23. Lou Cohan, local agent, is booking the spot exclusively.

Across the street from the Tic-Toc, the Hotel Schroeder continues to use names in its Empire Room. Chico Marx, currently in the room, is being followed by Margaret Whiting and Joey Rardin, with Ray Herbeck's band November 6; Ted Lewis' revue and band, November 20, and Ted Weems' band and a variety act bill December 4.

Soph Tucker, Ted Shapiro Play Five Spots Pre-Miami

NEW YORK, Nov. 3.—Sophie Tucker and Ted Shapiro will play five hotels all over the country before opening at the Copa City, Miami Beach, on or about February 17.

When Miss Tucker leaves the Latin Quarter, here, she'll go to the Elmwood Hotel, Windsor, Ontario. Then comes the Chase Hotel, St. Louis. Following that date, there are the Shamrock, Houston for a New Year's Eve opening, then comes the Baker Hotel, Dallas, and winds up at the Bay Shore Royal Hotel Tampa, about the end of January.

EDITORIAL

Up to AGVA Members

As has been asserted previously, The Billboard is for the accident insurance policy itself. But it is not for the insurance plan conceived by Victor Connors, American Guild of Variety Artists wheel, with the assistance of Matthew M. Adler, insurance broker, and formalized by a 15-year contract signed by Henry Dunn, AGVA head.

Under the Connors plan, Adler has become the head of an AGVA Accident Insurance Bureau without the permission or approval of the union itself and, under it, Connors and Adler collect all the premiums, accounting for the funds to nobody but the North American Insurance Company. Latter has already indicated its dissatisfaction because it has no way of knowing what money is coming in.

Under the Connors plan, AGVA personnel is used to collect the premiums. Collection method has already been questioned by insurance boards of various States, and in Philadelphia warrants have been issued by the magistrate's court for the arrest of two AGVA men who were acting under Connors' orders. Despite claims to the contrary, insurance money collected does not go to AGVA. It goes to Connors and Adler. Latter gets 30 per cent commission.

So far the Connors plan hasn't progressed to such an extent that big dough has been collected. But authorities see a potential of a million dollars a year, even tho only about \$65,000 has been collected so far.

AGVA's Executive Board has demonstrated its inability to deal with the insurance mess. Perhaps it doesn't understand its significance or doesn't want to.

At the Board's meeting, Tuesday (30), the majority seemed to feel there was nothing wrong in some people making a "little money on the side." At least they voted that way when they turned down a Connors resignation.

A series of sober warnings by counsel that the Connors plan established a pattern that was of questionable legality, which would lay the union open to all sorts of charges, were casually brushed aside.

It is now up to the members to do something about their union. It seems that AGVA's ruling bodies are unable or incapable of cleaning their own house.

AGVA'S INSURANCE BURNS BOARD MEET

Connors' Exit Nixed by Directors as
Some Shout "Whitewash" on Hot Issue

• Continued from page 1

tender his resignation, but didn't do so.

Three Board members fought hard to accept Connors' resignation, leveling charges of various kinds. They gave examples of Connors' negotiating contracts, which they characterized as sell-outs, in order to get the insurance plan across. But the majority of members stuck to their position that nothing was proved. One member said that Connors' admission of getting \$600 from Matthew M. Adler, the insurance broker who handles the AGVA policy, "was nothing to get excited about. If I had to do extra work I too would want a cut."

Additional stories concerning AGVA and its insurance plan are in the Outdoor Section, this issue.

At one point, Dunn announced he would fight for Connors "to the hilt." Later, upon direct questioning as to whether Dunn knew of Connors getting the \$600, Dunn replied: "I knew nothing about it. If I did I wouldn't have allowed it." Later Dunn was shown documentary evidence that he did know and his answer was: "Oh, that. Yes I knew about that. I thought you meant something else."

6 to 3

When the final vote was taken on whether or not to accept Connors' resignation, the vote was six to three in Connors favor. At the end of the count, Georgie Price, AGVA prexy and Board chairman, said: "I would like to hear a motion asking for severe censure of Connors and Dunn." One of the pro-Connors Board members added: "... and I'd like to make an amendment that Connors be asked to return the money..."

An anti-Connors rep said: "I've never heard a more stupid thing. Here you vote that it's okay for a guy to do what he did by refusing to accept his resignation, and in the next breath you want to censure him and say in effect, 'it's okay to take the money. But this time put it back.' What kind of people are you? You sit here and listen to the same things I hear, but when it comes to a showdown you back out. You try to weasel out of it thru votes of censure..."

As for Hamid

The George Hamid affair aroused another controversy. AGVA had declared a strike against Hamid for refusing to sign a contract plus the insurance plan, and Dunn asked for approval to

place a picket line around a Hamid-Morton show in Boston. He was asked how many members AGVA had, and Dunn replied, "Only a small fraction."

Dunn was then asked how he could call a strike or place a picket line around an enterprise, when only a small fraction of the employees were members. The question was debated, and approval given for a picket line.

TVA was a subject for more heat when Dewey Barto, AGVA rep to the TVA, walked out of the meeting charging he wouldn't be dictated to by others. Barto's walk-out was considered a resignation, and Jerry Wayne was voted unanimously to succeed him.

Anti-AGVA Insurance Men Fill EMA Board

CHICAGO, Nov. 3.—More fuel was added to the fire under the American Guild of Variety Artists' insurance program here Monday (20) when the Entertainment Managers' Association elected its 1952 board of governors. The new board is made up almost entirely of opponents to the plan in the club-date field.

The new board includes Sam Levy Sr., Barnes-Carruthers, and Lyman C. Goss, Sam Roberts, Jim Roberts, Leo Nadell, Vic Brown, Alpha Demaree, Lou Breese, Art Goldsmith, Eddie Sligh, Boyle Woolfolk and Doris Hurtig, indies. Sid Page, retiring prexy, automatically becomes a member of the board.

Officers Oppose Code

The board Tuesday (30) elected a slate of officers dominantly in opposition to the code. Goss was made prexy; Jim Roberts, first v.-p.; Freddy Williamson, Associated Booking, second v.-p.; Brown, third v.-p., and Mary Himmel, David P. O'Malley Agency, secretary. The new board and officers also show a trend away from the major offices, with only Williamson repping the larger agencies.

Brown, Goldsmith and Nadell have been appointed to a committee which will study recommendations to be made regarding the insurance to the local board of governors and also the committee of EMA-ARA which will visit New York November 12 for the national board of governors' annual meeting. Goss, Goldsmith and Dave

Philly Gives AGVA Two-Barrel Action

Two Reps Arrested, Injunction Sought,
State Insurance Unit Probes Issues

PHILADELPHIA, Nov. 3.—Legality of the American Guild of Variety Artists' insurance plan has been taken to the local courts by the Cafe Owners of Greater Philadelphia. Independent actions were filed on two legal fronts this week with the courts on the one hand asked to issue an injunction restraining the union from enforced insurance collections, and on the other hand causing the arrest of two AGVA representatives on charges of collecting insurance premiums without a State license.

As a result of warrants issued Thursday (1) for the arrest of the two union representatives, the Pennsylvania State Insurance Commission has been called in officially to render a decision as to the legality of the AGVA plan. Ruling will determine the position the courts will take on the injunctive proceedings.

Week of legal and verbal hassles between the union and the niteries ops came to a head when Harry Carroll, of Carroll's cafe, swore out a warrant for the arrest of AGVA rep Charles Garvey on the complaint of the Stard Corporation, operating Ciro's. Bob Corson, co-owner of Ciro's, is president of the cafe owners' group, which is made up of a dozen clubs in the area.

Taken before Magistrate David E. Daiser, the hearing on the warrants was postponed until a member of the State Insurance Commission can render a ruling. Legal action was handled by Leonard Propper, attorney for the cafe association.

Show Receipts

Niteries ops swearing out warrants showed receipts signed by Axelrod and Garvey of payments specifically indicated as "premiums on insurance." State law requires all insurance agents to be licensed, and provides for a penalty up to \$500 per incident for such trading without a license. Since the cafe owners claim to have as many as 40 such receipts in their possession, each constituting an alleged violation, conviction could mean a fine of as much as \$20,000.

The union contends that the wording on the receipts was written by the cafe owners and not by the AGVA reps, and hence the union is not liable for the

wordage. Niteries group contends that they sign AGVA contracts and are held to such contracts even tho they have no voice in the wording of such contracts.

At the same time that hearing on the warrants was held, a suit asking for restraining order was filed by Propper in the Common Pleas Court by Sid Brody, operator of the Wedge, and the cafe owners' association. Members signed their names individually to the court action which stemmed from the union's move on Tuesday night (30) to pull out the five performers working at the Wedge for the management's non-payment of the \$2.50 per week levy for insurance. Upon advice of counsel, Brody paid the insurance fees, and the performers returned to work on Wednesday night. Brody indicated that, following a favorable court decision, further legal action will be taken against AGVA in seeking damages resulting from the loss of Tuesday night business as a result of the acts being called off the job.

Union's Side

Union, on still another front, is charging the niteries owners with contract violation because they turned to the courts instead of seeking out AGVA's arbitration board. However, Corson, as association president, said that since the owners were fighting an issue which they claim is illegal, the only place they can fight it is thru the law. Moreover, they see no justice in going before an arbitra-

(Continued on page 57)

Para & Palace Pace B-O Takes Of N.Y. Combos

NEW YORK, Nov. 3.—The Stern combo houses, including the Palace with its two-a-day straight vaude policy, had fairly smooth financial sailing last week. Week-ends were particularly big.

Radio City Music Hall (6,200 seats; average \$145,000) held up well with a \$134,000 for its fourth week of "American in Paris" plus its elaborate stage. Third week's figure was \$150,000.

Roxy (6,000 seats; average \$65,000) showed only a so-so income, getting \$58,000 for its initial week of the "Riviera Revue," plus Jackie Miles and "Anne of the Indies."

Paramount (3,654 seats; average \$65,000) did \$86,000 for its second week of a three-weeker with "The Mob," Frankie Laine, Les Paul and Mary Ford, Jean Carroll and Boyd Raeburn ork. Final week will have Billy Williams Quartet replacing Laine. Les Paul and Mary Ford also out due to prior commitments.

Palace (1,700 seats) is still piling it up with the Judy Garland show. Take for third week ending Monday (5) is expected to hit close to \$50,000. Previous week's gross was \$51,400.

Leo Fuld Is Star in Paris

PARIS, Nov. 3.—Leo Fuld will co-star with Edith Piaf at the A. B. C. Theater here, starting November 16 on a four weeker and option deal at a salary of \$3,500.

Odd part of Fuld's date is that in New York where he appeared at the Habibi for a number of months his salary was under \$1,000, and out of the Habibi nothing developed. But here in Paris he's a major box office draw. He proved it when he sold out the 3,000-seat Alhambra for a one-nighter.

**Tower Theater,
Kansas City, Mo.**
(Saturday, October 27)

Capacity, 2,100. Price policy, 50 cents to 75 cents daily. House booker, Charles E. Hogan. Show played by the Turney Gibson house band.

The current revue at the area's only vaude-film showplace packs a lot of show into an hour, but not for the whole family. Most of the jokes would be in better style in a burlesque house. Nevertheless, presentation is fast-paced and stacks up well in all departments.

The show opened with "I Get Ideas" by Turney Gibson and the house ork. Gibson, a master violinist, displayed good showmanship and drew plenty of applause. Gloria Hart, blond songstress, stopped the show just as it got started with terrific "Shine," "Diamonds Are a Girl's Best Friend" and "St. Louis Blues." Her encore, "Oh How I Love You," was one of the bright points of the show.

Harris and Shore

Harris and Shore, comedy dance team, displayed great agility and humor with a fine routine which kept the crowd laughing thruout. Paul Regan, impressionist, began slowly but caught on as his act proceeded.

The second high spot was the trampoline work of Adriana and Charley. The pair combined comedy and breathtaking stunts for sock results. Bert Lynn, who claims the electric guitar as his invention, ended the show with his excellent impressions on the instrument. Most interesting were those of a little girl reciting "Mary Had a Little Lamb" and one which he calls "The Bombing of Korea." The latter, aided by unusual lighting effects, brought down the house.

Pic, "The Desert Fox."

P. Rosenberg.

**Larry Potter's Supper
Club, Studio City, Calif.**

Capacity, 250. Price policy, no cover-minimum. Owner-operator, Larry Potter. Press, Kay Biddle. Shows at 10 and 12. Booking, non-exclusive. Estimated budget this show: \$2,000. Estimated budget last show: \$2,000.

This is one of the brightest bills to play here in some time, with a good measure of the credit belonging to comic-emcee Joaquin Garay. In addition to sparking the show's pace as emcee, Garay is a sock performer. His versatility is impressive. Quick-witted, his ad libs pull top laughs. He also draws yocks with his gag routines in which he displays a command of dialects. In addition, he possesses a fine singing voice in selections spiced with gag material.

Show opened with Oriental garbed Florence Hin Lowe's contortion and acro routines pulling a good hand. Gino and Susanne, youthful ballroom dance duo, look and perform well. Twosome present interesting interpretations of mambo, samba and a palm-winning Charleston. Les Parker's combo, a little rough in backing the acts, is more at home in setting the dance tempi. Lee Zhito.



BEN YOST

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Night Club-Vaude Reviews

Eddy's, Kansas City, Mo.
(Saturday, October 27)

Capacity, 250. Owned and Operated by Eddy Brothers, Inc. Cover, \$1; minimum, \$1.50. Booking, non-exclusive. Shows at 9 and 11:30 p.m. (12 Saturday). Estimated budget this show, \$2,500.

The Eddy Brothers have made good use of the current run of "Guys and Dolls" road company here by adding two members of that hit musical's cast to their late show to make an extra-length, name-heavy presentation that beats anything the area's seen to date.

The 90-minute offering got off to a slow start with an unimpressive tap and song routine by Jill Adams. The gal sang and danced well but not well enough to get more than passing attention from customers.

Act number two on the bill, Harry Carroll and Polly Parker, presented an interesting, tuneful and thoroughly enjoyable medley of songs written by Carroll, including "Trail of the Lonesome Pine" and "I'm Always Chasing Rainbows." Miss Parker followed this with a laugh-provoking take-off with a honkytonk floorshow—this time in Peculiar, Mo.—in which she took all the parts. To demonstrate her versatility further, she did a brief tap and more skits. The duo seemed to be having as much fun as the customers. They tried to bow off after 30 minutes, finally calling Maxie Rosenbloom, the next act on the bill, to get them off.

Rosenbloom Sings

Rosenbloom, out of "Guys and Dolls," was explosively and unpredictably funny. His act, a series of contrived ad libs, bowled them over. His handling of hecklers was hilarious. The parodies he "sings," including an item by Noel Coward, are gems, tho his voice is something else. Rosenbloom, it was evident, was a hit with the crowd.

Midway in his act, Rosenbloom introduced Ray Shaw, understudy for Allan Jones in "Guys and Dolls," who sang standards in rich baritone. Shaw created a sensation, and could have done half dozen more songs if the crowd could have had its way. He's worth watching.

The finale of the show was a comedy duet by Rosenbloom and Shaw of "Ah! Sweet Mystery of Life."

The crowd at show reviewed could conservatively be estimated at 50 per cent over capacity. Six persons were sitting at every four-person table. The customers were five deep at the bar and filled all available room.

Tony DiPardo's orchestra tackled the hardest show it has ever played and did a superb job. Phineas Rosenberg.

**La Vie En Rose,
New York**

(Wednesday, October 31)

Capacity, 175. Price range, \$4-\$5 minimum. Shows at 8:30 and 12:30. Operator, Monte Proser. Booking, non-exclusive. Estimated talent cost, \$3,000.

The room, reopened for the season, drew heavy trade, with show-biz personalities predominating. The first attraction of the season was Pearl Bailey, who did a competent to a big job. When Miss Bailey goes in for her contrived ad libbed routines, there are few better. When she does her set stuff, she is still good but not as audience-compelling.

This time around she came on from the front with a lot of chatter that broke everybody up. Her strolls thru the house, midway in her act, reminiscing of days gone by, usually a sock piece of business didn't come off too well this time. The chief reason was refusal of customers to co-operate as fully as they have often in the past.

Basically, however, Miss Bailey's act, a combo of dropped phrases, to indicate something that wasn't in the lyrics; straight warbling and personality comedy numbers were as slick and funny as ever.

The club was jammed for both shows, and if some of the turn-away biz comes back, the lush room will have better than an even chance to make it.

Harry Rosenthal's and Ernie Warren's orks played the dance

Lorry, Copenhagen
(Friday, October 5)

Capacity, 800. One show nightly. Price policy, no cover, no minimum. Manager, Martin Ostergaard. Booker, non-exclusive.

Show opens with Fresco and Camillo, barrel jumpers, who do a lot of standard leaps over tables and chairs, with one boy clowning it. Off to a fair hand.

New ork leader, Poul Christian-sen, fronts his band in short medley, with drummer-vocalist Poul Flatau stepping out for a good "Tennessee Waltz" in English. Big hand. Per and Poul, doubling from the National-Scala, clicked in their unusual equilibrist routines. Understander showed remarkable strength in tossing full-size top-mounter into the air for a somersault ending in hand-to-hand stand, and other equally tricky stunts.

The Amstelaires, Dutch musical combo, have been held over from last month. Piano duets of two of the boys are outstanding, current offering being a medley of American pops during which the grand piano rocks and rolls in bizarre fashion.

After the usual audience participation in a brief song fest, Egon Peters, billed as a parodist, came out for a series of monologs which lacked showmanship. Musicians showed some appreciation—they had nothing to do during Egon's stint.

Most surprising act was that of McSovereign. Using different sizes of that antique gadget, the Diabolo, and some props and wires, McSovereign and attractive fem assistant put on an act that wowed them. Superb showmanship and real skill sell the act.

Closer was a spec thrill act by Richard Hardner. Enclosed in a smallmetal globe, Hardner rolls up a steep spiral double-bar ramp and then slowly descends. Sells the stunt by doing a bit of tricky stalling. Ted Wolfram.

Vagabonds Club, Miami
(Friday, October 12)

Capacity, 300. Two shows nightly, 9:30, 12:30. Price policy, \$4 minimum. Manager, Henry Neyle. Booking, non-exclusive. Publicity, Bob Daly. Estimated talent budget (without the Vagabonds), \$600.

The new room got off to a sparkling seasonal start with a packed house. Despite three other acts on the new bill, the Four Vagabonds, of course, were the whole show.

The four guys are unique in show business. They can punch out the same old numbers season after season and still kill the people. All they have to do, it seems, is stand in front of the footlights, look around slowly, and whisper "Salt"—and the people die laughing. It becomes increasingly evident each season that the Vagabonds are a Miami institution and they'll have no fears of never filling their plush intimate nitery whose walls are covered with nine-foot caricatures of the four guys.

On opening night they did eight numbers with their en masse clowning for a tumultuous reception. Included among them were their old and familiar "Salt," "Up the Lazy River," and "Where Do You Work-a John?" Latter routine has bass-player Pete Peterson getting a real shampoo from the accordionist.

Of the other three acts, vocalist Hal Winters picked up the most applause for a very satisfactory rendition of pop and novelty tunes. He virtually stopped the show after an Irish number, but came back with a less-than-exciting delivery of "All of Me." Girl warbler Madelyn Russell, a well-cleaved brunette, opened the bill with a selection of songs delivered in a slow style.

But what Miss Russell lacked in speed was more than compensated for by the following act, a Spanish-hoofing exhibition by Trini Reyes. She knows all the fine points of Hispanic folk-art, and taps out a better-than-average interpretation of the ferruca, a Gypsy dance; a pasa doble and a flamenco without musical accompaniment. Herb Rau.

Miss Bailey's backing was via her own pianist plus a rhythm combo. Bill Smith.

**Celebrity Club,
New York**
(Thursday, November 1)

Capacity, 350. Price policy, \$4-\$5 minimum. Shows at 8:30 and 12:30. Operator, Alan Gale. Booking, non-exclusive. Publicity, Ed Weiner. Estimated talent budget, \$1,500.

Opening night seemed like one of those hectic preems spot used to have when it was Dario's La Martinique with a hot show. It proved one thing, Alan Gale has a lot of friends who turned out for the opening.

Show formula is tumult and heckle interspersed by some really fine singing and highly polished dancing. But in and around it all was Gale's electric personality, dialect and straight Yiddish, with the audience yocking it up almost continually. Gale, a slight, wispy chap who belies his years, establishes an audience identification almost from his walk-on. His exchange of insults with waiters and bartenders, tho contrived, were genuinely hilarious. Some of his comedy, tho hardly high-class, is human and akin to the earthy stuff associated with the Yiddish theater. The customers ate it up and howled for more.

Show is virtually the same Gale has going for him at his Miami Beach, Fla., Celebrity Room. It opened here with Vince and Gloria Haydock, a brother-sister hoofing team. Both worked well, looked refreshingly youthful, and did a solid job for a big hand. Next came Freddie Stewart.

Stewart is a sharply improved singer. His ballads had heart, were ably sung and well sold. His chief error was in staying on too long, tho some of it was because of his comedy bits with Gale. Stewart isn't the best straightman by a long shot, but Gale's overwhelming style made up for Stewart's shortcomings.

Napolean Reed, young Negro singer, has achieved assurance since last caught. His tenor voice with bary shadings was thrilling as he punched out a series of long-hair tunes ending with a cantorial version of "Eli-Eli." Unfortunately, Reed came on after almost two hours of tumult that would be tough for any singer to follow. But despite this obstacle he was impressive enough to get one of the biggest hands of the night.

Teddy King, fronting the ork, cut the show. Among King's contribution to the raucous goings on were his verbal jousts with Gale. The relief sessions were handled by Melino's Trio. Bill Smith.

Empire Room, Waldorf-Astoria, New York
(Thursday, November 1)

Capacity, 282. Price, \$2 cover after 9:15 p.m. Shows at 9:30 and 12:30. Owner, Hilton Hotel Chain. Exclusive booker, Merriel Abbott. Publicity, Paul Stewart. Estimated budget, current show, \$2,500.

Marcel Lebon, a tall, pleasant, boyish-faced lad, exuded a lot of charm when he first came on the floor. But after a few minutes it was apparent that his act wasn't in keeping with his appearance. Lebon does a lot of singing, and a lot of talking. His accented English, all in the same tempo, makes it tiring to listen to for long periods. His baritone singing of Gallic and American tunes was good, but slotting of numbers tended to monotony. Too many songs followed each other with very little tempo change from number to number. However, Lebon showed many potentials, and after reworking his act, the chances are he'll be able to make it.

Mary Raye, Naldi and Vanya showed an interesting new formula, almost a complete departure of the former Raye and Naldi slow-lift dance routines. The new act now has a story line, with narration that holds attention. There is some comedy of the subtle type that is made to order for class spots. Story lines are based on triangles, with both girls making a play for the same guy. Interpretation is intriguing and highly skillful.

Emil Coleman's band played the show in its customary competent manner. Mischa Borr's outfit did the intermission dance sets. Bill Smith.

**Tic-Toc Club,
Milwaukee**

(Friday, October 26)

Capacity, 300. Price policy this show, \$1 admission. Owner-operator, Al Tusa. Booking, Lou Cohan. Manager and publicity, Armin J. Weinberger. Budget this show, \$5,000.

His first appearance here in many years is in the nature of a homecoming celebration for Billy Gray, who got his start in show biz here some years back and worked this room steadily prior to heading for the West Coast and Band Box fame.

Opening night, the show ran over two hours but in high gear all the way. On first, Gray registered with his easy, ingratiating manner. His stories and dialect gags sold for belly laughs all the way. He displayed a wealth of yock-laden special material, and his delivery sparkled.

Moore & Lessy

The Patti Moore-Ben Lessy team did a fabulously polished job of entertaining. The audience simply ate up everything this talented pair did. Miss Moore was effective in all she attempted, exuding a warm personality, looks and pipes that spelled out big time. Ben Lessy certainly must rate as one of the top comics in the business. His unique piano dynamics, and pogo stick style dancing was one of the show's highlights. The team's biggest mitt winner was their boff "South Pacific" parody.

Jesse, James, Cornell

Jesse, James and Cornell, acro-tap trio, electrified with their rhythmic cleat work. The lads were slightly hampered by the low ceiling and limited floor space, but received terrific palms just the same.

The show clincher was a rib tickling satire on the modern ballet, with Billy Gray and Ben Lessy breaking it up. Larry Green, musical director of the Band Box unit, cut a good show and did some first rate pianistics.

Art Krueger, new band leader here, and his crew (5), pulled a toughie for their initial chore, but turned out an outstanding piece of work. The dance tunes they dished out between shows displayed some nice, bright arrangements. Ben Ollman.

**Biltmore Bowl,
Los Angeles**

(Wednesday, October 24)

Capacity, 850. Price policy, \$1 cover week nights; \$1.50 Saturdays. Shows at 9 and 12. Booking policy, non-exclusive. Owner, Biltmore Hotel. Operator, Joe Faber. Press, Maury Foladare. Estimated budget this show, \$5,000. Estimated budget, last show, \$5,500.

"Rhythm Revels," latest of the Bowl's revues, stacks up as its weakest. General pace lags and line's (10) numbers lack freshness. Show's chief weakness is in the booking comic Rufe Davis. His barnyard imitations and mountain flavored routines are yock-pullers elsewhere, but they fall flat in this room. With its top billed act its poorest, show must rely on the standard routines of Boy Foy and Virginia Lee.

Foy's spectacular juggling atop the unicycle continues to win fine hands. Virginia Lee's comedy acro offering, working with a stooge planted in the audience, holds its own in tickling the patrons. Hal Derwin's house ork (12) capably backs the show and provides danceable music. Lee Zhito.

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A STATEMENT OF POLICY

by

GEORGE A. HAMID AND SON

with regard to the practices of Messrs. Henry Dunn and Victor Connors of the American Guild of Variety Artists.

ALTHOUGH the position of our organization with regard to the above-mentioned AGVA officers has been reported by Billboard and Variety in their editorial pages in connection with various recent developments revolving around the AGVA insurance and their so-called Outdoor Code, we wish to summarize said position in this paid advertisement.

+ + +

1. George A. Hamid and Son believe in democratic unions which are conducted in the best interests and for the general welfare of the membership. This belief has been repeatedly demonstrated by our organization. In the case of AGVA we demonstrated it most graphically by actually signing some 50 members and collecting dues from said members for AGVA during this past summer.

2. George A. Hamid and Son is unqualifiedly opposed to dictatorial union leadership, particularly when such leadership functions with a disregard for the practical operation of the industry.

3. George A. Hamid and Son is not opposed to a group insurance plan for performers. Our organization is indeed in favor of such a plan, but our position is that the plan must be developed (as such plans have been developed in other industries) by calm, judicious and utterly fair negotiations between employer and employee. And such insurance should be recorded in accordance with prescribed laws.

4. George A. Hamid and Son has expended untold thousands of dollars in the form of

risk investment in an effort to open new markets and build employment for performers. We charge that Messrs. Dunn and Connors, in spite of the fact that it is their duty to likewise seek means of expanding employment opportunities, have utterly failed to do so and, in our opinion, have worked toward hurting the performer's employment opportunities.

5. Further, because of evidence of mismanagement on the part of numerous AGVA representatives we urge AGVA's Board of Directors to accept the full responsibility vested in them by the AGVA membership and take corrective steps for the best interests of performers and the entire entertainment industry.

6. Finally, George A. Hamid and Son stand ready at all times to meet with responsible members of the Board and officers of AGVA for the purpose of aiding the cause of performers in any manner in our power. On the other hand, we will never submit to the high pressure, selfish and dictatorial tactics of Messrs. Dunn and Connors and their ilk.

+ + +

For more than 30 years we have served Performers, Fairs, Parks, Shrine Committees and scores of others who have employed talent through our offices. We intend to continue to do so to the best of our ability and we wish to thank all performers for their loyal and staunch support in our mutual interests.

GEORGE A. HAMID, SR.

Night Club-Vaude Reviews

Oriental, Chicago (Thursday, November 1)

Capacity, 3,200. Price policy, 50 to 98 cents daily. Five shows per day. House band under the direction of Marty Gould played the show. Exclusive booker, Charley Hogan.

Faced with the prospect of either upping the take or discontinuing its vaude policy (The Billboard, November 3), the Oriental has utilized the age-old formula, girls, bringing in Lou Walter's "Parisian Follies." The 65-minute show needs straight comedy badly, as the bill is overloaded with novelty and dancing acts, in between three long production numbers. The 14-girl line parades thru the three bits in costumes, designed to make each pony a junior Dagmar. Gals should have danced one number to avoid monotony.

The Rivas, Sicilian apache team, stand out in a too-short routine because of the way in which the short, husky blonde judoes her male dead-pan partner. They win a neat mitt. Lebrac and Bernice did their standard unicycle turn, nabbing their usual good hand.

Tanya and Biagi have a good new approach to comedy ballroom terping, in that, in addition to some good original dance comedy, their clothes seemingly fall apart. The gal works some good straight adagio at the closing in scanties. Bowed to good mitt.

Real Parisian

Leila Lampi and Roger Stefan take a mediocre can-can production out of the poor class by doing real Parisian leg-kicking. The Parisian team does the high kicks and whirls in a routine that sparkled.

The Three Arnauts saved their poorest bit, the standard bird-whistle impress, for closing, utilizing their strongest material at the start, where it counted least. Throwing the closer in the mid-portion would strengthen the act. Their stringed instrumentals while dancing and clowning went over big. The too-strong cuss-word they use in the bird bit should be thrown out immediately. Singers Jeffrey Clay and Muriel King need original approaches to the lyrics to make them stand out.

House well filled at third show caught, with males well in the majority.

Pic, "The Racket."

Johnny Sippel.

Olympia, Miami (Wednesday, October 31)

Capacity 2,170. Four shows daily. Price range, 62 cents to \$1.03. House booker, Harry Levine. Show played by Les Rhode's house band.

The Three Suns headline what may be the final vaudeville show at this house. They capture a hefty mitt for their best-selling pop tunes and for a flock of comedy special material numbers. Their big finish, a musical medley based on a mythical world tour, was slick stuff.

Show is capably emceed by Milt Moss, who also takes over one of the five spots for a solo comedy stint. He's a hard-working comic, does an excellent imitation of a taxicab, but spoils it all with some tired gags.

Bill opens with Earl and Mitchell, a boy-girl balancing team, and follows with Lea Wallace with her novel dancing hand-puppets, both for an okay hand. Spanish dancer Trini Reyes, who has just completed a fortnight at the Vagabond Club here, scores with her authentic Hispanic hoofing. Herb Rau.

Chicago, Chicago (Friday, November 2)

Capacity, 5,200. Price policy, 50 to 98 cents daily. Six shows daily. House booker, Harry Levine. Show played by Louis Basil's house band.

Almost seven months to the day after Josephine Baker swept into the Windy City, grabbed hold and held on until she had pulled the house out of its box-office doldrums, the strutting, hip-swing gal returned—this time slightly subdued but still offering a combo of top song styling with a fashion show which brought many of the feds right out of their seats.

Despite a routine which was changed only slightly from her appearance here earlier this year, fewer quick changes of the highly publicized Paris wardrobe and a few technical differences such as the appearance of a new musical director, Fred Stammock, who replaced Buddy Rich, the almost continuous applause for Miss Baker proved she still had a stranglehold on locals.

As was the case last April, the bill is all Baker. Pat Henning, a competent workman whose only fault is that his material changes so seldomly, suffered from laryngitis but managed to go thru his

Fox to Bring Flesh Bills Back to Philly

PHILADELPHIA, Nov. 3.—Altho the one-week experiment of Warners' Mastbaum last month with acts did not prove too happy at the box-office, local Fox Theater moved a step closer to the use of flesh for the first time in years. Still huddling with the other theatrical unions, Fox management has come to terms with the musicians' union, and Vita La Monaca has been named to conduct the house band when the stage relights.

As in the case with Warners, musicians' services are utilized only as required. While Warners' plays Negro band shows for the most part at its Earle, de Luxer Mastbaum re-fitted its stage for a week last month to house Patti Page and Guy Mitchell with several acts added. Show was in on a percentage but pickings at the gate were slim. Fox aims at bringing in the top names. In earlier years, Fox housed presentation shows produced by the late Erno Rappe before there was a Music Hall in New York.

Unions Honor Judy Garland

NEW YORK, Nov. 3. — All the showbiz unions will gather at a luncheon Monday 12 at the Hotel Astor to honor Judy Garland for her efforts in revitalizing vaude and help in bringing that medium back at the Palace.

Among the unions to be represented will be Actors Equity, American Federation of Radio Artists, American Guild of Musical Artists, American Guild of Variety Artists, American Federation of Musicians, Association of Theatrical Press Agents and Managers, Radio and Television Directors Guild, Television Authority and 10 other craft unions.

routine, drawing a heavy hand before introing Miss Baker. Opener was Berk and Hallow, a couple of kids who deserve a better billing, and whose tap and acro routines were lost in the expectation of the bill topper. Thruout the first half of the show, the packed house was obviously waiting for Miss Baker, and when she appeared, gave her an ovation which lasted several minutes.

Perhaps the most noticeable change in Miss Baker's routine was the less-hectic pace of the whole affair. Even her opener, "Paris Sends Her Love," was on the quiet side, and after strutting across stage several times while singing into a hand mike which nearly ruined the effect, she went into a medley which included "Begin the Beguine" and "Solitude," both done in a subdued tempo. But the less-tempestuous Baker was greeted just as violently as the one which cycloned thru in the spring.

In for one week only, and with the box-office up to \$1.25 for the engagement, the B. & K. flagship should be playing to standees, despite freezing temperatures this week. Helping to jam 'em in, incidentally, is Louis Basil, who conducts the house band, and who returns after undergoing some heavy flack here the past few weeks in a court case. Basil has been a fave with Chicago crowds for several years, and they gave him a heavy hand when he stepped out to open the bill.

Pic, "A Millionaire for Christy." Norman Weiser.

Hocus - Pocus

By BILL SACHS

ELMER W. MORRIS, formerly known as Mysterious Morris, is now a disk jockey and staff announcer at Station KENA, Mena, Ark. His father, Elmer Sr., was for several years carpenter with the Howard Thurston show. "I still have some of the old contracts of Thurston's and snapshots of his daughter Jane (where is she now?) that I wouldn't take a mint for," Morris typewrites. . . . Dick Piser has been keeping busy recently inventing new cuties for the Miracle Magic Company, Brooklyn. His latest is the Miracle Coffee Pot. . . . Frank (Garcia) Brooks, now teamed with the London comic, Bobby Bean, in a comedy magic turn current at the Paddock Club, Miami, says Florida is wide open for good magicians. "But," he reiterates, "they must be good." . . . Dean Santos, after a summer's vacation with pay playing the resort's thru the Poconos in Pennsylvania, is playing club and school dates in the Keystone State with his vent and Punch. "Spent three months in the Poconos and pick-in's were good," writes Santos. "Suggests that when summer comes and things are slow, head for the hills." . . . Everett and Jane Lawson typewrites from Brownsville, Tenn.: "We were off the Bisbee's Comedians tent show for some time this summer, due to our four-year-old daughter suffering a broken thigh when she fell from a playground slide in Smithland, Ky. We rejoined the show about six weeks ago and will remain on until the closing of the season at Collierville, Tenn., November 17. Weather and business has been good so far this fall. We do not plan to return to our full-time school schedule this year, as things are really on the downgrade for independents in schools. The bureaus have all the good schools and what few indies are about are of the unseasoned variety and give us all a bad time. However we are working on here at night and playing an occasional assembly when we can find a school open that hasn't been fooled lately." . . . Leon Long, after a swing thru Arkansas, has hopped into Monroe, La., which he'll use as a home base until November 10.

and Capt. Arthur A. Almon, Pawtucket. . . . Earl and Pearl Lockman garnered good press notices as a result of their appearance last week at the Optimists Club's luncheon at the Wisconsin Hotel, Milwaukee. Lockman demonstrated and lectured on methods used by escape artists. . . . During his engagement at the Blatz Palm Gardens, Milwaukee, DeVol the Magician took time out Sunday, October 27, to do a benefit performance for the Shalom Temple's father and son party held at Whitefish Bay High School. . . . The Society of American Magicians, the International Brotherhood of Magicians and the Magicians' Guild held special services October 26 for the veteran magician and humorist, Al Baker, who died at his home in Brooklyn October 27. . . . Fred Keating is slated for a two-day stint at the Palace Theater, New York, in another month or so. He was the emcee-magician for the last two-day at the house when the old policy shut down. . . . Milbourne Christopher has an article on TV trickery in the December issue of TV Show magazine slated for release this week.



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1951

**BUY CHRISTMAS SEALS
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**RETURN DATE
DOUBLES TAKE**

NEW YORK, Nov. 3.—Tony Bennett will come back to the Paramount for more than twice his last starting salary there, in one of the quickest return dates house had in recent history.

Bennett closed at the Paramount October 16. He comes back December 25. But where he was extra added last time in he'll be the star attraction for the Christmas date. His salary this time around will be \$3,500. His previous salary was \$1,500.

Boy singer is now being offered for \$5,000 to \$7,500.

New York

Georgie Hale's Versailles show is so big that the spot is doing three shows Fridays and Saturdays, the first time in recent history. . . . Yma Sumac who recently wound up at the Pierre for \$1,250 will come back March 11 for \$2,000. . . . Alan Gale's to-be-opened Celebrity Club (ex La Martinique) is partially financed by Canadian cloak room concessionaire, Slim Johnson. . . . Lou Walters is off for Paris and London. . . . A Sugar Hill show may go into the Roxy. . . . Jerry Lester, after catching Judy Garland, commented, "I always thought I was the best there was. Now I'm only second best. . . ."

Ernestine Merger, singer, currently at the Latin Quarter, filed a voluntary petition of bankruptcy listing \$1,580 worth of liabilities, \$400 of it in two promissory notes to Lou Walters and the balance to lawyer Richard Block for agent's commission, which she is disputing.

Philadelphia

Al Ossinoff heading organization of nitery and eaterie owners to fight the proposed health insurance plan of the local Waiters and Waitress' Union, bringing in insurance authorities at a meeting in the Chanticleer to brand the union's plan illegal. . . . Stanley Schwartz converts his Mandarin Room at his Tabu into the Bachelors' Bistro, adding entertainment for the "male only" club room, with Alexa Clark for the chanting. . . . Eddie King marks the sixth anni of his midtown Maxine's by installing a new oval bar and moving the entertainment downstairs, with the upstairs Cobra Room reserved for private parties. . . . Jim Thorpe, all-American Carlisle athlete, making his nitery debut here at Orsatti's Musical Bar.

The Golden Slipper, appealing the court decision which would force the Yiddish-styled cabaret to change its name, gets a late start on the new season with Lou Norman and the team of Enzio and Lonia to head the show. . . . Hazel Miller is the starter for the new season at the Embassy Club, which will be without a line for the first time. . . . Bob Corson, co-owner of Ciro's and president of the Night Club Owners Association, has been named to the executive committee of the United Fund. . . . Booker Georgie Del Pia is off to Florida shopping for a nitery. . . . Guy Marks takes over as host at the Greenwood Inn at nearby Merchantville, N. J., and brings a full-week show policy to the roadhouse.

Extra Added

Brief but important night club-vaudeville news

Frank Palumbo's Theater-Restaurant, in returning to action this week, will use comedy emcees booked in by the Eddie Suez agency on a two-week basis. **Pepper Davis** and **Tony Reese** will be first, followed by **Jackie Winston**, with **Eddie Schaffer** taking over on November 1 and **Sid Gould** set for November 15.

"Kitchen Kapers," women's participation radio show via WIP, conducted by **Mac McGuire**, **Johnny Wilcox** and **Tiny Ruffner**, returns to **Frank Palumbo's** nitery as the weekly Wednesday morning point of origination. . . . **Bert Stone** & **Eddie Shine** play their first date for their new personal manager, local agent **Nat Segall**, at **Chubby's**, **Collingswood, N. J.** . . . **Jack Curtis** is the new singing emcee at the **Latin Casino**. . . . The **Black Cat Cafe** adds a line of **Kay Karlton Girls** for the first time.

Here and There

Spike Shandelman, ex-banquet manager at the **Latin Casino** and **The Click** is now running a souvenir merchandise firm. **Shandelman** made a tie-in with the **Manli Company**, perfume manufacturers, and several cafes are experimenting with the idea of giving away gift vials to patrons as a business-booster. **Chubby's**, **Collingswood, N. J.**, and the **Club Ebony**, **Philadelphia**, have arranged for the perfume giveaways as a tester.

The organ being played by **Roy Lightfoot** at the newly opened **Parasol cocktail lounge**, **San Antonio**, is one he made with his own hands.

Miami

Spike Jones into the **Clover Club** November 1. . . . **Bert Frohman** set to take over operation of the **Nautilus Hotel's Driftwood Room**. . . . **The Smarties**, an all-girl trio, now working at the **Old Saratoga Inn**. . . . **Joe Harnell's** the new bar pianist at the **Clover**. . . . The **Phil Enkens** parents of a daughter, making **Leon Enken** (ex-Leon & Eddie's) a grandpappy. . . . **The Raven** heads **Pad-dock Club's** new show. . . . With the **Three Suns** headlining, the **5 O'Clock Club** opened for 10 days during the **American Legion**

Miami Beach, Fla.

Depending upon TV commitments either **Jimmy Durante** or **Milton Berle** will head opening show at **Copa City** just before Christmas. New policy for the 750-capacity room involves two "early shows"—about 8 and 11—and a late show in the 250-capacity adjacent lounge. . . . **Spike Jones** started a two-week stint Thursday (1) at the **Clover Club** at \$13,000 per stanza. . . . **Ciro Rimac** and his troupe of Latin dancers are back after a two-month Brazilian tour. . . . **Thrush Madelyn Russell**, after completing a two-week stint at the **Vagabonds Club**, has moved over to the **Blue Sails Room** in the **Sans Souci Hotel**.

Hollywood

Gala benefit at the **William Randolph Hearst estate** last week (7) resulted in \$22,000 for the **Holy Family Adoption Service**. Entertaining were **Bob Hope**, **Tony Mar-**

tin, **Lisa Kirk**, **Jerry Colonna** and dozens of other showbiz personalities. . . . **Ginger Lee Agency** has moved to the **Officers' Club** next to **Ciro's** on the Strip. . . . **George Shearing** combo goes into **Waikiki Inn**, **Honolulu**, **March 17**, for two weeks. **Cafe** is negotiating for **Louis Armstrong**. . . . **Trade Winds**, **Inglewood, Calif.**, is up for sale. **Nitery** was recently purchased by **Maynard Sloat**, **Joe Abrahams** and **Bill Robinson**, co-owners of **Strip City**. . . . **Eddie Rio**, **Coast American Guild of Variety Artists** chief, trained to **Chicago Thursday (11)** for the upcoming **AGVA** conclave. . . . **Deejay Johnny Grant** is preparing a vaude package for the **University of California** at **Los**

Angeles' homecoming this month prior to the **Bruin-Bear** grid tilt.

Glamazon Marie Shaw, who bowed at the **Captain's Table** will screen test at **Paramount**. . . . **Cynthia Lee**, thrush who played the **Las Vegas** belt, is prepping a TV show. . . . **Comic Nicky Stewart** inked with **Dora Maugham** for gag material. . . . **Snooper Rogers** goes into the **Red Hen Club**, **Sacramento**, late this month. . . . **Harry Ranch**, in town following a 12-week stay at the **Paris Inn**, **San Diego**, is being peddled by **Joe Glaser's** office for local bookings. . . . **Jean Randall** now with **Blackstone** the **Magician**.

Ex-heavyweight boxer, **Buddy Baer** last week bowed out of the night club scene when he announced plans to sell **Buddy Baer's** in **Sacramento**. Club, a 115-seater, is **Baer's** second bistro attempt. His **Reno Buddy Baer's** was sold earlier this year.

Burlesque Bits

By UNO

Milt Schuster of **Chicago** controls the bookings for nine houses on the **Midwestern Circuit** as well as three independent theaters—**Minsky's Rialto** and the **Gem-Follies** in **Chicago** and the **Gayety** in **Indianapolis**. The wheel spokes include **Casino**, **Boston**; **Gayety**, **Baltimore**; **Palace**, **Buffalo**; **Gayety**, **Detroit**; **Gayety**, **Cincinnati**; **Gayety**, **Toledo**; **Empress**, **Milwaukee**; **Alvin**, **Minneapolis**, and **Folly**, **Kansas City**. Road shows playing the latter group are **Midwest-Hirst Circuit** units. . . . **Sam and Helen Howard**, former divers of carnival renown, are introducing for the first time in niteries a water show, which opened **November 9** at the **Balconades**, **Pittsburgh**, reinforced by 10 female swimmers. A TV showing is in prospect. . . . **Marion Lee** is mourning the passing of her dad, **63, Joseph Iannotti**, on **October 15**, in **Amsterdam, N. Y.** . . . **Frances Parks**, producer at the **Gayety**, **Detroit**, is in receipt of the news that the stork is expected in two months at the home of her daughter, **Blaze Fury**, which will make her a grandma. . . . **Russell Lavelle** replaced **George Pronath** as producer at the **Folly**, **Kansas City**. The latter requested the change, so that he could take over similar duties for the **Silver Frolics** nitery in **Chicago**.

Sammy Spears, comic with the **Harry Conley** unit, is recovering from a heart attack in **St. Mary's Hospital**, **Minneapolis**. He was forced to leave his show on **October 20** after receiving first aid from **Charles J. Fox** and **Sara Max**. **Red Dulin** replaced in **Kansas City** only. . . . The **Edmonds**, adagio team, played a return date at the **Grand**, **St. Louis**, and another at the **Gayety**, **Cincinnati**, thru **Milt Schuster**. . . . **Robin Jewel** opened at the **Bingo Club**, **Las Vegas**, **November 4**, for an indefinite stay. . . . **Eddie Gold**, teammate of **Harry Reed**, "The **Barbary Coast Boys**" who just closed with **Lew Walters' "Gilded Cage"** in **New York**, reports the death of his brother, **Sid Gold**, 56, on **October 28** in **Washington, D. C.** **Sid** has been in burly as a comic a long time with **Ben Welch**, **Jim-**

mie Lake and **Rube Bernstein's** shows. He also worked with **Babe LaTour**, **Bennie Rubin** and **Mickey Rooney**. For the last five years he had been a sales manager in an **Army and Navy** store. **Jimmie Lake** shipped the body to **Long Island** where burial was in **Pinelawn Cemetery**, **Babylon**. . . . **Empress**, **Detroit**, featured, besides **Yvette** the last 16 weeks, such names as **Marie Dawn**, **Helen Gray**, **Faney Dell**, **Gloria Jean Swanson** and **Charlotte Ross**. Continuing at the drums is **Mathew Asetett**. . . . **Ben Victor** and **Pat King** are booked thru **Pennsylvania** until late in **January** with a third return in a year at the **Neon Club**, **Louisville, Ky.**

Joe Emerson, former tramp comic, is suffering from a stroke at his home, **140 Kenny Street**, **Ocean Park, Calif.**, and would like to hear from old friends. . . . Future footlight stars in the same unit on the **Hirst** wheel even before they were able to navigate are **Linda**, 17-month-old daughter of **Mickey "Ginger-Go-Go" Jones**, and **Mark**, two-year-old son of **Sammy Price** and **Betty Jo Morgan**. . . . **Byron Gosh**, who operated a small burly policy last season at the **National**, **Louisville**, closed recently 32 weeks with the **By Gosh Tent Show** and has taken over for the winter six small town theaters in **Georgia** and **Tennessee**. Recent visitors to the teepee were **Wally Matthews**, **Al Smithers** and **Joyce Higgins**, now with a musical comedy group touring the South. **Crystal Aymes** rejoined her **Midwest Circuit** unit in **Detroit**, **November 1**, after a feature week at the **Rialto**, **Chicago**, where **Bobbi Bruce** was the replacement same date. . . . **Maureen Marsh**, **Jack Rosen**, **Ann Arbor**, **Bob Lee**, **Florence Fuller** and **Tyra Mona** are booked out of the **Milt Schuster** office in **Chicago**. . . . **Peggy O'Connor**, who was featured at the **Fairfield Club**, **Waynesville, Mo.**, returned to the **Grand**, **St. Louis**, to work as strip, chorine and do bits. **Jonnie Head**, straight man, became suddenly ill and was replaced by **Johnnie Watson** in the **Charlie Robinson** show. **Valerie Parks** left the headline spot for the **Howard**, **Boston**, where she opens **November 8**. **Vera Duncan**, chorine, won last week's strip-tease contest in which all 16 of the line participated. **Pearl Fretz**, wife of the head doorman, has joined the chorus as parade girl. **SACHS: Pick up Overset**

NOTICE to OPERATORS and TALENT USERS! from GEORGE A. HAMID & SON

TIME does not permit personal answers to your many wires, letters and phone calls with reference to the present situation in AGVA.

First, we believe that operators, agents and all users of variety acts should organize in their respective communities for the purpose of working together. Since AGVA appears determined to divide and conquer, operators must act collectively.

Second, we believe that such groups should boycott all arbitrary schemes not in the best interest of performers as well as operators. We believe the insurance plan now being thrust upon you is such a scheme.

An example of how effective you can be appeared in this morning's papers (Nov. 1). An Associated Press release from Baltimore dated October 29 and headed "CLUB OWNERS BALK AT ARTISTS' DEMANDS" goes on to report, "20 night club operators from Philadelphia, Washington and several Maryland cities agreed today not to pay the new tax demanded by the A.G.V.A. to protect its members while traveling to and from work."

Other signs of opposition to the insurance plan are appearing. Variety (Oct. 31) reports, in a story headed "ARA SEEKS CLARIFICATION," that the Artists' Representative Association is making a survey to determine the amount that members have paid to the insurance plan since last July. Variety goes on to say that "It is assumed that ARA will press for reduction in rates at the next joint meeting discussion planned for after Jan. 1." Walter Winchell commented in his column this morning as follows: "The new war between local night clubs and the AGVA (actors' union) is over its proposal that bistro bosses shell out insurance for all acts. Typical reaction of one boss: 'I pay \$6,000 a week for an act and now they want me to pay \$3.50 a week to insure him in case he falls out of bed.'"

George A. Hamid, Sr.

P.S. No, thanks, I do not need financial aid. All you can do is stand up and defend your rights as citizens and legitimate businessmen in a free democracy.

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Broadway Openings

Sides and Asides

BAREFOOT IN ATHENS

(Opened Wednesday, October 31)

Martin Beck Theater

A drama by Maxwell Anderson. Staged by Alan Anderson. Settings by Boris Aronson. Costumes by Bernard Rudofsky. General manager, Victor Samrock. Stage manager, Scott Jackson. Press representatives, William Fields and Peggy Phillips. Presented by the Playwrights' Company.

- Xantippe... Lotte Lenya
Lamproles... Robert Brown
Lysis... Judson Rees
Phoenix... Robin Michael
Socrates... Barry Jones
Crito... Daniel Reed
Phaedra... William Bush
Crito... Stratton Walling
Theodote... Helen Shields
Anytas... Anytas
Aletas... Bruce Hall
Lykon... William Hansen
Crasos... Karl Light
Satyros... Bart Burns
Guards... Edward Groad, John McIlam
Crittias... Philip Coolidge
Pasantias... George Mathews

Maxwell Anderson has written a highly provocative biographical drama about the last days of Socrates. He has things to say about worshipping democratic politicians back in the Fifth Century B. C., and he says them eloquently. Likewise, what he has to say has the broadest possible parallel today in a world predominantly muzzled by dictators and bureaucrats.

Athens got rid of Socrates because he admittedly put search for truth above country or state, and thereby paved another stone on the city's road to eventual political extinction. For, as the old philosopher pointed out to his bigoted city fathers, the lifeblood of democracy is the ferreting out of truth and making it known, while conversely the procedure spells death for despotism. Anderson makes a pretty fine case of this tragic victory of crass stupidity over idealistic integrity, but since his play format is the examination of a single character, rather than action, its early stages, while intellectually stimulating, are short on dramatic impact. Anderson is more concerned with etching in the facets of Socrates character via what he thinks and says and what his friends and enemies think of him. It is a procedure which builds and figures into a vital, rather lovable personality, but it is slow in the telling.

Trial Scene Brilliant

However, in the final scenes of the trial and the subsequent execution, the play takes on brilliant intensity. The old codger's masterly confounding of his accusers is something to see and hear, top-drawer sparks from the Anderson typewriter. And Anderson keeps him characteristically witty and urbane to the end, when he refuses bodily freedom with its mental chains attached at the hands of the King of Sparta. His final farewell to Xantippe could have been mawkish and sloppy, but Anderson has given it a poignant grandeur.

In sum, "Barefoot in Athens" is a splendid character study of (Continued on page 58)

Alpert Gets 'Wedding' OK

NEW YORK, Nov. 3.—Sam Levenson this week was denied his motion for an injunction to stop Larry Alpert from using the wedding sketch in "Bagels and Yox." Levenson has pressed suit against John Pransky and Al Beckman, producers of "Bagels," charging that certain material used by Alpert was lifted from his copyrighted monolog, "The Wedding."

Federal Judge William Bondy, in denying Levenson's motion, said: "The possible damage to the plaintiff (Levenson) in a denial of the injunction can not be said to outweigh the damage which the defendants would suffer were the injunction granted." Furthermore, it does not appear that the defendants may not succeed at the trial.

Beckman and Pransky had argued in defense that Alpert had used the material in question since before Levenson had ever obtained a copyright on his monolog. They said that if the injunction were granted it would greatly

TOP BANANA

(Opened Thursday, November 1)

Winter Garden

A musical comedy. Book by Hy Kraft. Staged by Jack Donahue. Music and lyrics by Johnny Mercer. Sets by Jo Mielziner. Costumes by Alvin Colt. Dances by Ron Fletcher. Musical director, Harold Hastings. Vocal arrangements, Hugh Martin. Orchestration, Don Walker. Company manager, Joe Roth. Stage manager, Fred Hebert. Press representative, Bill Doll. Presented by Paula Stone and Michael Szuane.

- Danny... Eddie Hanley
Script Girl... Eve Hebert
Bubble Girls... Beverly Weston, Sara Dillon
Vic Davis... Jack Albertson
Tommy... Bob Scheerer
Walter... Walter Dore Wahl
Jerry Biffle... Phil Silvers
Cliff Lane... Lindy Doherty
Moe... Herbie Faye
Pinky... Joey Faye
Betty Dillon... Rose Marie
Sally Peters... Judy Lynn
A Man... Johnny Trama
Elevator Operator... Sara Dillon
Models... Marion Burke, Basha Regis
Sales Girls... Polly Ward, Florence Baum, Eve Hebert

Customers: B. J. Keating, Joan Fields, Laurel Shelby, Doug Luther, Betsy Holland, Russ Wiswell, Zachary A. Charles, Mr. Parker, Brad Hatton, Announcer, Dean Campbell, Featured Dancers, Hal Loman, Joan Fields, TV Technician, Ken Harvey, Miss Pillsbury, Betsy Holland, Dr. Leroy, Doug Luther, Stagehand, Don Covert, Ted (Sport) Morgan, By Himself, Dance Team, Bob Scheerer, Polly Ward, Juggler, Claude Heater, Photographers, Don Covert, Ken Harvey, Herb Fields, Don McKay

A Passing Girl... Mary Harmon
The Widow... Judy Sinclair
The Magician's Assistant... Basha Regis
"Bubbles"... Gloria Smith

DANCERS: Florence Baum, Eve Hebert, Virlian Smith, Joy Skylar, Gloria Smith, Thelma Tadlock, Polly Ward, Nikki Cellini, Bill Joyce, John Laverly, George Marcel, Walter Stane, Bill Sumner, Ken Urnston

SINGERS: Marian Burke, Sara Dillon, Mary Harmon, Betsy Holland, B. J. Keating, Laurel Shelby, Judy Sinclair, Beverly Weston, Dean Campbell, Don Covert, Herb Fields, Ken Harvey, Claude Heater, Bob Kole, Doug Luther, Don McKay

SONGS: "The Man of the Year This Week," "You're So Beautiful That—," "Top Banana," "Elevator Song," "Hall to MacCracken's," "Only If You're in Love," "My Home Is In My Shoes," "I Fought Every Step of the Way," "O.K. for TV," "Slogan Song," "Meet Miss Blondo," "San Souci," "A Dog Is a Man's Best Friend," "That's for Sure," "A Word a Day."

Continued from page 3

to a swank department store, which offers additional scope for comic didoes, and finally winds up with the inclusion of a complete burly satire. The plot, love interest, etc., doesn't matter in the least. It is all just a springboard for a wonderful mixture of clowning that keeps the show galloping to a happy finish.

Pungent Lyrics

"Banana" doesn't even have to worry that its Johnny Mercer scores don't look to contain one solid hit, although the lyrics of some specialty numbers, like "I Fought Every Step of the Way" and "A Word a Day" are amusingly pungent. Its two young lovers, Judy Lynn and Lindy Doherty, both making a Stem debut, are attractive and ingenuous, even if they are not given much to sing about in the ballad department, and Rose Marie is a tower of strength when it comes to a specialty number.

Joe Mielziner has come thru with really stunning backgrounds, and Alvin Colt has dressed the gals and boys for equal effect. Ron Fletcher has done well by the dance patterns, and the show boasts the educated tapping feet of Bob Scheerer, who seems to find an original step of his own with each fresh appearance. Such excellent supporting players as Jack Albertson, Brad Hatton and Eddie Hanley likewise rack up a fine batting average. Nor should mention be omitted of the vocalizing of Ted (Sport) Morgan, a talented airdale, although his crooning seemed to be equally affected by first-night jitters and a wayward affection for Mr. Silvers.

But "Banana" is a laugh show. Its backbone is low comedy, and Silvers and his cohorts give it a perpetual spinal massage. It is clean. It is great entertainment and here to stay. Now, UNO, take it from here.

damage Alpert's act, if not the whole show, besides, in effect, branding Alpert with piracy.

Levenson's charge was based on four alleged points of similarity between his monolog and Alpert's material, all of which the defendants claimed were common Yiddish colloquialisms.

THE NUMBER

(Opened Tuesday, October 30)

Biltmore Theater

A melo by Arthur Carter. Staged by George Abbott. Settings by Ralph Alswang. Costumes by Jocelyn. Stage manager, Robert Griffith. Press representative, Dick Weaver. Presented by Paul Vroom and Irving Cooper in association with William G. Costain Jr.

- Dottie... Peggy Nelson
Sylvia... Martha Scott
Alice... Louise Larabee
Maury... Murryn Vye
Lennie... Luis Van Rotten
Beale Berger... Jennie Goldstein
Hyman Berger... Anatole Wongradoff
Judy... Lydia Reed
Dominic Spizzalini... Dane Clark
Waitress... Diana Herbert
Dolly... Bobby Vall
Si... Jay Barney
Guido... Guy Thomsajan

When a play pre-labeled as a thriller comes to town, it is customary to observe that the season could stand a good melodrama. With the advent of the "The Number," the season can still stand one. It is not that Arthur Carter's first play doesn't supply a spotty measure of excitement and a certain salty humor, and it must be admitted that it doesn't telegraph its punches, but it wavers thruout between menacing, suspenseful melo and cobby soap opera. Nor does the author's obvious affinity for cliches help much in its writing. However, "Number" has two hefty assets which may keep it on tap at the Biltmore for a profitable run, incisive and inventive direction by George Abbott which points up the best of everything the play has to offer, and a superlative performance by Murryn Vye, who is not starred, but ought to be.

The Yarn

Carter's yarn has to do with the inside of the numbers racket, and its message seems to be that you'd better not mix love with the gambling business. Anyway, a nice gal who takes phone bets in the mastermind's office gets involved with a young gambler and has an affair with him. Mastermind thinks they are ganging up to do him out of some ill-gotten profits, and puts the lad on the spot. The twist is that the gal is innocent of everything except emotional instability, but the lad is really a heel, having made a similar previous play with another of the office's fem operators, so nobody is sorry to see him get his come-uppence. All of which breeds a fine, melo-wise excitement. But Carter likewise devotes an unconscionable amount of time to the nice gal's homelife, her distracted, honest Jewish parents, her heartbroken child and a lackluster husband she detests—matters which could be red meat for nearly any of our more popular daytime radio serials.

Dane Clark and Martha Scott are co-starred as the expert in torrid love-making and the gal who falls for his blandishments, respectively. The former does creditably by a not-too-convincingly written stint, and Miss Scott, as usual, plays with intelligence and simplicity, although she seems miscast as a gal of such obvious credulity. But the show belongs to the gravel-voiced Mr. Vye. As the top racketeer he builds a characterization of sinister geniality which would be hard to beat. When he is on stage, "Number" really bristles.

Excellent Support

There are other excellent supporting performances. Luis Van Rotten is fine as the gal's uncle, who seems to be a racketeer in spite of himself, and Louise Larabee plays one outstandingly sharp scene as a frightened moll, forced to put the finger on the young gambler. Jennie Goldstein, beloved of Yiddish Theater audiences, makes a Stem debut in English as the gal's mother. Miss Goldstein hasn't much to do, but gives that little all the fine flourish of the language theater. There is also a fine bit contribution from Diana Herbert as a slatternly waitress.

Ralph Alswang has devised five creditable backgrounds for the eight scenes in which the action takes place, and Jocelyn has gowned Miss Scott and the other fem members of the cast in proper keeping with their stations in the scheme of things. Bob Francis.

F. Hugh Herbert

To Do Musical . . .

F. Hugh Herbert will do the book for a musical about Toulouse-Lautrec, the French painter, for Cy Feuer and Ernest Martin. The songs will be set by Cole Porter. Herbert has promised that the musical will bear no resemblance to Pierre La Mure's dramatization of his novel, "Moulin Rouge," on the same theme, which Jose Ferrer skeds to produce.

Schedule Try-Out

Of 'Eastward in Eden' . . .

Roger Stevens will sponsor a try out of "Eastward in Eden," a music drama with book and

Florence Reed Replaced in Cast of "Gigi"

NEW YORK, Nov. 3.—Josephine Brown has taken over the role left vacant by the exit of Florence Reed from the cast of "Gigi," the upcoming Anita Loos-Colette opus, which is to be presented by Gilbert Miller. Miss Reed holds a run-of-the-play contract, which means, according to Equity rulings, that she is entitled to either a lump settlement or the continuation of her salary until June. She chose the latter, which should bring the weekly outlay for the salaries on that role alone close to \$1,300 or \$1,500. Also at the end of Miss Reed's contract, Miss Brown is entitled to the equivalent of the Reed salary, according to Equity procedure, if she is not already making that amount. Constance Collyer assayed the role before Miss Reed, but held no firm contract.

The show opens in Philadelphia November 8, transferring to New Haven November 19 and New York November 24. The cast includes Kathleen Nesbitt, Michael Evans and Audrey Hepburn.

BROADWAY SHOWLOG

Performances Thru November 3, 1951

DRAMAS

Table with 3 columns: Title, Dates, Performances. Includes A Sleep of Prisoners, Affairs of State, Barefoot in Athens, Diamond Lil, Faithfully Yours, Glad Tidings, Lace on Her Petticoat, Love and Let Love, Remains to Be Seen, Saint Juan, Stalag 17, The Fourposter, The Moon Is Blue, The Number.

MUSICALS

Table with 3 columns: Title, Dates, Performances. Includes A Tree Grows in Brooklyn, Bagels and Yox, Borscht Capades, Call Me Madam, Guys and Dolls, Music in the Air, Sweetness, South Pacific, The King and I, Top Banana, Two on the Aisle.

COMING UP

Table with 3 columns: Title, Dates, Performances. Includes Dinosaur Wharf.

lyrics by Dorothy Gardner and music by Jan Meyerowitz. It will take place at Wayne University Theater, Detroit, November 16 and 17. If the production shows possibilities, the Playwrights Company, of which Stevens is a member, will groom it for a Stem production. "Eden" concerns the love life of poetess Emily Dickinson and derives from Miss Gardner's straight play of the same title, produced by Nancy Stern some seasons back.

Production Plans

On Future Offerings . . .

Elizabeth Miele plans to sponsor an Irish play, "The Painted Days," by John Byrne next spring. It will be Byrne's first play on Broadway. Ria Mooney, the Irish actress, has been asked to stage it. . . . Gene Kelly may play and dance the lead in Tennessee Williams' "Camino Real" in a bill comprising several of Williams' shorter plays. Elia (Continued on page 59)

Out of Town Review

POINT OF NO RETURN

(Opened Monday, October 29)

Shubert Theater, New Haven, Conn.

A play by Paul Osborn, based on the novel by John F. Marquand. Directed by H. C. Potter. Settings, Jo Mielziner. Costumes, Mainbocher. General manager, Herman Bernstein. Company manager, Abe Cohen. Press representatives, Lee Freedman and Abner D. Klipsztein. Production stage manager, David Gray Jr. Stage manager, Robert Linden. Presented by Leland Hayward.

- Evelyn Gray... Susan Harris
Nancy Gray... Ltora Dana
Bill Gray... Keith Russell
Charles Gray... Henry Fonda
John Gray... John Cromwell
Esther Gray... Frances Bayler
Joe... James Jolley
First Teller... David Roberts
Miss Marble... Madeline King
Miss Dingle... Katherine Hyuns
First Clerk... Stanley Tackey
Second Clerk... Haywood Hale Brown
Second Teller... Pitt Herbert
Anthony Burton... Frank Conroy
Roger Blakesley... Bartlett Robinson
Malcolm Bryant... Robert Ross
Conductor... James MacDonald
Jackie Mason... Phil Arthur
Jessica Lovell... Phyllis Kirk
Laurence Lovell... Colin Keith-Johnston
Tailor... Harry Selby
Mrs. Burton... Madeleine Clive
Maid... Harriet Selby

Continued from page 3

Dana, as Gray's warm, but ambitious wife, the supporting players bring every character in the Marquand novel to life, and important portrayals by John Cromwell, Phyllis Kirk and Frank Conroy give strong direction to the plot.

H. C. Potter's direction leaves little to be desired, and the Mainbocher gowns, both dated and present, are a delight to the eye of male or female.

After the obvious cuts are made, and the pace accelerated, "Point" will be ready to take its place as a memorable and moving study of middle class ambition and individual integrity. It offers a good story well told, in a splendid setting.

Dramatic & Musical Routes

- Autumn Garden (Cass) Detroit.
Ballet Russe de Monte Carlo (American) St. Louis.
Ballet Theater (Biltmore) Los Angeles.
Black Chiffon (Loyalt St.) Philadelphia.
Candide (Fox) Spokane, Wash., 8.
Cagney Yaktima 9. (Temple) Tacoma 18.
Cocktail Party (Curran) San Francisco.
Darkness at Noon (Royal Alexandra) Toronto.
Death of a Salesman (E. Memorial Auditorium) Louisville 7-8. (Coliseum) Evansville, Ind., 9.
Gigi (Walnut St.) Philadelphia.
Happy Time (Blackstone) Chicago.
I Am a Camera, with Julie Harris (New Parsons) Hartford, Conn., 8-10.
Kiss Me, Kate (Ford) Baltimore.
Member of the Wedding (Erianger) Chicago.
Mr. Roberts (Lyceum) Minneapolis 7-13.
Moon Is Blue (Forsyth) Philadelphia.
Moon Is Blue (Harris) Chicago.
Never Say Never (Plymouth) Boston.
Nina (Shubert) Boston.
Oklahoma (Erianger) Buffalo 5-7. (Auditorium) Canton, O., 8-10.
Point of No Return (Colonial) Boston.
Rose Tattoo (Victory) Providence, R. I., 3-7. (Shubert) New Haven, Conn., 8-10.
Seated in the Sun (Davidson) Milwaukee.
South Pacific (Shubert) Chicago.

Opening Set, New Manager At Spartanburg

SPARTANBURG, S. C., Nov. 3.—Van C. Ivey, manager of the Augusta, Ga., Municipal Auditorium for six years, has been named manager of the new Spartanburg Memorial Auditorium, it was announced this week by T. K. Hudgens Jr., chairman of the auditorium commission here. Ivey replaces Henry DeVerner, now of Peabody Auditorium, Daytona Beach, Fla.

At the same time, Hudgens announced plans for formal opening of the \$1,250,000 Spartanburg building December 1. Gov. James F. Byrnes, of South Carolina, will deliver the principal address. The United States Navy Band will give a concert.

The building has a seating capacity of 3,406 and fully equipped stage. There also is a Sports Arena operated in conjunction with the auditorium.

First events in the auditorium will include memorial service December 2, South Carolina "Maid of Cotton" show December 3, "Rodgers and Hammerstein Nights" December 7 and "The Messiah" oratorio by Spartanburg choirs December 9. Hudgens said open time is available after January 1.

AOW Speed Standings

ELIZABETH, N. J., Nov. 3.—Paterson (N. J.) Arena has taken the lead in the America on Wheels chain's roller racing league with 89 points. Following Paterson is Twin City Arena, Elizabeth, 86; Reading, Pa., 52; Hackensack, N. J., 50; Passaic, N. J., 43; Boulevard Arena, Bayonne, N. J., 31; Florham Park, N. J., 23; Mt. Vernon, N. Y., 23, and Capitol Arena, Trenton, N. J., 0.

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CORRECTION NOTICE

The Correct Price for
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The price shown in our ads of Oct. 6th and Nov. 3rd was incorrectly quoted at \$7.20. We regret any inconvenience this may have caused.

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MEYER FETED ON BIRTHDAY

CINCINNATI, Nov. 3.—A surprise birthday party for Lou Meyer, co-operator of Price Hill Roller Rink here, was given by skaters Sunday (28) night, with a five-tier cake, decorated with the appropriate number of candles, enjoyed by the good crowd present. Skaters also presented Meyer, who is an ardent skater, with a pair of precision skates and shoes.

Business at the rollery this season is reported 20 per cent above the figure for the corresponding period of 1950, which was considered an excellent year. Work on the addition to the rink is nearing completion. It is expected to boost business considerably.

Horne Prepping Skating Revue For Springfield

SPRINGFIELD, Mo., Nov. 3.—Preparation for a fall skating show, to be staged by members of rink skating clubs, are going forward at Perry Horne's new Star Roll Arena, which opened here about six months ago under the supervision of Henry and Betty Hand, formerly of "Skating Vanities," reports Fred C. Landrus, magician and skating enthusiast, who was a recent visitor at the rink.

Owner Horne, who opened the new season with a "howdy" party serving as a get-acquainted medium, has designed his operation to draw family trade.

Landrus is enthusiastic about the rink, calling the 124 by 200-foot brick building one of the best he has seen in this area. The exterior is lit by a large star with girl on skates in action. Inside the building is a 90 by 190-foot maple floor, a sales room plentifully stocked with merchandise, Hammond organ, a beginners' floor, two heating units and three revolving balls suspended from the ceiling which cast multi-colored light. Height of the building at the center of the arch roof is 27 feet. Behind the skating rail around the floor are 250 plush seats for spectators.

Horne operates nightly except Mondays and stages Saturday and Sunday matinees. Slated to be organized soon are dance, figure and racing clubs, each to embody social activities. The rink staged a Halloween masquerade party October 31, with prizes awarded for unique costumes.

Alberta Arena Planned

RED DEER, Alta., Nov. 3.—New plans are to be drawn up for the proposed Red Deer arena. Decision was made by city council when it was found cost of the building would run \$75,000 more than the \$165,000 originally planned.

2-Barrel Action

Continued from page 31

tion board in which they have no voice.

Corson said that the owners were not concerned with the rights of the performers to insurance plans, but to the question of the union's right to gather together in a convention and decide that talent buyers would have to pay a weekly insurance fee for a plan in which they have no voice either in establishing, fee or plan. Moreover, club owners are not even told where the rest of the insurance fee money will go, since it is admitted that only a part of the fee is for insurance.

"If we let them get away with \$2.50 a week this year, what is to stop them from asking \$20 a week next year," said Corson. He added that State law requires every spot to carry liability insurance, which covers performers working in a place as well as customers in the room.

Tactics employed by AGVA in

Bernier Keeps Freeman Policy At Bal-a-Roue

MEDFORD, Mass., Nov. 3.—There have been no changes in policies regarding classes, dress rules and clean operation since Fred H. Freeman stepped out last August 8 as operator of Bal-a-Roue Rollerway here.

The new operator is Raoul E. Bernier, who has been a rink operator for the past 14 years in Portsmouth, R. I., and who has been a member of the Roller Skating Rink Operators' Association the past 12 years.

Melvin H. Umbach, who was head professional at Bal-a-Roue under the Freeman regime and who worked as a teacher for Freeman for 14 years, has been named manager-teacher of the rink by the new operator. Umbach is assisted by his wife, Grace, who began teaching when Bernier took over operation.

RRSL Elects New Slate at Chicago Meet

CHICAGO, Nov. 3.—The annual meeting of the Roller Rink Safety League, which has membership of nearly 200 in 20 States, was held October 29 in Nielson's restaurant here, electing Roy Siebert, Frankfort, Ind., president, and H. A. Gettert, Davenport, Ia., vice-president, for the ensuing year, reported Rufus M. Foster, executive director. The League sponsors a liability insurance program for roller rinks.

Retiring President Perry B. Giles, Curvecrest Roller Rink, Muskegon, Mich., presided over the meeting at which the following directors were elected: M. M. Arthur, Harvey, Ill.; Robert L. Baker, Battle Creek, Mich.; E. O. Ellis, Maryville, Mo.; Ralph Fox, Omaha; Robert Gould, Des Moines; H. A. Gettert, Davenport; Perry B. Giles, Muskegon, Mich.; Ed Hershenson, Roller Bowl, Chicago; Al Kish, Toledo; H. A. Randrup, Rothschild, Wis.; Roy Siebert, Frankfort, and Kenneth Trueman, Marion, Ind.

These meetings are unique in that no formal programs are prepared. They feature open-forum discussions in which topics are presented and discussed by members. In this meeting Don McElhinney, Ce-Mar Acres, Cedar Rapids, Ia., presented his plan of rink operation by which he has increased the use of his rink to a notable degree. Many of the operators present indicated that they are anxious to test the McElhinney idea at their rinks.

Seventy people were served at the dinner following the meeting. Entertainment feature was a trip to the Roller Derby at the Coliseum as guests of George Sloniger, of the Roller Derby Skate Company.

Building Off

Continued from page 2

by the City of Boston for \$344,000 were given NPA's O.K. Projects for eight drive-in-theaters totaling \$145,135, two theaters, and a \$10,800 playground also received NPA's nod. Uncle Sam denied, however, permission to build nine other amusement projects, including a radio station and a TV signal.

Biggest theater project approved by NPA was a \$903,000 theater planned by Crescent Amusement Company, Nashville. NPA refused to permit Fredrick G. Bonfils Foundation to construct a \$896,876 civic theater in Denver. Permits were also denied to Television Service Company of Wyoming Valley, Wilkes-Barre, Pa. for a TV signal, and to Gila Broadcasting Company, Winslow, Arizona, for a \$37,700 radio station.

establishing the insurance plan and in enforcing its collection were termed by Corson as being "high-handed."

DANE PROBES ROLLERS

Ban Vs. U.S. Skates Nixes Rollery Plans

COPENHAGEN, Nov. 3.—Copenhagen is ripe for a roller rink and financial backing is available for creating a modern rink here if anyone can persuade the Danish government to issue a permit for importation of American-made skates, which are considered a must by those interested in the project.

Definitely interested in promoting a rink is Ernst Sahlstrom, local booking agent, who runs the open-air shows in Tivoli park here and books other amusement parks in Denmark, Norway and Sweden. Sahlstrom has experimented with various makes of skates, but has found none but the American rink type satisfactory for public use.

Embryo project envisages a large rink in Copenhagen's Tivoli and, eventually, a chain of similar rinks in other parks in Denmark, Sweden and Norway. Idea is for co-operation between the various rinks, with contests between groups and individual skaters from rival rinks at frequent intervals.

This contest idea has been successfully carried out for several years by dance halls in most of the Scandinavian parks. The big Dansetten dance hall in Tivoli stages a series of such contests every season, with local winners competing in finals with winners in similar contests from other Scandinavian cities.

Danes are naturals for rollers as from babyhood on their most normal mode of locomotion is the

bike, which gives them balance, leg-power and stamina. It should be interesting to see a couple hundred converted Danish bike pedalers speeding around a roller rink. Their tactics and evolutions on Copenhagen's main thoroughfares terrify and fascinate the average American tourist. Motorcyclists seem able to cope with them, but auto drivers consider them the No. 1 traffic hazard and give them a wide berth. Something new and exciting will be added if Copenhagen gets its skate arena.

Hollywood Icer Ready for Bow

MILWAUKEE, Nov. 3.—Advertising and ticket sale for the 1952 "Hollywood Ice Revue," with Barbara Ann Scott, is under way here for the premiere of the Arthur M. Wirtz Production. Show opens Wednesday (7).

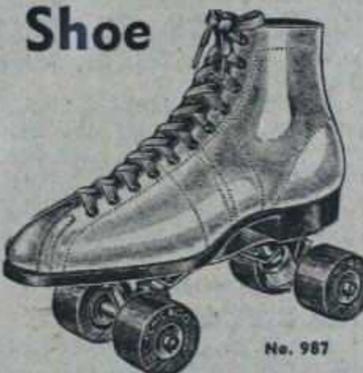
The 1950 edition, headed by Sonja Henie, broke box office records at the Milwaukee Arena. This year's run will be a week longer, closing November 18. Matinees will be November 11 and 18.

Miss Scott returned this week from a two-week engagement in Zurich, Switzerland, and will resume final rehearsals for the Wirtz show.

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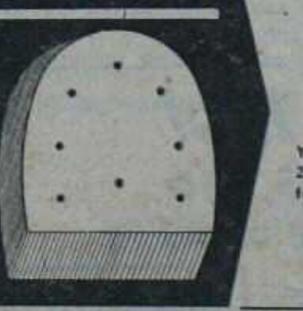
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Roadshow Rep

L. BURROUGHS and wife are showing their puppets in the Troy, N. Y., area, marking the fourth year they have had that type show. They are working their way toward Florida. **Glenn Howe**, who formerly operated *Howe's Show*, family trick, has entered commercial business in Maryland. During the winter the family will play sponsored dates around Baltimore. . . . From Las Vegas, N. M., **N. M. Ollie Brice** writes that he has been showing a feature pic thru the Southwest, but plans to get back into the fair promotion business, moving toward Arkansas where he has some dates lined up. . . . **Dr. Horace Ford** is playing church dates in Pennsylvania to satisfactory returns. His wife and daughter furnish music and the trio also does dramatic bills.

FROM Choteau, Mont., **Jay Forsyth** reports that he has had a spook show in that area for the past month after four months on platform. He reports business good and has been able to get quite a few pic show dates for his trick. Recently he met the veteran roadshowman, **Al Benham**, at Thompson's Falls, Mont. Benham has a trailer museum show and does some merchandising. Benham was with **Beach & Bower's Minstrels** in their heyday and afterward played vaude. . . . **Joe G. Cordell** writes from Pendleton, Ore., that he would like someone to send to this column the roster of the Seymour-Stratton 10-20-30 show with which Cordell once played. . . . **Leo Fournier** is playing Ontario towns with a solo show under sponsorship of French-speaking societies. He does a protean style show and also carries films he has taken in various sections of lower Canada. . . . From Haskell, Tex., **W. W. (Willie) Boyle** pens that he will have a one-man church date show opening soon. Boyle does a full evening of music, mostly organ, and also carries religious pix that he shows for sponsors. He has dates booked in Oklahoma.

Gerry Family Show is in Ontario and reports only fair business with the three-person unit. Pix have been added to the layout. . . . **T. T. Collins** has a school-dance show in Idaho but reports only fair business because of the small attendance at schools. Collins presents a chalk talk and novelty show. He reports meeting **L. L. Hennessy**, vent, who, Collins says, has a nifty outfit and worthwhile show. Hennessy has been playing on platform, but now is

in schools and halls. . . . **Ronald Allan** is promoting amateur minstrels in Rutland, Vt.

Tokyo Mushi Mushi

By RALPH KRZYZAK

Continued from page 3
ter, which caters primarily to out-of-towners, has reopened for a 24-day run, and tickets were sold out the first day.

Hibiya Hall started its new series of Grand Jazz Concerts for two weeks. The first concert is a benefit for the Community Chest, with the U. S. Army providing most of the talent. Captain Milazzo will introduce two of his original songs including "Baby Geisha Rhumba" and "Honey Bucket Swing." Captain Milazzo, who is Public Information Officer for GHQ, has done a number of outstanding musicals, raising funds for various charitable projects here. His series of Nippon Victor recordings, which includes "Peach Boy," "Turtle Boy" and "Flower Man," has been made available in album form and will be placed on sale soon, with royalties being donated to Japanese charitable institutions.

Japanese composers in the jazz idiom have made considerable progress since they entered the field, but their orchestrations are still a bit ragged. However, many Japanese swing artists are taking advantage of the American musicians here, and once in a while one can hear odd patches which reflect a study of American technique.

Unfortunately, many Japanese musicians cannot tell where the plangent tone ends and the uncontrolled blare begins. There is a wide tendency to allow this slipshod playing, as compared with the real old gut-bucket style which does not bear the faintest resemblance.

Aspirants to Japanese brass-sections might study the more controlled phrasing of Louis Armstrong or the late Glenn Miller. As the matter now stands many of the local brass players out-brass even the wildest grotesqueries of Nat Gonella or Wingy Manone.

Pianist Kreutzer to Wed Pupil Toyoko Orimoto . . .

Leonid Kreutzer, concert pianist residing here since 1931, will marry Toyoko Orimoto, one of his many Japanese pupils, shortly after completing divorce proceedings from his German wife in London, whom he has not seen for about 20 years. Miss Orimoto, instructor in the piano section of the Tokyo University of Arts, has been studying under the 66-year-old German pianist since 1937. Kreutzer, who was born in Russia, was naturalized a German in 1927, but the Hitler regime deprived him of his German nationality in absentia in 1942. This has made it difficult for him to arrange his divorce.

Paris Peek

By ANNE MICHAELS

Continued from page 2

Neway again in the lead. . . . Inge Borkh a success in the German Opera Company's production of *Salome*. . . . Elias Dann, after four years as conductor of the National company of "Oklahoma," in Paris working on a symphonic career. . . . The Ballets of the Marques de Cuevas, open tonight with a new production called "Tarasiana" starring Rosella Hightower and Serge Golovine.

Chevalier to Do Musical Comedy Book . . .

Maurice Chevalier to write the book and the lyrics for "Made-moiselle Soliel" (Miss Sun), the Lady Patchatou starer for which Irving Berlin has agreed to do the music. The show should open at the Theatre Bouffes-Parisien. . . . Raymond Massiet founder of the Paris English School has reopened the Theatre de l'Humour. . . . Marcel Pagnol has finished his play "Judias" on which Jouvet had the option. He is supposedly negotiating now with Jose Ferrer for it's Paris production. . . . A new play by Andre Roussin will open between the 15th and 20th of December entitled, "Helen of Troy." The show, whose entire action takes place in a cafe, stars Pierre Blanchard, Pierre Dux, Louis Ducreux, and Jacqueline Gauthier. . . . While still awaiting the decision on who gets Jouvet's Theatre Athenee, the next production on November 20th will be an adaptation of "Arsenic and Old Lace" by Pierre Brive. . . . Jean Anouilh has announced another production, that of a play he has had around for five years. It is called "La Valse du Toreador" (The Waltz of the Toreador) and will star either Michel Simon or Pierre Fresney. . . . Robert Lamoureux to make his first straight legit debut in Jacques Deval's "Ombre Cherie" (Darling Shadow) at the Edouard VII.

Expand Programs of Theatre Nationale Populaire . . .

Jean Vilar continues to expand his Theatre Nationale Populaire by playing during November and December at the Suresnes Festival. Leader of the movement to "decentralize" the theatre, Vilar has received acceptances from the Comedie Francais and the Barrault company to play a performance at one of his theatres outside of Paris. Vilar also plans to do one film a year using the members of his company, the biggest name of which is Gerard ("La Diable Corps") Philippe. . . . Barrault, back from London, announced his program for the year. The season will begin with revivals; Claude's "Partage de Midi," Moliere's "Amphitryon," Matherkant's "Malatesa," Gide's "Oedipe" and Anouilh's "La Repetition." Around Christmas he will introduce two plays Musset's, "On Ne Badine Pas Avec l'Amour," (You Mustn't Joke with Love) and Claudel's "L'Echecances" (The Exchange.) Also a play that he did 15 years ago called "Numance," and on the same program an adaptation by Jacques Prevert of Cervantes' "Tableaux des Merveilles" (Paintings of Miracles). But the big presentation of the Barrault season is a new play of Andre Obey, "Lazuras," to be premiered in November. Barrault in the title role, Jean Desailly as Jesus, Simone Valere as Mary and Madeline Renaud in the part of Martha will head the cast.

Welles May Present 'Othello' in Paris . . .

Orson Welles may present his *Othello* on the Paris stage as he has done in London. . . . The National Committee for the Defense of the French Theatre, a society representing most of the authors, directors, and professional union workers in the theatre to hold a meeting on November 15, the title of which is "How to Avert the Coming Crisis in the Theaters of France."

News and Notes

About Radio & TV . . .

Agatha Mella adopted for the French radio four musical numbers of Paul Tripp and Georges Kleinsinger, including the prize winning "Tubby the Tuba." Gaston Rey, Odette Laure and Tem-

'Windows' Is Little Guys' Show

Continued from page 3

"Windows on the World." To him goes a large share of the credit for the success of the show. But he had the assistance of eight members of the UN radio staff, and the backing of the division's acting chief, Gerald Kean. What is more important, the people you hear on the show—the truck drivers, the clerks and typists, the archivists and photographers, the Nobel prize winner and the Mexican girl who works for the food and agricultural organizations—make the show.

Little Guys' Show

Douglas Fairbanks Jr., as narrator, guides the listener from floor to floor to hear the various people recorded by Corwin and his crew. Fairbanks does a good, competent, workmanlike job. But neither the glamour of the Fairbanks name nor the rare, poetic, imaginative touches of Corwin's genius stay with you when the show is over. Like the UN itself, the program belongs to the people—the little guys and gals who make up the program's many 30-second takes.

Wisely, Corwin attempted no pyrotechnics on the show. Tacitly acknowledging that the subject matter was bigger than his considerable art, he let the UN building's personnel carry the ball. And they went with it—for a radio touchdown.

Other Shows

The UN radio recently put on a "saturation" program, wrapped up by Oscar Rose, whereon every station in Boston, at a peak nighttime hour broadcast a special United Nations show. The division has put Michael Hayward's "On the Record," the show made famous by Malik's pitch, back on CBS again. The group, having divided itself so that part of the unit is covering the meeting of the General Assembly just opened in Paris, is doing a job there. These aren't one-shots, but continuous performances—along with "UN Today" and the other regular reports that come from the world organization, but it takes a show like "Window" to dramatize not

Barefoot in Athens

Continued from page 56

uncompromising honesty. Since its approach is intellectual, its appeal will be to the few rather than the many. But the few will appreciate it hugely and savor its memory long after it is gone from the Martin Beck. Remembered, too, will be a beautifully shaded performance by Barry Jones of the old philosopher. Casting him for it was a real inspiration. It would be hard to think of another actor who could bring it better to life.

Fine Contributions

Fine casting, also, are Lotte Lenya as the sage's wife who loves but never understands him, George Mathews as the genially dumb despot of Sparta and Helen Shields as the town's No. 1 prostitute. There are able contributions in the lesser stints from Robert Brown, Daniel Reed, William Hansen, Philip Coolidge and Bart Burns.

Alan Anderson, the author's son, has staged the play's conversational moments with considerable fluidity and done extremely well by the trial and execution scenes. Boris Aronson's settings and Bernard Rudofsky's costumes are effectively true to period. "Athens" is a great credit to the Playwright's Company. It sounds a significant and timely note, if not a commercial one.

Bob Francis.

erson are the narrators, and Dean Dixon has come especially from the U. S. to direct the work. . . . The Ministry of Information has admitted that it is studying a project from the French TV which would include a substantial loan from the government for its purposes. . . . Raoul Prexy begins a three series TV show based on the old night club "Le Chat Noir" (The Black Cat) to be patterned after the same type entertainment the cabaret produced over 50 years ago. . . . Beginning November 26, Fred Addison and his ork will star in a French TV program written by Jean Jacques Brissac and Max Roche, titled "Chanson de la Semaine" (Song of the Week).

only what the UN is doing but also what its radio division is made of. It's real. It's radio. Pre-audition of program scheduled by Mutual Broadcasting System for Sunday (4), 9-10 p.m., prepared and produced for and by United Nations radio by Norman Corwin. Emsee, Douglas Fairbanks Jr.; writer-producer-director, Corwin; recording reporters: Helen Dunlop, William Gilbert, Virginia Momand, Donald Pringle, Sylvia Scott, Isabelle Silk, Jeff Sparks, Lyuph Stanley.

London Dispatch

By LEIGH VANCE

Continued from page 2

is to leave the company at the end of this year when his seven-year contract expires. Said an official of the controlling company, Electric and Musical Industries Ltd.: "Sir Ernest came to us for a certain length of time. It is a normal retirement." But Sir Ernest himself was not communicative. To phone inquiries he answered: "Talk to someone else," and slammed down the receiver. No successor has been named yet.

Tax Rap Readies Vs. 15 Top Actors . . .

News from Sweden is bringing a surge of hope to Britain's tax-ridden stage and movie stars. A recent release by the Inland Revenue department has put the finger on some 15 (as yet unnamed) top actors whom they were about to smack for unpaid claims. Now from the North comes news of a showbusiness revolt which (say the 15 and many of their sympathizers) may have startling repercussions thruout showbusiness. Seven of Sweden's top actors are going bankrupt rather than pay what they call "extortionate" taxes. Arrears there range from the comparatively low figure of \$6,000 to \$700 or so, but the Revenue Department is determined to scoop it all in. And the actors are just as determined that they shan't. Legal precedent for their claim that they are "exempt" comes from the case three years ago of Swedish troubadour Ewert Taube, who pleaded he should be freed from the tax axe because he "spread joy and happiness thruout the country." He won his case. Now Britain's harassed show-folk are thinking of preparing a similar sit-down strike here. Some, less optimistic maybe, are learning Swedish, just in case.

Miss Johnson's Films;

Formby Called Sock . . .

Back in the news this week is Britain's most sensitive screen actress, Celia Johnson. Best known for her performance in Noel Coward's "Brief Encounter," Miss Johnson is that rarity these days, a woman who puts her husband and family before her career. But occasionally she swoops back to take showbusiness by surprise with a performance of dignity and charm. Her four big screen successes so far have all been in Coward films. The two she plans to make now have nothing to do with him. But she is not dropping the pilot; he is just too busy elsewhere with production of his own new play, "Relative Values." . . . Snaggle-toothed provincial comedian George Formby made a great personal success in the \$112,000 production of "Zip Goes a Million," English version of "Brewster's Millions." To crown his entry to the West End, comes praise from someone who should know something about musicals, Oscar Hammerstein II. Said he, "Now Sid Field is dead I rate Formby as Britain's best and most characteristic comedian." . . . Usually managers here try and nurse plays thru the difficult stage which follows a cool reception by the critics. But Duchess Productions acted swiftly when Neville Croft's "All the Year Round" at the Duke of York's got the gentle bird on its opening night. Altho faintly acclaimed by critics who excused the first night audience's manners on grounds of it being election night, the play didn't draw, was withdrawn after two performances, with a reputed loss of \$4,200.

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Occupation

Sides and Asides

Continued from page 56

Kazan will stage the combo and William Liebling, of the Liebling-Wood agency, will sponsor. . . . John Gielgud intends to bring a Shakespeare rep troupe here in 1953. . . . Emyln Williams will bring his readings of scenes from Dickens to New York in the spring. Williams has been giving the readings at the Lyric Theater, London, where they recently attracted the attention of Joshua Logan. Logan signed the papers with Williams and H. M. Tennent this week. . . . John Garfield may have a leading role in Joseph Kramm's "The Shrike" to be produced by Jed Harris.

Two Maugham Plays Are Prepped for Stem . . .

"The Constant Wife" will probably not be the only example of Somerset Maugham's work to be on the boards in 1952. The Theater Guild will start rehearsals this month on "Jane," which is adapted by S. N. Behrman from a Maugham novel. Basil Rathbone and Edna Best will co-star in the play. And Lawrence Hill and Arnold Krakower expect to produce this spring "Mandragola," which is Thomas Vaughan Baron's adaptation of Maugham's story, "Then and Now."

Affils Group Meets in N. Y.

NEW YORK, Nov. 3.—The All-Network Affiliates' Committee, headed by Paul (Fritz) Morency, meets here Wednesday (7). On the agenda will be discussion of plans for a new radio study, general promotion of radio, further talks with members of the Association of National Advertisers and the National Broadcasting Company's economic study.

In the case of the NBC plan, probable effects on radio in general will be probed.

Sports Events to Get RTMA Attention

WASHINGTON, Nov. 3.—In a prod to the Radio-Television Manufacturers' Association sports promotion campaign, the association Thursday (1) named Dan D. Halpin, of RCA Victor Division of Radio Corporation of America, to head a new committee of TV set sales managers who will help set distributors promote sports events.

WE WISH TO THANK

Our friends who sent so many letters, telegrams, and expressions of sympathy to us during the loss of our beloved husband and father

HARRY W. CRAIG

Altho we have been unable to answer each one, you have been remembered often. May God bless you all.

Bea & Bucky Craig

LLOYD R. PRIDDY

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November 8, 1950

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Vierge Everett

William H. Muldoon

(Better known as)
A. J. Budd, who passed away
November 8, 1950.
HAL COMPTON

Dramatists Group

Issues General Call . . .

The New Dramatists Committee has sent out a call for professional actors and directors to participate in the activities of their workshop. Actors are asked to apply to Halsey Melone and directors to George Schafer, both at the New York City Center, 130 West 56th Street. . . . Estelle Loring has been signed for the ingenue lead in "A Month of Sundays," the musical which will have Gene Lockhart in the lead. . . . Patricia Hitchcock, daughter of film director, will have a key role in "Mischief." Kenneth White's dramatization of a novel by Charlotte Armstrong. Produced by Chris Seibel and Georges Fridaux, "Mischief" is set to go into rehearsal December 1.

'Bobbin' a Hit With Gen. Foods

NEW YORK, Nov. 3.—"Young Mr. Bobbin" is expected to be renewed shortly by General Foods on the National Broadcasting Company's video web. Program, on Sunday evenings 7:30-8 p.m., has come up with strong ratings and is well liked by the client.

NBC-TV had asked General Foods to participate in sponsorship of a weekly two-hour Sunday night extravaganza, starting at 7 p.m. But the renewal of "Mr. Bobbin" will mean that the ambitious programing concept will be postponed for at least another 13 weeks.

Junket Exits Moore Segment

NEW YORK, Nov. 3.—Junket this week canceled sponsorship of its Tuesday 1:45 p.m. segment of the "Garry Moore Show." The advertiser, however, still is bank-rolling Thursdays at the same time on the daytime video presentation. The rest of the Moore program is sold out.

Marriages

BROWN-DAVIES—Horace G. Brown, merchant marine captain, and Marion Davies, former film actress, October 31 in Las Vegas, Nev.

GINDER-DALRYMPLE—Col. Philip DeWitt Ginder, U. S. Army, and Jean Dalrymple, Broadway producer and director, November 1 in Danbury, Conn.

KNOX-SITTLER—James H. Knox, of Ken-Sell Advertising, Inc., West Palm Beach, Fla., and formerly in the New York, Chicago and Hollywood advertising fields, and Katherine Sittler, Lake Worth, Fla., October 25 in Lake Worth.

LAWRENCE-CHROUCH—Larry Lawrence, promoter, until recently with the Mills Bros. Circus and now handling Dr. Franz Polgar, mentalist, and Nora Chrouch, nonpro, at Angola, Ind., October 9.

MAITLAND-DE QUE—Dexter Maitland, straight man, and Betty De Que, dancer, October 17 in Chicago, where both are appearing in stock burlesque at the Follies Theater.

NORTON-SWOR—Jack Norton, actor, composer and vaudeville and musical comedy star in the early 1900's, and Mrs. Amy (Bert) Swor recently in Lovington, N. M.

PETERSON-KENASTON—Elmer Peterson, newscaster, and Mrs. Jeanne Kuder Kenaston October 13 in Las Vegas, Nev.

ROTUNDO-NAPPE—John Rotundo, orchestra leader of Bridgeport, Conn., and Louise Nappa, Westport, Conn., in that city October 20.

SCHWALBERG-MYERS—Alfred W. Schwalberg, president of the Paramount Film Distributing Corporation, New York, and Carmel Myers, silent picture star and now conductor of the "Carmel Myers Show," a celebrity interview series on ABC-TV, New York, October 30 in that city.

WILSON-VINCENT—Cpl. Larry Edward Wilson and Faith Alice Christine Vincent, daughter of Nat Vincent, Southern Music's Hollywood representative, October 18 in Lancaster, Calif.

Divorces

SINATRA—Nancy Sinatra from Frank Sinatra, singer, October 30 in Santa Monica, Calif.

AGEE—John Robert, 71, horse trainer for Gene Autry, October 28 in San Fernando, Calif., following an illness of several months. A native of Canton, Mo., he had trained horses for Tom Mix and Ken Maynard, and at the turn of the century was equestrian director for the Ringling Bros. Circus. He leaves his wife, Irene, and two sons, Johnny and Elmo.

ABRENSBOEG—Henning, 26, well-known Danish actor, October 25 in Copenhagen. He played principal roles in legit works produced in Copenhagen and in films. Survived by his widow, an actress, Birgitte Federspiel.

AVERY—Cpl. Jack, former fair and carnival worker in Southern Ohio, September 19 in Korean War action, survived by his widow, Patricia; a six-month-old son, and his parents, Mr. and Mrs. A. S. Avery, of New Miami, O. (Details in the General Outdoor section.)

BLUM—Balthar C. (Bud), 58, former manager of "Ice Capades," Tuesday (30) at Pittsburgh. He was with Harris Enterprises for 36 years and was formerly secretary-treasurer of "Ice Capades." He was a lifelong resident of Pittsburgh and had been inactive for six years.

CANNELONGO—Vincenzo, 62, formerly a carnival annex attraction known as Gene-Eugene and later operator of the Eugene Costume shop in New York, October 9 of a heart attack. Burial in St. Raymond Cemetery, New York. Survived by his parents and two brothers.

CHRISTIANS—Mady, 49, stage and screen actress, October 20 in South Norwalk, Conn., following a cerebral hemorrhage suffered at her home in New Canaan, Conn. Born in Vienna, she came to the United States with her parents in 1912, when her father, Rudolph Christian, actor and manager, took a post managing a German repertory theater in New York. At 16 she persuaded her father to let her appear in one of his productions. She went to Europe and in 1917 entered Max Reinhardt's school of acting. For five years she remained under his management, later touring Europe and appearing in as many as 45 plays a year. She also played leads in some 80 European films. Coming to America in 1926, she appeared in several unsuccessful works before getting a role in "Hamlet" with Maurice Evans in 1928. Top-flight parts followed, including roles in "Henry IV" and "Watch on the Rhine." After a brief Hollywood stay to make "Address Unknown," she returned to Broadway in October, 1944, and opened in John Van Druten's adaptation of "I Remember Mama." She appeared as Mama for every performance during the work's two-year run. Later she appeared in "Message for Margaret" and was last seen on Broadway in "The Father." She also appeared in summer stock and was forced to leave George Brandt's touring company of "Black Chiffon" a month ago because of illness. Movie appearances also included "Come and Get It," "Seventh Heaven" and "The Woman I Love."

FINK—Harry, 62, saxophonist, clarinetist and early exponent of the triple-tongue technique in cornet and trumpet playing, November 1 at his home in Newark, N. J. He played with Vincent Lopez ork from 1930 to 1945 and as a member of the Six Brown Brothers appeared in shows in London, Glasgow and Paris as well as vaude shows in America.

FLANIGAN—Daniel A., 50, father of Mrs. Bert Capman of the vaude team of Powder and Capman and Miller and Capman, recently in Rock Island, Ill. Burial October 25 in that city.

GILL—John, 50, former bandmaster with Ringling Bros. Circus and one-time-music instructor for Ted Lewis, in Columbus, O., Wednesday (31).

GOLD—Sid, 56, burlesque comedian for many years, October 28 in Washington. He appeared with Ben Welch, Jimmy Lake, Rube Bernstein shows, Babe Latour, Benny Rubin and Mickey Rooney. Survivors include a brother, Eddie, who is part of a burlesque team that includes Harry Reed. Burial in Pinelawn Cemetery, Babylon, N. Y.

HULSE—George, former electrician and builder for the Hyalite Midway Shows, October 26 at the home of a brother-in-law in Wichita, Kan.

JACORY—Wil, 70, husband of Florence Bates, film actress, October 31 in Hollywood.

KIRKHAM—Rupert Dennis, 60, for several years secretary of the Saltcoats, Sask., Agricultural Society, recently at his home in Vancouver, B. C. His widow, three sons and six daughters survive.

LASHBROOK—Oria V., 67, owner of the Lashbrook & Son Tent & Awning Company, Mt. Vernon, Ill., and widely known in outdoor show business, October 29 at his home in Mt. Vernon. Survived by his widow, Eyll, a son, Wallace Ray, and two grandchildren, Oria Ray and Stella Christine Lashbrook. Burial to take place at a later date pending completion of a mausoleum. (Details in General Outdoor section.)

LISTER—Francis, 52, well-known British actor, October 28 in London after being taken ill in June while appearing with Jessie Royce Landis in "Come Live With Me" at the Vaudeville Theater in that city. His first stage role came in London at 15 in a revival of "The Flag Lieutenant" and his many appearances in the English city included "Lord and Lady Algy," "Daddalums," "You Never Can Tell," "Tarnish," "Lullaby," "Cyrano de Bergerac," "Quality Street" and "Mary Rose." He visited New York in 1923 and was seen in support of Mrs. Minnie Maddern Pike in "Mary, Mary, Quite Contrary." In 1926 he returned to Gotham to appear as leading man in "Dishonored Lady," starring Katherine Cornell, and again in 1931 he acted in New York with Dennis King in "Richard of Bordeaux." On his last American visit he appeared in "The Red Cat" in 1934 and in "Substitute for Murder" in 1935.

LOPEZ—Sabatino, 84, Italian playwright, October 28 at his home in Milan, Italy, of an intestinal infection. He was the last survivor of the big three of Italian playwrights—Gerolamo Rotetta and Dario Niccodemi were the other two, who dominated the Italian stage before World War I.

MARKS—Clarence, 77, former blackface minstrel and vaude performer, October 29 at his home in Ocean City, N. J. He joined the Barnum & Bailey Circus as a boy, becoming an acrobat and then a singer. Later he spent 20 years as an endman with the George (Honeyboy) Evans Minstrels. He was also with the Primrose & West, Dockstader and other touring minstrel troupes. He retired from show business 15 years ago. Surviving in his widow, Ada. Services October 31 in Ocean City, N. J., with burial there.

MARRIOTT—Robert H., 72, early radio engineer and founder of the Institute of Radio Engineers, October 31 at his home in New York. He was a radio engineer for private companies, a government radio inspector and a radio expert attached to the U. S. Navy. From 1925 until his retirement in 1943 he was a consulting radio engineer. He also was a consultant to the Federal Radio Commission in 1929. His widow, two daughters, a son, four grandchildren and a great-grandson survive.

MALONEY—Mrs. Alice, 68, widow of Timothy J. Maloney, former circus man, October 28 of a heart attack at her home in Tonawanda, N. Y., one day after the burial of her husband. Survived by a daughter, two sons and a sister. Burial in Rest Haven Cemetery, Tonawanda.

MALONEY—Timothy J., 64, veteran circus man, October 25 at his home in Tonawanda, N. Y. He ran away from home when 13 years old to join the Carl Hagenbeck Wild Animal Show as dishwasher, and during the 50 years he spent with the white tops he served as a groom and teamster with the Ringling show. Survived by his widow, Alice, and three stepchildren. Services October 27 from the John O. Roth Funeral Home, Tonawanda, and burial in Rest Haven Cemetery there.

MANNEY—Charles Fonteyn, 79, composer and music editor, October 31 in New York. In 1898 he joined the editorial staff of the Oliver Ditson Company, Boston, music publishers, and remained with the house 32 years, rising to the post of chief editor.

MONAGHAN—Eileen M., 61, Detroit organist, October 29. Survived by her mother. Interment in St. Paul's Cemetery, Detroit.

MORANO—Ettore, retired vaude comedian, November 2 at his home in New York. Using Italian dialect, he appeared with Boyle and Della in their skit "How's That?" He also appeared in the acts of Romany and Ector and Ettore and Dina, playing at RKO and Albee theaters thruout America before retiring in 1934. His widow survives.

FAIGE—Charles, 72, one of the first designers and builders of Roller Coasters in America and for 30 years associated with the National Amusement Devices Company, Dayton, O., of a heart attack October 30 at Myrtle Beach, S. C. (Details on Page 62, this issue.)

PATTON—Fred, 63, well-known baritone who sang with the New York Metropolitan Opera from 1927 to 1929, October 25 in Detroit. A native of Connecticut and head of the Michigan State University voice department from 1932 until his retirement in 1946, Patton was generally credited with developing the voice of tenor Richard Crooks. Patton frequently sang with the University of Cincinnati Oratorio Society and the Cincinnati Symphony Orchestra. Survived by his widow, Jessie, and two daughters, Mrs. Charles Goll, Hudson, Mich., and Mrs. George Barkentin, New York.

ROBINSON-DUFF—Frances, 74, dramatic and speech coach, October 30 at her home in New York. Born in Maine, she attended school in Europe, and with her mother, a voice teacher, operated a studio in Paris for many years, returning to America in 1919 and opening a New York studio. Her pupils included Mary Garden, Ina Claire, Henry Miller, Katharine Hepburn, Helen Hayes, Norma Shearer, Lillian and Dorothy Gish, Sidney Blackmer, Osmond Perkins and Mady Christians. Two brothers survive.

ROEBUCK—Mrs. Ada, 56, concessionaire with the Gooding Shows for 36 years, October 24 in Good Samaritan Hospital, Cincinnati. Burial October 27 in St. Mary's Cemetery, that city. Survived by her husband, Harry T., concessionaire; a brother and a sister.

ROMERO—Della, 19, singer and dancer with the Peres Prado orchestra, October 27 in a bus accident near Kaufman, Tex.

ROTH—Sam (Broadway), 48, partner in the Broadway Theater Ticket Company, New York, October 31 at his home in that city. He began as a messenger with the ticket agency in 1920 and became a partner 10 years later. Colorful clothes, a light carnation and a big cigar helped make him a well-known personality in New York's theatrical district. He appeared at many benefit shows, acting as emcee, singing and telling stories. He was a member of the American Guild of Variety Artists and the Jewish Theatrical Guild. Three brothers survive.

SAFFERMAN—Harry, 63, New York theater builder, October 25 in that city. Survivors include three daughters. Burial in Bayonne, N. J.

SCHRAM—Jerry F., president of Midwest Recording Specialties, Elmhurst, Ill., at his home there October 31. Surviving are his widow, Madeline; his parents, Ed and Helen Schram, and three brothers. Services November 3, followed by burial in St. Mary's Cemetery, Elmhurst.

SCOTT—Ernest Humphrey, former president of Scott Radio Laboratories, Chicago, October 27 in Victoria, B. C. A pioneer in custom-built receiving sets, he retired in 1945 and moved to Victoria in 1947.

SPHERIS—Andrew (Curly), owner-manager of the Magic Empire Shows, shot to death in an altercation October 27 at Troy, Ala., where his shows were playing. (Further details on Page 69, this issue.)

STAVALE—Lewis, 38, Detroit theater manager, October 30 in an automobile accident. For 24 years he had managed such houses as the Dix, President and Parkside. Survived by his widow, Jean; his parents, six brothers and three sisters.

STOUGHTON—Milton W., 48, retired manager of radio station WSTR, Springfield, Mass., October 31 at his home in that city. He started in radio in 1928 as announcer for WBZA, Springfield.

VALERIE—Olive, 58, retired actress born in Australia who last appeared on Broadway in 1931 in "Lady Beyond the Moon," October 27 in New York.

WILLIAMS—F. Ben, 74, retired theatrical union leader, October 29 in San Francisco. He served as president of Local 18, International Alliance of Theatrical Stage Employees, for more than 25 years and helped found the California State Theatrical Federation and was its president for more than 25 years. Survived by two sons and a brother.

Births

CHRISTDORÉ—A daughter, Rosa Marie, October 31 to Mr. and Mrs. Joe Christdore. Mother was formerly Adrian Udell, chorus girl at the Grand burlesque house, St. Louis.

CROSBY—A daughter to Mr. and Mrs. Bob Crosby October 29 in Los Angeles. Father is a radio and recording artist.

GAINES—A daughter, Cindy Hope, October 13 to Mr. and Mrs. Jerry Gaines. Father is chief announcer at Station WHAT, Philadelphia.

ZIGUN—A daughter, Jane Ruth, to Mr. and Mrs. Harry J. Zigun in New Haven, Conn., October 23. Father is the violinist and mother the pianist of the concert act of Zigun and Hoberman.

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IN MEMORY OF ANDREW "CURLEY" SPHEERIS

For it, until your last breath—from the front gate to the free act. We miss you, our boss, partner and pal.
Personnel of Magic Empire Shows

Polack Units Mark Sizable Increases

NEW YORK, Nov. 3.—Business for both Polack Bros.' Circus units has been considerably ahead of last year with increases on individual dates ranging from 5 to 20 per cent, Sam Polack reported this week.

The best increases have been registered by the Eastern unit, he said, explaining that it was probably because business last year had not come up to expectations in the East.

New stands played this year have been responsible for the big increase in the season's take. A number of new spots were added to each route.

No Insurance Pact

Discussing the American Guild of Variety Artists and the union's demand that circus operators participate in its controversial insurance plan, Polack said that his partner, Louis Stern, had put up a \$1,000 deposit with the group at the time a Polack unit played San Francisco. No insurance premium money has been paid, and it was intimated that show execs had no intention of participating in the plan as it stands now. Polack said that insurance for performers was a good idea, but he added that the plan in its present form and the method of administration were not good.

After a stay here of several days on business, Polack left to attend the opening of the Eastern unit at Lancaster, Pa. The Eastern unit will close in Baltimore on November 17 and the Western unit in Charlestown, W. Va., on De-

ember 8. Both tours will resume after a layoff of about five or six weeks.

The outlook for business in the future, based on current experiences, is good, Polack said.

More Fire Vs. AGVA Insurance Aimed by Hamid

NEW YORK, Nov. 3.—In an open letter to Georgie Price, president of the American Guild of Variety Artists, talent booker George A. Hamid struck at what he considers some of the evils in the union's operation.

Hamid noted that AGVA rep Vic Connors had claimed a union membership of 21,000 but that, in the recent election, only 1,335 persons voted, indicating "apathy." He said that, according to AGVA reports, Connors receives a \$125 weekly salary, and that, as the sponsor of the union's insurance plan, he "is obviously spending many hundreds of dollars of the union's funds in traveling throughout the country, with one of his primary objectives being to sell AGVA's insurance plan." In the letter, Hamid asked Price if he thought such moves were made with only the interests of the performers in mind.

Three cases were cited by Hamid as illustrating poor tactics on the part of AGVA reps in their dealings. In the first, Hamid claimed that an act working Atlantic City was threatened with being pulled from a show unless they paid a \$20 AGVA assessment, this despite the fact that the performers were short on cash and had to return to California. Hamid said that the issue was cleared up after much wrangling.

High Pressure

In the second instance, the booker said that AGVA's man in Toronto sought insurance payments on Hamid-booked performers at the Canadian National Exhibition last summer that would have meant about \$900. According to Hamid, he told the rep that Henry Dunn and Connors had agreed to waive demands for the money, realizing that contracts had been completed the previous winter for most engagements.

Hamid said in the letter that, after he refused payment, the rep went from fair officials to other grandstand attractions, telling the former that he had been sent by the booker to collect insurance money from the fair, and telling the latter that Hamid had paid

(Continued on page 64)

NO GREEK TRAGEDY HERE

ORANGEBURG, S. C., Nov. 3.—When strong wind blew down the sets just prior to one the night presentations of a George A. Hamid & Son revue at the Orangeburg Fair, company manager Lee Barton Evans asked the audience to remember the Athenians and Shakespeare, whose presentations needed few embellishments. The show was good, he said, with or without full scenery.

When the performance was over, the audience indicated by their applause that they thought so, too.

Hamid Ads Hit AGVA 'Evils,' Urges Defense

NEW YORK, Nov. 3.—In a statement of policy presented through advertisements in amusement trade newspapers, talent booker George A. Hamid, currently embroiled with the American Guild of Variety Artists, stressed his firm's faith in democratic unions, its opposition to "dictatorial union leadership," and a willingness to meet with responsible officers of AGVA "for the purpose of aiding the cause of performers in any manner in our power."

Hamid's statement said that his belief in properly conducted unions had been demonstrated when his office signed some 50 AGVA members and collected their union dues during the past summer. He said that he is in favor of insurance for performers, but that a plan must be worked out fairly between employer and employee. AGVA's insurance plan is at present a big bone of contention between employers and the union.

Hamid claimed that his office has spent "untold thousands of dollars in the form of risk investment" to make new employment for performers. He charged that Henry Dunn and Vic Connors, of AGVA, have failed to do the same. In closing, Hamid said that his firm would never submit to the "high-pressure, selfish and dictatorial tactics" of Dunn, Connors "and their ilk."

In a separate advertisement, Hamid said that all users of variety acts should organize in their respective communities and work together, since AGVA appeared "determined to divide and conquer." He felt that such groups should resist all arbitrary schemes not in the best interests of operators and performers, and cited the union's insurance plan as a case in point. Hamid noted that opposition to the plan is developing, and urged variety act users to defend their rights.

RODEO COSTS SOAR

Cremer Advocates Upped Admissions

CHICAGO, Nov. 3.—A substantial hike in rodeo admission prices, particularly at fairs, was advocated here by Leo Cremer, veteran rodeo producer, who said higher ticket prices are necessary to keep pace with mounting production costs. Cremer was here producing the second annual Chicago Rodeo, which closed its 11-day run Sunday (21) at the International Amphitheater.

"Railroad transportation and feed costs have both gone up 60 per cent in the past 10 years, specially rodeo-type acts are being paid almost 100 per cent more than in the early '40's, and prize money has been hiked 50 per cent in that time," the Big Timber, Mont, producer, said.

Altho admissions are higher than in the pre-war period, he said more of the production costs must be passed on to the fans or fairs will find they have a popular but losing attraction on their hands.

Cites Horse Shortage

Another factor that has upped

production costs is the serious shortage of horses as more and more ranch and farm tasks are being handled by mechanical means. This naturally boosts their price and has necessitated the full-time employment of six "talent" scouts who visit many of the 800 major rodeos in the United States and Canada in search of bucking animals.

To counteract the rising cost of transportation, Cremer this year transported his animals and equipment by truck, using railroad for only one jump, from Omaha to Chicago.

Increased popularity of the rodeo as an attraction was never more conclusively demonstrated than this year, Cremer said. The 14 events handled by him, four of them at major fairs, drew over a million people and far surpassed any single year in the 26 he has been in the producing end of the business.

Opposes Telecasts

While much of the increased interest in Western events can be traced to the popularity of radio and television cowboy programs, particularly among the youngsters, Cremer takes a definite stand against televising any of the actual contests. Several experiences, notably at St. Paul and Fort Worth, where the program was telecast, reacted unfavorably to attendance. In addition, performers, particularly the specialty acts, complained about commercializing their acts with no payment to them.

Cremer, who looks upon the contest rodeo as sport rather than a show business entertainment, believes the clean reputation of cowboy events has helped to increase attendance. There has never been a rumor of a "fix," something that can't be said about a number of major sports, he pointed out.

Sweeney-White Beat Record 1946 Season

SIOUX FALLS, S. D., Nov. 3.—Despite a 10 to 25 per cent hike in gross receipts at 59 auto race meets staged this season by National Speedways, Inc., sharply increased operating costs cut deep into profits. Gaylord White, who with Al Sweeney, heads up the organization, announced here this week.

From the attendance and gross standpoint the organization had a record season, even surpassing its former all-time mark set in 1946, a lush postwar season. All nine State fair race meets produced by the Sweeney-White organization topped 1950 business and only about a half dozen county fairs failed to share in the attendance upswing, White said.

Soaring operation expenses bit deep, however. Liability insurance rates took the biggest jump, a 120 per cent hike, but increased costs were also felt in advertising and promotion, track conditioning and salaries.

New High Payments

Cash payments to race drivers reached a new high of nearly \$175,000 which includes a \$1,500 bonus paid out at the Sweeney-White annual banquet held in Shreveport, La., following the State fair. Included in the bonus winners was Bill Holland, winner of the 1949 Indianapolis 500-mile race, who is credited by Sweeney and White with helping gate receipts where he competed.

One fatality, the first since 1947, was incurred this season when Richard Cremer, Monahans,

(Continued on page 63)

Robert Hamilton Dies in Race Crash

SHREVEPORT, La., Nov. 3.—Robert Hamilton, 29, Tyler, Tex., race driver, was killed here Wednesday (24) while competing in the feature event of a hot-rod auto race program at the Louisiana State Fair.

Hamilton was killed instantly when part of his steering gear snapped and his car crashed thru a guard rail, struck a tree and spun end-over-end several times.

An estimated 2,500 witnessed the races, which were staged by a local promoter.

Packs Reveals Line-Up For Louisiana Dates

ST. LOUIS, Nov. 3.—Acts for the Tom Packs Shrine dates at New Orleans and Baton Rouge, La., will include Terrell Jacobs, animals; George Hanneford Family, riders; Flying Harolds and Billy Ward's Flyers, and the Great Wallendas, high wire, it was announced by Jack Leontini at the Packs office here this week.

The Packs show will make its sixth annual New Orleans Shrine stand at Municipal Stadium, November 16-25. The Baton Rouge stand, new to the Packs route last year, will be November 12-13, and the show will use Memorial Stadium.

Leontini said the show anticipates a repetition of last year's 30-block 14-band parade at New Orleans this time, when Shrine, military, civic and circus units will parade along Canal Street. An estimated 200,000 persons witnessed the 1950 march, he said.

The line-up of acts for both stands includes:

Terrell Jacobs; Miss Rietta and Spectacular Torrence, sway poles; Franklin and Astrid, equilibrists;

the Ainsworths, trampoline; Tubby and Spatz, combination acrobats; seven-girl cloud swing and iron-jaw ensemble; John W. Tiebor's Seals; Williams' Dogs and Ponies; Hugo Schmitt's Chimps; 16-girl aerial ballet; Jan Risko and Nina, comedy juggling; Great Wallendas (9); Flying Harolds and Billy Ward's Flyers; Will H. Hill's Elephants; the Martells and the Jovelys, roly-poly; the Karrells, Roman ladders; Simru's 12-girl Sky Revue; Sonny Moore's Roustabouts, dogs; the George Hanneford Family; Robert Cimse Company, aerial motorcycle, and Aida, Star in the Moon, aerial.

Clown alley will include Billie Burke, Jack Harrison, Charles Sander, Gene Lewis, Billy O'Dell, Frank Cain, Bozo Harrell, Charles Ed Lewis and George Barnaby.

The Packs staff will include C. W. Hoeber, Bill Nelson and Leontini. Jack Cervone will have the band and Bob White will be announcer. Jack Lehr has charge of transportation and John Manko will be chief rigger and superintendent of working personnel.

'Kiss Me, Kate' Seeks Outdoor Dates for 1952

NEW YORK, Nov. 3.—"Kiss Me, Kate," musical comedy which has given signs of running indefinitely, was being set up this week for a road tour next year, and the show's operators were on the hunt for suitable outdoor locations in which to book it.

Selma Tamber of the Lemuel Ayers office here is handling arrangements. Ayers, with Arnold Saint Subber, was the original producer of the hit, which opened a few years ago and since that time has been offered thruout America and abroad to solid returns.

To date the projected tour has been set for indoor sites thru March, 1952. The house stands will come to an end at Kansas City, and outdoor dates west of that city are being sought for May thru August. While anxious to set good fair dates, the show

(Continued on page 64)

Gotham Rodeo Winds Up 12% Behind 1950

NEW YORK, Nov. 3.—Hopes by World's Championship Rodeo officials for a strong finish at Madison Square Garden failed to materialize, and the event wound up with business 12 per cent below that of 1950. The rodeo ended Sunday (21).

In the past, the names who have played here have gone on to a shorter date at the Boston Garden. However, the Lone Ranger and Vaughn Monroe, attractions for the local run this year, did not go to the Hub. Instead, for the Wednesday (24) thru November 4 stand there, Gene Autry and the Cass County Boys, the names here last year, took over.

Prior to the opener in Boston advance ticket sale was reported as twice that of 1950, and business for the full run last year was 15 per cent above 1949. As far as local rodeo officials were concerned, Autry's failure to pull big business here in past years and his ability to draw in Boston remains a mystery. The Hub run had three shows set for Saturday and a matinee for Sundays due to Sabbath laws.

Following the end of the local rodeo, winners in all divisions sliced up a \$93,784 melon, representing day and final money. The sum included entry fees in six contests which totaled \$18,940.

(Continued on page 64)

Canadian Fairs Ink Grossman Variety Revue

SASKATOON, Sask., Nov. 3.—The Irving Grossman-Gus Sun Agency was again awarded the night grandstand revue contract for the Western Canadian "B" Class Fair circuit at a meeting in the Bessborough Hotel here Saturday (27). Fourteen fairs are included in the loop.

In addition to Irving Grossman, who repped the successful agency, others on hand for the confab included George Flint, Boyle Woolfolk Agency, Chicago; Ernie Young, of the Chicago agency bearing his name; Bill Garden, Garden & Bailey, Toronto, and DeWaldo, of DeWaldo's Attractions, Crosby, Minn.

Midway contract for the circuit is held by J. P. (Jimmy) Sullivan's Wallace Bros.' Shows which has two more years to go on a five-year pact.

San Francisco Mulls Celes

SAN FRANCISCO, Nov. 3.—The names of three showmen, Art Cramer, Charles Teevin and Mel Melvin, are being mentioned in connection with the staging of two events here in 1952. The planning followed abandonment of the 1951 Portola Festival, which left the city without any major civic outdoor celebration during the year.

During the coming year, the plan is to stage one affair in the spring and the other in the fall. The first will be in the nature of a Latin Quarter revival on the streets of the famed North Beach section, long known as the Bohemian section of the city and now the heart of night life. The second event is expected to follow the pattern of the abandoned Portola Festival. The last Portola show was in 1948.

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Talent Topics

Penny Millette cards that she is appearing as the free act with Magic Empire Shows and that the org is doing well on Alabama fair dates.

Skylarks, high act, closed their season at Shaw, Miss., where they were the free attraction on the Peck Amusement Company midway, and have headed for Lyle Van Patter's Black Panther Ranch in Hot Springs for the winter. . . . Jim Lamont closed with his cockatoos at the Donaldsonville, La., fair and returned to Chicago. Following the Christmas holidays, he plans to head for Arizona for the rest of the winter.

Harold Barnes, tight-wire, was on Ed Sullivan's "Toast of the Town" television show (Sunday 28), aired by the National Broadcasting Company from New York. Happy Harrison, of dog and pony note, was in Chicago Thursday (25) after winding up a number of horse show dates in Michigan. While on the "Big Top Circus" television program in New York, she renewed an old friendship with Jack Sterling, program's ringmaster, who handled the same chores with a circus unit she had out 16 years ago.

Talent set for the Sunday (4) stanza of "Super Circus," American Broadcasting Company's tele show from Chicago, includes the Downeys, aerial; Francis Abello and his talking parrot, and Val Valentine, juggler, Vic Brown reports. . . . Acts in the night grandstand show at the new Houston fair included Elna Laun Dancers; Will and Gladys Ahearn, comedy, with Will also handling the emcee duties; Great Drapo, clothing stylist; Rosalie and Paul Vincent, songs; Four Maxellos; LaMarr and Poppy, comedy, and the Linons. Show was produced by N. M. Boila.

Homer Snow, who has a seal and pelican act playing West Coast dates, is the subject of an article, "The Jealous Lions of the Sea," by Daniel Mannix, in the November issue of True magazine.

Great Rolando, who does a one-finger balancing act, is still performing, tho now in uniform. He has been in the Army since August and is attached to a special services unit at Camp Dix, N. J., where he entertains regularly. He recently performed his specialty for a pair of generals at Fort Jay, Governor's Island, N. Y.

Pape & Renee concluded their fair season at Fryeburg (Me.) Fair October 5 for the Al Martin Agency and moved into Carman Theater, Philadelphia, for a week's run. "Big Top" TV show was next on their agenda and then to New York to fill a theater engagement.

Orantos, perch, closed their outdoor season for the Barnes-Carruthers office October 13 and launched a series of vaude dates two weeks later, opening at the Orpheum, Omaha, Friday (26).

The house trailer owned by Eugene Snyder, of the Aerial Snyders high act, was damaged near the Franklinton, La., fair when a sound truck owned by State Senator Rappellet rolled down a hill and smashed into it. No one was injured but an estimated \$400 damage was done to the vehicle.

Kayletta, high act, will join the Gil Gray Circus at Abilene, Tex. . . . Capt. Roy Simms, high pole, closed recently with the Blue Grass Shows and is reported to have headed for his Denard, Ark., farm.

Jim and Dolly Connors have signed with the Boyle Woolfolk Agency, Chicago, for '52 fairs. . . . Willie and Doreen Hustrei stopped off at Chicago recently en route to Monterey Park, Calif., where they will rest up for a short spell and pick up their small rigging for indoor circus dates. . . . Mr. and Mrs. Harvey (Miss Luxem) Earlin, were in Chicago Wednesday (17) from Southern dates and after a couple of days headed right back south to play the Crowley, La., Rice Festival. Also skedded for the latter are the Aerial Snyders.

Act line-up at the Muskegon, Mich., police-fire department show, October 25-27, included Woody and Lorraine, roller skating; Bud Carrell and Rose, whips and ropes; Max Seiman, Ventriloquist; Step Sisters, songs; Ted

Miller and Smiley, comedy and the Kressonians, teeterboard. Show, booked thru Boyle Woolfolk Agency, Chicago, was in the Michigan Theater. . . . Karl Wallenda, was in Chicago for the meeting of the American Guild of Variety Artists.

The Bouncing Bodos after closing at the Casino Theater, Toronto, visited the Bob Morton Shrine Circus there and renewed acquaintances with their numerous friends on the show. After playing the Simcoe, Ont., Fair, October 2-6, they went to Blinstrub's Village, Boston, for a two-week engagement. . . . The Sensational Ortons, after, closing at the Livestock Show, Little Rock, returned to their home in Dallas and spent several days visiting friends at the State Fair of Texas. Vern Orton says that they are still without the use of their car which was damaged during their tour of New England and that they are traveling via truck and trailer. . . . Leo Francis, white face musical clown and blackface song and dance man, has been signed to do Santa Claus at Block's Toyland, Indianapolis. His engagement opens November 14 and runs for six weeks. This year marks Francis' 13th consecutive season as a Santa.

Harold Voise and the Flying Harolds are at Metro-Goldwyn-Mayer studios, Culver City, Calif., where they will appear, starting December 1, in a film titled "The Three Loves." Movie will star Pier Angeli. The Voise flying act will be used in the film for background with Eileen Voise doubling for Miss Angeli. . . . Westways, official publication of the Automobile Club of Southern California, in its November issue carries a story, "Sea Shore Shenanigans," by Kay L. Snow. In the story Mrs. Snow tells of the ramifications of keeping the sea lions used by her husband, Homer Snow, in his act. The Snows also hit a recent issue of True magazine.

Dam Brothers of Denmark, equilibrists and unicyclists, will open at the Bellevue Casino, Montreal, next February. Stanley W. Wathon of New York is handling the booking. Another Wathon-booked act, the Sensational Denvers, knife-throwing turn, opened at the Apollo Theater in Gotham after a tour of Canada.

Jerry D. Martin's Three Fearless Stars, high act, will wind up its outdoor season at the Camilla (Ga.) Fair November 14 and will winter at Tampa. Act, which played 29 weeks this season, has signed with the Hamid office for '52. . . . Mickey Sullivan's band opened recently at the Coronado Hotel, Worcester, Mass., and will play six nights per week thru January 10, when the unit will go out for some indoor circus engagements. Al Boutwelle is handling the Hammond organ chores for the aggregation.

Joe and Bebe Siegrist, aerialists, are wintering in Wichita, Kan., where Joe is working as a stage hand. Duo has again signed with the J. C. Michaels office for the '52 outdoor season. Dolores Day, granddaughter of the two, will remain with them for the winter, while the youngster's mother, Joanne Siegrist Day, goes out with Orrin Davenport's indoor circus. . . . Jimmy Lamont, of Lamont's Cockatoos and Macaws, attended the recent pigeon tamers' convention at Milwaukee. . . . Lang and Lee closed recently at the Beacon Theater, Winnipeg, and plan to head for the West Coast.

Rosenthal Sells L. I. Kid Spot

OCEANSIDE, L. I., N. Y., Nov. 3.—A modest six-ride kiddie park here was sold last week by Irving Rosenthal, of Palisades (N. J.) Park, to Bob and Bernie Finkel. Price was not disclosed.

Sale was coincidental with the departure of Al McKee, operator of the kid spot, for a job as manager of Fairyland, plush moppet park in New York's suburbs. Rides at the local park included a Roto-Whip, Circle Swing, miniature train, auto ride, water boat ride and a Merry-Go-Round. The spot is located on a main highway next to a popular local eatery.

O. Lashbrook, Tent Man, Dies In Mt. Vernon

MOUNT VERNON, Ill., Nov. 3.—Orla V. Lashbrook, owner of the Lashbrook & Son Tent & Awning Company here and widely known among outdoor showmen as a renter of tents, chairs, bleacher seats and portable grandstands, died October 29 at his home here. The firm was known as one of the large independent tent and awning companies in the country.

Lashbrook was born on a farm near Charleston, Ill., August 26, 1884, and worked in that town until 1911 when he went to work for the Indianapolis Tent & Awning Company. The next year he joined the Danville (Ill.) Tent & Awning Company, remaining there until 1918. In that year he established his own firm in Mount Vernon.

Lashbrook was formerly vice-president of the Mount Vernon Fair Association and was a member of the Egyptian Fair Association and State fair associations of Illinois, Missouri, Arkansas and Kentucky. He was a member of the Presbyterian Church, Charleston, Ill.; the Mount Vernon Chamber of Commerce and the Elks, Moose and Odd Fellows lodges.

Surviving him are his widow, Sybil; a son, Wallace Ray, and two grandchildren, Orla Ray and Stella Christine Lashbrook. Burial will take place at a later date pending completion of a mausoleum.

Kelly-Morris Wins Full Ones in Ala.

PRICHARD, Ala., Nov. 3.—Kelly & Morris Circus played to two full houses here October 22. The town is just outside of Mobile. Chief W. E. Dixon of the fire department, auspices of the show, said the firemen earned a satisfactory amount for their uniforms fund.

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IN A PAID ADVERTISEMENT ON PAGE 53 THIS ISSUE

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—turn to Page 63

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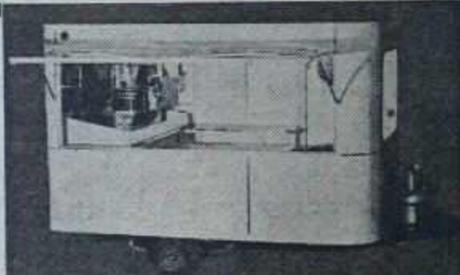
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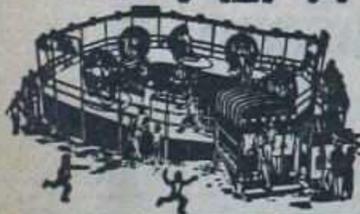
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CLOSE-UPS: JOHN LONERGAN

Adds Bouquet, Flavor In Fashioning Shows

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

By JIM McHUGH

THERE is no advantage in being several years ahead of the times, John Lonergan says, recalling that a packaged outdoor show featuring revue-type, rather than circus acts, did not rate the popularity that he and B. Ward Beam thought it would back in 1936. As a novelty it was a big success, but the change in format was perhaps too radical. To remedy this the circus-type acts were recalled for the following season, but they were worked into the show rather than being presented without any obvious ties to the over-all production.

That is the accepted and most successful format for grandstand shows today, John says. The unrelated presentation of many acts with a line of girls is fast losing favor. In the future, for fairs that can afford it, there is the two-part show, a revue and a packaged deal built around a personality or a band. It is this abundance of



JOHN LONERGAN

talent, with a change-of-pace format, that will pack stands with a high percentage of repeat patronage, he says.

Ever since he can remember John has been interested in show business. It wasn't, however, until after his graduation from the Uni-

(Continued on page 70)

Out in the Open

Rockaways' (N. Y.) Playland owner A. Joseph Geist and his wife continued their junket thru the West with a recent visit in the Los Angeles area to Ocean View Park and the Hoppyland kid spot. Geist was lavish with adjectives describing the latter set-up.

James Meisel has resigned as manager of Rockaways' (N. Y.) Playland and entered business with Ted Mischler and George Clary, who operate the Bubble Bounce at Playland, a water boat ride at Pleasure Beach, Bridgeport, Conn., and games at Nunley's Happyland, new, expansive kiddie park on Long Island. Lowell Young, former superintendent at Rockaways, has been named manager.

Dick Sullivan, Boston publicist, passed thru New York recently en route to Florida to handle thumping chores after a busy season in the north fronting for B. Ward Beam's hell driving unit, and more recently, the Home Show at Providence, R. I., staged by Fred Pittera. . . . Bess Hamid joined her husband George at Winston-Salem, N. C., where Hamid attractions were featured at the fair. She continued on to Raleigh, N. C., where Hamid talent also was presented. Mrs. Hamid, suffering from a slight bronchial condition, was under doctor's orders to avoid the chill night air and dust of the fairgrounds, as much as possible. . . . John W. Fox is directing publicity for North Carolina State Fair.

T. F. Murphy, 82, veteran Carousel maker and operator in New York, suffered a fall recently that resulted in a broken hip. Co-

lumbus Day (12) he was on hand for the opening of Nunley's Happyland, plush kiddie park located at Bethpage, N. Y.

W. R. (Bill) Hirsch, veteran manager of the Louisiana State Fair, Shreveport, was the subject of a biographical sketch, complete with a front-cover photo, in the October issue of the Shreveport Magazine, official publicity of that city's Chamber of Commerce.

Ruth Walsh, secretary in the Boyle Woolfolk Agency, Chicago, has returned from a two-week vacation in Sarasota, Fla.

Fred C. Murray, of the International Fireworks Company, recently returned to his Jersey City, N. J., offices after supervising pyro shows at Petersburg and South Boston, Va., fairs. Fred said he would devote his time now principally to manufacturing, with the exception of firing several Halloween shows in the South. . . . Bill de L'horbe Jr., sales manager of the National Amusement Device Company, was a New York visitor recently.

David B. Endy, former railroad show owner, has been operating concessions at parks and fairs. The past week he had units operating at North Carolina State Fair, Raleigh.

Robert J. Byers, who in May, 1951, left the Michigan State Economic Development Commission to handle the sale of commercial exhibit space at the Michigan State Fair, has returned to his position as chief industrial agent with the commission at Lansing.

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Occupation



Charles Paige, Coaster Expert, Heart Victim

MYRTLE BEACH, S. C., Nov. 3.—Charles Paige, 72, one of the first designers and builders of Roller Coasters in America, as well as other types of ride equipment, died here Tuesday (30) of a heart attack while supervising construction of a Kiddie Coaster for the National Amusement Device Company, Dayton, O., with which firm he had been associated since its inception 30 years ago.

The deceased bore an enviable reputation in the outdoor amusement industry. He was born in Millifinburg, Pa., and in later years had made his home in Milton, Pa., altho he also maintained a home in Los Angeles. He was the first student of the veteran John Miller, the first builder of a Roller Coaster in America, and began designing coasters in 1905, one of a group of 18 men who entered the then-new field at that time. Paige had made Roller Coaster installations in virtually every leading amusement park in the country, as well as in

(Continued on page 70)

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**BASIC DATA
THE BILLBOARD'S 31ST ANNUAL OUTDOOR CONVENTION NUMBER**

WHO PUBLISHES IT?—Published by The Billboard Publishing Company, Inc., Cincinnati, Ohio, publishers of The Billboard and Vend. Company has a successful publishing background of 67 years, during which period The Billboard has been in uninterrupted publication, serving the entire amusement industry and its allied fields.

WHOM DOES IT SERVE?—The Billboard's 31st Annual Outdoor Convention Number is planned, compiled and published to serve the special needs of the outdoor amusement industry, including Fairs, Carnivals, Circuses, Amusement Parks, Resorts and Pools as well as the personnel and the independent groups associated with these amusement units. Because of the inter-related requirements of all branches of the amusement industry, this special edition is also of great value to virtually all show business.

CIRCULATION—ABC Net Paid Circulation of The Billboard, as of December 31, 1950—57,747. Partial circulation breakdown as determined by The Billboard's 1950 Reader Survey, follows:

CLASSIFICATION	Total Buyers	Readers Per Copy	Total Readers
Outdoor Show Owners, Officers & Dept. Heads	2,445	2.95	7,213
Fair Secretaries, Board Members & Officers	772	2.01	1,552
Park Owners, Mgrs. & Dept. Heads	674	2.19	1,476
Rink Owners, Mgrs. & Personnel	883	3.30	2,914
Arena Operators, Mgrs. & Dept. Heads	147	4.03	592
Performers	3,547	2.61	9,258
Concessionaires	4,949	2.22	10,987
Merchandise & Novelty Jobbers	2,526	2.43	6,138
Gift, Souvenir Shops & Novelty Dealers	2,603	4.46	11,609
Specialty Salesman	1,345	2.24	3,013
Fitchmen & Novelty Worker	1,433	1.97	2,823
Drive-In Theater Operators	465	2.35	1,093
Clubs, Organizations & Libraries	481	2.70	1,299
Talent Buyers & Bookers	1,468	5.53	8,118
16MM. Film Operators & Roadshowmen	371	11.15	4,137

EXTRA DISTRIBUTION—85,000 copies of The Billboard's 31st Annual Outdoor Convention Number will be distributed—A BONUS DISTRIBUTION OF ALMOST 30,000 COPIES, including the attendance at the following outdoor conventions to be held in Chicago at the Hotel Sherman beginning November 25:

- International Association of Fairs and Expositions
- National Association of Amusement Parks, Pools and Beaches
- American Recreational Equipment Association
- Showmen's League of America
- American Carnival Association
- International Motor Contest Association

EDITORIAL CONTENT—In general, editorial content will comprise an operating and servicing manual for the outdoor amusement industry and its allied branches. Outstanding among the 20 or more special articles and lists are the following valuable directories:

- Statistical Directory of Fairs**—Listing 1951 attendance figures, weather, shows servicing the fairs, special attractions, premiums, administration staff, 1952 dates and other important data on over 400 outstanding fairs.
- Still-Date Facilities Directory**—Listing grandstand and coliseum capacities, 1951 still dates and other important data about fair facilities and their availability for year-round utilization. Includes names and addresses of directors and secretaries.

PROMOTION—Special promotion behind The Billboard's 31st Annual Outdoor Convention Number will reach 170,367 READERS PER WEEK FOR FOUR CONSECUTIVE WEEKS via house ads. An additional 100,000 selected prospects will be reached via direct-mail promotion prior to and immediately following distribution of this special edition.

ADVERTISING RECORD: This will be the 31st consecutive edition of The Billboard's Annual Outdoor Convention Number. Except for the war years, with their resultant curtailments, each succeeding edition has shown consistent gains in advertising lineage and dollar volume. The 1950 edition set these records: 766 advertisers; 171,240 total advertising lineage; \$92,428.90 total advertising dollar volume.

MECHANICAL SPECIFICATIONS: Column width, 2 inches; double column, 4 1/4 inches; three column, 6 1/8 inches; four column, 8 1/4 inches; page width (5 columns), 10 1/3 inches. Number of lines to column, 220; to page, 1,100. Plates intended for full-column depth must measure 15 15/16 inches; 1/2 column depth, 7 7/8 inches.

CUTS: Unmounted original plates requested for best results. Electroton and mats up to full page accepted. Half-tones, 65 screen. Cuts furnished by the advertiser kept on file for one year after date of last insertion unless otherwise instructed. Cuts made from artwork or photographs at cost shown on Standard Scale for Photo Engravers. Artwork will be furnished, when desired, at cost.

COLOR PLATES: Must be furnished unmounted with register marks and finished color proofs. Space computed on agate-line basis. Most popular spaces and dimensions listed below (any space unit from 110 agate lines may be used):

Space	Width	Depth
Junior Spread (1,400)	8 1/4"	12 1/2" (each page of spread)
Full Page (1,100 lines)	10 1/3"	15 13/16"
3-Column Ad (660 lines)	6 1/6"	15 13/16"
2-Column Ad (440 lines)	4 1/12"	15 13/16"
Single-Column Ad (220 lines)	2"	15 13/16"
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ISSUANCE AND CLOSING DATES—Date of issue, November 24, 1951. Advertising Forms close November 13, 1951.



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6000 Sunset Blvd.
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NOTICE

We are anxious to know the present whereabouts of the following:
 Warren Mathew Murphy
 Paul Ollis
 Pat Parker
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All information will be kept confidential

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Seven Nations Agree to Drop Double Taxes

WASHINGTON, Nov. 3.—Actors and other professional entertainers are headed for a favorable break from the Senate's stamp of approval on treaties adding seven more nations to the lineup of foreign powers agreeing to lift double taxation burdens. Under the new treaties, six of which have yet to be ratified by the foreign participating powers, yearly earnings derived from performances both here and abroad would be subject to taxation by only one nation.

The new treaties are with Switzerland, Norway, Ireland, Canada, Greece, Union of South Africa and New Zealand. The Senate has ratified all of the treaties. Switzerland has ratified its pact, and ratification is anticipated from the other powers soon.

The treaties are patterned after double taxation pacts already operating between the U. S. and several other European nations. Some of the treaties do not impose a limit on the amount of salary exempt from more than one of the nations in which the money is earned, but several have limitations ranging from the first \$2,000 to \$10,000 of yearly income. Most of the treaties also contain a limitation such as that imposed by the United Kingdom which permits exemption only if the entertainer performs less than six months there. In their application to U. S. entertainment talent performing abroad, the treaties cover not only U. S. entertainers but any employed by U. S. firms or agencies.

State Department officials explained that the original treaty drafts did not exempt professional entertainers because several foreign nations objected to the relatively large amount of currency American performers took home in salaries. The Senate Foreign Relations Committee did a rewrite job on the pacts before final action was taken in the adjournment grind.

"Kiss Me, Kate"

Continued from page 60

operators face personnel problems. Until a string of annuals have been booked, casting for such dates will be uncertain, since the performers' run-of-the-play contracts extend only thru August and they could not be expected to mark time while fairs are set. While not the original cast, the company is first string, with Robert Wright and Holly Harris in the leads and Marilyn Day, Hank Henry, Sparky Kaye and Frank Derbas in supporting roles

Top Attraction

The work shapes up as a good bet due to the many troupes that have taken it thruout the land with attendant publicity. Its strength is shown by the fact that it will play Los Angeles next year for the third time. Miss Tamber said that the weekly nut on the production was \$25,000, and figured that it would have to gross \$5,000 nightly for a decent tour. She estimated that at the average stand the ticket scale would be

Gotham Rodeo

Continued from page 60

The rodeo, promoted by the Garden, turned over 1 per cent of the announced prize figure of \$75,600 to the Rodeo Cowboys Association, leaving \$74,844 as the actual prize money.

Cowboy Casey Tibbs was winner in two categories, while new records for the local event were set in calf roping, by Byron Wolford, with 11 and three-fifths seconds, and steer wrestling, by Milt Simon, with three and two-fifths seconds.

Names of final winners, in order of finish, and awards follow: Bareback bronk riding, Casey Tibbs, \$1,780; Bud Abbott, \$1,335; Bill Linderman, \$885, and Tater Decker, \$448; calf roping, Bill Lowe, \$1,700; Don McLaughlin, \$1,360; Dan Taylor, \$1,025; Gene McLaughlin, \$658, and Leo Brannan, \$343; saddle bronk riding, Casey Tibbs, \$1,615; Bill Hancock, \$1,203.80; Bill Linderman, \$800, and Clinton Hill, \$400; steer wrestling, Lex Connelly, \$2,550; Jim Like, \$1,923; Steve Heacock, \$1,275, and Dud Phillips, \$620; bull riding, C. P. Watson, \$1,835; Jim Shoulders, \$1,385; Buck Rutherford, \$920, and Shorty Horn, \$458.80.

Fire Vs. AGVA

Continued from page 60

the insurance cash. Hamid noted in the letter that the AGVA man misrepresented himself both times.

Hamid wound up the letter describing the way AGVA handled the payment of acts appearing last winter with Biller Bros.' Circus at an indoor date here. The booker claimed that the union assured acts for the two weeks they were here that they would be paid, and continued the promises when the show moved to Providence for a third week. Hamid claimed that the performers are still waiting for their pay, and hoped that AGVA officials would take steps to correct such matters.

Sweeney-White

Continued from page 60

Tex., driver, was killed in a crash at the Iowa State Fair, Des Moines. Four spectators were also injured in the crash, none seriously.

National Speedways staff, in addition to the two head men, included G. J. (Moke) Cosby, Davenport, Ia.; Bruce Clifton, Sioux City, Ia.; Johnny Hicks, Tampa; George Peterson, Ames, Ia.; Jerry Marlatt, Des Moines; Al Roysum, Miami, and Bill Seward, Des Moines.

\$3 tops, altho it would vary from city to city. To illustrate what size community could be expected to support "Kate," it has been booked into Huntington, W. Va., with a population of only 78,000.

While recognizing the hazard presented by weather, Miss Tamber felt that the percentage of lost shows would not be too high. She said that in playing Washington outdoors in the past only three performances in three weeks were missed due to rain. She opined that the threat of rain in the Midwest and West during summer and early fall would not be too great.

The proposed tour would go out with a complete physical production. In instances where flying the scenery would not be possible, the company would have alternate flats and set pieces.

Carnival Routes

Send to
 2160 Patterson St.
 Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- American Midway: Corpus Christi, Tex.; 5-11; Harlingen 17-24.
- B. & H. Am. Co.: Florence, S. C.; Sumter 12-17.
- Burke, Harry: Arnaudville, La.
- Capital City: (Fair) Live Oak, Fla.; season ends.
- Cavalcade of Amusements: Mobile, Ala.
- Cetlin & Wilson: Sumter, S. C.
- Coleman: Winnsboro, La.; Newellton 11-17.
- Coney Island: Geneva, Ala.; Florida 11-17.
- Colton States: Gilliam, La.
- Crafts Expo.: (State Fair) Phoenix, Ariz.
- Dixieland: Washington, La.
- Drew, James H.: (Fair) Baxley, Ga.; season ends.
- Fleming, Mad Cady: Jesup, Ga.; season ends.
- Franklin, Don: (Fair) Alice, Tex.
- Gem City: Hattiesburg, Miss.
- Georgia Am. Co.: Vienna, Ga.
- Gold Medal: Panama City, Fla.
- Groves Greater: Ferriday, La.
- Harrison: Bladenboro, N. C.
- Haywood: Jena, La.
- Heller's Acme: Warsaw, N. C.
- Heth, L. J.: Brundidge, Ala.
- Interstate: (Fair) Elba, Ala.
- Kile, Floyd O.: Mamou, La.
- King Cotton: Montrose, Ark.; Wilmot 12-17.
- Magic Empire: (Fair) Geneva, Ala.; (Fair) Jay, Fla. 12-17.
- Marion Greater: (Fair) Chester, S. C.; (Fair) Moncks Corner 12-17.
- Marks, John H.: (Fair) Camden, S. C.; (Fair) Charleston 12-17.
- Mighty Page: (Fair) Charleston, S. C.
- Miller, Ralph R.: Carencro, La.; Youngsville 12-17.
- Moore's Southwestern: Rockdale, Tex.
- Orange Bowl: (Fair) Waycross, Ga.
- Page Bros.: No. 2: Booneville, Miss.; Okonina 11-17.
- Penn Premier: (Fair) Georgetown, S. C.
- Playland Attrs.: Washington, La.
- Prel's Broadway: (Fair) Brunswick, Ga.; (Fair) Valdosta 12-17.
- Raines Am.: Benton, La.
- Royal Expo.: Pelham, Ga.
- Stephens, C. A.: (Fair) Starke, Fla.; (Fair) Plant City 12-17.
- Strates, James E.: (Fair) Jacksonville, Fla.
- Sunshine: Tampa, Fla.; (Fair) Wauchula 12-17.
- Tassel, Barney: Kingslee, S. C.
- Tinsley, Johnny T.: (Fair) Talladega, Ala.
- United Expo.: Houston, Tex.; 9-13.
- United States: Fairfax, S. C.
- Virginia Greater: Wadesboro, N. C.
- Wallace & Murray: Camilla, Ga.
- West Coast: Porterville, Calif.
- Wolfe Am.: (Fair) Elberton, Ga.
- World of Mirth: Savannah, Ga.

Circus Routes

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- Davenport, Orrin: Wichita, Kan., 3-11; Kansas City, Mo., 12-17.
- Hamid-Morton: Atlanta, Ga., 5-11.
- King Bros.: Greenville, Miss., 8; Natchez City 6; Jackson 7; Vicksburg 8; Natchez 9; Brookhaven 10; Almore, Ala., 12; Andalusia 13; Enterprise 14; Blakely, Ga., 15; Thomasville 16; Quitman 17.
- Polack Bros. (Eastern): (Armory) Baltimore, Md., 10-17.
- Polack Bros. (Western): (Auditorium) Oklahoma City, Okla., 7-10; (Armory) Springfield, Ill., 13-18.
- Ringling Bros. and Barnum & Bailey: Greensboro, N. C., 5; Charlotte 6; Greenville, S. C., 7; Columbia 8; Jacksonville, Fla., 9-10; Miami 12-14; Daytona Beach 15; Orlando 16; St. Petersburg 17; Tampa 18; Sarasota 19; season ends.

Misc. Routes

- Hollywood Ice Revue: Milwaukee, Wis., 7-10.
- Ice Capades of 1952 (Memorial Auditorium): Buffalo, N. Y., 6-11; (Maple Leaf Gardens) Toronto, Ont., Can., 12-16.
- Ice Follies of 1952 (Municipal Stadium): Denver, Colo., 8-13; (Cincinnati Gardens) Cincinnati, O., 15-25.
- Skating Vanities of 1952 (Auditorium): Memphis, Tenn., 9-11; (Shrine Mosque) Springfield, Mo., 14-18.

Fight to Okay A. C. Games Is Resumed

ATLANTIC CITY, Nov. 3.—The battle to keep bingo-type games in operation was resumed Friday (26) before Superior Court Judge Vincent S. Haneman. Scheduled was a pre-trial conference in the suit to determine the validity of games on the Boardwalk declared illegal by State Atty. Gen. Theodore Parsons.

The conference with opposing counsel will be followed later by a formal trial, after which Judge Haneman is expected to hand down an opinion as to whether skillo and similar operations are games of skill or games of chance.

The suit was referred to Judge Haneman after Superior Court Judge C. Thomas Schettino granted a restraining order August 8 in Trenton, N. J., to William O'Brien and Thomas O'Connor, operators of skillo on the walk. The temporary restraint was obtained by Edward I. Feinberg, attorney for the operators, against Prosecutor Lewis P. Scott and Acting Chief of Police Earl Butcher, who ordered the skillo parlor closed.

Judge Schettino, in granting his temporary restraining order, found that skillo was a game of skill and therefore not gambling. This observation was based on a description of the operation furnished by the operators.

Previously, Atlantic County Judge George T. Naame handed down a decision finding other bingo-type games on the Boardwalk were illegal and Prosecutor Scott ordered all of them closed.

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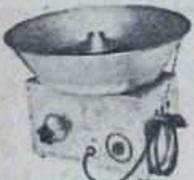
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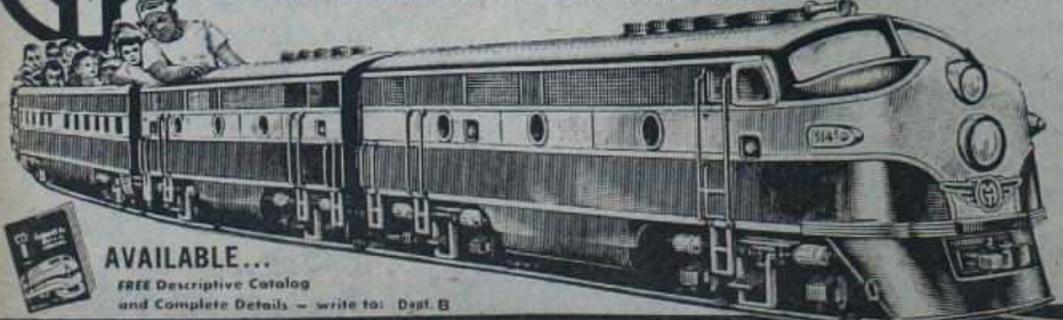
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BRONX SPOT CLICKS

N. Y. Kids Cuddle Up To New Bunnyland

NEW YORK, Nov. 3.—Bunny's Kiddieland, a new moppet spot opened July 4 in the Bronx, has clicked to the extent that two new mechanical units will soon be added to the starting four.

Max Kassow, exec who also operates a bazaar business in midtown, reported that business was good thruout the summer and that Saturday-Sunday operations are being continued. Week-end play is expected to last thru the winter unless the funspot gets buried under snow. A little slush won't mix business entirely, Kassow said. Last Sunday, a wet, cold day in this area, the spot did some business.

Funspot is located on the Boston Post Road at Baychester Avenue,

a location described as ideal by Kassow. Heavily populated area is expanding with 110 new housing units already under construction.

Ample Space

Fun zone property adjoins a restaurant with a big family trade. Area available for rides is about 210 by 170 feet. In addition, there is a parking area that can accommodate about 500 cars.

Spot, named after Kassow's wife, already contains a Smith & Smith Boat Ride, Merry-Go-Round, Baby Whip and Pony Cart. Soon to be added are a Smith & Smith Airplane and a Sunshine Choo-Choo train.

Kassow said he hopes to add a Coaster next year. Long-range plans call for installation of from 12 to 15 units, he said. Heavily populated area can easily support a layout of this size, he said.

Illions Installs 2 Major Rides At Hoppyland

VENICE, Calif., Nov. 3.—Hoppyland, the amusement park named for one of the main associates, William (Hopalong Cassidy) Boyd, has put into operation Bozo and Rapids rides installed by Harry Illions, of Celeron Park, Jamestown, N. Y. The move is part of the plan for the park to round out its adult rides in its proposed \$150,000 expansion, Clifford Enger, manager, said.

Along with the operation of the Illion rides, the park is installing a new set of 10 boats in the lagoon. Delivery of the first one was made last week.

Hoppyland, which started operating earlier this year under this title, has been undergoing many improvements and completion of its original plans. The picnic area, where work dropped behind schedule because of weather conditions, has been completed.

Business, Enger said, was satisfactory during the summer and was holding up well during the school period. Week-end business has been exceptionally good since the schools opened for the winter.

Other rides are expected to be installed during the winter with the park operating full force by next summer. Illions brought a crew from his Jamestown zone to install his two rides.

Program Readied For NAAPPB Meet

Schmidt Announces Highlights Of Chicago Convention Sessions

CHICAGO, Nov. 3.—Conventionaires, ride operators, acts and others. Louis W. Jenkins, of Santa Cruz, Calif., will lead a forum Tuesday on cutting operating costs.

Paul Jones, national director of public information for the National Safety Council, will discuss safety at amusement parks during the Wednesday (28) session. A panel made up of members of the National Industrial Recreational Association will discuss methods for approaching industrial firms for booking picnics.

Presentation of papers and talks on outstanding promotions by member parks will complete the Wednesday program. Monday will be given over to President Edward J. Carroll's annual report, committee reports and other association business, Schmidt stated.

H. E. Christensen, Chicago advertising agency owner, will discuss advertising of consumer goods at amusement parks. His agency handles publicity for Riverview.

Television Display
Tentatively scheduled is a display of television as applied to parks. Schmidt said that final details have not yet been worked out, but that a demonstration of television was expected to be included. Social Security agency officers will discuss the new law applying to self-employed conces-

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Plans Formed For NAAPPB Ladies' Tea

CHICAGO, Nov. 3.—Arrangements for the third annual Ladies' Tea, held in conjunction with the convention of the National Association of Amusement Parks, Pools and Beaches, are being set, it was announced here this week. Invitations are being mailed.

Chairman of the committee in charge is Mrs. Edward J. Carroll, wife of the NAAPPB president. The tea will be in the penthouse of Hotel Sherman Sunday (25) afternoon.

Rocks' Spot Given More Time on TV

NEW YORK, Nov. 3.—As part of their reciprocal plug deal, Rockaways' Playland here has been given a third spot announcement each week over television outlet WNBT. Park is tied up with that outlet and radio station WNBC, both of the National Broadcasting Company.

Rockaways now gets two spots on Saturday and one on Sunday. The video flashes a picture of the park on the screen and lists its virtues, pointing out that the spot will be open all year. Announcements for both days come in the morning. In return for this the park management continues to urge customers via public address system to listen and look at the stations' programs.

Despite rain Sunday morning, business for last week-end (27-28) at the park was reported as satisfactory. The Roller Coaster is undergoing heavy repairs, and new roofing is being readied for the Penny Arcade structure.

NAAPPB to Hear Social Security Law Explained

CHICAGO, Nov. 3.—Representatives of the Social Security Administration will be on hand at the convention of the National Association of Amusement Parks, Pools and Beaches here November 25-28.

The federal agency reps will explain operation of the new Social Security law which now includes self-employed ride operators, concessionaires, acts and others. Such persons will be required to pay Social Security taxes along with their income tax and they will be eligible for Social Security benefits.

Albert A. Kuhle, regional manager of the Social Security Administration, will discuss the law at a session of the convention. In addition, the agency will have a booth at the NAAPPB trade show. The booth will be in charge of a representative of the main office at Baltimore of the Federal Security Agency, Social Security Administration.

Two Managers Try for Post At Knox Cave

ALTAMONT, N. Y., Nov. 3.—Difficulty in finding a new manager has kept D. C. Robinson, owner of Knox Cave, near here, from retiring as he had planned. He said that trial periods for prospective managers are being conducted with one man quitting October 1 and another starting November 4.

The development was started in 1933, and in 1935 the entrance lodge, used for dances, skating and concessions, was built. The Caverns operate from April into November.

Highlight of one manager's trial period was a free-for-all on the roller rink floor, Robinson said. Balloons, including one with a season pass, were placed on the floor and skaters were to race for them. Each participant was to protect his balloon but try to break others, and the stunt got out of hand, according to Robinson.

Al McKee Gets Manager Post At N. Y. Spot

NEW YORK, Nov. 3.—Al McKee, veteran in the park field and a specialist in ride operation, was named manager this week of expansive Fairyland Park in this city's suburban Queens Borough by operator Bernard Berkley. McKee took over Monday (22).

McKee's experience in the field goes back 20 years. He spent 12 seasons at Palisades (N. J.) Park, where brother Joe is now superintendent and a top Roller Coaster designer. He went from there for a short time to Virginia Beach and Jack Greenspoon, where he was in on the building of the spot. A season as operations manager at Kennywood Park, Pittsburgh, followed, and work in New England included a stint which ended in 1948 with Louis Fox at Old Orchard Beach, Me. He also served as ride superintendent on the World of Mirth Shows before starting operation of a modest kiddie spot at Oceanside, L. I., N. Y. With his departure this week the park was due to be sold, altho a deal has not been completed.

Fairyland wound up its first season of daily operation recently, enjoying satisfactory returns. However, during most of the period Berkley was casting about for a manager who is thoroughly grounded in park operation.

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Joplin, Missouri

NOTICE TO BIDDERS
The Board of Public Works of the City of Ithaca, N. Y., will receive sealed bids until 5 p.m. Wednesday, November 21, 1951, for the operation of a Merry-Go-Round in Stewart Park on Lake Cayuga, Ithaca, N. Y.
Information may be secured from F. J. LAVERTY, Superintendent of Public Works, City Hall, Ithaca, N. Y.
F. H. Springer, City Clerk.

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Cristiani to Scout Acts, Animal Marts In Europe, Africa

King Announces Expansion Plan To Include Menagerie, Seating

GREENWOOD, Miss., Nov. 3.—Lucio Cristiani, co-owner of King Bros.' Circus, will tour Europe and Africa this winter in search of new acts and animals for the show's 1952 edition.

Floyd King, co-owner of the show, announced the trip was part of an elaborate expansion program laid out for the King aggregation. Already being filled by the U. S. Tent & Awning Company, Chicago, is King Bros.' order for all-new canvas. King said two new middle pieces would be used in the menagerie top to provide space for the additions Cristiani is expected to acquire.

Cristiani will be accompanied by his wife, June, and Tony Diano, Canton, O., manufacturer and animal authority. They will sail from New York December 4 aboard the Constitution for Naples, Italy, and will take an automobile with them to facilitate travel on the Continent.

To Fly To South Africa

Their itinerary includes Italy, Spain, France, England, Germany and the Scandinavian countries. From Switzerland, they will fly to South Africa to visit wild animal exporting centers. Both cage and hay-eating animals will be sought, King said, in an effort to build up

one of the largest menageries on the road.

King also reports that new lumber for construction of longer stringers, seat planks and bible backs was purchased while the show was in Maine this summer. New jacks will be made of hardwood.

The show's enlargement program actually got under way earlier in the season, with a number of new trucks, a canvas spool, more aluminum tent poles and other equipment being added.

Good Business Holds

Meanwhile, the show continued to draw well in the South, although turnouts this week were somewhat below the capacity pace set earlier.

At La Grange, Ga. (25), the show had a one-quarter matinee and three-quarter night house. Show arrived late because of a muddy lot in the previous town, and downtown procession by elephants was delayed, but the matinee was started at 3 p.m., as scheduled.

Opelika, Ala., gave the show a three-quarter matinee and near-capacity night house Friday (26). "Silas Green From New Orleans," minstrel show, played there a day earlier, and Ringling had been 30 miles away a short time before.

At Columbus, Ga., Monday (29) King Bros. had a near-capacity matinee and three-quarter night house, although Ringling had been in a week earlier.

Tupelo, Miss., sent two near-capacity houses to the King tops Tuesday (30). Floyd King estimated that more than 3,500 persons caught the matinee. The Lions' Club auspices expected to net about \$1,000. In Batesville, Miss., Wednesday (31), the show had a three-quarter matinee and half house at night.

SPIKE'S PAPER "DEPRECIATES"

MACON, Ga., Nov. 3.—Spike Jones and his Musical Depreciation Revue day and dated the Ringling-Barnum show at Augusta, Ga., and was a day or two behind at several other stands, including Macon.

"I like circuses and visit them when I get the chance," Spike said, "but there's something unusual about playing around them. I can't ever find any of my paper!"

"In Augusta, I saw the gorillas," he quipped, "and they looked as tho Johnny North's been feeding them window cards."

Weather Hurts Ringling; Crowd Dips at Norfolk

NORFOLK, Nov. 3.—Ringling Bros. and Barnum & Bailey Circus played to satisfactory but lighter-than-usual business here Monday and Tuesday (29-30). The small houses were in contrast to the steady stream of big crowds the show has attracted at most stands since it left California weeks ago.

After a 237-mile Sunday run from Wilmington, N. C., the show drew a half house for the matinee and a stronger night house Monday. Low point was the matinee on Tuesday, when the top was about one-quarter filled. The night performance had about three-quarters capacity. Weather was cold both days and rain killed business Saturday afternoon.

At Charleston, S. C. (25), the aggregation had a three-quarter matinee and near capacity night house. It day and dated the U. S. Navy Band, which drew 3,000.

The Ringling-Barnum season has about two weeks to go, with the show closing November 19 at Sarasota with a hospital benefit.

Child Dies, Animals Escape as Accidents Plague Campa Bros.

Charges Against Ben Davenport Dismissed; Show Loses Two Days

MOUNT IDA, Ark., Nov. 3.—A child was killed at Mena, Ark., Tuesday (30) and a cage of animals escaped near here Wednesday (31) in a two-day series of accidents that struck Ben Davenport's Campa Bros. Circus and splashed headlines across newspapers of the nation. An extended hunt for the animals continued thru the week.

The child, nine-year-old Maria De La Luez Campa, was clawed by a young lion which was chained to a trailer. The youngster died in a hospital and funeral services were conducted at Mena. She was the daughter of Mr. and Mrs. Alphonse Campa, performers with the show.

Davenport and Hugh Reeves, circus concessionaire, were held briefly for a hearing on charges of negligent homicide. The charges were dropped, however, after eight members of the circus

organization testified that the animal was a pet, chained under a wagon and kept away from the public. Reeves was involved because of a mistaken impression that he was a part owner.

Cage Demolished

The animals escaped when a semi-trailer cage truck left the road while the show was en route from Mena to Mount Ida Wednesday morning. The truck rolled down a 15-foot embankment and most of the cage body was torn from the trailer chassis.

Escaping into a desolate area in Ouachita National Forest were two leopards, a polar bear, two black bears trained for wrestling and several rhesus monkeys.

One leopard was killed near the accident scene by a sheriff's posse. The other leopard was killed by a timber worker the next day. He told of firing three shots at the animal as it ate one of his hunting dogs. One of the black bears was recaptured and one of the monkeys was caged again after it had been knocked out of a tree.

Still at large Friday (2) were the polar bear, another black bear and the monkeys. Snow at Mount Ida complicated the search.

Both performances at Mount Ida were canceled. One had been called off because of the child's death; the night show was not given because of the animal hunt. In addition, Campa Bros. blew its Thursday (1) stand, moving out of Mount Ida en route to Hope, Ark., late that day. The last trucks left Mount Ida about 3 p.m. No circus personnel remained behind to take part in the animal hunt. The show was continuing its route into East Texas and on to Mexico for a winter tour.

Capacity House Opens Houston Shrine Annual

HOUSTON, Nov. 3.—The annual Shrine show opened a two-week run in Sam Houston Coliseum Wednesday (31) to an overflow house. The John L. Andrews production features George Keller and Pat Anthony animal acts, Loyal Repenski riders, the Triska high wire and Josephine Berosini acts and Kelly-Miller elephants.

Staff of the show includes Lee M. Webb, chairman of the circus committee; Jack Knight, assistant producer; Don Francisco, equestrian director; Bob Atterberry, ringmaster; Izzy and Jack Cervone, bandmasters; Whitey Haley, properties; Clara Reiner, wardrobe, and Jim Ross, announcer.

The program: Display 1—"Jungle Beats"; 2—Prof. George Keller, Capt. Pat Anthony Jungle Compound, wild animals; 3—the Kentons, Hustrei Duo; 4—Van De Velde with Elly Van De Velde, one-finger stand; 5—clowns with George Lasalle and Albert Mark producing; 6—Sylvia Watkins' dogs, Nana Woolford's dachshunds, military ponies; 7—Sensational Clarens, aerial; 8—the Myrons, cradle perch; the Cathelias, glove; the Novellos, ladder; 9—clowns; 10—equestrians, featuring Cilly Feindt; 11—Flying Zachinis, Flying Malcos; 12—Gaudsmith Brothers, French poodles; 13—clowns; 14—Don Francisco, wire; the Brannocks, teeterboard; Glenn Henry Troupe, globes; 15—Kelly-Miller elephants; 16—the Triska Troupe; Josephine Berosini and Toni, high wire; 17—Emil Pallenberg, bears; Irah Watkins, chimps; Albert Spiller, seals and penguins; 18—Loyal Repenski family, featuring Giustino Loyal, bareback riding; 19—the Norberty Trio; 20—finale.

Mills Closes; In Ohio Barn

BURLINGTON, N. C., Nov. 3.—Mills Bros.' Circus entered its final weeks of the 1952 season with a series of half and one-quarter houses. The circus closes Monday (5) and moves to new winter quarters at Greenville, O.

Turnout at Ahsokie, N. C. (25), was an estimated 1,300 at the matinee and 2,000 at night. A show truck was damaged in a collision there. Enfield, N. C. (26), gave a half house at the matinee and a three-quarter crowd at night.

One-quarter and half houses were tabbed at Smithfield, N. C., Monday (29), and Burlington, Tuesday (30), gave two half houses.

Southwestern Dates Strong for Polack

Western Unit Opens '52 Trek Jan. 13 At Flint, Mich.; Price Increases Help

LITTLE ROCK, Nov. 3.—Its swing thru the Southwest is proving as profitable as the West Coast for the Western unit of Polack Bros.' Circus, show officials said here this week. The four-day stand in Little Rock, ended Friday (2), stacked up okay despite a bad turn in the weather and the fact that Polack was the fourth circus here within a month.

From the show's general offices in Chicago, General Agent Dwight Pepple said the unit would open its 1952 season at Flint, Mich., the week starting January 13. The stand was played by the Western unit several years, but for the past three seasons it has had the Eastern unit while the Western opened at Hammond, Ind.

At Little Rock a strong advance promotion and ticket sale plus an increase in general admission prices were protection against a dip which might otherwise have resulted, according to Justus Edwards, press chief. An extra performance on the closing night took care of people who were kept away on the second night by a severe storm. Here, as at most recent dates, general admission tickets were \$1.20 for adults and 60 cents for children.

Harlingen Matinee Added

Show made an 800-mile jump to Little Rock from Harlingen, Tex., where a hefty gain in the take resulted from an extension of the run from three to four days (23-26). An extra matinee was arranged hastily on the second day when several hundred were turned away at the scheduled performance.

At San Antonio (15-21) packed houses and the price boost accounted for a healthy increase

in earnings. The jump from Denver to San Antonio was broken by a two day stand (11-12) at Enid, Okla., where business was rated as satisfactory for a new date. Final tally at Denver revealed one of the biggest increases of the season, with the net 55 per cent above last year's.

In the promotion department George Westerman jumped from Denver to Springfield, Ill., where the show will go after a four-day (7-10) stand at Oklahoma City. Henry F. Barrett came over from the Eastern unit to handle Oklahoma City advance promotion. He will also handle Flint, Mich., where he has worked previously with the Eastern unit. Sam Ward goes from Little Rock to Fort Wayne, Ind., to begin work on his first 1952 date. Joe O'Donnell, whose last date was Enid, will work the Hammond, Ind., stand. Jack Daughterty took a vacation after completing Harlingen, where he registered a substantial increase in promotion.

Winter Trek Set for Seers

FORT MYERS, Fla., Nov. 3.—Si Rubens, owner of Rogers Bros.' Circus, again will operate Seers Bros.' Circus this winter, with a tour of small towns in Florida.

The show, using equipment from Rogers Bros., will open early in January, it is reported. Benny Fowler, contracting agent for Rogers this summer, will be ahead of the Seers show. Rubens trouped Seers Bros. for the first time last winter.

Season Ends, Kelly-Miller Moves to W.Q.

IDABEL, Okla., Nov. 3.—Al G. Kelly & Miller Bros.' Circus wound up its 7,382-mile tour for 1951 here Sunday (28) and moved to winter quarters at Hugo, Okla. A capacity crowd was on hand for the matinee-only final stand, although rain the day before had closed some rural roads.

Idabel was the only fall stand made by the show in Oklahoma. Other late dates were in Arkansas. At Glenwood, it had a three-quarter matinee and near-capacity night house Thursday (25). At Nashville, Ark., Friday (26), the matinee was only one-quarter filled but the night performance was witnessed by a straw house.

Some equipment left Idabel for Hugo Sunday night, but most of the show-owned trucks pulled off the lot early Monday. A large number of Hugo residents had come to Idabel for the performance, and a basket of flowers was presented to the management by Hugo city and Chamber of Commerce officials.

Elephants from the show were taken to Houston, where they appeared with the Houston Shrine show, first of their indoor dates.

King Schedules Nov. 24 Finale

MACON, Ga., Nov. 3.—King Bros.' Circus is tentatively scheduled to close the season Saturday (24) at Wrightsville, Ga., Floyd King, associate owner, announced on a visit here last week.

King came to Macon to supervise preparatory work at the show's winterquarters in Central City Park, rejoining the show in Alabama several days later. His wife, Mrs. Vicki King, and their daughter, Sharon, already have established their home here and will remain in Macon.

First plans called for closing in Dublin, November 23, but a committee of Shrine Club members urged that their town of Wrightsville be added to the itinerary, which was agreeable to Lucio Cristiani and King, the co-owners.

Cole & Walters, Stevens Close, Return to Hugo

HUGO, Okla., Nov. 3.—Three circuses will be back in winter quarters here next week. Cole & Walters is scheduled to close at Clayton, Okla., Monday (5), and Stevens Bros. ends its season Sunday (4) at Boswell, Okla. Both will move to Hugo immediately after their final performances.

Al G. Kelly & Miller Bros.' Circus moved into its quarters here Monday (29) after closing its season at Idabel, Okla., Sunday (28). Some equipment arrived at Hugo late Sunday.

Agents and advance men for the circuses arrived here earlier. Preparations were underway for reopening the Hugo Showmen's Club.

Liege Date Okay For Belgian Unit

LIEGE, Belgium, Nov. 3.—Circus De Jonghe, one of the top shows of Belgium, winds up a four-week stand here tomorrow. Circus, with its big menagerie, was the feature attraction of this city's annual autumn street fair. Big top was pitched on the Boulevard D'Avroy, a choice spot, which netted the show sellouts most of the run. Circus opens at Mons Sunday (11) for an extended run.

De Jonghe Liberty horses, presented by A. De Jonghe, and high school riding of Miss Beatrice shared top billing with the Two Virginians, ace jugglers, and the Six Rays, fast-tempoed Moroccan tumblers.

Also in the line-up were the Altos Trio, trampoline; Miss Sylvia, contortionist; Two Vagabonds, knockabouts; Fred Volmini, equilibrium-juggler; Lind Brothers, acrobats; Tagora, fire-eater, and Alphonse, Cesar and Victor, clowns.

Dressing Room Gossip

Ringling-Barnum

Business continues big. Sunday off in Norfolk was enjoyed, with all sections arriving before mid-afternoon. Lot was again located at Princess Anne Speedway. We day and dated with the James E. Strates Shows in Wilmington, N. C., Saturday and visits were exchanged. A number of the Ringling folks caught the Wallenda high-wire act at the carnival after our night performance. Congratulations to Tommy Tompkins, of the band, and Connie Mae Breeden, Buena Vista, Va., who were married last week. Carl Stephens and Mac McCarthy celebrated their birthdays. Linda Lawson celebrated her fifth birthday with a party for the small fry and the big folks in a special tent put up for the occasion. Bonnie Kernan made a flying visit to see her husband, Walter, in Cuba. Claire Fawcett and Tony Conway, circus fans, toured with us the past week. Pop Haussman, circus fan from Lansing, Mich., drove down to see us in Norfolk. Mr. and Mrs. Yancey entertained a number of circus friends.

Visitors: Keith Brecken, of the Navy; E. W. Adams, of Atlanta; N. N. Horrell, Ocean Drive, S. C.; Mrs. Felix Adler, Joe Scheron, Bright Eyes and Willie Miller, Norbert Kreisch, Yetty and Arthur Wallenda, Helen and Carl Wallenda, Herman and Edith Wallenda, Gunther and Carla Wallenda, Rose Sullivan, Arden Larey, Gertrude Grotefent, Joe Seitz, Dick Faughnam, Don Edwards, Johnny Manko.—MARY JANE MILLEN.

banner. Bruce Souder, of the Hubert Castle Tent, CFA, was on hand in Utica greeting old friends. Ed Feldbauer, Ward Shafer and Henry Van Loon, fans, also visited. Dr. Eldorado W. Scott has returned to Hollywood after visiting his daughter, Mrs. Harriet Lewis. Red Carter's dog, Susie, his companion for years, recently passed away. It was 11 years old.—HENRY KYES.

King Bros.

We are still in the cotton section of Mississippi. Jumps are not as long as they were earlier in the season. With almost no rain falling during October the show has experienced one of its longest dry spells.

Looks as tho we are going to eat Thanksgiving dinner on the lot. If so, the show will have one of its longest seasons in recent years. We now have a flying squadron. Carl Wyche goes ahead the day before and lays out the lot, accompanied by two stake-driving machines. The show has not had a single late matinee this season.

Floyd King, accompanied by his wife, Vicki, and daughter, Sharon, made a trip to winter quarters at Macon, Ga., while we were at La Grange, Ga. Mrs. King and daughter will remain there until the show closes. June and Lucio Cristiani visited the Ringling-Barnum circus at Birmingham.

Visitors: Frank McCloskey, of the Ringling show, at Fort Payne, Ala.; C. C. Groscurth, Bill (Shotgun) Page, William Kellogg, legal adjuster with Mugivan & Bowers circuses for 28 years, spent the day with the show at Tupelo. Miss. W. E. and A. J. Elkin, owners of the picture theaters at Aberdeen, Miss., were also visitors at Tupelo, in addition to Mrs. Roy Haag, George and Pauline Penny spent several days with the show while awaiting an engagement at Macon. Bennie Fowler visited at Talladega, Ala., en route to Si Rubens' winter quarters at Fort Myers, Fla. Other visitors: S. T. Jessop, Harry Anderson, Oscar Bloom, Bennie Fornasari, Ewing Griffin and Mr. and Mrs. S. H. Dudley.—COL. HARRY THOMAS.

Polack Eastern

Utica, N. Y., was promoted by Ralph and Evelyn Heller and show was held in the Armory instead of a theater as last year. The date was a big success and the grosses topped any preceding year. The kids were out from school at the matinees. The Therons, bicycle act, joined here. Everybody is looking forward to the Baltimore date. A big show is set and a special closing is being assembled and written by Nate Lewis, equestrian and personnel director. The writer is doing the musical score. The production will be under supervision of Mrs. Bessie Polack and Sam T. Polack.

Ethel Robinson has some of the best acts lined up for the coming season. The writer has been engaged to do the musical chores for the 1952 season, making his fourth season under the Polack

ATLANTA UNION NIXES PICKETS ON H-M STAND

ATLANTA, Nov. 3.—Altho preparations had been made for union picketing of the Hamid-Morton Circus, which opened strong here last night (2), a poll of performers revealed that they were not in sympathy with American Guild of Variety Artists' (AGVA) efforts to have them strike, and no picket lines were drawn.

Col. Bob Morton of the circus said that the local Central Labor Union approached Shrine officials yesterday to sound out the situation. According to Morton, Louis Taylor, chairman of the Shrine committee, polled the acts and found that they disapproved of AGVA's strike intentions. On learning this, the local union refused to go along with AGVA on picketing performances here. In a previous stand at Philadelphia, the show was picketed, but business was reported as good.

Atlanta union's actions may indicate what the Central Labor Union's moves will be when the circus plays Boston, possibly throwing a wrench in AGVA's strategy of enlisting the aid of local labor groups.

H-M Ups Philly Biz 20% Tho AGVA Pickets

NEW YORK, Nov. 3.—George A. Hamid, a partner in the operation of the Hamid-Morton Circus, this week said final auditing had disclosed that the Philadelphia engagement of the circus had surpassed last year's gross by 20 per cent despite picketing by members of the American Guild of Variety Artists (AGVA) of all performances staged at the Arena thruout the week.

Hamid said that while it would be illogical to claim that picketing had helped the engagement, there was evidence that it certainly had not hurt the run in any way.

A report from partner Col. Robert Morton by phone yesterday from Atlanta where the show opened last night, said union plans called for picketing the engagement, but that no lines had been formed by late afternoon. Union execs, at a meeting here this week, voted to picket the showing in Boston.

Hamid was visited this week by Sam Polack, of Polack Bros. Circus, and Pat Valdo of the Ringling circus. Polack said his company had placed \$1,000 on deposit with the union during the San Francisco engagement, but said that no insurance premiums had been paid to the performer group.

Polack's two units are covered by an AGVA pact, but this does not include the insurance clause, he says.

Jesus Fuentes and party, the Leonard Christensens and the Manuel Kings and family.—HARRY DANN.

Under the Marquee

Oscar W. Haas and Idah F. Delno, each of whom was in show business for about 50 years, were married October 17 and now are living in Sedalia, Mo. Mrs. Haas was formerly married to the late Bert Delno and did a balancing act on the Forepaugh-Sells, Hagenbeck-Wallace, Floto and Ringling shows. Haas retired 18 years ago. He was with the Four Haas Brothers bar act on the same shows and others.

William H. (Cap) Curtis, who has been off the road this season to care for his pecan farm at Cuevas, Miss., was on the Mills Bros' Circus several days as guest of Jack Mills.

Danny McNamee closed a good season with Campa Bros' Circus and has returned to his radio program in Conroe, Tex. . . . The James M. Cole Circus is in its sixth week of indoor dates in New York State and is booked until December 7. Line-up of acts includes the Three Morris Brothers, comedy acros; Buck Leahy, contortionist; Don Bedell's military ponies; Don Adams, comedy cyclist; the Heerdinks, roly poly and bars; Prince and Princess, high diving dogs, the Bedell Troupe, teeterboard, and the James M. Cole elephants. Frieda, Dorothy and Don Adams and Buck Leahy handle clowning.

Frank Owens, musician, is recovering at his home at 227 Jacksboro Street, Somerset, Ky., from gunshot wounds sustained on a

hunting trip. He would like to hear from friends. Billy Morris, son of Mr. and Mrs. William Morris, of the Kelly-Morris show, was injured when struck by an auto when the show played Hattiesburg, Miss., recently. Charlie Lewis, a visitor on the show, rushed him to the hospital. His grandmother stayed with him when the show left town. They are expected to rejoin soon.

Karl L. King, formerly bandmaster on Barnum & Bailey and Sells-Floto, was honored at a dinner in Fort Dodge, Ia., recently for his leadership of the municipal band and for his 400 compositions. Among those attending were Jessie L. Lasky, of Metro-Goldwyn-Mayer; Dr. Albert Harding, of the University of Illinois bands; Dr. Glenn Bainum, of the Northwestern University bands; Kenneth Carpenter, president of

(Continued on page 80)

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Wallace-Clark First Season Tabbed a Winner; WQ Set Up

HOT SPRINGS, Nov. 3.—Wallace & Clark Circus has moved into winter quarters at the fairgrounds here after what Owner-Manager Norman Anderson declared was a highly successful year. This was the show's first tour.

The season ended at Warren, Ark., October 20 with a three-quarter matinee and straw night house, Anderson stated. Plans call for the 1952 season to open about April 15 near Hot Springs. Anderson recounted that the show opened in March in South-shore California, and toured Arizona, Nevada, Utah, Oregon, Washington, Colorado, New Mexico, Texas and Arkansas. Jumps ranged from 14 to 184 miles. Show played 22 Sunday stands. Only one matinee was missed during the season. Best for the show came in July, Anderson said, with 17 straw houses included in the score.

Superintendents at winter quarters are Lee Bradley, in charge of the quarters; Mrs. Lee Bradley, cookhouse; Dale Petross, horses, and Wally Ross, elephants.

Other members of the show who are in Hot Springs for the winter include Anderson and family; Laura Anderson, secretary; John Foss, general agent; Bill Wilcox, advertising manager; Jackie Wilcox, special agent; Whitey and Billie Owens, Claude Poe, Joe B. Webb, Bernie Griggs and family, Todd and Peggy Henry and Dorothy Wooster.

Among others with the show and their destinations were Walter and Ethel Jennier, Peru, Ind.; Glen Henry and family, Gainesville, Tex.; Loren Edwards, Hollywood; Charles H. Johnston, Los Angeles; Jimmy Hamiter, Dallas; Jean Prince, Denver; Dee Aldrich and Eva Latour, promotional dates, and Mr. and Mrs. Buck Rogers, Omaha.

SHREVEPORT EVENT TABS RECORD 579,000 GATE

SHREVEPORT, La., Nov. 3.—Louisiana State Fair rang down its curtain here Sunday (28) following a record nine-day run that saw an estimated 597,000 people come thru the free front gate. Despite threatening weather, the final day brought out an estimated 75,000.

Final matinee attraction, motorcycle races on Sunday, were run before good crowds and the Barnes-Carruthers night grandstand revue played its finale to a turnout typical of the good one that had packed the stands all week.

Royal American Shows wound

Calgary Ex Fetes Royalty

CALGARY, Alta., Nov. 3.—Highlight of the visit of Princess Elizabeth and the Duke of Edinburgh to Calgary October 18 and probably the highlight of their Canadian tour, was the show put on at the exhibition grounds.

Affair, arranged by Calgary Exhibition and Stampede officials, included a chuckwagon dinner in the Stampede Corral and a small-scale stampede in freezing weather.

Some 25,000 school children jammed the grandstand to see royalty and the Western events. Some of Canada's best bronk riders, calf ropers, steer decorators and wild horse teams were in action and the show wound up with a wild chuckwagon race.

J. B. Cross, president of the Calgary Exhibition and Stampede, escorted the royal couple. Dick Cosgrove, Stampede's arena director and 10 times world's champion chuckwagon race driver, was introduced to the guests, as were cowboys participating.

Tenn. Execs Meet Nov. 19

MEMPHIS, Nov. 3.—Kick-off of the winter fair booking season will take place here November 19 when the Association of Tennessee Fairs opens its 30th annual convention at the King Cotton Hotel, W. J. Huddleston, secretary-treasurer, announced this week.

Registration will begin at 11:30 a.m. Monday (19) with the first session at 2 p.m. and the annual banquet that night. Concluding meeting will be held Tuesday morning.

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up its stand well ahead of '50 and this was also true with most of the independent concessions. Biggest day of the run, attendance-wise, was the opener, when an estimated 125,000 people were on hand.

Maiden Run At Houston Starts Light

HOUSTON, Nov. 3.—Houston Fair, which opened its maiden run here Saturday (27), got off to a weak start attendance-wise due to competition from college and prep school football games, a Shrine parade downtown and final day of the Pasadena Stock Show and Rodeo a few miles away.

Attractions did fairly well, however, with Frank Winkley's stock car races pulling capacity crowds to its Saturday and Sunday night meets. "Hollywood Variety Revue," produced by Nicholas M. Boila, Hollywood, opened Monday night (29) and will continue thru November 4. Act line-up includes Elna Laun Dancers, Four Maxellos, Alfonse Berge; Lyons, Rosalie and Paul Vincent; Lamarr and Poppy, Will and Gladys Ahearn and Albino Torres' ork.

Tom Moore and his "Ladies Fair" radio show will follow the revue, and will run from November 5-9. Three Milos, sway pole, was the free attraction the first eight days, with Jimmy Jamison, diver, due in for the final week.

Ira W. Curry is general manager with Nell Wilson handling publicity. Prices, all including tax, are general admission, 60 and 30 cents; stock car races, \$2, and revue, 60 cents to \$1.30. Paramount Fireworks Company, Houston, is presenting the pyrotechnics.

AUT SWENSON CLAIMS RECORD

DALLAS, Nov. 3.—Aut Swenson, owner-manager of the Swenson Thrillcade, is laying claim to an all-time record after his thrill troupe gave 22 performances here at the State Fair of Texas. Originally skedded for 16 stints, the contract was extended three times due to big turnouts.

On two occasions the sale of tickets was halted by a lack of standing room and four other times the unit played to packed stands.

Saskatoon Ex Completes New 200G Pavilion

SASKATOON, Sask., Nov. 3.—Saskatoon Exhibition's \$200,000 livestock pavilion was officially opened recently and dedicated to the cause of improving the livestock industry in Northern Saskatchewan. Robert Thomas, prominent Saskatchewan horseman and veteran member of the exhibition board, officiated. He has been exhibiting at the Saskatoon show since 1912.

Thomas said the building should not be called the livestock pavilion but the livestock school, where the breeder could find out the quality of his stock, the quality of what the other fellow was breeding and where he could purchase stock to improve his own herds.

Structure, 150 feet by 242 feet, was built this year with the co-operation of the provincial and federal governments.

The stable section of the building accommodates 50 head of cattle and has 28 box stalls for light horses and 40 tie stalls for heavy horses. A wash rack can handle seven head of stock at a time and there are six dormitories for stockmen. The show ring, which can also be used as an exercise ring, is 50 feet by 150 feet and has seating for 450 persons.

Meetings of Fair Associations

Western Fairs' Association, Hotel del Coronado, Coronado, Calif., November 13-15. Louis S. Merrill, 1015 24th Street, Sacramento, general manager.

Oregon Fairs' Association, Multnomah Hotel, Portland, November 14-16. H. G. Smith, secretary.

Association of Tennessee Fairs, Hotel King Cotton, Memphis, November 19-20. W. J. Huddleston, Box 279 Tenn. Tech, Cookeville, Tenn., secretary.

Canadian Association of Exhibitions, Royal York Hotel, Toronto, November 22-23. Emery Boucher, Exposition Park, Quebec, secretary.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, November 26-28. Frank Kingman, Brockton, Mass., secretary.

Maine Association of Agricultural Fairs, Augusta, December 5-6. Roy E. Symons, Skowhegan, Me., secretary.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 10-11. E. W. (Deak) Williams, Manchester, Ia., secretary.

Indiana Association of County and District Fairs, Claypool Hotel, Indianapolis, January 1-3. William H. Clark, 360 Walnut, Franklin, Ind., secretary.

Wisconsin Association of Fairs, Hotel Schroeder, Milwaukee, January 3-5. Win Eldridge, Plymouth, secretary.

Minnesota State Fair and Minnesota Federation of Fairs, Hotel St. Paul, St. Paul, January 7-9. George W. Gleixner, North St. Paul, Federation, secretary.

Kansas Fairs' Association, Jayhawk Hotel, Topeka, January 8-9. Everett E. Erhart, Stafford, Kan., secretary.

Ohio Fair Managers' Association, Deshler-Wallick Hotel, Columbus, January 9-10. Mrs. Don A. Detrick, Bellefontaine, O., executive secretary.

Kentucky Association of Fairs and Horse Shows, Brown Hotel, Louisville, January 10-11. L. (Doc) Cassidy, Kentucky State Fair, Louisville, secretary.

Missouri Association of Fairs and Agricultural Exhibitions, Gov-

ernor Hotel, Jefferson City, January 10-11. Rollo E. Singleton, State Capital Building, Jefferson City, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 20-22. Cliff C. Hunter, Taylorville, Ill., secretary.

Massachusetts Agricultural Fairs' Association, Hotel Kimball, Springfield, January 16-17. A. W. Lombard, 21 Jason Street, Arlington, Mass., secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 20-22. Harry B. Kelley, Hillsdale, Mich., secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 20-22. C. B. Ralston, Box 482, Staunton, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 21-22. H. C. McClellan, Arlington, Neb., secretary.

Western Canada Association of Exhibitions, Royal Alexandria Hotel, Winnipeg, January 21-23.

Pennsylvania State Association of County Fairs, Hotel Abraham Lincoln, Reading, January 23-25. Charles W. Swoyer, 522 Court St., Reading, Pa., secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, January 27-29 (tentative). Clifford D. Coover, Shelby, Mont., secretary.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, January 30-31. Clyde E. Byrd, 2601 Howard Street, Little Rock, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 3-5. C. R. Heaton, 301 North Broadway, Tyler, Tex., secretary.

New York State Association of Agricultural Fair Societies, Hotel Ten Eyck, Albany, February 4-5. James A. Carey, State Office Building, Albany 1, N. Y., secretary.

Ontario Association of Agricultural Societies, King Edward Hotel, Toronto, February 6-8. F. A. Lashley, Department of Agriculture, Parliament Buildings, Toronto.

Army Seeks Occupation Of Five Detroit Buildings

DETROIT, Nov. 3.—Army occupation of five buildings on the Michigan State Fairgrounds appears likely, it was disclosed here Thursday (1) when plans were announced for stationing some 8,000 men and 150 anti-aircraft

guns on the grounds.

While some barracks are to be built, the army occupation as now planned includes use of sheep and swine barns for living quarters; dairy building for a mess hall; clubhouse for headquarters use, and the agriculture and women's buildings for instruction and recreation purposes. The latter two buildings would be released to the fair for two months each season, but the other structures would remain under army year-round control. Fair's major parking area, the midway, which is paved, and space under the grandstand would also be taken over by the armed forces, but presumably released at fair time.

Name Hennessy At Gresham

GRESHAM, Ore., Nov. 3.—Duane Hennessy, public relations director for the 1951 Multnomah County Fair here, has been appointed fair manager to succeed Mrs. Ella Wilson, who headed up the annual the last two years.

Replacement of Mrs. Wilson, who was formerly assistant manager of the Oregon State Fair, Salem, was explained by County Commission Chairman Frank L. Shull as a move to reorganize the fair here. He said a full-time manager is not necessary, so Hennessy would assume his additional duties as manager and operate the office on a part-time basis during the winter. Next June 1, he is to continue as manager on a full-time basis.

Shull said new attractions would be sought for the 1952 run. The county commission has administered operation of the fair the last two years as the result of action by the State Legislature.

Dick Washburne Opens West Coast Exhibitor Service

LOS ANGELES, Nov. 3.—A service to manufacturers wanting to exhibit products at fairs will be offered here in the future by Richard (Dick) Washburne, former Western Fairs Association publicity manager and currently promotion head of the California Midwinter Fair in Imperial. The new venture will be part of Washburne's assignment as public relations director for the National Association of Manufacturers, Pacific Southwest region, a post to which he was recently appointed.

Washburne moves into the NAM slot from the job of public affairs officer for the Los Angeles Civil Defense.

His work with NAM will include editorship of its publications. Washburne will emphasize use of fairs and expositions for selling both tangibles and intangibles. He will provide an association advisory service for manufacturers desiring to show at fairs and will "seek to carry the story of freedom of production and consumption to fairgoers."

Eunice, La., Tabs Records

EUNICE, La., Nov. 3.—Southwest Louisiana Fair closed its five-day run here Sunday (21) after racking up a record attendance, Mrs. J. P. (Wilma) Bedell, secretary, announced.

Closing day was the biggest of the week, altho Saturday (20), Farmer's Day, was a close second. Kid's day was big with an estimated 25,000 youngsters pouring onto the grounds. Midway takes were good, according to Jack Ruback, whose Alamo Exposition Shows held down the fun zone.

Detroit Budget Up 7 Per Cent

DETROIT, Nov. 3.—Operating budget for the 1952 Michigan State Fair was set this week, with an increase of 7 per cent over this year's \$633,000. New budget, as approved by the fair's board of managers, totals \$679,555.

Principal increase will be for operating costs with no hike in the amount destined to be spent for talent. Promotion and advertising, \$61,600 this year, will be upped \$10,000, and premiums will be hiked from \$120,000 up to \$130,000. The budget now goes to the State Administrative Board for its consideration.

Construction of new fairgrounds building for the Lawrence Institute of Technology also was approved by the board. The structure, a two-story cinder block building, with 62,000 square feet of floor space, will be used by the college all year but will be turned over to the fair for use during its run. The college will maintain a cafeteria in the building which will also be available to the fair staff and probably to the public on a year 'round basis. Final approval of the project must be given by the State Agricultural Commission and State Administrative Board.

Medicine Hat, Alta., Sets July 17-19 Dates

MEDICINE HAT, Alta., Nov. 3.—Directors of the Medicine Hat Stampede company have chosen July 17-19 for their sixth annual rodeo and exhibition in 1952. Dates will follow the week-long Calgary Stampede and two-day show at Cardston, Alta.

Any Type of Audience . . . Will Thrill to a **BARNES-CARRUTHERS PRODUCTION**

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159 N. Dearborn St. Chicago 1, Ill.

because **TIME** is short—

. . . and you **MUST ACT PROMPTLY** if you want to take advantage of a **GREAT SALES OPPORTUNITY . . .**

RIGHT NOW!

—turn to Page 63

'Curly' Spheeris Shot to Death In Altercation

TROY, Ala., Nov. 3.—Andrew (Curly) Spheeris, owner-manager of the Magic Empire Shows, was shot to death here last Saturday (27) when he came to the assistance of one of his ride boys who was engaged in an argument with a local citizen.

The man reportedly pulled a gun during the altercation and shot Spheeris thru the heart, killing him instantly. The gun-user has been charged with murder and is being held in jail without bond, pending further investigation.

Services for Spheeris were conducted in the Greek Orthodox Church here Tuesday afternoon (30), the Rev. E. N. Vergis officiating. Burial was made in Greenlawn Cemetery, Montgomery, Ala. Surviving are his widow, Juanita; two daughters, Penelope and Linda; two sons, Jimmy and Andrew, and a daughter, Helen, and three sons, Paul, George and John, by a previous marriage.

Pallbearers were Andrew J. Spheeris, Andrew M. Spheeris, James Calder, Roy Allan, Charles Lee and Eddie Steele.

Don Franklin To Cross Texas Border in 1952

ST. LOUIS, Nov. 3.—Don Franklin Shows will, for the first time since its organization, play outside Texas in 1952 and is already lining up early fairs and celebrations for next season. Owner Don Franklin announced here this week. He was accompanied here by Frank Gaskins, former general agent for the 20th Century Shows, who has signed in that same capacity with Franklin.

While here, Franklin purchased a Looper from Charles M. Oliver, owner of Mound City Shows, and six light towers from the Downey Supply Company, as the first step in his expansion for next year.

Franklin org will close its season November 12 at the Alice, Tex., Fair and Stock Show after the best tour on record. Shows will reopen February 15 for the San Antonio Livestock Show and Exposition and the San Angelo expo the following week. Org will again winter at the Kendall County Fairgrounds, Boerne, Tex.

Staff all season was unchanged. In addition to Franklin, personnel includes Gus Tucker, assistant manager; Katherine Franklin, secretary-treasurer, and Ola Yoakum, assistant secretary-treasurer. The addition of the Looper brings the ride line-up to 16, including major and kid devices.

2 Coast Orgs Raise \$5,000 For Show Clubs

SAN FRANCISCO, Nov. 3.—Thru the combined efforts of the West Coast Shows and West Coast Exposition Shows, approximately \$5,000 was raised during the 1951 tour for the Pacific Coast Showmen's Association in Los Angeles and the Show Folks of America here. The funds will be divided equally.

Starting with a Show-Within-a-Show in Vancouver, Wash., in July, the show ended their benefits here October 11, when Mike Krekos, general manager, and his wife, Lola, were welcomed home from a visit to Greece. Entertainment was featured, with the various Bay City night clubs sending acts. Pete DeSanti brought over his entire show from Oakland.

Serving on the committees to raise the funds were Sam Dolman, general chairman; ticket

(Continued on page 72)

Weiss Units End Banner Fair Season

AUGUSTA, Ga., Nov. 3.—Benny Weiss, skillo operator who wound up his season a week ago at the Orangeburg (S. C.) Fair, reported this week that preliminary auditing indicated that over-all business was considerably ahead of last year. Only fairs were played.

Benny is here studying the possibility of setting up a unit in a permanent spot. City is the hub of the government's billion-dollar program in constructing a hydrogen bomb plant near-by and business is booming generally.

As in the past, the several Weiss units were handled by Benny; his wife, Martha, and son, Jackie. Family returned to their Miami Beach home after Orangeburg.

Jackie, who accompanied his family here, is slated for induction into the army shortly.

RAS Heads for New Mark In Final Pensacola Stand

PENSACOLA, Fla., Nov. 3.—Royal American Shows in its final stand of the season here was heading for a new record gross at the Pensacola Interstate Fair this week and, provided with good weather over the week-end, show and fair execs agreed a new mark was a distinct possibility.

Weather was ideal all week, with the exception of Thursday (1), when rain thruout the day held down attendance, and after clearing up in late afternoon, again came down to chase late midway customers. Opening night,

Wednesday (31), was a big send-off, with large crowds spending heavily at the shows and concessions.

Today and Sunday (4) are designated as kids' days, and with good weather, large turnouts of youngsters are expected. Monday will be Armed Forces Day and large crowds of personnel from the Naval Air Station were expected to pour onto the grounds to take advantage of the cuffo front gate.

Publicity has been excellent, with Frank Morrissey getting front-page newspaper breaks as well as strong coverage via local radio stations. Kramer's Midgits did a special 15-minute program over WCOA Thursday noon.

Visitors at this stand, last before the move to Tampa winter quarters, included Mrs. Paul Ansher Wunder, whose husband is talker on the Lorow Side Show. The Wunders' infant son accompanied Mrs. Wunder from Miami. Other visitors included Mr. and Mrs. Robert Pervis, Amusement Company of America Shows; Whitey Weiss, Bill Perrott and Mike Ferine, of the Cavalcade of Amusements, and George Golden.

As the season developed, so did the opportunities for sharing the wealth. The big ones clicked and so did the little ones, with the weather aiding business more often than not to make the period one of the most pleasant experienced by carnival ops during the past several seasons.

There has been no call for the crying towels that were more like sponges about this time a year ago. Recentness of the record plus '47 season requires that it be used in evaluating the current one. While there was little or no resemblance, there was enough

(Continued on page 72)

STRATES TO ADD 5 CARS FOR TRAIN TOTAL OF 50

Show, Which Started 1951 on 40, Will Move on 49 With 1 in Advance

CHARLESTON, S. C., Nov. 3.—James E. Strates, general manager of the shows bearing his name, announced this week that the outfit's rolling stock will be increased by five railroad cars for a total of 50 in 1952. The announcement came as a surprise and at a time when most rail execs are mulling ways and means to combat pyramiding transportation costs.

Strates jumped his show train from 40 to 45 cars this past season in a move that was considered daring at the time. Reason for the increase in size of the train, as given, is that it costs the same to move 50 cars as it does 45. However, since tariffs are on a sliding scale the reverse is also true; it would be cheaper to move on 40 cars. In the actual layout of carnival equipment it is difficult to discern a five-car difference among behemoth outfits.

Strates has continued to expand when other operators have been concerned with retrenchment. His multiple units, as presented this year, were adequate for any of

the nation's midways while threatening to overflow the cramped quarters at many fairs. The addition of cars was made necessary this summer when the Terrell Jacobs Wild Animal Circus, a complete one-ring presentation, was added for the balance of the season.

Started '51 on 40

Show left its Orlando, Fla., winter quarters last spring on 40 cars, leaving one coach to keep from going into an additional bracket. The purchase of four additional cars and the remaining coach brought the total to 45 before the still date season was well under way.

Strates said plans are to move on 49 cars with one in advance, circus style. He said that it will be the first time that a carnival has ever operated an advertising railroad car in advance. Move is expected to add greatly to the shows' advertising-publicity potential.

Adding flats to the show train will make it possible to carry

more show and ride features, Strates said, and new attractions are already being sought for the 1952 season. Show train will be tight when it leaves quarters in the spring, Strates said, since cars are not being added for size alone.

Considerable activity is scheduled upon arrival at the org's new winter quarters at De Land, Fla. Many sets of dual-wheel gear were purchased during the summer.

An even longer winter tour in Florida than the one undertaken last year is planned, it is reported.

Soldiers Boom Alabama Date For Gem City

ENTERPRISE, Ala., Nov. 3.—With booming Camp Rucker located only a half mile from the grounds, the Gem City Shows racked up the biggest week of the season at Tri-County Fair here.

The spot was the first ever booked by George W. Leonard, who joined recently to handle publicity and took over the agenting chores in the absence of Ralph W. Lockett, who returned to Daytona Beach, Fla., to check on his business interests.

An estimated 30,000 soldiers are at the camp and they turned out in large numbers to give shows and rides a hefty play. Some 3,000 kids attended the Saturday matinee. Moppets arrived early, many by school bus, and the fun zone had to be opened before noon. Business continued good thruout the day with the wind-up at night big.

Bill Atterbury, the Sky King, joined here with his act, as did Icky the Clown. Latter works the kiddieland and his antics heighten moppet interest and help build grosses.

Leonard made the early part of the season with the John H. Marks Shows. After closing with that outfit he cemented a deal with Thomas D. Hickey, Gem City boss.

PCSA Maps Social Events

LOS ANGELES, Nov. 3.—Starting December 3 with the Hi-Jinks and Home-Coming party, the Pacific Coast Showmen's Association will tee off its winter social calendar, which includes the annual banquet and ball December 15, M. J. Doolan, president, said this week.

The Hi-Jinks and Home-Coming will be held this year at the Elks' Club. Frank Warren and Dave Friedenheim are co-chairmen.

Following the initial event on the calendar, PCSA will hold its annual Memorial Services at Showmen's Rest in Evergreen Cemetery here. Sam Dolman heads this committee for the second year.

Deviating from its policy of holding its banquet on Tuesday, the annual event this year will be held on Saturday. The Gold Room of the Biltmore Hotel has been engaged for the function, and Robert Downie heads the committee.

With Jerry Mackey, first vice-president as chairman, the President's Party will be held December 17 in the clubrooms. Also serving on the committee are Hunter Farmer, Sam Dolman, Harry Merkel, Charlie Walpert, Rudy Jacobi, Norman Schue, Ernest (Dutch) McCarthy, Fred Donnelly and Earl Stoltz.

Downie said that committees for the banquet and ball will be announced within the next few days.

Bomb Plant Booms WOM Augusta Take

Earnings Par 1950 Despite Three Days of Rain as Defense \$\$ Flow

AUGUSTA, Ga., Nov. 3.—A mushrooming economy occasioned by construction of the billion-dollar hydrogen bomb plant near here kept earnings of the World of Mirth Shows at the Augusta Exchange Club Fair on a par with last year despite three days of rain thru Thursday (1). The moisture-laden atmosphere, and a midway that offered precarious footing at week's end, failed to cut heavily into attendance. Money is

more plentiful in this area than ever before as the result of government spending, with thousands of former farm hands having been catapulted out of their previous existence-income bracket.

By midweek show Manager Frank Bergen had been awarded the fun zone contract for the 1952 event at a luncheon staged by the Exchange Club. Bergen, Bernard (Bucky) Allen, concessions manager; L. Harvey Cann, general agent, and Gerald Snellens, general representative, were guests of the club.

May Top 1950

Heavy rain lasting thru noon on Tuesday sliced only a couple of hundred dollars off the show's handle for the day. More rain on Wednesday dipped the earnings again, but not seriously. On Thursday attendance was hurt thruout the day, but clearing weather at night brought out one of the biggest crowds of the week. It is possible, Bergen said, that good weather today would send gross earnings above last year.

A combination cookhouse and entertainment tent was set up here with Joe Casper in charge. Unit

(Continued on page 72)

Rain Smacks Manning Finale at Elberton

ELBERTON, Ga., Nov. 3.—Rain thruout the week diluted earnings of the Ross Manning Shows at the Elberton Fair this week. Stand is the final one of the season, with all units slated to leave here tomorrow for quarters at Kingtree, S. C.

Season was termed fair by Manning, with the shows' first lengthy try at Southern annuals running about 50 per cent satisfactory. Three weeks of still dating while working up to this date and the bad weather encountered, drained some of the org's previous earnings.

Season followed a crazy quilt pattern with tremendous successes followed by blinks.

Manning plans to spend several days supervising the storing of equipment at Kingtree after which he will return to his New York home.

Slim Kelley Joins Trailer Concern

SARASOTA, Fla., Nov. 3.—T. W. (Slim) Kelley, Side Show operator on the John H. Marks Shows, has left that org to manage Sellhorn's trailer sales branch here. Kelley has been with the firm the past several winters but now plans to become a permanent associate.

Whitie Sutton, who recently closed with O. C. Buck Exposition Shows, has taken over Kelley's interest in the Side Show.

EASTERN PICTURE

Fun Units Harvest \$\$ at Dixie Events

NEW YORK, Nov. 3.—It's true what they said about Dixie before the fair season was well along—that there was money in the Southland with crops okay, especially tobacco which has brought near-record prices and renewed activity at the many

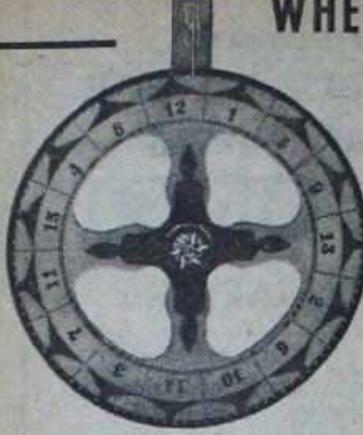
Hot Springs Club Sets Ball Nov. 15

HOT SPRINGS, Nov. 3.—Hot Springs Showmen's Association will hold its third annual banquet and ball November 15 at the Pines supper club here.

Entertainment and dancing to a name orchestra will follow the banquet. Tickets sell for 7.50 each.

WHEELS OF ALL KINDS

Merchandise Wheels,
Turkey Raffles, etc.



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Perfect for Lodges, Societies, Clubs, Unions, Churches, etc. Enjoyed by everybody!

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MERRY-GO-ROUND FOREMAN—On new Allan-Herschell that loads in a drop frame van semi trailer, no cranes. **FERRIS WHEEL FOREMAN**—On #12 Eli Wheel in A=1 shape, loads on truck without dismantling tower. **MAN TO HANDLE TWO NEW ALLAN HERSCHELL KIDDIE RIDES** which load in a drop frame semi trailer, no cranes. **MUST BE EXPERIENCED, SOBER, RELIABLE, LICENSED SEMI DRIVERS, AND HAVE GOOD REFERENCE.** If you have the above qualifications and want good treatment, top salary (sure every week) along with short jumps, apply

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One Allan Herschell two-abreast Merry-Go-Round, new, used one season. One Eli No. 5 Ferris Wheel, perfect condition, complete with new motor and spare parts. One 1950 model Roll-A-Whirl, perfect. One Smith & Smith 24-seat Chairplane, two years old, perfect condition. One Allan Herschell Little Dipper, brand new, used eight weeks. Miscellaneous Equipment, such as Show Tops, Concessions, Electrical Wire, Ground Cable #2, Main Switches, etc. Also Trucks and Tractor and Semi Trailers for above Rides. The price is right on this equipment for quick sale. Terms, cash. Reason for selling, other business interests. Come and see equipment at quarters in St. Albans, or contact **PAUL R. LA CROSS, 158 Lake St., St. Albans, Vermont. Phone 1585.**

WANTED FOR THE FLORIDA PEANUT FESTIVAL

HIGH SPRINGS, FLORIDA, NOV. 12 TO 17, SPONSORED BY THE VETERANS, INC.

Can place a few more Stock Concessions. Also clean Shows that cater to ladies and children. Good opening for Novelties, High Striker, French Fries, and other Stock Concessions that do not conflict. No Mitt Camps, Girl Shows or Geeks.

All Communications To
JOHN B. DAVIS, Southern States Shows
Luka City, Fla., this week; then as per route.

P.S.: The above date will end the season for 1951; after that Winter Quarters, Route 3, Box 1136, Tampa, Fla.

RIDES FOR SALE

Replacing With New Equipment

DAYTON TRAIN: 4 cars, six hundred feet of track, and Engine in excellent shape; along with front for same. Track worth more than asking price, \$3,000.00. Hi-Ball Ride, in good shape, \$3,500.00. Octopus Ride, fair condition and operates, \$2,500.00. Ride-O, good condition, priced to sell, \$1,250.00. 4 Sperry Searchlights mounted on wagons, without wagons, \$2,000.00 for all. (Four motors are worth that price.) Address

AL WAGNER, P.O. Box 66, Mobile, Ala. Phone 6-9553.

RIDES FOR SALE

WANTED FOR GLADES AMUSEMENT CO.

Naples, Fla., this week, Nov. 5-10. Swamp Butty Day, Sat. 10. Will book one more Ride not conflicting. Shows with own equipment. Can use Girl Show this week and Ft. Myers to follow. All those who wrote Mario Zaccini, write again. Now with this Show. Spotty and Walter Silverberg, get in touch with me when you come down. Permanent address, La Bella, Fla. Phone 2074.

CRAFTS 20 BIG SHOWS WANT MANAGER

For Small Truck Unit in California—One who can get it up and down and over the road, also must have some bookkeeping experience. Will interview at the **HOTEL SHERMAN, CHICAGO, November 25 to 28. Ask for O. N. CRAFTS**

CONCESSIONS WANTED

HERE IS YOUR CHRISTMAS BANK ROLL
Firemen's Carnival and Circus (Indoor) County Hall Dec. 12, 13, 14, 15—
Charleston, S. C. Address

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P.O. BOX 244
Other Shrines, Police, Firemen Dates to Follow. Route to Interested People.

CARNIVALS

Excellent winter quarters available for immediate occupancy. Indoor storage and working space for two small or one large Show. Trailer space with electricity and water available on the grounds. County Fair scheduled for week of January 15th. Open.

Contact **QUENTIN MEDLIN, Secretary, Citrus County Fair Association, Inverness, Fla.**

PAGE BROS.' SHOWS

This Show out all winter, playing inside city limits at winter rates. Will book any and all Banky Panks at \$16.00. Can place some percentage if you have other joints. Will sell ex on Mitt Camps. Johnnie O'Conner, come on. Need Operator with Talent for Girl Show, Operator for Monkey Show, also Fun House. Will book any Shows or Rides not conflicting with the four Rides and four Shows we have. Can make room for all useful Show Folks. Booneville, Miss., now; Okolona, next; Ackerman, next; then the Big Xmas Basket Fund by the D.A.V., Uptown Meridian for 4 weeks.

STOCK TICKETS

One Roll \$ 1.50
Five Rolls 4.50
Ten Rolls 8.50
Fifty Rolls 22.00
100 Rolls 40.00

ROLLS 2,000 EACH
Double Coupons
Double Prices

No C.O.D. Orders
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Seems like too many folks are conducting their lives on the cafeteria plan—self-service only.

TICKETS
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SPECIAL PRINTED
Cash With Order Prices:

2,000\$ 6.90
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10,000 15.50
20,000 30.00
50,000 50.00
100,000 75.00
500,000 125.00
1,000,000 250.00

Quoted in Concessions, Double-Printer

Adds Bouquet, Flavor In Fashioning Shows

Continued from page 62

iversity of Pennsylvania in 1923 and while recovering from an appendectomy that he stayed put long enough to make full use of his talents. While convalescing he wrote and then produced a show for Philadelphia's Junior League. The production was so successful that it earned him orders for six more from other organizations. Realizing his shortcomings in the professional field, he went to Ned Wayburn and paid to learn.

Joins Ned Wayburn

Wayburn, obviously impressed by the new talent, kept John with him and worked on four shows, including a "Follies" and some 10 vaude reviews. The bug had bitten deep and, as John says, he was trapped by show business. Since then it has been his only occupation, and a very happy one, indeed.

Before joining Frank Wirth to produce shows for the New York booker in 1939, John staged several shows, including the musical numbers in "Roberta" for Max Gordon. Also credited to him were three "Mask and Wig" shows at the University of Pennsylvania, three "Triangle" shows at Princeton, a "Variety" show at Columbia and several others of that type. For three years, 1936-'38, John produced shows at the Metropolitan Theater, Boston, New England's top house. For the past two years he has been producer at the Strand, Warner Bros.' top Broadway combo house.

His affiliation with the Wirth office and experience at the York (Pa.) Interstate Fair adds up to a story in itself, in that it accurately portrays the trend in the outdoor field, John says. In that period shows have developed from a point in which a line of girls was featured to the present when the chorus is used merely as an embellishment.

York Set-Up Ideal

It is possible to secure effects at York that no other fair can duplicate, John says. The stage can be lighted from three directions, front, sides and overhead, with the latter the most important in three-dimensional lighting since it kills all shadows. This makes the lighting at York comparable to any indoor theater, John says.

The York all-weather grandstand stage, representing an investment of more than \$100,000, was constructed with basic needs in mind. As a result it is sufficiently elastic so that new things can be added each year. The unit is not overburdened with permanent installations, and acts, bands or personalities can be effectively and easily staged. Permanent stage fixtures have been added slowly simply to guard against hasty planning. The proscenium arch was added this year and there is no doubt about it being placed exactly where it should be. A lighting board room was added after the best location had been determined thru experiment. York rents stage lighting equipment because it is used only once a year and is soon outmoded. Then, too, John says, when you have a big investment in special effects there is a tendency to use them because they represent a big investment, with the result that the lighting might determine the show format rather than the talent.

It used to be that lighting was used just to illuminate a show, whereas it is now controlled and directed. The track stage was abandoned at York, and John recommends its elimination wherever feasible because all lighting must come from the front, or sides, and so cast shadows. The new intensity of lighting brings performances clearly to audiences despite added distance.

TV an Influence

Personalities will be more in demand at fairs, John thinks, because folks in the hinterlands are becoming more aware of show values thru video. Productions are taking on more of a Broadway aspect than the vaude-revue. Improvements in sound make it possible to rely more on voice acts since their talents are no longer lost or mutilated. Emsees like Johnny Woods easily bridge the gap between stage and audience, as do toppers like Eddie Cantor and the Mills Brothers.

Fair audiences are getting smarter, John says. They are using the shows brought into their homes as a gauge of what they are willing to pay money to see. As long as good shows are forthcoming,

ACA Skeds Program for Chi Meeting

ROCHESTER, N. Y., Nov. 3.—The 18th annual meeting of the American Carnivals Association, Inc., will be held at the Hotel Sherman, Chicago, starting at 1 p.m. Monday (26), it was announced here this week by Max Cohen, secretary-treasurer of the group.

Board of directors and counsel will meet Monday afternoon and the membership will meet Tuesday afternoon (27). It is expected that the membership meeting will be held in two, or if necessary, three sessions, until business of the meeting is completed, subject to action of membership and directors.

Detailed program of the gathering has been forwarded to members. The opening membership session will include a review of the association's activities during the past year. Following sessions will be devoted to adoption of the 1952 program, election of officers and formulation of the group's legislative and public relations plans for next year. Cohen's annual report will pay special attention to new products available to carnivals.

In order to furnish the most recent developments, a printed report will not be used this year, Cohen said. The association did not send individual invitations for the meeting to non-member shows, but extends a general invitation.

Shows expecting to be represented at the gathering or seeking additional information should contact association officers at the Central Trust Building here.

THE MAGIC EMPIRE SHOWS

Closed Saturday night, Nov. 3, and is in no way responsible for any debts, claims, contracts, or promises conceived or signed by Mr. Paul Oyett. All legal proper claims for debts should be addressed to the administrator—

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Want Stock Concessions of all kinds; privilege, \$15.50. Out till Christmas. Want Mug Outfit. Ruby and Ernie, come on. No Mitt Camp wanted.

Playland Attractions
JOHN McKEE, Mgr. Washington, La.

GIVE TO THE RUNYON CANCER FUND

Charles Paige Heart Victim

Continued from page 62

England, France, Belgium and New Zealand.

Masonic services were held in Milton today. Body was cremated. Surviving are a brother, William C. Paige, Mifflinburg; a sister, Mrs. William Groshell, Los Angeles, and three nephews, Herman, Ralph and Charles E. Shade.

A number of amusement men attended the funeral, including Aurel Vaszin and William de L'horbe Jr., of the National Amusement Device Company, Joe McKee, veteran ride builder, and Max Tubbs.

Floral tributes were sent by Mr. and Mrs. Charles Rose, Fred W. Pearce, Allen Herschell Company, Harry J. Batt, R. H. MacIntosh, Roy and Gertrude Lussee, Leonard and Doris Thompson; Friends of Blackpool, England; Mr. and Mrs. Ross Davis, J. W. (Patty) and Frank Conklin, Mrs. Minnie Maples, Mr. and Mrs. Aurel Vaszin, William de L'horbe Jr., Mr. and Mrs. Sam Bert, Mike Doolin and family, James Gooding and family, Board of Directors of NAAPPB, Selner Manufacturing Company, Pacific Coast Showmen's Association; Ladies' Auxiliary, PCSA; William Rabkin; officials of Riverview Park, Chicago; Joe McKee, Elmer and Curtis Velare, employees of Glen Echo Park, Mr. and Mrs. A. M. Brown, Carl H. Strohl and Leonard Schloss.

FOR SALE OR TRADE

1946 Spitfire, 1948 Caterpillar—With or Without Transportation. Fun House. 2 late model 25 KVA. Transformers. 10 good Truck Tractors. Want—One 6-cylinder D.M.C. Diesel Light Plant. "1,200 F.P.M." No trailer wanted. One late model Super Biplane or Octopus Also 2 25 to 30 ft. Van Semis for Louper Ride.

DON FRANKLIN SHOWS
In Operation Alica, Texas, This Week! Then Winterquarters, Boerne, Texas, Starting Next Week.

Midway Confab

Louis J. Berger scribes from his Chicago headquarters that he recently returned to the Windy City after completing his season's chores for Cavalcade of Amusements at Mobile, Ala., and arranging for the show to again winter in that city.

Thomas J. Aiton, the old-time general agent, cards from Omaha that he is now in the advertising business there and has been off the road for five years. He was general agent for Doc Barfield's Cosmopolitan Shows for years. . . . While en route from Shreveport, La., to Pensacola, Fla., in advance of Royal American Shows recently, R. L. (Bob) Lohmar spent a day in Mobile, Ala., and visited with Louis J. Berger and Walter B. Fox at a local downtown hotel.

Halloween party was held on the Heller Acme Shows in the Rita Raye Girl Show. Attending in full costume were Carmon Del Rio as Kay Armen; Bobby McGregor as grandma, Shirley Lee as Sophie Tucker. Refreshments were furnished by George Pappas cookhouse. Decorations were by Bob Bobbette. All show personnel and ride help attended.

James E. Strates Shows has published a sparkling 1951-'52 edition of its annual picture magazine. Edited by press agent Starr DeBelle, the 32-page brochure is loaded with photos of the shows' personnel and features.

Glenn O. Case closed with the Texas Midway Shows October 6 at Grandview, Tex., and jumped to Shreveport, La., to work the State fair with a peanut concession. Following the fair he returned to his farm at Georgetown, Miss.

Col. H. G. Coffey will serve as assistant manager of the Robert Toombs Hotel, Vidalia, Ga., this winter. . . . Bertha Cohn is recuperating in Room 231, DePaul Hospital, Norfolk, Va., from two operations she underwent recently as the result of an auto accident. She acknowledges flowers and cards received from many friends. . . . Louis Augustine recently underwent an operation for cancer at Veterans Hospital, Dublin, Ga. He is in Ward 8-B.

After a successful season with Clyde Wilson's concessions, Mildred Allen has rejoined her husband, Ray, for the winter in Augusta, Ga. . . . Mrs. Rosa Boyer Andrew is reported seriously ill at the home of a niece at R. R. 1, McKinley Road, St. Marys, O. . . . Col. John Wortheimer will winter in Providence, R. I. He has been engaged as general agent for Mickey Percell's No. 2 unit which will operate thru the New England States next year. . . . J. D. McNeely, of the Dyer Greater Shows, recently met Ora Parks, general agent of King Bros' Circus, in Cleveland, Miss., and had quite a session swapping old circus yarns.

William and Joe Permenter are requested to contact their sister regarding the illness of their mother. They are asked to write to Mabel Permenter 25 1/2 Artisan Place, Houston, or put thru a phone call to AT 1623.

Recent visitors with the James H. Drew Shows were Mr. and Mrs. Herman S. List at Berrien County Fair, Nashville, Ga., where the show had a big week; Earl M.

Varner, D. N. Brown and other members of the Swainsboro (Ga.) Fair at the Metter (Ga.) Fair, and J. C. Collins, mayor of Tooca, Ga., and a old friend of owner James H. Drew Jr.

Side Show and concessions operators Jim Steinmetz and Lefty Wright are attending Hiram College and University of Toledo, respectively as freshmen. They were partners last summer in operating a two-headed calf show, 10-in-1 and stock and percentage joints with the Howard Bros., George W. Nelson and Jimmy Chanos shows. Next April they plan on taking out a small truck circus, using new rolling stock and canvas with free menagerie. They reported spending off in Minnesota the past season.

Ray Higgins, ride superintendent with the Ray Williams Shows, of Detroit, is spending a few weeks in Midland, Pa., before returning to Florida for the winter.

Eddie Cole, veteran concessionaire with a number of the big ones in the past, is now night manager of the Hotel Dennison, Cincinnati, of which his brother-in-law, Martin Irving, ex-trouper, is manager. Cole enjoyed a visit with an old co-worker, Morris Lipsky, when the latter passed thru Cincy recently.

Bill Cody has ditched his penny pitch for keeps to devote his full time to operating his three apartment houses in Toledo. He was formerly with the Ray Weer, W.B.J., Northwestern Amusement, C. G. Barkoot and Morris & Castle shows. . . . Mad Cody Fleming, owner of the shows bearing his name, visited with James H. and Eula Drew, of the James H. Drew Shows, at the fair at McRae, Ga., last week.

Tommy Sacco, Chicago booker and ride op, has moved two of his kid rides into Goldblatt's West Side Chicago department store. In addition to his Hobby Horse and Jeeps, he has booked Charles Miller's Miniature Train and Airplanes into the spot.

Dan Stover, who has novelties at the Harry Suker Park, Los Angeles, has returned to his post in a Los Angeles department store as Santa Claus for the eighth straight year. Appearing Mondays and week-ends, the stint gets to be full-time after Thanksgiving Day.

John F. Reid's Happyland Shows, which has been operating a ride unit on Detroit lots, is now completely in winter quarters at Webberville, Mich. Bill Abraham, who had eight concessions, moved to Tampa. Paul Sprague, general agent, moved to Penn Premier Shows for the balance of the season, while Russell Stager, concession op, and Mrs. Ethel Stager, secretary, went to Miami.

After spending most of the season with their custard truck on the Interstate Shows, Slim and Emma Foutz hoppedscotched to Virginia via the Johnny Tinsley and United States shows to reopen their variety store in Newsoms. . . . Playing Maui County Fair at Wailuku, Maui, T. H., with the E. K. Fernandez Circus were Chuck and Mona Martin with their age-guessing concession, and Frank Redmond and Ralph Christensen, spot joint.

Forest C. Swisher, son of Mr. and Mrs. H. C. Swisher, owners of the Parada Shows, was honored recently with a birthday party in Sedan, Kan., when the show was on the midway of the Chautauqua County Free Fair. Guests at the party in Copples' Cafe included Mr. and Mrs. Earl McReynolds, Mr. and Mrs. H. L. Daffin, Mr. and Mrs. Lester Drisdell, Mr. and Mrs. Lawrence Custer, Mr. and Mrs. Horton, Mr. and Mrs. Lamar, Tiny Mills, Mr. and Mrs. L. H. Stewart, Mr. and Mrs. Edzel, Virgil Tolly, Raymond Thomason, Al Whitlock, Mr. and Mrs. Bill Lamb, Bill Mitchell, Red Williams, Milo Lee, Mr. and Mrs. Bishop, Jake Drager and Butch Warwick.

Mrs. Ray Oakes, wife of the Chicago game dealer, has been in the East visiting relatives in Annapolis, Md., and Baltimore. She flew to Raleigh, N. C., during the fair to visit her brother, Eddie Edwards, former electrician on the World of Mirth Shows, and now superintendent of maintenance at North Carolina State Fair. Following her Raleigh visit, Mrs. Oakes headed for Miami to visit Ann Roth.

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Want: **POP CORN TRAILER**
The very best—Not interested in junk. Must be glassed all around. ATTENTION, MR. STONE. Do you have a unit for sale?

Want: **FRENCH FRY POTATO TRAILER**
The very best—Not interested in junk. Must be of striking design and contain best of equipment.

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Would like to hear from Showmen with new ideas. Will also place 2 Grind Shows of merit.

RIDES: Will place one new Major Ride not conflicting. Also will place Glass House or Fun House.

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WE HAVE 120 Number RAFFLE WHEELS

ON HAND FOR IMMEDIATE DELIVERY
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Late '47 No. 16 Ell Wheel, white metal seats, 15 horsepower electric motor, outside circle, center star; one 3-Abreast Parker Merry-Go-Round, large horses; one 2-Abreast Parker Merry-Go-Round, medium size horses.

Lone Star Amusements
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Concessions of all kinds. Agents for Count Store and Pin Store.
Foreman for Chairplane and Ride Help on all Rides.
Want Girl Show, Musicians and Performers for Minstrel Show. Will book Shows not conflicting; have some outfits.
Geneva, Ala., this week; Florida, Ala., next week.

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Life-size figures of internationally famous and notorious kings and statesmen and an exceptional assembling life and death masks—everything made by first-class artists.
THE WAXWORK SHOW OF DENMARK
c/o Frode-Jensen & Son
Charlottenlund, Copenhagen

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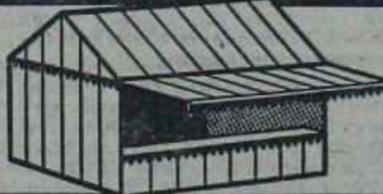
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RIGHT NOW!

—turn to Page 63

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PENNY ARCADE FOR SALE

Will sacrifice this complete Arcade and transportation—consisting of 65 legal, mechanically sound machines, 50 ft. flange front, all illuminated with "dancing" incandescent lights, 20x260" top, fluorescent lighting in interior, 3 K.W. booster, '48 Chev. Tractor, like new, with 2-25 tires and 2 speed axle; 24 ft. Highway Trailer with special Penny Arcade painting. Many extras including money changer, Wurlitzer amolifier, speaker, etc. \$5,000.00 cash my price.
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Club Activities

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, Nov. 3.—Members of the Pacific Coast Showmen's Association heard plans for the coming year-end social events, committee reports, and paid tribute to a departed brother, John (Spot) Ragland, at the regular weekly session Monday night (29).

With M. J. (Mike) Doolan, president; Louis Manly, secretary, and Al Weber, treasurer, on the platform, the meeting was called to order with a salute to the flag. Following this, lights were dimmed in silent tribute to the late Spot Ragland.

Communications included a letter from Mrs. Thomas Murray expressing appreciation for the floral offerings at the funeral of her husband. A letter was read from George A. Hamid Sr., in which he asked that PCSA name a representative for the National Showmen's banquet at the Hotel Astor.

John W. Howell, Louis Barta, Gene Dauer, Richard Thornton, Bert Smith, Charles Markland and Turk Jr. Graff were received into the membership.

Hunter Farmer, who has declined chairmanship of a committee because of trip east, was given a rising vote of thanks for his co-operation and hard work for the club, particularly this past year.

Introduced and welcomed back to the club were Pfc. Red Dauer, Bud Douglas, Charles Walpert, Blackie Stein, Ray Holden, Moe Levine, Butch Cohn, Hunter Farmer, Carl Wiebte, Manny Skillman, Jack Kinkaid and Buck Buckley.

Max Goldstein, Leo Godfrey, Clyde Gooding and Ted LeFors were reported on the sick list. Gooding, injured in an auto accident, is in the Glendale, Calif., Sanatorium.

Regular Associated Troupers

106 E. Washington, Los Angeles

LOS ANGELES, Nov. 3.—After the nomination of officers for the ensuing year, the next on the agenda is the Home-Coming Party, November 15, in the clubrooms. The bazaar also will be held that night. This year Larry Nathan, who is the nominee for first vice-president, will give the food for the evening. He also will furnish music for dancing. Babe Miller, chairman of the bazaar, gave a party for the benefit of the bazaar last week in San Diego.

The club was saddened by the passing of John (Spot) Ragland, one of the charter members, October 24. On October 25 the org held a Halloween party in the clubrooms. Special prizes were donated by Nancy Meyer, Helen Smith, Florence Lusby and Tillie Palmateer. Pumpkin pies were brought by Billy Backman, Jennie Reigel and Larry Nathan. Assisting during the evening were Harold Robideau, Lucille Dolman and Eve Scott.

Hot Springs Showmen's Association

310½ Central Ave., Hot Springs

HOT SPRINGS, Nov. 3.—Clubrooms have been renovated. As President Fairly has not come in yet, meetings were conducted by Vice-President Harry Zimdars. Among early arrivals here were Mr. and Mrs. Al Baysinger, Mr. and Mrs. Clayton Holt and Mr. and Mrs. Buck Reger. The auxiliary, under direction of Mrs. Harry Zimdars and Mrs. Caroline Holt, prepared and served luncheons after the meetings. Among visitors to the rooms were Patty Conklin, Max Goodman and a number of personnel of the Wallace & Clark Circus, wintering here.

Arizona Showmen's Association

216 W. Washington, Phoenix, Ariz.

PHOENIX, Ariz., Nov. 3.—The first meeting was called to order, with President P. W. Siebrand presiding. Eighty members were present and Don Hanna, treasurer, reported that the several funds of the club were in good financial condition. Various discussions were made in reference to the banquet and ball, and the following committee was appointed by President Siebrand to arrange details: Mrs. Janell Siebrand, chairman, with the following members to assist: Harry Lucas, Mrs. Betty Wilson, Mrs. Hiko Siebrand, Harry L. Gordon and Mrs. Betty Hicks.

New members elected to membership were Fidel Gutierrez, L. H. Dickings, Al Pennington, Daniel Donahue, Don Black, Vance and Cleo LaJune, M. Frantz, C. Eddie Rood, Arthur Hutchinson, F. E. McKinney, L. C. Clyde, Monty La Maize, George Chadwick, Eva Chadwick, John W. Howell.

The sick committee reported Hiko Siebrand improving. Louis Block entered Santa Monica, Calif., hospital for surgery.

Visiting showmen and their wives attending the meeting were Ted La Fors and Joe Krug, past presidents of the Pacific Coast Showmen's Association; Orville Crafts, Harold Mook, Roger Warren, Jimmie Lantz, Crafts 20 Big Shows; Arthur Hockwald, Kenny Drake, Louis Reingol, circus agents; Mr. and Mrs. Friedenheim, Al Fisher, Mr. and Mrs. Harry Rogers from San Antonio. Talks were given by the visiting showmen, and Mr. and Mrs. Prather arranged for and served a buffet lunch. Mr. and Mrs. John M. Stone arrived in Phoenix for the winter, and Harold Dwyer returned from a deer hunting trip. Dallas McArthur won the pot of gold.

Showmen's League of America

170 West Washington, Chicago.

CHICAGO, Nov. 3.—Attendance at the regular meetings is on the upturn as more members come in off the road. President Lou Keller was in the chair at the Thursday (1) meeting, assisted by Treasurer Walter F. Driver, Secretary Joe Streibich and Past President Ernie Young. Meeting skedded for November 22, Thanksgiving Day, has been postponed to Saturday, November 24.

Remittance received from James P. (Jimmy) Sullivan from the sale of award books totaled \$750. Elected to membership were Pete Catteano, Dean Elliott, James V. Knight, Bob Kelly, Otto A. Schweppe and William R. Yonan, for a total of 55 new members this year.

Charles Miles is in Alexian Brothers' Hospital here; Jack Hawthorne at Hines (Ill.) Hospital, and Dave Picard is still confined to his room in the Lincoln Hotel. Frank Ehrenz is on the mend and attended the meeting.

Members at their first meeting of the season included Louie Berger, Bert Cima, Ernie Young, Joe Pavese, Joe Taylor, Dave Golden, Chick Schloss, George B. Flint, Oliver Barnes, Solmie Wasserman, Rev. Marcell La Voy, Abe Raymond and Arthur Morse.

Action has been taken to increase President's Party price to \$5 per plate due to higher costs. The party will be held November 25 with memorial services the same afternoon. Annual meeting and election will be November 26, banquet and ball on November 28, and installation of officers the following night.

Visitors included William E.

Missouri Show Women's Club

415A Chestnut St., St. Louis

ST. LOUIS, Nov. 3.—First meeting was held October 25. In attendance were Nora Gdynia, Clara Campbell, Madaline Beckman, Peggy Grimm, Faye Davis, Verna Schantz, Norma and Gertrude Lang, Minnie Quillon, Mary Russo, Arlene and Teresa Sidenberg and Verdia Aschenk. Buffet lunch was served by Nora Gdynia, assisted by Faye Davis. On rostrum were Teresa Sidenberg, second vice-president, in absence of President Estelle Regan, still out of the city; Verna Schantz, secretary; Norma Lang, treasurer; Clara Campbell, sergeant at arms, in place of Gertrude Donnelly.

Jeanette Hart, in St. Luke's Hospital, is expected home in a few days. Daisy Davis also is on sick list.

First prize, donated by Lotis Francis, was won by Mary Russo, and door prize donated by Ida McCoy, won by Verdia A. Schenk.

National Showmen's Association

1564 Broadway, New York

NEW YORK, Nov. 3.—President George A. Hamid reports that he is lining up a top program for the 14th annual banquet, to be held Wednesday night (21) at the Hotel Astor, here.

Election of officers will take place Monday (19), and open house will be staged Tuesday (20). Past president Jack J. Perry will be honored the latter night. Sympathy is extended to Jack Schenck, whose father died recently.

President Bernard Allen flew in from the South this week, took up matters pertaining to the banquet and year book, and planed back again. The club rooms have been redecorated, and Frank (Shrimpie) Rappaport has reopened his lunch room. Recent visitors included William Glick, Max Miller, J. F. (Irish) Horan, Frank Capell, Frank Meyer, George Siegel, Aaron Hymes, Samuel Karp, Leonard Traube, Charles Ryan, Sidney Roemer, William A. Mariash, Henry Kaufman, Charles Padrone, Frank Rossi and Sam Miller.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Nov. 3.—The first regular meeting of the fall season was called to order by President E. H. Hugo, with Secretary Al C. Wilson on the rostrum. Register showed 42 members present. Hugo has 50 new members to his credit, and George Howk turned in a life membership of Carl J. Sedlmayr Jr.

Banquet and ball committee chairman, F. W. Warfield, stated that the event will be held as usual New Year's Eve in the Georgian Rooms of Hotel Continental.

Frank Capp has returned from a vacation trip to the West Coast. While in Los Angeles, he was the guest of Cecile B. DeMille and Ted and Marie North. Sammy Ansher is in from the West Coast and will remain until after the holidays. Ellis White is in from the South. George Carpenter, treasurer, is expected back soon. Club voted to make George Elser a life member.

Saunders, Andy Allen and Lester J. Davis.

Ladies' Auxiliary

Auxiliary held its second meeting of season October 18 at Hotel Sherman, with Lillian Glick, presiding. Nominating committee presented their ticket for the ensuing year. Mrs. Keller, chairman of the ways and means committee, reported money for the books coming in okay. Mrs. Belden will be hostess at the next meeting. Instead of the regular bunco party, members and friends are welcome to chat, play cards, bunco, etc. Prize, donated by the president, was won by Edith Streibich, and one by Mae Taylor was won by Lucille Hirsch.

Fun Units Harvest \$\$ in Dixie

• Continued from page 62

glitter for everyone to have shared. If operators didn't get rich, most at least got well.

Biggies Lick Costs

The biggie railroading units prospered despite advancing costs, especially transportation, which still threaten to become a Frankenstein that will put the choo-choo boys back on rubber tires. Motorized units had to weather similar problems, geared to their size. Unlike last season, when bank rolls ran out for many, the casualty list this year is happily at a minimum.

The James E. Strates Shows played the big one at Raleigh with earnings running well above the \$100,000 mark. Coupled with that was a lucrative run at Charlotte and a handful of other annuals that kept the big one from facing any hungry weeks.

The World of Mirth Shows packaged its big Dixie date last week at Columbia and sewed that key spot up for next year. Its other dates came thru as expected with the exception of Winston-Salem, N. C., which battled near-frigid night tempera-

tures on a new grounds. While Winston-Salem stood up, looked-for increases failed to materialize.

Cetlin & Wilson had a string of happy and lucrative stands at Richmond, Spartanburg, S. C., and Macon, the latter spot played only last week and re-signed at the time for '52. Principal seasonal gains have probably been registered by Cetlin & Wilson among the biggies with the best still date trek in years aiding materially.

Cavalcade of Amusements its first Southeastern appearance at fairs did well, with Atlanta reported big and Wilson, N. C., and Orangeburg, S. C., good, although a bad move cut the working time short at the former.

Fairs, always important in the economic welfare of shows, were even more important this term as the result of a very spotty still date season, occasioned in large part by unfavorable weather.

Strates Gets Boom Takes At Charleston

CHARLESTON, S. C., Nov. 3.—With shipyards again going full blast and the town filled with sailors, business here for the James E. Strates Shows was on a boom-town basis. Monday (29) gave the midway its best opening night in years, with a big children's day gross Tuesday (30) that topped all former marks for the day since the end of the war. By week's end indications were that the gross for the date would continue considerably ahead of 1950.

The date next week at Jacksonville, Fla., will be extended to include Monday (12) to take advantage of an Armistice Day celebration. Shows have scored successes thruout their entire route of Southern fairs.

American Carnival Ass'n, Inc.

By MAX COHEN

ROCHESTER, N. Y., Nov. 3.—Program for the Association's 18th annual meeting in Chicago during the outdoor conventions will be as follows:

Monday, November 26—Meeting of general counsel and associate counsel at 1 p.m.; meeting of the membership, 4 p.m.

Tuesday, November 27—Meeting of railroad show owners and managers, 10 a.m.; meeting of the membership, 2 p.m.

Additional sessions, if required and authorized, will be on Wednesday and Thursday at 2 p.m.

Wheeler-Pitman Fairs Up 10-15%

CHICAGO, Nov. 3.—Grandstand attendance at Mountain State fairs serviced by Wheeler-Pitman Theatrical Agency, Denver, this year, was anywhere from 10 to 15 per cent above 1950, according to William Wheeler, manager, who with Mrs. Wheeler was in Chicago this week seeking talent for next year.

The agency, which supplies grandstand revues and variety acts to annuals within a radius of 500 miles of Denver, provided shows for 31 fairs this season. Wheeler, who travels between fairs in his own airplane, looks for 1952 to be an even bigger year and expects to add several more fairs to his route.

Wapakoneta, O., Preps Centennial

WAPAKONETA, O., Nov. 3.—Auglaize County Fair is already prepping for its 1952 annual, which will be the fair's centennial, according to Harry Kahn, secretary.

Dates of August 3-8 have been set and all buildings are being painted with a new horse barn skedded for completion by next year.

Two representatives from each of the county's townships will serve on a special board for the centennial fair.

From the Lots

Page Bros. No. 2

BOONEVILLE, Miss., Nov. 3.—

This was the first spot for the org in this State. Phil Rocco has joined with five concessions; Pat McCarthy, three and Girl Show; Roy Cook, Girl Show; Gus Mitchell, two concessions; Blacky Wilson, cookhouse. B. Hoyen has framed another concession, he now having six. Rides and show fronts are being repainted. A new truck was delivered in Henderson, Tenn.

Staff: E. A. Chapman, manager; B. Morgan, secretary; Vic Murphy, business manager; Frank Hunter, electrician; Earl Lane, ride superintendent; Bubbles Morgan, lot man; W. E. Page, assistant lot man. Visitors: Tex Coneham, Jim Odell Jr., and Steve Johns.—E. A. CHAPMAN.

Bomb Plant Booms

• Continued from page 69

reportedly accounted for a 100 per cent turnout of Exchange Club members. Casper provided an Italian cuisine, for which he is noted, having operated eateries in Atlantic City and Baltimore.

Bergen said his winter quarters building plans are extensive, with work scheduled to begin shortly after the season ends next week at Savannah, Ga. Considerable oak lumber was purchased some time ago to allow for proper seasoning. It will be used to redeck flatcars and for construction of new wagons.

New Features Sought

Line-up of attractions for next year is already being planned, with some units set now. Bergen said that several major changes would be made, but plans are now only in the preliminary stages. Static route played by the shows, with major changes occurring infrequently, necessitates the addition of new major show features annually, Bergen said.

With a 1952 fair route virtually set, Bergen said more thought would be given this year to the securing of still dates, with activities along these lines scheduled to start earlier than usual. Spring dates, like the shows' fair route, has been rubber-stamped for a number of years.

Coast Orgs

• Continued from page 69

sales, Hunter Farmer, Virgil Latiker, Harry Lewis; entertainment, Buster Odle, Al Lindenberger; refreshments, Johnny Miller and his West Coast cookhouse crew; refreshments, Isabel Myers, Margaret Farmer, Leona Cook and Lillian Schue. A special committee which included Barbara Helwig, chairman, Patty Cook and Shirley Snobar was also active. Al Rodin and Bobby Cohn handled the press. Harry Myers was sergeant at arms.

At the local benefit, Helwig, Exposition's manager and Everett W. (George) Coe, West Coast business representative and PCSA past-president, talked briefly.

Others participating in the event were Harry G. Seber, Charlie Walpert and Nathan Cohn.

because **TIME** is short—

... and you **MUST ACT PROMPTLY** if you want to take advantage of a **GREAT SALES OPPORTUNITY . . .**

—turn to Page 63

RIGHT NOW!

Heavy Rains Hit Elberton

ELBERTON, Ga., Nov. 3.—The worst spell of weather in several years cut heavily into attendance at the Elberton Fair here this week. Based on the experiences of other fairs and the Anderson (S. C.) Fair, which he also manages, I. V. Hulme was looking forward to a near-record run.

However, rain has hit on every day since the opening last Monday and it is unlikely that losses can be made up today, even if excellent weather prevails.

Ross Manning Shows on the midway reported earnings under expectations because of the bad weather. The shows are making their first appearance here.

Food Spots Open At Conn. Beaches

FAIRFIELD, Conn., Nov. 3.—Park commission here is preparing details in connection with the leasing of food and merchandise concessions at Jennings, Sasco and Southport beaches. Chairman Frederick D. Fish announced this week.

In line with a town meeting recommendation made two years ago, the committee will seek bids for the leasing of stands, which have been operated for the past two seasons on a nominal rent basis. Present stand owners will have the right to submit bids, and if they are unsuccessful they may sell them to the successful bidders or remove them from the land.

Detroit Spot Ponders Plan For Ballroom

DETROIT, Nov. 3.—Opening of a ballroom is the major item under consideration at Edgewood Park as an expansion program moves into its second season. Milton Wagner, manager, said the idea has not yet been given a final okay and that it would involve a major reorganization of the spot's attraction policy. Edgewood has not operated a ballroom for a dozen years.

Already on order is a new Kiddie Coaster, to be installed by the B. A. Schiff Company. Reconstruction and modernization of the Bug, one of the leading standard attractions at the park since it was opened 27 years ago, already is under way.

Old Autos Draw Crowds to Tivoli

COPENHAGEN, Nov. 3.—Tivoli Park was the center of unusual post-season activity October 20, as the park was used for an exhibit of ancient vintage autos and its big Wivex Restaurant was taken over for the afternoon and evening by the American Tobacco Company, which threw a banquet in honor of its 50th anniversary in Copenhagen and to celebrate the moving of its big plant into new quarters.

Thousands of people were drawn to the park by the parade and exhibition of a lot of very old American, French and English cars, some of which came from England and other distant points to take part in the road test across Denmark sponsored by the Danish Royal Auto Club.

In addition, June Richmond, the American singer, continues to draw full houses in Stig Lommer's revue in Tivoli's Glass Hall.

NEW USE FOR WATER

RALEIGH, N. C., Nov. 3.—One of the problems encountered in planning the State Fair's \$1,353,051 Coliseum, on which construction has already started, was the manner in which it could be cut off from U. S. Highway 1, on which it fronts, during fair week and on other occasions, without the use of fencing, or other devices, that would detract from its beauty. While planners could only offer various types of permanent and portable blockades, Dr. J. S. Dorton, fair manager, hit on the unique idea of using a screen of water that will rise from closely spaced nozzles and effectively bar the way. The water mist will add, rather than detract from, the esthetic quality of the edifice, especially since colored floodlights will play on the spray at night.

Carroll Back From Europe

AGAWAM, Mass., Nov. 3.—Edward J. Carroll, president of the National Association of Amusement Parks, Pools and Beaches and owner-manager of Riverside Park here, was working this week on details of the association convention to be held in Chicago at the end of this month, following his return from a European trip.

Carroll and his press relations chief, Harry Storin, landed in New York October 28 on the Queen Elizabeth from a month-long tour of England, Ireland and France. Carroll was highly pleased with his survey of amusement facilities in Britain and said that a number of European showmen had accepted his invitation to visit the convention, November 25-28.

Carroll will leave shortly for Chicago to confer with Paul H. Huedepohl and various committee chairmen on the meeting.

MacLeod, Alta., Rodeo Nets \$1,490

MACLEOD, Alta., Nov. 3.—Annual report of the Macleod Stampede Association, as prepared by Charles Mason, treasurer, disclosed that a net profit of \$1,490 was made on operations of the '51 show. In addition to the buildings and bleachers at the grounds, the association now has a reserve of approximately \$3,000.

Receipts were \$11,690 and expenditures \$10,201. Macleod will hold no show in 1952 but will cooperate with the Claresholm Stampede Association in the staging of its rodeo on the dates formerly used by Macleod for its show.

Dan Boyle is president and Al Millar secretary of the Macleod Stampede Association.

Cpl. Jack Avery Killed in Korea

NEW MIAMI, O., Nov. 3.—Cpl. Jack Avery former fair and carnival worker in Southern Ohio, was killed in action during the battle of Heartbreak Ridge in Korea September 19, his parents, Mr. and Mrs. A. S. Avery, announced here this week.

Avery served with the 23d Infantry Regiment as a machine gunner. He had been in Korea since May 20.

Surviving are his widow, Patricia; a son and his parents.

N. Y. Zoo's Panda Dies

NEW YORK, No. 3. — Susie, the Bronx Zoo's only giant panda, was found dead Wednesday (31) in a shallow pool of her outdoor enclosure. Cause of death was not immediately discerned. The animal was 11 years old and weighed 360 pounds. Zoo officials said that she was fed early Wednesday morning and seemed in good condition at the time. Death came 20 minutes after feeding. The animal was given to the zoo by Madame Chiang Kai-shek, and the only other pandas known to be in captivity are a male at the Brookfield Zoo, Chicago, and a female at the St. Louis Zoo.

CIRCUS-VAUDE TURNS

Imports Tag 395G Plum in Denmark

COPENHAGEN, Nov. 3.—Denmark, in comparison with its size, spends a large sum of money on imported circus, park and cabaret acts each year. Total sum expended thruout the country on such talent from January 1 thru October 31 this year was 2,729,720 kroner (\$395,809.40). Practically no big-salaried name acts are used there in the fields covered by this article, but practically all acts brought in are good standard circus or vaude acts.

No concert artists or musicians, unless brought in as a revue or cabaret act, are included in this listing. Neither are artists from Sweden who require no labor permit to work in Denmark. Many American musicians and singers, such as Hazel Scott, Josh White and Hot Lips Page, as well as several American opera singers and concert pianists, have worked here this year, but their earnings are not included in this summary.

An accurate account of all engagements and salaries of foreign acts is kept by the Danish Artists' Federation, which acts in an advisory capacity to the local police department in passing on all applications for labor permits of artists in the circus, vaude or cabaret categories. Figures quoted here are from the DAF books.

Circuses Head List
Denmark's circuses head the list of buyers of foreign talent, with a total expenditure of 1,395,650 kroner (\$202,369.25) for the entire country, including 401,000 kroner (\$58,145) spent by Circus Schumann, largest single purchaser of foreign acts.

Tivoli, or amusement parks, due to their short season of four months, expend a smaller total on foreign acts but actually use a large percentage of such acts on their programs. Parks thruout Denmark this past season spent 261,210 kroner (\$37,875.46) on foreign talent. In Copenhagen, the midtown Tivoli's budget for alien acts was 71,000 kroner (\$10,295), while the large number of show operators at this city's suburban fun spot, Dyrehavsbakken, used 113,675 kroner (\$16,482.88) worth of foreign talent.

Cabaret and vaude spots in Copenhagen spent a total of 686,795 kroner (\$99,585.28) on foreign talent during the first 10 months of 1951, while those in the provinces of Denmark spent 235,535 kroner (\$330,926.68). Bars and small dance spots using acts spent 78,040 kroner (\$11,315.80) for foreign entertainers.

Revue Use Acts
Revue in Copenhagen and the provinces also use a fairly large amount of foreign talent, mostly singers or dancers, such as the Merry Macs and June Richmond, who have chalked up long runs in Copenhagen revues this season. Such revues spent a total of 72,490 kroner (\$10,509.05) on foreign talent up until November. It must be borne in mind that the singers mentioned here have also been able to cash in on disks they have

recorded for Danish platter concerns and which have large sales here.

In conclusion attention should be given to the fact that no income tax is levied on foreign artists working here nor are they forced to join any union. However, most foreign acts working here join the DAF for the duration of their engagements in Denmark as dues are only five kroner (about 75 cents) per month. Circus engagements are usually for the entire season, while park and cabaret dates are for a full month in Copenhagen and usually for two weeks in other cities of Denmark.

Rodeo Gets 50,000 At Pasadena, Tex.

PASADENA, Tex., Nov. 3.—Attendance at the second annual Pasadena Live-Stock Show and Rodeo, which closed Saturday (27), topped last year by 50 per cent with an estimated gate of 50,000. Show was sponsored by the Pasadena Livestock Show and Rodeo Association, affiliated with the Chamber of Commerce.

The rodeo, a Thomas and Lipton production, was a sellout for all five performances. Prize money exceeded \$2,000 and all entrants were SRA members.

Manager Jim Onorato of Steeplechase (N. Y.) Park recently spent his annual vacation on a week-long tour of the South. Lorraine Bramble, secretary at Steeplechase, did not fare as well. Nine of her 11 days of vacation were spent battling an attack of neuralgia.

DOG SHOWS

CALIFORNIA
Fresno—Nov. 18. Mrs. I. Auld, 1412 Vagades Ave.
Ventura—Nov. 18. Mrs. G. Greenburg, Camarillo, Calif.

ILLINOIS
Chicago—Nov. 18. Mrs. A. Glass, Northbrook, Ill.
Chicago—Nov. 17. C. Brinkman, 6413 B. Hoyle Ave.

MASSACHUSETTS
Boston—Nov. 11. E. Treanor, Everett, Mass.
Boston—Nov. 17. Foley, 209 Ranstead St., Philadelphia.

NEW JERSEY
Newark—Nov. 18. Foley, 209 Ranstead St., Philadelphia.
Teaneck—Nov. 17. Foley, 209 Ranstead St., Philadelphia.

NEW YORK
Albany—Nov. 25. Foley, 2099 Ranstead St., Philadelphia.
Syracuse—Nov. 11. Foley, 2099 Ranstead St., Philadelphia.
Troy—Nov. 24. Foley, 2099 Ranstead St., Philadelphia.

OHIO
Cincinnati—Nov. 11. Miss B. Durstock, Covington, Ky.

OKLAHOMA
Ardmore—Nov. 8. Miss R. Lindell, Box 985.
SOUTH CAROLINA
Anderson—Nov. 7. Moss & Mulvey, Greensboro, N. C.

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FOR SALE PRETZEL (GHOST TRAIN) RIDE
in perfect running order. Can be seen in operation in Houston, Tex., at the Shrine Circus-Carnival until Nov. 13. \$2,500.00. (Transportation if wanted.)
Also MIX-UP
24 seats—perfect condition. \$500.00. (Transportation if wanted.)
Address: C. A. VERNON UNITED EXPOSITION SHOWS Houston, Texas, until Nov. 13; then Liberty, Texas (Winterquarters).

MAD CODY FLEMING SHOWS FOR SALE
Giant Sea Turtle, alive, with or without truck; some Kid Rides and couple Adult Rides. In market for new Rides and something new in Shows. Thank my committees, the patrons for a Very Nice Season. Address: Jesup, Ga. this week; then Winterquarters, Hickox, Ga.

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COMING EVENTS

CALIFORNIA
Los Angeles—Great Western Livestock Show, Nov. 23-29.

COLORADO
Alamosa—Cattlemen's 4-H Show & Sale, Nov. 14-16. Lewis High.

FLORIDA
Plant City—Junior Agr. Fair, Nov. 14-17. Wm. H. Barbour, Box 271.
Wauchula—Cucumber Expo, Nov. 12-17. Earl A. Rumbley.

GEORGIA
Atlanta—Shrine Circus, Nov. 2-11. L. P. Taylor.
Macon—Shrine Circus, Nov. 18-24. W. J. Bailey, 643 Third St.

ILLINOIS
Chicago—Internat'l Livestock Expo, Nov. 24-Dec. 1. Wm. E. Ogalvie.
Chicago—Natl. Assn. Amusement Parks, Pools & Beaches Conv. & Trade Show, Nov. 25-28. Paul H. Huedepohl, 176 W. Adams St.

INDIANA
Evansville—Shrine Circus, Nov. 19-25. Lew Petzold.
Fort Wayne—State Muck Crop Show, Nov. 6-9. Roscoe Fraser, W. Lafayette, Ind.

KANSAS
Wichita—Shrine Circus, Nov. 5-11. Jesse L. Moore, 115 N. Topeka St.

LOUISIANA
New Orleans—Orleans Parish Fair & Festival, Nov. 26-Dec. 2. Chas. Eberhardt, 1050 Bidaigo St.
New Orleans—Poultry Show, Nov. 29-Dec. 2.

NEW ORLEANS—Shrine Circus, Nov. 16-25. Michel Caplan, 1137 St. Charles Ave.

MARYLAND
Timonium—Eastern National Livestock Show, Nov. 10-16. Jos. W. Shirley Jr.

MICHIGAN
Grand Rapids—Antique Show, Nov. 14-17. Stout Service, Box 97, Vermontville, Mich.
Marquette—Antique Show, Nov. 26-28. Stout Service, Box 97, Vermontville, Mich.

MISSOURI
Kansas City—Shrine Circus, Nov. 12-18. Raymond E. Thornton, Hotel Continental.
St. Joseph—Bettler Home & Sports Show, Nov. 5-8. Benard Witt Jr., 401 N. 4th St.

NEW YORK
White Plains—Eastern States Antiques Fair, Nov. 12-17. C. J. Nuttall, 140 Clinton Ave., Dobbs Ferry, N. Y.

NORTH CAROLINA
Charlotte—Exposition & Food Show, Nov. 5-10. James B. Vogler, 206 Providence Rd.

PENNSYLVANIA
Nazareth—Farm Show, Nov. 15-17. Paul R. Seifert

SOUTH CAROLINA
Columbia—Home Show, Nov. 13-18. National Home Shows, Dallas, Tex.

SOUTH DAKOTA
Sioux Falls—Auto Show, Nov. 21-25. DeWalt T. Kieffer, c/o Argus Leader.

TEXAS
Harlingen—Valley Mid-Winter Fair, Nov. 17-24. Ed Slaughter.
Fort Worth—Shrine Circus, Nov. 16-25. Robert H. Hall, Box 1320.

UTAH
Ogden—Livestock Show, Nov. 10-14. E. J. Fjeldsted, 506 Kiesel Bldg.

CANADA
Toronto, Ont.—Royal Agr. Winter Fair, Nov. 13-21. C. B. McKee.

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QUICK WIT—HOW TO GET LAUGHS every four seconds; includes 108 sparkling remarks; \$1. Star Scenic Co., 1712 Boston Rd., Texarkana, Tex. no10

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LOW COST PHOTOMOUNTS—PRICES PER 100 2x3, \$2.25; 3x4 and 3x5, \$3; 5x7, \$4.60; 8x10, \$10.50; free samples. Penn Photo-mounts, 335 Woodland, Glendolen, Pa. no10

THE EASTMAN IMPROVED TYPE DIRECT Positive Paper available in all sizes. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. no24

8, 16, 25 MOVIE EQUIPMENT FILMS—Sale, rental; new, used; free lists; trades accepted; bought. Mogull's, 112 W. 48th, New York. no10

PRINTING

CIRCUS AND MINSTREL HERALDS—Stock cuts for them! Window Cards, Panel Dates, etc. Curtiss Show Print, Continental, O. "Since 1905." no24

DISSATISFIED WITH PRESENT LETTER-head? Want something better for less? Colorful sample assortment with choice artwork, 3¢. Roscoe Heavener, Colmar 4, Pa. no10

RUBBER STAMPS, 3 OR 4 LINES, \$1.25 postpaid; Stamp Pads, 50¢; 1,000 Business Cards, \$3. Smallwood Printery, 2715 Vine, Cincinnati, O. no17

WINDOW CARDS—14x22 AND 11x14. THE Bell Press, Winton, Pa. no24

WINDOW CARDS, PROGRAMS, HERALDS; Photo-Offset Printing. Cato Show Printing Co., Cato, N. Y. del

100 LETTER HEADS AND 100 6 1/2 EN-velopes, Hammermill Bond, five lines copy, \$2.25 postpaid. Dickover Printing-Lithography, 5233 Cleveland, Kansas City, 4, Mo. no10

SALESMEN WANTED

AD MATCHES! SELL AMAZING DESIGNS; 20, 30, 40 and 240-light book matches; bigger spot cash commissions; every business a prospect; repeat, start without experience; men, women; full, part time; buy nothing; sales kit furnished. Match Corp., Dept. D-55, Chicago 32, Ill. no10

ADV. NOVELTY FITS OVER TELEPHONE dial. Fast seller, liberal comm., free samples. Acme Mfg., 67 F Chalmers St., Boston 22, Mass. no10

UP TO \$75 WEEKLY—\$1 VALUE SAVING certificate given with beautiful 11 size Ball Point Pen; has brilliant gold tone metal cap; sample 25¢; customers buy pen to get valuable certificate; also amazing pencil writes four colors: red, blue, green, orange; sample 25¢, or eight samples, four different colors, \$1. postpaid; terrific ad-pens, four pencils, \$1. literature free. Louis Balogh, 1703D Roosevelt, Valparaiso, Ind. no17

1001 NEW AND DIFFERENT STYLES GOLD plated Scatter Pins and Earrings, \$30 gr.; for pierced and unpierced ears; sample 2¢, \$3; rhodium plated dazzling rhinestone set, \$22. 2¢. set, sample, \$4; plain and fancy Combs, \$6. 2¢; Pin and Earring Sets, gold plated, beautifully gift boxed for volume sales, \$7.20. cash with order; 25% deposit, bal. c.o.d. Berkshire Mfg., 352 Columbus, Pittsfield, Mass. no17

\$150.00 FLASH

Only \$6.65 ea.

Complete with hand and box. Brand new Swiss movement, Jeweled dial, 10K, R. O. P. case, stainless steel back, Luminous hands, dome crystal, matching expansion band, Plastic gift box.

Orders under 12 watches add \$1.00 ea. 10% deposit, balance C.O.D.

AETNA WATCH CO.
64 W. Randolph St. Chicago 1, Ill.

MORE BRILLIANT THAN DIAMONDS

RUTILE "Rutile," not an imitation diamond, but a man-made "Gem" in a class by itself. It is clear in color and has much more brilliancy than a diamond. \$10 per carat

Men's 14k gold mounting \$25 additional.
Ladies' 14k gold tiffany style setting \$12 additional

ELGIN · BENRUS · GRUEN · BULOVA · WALTHAM

WATCHES GUARANTEED LIKE NEW
For men and women, new model watches, case and dials. Reconditioned and guaranteed like new. Complete with leather straps.

Above Watch With Men's & Ladies' Sets. \$9.95

Above watch with gold plated band, tie holder and cuff links. Neatly Boxed. Heavy 1/20 14K R.G.P. rings with imitation rubies and whites that look like the real thing. Formerly sold to \$36 doz. wholesale. (Tray FREE with every 2 doz.)... Doz. \$12.95

Wholesale only—\$1 additional for samples. 25% with order, balance C.O.D. 5-day money back guarantee if not satisfied.

Rhinestone Necklace, 3-Pc. Boxed Set, \$1.95

JOSEPH BROS. 5 S. Wabash Ave. Dept. B-10 Chicago 3, Ill. **FREE** New Big 1951 Wholesale Catalog

"The Watch and Diamond House"

ZERAH BROS. Special!

EXQUISITELY STYLED LADIES DIAMOND CUT WHITE RHINESTONE WATCHES
Brilliantly studded square and Baguette cover... Rhodium finish

Beautifully styled Blue Velvet Plush Gold trim box
Retail Price Tag... \$1.00
Guarantee Certificate extra

ZERAH BROS. · 602 MISSION STREET · SAN FRANCISCO 5, CALIFORNIA
YUkon 2-0640
25% deposit with order—Balance C.O.D.

POT OF GOLD NEW BEACON LEOPARD DESIGN BLANKET

54 x 72 Packed 30 to Case
\$3.50 EACH IN CASE LOTS OF 30
\$3.60 Each in Less Than Case Lots
\$4.00 for Sample Postpaid

Case Lots of 30
No. 140 TOBAS \$3.25
No. 141 Midway 3.25
No. 145 Magnet 4.10
No. 146 Mingo 4.10
Less Than Case Lots, Add 10¢ Per Blanket.
For Sample Add 50¢ Per Blanket.

Write for our New 1951 No. 61 Catalog now. State business in first letter.

WISCONSIN DELUXE CO. 1902 N. Third Street, Milwaukee, Wisconsin

EASY TO MAKE \$18.00 PER DAY with this deal

PEARL ENSEMBLE, containing CREME SACHET, in beautiful large jar—IMPORTED SIMULATED PEARLS in graduated necklace with non-tarnishable clasp.
Packed in Plastic Jewel Case

Beautiful, sensational and practical gift package
Creme Sachet is a fragrant perfume in solid form. Imparts a radiant glorious fragrance that lasts for hours. The pearls are truly beautiful. Imported simulated pearls, uniformly graduated from 3mm to 8mm, are of a warm, rich, cream color and fitted with a filigree clasp.
Pearls are the universally accepted gift. Every lady enjoys wearing pearls and there is no finer gift for the little girl. Packed one dozen to display carton. Your cost is \$6.00 per dozen postpaid. Send \$6.00 for your first dozen. Your sale is guaranteed or your money refunded.
Note: We also supply a package in plastic jewel case containing Creme Sachet, Perfume in matching fragrance, and miniature corsage of colorful imported flowers. The price is also \$6.00 per dozen. We will be glad to assort your order if you wish. Specify your preference.

GOODIER COMPANY 400 N. Bishop Ave. Dallas 8, Texas

NEW! 1951 Catalog

SEND FOR FREE COPY TODAY

Our general catalog illustrates the most complete line of Novelty and Premium Merchandise, including Blankets, Electric Appliances, Aluminum Ware, Clocks, Lamps, and hundreds of other items.

GELLMAN BROS. 110 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

because TIME is short—

... and you MUST ACT PROMPTLY if you want to take advantage of a GREAT SALES OPPORTUNITY ...

RIGHT NOW!

—turn to Page 63

GIVE TO DAMON RUNYON CANCER FUND

Be Wealthy and Wise

11" Tall,
8" Wide



ANIMATED OWL CLOCK

White porcelainized Owl mounted on a hand rubbed mahogany finish case. EYES MOVE TO AND FRO CONTINUOUSLY. Dependable United self-starting electric clock manufactured under Westinghouse license.

A sure-fire sales winner at this low price. Satisfaction guaranteed. Must be seen to be appreciated.

\$4.95 Ea. in Samples, Doz. Lots \$5.50 Ea.

25% deposit, balance C.O.D. If not for resale, add Federal Excise Tax.

NEW FALL CATALOG NOW READY. WRITE FOR YOURS TODAY!

CUTTLER & COMPANY, INC.
998 Broadway, New York 10, N. Y.

1951's HOTTEST SELLER

A Sturdy, Precision-Made Pocket Novelty

THE FALL GUY

The little man who falls at his master's command. This clever top-hatted tippler will only obey his master's command to stand. No one else will be able to make him stand. Clever Enough To Baffle Scientists. Simple Enough To Teach to a Child. Entirely NEW principle! NO magnets, NO wires or threads. NO outside gadgets. NO skill required.

Pep Up Your Sales Easy To Demonstrate

Price: \$6.00 per doz. Sample \$1.00

25% with order, Balance C.O.D.

FOUR GUYS PRODUCTS, INC.



Stands 3 1/2" High

jobbers. Distributors—Write
601 W. 26th St.
New York 1, N. Y.



SPECIAL PROMOTIONAL OFFER!

Silco Stainless Steel Flatware

Limited supply while stock lasts. Newest and most modern designs in GLAMOUR or LIBERTY patterns.

SERVICE FOR 6, SET OF 24 PIECES, \$4.02

SERVICE FOR 8, SET OF 32 PIECES, \$5.36

Beautifully Lined Chest, \$1.10 additional.

Elgin • Bulova • Benrus

Brand new 1952 model cases for girls. Re-built movements guaranteed like new. 7 Jewel.

15-J, \$12.65. 17-J, \$14.65. 21-J, \$18.95.

• Gold Plated Stretch Band, 95c add.

• Men's Mesh & Expansion Combination Band, \$1.49 add.

• Leatherette Gift Box, 75c add.

5 S. Wabash Ave Chicago 3, Ill.

MIDWEST WATCH CO.

Attention Demonstrators and Engravers!

EXPANSION IDENTS
(IN TRANSPARENT TOP BOXES)

\$7.20 per doz.

SEND FOR FREE CATALOG STATE YOUR BUSINESS—

25% DEPOSIT REQUIRED ON ALL C.O.D. ORDERS

• KEY CHAINS (Assorted Designs) • TIE SLIDES
• IDENTS • LOCKETS • STONE SET CROSSES

Send for a \$5.00 Assortment of Boxed Merchandise Today BULK IDENTS, ASSORTED SIZES, \$10 Gross and up

FRISCO PETE "FOR SAME DAY SERVICE" Call FRANKLIN 2-2567
604-606 W. LAKE ST. CHICAGO 6, ILLINOIS

SILVER PLATED 32-PC. SERVICE FOR EIGHT

• Knives 8 Soup Spoons \$5.10 10 Sets or More
• Forks 8 Teaspoons \$5.10 10 Sets or More
• 22BB Sample Set \$5.50 Set

34-PC. SERVICE FOR EIGHT

• Knives 8 Soup Spoons \$5.50 10 Sets or More
• Forks 8 Teaspoons \$5.50 10 Sets or More
• 20BB Sample Set \$6.00 Set

Chest as illustrated No. 10BB • Each \$1.00

ROHDE SPENCER CO.
223-225 W. Madison St Chicago 6, Ill

GET READY FOR HOLIDAY PERFUME BUSINESS

Again Goodier scores with two striking and very different Perfume packages.

FLASH—APPEAL—IDEAL CHRISTMAS GIFTS

WHITE GARDENIA PERFUME—the ever popular fragrance of the beautiful flower. Packaged in tall graceful 2-oz. round bottle, with large wood cap. Truly a beautiful package of great appeal. Your cost is only 38c each.

GOLDEN MOMENTS PERFUME—another sensational package. Tall 2-oz. bottle with large wood cap and packed in gold and black set-up carton of rich appeal. Your cost is only 48c each. Coupons and mats supplied on Golden Moments only.

Direct Salesmen, Crew Managers, Specialty Workers, don't overlook these perfume packages. They will add many extra dollars to your Christmas bankroll.

Samples of both White Gardenia and Golden Moments Perfume mailed postpaid for \$1.00.

GOODIER CO., 400 N. Bishop, Dallas, Texas

COMPLETE REVISED CATALOG
No. 512 Being Mailed Out
Write for Your Copy Today

Be sure and mention your type of business so as to get proper listing. We have a most complete line of all Carnival Games and Merchandise for immediate shipment.

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

SCENERY & BANNERS

NIEMAN CARNIVAL, CIRCUS BANNERS—The best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago, CA 6-2544. no17

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, DESIGNS, Colors, Needles, Outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 43rd St., Los Angeles 3. no17

TATTOO OUTFIT FOR SALE—5 machines, 24 sheets of designs, stencils for same. Like new; everything complete. Ted Hamilton, 503 6th St., Peoria, Ill.

WANTED TO BUY

FROG SUIT—WITH OR WITHOUT HEAD, new or slightly used. John W. Johnson, 126 Magnolia Ave., Jersey City, N. J.

FURNITURE TYPE SEMI VAN—ADVISE full length, price, condition; can also use tractor. Pete Sevlch, R. 2, West Middlesex, Pa.

KIDDIE BOAT AND MERRY-GO-ROUND. Box 359, Hicksville, L. I.

WANTED—GOOD MERRY-GO-ROUND steam engine; 2 cylinder; workable condition; to preserve for relic. Gaines, Glenview, Minn.

WANTED TO BUY—KIDDIE RIDES. C. Krug, Route 1, Box 263, Toledo 3, Ohio.

WILL PAY CASH FOR KID RIDES IN good shape; no junk. What have you? Stan Roy, 326 N. Charles St., Baltimore, Md.

HELP WANTED—ADVERTISEMENTS

RATE—15c a Word Minimum \$3

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

BASS, GUITAR OR DRUMS, BALLAD voice for traveling combo; send full information, photo if possible, to Hank Needham, 344 W. Monument Ave., Dayton, Ohio.

COMEDY M.C.'s, COMEDienne, STRIPS, girl dancers, vocalists, come in; send photos; comedy trios, Jaycee Penny, 100 Grand, 4-1677, Waterbury 2, Conn. no10

COULD YOU BOOK HIGH-CLASS AMATEUR shows for America's foremost and best known producers? If so, you can make real money and have pleasant work and fair treatment with Old Redpath-Horner Chautauqua Company in business successfully 46 years. Write us air mail, 3419 Broadway, Kansas City, Mo.

DRUMMER—\$100 A WEEK ENTERTAINING trio; start Nov. 15; write qualifications; must be 2 beat. Orchestra Leader, Southland Nite Club, Wichita, Kan.

DRUMMER-TRUMPET MAN FOR ESTABLISHED tenor-styled territory band; traveling by car. Contact Jess Gayer's Orchestra, 2023 N. Huston, Grand Island, Neb.

FOREMAN TO TAKE CARE OF KIDDIE-land; must know punk rides; sober and reliable; essential; year round work. G. Manly, 1002 N. Rolling Road, Baltimore, Md., 28.

GIRL MUSICIANS—IMMEDIATE OPENING; steady work. Box C-481, c/o Billboard, Cincinnati, Ohio. no10

GIRL PIANIST WANTED FOR ESTABLISHED entertaining trio; \$110 per week; send photo, age, etc.; Combo Leader, 2905 Virginia, St. Louis, Mo.

GIRL PIANIST—STEADY WORK; GOOD salary; with traveling all girl combo; must read, fake; sober, reliable, neat appearance. Joan N. Turner, Silver Moon Club, Alexandria, La.

LATIN-AMERICAN DUO, BLUES SINGER and accompanist; strips, exotics; colored trio; send glossies; experience. Frank Reall, 4027 Manordene Rd., Baltimore 29, Md.

LEAD ALTO AND BASS MAN—STEADY salary; headquartering territory band. Bennett-Green Orch., Rochester, Minn. no10

LEAD TRUMPET, TENOR SAX, PIANO, Drummer who plays typical Latin; tenor band; locations; no drinks; state minimum. Box CH-142, c/o Billboard, Chicago. no10

MAC JOHNSTON WANTS MAN OR WOMAN interested in earning \$198-\$230 weekly. Free to travel; must have car; no commercial selling; no lay-offs; all who know me write. 3419 Broadway, Kansas City 2, Mo.

MUSICIANS—ALL INSTRUMENTS FOR prominent dance band reorganizing; salary, steady employment without lay-offs. Box C-484, c/o Billboard, Cincinnati 22, Ohio. no24

NEED ALTO, DOUBLE BARITONE, ALSO Trombone and two beat Drummer; state experience; no lay-offs. Buddy Bair, Box 113, Phone 7272, Colome, S. D. no17

NEED COMMERCIAL PIANO MAN IMMEDIATELY 3rd tier week. Bob Summers, care Mound City Hotel, Mound City, Ill.

PIANO, STRING BASS, LEAD ALTO WITH Sammy Kaye-type tone for commercial. two beat, semi name Midwest band; state previous bands, etc. Box CH-143, care Billboard, Chicago. no24

VOCALIST—DANCE BAND; POPULAR some Jewish; 4 nights weekly, \$40. Mail Box 692, The Billboard, 1564 Broadway, N.Y.C.

WANT TO START NOV 25—SOCIETY Drummer who sings; established trio; locations only; details, photos to Jerry Gilbert, Box 312, Excelsior Springs, Mo.

WANTED—MUSICIANS FOR MUNICIPAL band. Will find full time work for you as hand work only part time. State all qualifications. Marvin Keck, Sec.-Treasurer, Rapid City Municipal Band, 818 Clark St., Rapid City, S. D.

WANTED FOR SKATING RINK—HAM-mond Organ and Player; will pay salary and commission. E. F. Hutchins, 321 C Ave., Lawton, Okla. Phone 483.

WANTED—PERSON WITH CASH, EQUAL split for financing attraction; novel high act or trapezing bar act; prefer an experimenter, but anyone will be welcome. Louis Ozvirk, 513 N. State St., c/o Mr. Rodak, Chicago, Ill.

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

CIRCUS & CARNIVAL

CLOWN—WHITE FACE, DOES MAGIC, Juggling, Punch and Judy. Ray Brison, Chambersburg, Pa. no19

MISCELLANEOUS

ALL-ROUND ENTERTAINER—OPEN FOR engagements around New York City at clubs, cafes, private parties; concert harmonic player and automatic harpist. Charlie Murphy, P. O. Box 188, Cooper Station, New York 3, N. Y. no19

AT LIBERTY—THE TWO WILLARDS; horizontal bars; available for indoor circus or outdoor celebrations, fairs or any show. Permanent address, Willard G. Billing, 113 Court St., Beatrice, Neb. no10

BOOK BOB TOMLINSON—ONE MAN Vaudeville Show; juggler, ventriloquist, magician, rope twirler, accordionist; for all occasions. 162 North State, Chicago, Ill. Tel. Dearborn 2-2734 de22

GRADUATE BUSINESS STUDENT WITH Bachelor Arts Degree, desires position with high-class firm, summer months and after graduation, January, '53; drive, outdoor work, but prefer administrative end; care travel background and references furnished. L. Gilman, 292 Waverly Ave., Syracuse, N. Y. no10

HEAD, ACT! BUY YOUR XMAS ANIMAL Act now! Save disappointment later! Contact Sylvia's Mischief Makers, Room 434, Baites Hotel, Fort Wayne, Ind.

MUSICIANS

A-1 COLORED ORGAN STYLIST—DESIRES spot in metropolitan area of New York City. Have own organ; union 802. Reginald Smith, 105-14 32d Ave., Corona, L. I., N. Y. Illinois 7-3118 no10

ARRANGER-TENOR ALTO, CLARINET, doubling flute; band or combo, jazz or commercial musician. Camp Joy Cabins, Buddy Beck, Ottumwa, Iowa.

DRUMMER—15 YEARS' ABILITY; READ-ing shows; all Latin-American; commercial-society beats; available two weeks' notice; car. Chuck George, Kickapoo Courts, Bossier City, La.

EXPERIENCED PIANO MAN—UNITS, clubs, etc.; all essentials; dependable. Box C-464, care Billboard, Cincinnati, O. no17

LEAD ALTO, CLARINET, FLUTE, TENOR; name band experience; desire jobbing in or out of good locality. Box 2C-476, c/o The Billboard, Cincinnati 22, Ohio. no17

ORGANIST—JUST CLOSED TOP-NOTCH night club engagement; superb dinner and dance music; six years in BRKA city rink; large library music; all latest music; perfect rhythm references; union; resting at farm; available about third week November. Write composition, all answered; positively professional and tops; so must the citizen. Terrell, Mo.

STRING BASS—AVAILABLE IMMEDIATELY; age 26; single; sober; draft exempt; some name experience. Joe Pressprich, 5129 N. Sheridan Rd., Chicago 40. no17

TENOR AND CLARINET—SECTION ONLY, good reader; draft exempt. Box C-483, Billboard, Cincinnati, Ohio. no24

VIOLINIST—FORMERLY WITH TOP name bands; combo or section work; good appearance; reliable; can handle vocals; will furnish references; orchestra considered. Wire or write Musician, 1015 Junior St., Lake Charles, La. no17

TROMBONIST—EXPERIENCE WITH NAME

and semi-name; have car; consistent high range; will travel. Write or wire Bob Oettinger, 420 S. Spring, Sioux Falls, S. D.

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1941 S. Dennison, Indianapolis 21, Ind. del

"WRITE" CHARLES LA CROIX, HIGH-class Trapeze Act. Available for indoor and outdoor events. (Platform required for outdoor.) For particulars address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana. no10

VOCALISTS

NATIONALLY KNOWN WESTERN HILL-billy folk star at liberty for radio, stage tour, Records. Many years radio, stage experience. Consider self-sustaining, powerful station anywhere, and all offers. Band available. Dick Carson, Prairie Partners, Wallace Hotel, 3145 2d, Detroit, Mich. no17

BEAUTIFUL CROSS

When you place the center to your eye you see the LORD'S PRAYER clearly and distinctly. Set with 12 brilliant rhinestones, rhodium finish, with 18 in. chain.

RETAILS UP TO \$5.95 EACH

A REAL MONEY MAKER

\$6.50 Doz. | \$72.00 Gross

Please state your business. Deposit with all C.O.D. orders. Sample prepaid \$1.00.

PROVIDENCE RING CO.
69 Westminster St., Providence, R. I.

CLEAN UP WITH PLASTIC RAYON TOWELS

Powerful Quick Demonstration Grease, Ink Stains rinse right out in cold water. Use over. Package holds 6 18"x27" Towels. \$2.98. \$1. \$55.00 gross. Send \$1 for sample package 6 Towels. Big profits every pitch. All orders 50% deposit, balance C.O.D.

SUNBEAM PRODUCTS

434 4th St., South St. Petersburg, Fla.

SENSATIONAL VALUE!

Men's WATCH SET

\$75 retail tag with each set.



Complete Deluxe WATCH and JEWELRY Ensemble \$9.90

Deluxe WATCH \$6.30

Wholesale only, 6 watches minimum. \$1.00 additional for samples. 25% with order, balance C.O.D.

BROOKS Products

92 Liberty Street New York & N. Y.

Sensational Savings

Men's Chain Idents—Chrome \$3.00 Dz
Men's Expansion Ident—Chrome 6.50 Dz
Men's Expansion Watch Bands—Chrome 3.25 Dz
Men's Expansion Watch Bands—Gold Plated 4.25 Dz

NEEDLEBOOKS

70 Goldeye w/Threader ... \$10.80 Gr.
60 Goldeye w/Threader ... 9.60 Gr.
40 Goldeye w/Threader ... 8.40 Gr.
19 Army-Navy Needlebooks 3.00 Gr.

LIGHTERS

Midsize Chrome Lighter \$3.50 Dz
Midsize Pearl Lighter 3.50 Dz
Midsize Pistol Lighter 3.50 Dz
Large Pistol Lighter 5.50 Dz
Large Gold Pistol—Fast Handle 9.00 Dz
Large Squeeze Lighter 5.50 Dz
Automatic Table Lighter 9.00 Dz

WALKING ANIMALS

Large Clever Walking Bear \$4.50 Dz
Large Circus Elephant 4.50 Dz
Small Walking Chimpanzee 4.50 Dz
Small Walking Bear 3.50 Dz
Jumping Rabbit 3.48 Dz
Jumping Dog 3.25 Dz
Hula Hula Dancer 3.00 Dz

KNIVES

1-Blade Photo Knives \$3.50 Dz
4-Blade Scout Knives—Canted 7.25 Dz
2-Blade Pocket Knives—Ass't. 2.75 Dz
4-PC. Slag Handle Steak Knife Set, Per Set 2.00

SPECIALS

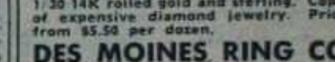
Mechanical Pencil—grapel—repeal w/clip 88c Dz
Ball Pen w/cap and clip 79c Dz
Lipstick Lighter 90c Dz
25% dep. with all orders, bal. C.O.D.

DEVAL SALES COMPANY

158 West 23rd St., New York 11, N. Y.

NEW Titania Gem

The world's most beautiful gem for men and women in 10K gold mountings. Many styles, also mountings and stones, sold separately.



Simulated Diamonds and many styles of rings for men and women in genuine 10K rolled gold and sterling. Copies of expensive diamond jewelry. Priced from \$5.50 per dozen.

DES MOINES RING CO.

1155 26th Street Des Moines, Iowa

2 Button Chronograph WRIST WATCHES

Swiss made—jeweled movements. Shock resistant case—Radiometer Dial—Sweep Second Hand—Measures Speed—Distance—Planes, moving objects. Timekeeper, Stopwatch, Tachometer and Chronometer. Large Quantity Offered at \$3.68

Each in hundred lots. (Sample \$4.50)

DELUXE MERCHANDISE CO.

912 Broadway, D981, New York, N. Y.

DIRECT From Manufacturer SENSATIONAL VALUE

Beautiful 3-piece set. Hooded point fountain pen, automatic pencil and precision ball pen. Assorted colors. Attractive box. **\$42.00 PER GROSS** Inc. Tax. Sample set \$1.00. High retail price is available. Orders filled same day received. Send 25% deposit with order. PACKARD BALL PEN, 37 E. 22nd Street, New York 10, N. Y. Spring 7-7180

#51 SANTA CLAUS BANK

5 1/2" wd.—10 1/2" ht. 25 lbs. per dozen cost only \$3.60 per dozen. Rush Order Today to

G. C. J. MATTEI CO.

MFR. OF PLASTER NOVELTIES
927 E. Madison St. Louisville 4, Ky.

Never Undersold



Many imitators have copied our 'Sunburst'

The original four own tools and dies - "Sunburst" Necklace and Ear. Set now reduced in price to combat imitations sold elsewhere. Retail for \$7.50 per set. Your cost \$10.80 per doz. sets, boxed. Available in colored center (5 assorted colors), also in black and white, brown and white. Imitation Cameo centers and Onyx. This special offer for limited time only.

Also available in Opal, Fire Opal and Black—\$12.00 per doz. sets, boxed.

2 assorted samples sent postpaid \$3.00. State your business. Remittance in full or 25% deposit, balance C.O.D. All merchandise for resale only—Free catalog on request

STERLING JEWELERS
44 E. Long St. Columbus, Ohio

Mdse. Topics

Pittsburgh

Robert Hensel Company reports its Jot It books so popular they no longer are a novelty, but are being sold into the hundreds of thousands. Their value is that they are kept by the purchaser indefinitely, perpetuating their advertising message. From its office in the Oliver Building, **Ralph Kiner Enterprises, Inc.**, is endorsing baseballs, hats, belts, glass tumblers, rubber balls, razors, batteries, clothing, shoes, ice cream, bread, television and books.

A. H. Rapport Company inventory includes jewelry, novelties, notions, toys, luggage and watches. **United Wholesale Company** has rubber-tipped bobby pins, 18 to a package. **Preferred Distributing Company's** new catalog has four pages representing 34 types of watches. **Brinn's China & Glassware Company** is offering novelty pottery planters in all shapes and sizes.

Cash Sales Company has umbrellas in bright colors that come in a case equipped with shoulder strap. **Minsky Bros. & Company** offers dolls with chignon from \$6.95 up. Girls can comb and wash the doll's hair and give it different hair-dos.

M. J. Golden & Company, Inc. makes advertising specialties for individual clients. **I. M. Watzman** has a barber set at \$1.29 that includes clipper and shaving brushes.

Milton D. Myer Company has mechanical toys like dog shaking bones and dog or a cat turning over at \$1 retail.



SPECIAL LOVING CUP
Silver & Gold. Gr. \$19.50
Immediate Delivery.

JEWELRY
Beautiful 4-piece fine rhinestone sets. Per set \$2.75. 5-piece Jewelry sets in gorgeous gift box, \$36.00 Dz. sets. Tremendous Assortment—Send for Catalog.

SEWING MACHINE OPERATORS
Felt Christmas Stockings, the original one that you put names on. This stocking is flashy looking.
Dz., \$2.25 — Gr., \$26.00

25% deposit required—money order or cash. We ship same day as we receive orders. Ship all over the world.

HARRIS NOVELTY COMPANY
1102 Arch Street
Phones: MA 7-9848—WA 2-6970

HARRIS TOPS THE FIELD

with the most sensational pearl deal offered yet. 3-strand graduated, indestructible pearl bead necklace with brilliant rhinestone clasp—matching 3-strand indestructible pearl bead expansion bracelet and pair of matching indestructible pearl button earrings, all complete in a silk lined, velvet covered box with \$27.50 price tag.

\$16.00 Dz. Sample \$2.00
This is a terrific flash and sells on sight. Canvassers and agents are cleaning up.

CONFEDERATE HATS

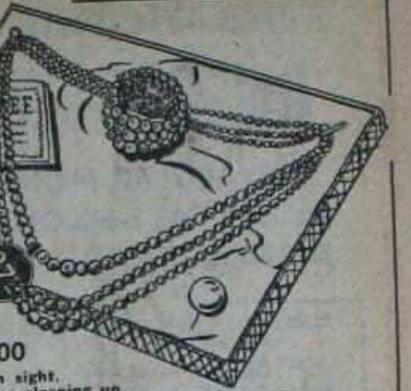
This is the original Confederate Hat, guaranteed first quality and is the real McCoy — Sells on sight — Assorted sizes.

\$7.50 Per Dozen

Confederate Flags, 12" x 18" Gr. \$21.00
Confederate Decals Per 100 5.00
Confederate Decals Per 1000 45.00
Confederate Flags, 6" x 6" Gr. 7.20
Confederate Flags, 6" x 10" Gr. 11.00

25% deposit required—money order or cash. We ship same day as we receive orders. Ship all over the world. THIS IS OUR ONLY STORE

HARRIS NOVELTY COMPANY
1102 Arch Street
Phones: MA 7-9848—WA 2-6970
Philadelphia 7, Pa.



MECHANICAL TOYS



Dz. Gross
LARGE LOVELY BEAR \$3.75 \$42.00
Hopping Squirrel 2.50 27.00
LARGE SANTA ON SLED 5.75 66.00
Small Santa on Sled 3.75 42.00
Hopping Fur Dog 2.75 30.00
Walking Dachshund 3.75 42.00
w/bone in mouth 3.75 42.00
Large Walking Elephant 3.75 42.00
Bessing Puppy (plush) 3.00 33.00
Jumping Fur Dog 2.00 20.00
w/rubber ball 1.00 10.00
Hopping Chicks 1.00 10.00
Large Plush Seal w/bell on nose 4.25 48.00

XMAS PARADE ITEMS
Large Plastic Fur Trimmed Santas w/bell \$21.00 Gr.
Small Plastic Fur Trimmed Santas w/bell 16.50 Gr.

BALLOONS Gross
#15 Hec Cats w/Santa print \$21.00
#15 Mottled Paddle w/Santa print 6.50
#15 Paddle Mottled 5.50
#12 Paddle Mottled 4.50
Workers for each of above 7.50
Seal Animal Balloons (large) 21.00
Gold or Silver Lewing Cups 21.00
Confederate Flags with spears, 4x6 8.00
Confederate Flags, 8x12 18.00
Confederate Flags, 12x18 25.00

25% Deposit, Balance C.O.D.
Schattur Novelty Co.
154 Park Row New York 7, N. Y.

From All Around

E. Horowitz, of H. & H. Distributing Company, Cleveland, announces the opening of newly equipped and modern showrooms at 2023 Prospect Avenue. The firm states that it has on display an outstanding line of costume jewelry, watches, novelty clocks and plush goods. It is also direct factory distributor for Universal, Jar-O-Do and Bee Jay Products.

MECHANICAL TOYS CLOSE OUT WHILE STOCKS LAST!

No.	Description	Dozen
3049	Lge. Laying Duck	\$3.00
3055	Tumbling Jocko	3.00
3067	Lge. Walking Bear	3.00
3068	Lge. Fur Begging Dog	2.40
3079	Lge. Walking Bear	3.00
3082	Lge. Fur Jumping Dog	3.00
3095	Lge. Fur Jumping Rabbit	3.00
3097	Lge. Cute Dog w/Bone	3.00
3098	Sm. Walking Bear	2.40
3099	Lge. Walking Elephant	3.00

Terms: 25% deposit, balance C.O.D. or full payment with order. On parcel post shipments include sufficient postage—we will refund any overpayment. Write for our No. 61 Catalog. State type business in first letter.

Wisconsin Deluxe Co.
1902 N. Third St., Milwaukee, Wis.

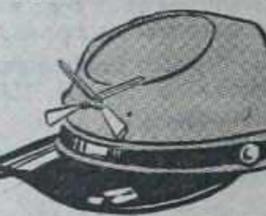
SESSIONS ELECTRIC HORSE CLOCK
Self-starting sweep second hand movement. Gold, Silver or Rose Gold Finish
6 or more, \$6.75 ea. Sample \$7.25 ea.
If not for resale, add 20% Fed. Excise Tax

BRONZE WESTERN SADDLE HORSES
Height and Dozen Price
10 1/2" 8 1/2" 5 1/2" 4 1/2" 2 1/2"
\$21.00 \$16.00 \$6.50 \$4.00 \$1.80
25% Deposit Required With Order
F.O.B. Chicago Wholesale Only
WRITE FOR FREE FOLDERS
COOK BROS. 516 W. Maxwell St. Chicago, Ill.

HOTTEST ITEM IN YEARS
CONFEDERATE FLAG DECALS \$27.50 per M
10c Retail
Finest production! Glossy, lacquer finish! Also complete decal line: States, stock signs, circles, etc. Generous supply of assorted Samples! 35c.
Morrise Heights Station Bronx 52, N. Y. C.
BOX 58

DEHYDRATED WORMS (not real)
A tiny pill dropped in a glass of water or other liquid gradually grows to a length of two or three inches! Amazing! Scientific. Amusing. 60¢ a doz. plus \$1.00 a cr. Two 1oz. pkgs. on card. No less sold.
STERLING MAGIC CO. B-151, Royal Oak, Mich.

CONFEDERATE CAP



Exact Duplicate of Civil War Confederate Cap. Selling like wildfire! Terrific for Southern States. Available in Small, Medium and Large. \$1.95 seller.

\$7.50 PER DOZEN
25% with order—balance C.O.D.

I. SLUTZKY & SONS
38 6th Ave. Brooklyn 17, N. Y.

JOBBER-DISTRIBUTORS

Terrific Flash & Values in Real FUR & Plush Stuffed Toys for the Christmas Season



22x 12x10" Real FUR Scotty, asstd. colors. With plastic harness, \$16.50 \$15.00 dz. With bright colored ribbon 15.00 dz. To receive FREE Catalog you must state nature of your business.
ACE TOY MFG. CO.
122 West 27 St. New York 1, N. Y.

Sell Tinselled Xmas Signs

To Stores, Homes, Offices and Clubs. Large set inspiration of Christmas and year 'round ultra-blue signs. Mother of-pearl, metallic foil, metallic streamers and novelties. Marvelous full order your money-maker!
L. LOV
TERRIFIC 35¢ TO \$2.00 SELLERS FOR THE CHRISTMAS SEASON!
1 Metallic Foil Xmas Streamers, 12x48 \$1.00
2 Mother-of-Pearl Xmas Signs, 7 1/2x12 1.00
4 Ultra-Blue Tinselled Xmas Signs, 11x14 1.00
6 Ultra-Blue Xmas Signs, 7x11 1.00
15 Ultra-Blue Xmas Comedy Signs, 7x11 1.00
15 Ultra-Blue Store Signs, 7x11 1.00
15 Ultra-Blue Comedy Signs, 7x11 1.00
15 Ultra-Blue Religious Signs, 7x11 1.00
Above Samples Mailed Postpaid \$12 Broadway, Dept. 640 New York 3, N. Y.

PORTABLE PACKAGE SELLS FAST

Every motorist a prospect parent, durable, 100% waterproof, extra-heavy gauge DUPONT Vinylite, will not mildew, crack or peel. Elastic bottom holds cover snugly around car. Weight 6 lbs. Retail: \$12.95. Wholesale \$6.00 ea. (1 doz. minimum). Sample Garage: \$10 pp. Cash with order or 20% deposit on C.O.D. State year, make, model. Satisfaction guaranteed. Do not confuse with inferior imitations.
AMERICAN AGENCY
790-B Broadway New York 3, N. Y.

MITCHELL MERCHANDISE DEALS

from \$24.50 to \$79.50

MITCHELL'S MERCHANDISE DEALS FOR COIN-OPERATED GAMES OPERATORS, WAKE UP!
GET MITCHELL'S MERCHANDISE DEALS...
Keep coin-operated games alive and thriving! Attractively Mounted on Display Board
GET MITCHELL'S MERCHANDISE DEALS...
Quality Merchandise! No stunts! No junk! Guaranteed to satisfy operator and location or return for full credit!
GET MITCHELL'S MERCHANDISE DEALS...
Made to Order Boards to fit your needs.
Made to Order Boards to fit your needs.
GET MITCHELL'S MERCHANDISE DEALS...
Fast Sales Deals! Profit Sharing Coupon Deals. Ticket Deals, Etc.
WRITE FOR COMPLETE INFORMATION-TODAY!
The MITCHELL CO. 122 N. FOURTH ST. MINNEAPOLIS, MINN.



"SUSIE SQUIRT"
Pinch my rubber hat and I'll surprise you. I'm 4" long and full of fun.
SELLS ON SIGHT
ORDER NOW—BIG PROFITS NEW—EXCLUSIVE—IN STOCK
\$24.00 GROSS \$2.25 DOZEN
Min. Order 2 Dozen.
25% Deposit, Balance C.O.D., F.O.B. St. Louis.
B & B SALES COMPANY
1506 MARKET ST. ST. LOUIS 3, MO.

SENSATIONAL TIE & HOSE VALUES

BUY DIRECT FROM MANUFACTURER
Outstanding tie offerings in smartest designs and eye-catching color combinations for fast selling action. **GENUINE HAND-PAINTED TIES**—selling up to \$5.00 each retail
ABOVE TIES in 3 dozen lots 9.45 Doz.
LATEST STYLE PANEL TIES, full cut 7.50 Doz.
Others From \$4.50 to \$17.50 Doz.
HOSE PRICES PER DOZEN
MEN'S RIBBED HOSE with Nylon Heels and Toes—guaranteed 6 pairs for 6 months \$2.75
ABOVE HOSE—5 sample dozen 3.00
MEN'S NYLON ANKLETS 5.50
ABOVE HOSE—sample box 6 pairs 3.00
Guaranteed Finest first quality!
I. WOLFMARK, Dept. 88, 931 Roosevelt Rd., Chicago 8, Illinois

For Fast Selling POPULAR ITEMS SEE OUR NEW CATALOG No. 100!!

JUST OFF THE PRESS!! Full of Carnival Novelties, Premium Merchandise, Costume Jewelry, etc. **WRITE FOR CATALOG No. 100!**

N. SHURE CO. 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

CHRISTMAS HOSIERY
For a few dollars you can do your Christmas shopping direct from the mill, wrapped in holly paper; anything in hosiery; ladies' nylon, \$1.50 a dozen up; men's long and short hosiery, \$1.00 up; anklets, 4 to 10¢; \$1.00 up; trial orders solicited; satisfaction guaranteed or money refunded.
TENNESSEE VALLEY MFG. CO.
2400 Dayton Blvd. Chattanooga, Tenn.

FREE CUT-RATE CATALOG
NOVELTIES, GIFTS, PREMIUMS, TOYS, SUNDRIES, NOTIONS, JEWELRY, WATCHES ETC.
Deals for Auctioneers, Salesmen, Dealers, Concessionaires. 35 years of Values.
MILLS SALES CO.
901 Broadway New York 3, N. Y.

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7 & 10 Color Specials
4-5-6 & 7 ups
Midgets 3,000 series—7 colors
Paper & Plastic Markers
Wire & Rubberized Cages
Pencils—Crayons—Clips
3 x 7 Heavyweight Cards
Electric Blowers & Flashboards
Lapboards made to order

JOHN A. ROBERTS
817 Broadway, Newark, N. J.

MEN—Build a Wholesale Route GET INTO A Big Pay Business

Sell Nationally Advertised Low Profit Carded Necessities in Stores. Make good weekly earnings selling stores big line of 500 products—canned goods, novelties, sundries, toys, watches, jewelry, drugs, school supplies, etc. Retailing \$6, 10¢ and up. Just cut with new America and Combs pack. You and the merchant more than double your money. Also Layman's new 25¢ Ball Point Pen setting new records. Territories open. Recruit as or sideline. No experience needed. AA rated firm, in business over 20 years. New bargain deals and sales help regularly. Send for FREE Booklet today.
WORLD'S PRODUCTS CO.
Dept. 8-D Spencer, Indiana

SENSATIONAL

ON-OFF SAFETY FLASHER LANTERN

SPECTACULAR MONEY MAKER ON 1-SECOND DEMONSTRATION



3 WAY ACTION: RED FLASHER ONLY, RED FLASHER STEADY WHITE, STEADY WHITE ONLY

New Amazing... HANDILITE Long Needed Invention... a

"Goldmine" for Salesmen & Distributors

Revolutionary new invention brings new protection to motorists and money-making opportunity without parallel for live Agents—Salesmen—Distributors. HANDILITE... the flashing ON-OFF Safety Lantern ends danger of night accidents when car is parked for emergency repairs. Casts a powerful 1,000-foot beam... plus flashing red warning signal visible a mile away!

MOTORISTS • FLEETS • SPORTSMEN • VACATIONISTS—ALL WANT THIS SAFETY LANTERN ON SIGHT Millions of motorists need HANDILITE now. Saves lives—averts rear-end collisions. Every person owning a car or truck wants it on spectacular 1-second demonstration. Unequaled as utility, emergency or spot light in homes, on farms. Sportsmen—vacationers fast buyers. Use as boat light, on fishing and hunting trips, camping, and in trailers. Huge profits in direct sales and sales to stores for resale. Get details and sample offer. Don't delay. Write or rush coupon!

The Handilite Co., Dept. 1411 Sturgeon Bay, Wisconsin I want to get in on HANDILITE. Rush me facts and sample offer at once.

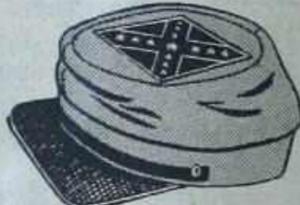
Mail Coupon for Free Facts THE HANDILITE CO Dept. 1411, Sturgeon Bay, Wisc. NAME ADDRESS CITY Zone STATE

Mail Coupon for Free Facts THE HANDILITE CO Dept. 1411, Sturgeon Bay, Wisc.

CHRISTMAS SPECIALS!



GOLD OR SILVER LOVING CUPS \$19.00 GR. \$1.75 DOZ.



CONFEDERATE CAPS \$7.20 DOZ.

CONFEDERATE FLAGS, 6"x6" \$ 7.20 GR. CONFEDERATE FLAGS, 6"x10" 10.00 GR. CONFEDERATE FLAGS, 12"x18" \$22.50 GR.; 2.00 DZ.

MECHANICAL TOYS

MECHANICAL FUR COVERED HOPPING DOG \$3.35 Doz.; \$36.00 Gr. MECHANICAL FUR COVERED BEGGING DOG 3.35 Doz.; 36.00 Gr. LARGE WALKING ELEPHANT 4.50 Doz.; 48.00 Gr. LARGE WALKING BEAR 4.50 Doz.; 48.00 Gr. LARGE WALKING SEAL 4.50 Doz.; 48.00 Gr. WALKING SANTA 2.35 Doz.; 24.00 Gr. SANTA ON SLEIGH 5.75 Doz.; 75.00 Gr. SAMBO THE MONKEY 6.00 Doz.; 66.00 Gr.

LITTLE SQUIRT BOY \$3.75 Doz. — \$42.00 Gr.

ATT.: SEWING MACH. OPS Felt Christmas Stockings. \$2.50 Doz.

25% Dep. Must Accompany All Orders. WRITE FOR NOVELTY AND CHRISTMAS CATALOGS!

KIM & CIOFFI

912 Arch St., Philadelphia, Pa. Phone: Market 7-2283

TERRIFIC XMAS ITEMS

\$3.00 MIRROR VANITY Packed with assorted Xmas chocolates.

BRAND NEW MUSICAL REVOLVING LAZY SUSAN Packed with delicious Xmas chocolates. Candy tray unit revolves with music. \$3.75 each

CEDAR CHEST Complete with delicious 2 \$3.00 each lbs. of assorted Chocolates.

SYLVAN CO. 767 MILWAUKEE CHICAGO 22, ILL.

BLACK & WHITE COMIC POST CARDS

SENSATIONALLY PRICED!! THE SAME HIGH QUALITY CARD THAT ALWAYS SOLD FOR 5c. JOBBERS, WRITE—

\$12 PER THOUSAND ANY QUANTITY 25% DEPOSIT. BALANCE C. O. D.

KALL WHOLESALE

1624 Capitol Ave. Cheyenne, Wyo.

ATTENTION AGENTS—DEMONSTRATORS CANDY BUTCHERS—PITCHMEN

If you have \$300.00 to invest in a sure-fire proposition and are sober and reliable, you can make yourself up to \$100.00 per week selling famous Aunt Mary's Home-Made Fudge. The fudge that's full of delicious walnuts and is made with pure creamery butter. This isn't a house-to-house proposition. Your stand is set up in the J. J. Newberry and H. L. Green stores throughout the U.S. We may be able to locate you in the Newberry Store in your own community. Send \$5.00 for complete samples and full details. Applicants in the Cincinnati area can contact

Phil Cullivan at the J. J. Newberry Store 6th and Race Streets Or THE KENNEDY CANDY CO., Arlington, Mass.

The American Foundation for the Blind Lights the Way for Those Who Walk in Darkness

Pipes for Pitchmen

By BILL BAKER

TIP AND LIL HOLSTROM... are working sales and tobacco markets in North Carolina, and are reported faring well.

DOC SAM FRIEDMAN... is in St. Vincent's Hospital, Little Rock. Pitch friends are urged to drop him a cheery note.

CHARLES COURTEAUX... Pitch vet engaged in other lines in Miami, was called to his home in Cincinnati last week, due to the death of his father.

MADALINE E. RAGAN... of the popular old-time pitch team, the Ragan Sisters, shoots a healthy Pipe from Peoria, Ill., under date of October 28. "Since leaving Hillbilly Holler, my Arkansas abode, last April," she

writes, "I have worked thru Pennsylvania, Ohio, Michigan and Indiana, and now heading south with Sta-Clear, and doing pretty well. Sorry to learn about Speedy Haskell being in the hospital. Here's hoping he mends quickly. Had a pleasant surprise in Kokomo, Ind., recently, when my daughter Pasty visited me. It was the first time I had seen my two grandchildren. While in Elkhart, Ind., recently, I met up with Al and Mable Rice, Cowboy Williams, Ed St. Matthews and Mr. and Mrs. Art Fredette. In (Continued on page 80)

OAK-HYTEX NM-10 Multi-Color HOT HANDOUT! Workers Available See your Jobber The OAK RUBBER CO. Ravenna, Ohio

GIFT CATALOG NOW READY WRITE FOR YOUR COPY AND STATE TYPE OF BUSINESS 42-Inch Outdoor Electric Candles MA800—Pair \$6.33 Electric Wreaths MA1115—Each .78 Flameproof Roping—Red or Green MA310—60 Yard Bundle .55 New Year's Horns MA100N—Gross 5.35 50-Pc. Noisemaker—Asst. MA2—Each 3.25 25% deposit with all C.O.D. orders

LEVIN BROTHERS Established 1886 TERRE HAUTE, INDIANA

NOW AVAILABLE New Line of Pens and Pencils Send for Price List STARR PEN CO. 900 N. Franklin St. Chicago 10, Ill.

For Imported Mechanical Toys Write to ANDREWS & GEORGE COMPANY, Inc. 1416 Alaskan Way Seattle 1, Wash. ILLUSTRATED CARTOON BOOKLETS! 25c, FELLOWS! BE THE LIFE OF THE PARTY WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS OF COMIC CHARACTERS \$10, ALL DIFFERENT, \$1 POSTPAID \$5 ONLY NO POSTAL C.O.D.'S! REGINALD SALES 1216-BB Park Row Bldg. New York 7, N.Y.

WANT TO MAKE REAL MONEY! You can positively make \$50.00 a day and up selling a brand new item going to every type of food and beverage store, factories, laboratories, hospitals, etc. First time advertised. Write for free details today to JOHNSON-HARTMANN Dept. 1110 53 West Jackson Blvd., Chicago 4, Ill.

Hottest Item on the Market—CONFEDERATE FLAG DECALS, 10c Retail Also complete line of State decals. Send 25c for sample decals and Wholesale Price List. BRISTOW NOVELTY CO. Box 403, Dept. 4 Owensboro, Ky.

4 in 1 YOU MAKE OVER \$25 DAILY CATHOLIC PRAYER SCROLL \$1 First time shown. Remarkable 3" pocket prayer kit every Catholic wants. 50" scroll with daily and important prayers (in Spanish or English), rosary, color picture of Blessed Virgin in beautiful transparent plastic. Gift boxed. Retail \$1.50. Sells on Sight! Money-back guarantee. STEPHEN PRODUCTS CO. Dept. 81-1, 1947 Broadway, New York 23, N.Y.

Mechanical TOYS

Table with 2 columns: Item Name, Price. Includes Jumping Dogs, Begging Dog, Large Walking Bear, etc.

NEW CATALOG NOW READY State your business. Prices do not include shipping charges. Include postage with order. 25% deposit required on C.O.D. orders.

KIPP BROTHERS Wholesale Distributors Since 1880 240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

WATCH SPECIALS!

Men's 7 JEWEL 14K GOLD PLATED SHOCK-RESISTANT WATCH \$6.50. Men's SHOCK-PROTECTED ANTI-MAGNETIC JEWELLED MOVEMENT WATCH Complete with Fancy Matching EXPANSION BAND Special \$4.50. Brand new 7 Jeweled movement Radium dial Sweep second hand Unbreakable Crystal Removable pins Stainless Steel Back 10% Dep., Bal. C.O.D. BURTON SALES CO. 843 W. Madison St. Chicago 7, Ill.

LEADING SELLERS IN FUR COATS Our Lowest Prices in Years JACKETS CAPES • SCARVES ALL GENUINE FURS Our new 1952 Sure Fire Line is our greatest variety of best sellers for you. Latest styles. All sizes. Write for FREE NEW COMPLETE CATALOG! Satisfaction guaranteed or money refunded. Prompt deliveries. H.M.J. FUR CO. 150-B W. 28th St., New York

BURKE UNDERSELLS EVERYBODY 5 DIAMONDS IN THE DIAL OF THIS Ladies' 6 Diamond Same Price ONLY \$26.94 HIGH DOME Peism Crystal Finest 17 Ruby J. Movement Ex. Diamond Set in Tube of Gold RETAILS \$150. THE SMARTEST, RICHEST AND MOST ACCURATE WATCH EVER OFFERS 5 PC. SETS New Ass'd. Styles 24 Kt. Gold Plate Necklace, Brooch, Bracelet, Earring Set. This 5-piece 24K gold plate set contains 10 colored center stones and 21 sparkling rhinestones. All in a gorgeous 3-tiered satin-lined, twelve-teen covered, hinged box measuring 1 1/2" x 7" open. Retail Tags. \$39.50. \$12.75 PER SET. Send \$10 for 5 assorted luxury boxed Sets (Retail \$100).

PEARL HEARTS encircled by diamond-cut brilliants. Set in long lasting platinum-like metal. 10 assorted designs in gorgeous 4" x 8" x 2" plastic chest resembling open book when closed. Inscribed on outside "A Thing of Beauty is a Joy Forever." \$1.25 SET.

JEWELRY SETS 60c SET PIN & EARRING SETS. 12 Assorted Styles. Our guarantee: Best Value Ever or your money back. Each set in rich satin lined crimson & gold gift box of exquisite sleigh shape. \$10 gold embossed resale tags.

BURKE EVERSARP EXCLUSIVES \$27.50 Men's Gift Set. New gold tone caps on EVER-SHARP Pen & Pencil with matching money clip, tie bar & cuff links. Deluxe metal gift case covered with grey pleckin—satin lined. \$2.00 SET.

Famous EVER-SHARP Calendar Desk Set with EVER-SHARP Pen & Pencil. Modern design in blk. & gold with highly polished lucite cover. 9 1/2" x 11 1/2" x 1 1/2". Original EVER-SHARP gift box. \$12.50 retailer. \$2.25 EA.

FULLY AUTOMATIC CASE & LITER COMB. Copy \$17.50 known make. Inlaid enamel in chrome. \$2.25 GOLD PLATED MIDGET LITER. Retail \$2.25. AUTO-MATIC LITER. Copy \$2.25. Famous make \$2.

Free Catalog—25% Deposit on C.O.D.'s Minimum Order \$5. 10 W. 27th St. New York City BURKE

3-PC. RHINESTONE SPECIAL! BEAUTIFULLY BOXED SETS Glamorous necklace and earrings. Large sparkling stones! 4 smart styles! 131F1—\$39 DOZ. Same as above in 3-pc. sets Earrings and necklace. \$30 DOZ. Other boxed sets starting at \$1.00. Send for samples and new catalog. Write, wire or call WAINUT 3-3250. Superior Jewelry Co. 740 Sansom St. Philadelphia 4, Pa.

LADIES' FULL FASHIONED 51 GAUGE, 15 DENIER, DUPONT NYLON HOSE, \$6.50 Doz. Packed 1/2 dozen of a size and a shade to a box. Latest shades. Terms: 25% with order, balance C.O.D. GAINOR SALES CO. 414 Transportation Bldg., Detroit 26, Mich. Phone: WOODWARD 2-8015

SURE SHOT DICE BOX Sold Only for Amusement Purposes Attractive plastic box containing 2 ordinary dice. When you know secret you can predict top numbers after box is covered and shaken. An amazing trick! Sample, \$1.50. Wholesale, \$4.00 per doz. Remit Full Amount. We Pay Postage DEALERS: Write for No. 10 Wholesale Catalog of fast selling Tricks and Jokes. Please mention your line of business. 131-B W. 42nd St. D. ROBBINS & CO. New York 18, N.Y.

SENSATIONAL PROFITS !!EVERY DAY!!



No. 877 A Real Money Maker \$4.50 doz. No. 877—Heavy mounting. Hand set. Sparkling. It's a beauty. Gold finish.



No. 185 Full of Life! Fire! Brilliance! \$3.85 doz. Gold finish. White brilliant center. Red sides.

HELP YOURSELF TO FAST SALES



\$27.00 dozen 20% with order Sample \$3.00 prepaid. Send cash with order.

ROBEL SALES CORP.

364 Canal Street New York 13, N. Y.



Quick Photo Invention!

PDQ CHAMPION PHOTOMASTER Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour.

PDQ CAMERA CO.

1161 N. Cleveland Ave. Chicago 10, Ill.

The Original Ex-O-Flex OVERHAND-EXPANSION MASSIVE IDENT. BRACELET

Nickel Silver Finish Formerly \$18.00 Doz. NOW \$9.50 Doz.—\$108 Gross

E-X-P-A-N-S-I-O-N WATCH BANDS

Finest Stainless Steel—Yellow Gold Plate Tops and Everlasting Chrome \$3.00 to \$9.00 per doz.

WESTERN HORSES

We Will Not Be Undersold All Metal With Rich Two-Tone Bronze Finish \$ 2.25 per doz.

THE VIRGINIA SHOP

124 Fifth Avenue Brooklyn, N. Y.

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O. Baker, E. O. (License Plates), 28; Bresk, Mrs. Keitha, 68; Meyer, Jr. T. (License Plate)—25; Pierce, Howard 40c

Aberly, Bill; Abston, Leslie M.; Ackley, J. W.; Adams, Dewey P.; Alberts, Cliff W.; Alexander, Mr. Billy; Alland, Maurice; Allen, Judy (Lion Trainer); Allen, Kenneth H.; Allen, Rex & M.; Allen, Roy; Andrews, Effie Jane; Armstrong, Jr., M. F.; Ausicker, Bob & May; Ayers, James & Mrs. Ayers, Viola; Babcock, Lillian; Badger, C. V. (Gil Gras); Bammel, Mrs. Betty; Bammer, Clifford G.; Bangs, Jerry; Banks, Alfred; Banks, Cpl. Blaine; Barrette, Vande; Barmore, Charley; Baron, Henry F.; Barrett, Bill; Barron, Dale (Wild Life Exhibitor); Barton, Beverly; Barton, Billy; Bates, Mrs. A.; Bauman, Albert BoBo; Bauman, R. A.; Beam, Mr. Billie; Beardley, Barbara; Beckett, Slick; Bell, Eugene; Bell, Fred; Bellomo, Vincent; Benberg, Elmer; Bennett, Edw. (Norman); Berzman, Mrs. Lila S.; Berryman, Lionel J. (Pete); Bierly, Doral; Biggs, Jos. Burke; Bilton, Steve; Bloom, Dave; Blumenthal, Al; Bordman, Ernest; Boudreau, Kenneth; Boudreau, Fete; Bradford, Enoch; Brady, F. J.; Bradenburg, R. R.; Brainard, Mrs. C. L.; Brainard, Joe; Brasfield, Boob (Bisbee Comedian); Bresk, Mrs. Keitha L.; Briggs, Thos. L.; Browley, Charlie E.; Brown, Wm. O. Mar; Browne, Mrs. Ila; Brozio, Mrs. Walter; Bundy, June; Burke, Mrs. Pat (Elem); Burr, Eugene; Burns, Mrs. Eunice M.; Burns, Joe; Burns, Jack; Burns, Jack Don; Butts, Paul B.; Cain, Jr., H. Wm; Caler, Gaylord; Caler & Willis Shows; Calhoun, David; Candier, Warren W.; Cannon, Mrs. Ollie; Capatch, Rita; Carl, James; Carlisle, Hank; Carline, Henry; Carney, Wm. H.; Castle, Hubert; Chapman, Happy; Chiles, Louis; Chilton, Bob; Chisholm, Dave; Chiswood, Guy; Christensen, Dorothy; Church, C. & Eleanor; Chull, Mrs. Gertrude S.

Clark, Billie; Clark, Pvt. Edw. Thos.; Clark, Harry; Clark, John; Clay, Mrs. Ann; Cline, Edmund; Cloony, Larry; Cognigni, Mrs. Francis; Cohen, Phil; Cole, Mrs. John (Lulu Belle); Coleman, Tommy; Copeland, N. H.; Corbett, John M.; Cornett, Marie; Cothren, J. K. & Mrs.; Courtney, Mrs. Myrtle; Cowden, Tommy; Crawford, French; Crawford, F. A.; Crawford, Geo. A. (Shaw); Crawford, Sherman (Cowboy); Criswell, Chas.; Dales, Eddie; Dameron, Al; Daleschal, Roy E.; Darrins, Bob; Davidson, Donald; Davis, Bill; Davis, Harry; Davis, Monica; Decker, Joyce; DeLue, Jr., Elmer; DeWitt, Mrs. Bobbie; DelMar, Robt.; Decker, Mollie; Demetro, Mrs. Dorothy; Demetro, John; Demetro, Tom; Dennis, Mrs. J. W.; Dennis, Theo.; Dick, Billie; Dodge, Lena; Dolan, Ray; Don & Fran; Dornier, Art & Hans; Doss, D.; Dotson, Yvonne; Douglas, Ed; Doyle, Geo. F.; Doyle, Jane; Duncan, Carl W.; Duncan, Harry E.; Dunson, Crawford; DuRas, Pearl; Durham, Thos. B.; Dussall, Geo. F.; Duvall, Gerald G.; Eanes, Tex & Mrs.; Easterbrook, Harry; Eaton, J. Bryan; Edwards, Bob; Edwards, Glen; Edwards, Harry; Edwards, Wm. J.; Ehlert, Richard W.; Enos, Mrs. Philip; Evans, Alva L.; Evans, Chas. J.; Evans, Leslie E.

Evans, Sam; Fagan, Chas.; Fain, Walter; Fairburn, Mrs. Grace; Fee, Harry; Feltner, Edward; Fingar, Roger & Mrs.; Fisher, Chas.; Fitzgerald, E. H. & Mrs.; Fitzgerald, Mrs. Mrs. Edna; Fitzgerald, Ina; Fitzpatrick, Fred H.; Fogleman, Sam; Fowler, H. C.; Fowler, Mrs. Shirley; Francis, Dave & Mrs.; Francillon, Lady; Frank, Edw.; Frantz, Russell (Bill); Frayer, Clarence; Frayer, Mrs. Opal; Frayer, Jr., Raymond; Frazier, Chas. Art; Friedrichsen, Knud; Gainer, Willie Lee; Gambill, Kitty; Garfield, Dr. R.; Garland, Mrs. Ethel; Garner, Floyd E.; Garrett, Winnie; Garrison, Chester; Gave, Gloria; Genussa, Bon; Gerould, Eugene M.; Gillespie, Harry Lee; Gilly, Mrs. Ralph E.; Givens, Edw. A.; Goldberg, Joe; Goodwin, J. P.; Graham, B. L.; Graves, Chas. T.; Green, Bush A.; Greene, Eddie; Grix, John; Gutzler, Mr. Lou; Gutierrez, Alice; Haines, Stephen; Hall, Steve; Hallstrom, Dave; Hancock, Billy; Hancock, Clyde F.; Hancock, Mrs. Jane; Hanson, Bill; Florence (Electrician); Hanson, L. T.; Harris, Geo.; Harris, Clin; Harris, Wm. (Carbide); Harris, Manley S.; Harrison, Frank & Kittle; Hartung, Fred; Hawthorn, Jack; Hayes, Johnny (Nail Joint); Hazen, Bennie; Hebert, Dorothy; Henderson, Tommy; Henderson, Edgar R.; Hendrix, W. A. & Mrs.; Hennessey, Geo.; Heon, Chester H.; Herrick, Mrs. Raye; Higgins, Gerald J.; Hill, Norman A.; Hiller, Ed; Hiller, Tommy; Hilsinger, Floyd E.; Hilyard, Jimmy; Hines, Eddie; Hodges, Mrs. Cliff; Hodges, Dorothea T.; Hoge, Mack; Hoge, Monte; Holman, T. C.; Holland, E. C. (Tenn); Holstrom, Dave; Hoopough, Jr., Alvin; Hostler, Dale; Houston, Lee; Hudson, Bore; Hunting, Shon (Sherman); (C. Lynn Hunting); Hutchens, John T.; Hutchins, Wm.; Ivan, John (Rocketeer); Jablonski, Mike; Jackson, Mrs. B. C.; Jacobson, Hymie; Jacques, Stanley; Jameson, Roy; Jellison, Francis; Johnson, Al; Johnson, Bob; Johnson, James; Johnston, Jean; Jones, Hutch; Jones, Lonnie; Jordan, Jess; Justice, Donald; Kaapuni, Ernest; Katay, Sallor; Kearns, Slim; Keith, B. J. & Mrs.; Kelly, Mrs. Nell; Kelly, Toby; Kennedy, Jr., Bill & Mrs.; Kerr, Charles; Kestle, Sue; King, Bill; King, Clifton; King, Joseph M.; King, Frances; Kirkman, Mrs. Eddie; Kios, Marvin O.; Kohler, N. A. (Goog); Korles, Peter; Kouchik, Mike; Kralie, Mrs. Marjorie; Kueh, Patricia Jane; Kuhn, Capt. Eddy; La Beria, Otis; La Blonda, Troupe; La Brake, Kenneth & Mrs.; La Forlette, Dolle; La Lorette, Dolle; La Verne, Chi-Chi; Lady, Diane; Lamb, L. B. (Shows); Land, James F.; Lane, Al; Lape, Edith; Lanko, Eunice; Lano, Doc David; Larez, Show; Lauther, Carl J.; Layfield, Clyde B.; Lawson, Everett; Le Grand, Fred M.; Le May, Barbara; LeMere, William M.; Lee, Dorothy (Chi); Lewis, Ralph; Lewis, Sammy; Lloyd, Capt. Bill; Logan, Ed & Mrs.; Logghe, Julius; Lopez, King; Low, Donald Myer; Loyd, Mrs. Eddie; Luchrs, H. W.; Lunde, Russell E.; Lusk, Mrs. J.; Lybert, Jackie; Lytton, Louis; Lytton, Mrs. James A.; McCullough, James; McDunnell, Miss Pat (Tabu); McFarland, Sweaters; McGill, Leo; McKinley, Horace; McIntosh, Florence; McLane, C. E. & Mrs.; McManus, T. J. & Mrs.; McNeil, James S. & Mrs.; McSpadden, Mrs. Myrtle; Madigan, Edward P.; Maloney, Conny; Manfield, Wayne; Manno, Joseph T.; Martin, Agnes; Martin, Kurt; Martin, Robert A.; Martin, Texas; Mason, Jimmie; Mousel, A. P.; Merritt, Marjo; Mespell, Jr., William; Meyers, R. A.; Milard, George (Jo); Miller, Bill Joe; Miller, E. M.; Miller, Ernest; Miller, Frank George; Miller, Little Joe & Bob; Mitchell, Frank; Mitchell, George & Rachel Thompson; Mitchell, Hayden; Mitchell, James P.; Mitchell, Johnnie; Mitchell, Lawrence; Mitchell, Palestine; Moffield, James; Monroe, Bud & Betty; Morgan, Charlie; Morris, Kenneth; Mulkey, Virgil H.; Mullins, Ronald; Murphy, Jack; Murray, John J.; Nicholas, Frank; Niebuhr, Dale; Nord, Mrs. Evelyn; O'Connell, Danny B.; O'Day, William; Ollis, Paul; Osborn, Lee; Olson, O. S.; Olson, William; Pazel, William; Paige, Russ; Palmer, Mrs. A. L.; Palmer, Richard; Pannebacker, David E.; Parker, Harry A.; Parker, Russell E.; Parrish, N. J.; Parrish, Dale; Patterson, Sam; Paulus, Mrs. Frances; Pennington, Miss Theo.; Peters, Frank E.; Peterson, T. A.; Philipson, G.; Pierce, Mrs. Carol; Pierce, George H.; Porter, Mrs. Bill; Porter, J. W.; Powell, Charles M.; Prevo, Mrs. Frank P.; Price, Justina; Price, Mrs. Leatha; Prince, Jack; Pritchard, Willie & Mrs.; Prokop, Edward J.; Prokop, Mrs. Romona; Pyle, Basil; Quilman, Hymen; Raitley, Mrs. Joe; Ramsey, James Tarr; Rand, Bernie; Reiley, Leo A. & Catherine; Ray, Charley; Reed, Mrs. Dorinda; Reed, R. W.; Reilly, Mark & Mrs.; Rhoades, William; Ricciardi, Ernest; Rich, Frank; Richards, John W.; Riley, Mack; Ritz, Prof. Chas. J.; Roberts, Jack & Vito; Roberts, Virgil B.; Roberts, Waco; Robinson, John L. (Model Shows); Rogers, Ernest L.; Rose, Jimmy (Publicity); Ross, Wally; Roth, Charles; Royals, R. B.; Rundlett, Roy G.; Rupp, Mrs. Garry; Rutler, Bud F.; Rutter, Mrs. Terry; St. Clair, Mrs. Mary; Sanders, Joseph Q.

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway New York 19, N. Y. Augustino, Lewis; Barfield, Willie; Bernstein, William; Betsky, Frieda; Day, Darlene; Delaney, John; Eddington, Charles; Hallenbeck, Norman B.; Howard, Joseph; Humphries, John; Juliano, Joseph; King, Ethel; King, H. L.; King, Sally; Larnen, Jane; Lauer, Fritz; Lee, Ralph C.; Mader, Eddie; Marks, Miller; Martin, Alice Ida; Mashatt, Herb; McCarthy, Gilbert; Mohr, Harry C.; Moore, William; Morton, Steve; Post, James; Powell, Charles; Rolfe, John Edward; Royce, Dal; Schulz, Tom A.; Scott, Louis; Suggs, Leo; Thompson, Ray; Zingeler, Patricia Ann

MAIL ON HAND AT ST LOUIS OFFICE

390 Arcade Bldg St. Louis 1, Mo. Parrel Post Coe, Roy R.

Alcott, Fred S.; Alcott, Mrs. Hazel; Allen, Barony; Anderson, Johnny; Baldwin, Billy; Bassar, Equipment Corp.; Bean, Jesse; Bennett, Charles E.; Bennett, Virginia; Blankship, Robert; Bodreau, A. A.; Boles, Charles; Boone, Sam; Bozzone, Tom; Bratton, G. T.; Brechen, C. M.; Brown, Royal Tweedy; Burge, Lloyd; Burnsworth, Miss Flora; Burton, Jack C.; Cain, Eugene R.; Campbell, Frank H.; Canipe, Walter; Cavallero, Patricia; Chaney, Chas.; Clark, Jack; Clark, Bob; Cochran, C. D.; Coffelt, Jack; Crumley, R. M.; Curry, Donna J.; Curtis, Mr. & Mrs.; Cutler, Rose & Louis; Davis, Edward Elmer; Deet, Mark

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Salesboard Sidelights

Sam Feldman, sales manager for Harlich Corporation, Chicago, returned from a road trip Monday (5). His office reports business on the increase. . . . **Superior Products, Inc.**, Chicago, is making immediate deliveries on boards and tickets. . . . **Irv and Mort Secore**, heads of Secore & Secore, have been busy making short road trips.

McNamara Company, Chicago, has just completed plans and started production on an entirely new idea in the pellet board line. It consist of containers or cabinets called Pellet King for the firm's extensive line of pellet boards. **Walter McNamara** stated that the trend of events and current demand actually fathered the idea. The cabinet or container is furnished with each board and together make the units Pellet Kings. Every board made by the McNamara Company may be used in this cabinet. There also are new 400 and 400 hole boards made especially for the Pellet King.

McNamara pointed out that successful tests on the Pellet King

have been completed. He added that because the Pellet King is in the low-price bracket and initial demand is high, firm is asking operators three days tolerance on deliveries.

News from **Empire Press**, Chicago, continues to accent the dual interest operators have shown in both the Empire and Mercury lines. . . . **Galentine Novelty Company**, South Bend, Ind., reports growing activity on its Jar and Match Pak deals.

• Continued from page 67

the Iowa Bandmasters' Association, sponsor of the dinner; **Gov. William S. Beardsley**, of Iowa; **Con. James I. Dolliver**; **Maj. William F. Santelmann**, of the United States Marine Band; **Mayor Hugh McMahon**, of Fort Dodge and **Karl King Jr.**, who was on leave from the Navy for the event.

Harry Hammill, oil and aircraft broker of Austin, Tex., is interested in a drive-in theater near his

ranch at Uvalde, Tex. He was a partner with **Ben Davenport** in **Dailey Bros.' Circus** in 1949-'50.

Dr. Chanda, magician with **Mills Bros.' Circus** this season, began indoor dates at Norfolk and will work toward Florida.

Rita Schroeder and **Gloria Mash**, former Ringling-Barnum ballet girls, are now working for **Arden and Fletcher** at the Latin Quarter, Boston.

Orrin Davenport left Chicago Thursday (1) for Wichita, Kan., where his Shrine show opens Sunday (4).

Eddie Howe, press agent with **Clyde Beatty** this season, has taken a similar post with the **Polack Eastern Unit** for the Baltimore date, where he will work with **Bill Naylor**, unit p.a. Howe's wife, **Dolores**, is among former **Cole Bros.' girls** who will be with **Vander Barlette** on the **Hamid-Morton** show at Boston. Howe recently visited **Matt Saunders**, Bridgeport, Conn., theater manager and old-time press agent for **Buffalo Bill**. . . . **Fred Moulton**, former press agent, caught the **Cole & Walters** show at Gentry, Ark., and visited with **Jack and Lillian Bell**. . . . **Shreveport, La.**, Shrine Circus will be November 29-December 5, with **W. Curtis Evans Jr.**, producing.

Tommie Randolph and **James Boles**, Gladewater, Tex., fans, were on hand at the final stand of the **Kelly-Miller** show. **Buckles Woodcock**, son of **Mr. and Mrs. Bill Woodcock**, has been playing football for the **Hot Springs High School**. He visited on the show at the final stand and returned home with his parents, **Bill Woodcock** will go to **Hugo, Okla.**, early in January to join **Dorey Miller** in production of a baby elephant act. **Tiger Bill Snyder** returned to **Waelder, Tex.**, after the show closed. . . . **Art Miller**, general agent, was back with the show at **De Queen, Ark.**, and **Idabel, Okla.** He's readying a route book of about 100 pages.

Con Colleano, wire performer, returned recently from **Australia** via plane, arriving in **Los Angeles** 38 hours after his **Sydney** take-off. . . . **Herb (Pop) Fursier**, veteran circus man who was last with **Dailey Bros.' Circus** in 1949, is in **Westminster Veterans' Hospital** in **London, Ont.** He expects to be released in the spring.

Pipes for Pitchmen

• Continued from page 78

Cleveland, I visited with the one and only **Tom Kennedy**. **Chet Wedge** is in **Hillbilly Holler**. He and my sister **Mary** are working sales in **Arkansas**. Now that the fairs are nearly over, why don't some of the old-timers drop a few lines to the **Pipes Desk**? Would like to read something on **Irene Roth**, **Doc J. D. Lance**, **Little Dock Reed**, **Jack LaMell**, **Jack David**, **Carl King**, **Humpy DeGrew**, **Chief Hemming**, **Minnie Blackhawk**, **Ronnie Payton**, **Sol Adiss**, **Louie Weitz**, **Paul Hauk**, **Chief Mex**, **Bill Meader**, **Lester Kane**, **Emmett Smith**, **Doc Turner**, **Thundercloud** and **Doc George Ward**. How're things on **Maxwell Street**? Pipe in, you boys and gals around **Chicago**. **Jack and Ruth Anthony**, where are you?

CHIEF WHITE HORSE . . . and family are back in **Pittsburgh** plying their wares to satisfactory returns.

MYRTLE HUTT . . . was spotted working the fair at **Pomono, Calif.**, recently, as was **Eg Kennedy**, of scale fame. Both were reported getting their share of the long-green.

WHILE EN ROUTE . . . to **Georgia State Fair**, **Atlanta**, from the fair in **Chattanooga**, **Mr. and Mrs. Ike Hammond** visited the **Byron Gosh Tent Show** in **Gastonia, N. C.** The **Hammonds**, who plan to winter in **Florida**, report a good fair tour with their kitchen gadgets.

MERTON CRAIG of the **Craig Show**, med opry which started out in 1922 as the **Craig Bros.' Show**, typewrites from **Rochester, Vt.**, that he still finds the small towns the way of making a living and a little money. "We were never large," writes **Craig**, "but always working, due largely to the fact that we always gave them a show. What beats me is those alleged cowboys, who never saw a horse and who come into a town here, whip out a couple of guitars, sing a couple of songs and call themselves a show. No lights, no drops, no wardrobe, no nothing. Yet they seem to do all right for one night. But if they'd have to stay a week, what? They couldn't change nightly likely we old-timers do. I see where some pitchmen are advocating an organization to aid pitch folk in need. As far back as 1927 I and others tried to do this but it never worked out. Among those interested in such a

project at that time were **Doc Morgan**, **Doc White**, **Doc Fansburg**, **George Sands**, **Chief White Cloud** and **Verpelete De Vere**."

PHIL CULIVAN . . . is pulling the geedus with his home-made fudge layout at the **J. J. Newberry** store in **Cincinnati**. In a visit to the **Pipes desk** the past week, **Phil** said that he'd like to read a line on his former co-workers, **Freddie McLaughlin** and **Bill Connors**.

HENRY H. VARNER . . . posts from his **Akron headquarters**: "What's become of **Bob Posgy**, who makes the **Illinois** and **Indiana** auctions in the winter? He was a skilled and competent mechanic on **Travers** rides when I knew him back in 1924. Can't more of his ability fill the column with highlights and sidelights? Where's **Doc Fagley**?"

A PUBLIC HEARING . . . will be held **Friday (9)** at 10:30 a.m. in **Council Chambers** at **City Hall, Chicago**, before the **judiciary committee** of city council, on the recently proposed ordinance which would forbid direct selling in **Chicago**. A committee has been organized to fight the unfair proposal, and all pitchmen and other direct-sellers are urged to be present at the **Friday hearing**. You will not be expected to make speeches, as there have already been selected three speakers on behalf of the direct-selling industry who will present their cause to the council.

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REAL LOW PRICES—U-SELECT-IT CANDY Bar Machines, \$17.50 ea.; Counter Model, 6-column, quarter operation; Cigarette Machines, \$17.50 each; also real low prices on all other makes. Write what you have to sell. **Harris Vending**, 2717 N. Park Ave., Philadelphia, Pa. no17

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200 USED MASTER VENDING MACHINES, clean, no salt, \$7.95 each; \$1,500 lot. **Wm. Lawrence**, 7120 N. 12th St., Phoenix, Ariz.

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|--------------------------|-----------------------------|
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| Dion, Mrs. A. | Morgan, Hester |
| Dion, Theodore | Morgan, Miss Patsey |
| Dixon, Jesse C. | Moss, Mrs. Arthur |
| Dossan, Mrs. Charles | Murphy, Dale |
| Drishill, Joe | Nalley, J. B. |
| Duffy, Roy T. | Nelson, Chas. |
| Dustin, Billie | Nelson, Harold E. |
| Eberstein, Mose | Nicholas, Frank |
| Eddington, Mrs. C. L. | Nordys, Mrs. Pat. |
| Eley, Polly Jo | O'Connor, Thomas |
| Eley, LeRoy | Olp, LeRoy W. |
| Elliott, John | O'Neill, Patrick |
| Ellis, Frank | Osborn, Friday |
| Fortune, Mrs. George | Paris, Forest O. |
| Fraker, Mr. & Mrs. | Paul, Baron |
| Fraker, Mrs. Marion | Pierce, Wendell R. |
| Fulton, Mr. & Mrs. | Poirien, Edward |
| Gaines, James W. | Pollack, Mrs. Joyce |
| Ganote, W. D. | Porter, Harry Louise |
| Garrett, Sid "Bingo" | Purcell, Miss Paul |
| Good, Ora S. | Reynolds, Johnnie |
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| Gregg, E. J. | Rose, Mike |
| Griffith, Miss Dorothy | Rotermund, Dwight |
| Groggirth, Mr. & Mrs. | Savry, Miss Ruth |
| Harrison, Jimmie | Schmidt, Stanley |
| Harvey, Mrs. Ada | Schneckoith, Mrs. Arthur |
| Harvey, Mrs. John | Schneider, Gay Dean |
| Hiday, Una L. | Schoen, R. D. |
| Hilfinger, Floyd | Sitka, Wm. J. |
| Howard, Mr. & Mrs. | Smith, Charles |
| Jack, Wm. E. (Bill) | Smith, William D. |
| Johnson, Ray | Snyder, Wm. E. |
| Jones, W. E. | Starr, Hedy Jo |
| Karnes, Walter | Stein, Louis |
| Keith, Kenneth | Stevens, Bob |
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| Kennedy, Chas. | Sullivan, LeRoy |
| Kinder, Mrs. Bill | Tatham, Kermit W. |
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| Laffoon, Mr. & Mrs. | Vinson, Jack E. |
| Lambert, Homer W. | Wagoner, Harold |
| Larkin, Michael J. | Walter, Mr. & Mrs. |
| Laddoux, Marie & Sandy | Webb, John Ellis |
| Leverett, Bob | Webb, Henry D. |
| Lunde, Russell "Red" | Webster, Mrs. Jenn |
| McCarthy, Denis J. | West, Forrest Everett |
| McClain, Steve | White, Charley |
| McCormick, Mrs. Cathrine | Whitside, A. B. |
| McHenry, M. F. | Widaman, Ed & Artie |
| Macaluso, Mrs. | Williams, Mr. & Mrs. |
| Martin, L. E. | Williams, Harry T. |
| May, Mrs. Elizabeth | Williams, Mr. & Mrs. |
| May, Mrs. E. E. | Wilson, Miss Sandra |
| Meyers, Bennard | Wiseman, Mrs. Delma |
| Miller, Bill | Wright, Mrs. D. L. |
| Miller, Miss Elsie | Zang, Fred H. |
| Miller, Miss Gladys | Zimmer, Miss Fern |
| | Zingeler, Miss Patricia Ann |

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- | | |
|--------------------|--------------------|
| Baer, Jack | Meyer, Helen |
| Big Four Amusement | Miller, Geo. |
| Devices (Frank) | McCombs, Edw. |
| Bellini-Thomas & | O'Hara, Joyce |
| Russell Martino) | Oliver, William |
| De Wayne, Fred | Resnick, J. |
| Dora, Raymond and | Seaton, John |
| Geo. Hess | Shay, E. H. |
| Eldridge, Ted | Watkins, John J. |
| Hoyt, Hattie | Webb, William |
| Lambert, Homer | Zingeler, Patricia |
| Martin, John B. | |

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Used Juke Box Market Shows Heavy Demand

CHICAGO, Nov. 3. — The demand for most types of used coin machines remained near peak proportions, prices appeared to be leveling off according to quotations listed by distributors in The Billboard's index of advertised used machine prices (appearing elsewhere in this issue). However, most distributors feel the current stabilization is only temporary and as plants continue to stress defense production, increased demand for older units again will up sales tags.

In amusement games, models produced within the past two years still were showing the most activity. Some of the games, which were considered hits as long as four years ago, also received added attention in the past few weeks. Distributors explained this development resulted from conversion possibilities of certain older units. Arcade equipment, scarcer in supply than other amusement machines because of the few new pieces developed since the war, held at the general prices reached in mid-October.

The music machine index also reflected stability in price structure as well as a diminishing sup-
(Continued on page 86)

NPA Considers Plan Affecting Juke Supplies

WASHINGTON, Nov. 3.—Music machine makers are in line for an easier supply of items used in maintenance, repair and operation if National Production Authority puts into effect a new order it is considering. Distributors' inventories of such items containing scarce steel, copper and aluminum would be replenished on the basis of geographic situation and an historical sales pattern during a basing period, it was revealed this week.

NPA proposes that retailers could use self-certification to obtain scarce materials for such items, and customers buying from them would not be required to sign any papers. Procurement would be based on either the dollar value of such materials or a percentage of materials used by the retailer in 1950.

Calendar for Coinmen

- November 12-13—National Association of Gum Vendors, first annual convention, Hollenden Hotel, Cleveland.
- November 12-15—National Automatic Merchandising Association, annual convention, Cleveland Auditorium, Cleveland.
- November 12—Wisconsin Phonograph Operators' Association, monthly meeting. Site to be announced.
- November 13—California Music Guild, monthly meeting, 311 Club, Oakland.
- November 14, 28—Music Merchants' Guild, semi-monthly meeting, Narragansett Hotel, Providence, R. I.
- November 13—Automatic Phonograph Owners' Association, monthly meeting, Gibson Hotel, Cincinnati.
- November 14—Music Operators of Northern Illinois, monthly meeting, Matt's Golden Pheasant, Route 64, Elmhurst.
- November 15—Michigan Automatic Phonograph Owners' Association, monthly meeting, Maccabees Building, Detroit.
- November 19—Automatic Music Machine Operators' Association of Greater Baltimore, semi-monthly meeting, Mandell Ballow Restaurant, Baltimore.
- November 21—Westchester Operators' Guild, monthly meeting, American Legion Hall, White Plains, N. Y.
- November 25-28—National Association of Amusement Parks, Pools and Beaches, annual trade show, Hotel Sherman, Chicago.
- November 26—Phonograph Owners' Association, monthly meeting, Broadway Hotel, East St. Louis, Ill.
- November 27—Automatic Machine Association of Philadelphia, Broadwood Hotel, Philadelphia.
- December 3—Illinois Amusement Association, monthly meeting, 208 North Madison Street, Rockford, Ill.
- December 3—Amusement Machine Operators' Association of Greater Baltimore, semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.
- December 4-6—Popcorn Industries, annual convention and exhibit, Congress Hotel, Chicago.
- December 6—Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.
- December 6—Summit County Music Operators' Association, monthly meeting, Akron Hotel, Akron.

FEDERAL CM TAX INCOME DECLINE

WASHINGTON, Nov. 3.—The yield from Uncle Sam's tax on coin-operated devices took a sizable dip in September, according to the Bureau of Internal Revenue's report this week. Tax yield for the month was \$857,432, a decline of \$111,470 below the previous month. Revenue from this tax for the first quarter of the fiscal year, starting July 1, totaled \$12,485,633, trailing the corresponding period of the previous fiscal year by \$1,251,308.

Drops were also registered in yields from federal excises on tobacco, alcohol and sugar. The September yield from alcohol taxes was \$210,636,272, which was \$7,587,571 below the previous month. Tobacco excises produced \$114,602,172 for the month, a drop of \$614,212 below the previous month.

Calderon Adds New Quarters

INDIANAPOLIS, Nov. 3.—Calderon Distributing Company has expanded its showroom, office and warehouse facilities by acquiring space next to its original quarters at 450 Massachusetts Avenue here. Firm is headed by Al Calderon and is now holding a showing on Bally's Bright Spot game.

SERVICEMEN'S MECCA

Old Units Still Backbone Chi Arcades; List Shrinks

CHICAGO, Nov. 3.—Typical arcades in this area are still depending on prewar equipment for most of their revenue, the most of them have a smattering of newer used pieces on location. Play, which usually reaches a peak in the summer because of the unusual number of out-of-town visitors, is currently at a normal rate for this time of the year, with most activity taking place on Friday, Saturday and Sunday nights when servicemen from the neighboring Army and Navy bases flock into Chicago.

Owners and managers of the local arcades point out the reason they still rely upon the older equipment is the combination of present high operating costs, plus the fact customers look for certain types of equipment which have not been made in quantity

since before the war. Newer arcade units such as driving skill control, new-type pistol and rifle gun games and in the past 18 months, shuffle games are also machines favored by arcade fans.

Concessions

As in the past, food concessions specializing in hot dogs, hamburgers, coffee and a variety of soft drinks are a steady source of income and also help to attract passing trade. Because the food end is a specialized business and poses a number of problems which only experienced food management

CHICAGO COIN GAMES AID USO

CHICAGO, Nov. 3.—Always among the first to come to the aid of service groups which can use amusement equipment to strengthen their over-all entertainment program, Chicago Coin Machine Company has done it again.

This week owners Sam Wolberg and Sam Gensburg donated several games to the USO at 308 N. Michigan Avenue here.

Rep Opens New Cuban Outlet

MIAMI, Nov. 3.—Plans for opening an additional branch office in Cuba have been announced by President Sam Taran, Taran Distributing, which handles a full line of coin-operated equipment and is the exclusive distributor for AMI phonographs in Florida, Cuba, Central America and the Caribbean area.

The new office will be in Santiago de Cuba, on the Southern Coast, 600 miles from the firm's Havana branch, and will concentrate on export sales to Central America and the Caribbean. Lenny Baitler, who has spent considerable time selling Taran equipment in Florida, was to set up the new Cuban office and will remain there to run it.

Maynard Ross will continue to direct operations at the company's Havana branch.

NPA to Order Further Cuts In Production for January

Juke Advisory Committee Meets; Forms Games Advisory Committee

By DICK SCHREIBER

CHICAGO, Nov. 3.—Further reductions in the production of all types of coin-operated machines will be ordered during the first quarter of 1952, with copper—particularly copper wire—the controlling factor, National Production Authority spokesmen said late this week.

NPA was readying allotment notices for the first quarter of 1952 as the week ended. The notices were scheduled to go in the mails over the week-end or early next week.

While NPA spokesmen could not comment specifically on what's in store for the manufacturers, they stated generally that the outlook was not bright for any manufacturer of consumer durable goods.

Industry Committees

Meanwhile, there were two developments of added interest to games and juke box manufacturers:

1. NPA will shortly announce the formation of a coin-operated amusement machine advisory committee. The first meeting of the committee is scheduled to be held in Washington November 19.

The presidents of eight games manufacturing firms will be asked to serve on the advisory committee—Buckley, Chicago Coin, Genco, Gottlieb, Keeney, Lion (Bally), United and Williams.

2. One executive from each of the juke box manufacturing companies has been invited to Washington to form the juke box advisory committee (The Billboard, November 3). The juke box executives will sit down with NPA officials at 2 p.m. Thursday, November 8.

More Substitutes

The purpose of the juke box meeting is to discuss the phonograph industry's problems, outline conservation methods, endeavor to spell out what's ahead in 1952 and encourage manufacturers to use more and more substitutes for critical metals.

Altho specific industry figures could not be obtained this week, it is certain that all manufacturers of coin-operated equipment will have to get along with less critically short copper, steel and aluminum during the first quarter of 1952.

With production already curtailed and many manufacturers

back-ordered, the outlook for early 1952 is gloomy.

What's the long-range outlook for manufacturing new machines?

No one can be certain, NPA officials point out, since military demands govern the amount of
(Continued on page 93)

Marvel Intros Second Shuffle Scorer Model

CHICAGO, Nov. 3.—Marvel Manufacturing this week announced a new shuffleboard scorer, the second to be placed in production by the firm. New unit, operating electrically on nickel or dime play, is a wall or floor model, features a compact cabinet, and will list for \$74.50 according to Ted Rubenstein, president.

Rubenstein said the new scorer is set for dime play when it comes off the line, but if nickel play is desired, the change will be made at no extra charge to the operator. Unit can be used in conjunction with any shuffleboard.

Firm is also in production on its larger center overhead scorer, which lists for \$115. This unit is also set at dime play, but can be converted for nickel play at no extra charge. Rubenstein said both models will be shipped immediately to distributors.

DSA Holds Nov. Shuffle Meet

DETROIT, Nov. 3.—Lieut. Charles Schwartz of the Licensing Bureau, Detroit Police Department, was guest speaker at the November meeting of the Detroit Shuffleboard Association. Schwartz has been the supervisor of coin machine licenses of all types in the Detroit area for many years.

Stress was placed on the individual operator as the significant factor in industry public relations by Fred Chlopan, executive director. "As an association we have promoted good will in the industry thru the operators' desire to do a good public relations job, which has been a dominant factor in the welfare and existence of the shuffleboard industry," he said. "The operator is the strongest or weakest link in a favorable public relations program, by which the industry can rise or fall."

CMI Announces 1st '52 Show Exhibitors

CHICAGO, Nov. 3.—The contracts for the 1952 International Coin Machine Exhibition were mailed only last week, 18 firms have had space confirmed and have accounted for approximately one-third of the available 170 booths, Dave Gottlieb, show committee chairman, announced Wednesday (31). Sponsored by Coin Machine Institute, the convention is scheduled for February 4, 5 and 6, at the Hotel Sherman here.

According to a plan announced two weeks ago (The Billboard, October 27), space is being reserved in the order in which signed contracts are received. First company to sign up was Wico Corporation, Chicago. The other 17 contracts were received in the following order:

D. Gottlieb & Company, Williams Manufacturing Company, World Wide Distributors, First Distributors, Chicago Coin Ma-

chine Company, King & Company, A.B.T. Manufacturing Corporation, Exhibit Supply Company, Genco Manufacturing & Sales, Empire Coin Machine Exchange, Embassy Distributors, Inc. (all Chicago); Edelco Manufacturing & Sales Company, Detroit; National Coin Machine Exchange, Ace Premium Sales Company (both Chicago); West Side Distributing Corporation, New York; The Billboard, and Cash Box.

CMI headquarters attributed the big percentage of Chicago returns to the fact that few firms outside this area have had the opportunity to get their signed contracts in the mails as yet. It stressed several out of State companies had phoned in tentative reservations.

Meanwhile, Earl Benedict, Hotel Sherman convention manager, told CMI he had received a number of room reservations in connection with the show, including several from Canadian coinmen.

Early Registration Sets NAMA Record

1951 Convention Will Take On International Aspect

CHICAGO, Nov. 3.—A 30 per cent rise in advance registrations for the 1951 National Automatic Merchandising Association Convention over the slightly more than 2,000 advance registrants for the 1950 event, which was NAMA's record convention attendance year to date, was announced this week by Bernard N. Osmond, convention and exhibit manager.

"On the basis of this advance registration, we predict the 1951 attendance will far surpass last year's high," Osmond said.

Commenting on the exhibit phase of the meeting, Osmond

stated that this, along with the geographic spread of anticipated attendance, will give the 1951 event an international aspect. Manufacturers of venders from Denmark and Canada have contracted for exhibit space, and operators from Canada and Puerto Rico have indicated they will attend.

Foreign Products

The two out-State produced machines will be shown by Perfumatic of Canada, Toronto, displaying a new spray perfume machine, and Oregon, an international mercantile exchange, Portland, Ore., which will show the Danish-made Wittenborg Automater, a merchandise and cigarette vender.

Among those out-of-the-country operators who plan to attend are Harvel R. Springer, Century Products, Ltd., and the J. H. Willens, Cole Products, Ltd., both of Toronto, and NAMA's first Puerto Rican operator-member, Cesar V. Rodriguez, of Santure.

Boston Tobacco Men Battle New Cig Cost Hike

Oppose Proposed State Tax, Mfg. Price Increases

BOSTON, Nov. 3.—United opposition to proposed State cigarette tax and manufacturer's price increases was announced at a special meeting of the Associated Greater Boston Tobacco Retailers, Inc., at the Hotel Bradford here Tuesday (30).

"Of all the New England States, Massachusetts has the highest cigarette tax rate and the lowest per capita revenue per cent on cigarettes," Wolf Cohen, chairman of the board of directors, charged.

Cigarette smokers in Massachusetts will pay as high as 27 cents a pack in the near future, and may pay 28 cents per pack if an additional 1-cent tax is levied by the State, he predicted. Cohen said that with the additional 1-cent tax by the federal government going in effect this week (1), they will be faced with an increase by the cigarette manufacturers. This, he said, will mean a package of cigarettes will cost 27 cents in the State.

"Merchants in towns on the

(Continued on page 91)

B. W. Scheuer Suffers Fatal Heart Attack

BALTIMORE, Nov. 3.—B. W. Scheuer, founder and president of the Vendomat Corporation of America and a director of the National Automatic Merchandising Association, suffered a fatal heart attack here October 24. Funeral services and burial were held October 26 in his home town, Birmingham.

Scheuer's death came as a shock to his business associates who had believed he was recovering from an attack a month previous. He had been hospitalized for three weeks following the first attack, but had been at home a week when the second, fatal attack came.

Born in Montgomery in 1899, Scheuer was a graduate of the Wharton School of Commerce and Finance, University of Pennsylvania. During World War I, Scheuer was a cadet pilot. From 1920 until 1930, he was in the clothing business in Montgomery, and later went to New York with a clothing company. He moved to Baltimore and entered vending via the bottling business, establishing Vendomat as a candy operation in 1939.

Scheuer is survived by his mother, Mrs. Lillie W. Scheuer, Birmingham; one brother, Raymond, of Baltimore, and a sister, Mrs. Donald Berger, of Birmingham.

MOVIE SHORT PLUGS VENDERS

CHICAGO, Nov. 3.—Cup beverage, candy and popcorn venders are the stars of a new musical movie short in color. Sandwiched in between the two feature films at neighborhood theaters, the short urges patrons, in a community sing type presentation complete with lyrics flashed on the screen, "lets go to the lobby to get ourselves a treat."

Song goes on to mention the pleasure to be derived from munching candy and popcorn or drinking a flavorful beverage from the soft drink machine "in the lobby."

Profit Pointer For Theaters

NEW YORK, Nov. 3.—A boost for operator-installed and serviced venders, drove home a profit point for movie owners in the "Extra Profits" section in the current issue of Exhibitor.

The theater owner who has an outside specialist handle his refreshment facilities obtains both better operation of his theater and better results from his extra profits sales," the magazine states.

NAMA Meet to Preview Industry Problems for '52

Business Program Keyed to Defense Mobilization; NPA, OPS Speakers

CHICAGO, Nov. 3.—Operators and manufacturers of automatic merchandising equipment will get first-hand information November 12-15 on how government regulations, growing out of the mobilization effort, are likely to affect their business during 1952. The National Automatic Merchandising Association holds its annual convention in the Cleveland Auditorium at that time and the program is keyed to problems growing out of the defense mobilization.

On hand for the opening business sessions Monday, September 12, will be Richard Murphy, of the National Production Authority, and William Burt, of the Office of Price Stabilization. This phase of the Monday meeting has been titled "Government Controls Panel," and will be presided over by I. H. Houston, president of Spacarb, Inc., and head of NAMA's defense liaison committee.

Burt's appearance at the convention session will be of particular interest to cigarette operators who are still weighing the effects of the November 1 tobacco

excise tax hike (see separate story elsewhere on this page). Cigarette operators, along with cup soft drink and candy operators, find

Re-Elect Slater WVMOA Prez

LOS ANGELES, Nov. 3.—M. I. Slater was re-elected president of the Western Vending Machine Operators' Association for the 10th time at the regular monthly meeting held Tuesday (30). Bob Leidenberger was again named secretary, and Philip Sreden, treasurer.

The election was the highlight of the session. Voting had been postponed since June because of the pressure of other business.

At the session the matter of licenses in general was discussed. Next meeting will be held at the Unique Restaurant, Washington and Figueroa here, November 27.

110 NAMA Exhibitors Blanket Vending Field

CHICAGO, Nov. 3.—The 110 firms showing venders, supplies and parts at the 1951 National Automatic Merchandising Association convention which opens in the Cleveland Auditorium Monday (12) will present as varied an array of exhibits as did the 126 companies participating in the 1950 event. In a number of instances, specific fields of vending will be better represented, as special purpose juice machines will be shown by three firms after a zero score last year, cigarettes by six manufacturers following a four-firm showing in 1950.

Other suppliers making a stronger presentation this year are in the stick gum field, five companies against two last year; cookies by five companies, one more than the preceding show; candy by 29 firms against 28 in 1950; one cigar display against none last year.

Ball gum and paper cup exhibits hold with three each year; 10 sirup suppliers present will be two less than in 1950. Special coffee, cream and sugar concentrate displays by two companies mark a

first for the supplier category. Up by one display each over the 1950 NAMA meet are eight exhibits by cup drink, two milk and four bulk vender makers. Present in the same force as last year are four bottle, three coffee, three stick gum, two photo and one

(Continued on page 94)

Prep New Vending Tests on Railroad

First PRR Trials Rated a Success; Rowe Installing Units on New Car

NEW YORK, Nov. 3.—The successful conclusion of three 19-day trials on regularly scheduled runs has led the Pennsylvania Railroad and the Rowe Corporation to map extension of its train vending experiment. A new passenger coach is being fitted with a complement of machines and will be placed into test service soon, it was learned this week.

As in the case of the pilot car, five food venders will make up the Automatic Buffet in the new installations. Machines will include Rowe candy, sandwich and milk units, a Bert Mills Coffee Bar and a Colsnac ice cream vender.

Results of the initial 30-day test were more than satisfactory, in the opinion of both Rowe and PRR executives. The conclusion reached was that venders can be made to operate efficiently (from a technical viewpoint) on moving trains, and that travelers will patronize the equipment in goodly numbers. Average sales volume was high, altho it dipped and rose with the passenger load.

Despite the excellent volume of food items dispensed, Rowe's two participating subsidiaries, the Automatic Food Services of Philadelphia and Newark, which divide operating chores, have been digging into the economic questions of train operation. Service costs are high, but it is hoped these can be brought down considerably during the next test.

In the forthcoming experiment both modified coaches will go into service on the same train, separated by two or more standard

(Continued on page 91)

Spacarb Preps New Model for Bow at NAMA

Can Use Coffee Attachment; Set Output for 1952

STAMFORD, Conn., Nov. 3.—Spacarb, Inc., is readying a new drink machine model, capable of delivering coffee as well as soft drinks, for introduction at the National Automatic Merchandising Association Convention, November 12-15, altho line production is not planned until early in 1952.

The new vender, tagged the 4-D53, represents a move toward greater product diversification within a single cabinet, according to H. F. Foster, sales manager. Its ability to perform the functions of more than one machine, he said, should permit installation in marginal industrial locations presently thought unprofitable.

The basic machine serves 1,000 cold, carbonated drinks in four flavors and retains most of the basic features of the current Spacarb 4-D52, to be continued in production for the remainder of this year. Use of one or more of the optional attachments that may be incorporated in it, however, account for its versatility.

The coffee assembly, when used takes over only one of the available selections. It will deliver the brew black or with cream according to the patron's preference. All ingredients are powdered.

Other attachments, also usable on the current machine, permit the serving of non-carbonated beverages, hot chocolate, tea and soup out of the single vending unit.

In conjunction with its multiple use features, the machine is said to point the way toward important material conservation in the tight supply market. Comparing it with a coffee machine placed side by side with soft-drink vender, Foster declared the 4-D53

(Continued on page 91)

Ask Court to Sift Claims in Patent Dispute

STAMFORD, Conn., Nov. 3.—Claims by Canteen of alleged patent infringement by Spacarb, Inc., may soon receive a thoro court airing. Spacarb has denied the allegations and recently filed for a declaratory judgment against the Automatic Canteen Company of America (Delaware), it was learned this week.

A Spacarb spokesman stated: "No models of ours infringe on any existing Canteen patent. Under the circumstances, we have asked the courts that Canteen be enjoined against making such charges and that it pay for the damages its charges to date have caused us."

Readers Write

To the Editor:

I wish to take this opportunity to call your attention to an article appearing under the classification of Vending Machines in October 27 issue of The Billboard. This unfortunate bit of writing was entitled "Popcorn Fades as Vender Item—Behind the Scenes Story."

As a member of the popcorn industry and representing a company that has built a wide reputation as being a fair and good company to deal with, I wish to enter a bitter complaint. In the many years of business, I cannot ever recall a single article

that could possibly be more detrimental to this industry than this bit of trite, misleading editorial.

Choosing to believe that The Billboard operates in much the same fashion as other publications, I believe that one of the main sources of revenue is derived from the advertisements appearing in your magazine. I would like to point out that for the past year we have been a steady advertiser in your publication. The amount of money spent last year and the years before goes in thousands of dollars.

(Continued on page 91)

OPS Given Cig Price Outline At Mfg. Level

WASHINGTON, Nov. 3.—Office of Price Stabilization, which has indicated earlier it had no objections to increasing the list price of cigarettes a cent a pack to accommodate the new excise tax which became effective Thursday (1), has received an outline from the cigarette industry advisory committee on how the increase will be handled at the manufacturers' level.

Industry spokesmen told OPS that because of the practice of giving discounts, the list price should reflect the tax increase, the net price. The floor tax, which is applicable to stocks in the hands of manufacturers and distributors, is estimated as yielding more than \$15 millions.

NAMA Program

SUNDAY, NOVEMBER 11 Pre-Convention Rally

- 12:00 Noon Registration.
- 2:00 p.m. Pro Football Game, Cleveland Browns vs. Philadelphia Eagles.
- 5:00 p.m. Operators' Buffet—Auditorium Hotel. Sponsored by candy suppliers.

MONDAY, NOVEMBER 12

- 9:30 a.m. Progress in Automatic Merchandising Annual Meeting of NAMA. President J. B. Lanagan, Indianapolis, presiding. Report of the Treasurer. John T. Pierson, Kansas City, Mo. Let's look at the record. George M. Seedman, Los Angeles. Report of the Nominating Committee. E. F. Hinkle, Chicago. Election of Directors. Government Controls Panel. I. Hayne Houston, Stamford, Conn., presiding; Richard Murphy, National Production Authority; William Burt, Office of Price Stabilization. Automatic Merchandising Serves the Defense Plant. Matthew J. Murphy, Industrial Relations Editor, Factory Management and Maintenance. The Problems of Small Business in America. John J. Sparkman, U. S. Senator, Alabama, Chairman, Senate Small Business Committee. Grand Opening of Exhibit. Old Gold Cocktail Hour—Statler Hotel. Operator Round Tables and Open House in Exhibitor Suites—Statler Hotel.

TUESDAY, NOVEMBER 13

- 9:30 a.m. Salesmanship and New Markets Business Session—John W. Mock, presiding. "Direct Sales to Locations." How this challenge has been met in the cigarette field. The trend in industrial candy vending. Location-owned beverage machines. Discussion. "Point-of-Sale Merchandising." The effectiveness of decals on cigarette vending machines. How to stimulate employees' use of candy venders. The featured product and its effect on soft drink sales. Discussion. "How to Find New Location." An ice cream operator and his methods. Canvassing techniques in a large city. Development of a milk vending location. Discussion. "How to Meet the Prospects' Objections." Overcoming the resistance of a restaurant owner to cigarette equipment. The apparent conflict of vending with other systems of in-plant feeding. The best reasons for the installation of coffee venders. Discussion. "New Fields for Automatic Merchandising." A report on department store vending of general merchandise. Vending on a railroad train. Novel locations. Discussion. "Salesmanship and New Markets." Address by Harry W. Chesley, Vice-President, the Pepsi-Cola Company, New York City.
- 12:30 p.m. Exhibit Hall open.
- 8:00 p.m. Operator Round Tables and Open House in Exhibitor Suites—Cleveland Hotel.

WEDNESDAY, NOVEMBER 14

- 9:30 a.m. Better Business for Operators Business Session—John W. Mock, presiding. "Diversification vs. Specialization." Both schools of thought spelled out. How a small operator has successfully added new kinds of equipment. Can a route man handle all types efficiently? What are the advantages of the specialized operation? What types of equipment are most easily combined? Discussion. "Sanitation in Food and Drink Vending." Panel discussion featuring Dr. W. L. Mallmann, of Michigan State College; G. O. Herman, of the Chicago Health Department; and J. V. Cawley, editor of Modern Sanitation magazine. Questions from the floor. "The California Anti-Cigarette Machine Bills—A National Threat." How the cigarette venders on the West Coast defended themselves against unreasonable regulation. How to avoid this danger in other States. Discussion. "The New Cigarette Tax and the Vending Price." Are vended cigarettes over-priced today? Tips to remember in revising your price structure under the new tax. The tax philosophy of the cigarette manufacturer. Discussion. "The Operators' Role in Automatic Merchandising." Address by Aaron Goldman, the G. B. Macke Corporation, Washington, D. C.
- 12:30 p.m. Exhibit Hall open.
- 8:00 p.m. Operator Round Tables and Open House in Exhibitor Suites—Hollenden Hotel.

THURSDAY, NOVEMBER 15

- 9:30 a.m. Operating Economics in an Inflationary Period Business Session—John W. Mock, presiding. "Mechanical Maintenance." What shop work can be done economically by the small operator? How much shop equipment is feasible in relation to size of operation? Some do's and don'ts on the care of slug rejector mechanisms. Discussion. "Truck Operating Costs." A breakdown on truck operating costs by a rural operator. How to control truck costs in a big city. Advice on fleet operation.

Liggett & Myers Sales

NEW YORK, Nov. 3.—Liggett & Myers Tobacco Company reported sales of \$400,230,000 during the first nine months this year, a slight increase over the \$397,579,000 in sales for the like 1950 period. Net income declined to \$16,267,000 for the three 1950 quarters compared with a \$21,318,000 net for the corresponding period last year. For the third quarter this year net earnings were \$4,427,000 on sales of \$133,677,000.

PITTSBURGH, Nov. 3. — The Mako Company was formed here by Russell Makrauer and Donald Chaban, partners, to vend pistachio nuts in groceries, taverns and confectionery stores in Pittsburgh and surrounding areas.

HARVESTER SIGNS

CHICAGO, Nov. 3.—Late addition to the National Automatic Merchandising Association exhibitor ranks this week was International Harvester Company, which will display its commercial vehicle models suitable for vending operator use. Addition of International Harvester brings to two the number of truck displays at the 1951 Cleveland meet. Chevrolet Motor Division of General Motors Corporation will also show. Three truck manufacturers exhibited the 1950 NAMA Convention in Chicago.

Discussion. "How to Control Insurance Costs." What casualty lines should an operator carry? The value of employee-benefit coverage. Questions from the floor. "The Mechanical Price Ceiling Problems." Report on the 10-cent candy bar trend. The odd-cent beverage price. Discussion. "How to Control Labor Costs." What standards are expected of the route man? What personnel training techniques are recommended? The commission basis vs. the hourly wage. Discussion. "Minimum Essentials of Record Keeping for Operators." NAMA staff accountant George Larsen explains a basic system of accounting for operators. Model forms for servicing records, inventory control, commission statements and P & L statements. Discussion. "This Freedom of Ours." Address by Nathaniel Leverone, Automatic Canteen Company of America, Chicago.

- 12:30 p.m. Exhibit Hall open.
- 7:00 p.m. Annual Banquet—Hollenden Hotel—featuring Victor Borge. Courtesy of R. J. Reynolds Tobacco Company.
- LADIES' PROGRAM**
- SUNDAY, NOVEMBER 11**
- 12:00 Noon Hospitality Center opens (Assembly "B," Mezzanine Floor, Cleveland Hotel).
- MONDAY, NOVEMBER 12**
- 10:15 a.m. Sight-seeing tour of Cleveland. Starts from Ladies' Hospitality Center. Free—to see Exhibit.
- 3:30 p.m. Coffee at Hospitality Center.
- TUESDAY, NOVEMBER 13**
- 10:00 a.m. Tour of Nela Park—World Lighting Headquarters. Starts from Ladies' Hospitality Center.
- 3:00 p.m. Fashion Show and Tea—Empire Room, Cleveland Hotel. Sponsored by Halle Bros.' Department Store.
- WEDNESDAY, NOVEMBER 14**
- 11:30 a.m. Village Fair—Luncheon and TV Participation Show, Alpine Village.
- 3:30 p.m. Coffee at Hospitality Center.
- THURSDAY, NOVEMBER 15**
- Morning Open for shopping.
- 2:00 p.m. Book Review by Dorothy Fuldheim—Ladies' Hospitality Center. Courtesy of National Vendors, Inc.
- 3:00 p.m. Coffee at Hospitality Center.

From **LITTLE ACORNS** mighty **INCOMES** grow!



Don't Delay... Order NOW!

ACORN

The only completely die-cast aluminum, precision built

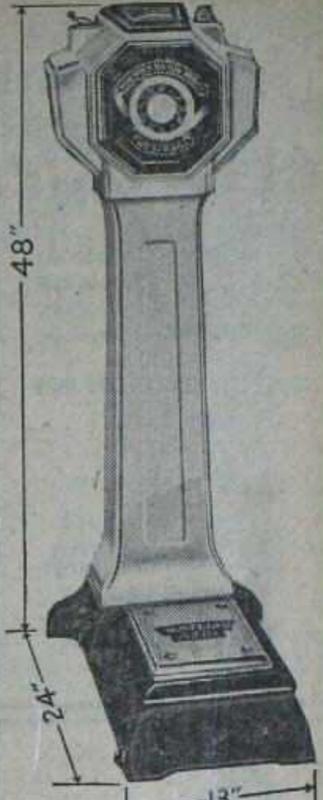
ALL-PURPOSE VENDOR

- Vends all bulk mdse.—nuts, gum balls, candy, charms.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock and body clamps only.
- Guaranteed mechanically—weighs less than 7 lbs.

1c & 5c mechanism slides into place—no screws!

OAK mfg. co., inc.
11411 Knightsbridge Ave., Culver City, Calif.

Distributors!
Choice territories still open—
Write, Wire, Phone!
East and Midwest,
M. J. Abelson, Gen. Sales Mgr.
1249 5th Ave., Pittsburgh
AT 1-6478
Pacific Coast Distributor
Operators Vending Machine Supply
1623 Grand Ave., Los Angeles



48"
13"
24"

NET WEIGHT 119 POUNDS

\$25 DOWN

Balance \$10 Monthly

ALL WEATHER SCALE FOR OUTSIDE LOCATIONS

The head and post of this penny weighing scale are made of pure aluminum, when highly polished and anodized it takes on a satin silver finish and makes it look like a piece of jewelry. It looks nice with any fixtures and will also stand the weather.

WRITE FOR PRICES
Invented and Made Only by

WATLING
Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

More... Profits ahead!

There's more profits ahead for the profit wise operators that build their routes with Atlas Vendors, because Atlas offers the best engineered vendors on the market...



ATLAS LIGHTER FILLING STATION

NEW! and already building profits for operators; all aluminum die cast body.



ATLAS BANTAM 5c TRAY VENDOR

An ideal vendor for bars, counters, and tables, really shows big profits when vending Atlas Brand Almond, or mixed nuts.

ATLAS

EST. 1925

DISTRIBUTORS AND SALESMEN: Write NOW

MANUFACTURED BY

MANUFACTURING & SALES CORP.

12220 TRISKETT RD. CLEVELAND 11, OHIO



JUMBO UNIVERSAL

(With Side Display Windows)

900

BALL CAPACITY
JUMBO-SIZE
BALL GUM
120-COUNT
Per Pound

TODAY'S FASTEST SELLING BULK VENDING ITEM

\$14.70 Each
Lots of 100

\$31.40 per case of 2

Contact your **VICTOR** Distributor

VICTOR VENDING CORP.
5701-13 W. Grand Ave.
Chicago 29, Illinois



HERE'S THE SECRET TO BIG PROFITS IN BULK VENDING

SIMPLIFIED SERVICE MEANS . . . MORE MONEY . . . LESS WORK



The biggest profit maker operators have ever enjoyed in the bulk vending field. Simplified service cuts costs in half. You just exchange globes on location . . . the empty globe is cleaned and filled at your workshop. Vends all products including ball gum and charms. Attractive eye-catching appearance. Built for years of hard service.

THE NORTHWESTERN CORPORATION
829 M. ARMSTRONG ST., MORRIS, ILL.

NAMA Exhibitors

CHICAGO, Nov. 3.—The following 111 machine manufacturers and suppliers will display their products in the Cleveland Auditorium when the fifth annual National Automatic Merchandising exhibition is held in Cleveland November 12-15.

- A. Abbey Manufacturing Co., St. Louis (bulk machines); Booth 51.
- A.B.T. Manufacturing Co., Chicago (coin changers and counters, slug rejectors, coin meters, scales); Booth 204.
- American Chicle Co., Long Island City, N. Y. (packaged gum); Booth 112.
- American Tobacco Co., New York (cigarettes); Booths 463, 464, 465.
- Arctic Vendor Sales Co., Inc., Menasha, Wis. (ice cream machines); Booths 160, 161.
- Atlas Manufacturing & Sales Corp., Cleveland (bulk machines); Booth 105.
- Atlas Tool & Manufacturing Co., St. Louis (bottle beverage machines, candy machines, ice cream bar machines); Booth 3.
- Austin Packing Co., Inc., Baltimore (peanut butter sandwiches, cookies); Booths 210, 211.
- Automatic Products Co., New York (cigarette machines, cup beverage machines); Booths 108, 158, 159.
- Auto-Photo Co., Los Angeles (photograph machines); Booth 104.
- B. Walter Baker Chocolate & Cocoa, Division General Foods Corp., Dorchester, Mass. (packaged candy); Booth 153.
- Ball-Gum, Inc., Chicago (ball gum); Booth 72.
- Beech-Nut Packing Co., New York (packaged gum); Booth 70.
- Paul F. Beich Co., Bloomington, Ill. (packaged candy); Booth 203.
- Belvend Manufacturing Co., Chicago, Ill. (candy and ice cream machines); Booth 100.
- Bert Mills Corp., Lombard, Ill. (coffee machines); Booths 453, 454, 455.
- Billboard Publishing Co., Chicago (Vend, The Billboard); Booth 252.
- Brown & Williamson Tobacco Corp., Louisville (cigarettes); Booths 212, 213.
- C. Chadbury-Fry America, Inc., New York (packaged candy); Booth 418.
- Canada Dry Ginger Ale, Inc., New York (beverage syrup); Booths 191, 192.
- Chase Candy Co., St. Louis (bulk candy, packaged candy); Booth 403.
- Chef-Way, Inc., Kansas City (hot coffee machines); Booth 1.
- Chevrolet Motor Division, Detroit (trucks and truck equipment); Booths 257, 258, 307, 308.
- Chicago Lock Co., Chicago (locks); Booths 168, 218.
- Chunky Chocolate Co., New York (packaged candy); Booth 461.
- Clark Bros., Chewing Gum Co., Pittsburgh (packaged gum); Booth 62.
- D. L. Clark Co., Pittsburgh (packaged candy); Booth 106.
- Cole-Drink, Inc., New York, N. Y. (cup beverage machine parts); Booth 60.
- Cold-Drink, Inc., New York, N. Y. (beverage machine); Booth 60.
- Cole Products Corp., Chicago (cup beverage machines and accessories); Booths 303, 304.
- Colonial Candy Corp., Morgantown, W. Va. (packaged candy); Booth 36.
- Curtiss Candy Co., Chicago (packaged candy and gum); Booth 305.
- D. Dad's Root Beer Co., Chicago (beverage syrup); Booth 405.
- Dean Milk Co., Franklin Park, Ill. (powdered milk and cream product for coffee machines); Booth 456.
- Delicia Chocolate & Candy Mfg., New York (packaged sugar wafers (packaged candy); Booth 157.
- Diamond Match Co., New York (matches); Booth 357.

- Dixie Cup Co., Easton, Pa. (cups, cup dispensing units); Booths 358, 359.
- Eagle Lock Co., Chicago (locks); Booth 107.
- Eastern Electric, Inc., New Bedford, Mass. (cigarette machines); Booths 215, 216, 217.
- F. Federal Sweets & Biscuit Co., Clifton, N. J. (packaged candy, packaged cookies); Booth 460.
- Ford Gum & Machine Co., Inc., Lockport, N. Y. (ball gum, ball gum machines); Booth 164.
- Fruit-O-Matic Manufacturing Co., Los Angeles (refrigerated fresh fruit machines); Booths 53, 54.
- G. General Electric Lamp Dept., Cleveland (lamps for vending machines); Booth 52.
- Gordon Foods, Inc., Atlanta (packaged nuts, potatoe sticks, cookies, crackers, sandwiches); Booth 362.
- Guardian Electric Manufacturing Co., Chicago (coin changers, vending machine parts); Booth 255.
- H. Harmon Enterprises, Inc., Chicago (coffee machines, combination hot beverage machines); Booths 314, 315, 264, 265.
- Fred Hebel Corp., Chicago (ice cream machines); Booths 401, 402.
- Hedeman Products, Inc., Great Neck, N. Y. (house assemblies, beverage machine parts); Booth 4.
- Henry Heide, Inc., New York (packaged candy); Booth 102.
- Hershey Chocolate Corp., Hershey, Pa. (packaged candy); Booths 201, 202.
- Charles E. Hires Co., Philadelphia (beverage syrup); Booth 364.
- Hoben Candy Co., Ashley, Ill. (packaged candy); Booth 406.
- Hollywood Candy Co., Centralia, Ill. (packaged candy); Booth 262.
- Hospital Specialty Co., Cleveland (sanitary napkin and Tampax machines); Booth 114.
- Rulta Vendors, Inc., Springfield, Ill. (quartz conversion units); Booth 266.
- Hupp Corp., Cleveland (cup beverage machines); Booths 163, 164.
- I. Ideal Dispensers Co., Bloomington, Ill. (bottle beverage machines (milk machines); Booth 37.
- Illinois Lock Co., Chicago (locks); Booth 467.
- Indep Halvah & Candies, Inc., Brooklyn (packaged candy); Booth 113.
- International Microscope Corp., Long Island City, N. Y. (book machines, phonograph machines, photograph machines, post-card machines); Booth 214.
- J. Johnson Fare Box Co., Chicago (coin counters, sorters, changers and wrappers, cup dispensing units); Booth 162.
- Walter H. Johnson Candy Co., Chicago (packaged candy); Booth 313.
- Juice Bar Corp., New York (fruit and vegetable juice machines); Booth 457.
- L. Leaf Brands, Inc., Chicago (packaged and bulk candy and gum); Booth 312.
- Lehigh Foundries, Inc., Easton, Pa. (cigarette machines, hosiery machines); Booths 316, 317.
- Lily-Tulip Cup Corp., New York (cups, cup dispensing equipment); Booths 255, 256.
- Lion Match Co., Inc., New York (matches); Booth 154.
- P. Lorillard Co., New York (cigarettes, cigars); Booths 351, 352.
- Lyon Industries, Inc., New York (cup beverage machines); Booth 34.
- M. Mars Inc., Chicago (packaged candy); Booths 151, 152.
- James H. Martin Inc., Chicago (candy, cigarette and gum machines); Booth 35.
- Maryland Cup Co., Baltimore (cups); Booth 404.
- Mason Au & Magenheimer Conf. Co., Mincola, Long Island, N. Y. (packaged candy); Booth 365.
- Maxwell House Div., General Foods Corp., New York (coffee concentrate); Booth 452.
- Merkle Korff Gear Co., Chicago (geared motors, vending machine drives); Booths 353, 354.
- N. Mills Industries, Inc., Chicago (bottle beverage, cup beverage, juice, candy and gum machines; scales); Booth 407.
- Phillip Morris & Co., Ltd., Inc., New York (cigarettes); Booths 366, 367.
- N. National Biscuit Co., New York (packaged sandwiches, cakes, cookies); Booths 32, 33.
- National Rejectors, Inc., St. Louis (coin changers, slug rejectors); Booths 207, 208, 209.
- National Vendors, Inc., St. Louis (candy machines, cigarette machines); Booth 451.
- Nehi Corp., Columbus, Ga. (beverage syrup); Booth 50.
- Nestle's Chocolate Co., Inc., New York (packaged candy); Booth 361.
- New England Confectionery Co., Cambridge, Mass. (bulk candy, packaged candy); Booths 115, 116.
- Northwestern Corp., Morris, Ill. (bulk machines, gum machines, postage stamp machines); Booth 360.
- O. Orange-Crush Co., Chicago (beverage syrup); Booths 166, 167.
- Oregonia International Merchandise Exchange (cigarette merchandise machines); Booth 31.
- P. Dr. Pepper Co., Dallas, Tex. (beverage syrup); Booth 263.
- Pepsi-Cola Co., New York (beverage syrup); Booths 412, 414.
- Perfumatic of Canada, Ltd., Toronto (perfume spray machines); Booth 110, 109.
- Peter Paul, Inc., Naugatuck, Conn. (packaged candy); Booth 466.
- Pond's Extract Co., New York (face tissues); Booth 74.

DAIRY AID

Milk Vender Proves Boon To Industry

NEW YORK, Nov. 3.—The use of venders as a method of encouraging Americans to drink more milk, by making it more readily available, is the subject of a feature article in the current issue of "Country Gentlemen."

Titled, "They'll Reach for Your Milk," the article points out that venders have in no way reduced product demand elsewhere; instead they are proving a sales key to a "vast new outlet for dairy products." Introduction of milk venders at the Anaconda plant in Montana, and in offices, schools and other locations thru Lansing, Mich.; Pittsburgh and New York has resulted in a greatly expanded demand in those areas, William Ward, the author, writes.

He cited the greater demand as evidence that volume use of venders "might once and for all solve the dairy industry's recurring distress of heavy production and light demand, reflected in the smaller milk consumption each year since 1945."

Typical Spot

Referring to the Anaconda installation, the article stresses the vender experience there as typical of what is happening in milk vending. Four venders, supplied by the Challenge Cream & Butter Association, sold over 2,600 one-third quarts of milk per week after initial installation; the addition of four more machines has now increased weekly sales to over the 5,000 mark.

Mention is also made of the wide acceptance of milk venders in New York, where apartment house installations make milk "available 24 hours a day and eliminate need for containers to stand unrefrigerated in hallways."

Peter Paul Dividend

NAUGATUCK, Conn., Nov. 3.—Peter Paul, Inc., announced a special dividend of 25 cents a share in addition to its regular quarterly payment of 50 cents a share. It will be paid December 10 to stockholder of record November 16.

WRITE FOR CATALOG

On Bulk Vendors, Merchandise Games, Etc.



TOPPER DELUXE

12 or 24 Models

Advise when ordering!

\$14.95 Each

Case of 4

\$56.80

Complete Victor Line in Stock.

COPPER CHARMS

Large size, new series, 1,000 . . . \$3.95
Hand-Painted Imparted Charms.
Per Gr. 1.25
Toy Watches, 2 Gross 2.50
Stone Set Rings, 1 Gross 1.95
"Keep Cal" Buttons, 1,000 \$1.95

STANDS

All steel — aluminum finish
No need to add sand, gravel
cement, etc. Ready for use
Weights 17 lbs.

\$3.25 each

We are factory distributors for all leading makes of VENDING MACHINES

One-Third Deposit on All Orders

PARKWAY MACHINE CORP.

715 Ensor St. Baltimore 2, Md.



GET * NEWER CHARMS

Lower prices from America's largest Charm manufacturer.

Over 40 new and different series of Charms.

Our prices are lower!

Send 35c for complete samples.

PENNY KING CO.

415 Neptune Street

Pittsburgh 20, Pa.

TOPPER DELUXE

With Plastic Side Display Windows
Case of 4 \$54.80
Single 14.95

Topper Standard With Plastic Globe
Case of 4 \$48.00
Single 12.25

COMPLETE VICTOR LINE IN STOCK!

CHAMPION NUT & CHOCOLATE CO.

1194 Tremont St. Boston, Mass.

WACHAGUTNU!

PLENTY, BROTHER!

I'LL BE LOADED WITH NEW ITEMS FOR CLEVELAND

SETTING UP BAR AT HOLLANDEN HOTEL

Bartender Bill Falk FOR THE BEST IN CHARMS

PLASTIC PROCESSES CORP.

300 E. 46th St. New York 17, N. Y.
Phone: Murray Hill 4-3990



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

VEEDCO SALES CO.

2124 Market St. Philadelphia 3, Pa.
Phone: LOCust 7-1448

30 DAY MONEY BACK TRIAL

THE YEAR'S GREATEST VENDORS
Northwestern



Outstanding MODEL 49
12-5c-10c PRICES
Less than 25 \$17.25
Less than 100 \$17.15
100 or more \$16.95



Sensational TAB GUM
PRICES
Less than 25' \$25.95
Less than 100 \$25.45
100 or more \$24.95

Complete Line of PARTS, SUPPLIES, STANDS, GLOBES, BRACKETS, CHARMS, Etc.
TIME PAYMENT PLAN AVAILABLE. TRADE-INS ACCEPTED.
1/3 Deposit, Balance C.O.D. F.O.B. Factory.

MERCHANDISE
ADAMS, All Flavors, 100 Count . . . 42
WRIGLEY'S, All Flavors, 100 . . . 46
Candy
FRUIT CHARMS, Assorted, 100 . . . 40
Count . . . 1.20
SUCHARD, 200 Count . . . 1.20
HERSHEY'S, 200 Count . . . 1.30
MINIMUM ORDER
25 Boxes of Any Assortment.

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL
438 WEST 42nd STREET, NEW YORK 18, N. Y. • Chickering 4-0142
4105 16th AVENUE, BROOKLYN, N. Y. • GEDney 8-3600

New NORTHWESTERN

MODEL 49 1c-5c-10c \$17.35 ea.	10 Col. TAB GUM VENDOR \$25.95 ea.
25 to 100 \$17.15 ea.	25 to 100 \$25.45 ea.

ORDER NOW Immediate Delivery From Stock!

Write for circulars on both machines including our merchandise refill price list.
Terms: 1/3 Dep., Bal. C.O.D.

RAKE COIN MACHINE EXCHANGE

609A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

WANTED: \$25,000 A YEAR MAN

Experienced Coin Machine Salesman to represent the nation's finest cigarette, candy and gum vendor. NATIONAL TRADE ACCEPTANCE AND A LEADER IN THE VENDING INDUSTRY SINCE 1928. The man we select must be a SALESMAN and willing to travel. STATE complete information in first letter.

Care BILLBOARD
BOX 489 188 W. RANDOLPH, CHICAGO, ILLINOIS

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WHAT ARE YOU VENDING?

Stick Gum? Ball Gum? Tab Gum? Bulk Merchandise? Mints? Stamps? Perfume, Combs, Sanitary Products or other Merchandise?

ADVANCE is the Vendor for You!

The 1-column model (illustrated) vends flat cartons up to 3/4" x 2" x 3 1/2" long—or round cartons up to 1 1/4" diameter x 3 1/2" long. The 2-column model handles round cartons up to 1 1/4" diameter x 3" long.

Regularly furnished for 1c, 5c, 10c or 25c operation. Separate cash box—and Advance Coin Deflector with automatic coin return when machine is empty.

Want more information? Write today to...

J. SCHOENBACH
Factory Distributor Of
Advance Vending Machines
1645 Bedford Ave., B'klyn, 25, N.Y.
President 2-2900

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

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

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

	Issue of Nov. 3	Issue of Oct. 27	Issue of Oct. 20	Issue of Oct. 13
Acorn, 1c.....				
Advance Candy.....	\$25.00	\$25.00	25.00	\$25.00
Candyman 72 Bar.....				50.00
DuGrenier Champion, 9 col.....		89.50	89.50	89.50
DuGrenier Model (S) (7 col.).....	69.50	69.50	69.50	69.50
DuGrenier Model V.....	75.00	75.00	75.00	
DuGrenier Model W.....	49.50	49.50		49.50
DuGrenier Model N, 4 col.....				14.50
DuGrenier Model W, 9 col.....	82.50	82.50	82.50	82.50
Foot Vitalizer.....			49.50	89.50
Kirk's Astrology Scale.....	85.00	85.00	85.00	85.00
Kirk's Guesster Scales.....				65.00
Kwik Shoe Shine Machine.....		79.50	79.50	79.50
Lo Boy Scale.....	50.00	50.00	50.00	50.00
Lehigh PX Cigarette Machine, 10 col.....				139.50
Mint-Pop (Viking).....				175.00
Monarch (8 col.).....	85.00	85.00	85.00(2)	69.50
National, 6 col.....				75.00
National 9A.....	75.00	79.50	75.00	79.50
National 930.....	75.00	85.00	75.00	85.00
Northwestern 33 Ball Gum.....		7.50	7.50	7.50
Pop Corn Sez.....		89.50	89.50	89.50
Rowe Crusader (10 col.).....	145.00	145.00	145.00	145.00
Rowe Deluxe (8 col.).....				75.00
Rowe 5c Gum & Mint.....				19.50
Rowe Imperial (8 col.).....		69.50		77.50
Rowe President.....	85.00(2)	85.00(2)	85.00	85.00
Rowe Royal (6 col.).....	82.50	82.50	82.50	82.50
Rowe Royal (8 col.).....	69.50	69.50	72.00	72.50
Rowe Royal (10 col.).....	85.00	85.00	85.00	85.00
Siros Brush-Up.....	75.00	75.00	75.00	75.00
Silver King, 5c.....			5.00	
S & M, 9 col., 20c.....			52.00	52.00
S & M Silver Quarter, 7 col.....			38.00	38.00
S & M Silver Quarter, 9 col.....			52.00	52.00
Toppers, 1c.....			5.00	
Uneeda Candy 102 Bar.....	75.00	75.00	75.00	75.00
Uneeda Model A (9 col.).....	85.00	85.00	85.00	85.00
Uneeda Model E (9 col.).....	75.00	75.00	75.00	75.00
Uneeda Model E (15 col.).....			46.00	46.00
Uneeda Pak A (8 col.).....				89.50
Uneeda Pak E (8 col.).....				89.50
Uneeda Pak (5 col.).....				75.00
Uneeda Pak, Model 500, (10 col.).....				89.50
Uneeda (500).....	69.50	69.50		69.50
Uneeda (9 col.) Model 500.....	95.00	95.00	95.00	95.00
Uneeda (15 col.).....	85.00(2)	85.00(2)	85.00(3)	85.00(2)
U-Select-It.....	35.00	49.50	35.00	49.50
Watling Deluxe Guesster.....				85.00
Watling Fortune Telling Scale.....			95.00	
Watling Guesster.....				75.00
Yeaton, 5 col.....	57.50	57.50		

Ex-Hershey Exec Dies
HERSHEY, Pa., Nov. 3.—Fred J. Spang, former district manager for Hershey Chocolate Corporation, died last week after an extended illness. Spang, who was with Hershey's Cambridge, Mass., office, joined the firm in 1936.

Charms
Paul A. Price Co.
220 Broadway, New York 38, N.Y.

OUR PRICES ARE STILL LOW!

CIGARETTE MACHINES

DuGrenier Model W, 9 Col., 308 Pack Cap. \$ 82.50
Uneeda Model 500, 9 Col., 350 Pack Cap., King Size Included 95.00
Uneeda Model 500, 15 Col., 425 Pack Cap., King Size Included 85.00
Rowe Royal, 6 Col., 240 Pack Cap. 82.50
Rowe Crusader, 10 Col., 475 Pack Cap., King Size Included 145.00
Uneeda Model E, 9 Col., 375 Pack Cap. 75.00
DuGrenier Model S, 7 Col., 210 Pack Cap. 69.50
\$5.00 Additional for Silver Quarter or King Size Vending.

CANDY MACHINES

Un'da Candy, 102 Bar Cap. \$ 75.00
U-Select-It, 54 Bar Cap. 35.00
Adv. Candy, 40 Bar Cap. 25.00
Vendall Candy (New) Write

SPECIAL! \$75.00
DU GRENIER MODEL V
7 Col. 238 Pack Cap.

SPECIAL! \$85.00
UNEEDA MODEL A 9 Col. 270 Pack Cap.

KING SIZE COLUMNS INSTALLED IN ALL CIGARETTE MACHINES

TOP EQUIPMENT UNCONDITIONALLY GUARANTEED
1/3 DEP. WITH ORDERS, BAL. C.O.D. Parts and Mirrors available for all makes and models.

CONVERSIONS
ANY MAKE OR MODEL CIGARETTE VENDOR TO 25c OR 30c VENDING—TRADE PRICES—

UNEEDA VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
NEW RECONDITIONED LIKE NEW
166 Clymer Street, Brooklyn 11, N.Y. • EVERgreen 7-4568

THE DELUXE ELECTRIC KEENEY CIGARETTE VENDOR

- 9 DOUBLE COLUMNS
- STREAMLINED BEAUTY
- SELLS MORE CIGARETTES
- GREATER EARNING POWER
- SMOOTH OPERATION
- "WITH OR WITHOUT COIN CHANGER"

WRITE, WIRE, PHONE FOR PRICE PROMPT DELIVERY

DISTRIBUTORS
CENTRAL OHIO COIN MACHINE EXCHANGE
525 S. HIGH ST. COLUMBUS, OHIO

Chocolate Sales Reveal Increases

WASHINGTON, Nov. 3.—Confessionary and competitive chocolate product sales at the manufacturer's level jumped to \$72 million during August, a rise of 33 per cent above the \$54 million sales in July. August sales failed, however, to reach the \$80 million level of August, 1950, Department of Commerce reported, but total sales during the first eight months of this year amounted to \$575,223,000, an increase of 6 per cent above total sales during the same period last year.

Decal Use Contest Open to Operators

CHICAGO, Nov. 3.—The Meyer-cord Company, decalcomania manufacturer, is sponsoring a contest aimed at businessmen who use decals for industrial promotion. Contestants must write a letter describing one of the business uses of decals, as in product, brand, company name promotion or for operation instructions. Winning letter will bring its author a 10-day, all expense air tour of Mexico for two persons.

YOU REALLY SCORE WITH TOPPER



The Operators' Choice Machine
CONFECTION SALES CO.
10008 St. Clair Ave. Cleveland 8, Ohio

Northwestern TAB GUM VENDERS

Single \$25.95
25 to 100 \$25.45
100 or More \$24.95

30-Day Money Back Guarantee
We Stock All Molds for Much

Write for Charms and Merchandise List
1/3 Dep., Bal. C.O.D.

NORTHWESTERN SALES & SERVICE
1194 TREMONT ST., BOSTON, MASS.

Distributors and Operators Now Available

GRIFFIN DISPENSER
(Hand Lotion & Hair Oil)
\$12.50 each

Attention Jobbers & Distributors. Some Territories Available.

AUBREY STEMLER DIST. CO.
142 Glendale Blvd. Los Angeles 26, Calif.

2,000 ASSORTED CHARMS

15 Different Items — everything we make—in plastic and plated mixture
WORTH MORE—SPECIAL DEAL
2,000 for \$10
F.O.B. Jamaica, N. Y.
Immediate delivery.

EPY
Samuel Eppy & Co., Inc.
87-15 144th Place, Jamaica 2, L. I., N. Y.

NEWEST FASTEST BALL GUM Money Maker

Is Revolutionizing the Ball Gum Industry From Coast to Coast.

"SILVER KING'S" New "SUPERVENDOR"

"KING SIZE" BALL GUM
100 Pieces to the Lb. Also 15/16" size.

Here is the only answer to dwindling sales or where Silver-King's "SUPERVENDOR" will outsell ordinary gum on any location with no "Charms" or incentive prizes needed.

Entirely new rotary dispensing mechanism assures positive delivery at all times, down to the last ball of gum.

Old and new top locations welcome "SUPERVENDOR," the "King Size" gum will get all the play in town at a real profit.

Kids and grown-ups, too, go for "King Size" ball gum. "SUPERVENDOR" is rapidly replacing all other ball gum machines. Be first in your town on those good spots.

You can be the largest operator in your territory with "SILVER-KINGS," "CHARM-KINGS," "SUPERVENDOR," 1c-5c, U.S. and Foreign Coins, also "HOT-NUT" Vendors.

For Immediate Delivery Order NOW.
SILVER-KING CORPORATION
422 Diversey Pkwy. Chicago 14, Ill.

JUMBO UNIVERSAL SPECIAL

Capacity 2,375 balls of 210 count ball gum, and that's something.

Operate a JUMBO and you will never—never operate an ordinary ball gum machine.

Price less than you think. Write for details and terms NOW.

ROY TORR—Lansdowne, Pa.
Serving and Financing Operators Since 1910

For the latest in Charms
See us at the NAGV CONVENTION
HOLLENDEN HOTEL—CLEVELAND
November 12-13
Karl Guggenheim inc.
33 UNION SQUARE • NEW YORK 3, N. Y.

BRAND NEW LUCKY BOY VENDORS

\$9.75 Lots of 5 \$9.50 Ea.
Lots of 10 \$9.25 Ea.
Lots of 25 \$9.00 Ea.

EACH MODEL 1c or 5c

Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 800 Ball Gum. Fully Guaranteed.

1/2 Deposit, Balance C.O.D.

BLOYD MFG. CO.
VALLEY STATION, KY.

Available Now!

1c or 5c ACORN

ALL-PURPOSE BULK MERCHANDISER

Featuring the new **WHITE FLASH BRUSH HOUSING**

Empire COIN MACHINE EXCHANGE
1012 Milwaukee Ave. • Chicago 22, Ill.

Vend

"The Magazine of Automatic Merchandising"

"I am a subscriber to VEND and find it a priceless aid to me in automatic vending."

Robert W. Kruger
Jersey City, N. J.

VEND 761

2160 Patterson St. Cincinnati 22, O.

Please enter my subscription to VEND Magazine for One Year for which I enclose \$3.

Name

Address

City

Zone .. State ..

Wurlitzer Net Dips; Sales Hold Strong

CHICAGO, Nov. 3.—Consolidated operations of the Rudolph Wurlitzer Company for the second quarter, covering July thru September, 1951, resulted in a net profit of \$146,074.65, or 18 cents per share, after all reserves and provisions for taxes at the new rate effective Thursday (1), it was announced here this week. This compares with a profit of \$302,838.97 for the same period last year.

Sales for the second quarter reached \$6,558,986.02, compared with \$7,067,496.40 in the corresponding quarter last year.

Net profit for the first six months of the current year, April thru September, was \$312,867.18, or 38 cents a share after reserves and taxes, compared with a profit total of \$583,759.30 for the same period last year. Sales for the six months reached \$11,972,353.53, a decline of \$886,378.33 over the \$12,858,731.68 total for the corresponding period in 1950.

Declare Dividend

Wurlitzer board of directors in a session Monday (29) voted a dividend of 20 cents per share to be paid December 1 to stockholders of record at the close of business November 15.

In his report to stockholders R. C. Roling, Wurlitzer president, said the firm has defense contracts amounting to approximately \$16,000,000. The problem of converting a portion of the capac-

ity of the manufacturing divisions from civilian to defense output has been slower than anticipated mainly because the government has not furnished complete specifications for some of the items involved. Too, the firm has had some difficulty obtaining many of the critical materials required. Roling said, however, that a number of the major problems encountered were now solved, and the firm fully expects a sharp increase in defense production in the next few months.

Sales Good

Roling's statement concluded: "We have experienced no difficulty in disposing of the civilian products produced so far this year, and we see no reason why we should experience any difficulty in disposing of those we will be permitted to build during the balance of the year."

Used Prices Hold Steady, Demand Grows

• Continued from page 81

Distributors in the Midwest reported the main demand was for machines built since 1949, but as the availability of such units dropped off more operators were leaning toward some low-priced prewar products. This was pointed up by the single listing of music box models which during the summer numbered up to five and six.

Used vander prices, which have varied little for several months, remained at the same level. Most of the models currently offered for sale were older cigarette machines. Earlier this year the backbone of the used vander market was made up of small bulk units.

Ask Op Support in Copyright Tussle

NEWARK, N. J., Nov. 3.—Alarm at the current Congressional push to remove juke box exemption from the Copyright Act was expressed at a meeting of the Music Guild of New Jersey here last week, and members were urged to step up their support of the Music Operators of America in its efforts to combat the legislation.

This can be done at the local level, they were told, by operators becoming more active in their own associations which, in turn, provide financial and technical aid to the national group. Only thru organization can effective resistance be offered, it was emphasized.

Reporting on a meeting of the MOA executive committee in Omaha, October 17, Dick Steinberg, MGNJ executive director, said the national body expects to

raise funds thru its convention and exhibit to meet this and other national problems. The convention is scheduled for Chicago March 4-6.

In a later statement in a bulletin of the Music Guild of America, a private research bureau Steinberg warned that "an estimated 200,000 marginal phonographs must eventually be removed from locations" if the royalty legislation is assessed. Bills pending in both the House of Representatives and the Senate would exact weekly payment of a penny a side for all records in operator-owned juke boxes.

Steinberg declared that the American Society of Composers, Authors and Publishers, prime backers of the royalty bills, "have built up their case and have done a great public relations job with members of Congress." A legislative betting commissioner, if there were one, "would lay odds of at least 3 to 1 that ASCAP will win," Steinberg asserted.

The MGNJ meeting, chaired by Humbert Betti at the Essex House, also brought out that arrangements have been made with a metropolitan radio station to plug "Hit Parade Possibilities," as carried in member phonographs. Attendance at the meeting was 72 persons, representing 40 operating companies.

Show Permo's 45 Mechanism To Chicago Business Group

Report Group Wants to Acquire Juke, Home Manufacturing Right

CHICAGO, Nov. 3.—Fresh interest in the new 45 r.p.m. mechanism developed by Permo, Inc., was touched off this week when it was displayed to a hand-picked group of Chicago businessmen and a scattering of phonograph operators.

The private showing of the mechanism was held Tuesday night (30) in the Ambassador East Hotel.

Presumably the purpose of the meeting was to sound out the prospects of placing the mechanism on the market in the near future — both as a coin-operated phonograph and for use in home

radio-phonograph combinations. One group of Chicago businessmen is known to be interested in acquiring the manufacturing rights from Permo. At least two established manufacturers of juke boxes, and a manufacturer of games, likewise have examined the mechanism.

OPS CO-OP

'Red Feather' Disk Heard in 2,000 Phonos

NEW YORK, Nov. 3.—More than 2,000 coin phonographs helped plug the charitable message of the United Red Feather Campaign in seven widely scattered communities last month by programming a special record prepared for the annual fund-raising drive.

It was the first year campaign officials approached the phonograph industry to aid in its program. Next year, it was indicated, a concerted drive for operator co-operation well in advance of the campaign should expend coverage in the medium.

Distribution of the Red Feather disk this year was concentrated in Newark, N. J.; Bridgeport, Conn.; Stockton, Calif.; Watertown, N. Y.; Great Falls, Mont.; Boston and St. Louis. The first association to back the drive was the Music Guild of New Jersey.

The record used backed up "The United Red Feather March" by Phil Davis, and "Give Your Best to Community Chest," by Gus Haenschen.

Sked Seeburg Detroit Area Service Class

DETROIT, Nov. 3.—Detroit and Michigan area operators will go back to school for two nights next week—Tuesday and Wednesday (6-7)—when a Seeburg factory school will be held at Music Systems, Inc., headquarters here. Sessions will last for four hours, starting at 7 p.m. both nights, and are designed to cover all phases of factory service.

Instructor at the sessions, according to Lou Nemes, manager of the Detroit office of Music Systems, will be William Cutler, Seeburg factory sales engineer. Classes will be open to all operators, their servicemen and other qualified employees.

None of the interested parties would comment on negotiations at week's end.

The mechanism — subject of countless rumors in the phonograph industry for months — is designed to play 45's. At the display in the Ambassador, one mechanism offering 50 selections, controlled by a selector panel, was shown. It was understood two of the mechanisms could be combined to give 100 selections.

Records are stored 25 to a bank, and the storage rack itself is designed as a modified semi-circle. Only the arm, which brings the disks out of their storage racks to the turntables, moves—completing the changing cycle in a maximum of seven seconds.

Evans Delays Non-Coin Juke Box Production

CHICAGO, Nov. 3.—Production of the non-coin-operated Concert Master Phonograph, introduced by H. C. Evans & Company at the Midwest Coin Machine Convention in Omaha last month (The Billboard, October 27) has been delayed, it was learned this week, with the firm still pondering its plans for output as well as a definite price.

At present the indefinite material picture is a prime factor in the planning of the addition to the Evans phonograph line. With the coin-operated Constellation 78 and 45 r.p.m. models both in production, the addition of the Concert Master can be made only if sufficient materials can be obtained. The output of the two Constellations is now subject to the allotment of materials, and like all other phono lines, will probably be cut down drastically in the first quarter of 1952.

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

DISKS, RADIO-TV-PHONO SETS SHOW TAX INCREASE. Coin-operated machines' yields decline on tax report. (Music Department.)

BAND BUYERS POLL REVEALS FAVORITES. Ork purchasers pick bests for ballroom operation. (General-Music departments.)

STUDIOS EXPAND MUSICAL OUTPUT. Movie companies plan heavy music film schedules for 1952. (Music Department.)

OKEH SIGNS FOUR RHYTHM, BLUES ARTISTS. The diskery expands field's roster. (Music Department.)

And other informative news stories as well as the Honor Roll of Hits and Pop Charts.

Miami Operator Org Sets Three Member Groups

MIAMI, Nov. 3.—Amusement Machine Operators' Association at its meeting Thursday (25) in Everglades Hotel, named Harry Zimand as a member of the executive committee, to serve a four-month term beginning November 1. He succeeds Al Albertelli in the AMOA's revolving system of drawing new committeemen by lot at every meeting. Walter Wheeler and Ozzie Truppan were appointed alternate committeemen, but will embark upon regular four-month terms October 1 and January 1 respectively.

The AMOA also set up three categories for membership: (1) music, (2) shuffleboards, and (3) other equipment including pins, Arcade, etc. The organization plans to take space in the classified section of the telephone directory listing all its members under the AMOA banner.

Taran Adds Disk Service

MIAMI, Nov. 3.—Taran Distributing opened the first record department in Dade County catering exclusively to juke box operators, according to President Sam Taran.

Pan American Distributing—to be housed in the company's main showroom—will specialize in race and hillbilly tunes with some 60 labels represented. A listening booth has been erected for the convenience of customers, and

(Continued on page 88)

Merchandising Music

MINIMUM ARRANGEMENT... Many operators, while awaiting an Office of Price Stabilization ruling on dime play for jukeboxes, are looking into other means of boosting their grosses to meet the increased costs of doing business today. In addition to studying tests of dime play which were conducted in various parts of the

country, these ops. are studying such matters as front money, minimum guarantees, etc. A. H. Ward, Winnetka, Ill., operator, says that while some dime locations may work out, he believes that operators, in order to operate profitably, must secure a base, or top money, arrangement on each phonograph. Ward says the rates should be determined by the operator's investment in each location (the cost of the equipment, supplies and service).

ELIMINATES HEADACHES... Using his weekly copy of The Billboard has not only erased a serious location headache, but has actually boosted his income, reports Ernest G. Bryant, Glendale, Calif., operator.

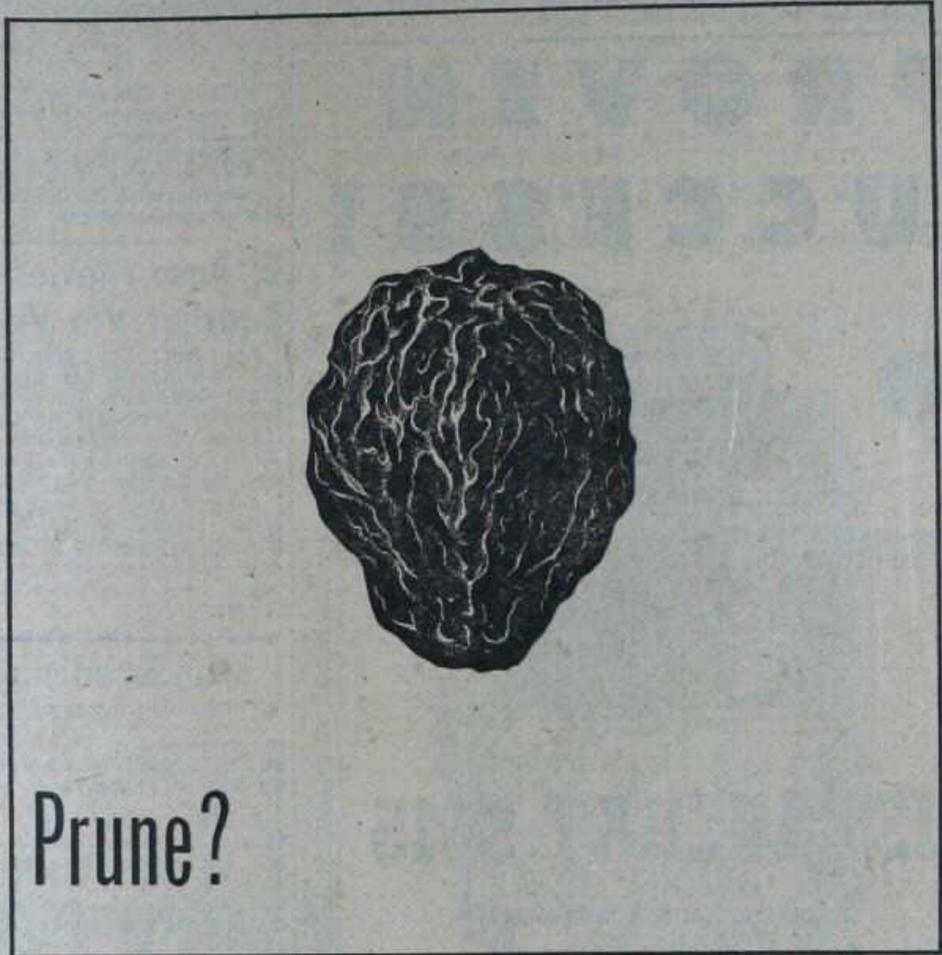
Bryant carries his latest copy of The Billboard with him each week as he makes his service calls. When a location owner complains about record selections, Bryant shows the owner the Honor Roll of Hits, then asks the owner to pick out the platters he wants. Not only does this allow him to accomplish his servicing in a minimum time period, but Bryant reports he has never found a person who argued with

(Continued on page 88)

Eastern Show for Rock-Ola Wall Box

NEW YORK, Nov. 3.—The new Rock-Ola 50-selection wall box was introduced to Eastern operators at a special showing at the Commodore Hotel yesterday and today. Called Lino-Selector, the all-coin box was shown publicly for the first time at the recent Midwest Coin Machine Convention in Omaha.

Deliveries of the wall box, which may also be set to actuate 24, 40 or 48-disk phonographs, will begin in about 30 days, according to Arthur Weinand, vice-president in charge of sales. Joint sponsor of the showing here was Seacoast Distributors, Rock-Ola outlet in this area.



Route Dried Up Like a Prune?

then freshen it up with a Plum!



AMI Model "D"

AMI Incorporated

General Offices and Factory: 1500 Union Ave. S.E., Grand Rapids 2, Mich.

Release Line of "Utility" Charms

NEW YORK, Nov. 3.—Plastic Processes Corporation this week released its new line of "utility" charms, all capable of being vended thru standard bulk machines, according to Bill Falk, president.

Included are a box camera that spurts water, a yo-yo, a cannon with its own projectile and a complete tea set. Also released at the same time is a new series comprising flags of the United Nations.

MOA PRESIDENT NIXES COMBINED CONVENTION

CHICAGO, Nov. 3.—Music Operators of America's president George A. Miller this week flatly opposed a suggestion that the phonograph operators time their convention and exhibit to coincide with the holding of a Coin Machine Institute convention.

Said Miller: "I oppose such a move. MOA will not hold its con-

vention with any other national coin machine show—neither at the same hotel, nor at the same time in the same city.

"MOA is an independent organization and it was organized with the firm purpose of divorcing music from other segments of the industry so that we could focus attention on the problems of the music industry and work toward a solution of those problems."

Miller, in Chicago on a business trip, had declared in a speech at the Midwestern Coin Machine Convention in Omaha that MOA had no intention of combining its convention with the convention of any other association.

El Paso Movies Fly Feather Via Vender

EL PASO, Tex., Nov. 3.—With the opening of the Community Chest drive here last week, Automatic Vending Company stocked drink machines in its theater locations with the special Red Feather insignia cups.

John F. Ogden, head of Automatic, reports the Chest promotion via vender has saturated the city's Interstate theater chain, being used in each of its four houses.

Merchandising

Continued from page 86

the selections in The Billboard—and he himself has emerged with far less nerve strain.

DOUBLE DRAW. . . W. E. Moore, Cleveland operator, tried an experiment recently, and writes it paid off in all locations, and was especially effective in those spots where a large Italian patronage was noted. Moore placed a recording of "Because" by Enrico Caruso, made in 1912 and recently re-issued, alongside a record of the same tune recently cut by Mario Lanza. Moore found patrons played both platters to compare the renditions, and also found that the tune itself drew heavy play because of the two listings.

Taran Adds

Continued from page 86

sufficient stock will be maintained at all times to assure operators of immediate delivery of requested numbers, said Taran.

Pan American, the Taran wholesale record organization with headquarters in Jacksonville, has operated elsewhere in the State for several years, but heretofore provided no service for Miami disk routes.

THE BILLBOARD Index of Advertised Used Machine Prices

Music Machines

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

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

	Issue of Nov. 3	Issue of Oct. 27	Issue of Oct. 20	Issue of Oct. 13
AIREON				
Coronet	\$159.00	\$159.00	\$125.00	\$159.00
Deluxe	49.00	49.00	49.00	49.00
Fiesta	125.00			
AMI				
Model A	299.00 350.00	299.00 350.00	299.00 329.50	299.00 425.00
Model B	399.00	*399.00	399.00	375.00 399.00
FILBEN				
Hideaway		195.00	195.00	195.00
Maestro				150.00
MILLS				
Constellation	124.50 175.00	124.50 175.00	124.50	124.50
Empress	34.50 39.00	34.50 39.00	34.50	34.50
Throne	34.50	34.50	34.50	34.50
PACKARD				
Manhattan	124.50 149.00	124.50 149.00	124.50 139.00	124.50 139.00
400 Hideaway	150.00(2)	150.00	149.00	149.00 150.00
	95.00			
RISTAUCRAT				
45	60.00	60.00	60.00	60.00
ROCK-OLA				
Commando	39.00	39.00	39.00	39.00
Playmaster	64.50 69.00	64.50 69.00	64.50 69.00	64.50 69.00
Super 40	49.50 65.00	49.50(2)	49.50(2)	49.50
39	65.00	39.50	39.50	39.50
1418	49.50	49.50	49.50	49.50
1422	109.00 125.00	119.00 125.00	119.00	119.00 125.00
	139.00	150.00		160.00
	150.00(2)			
1426	169.00 185.00	169.00	169.00	159.00 169.00
1428	269.00 319.00	269.00	269.00	279.00
1950 50 Selection	650.00	650.00	650.00	650.00
SEEBURG				
Classic	59.00	59.00	59.00	59.00
Colonel	49.50 59.00	49.50 59.00	49.50 59.00	49.50 59.00
Envoy	49.50 69.00	49.50 69.00	49.50 69.00	49.50 69.00
Gem	49.00	49.00	49.00	49.00
Hi Tones	49.50 59.00	49.50 59.00	49.50 59.00	49.50 59.00
H-146 M Hideaway	164.50 189.00	164.50 179.00	169.50 179.00	179.00 195.00
	189.00	189.00 200.00	195.00	
H-147 M Hideaway	189.50			
H-148 M Hideaway	229.00 249.00	229.00 249.00	229.00 259.00	229.00 245.00
	350.00	350.00		255.00
H-246 M Hideaway	164.50 199.00	164.50 199.00	199.00 229.00	199.00 225.00
	219.00	219.00		
		59.00	59.00	59.00
Hightone ES				59.00
Lo-Tones				59.00
Major	59.00	59.00	59.00	59.00
Regal	49.00	49.00	49.00	49.00
46 Hideaway	249.50	249.50	249.50	249.50
146	195.00	189.50	195.00	189.50
146 M	179.00(2)	150.00 189.00	150.00 189.00	150.00 189.00
		225.00	189.50	189.50
146 S	225.00	150.00 200.00	150.00	150.00
147	229.00	249.50	235.00	235.00
147 M	189.00 189.50	189.00 249.00	189.00 249.00	205.00 249.00
	229.00	300.00		350.00
147 S	169.00 189.00	169.00 195.00	169.00	169.00 195.00
		275.00	195.00(2)	189.00 319.00
148 M	319.00	325.00 349.00	325.00 349.00	325.00 349.00
		345.00		350.00 429.00
148 M1	319.00 349.00	319.00 369.00	329.00 369.00	349.00 369.00
148S		325.00 370.00	325.00	325.00
148S			79.00	79.00
1941 RC Special	79.00	79.00	249.50	249.50
1946 RC Special			274.50	274.50
1947 RC Special				
WURLITZER				
500	39.50 49.00	35.00 39.50	39.50 45.00	35.00 39.50
	69.50	49.00	49.00	49.00
500	39.50 69.50	39.50	39.50	39.50
500K	49.00	49.00	49.00	49.00
600R	49.00	49.00	49.00	49.00
700	79.50(2)	69.50 79.50	69.50 75.00	69.50 75.00
			79.50(2)	
750	85.00 109.00	109.00 109.50	109.00 109.50	100.00 109.00
	109.50			89.50
750 E	125.00			79.50
780	79.00	79.00	89.50	89.50
780E	89.50	89.50	89.50	89.50
800	79.00	69.50 79.00	69.50 79.00	69.50 79.00
			35.00 59.00	
850	59.00	59.00	74.50	74.50
950			169.50 175.00	169.50 175.00
1015	175.00 185.00	175.00(2)	185.00 195.00	185.00 195.00
	199.00 199.50	179.00 199.00	185.00 195.00	199.00
	225.00(3)	199.50 285.00	199.50(3)	199.50
	250.00	250.00(2)	225.00 250.00	250.00
1017	229.00 259.00	229.00 259.00	214.50 259.00	229.00 259.00
1080	199.00	199.00	169.50 199.00	169.50 199.00
1100	365.00 369.00	369.00 374.50	344.50 369.00	369.00 374.50
	374.50	375.00(3)	374.50	375.00
	375.00(2)		375.00(2)	375.00
			374.50	
1250	429.00	429.00	449.00 495.00	449.00 495.00
			529.50	559.00
Victory	39.00	39.00	39.00	39.00

PROVEN SUCCESS!



RISTAUCRAT S-45

In Small Locations Both in Rural and City Routes the S-45 Is Paying Off!

Success doesn't come in a day. Yet when reluctant operators have placed RISTAUCRAT S-45's on test locations, they were amazed at the steady, profitable returns of this mighty little Music Box. You can start making out-of-the-way places pay off for you by just testing one or more RISTAUCRAT's. You'll be amazed at their SUCCESS.

Contact Your Distributor Today

RISTAUCRAT, Inc.

1216 E. Wisconsin Avenue Appleton, Wisconsin

THANKSGIVING SPECIALS

SEEBURG
148ML, Blonde . . \$299
147M . . . \$169
147S . . . \$149
146S or M. . \$139

AMI, Model A . . \$299

Model 100 Deluxe TELEQUIZ \$99.50

MUSIC SYSTEMS, Inc.

Detroit, Mich. 10217 Linwood
Cleveland, Ohio 2600 Euclid
Grand Rapids, Mich. 245 N. Division
Toledo, Ohio 1302 Jackson

SEEBURG WALLBOXES
Postwar 3-Wire 3W7-L56, 5-10-25c \$44.50
3W2-L56, 5c . . . \$18.50
Wireless, W1-L56 . \$12.50

SEEBURG HIDEAWAYS Postwar
H146M . . . \$189
H246M . . . \$219
H148M . . . \$249

WURLITZER 1015 . . \$175.00

ALL OTHER MAKES OF PRE-WAR PHONOGRAPHS

IMMEDIATE DELIVERY
1/3 Deposit, Balance C.O.D.
Write, Wire, Phone

Record Reviews

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

ARTIST LABEL AND NO. TUNES COMMENT

POPULAR

- GRADY MARTIN (His Slew Foot Five) Beer Barrel Polka 74--74--70--78
FRANKIE CARLE ORK (Joan House) For All We Know 74--74--74--74
NELLIE LUTCHER (Billy May Ork) Mean to Me 74--75--72--74
OWEN BRADLEY QUINTET (Marshall Field) Uncle Mistletoe 73--75--75--70
SY OLIVER ORK Walkin' the Dog 73--74--70--74
HAROLD PEARY (Jack Meakin Ork) Whoa, Emma! 73--75--73--70
YOGI YORGESSION (Johnny Duffy-The Scandahoovians) Christmas Party, The 73--78--70--72
DON CHERRY-ANITA KERR SINGERS Lamp of Faith, The 73--75--73--70
EDMUNDO ROS ORK Merry Mambo, The 72--75--72--70
PRIMO SCALA ORK (The Stargazers) Other Side of Town, The 72--72--70--74
RAY MARTIN ORK Vendetta 72--75--70--70
BILL KENNY These Things Shall Pass 72--72--72--72
HERB GEORGE (Alfredo Antonini Ork) It's Christmas 72--73--71--72
LOUIS JORDAN ORK Bone Dry 60--60--60--60
DICK JAMES (Ilford Girls' Choir-Bob Farnon Ork) We'll Keep a Welcome 70--73--68--70
DAVID ROSE ORK Love Makes the World Go 'Round 70--70--70--70

3.9% of 1950 Candy Sales by Venders---NCA

CHICAGO, Nov. 3. — National Confectioners' Association estimated vending machines accounted for at least 3.9 per cent of total retail candy sales in the U. S. in 1950, or \$59,904,000 of the total \$1,636,000,000 retail business. NCA bases its estimated sales figures on the 1948 U. S. Census of Business, to which it added information and statistics from other sources to work out the group of percentages for 1950 breakdowns.

BRAND PUSH Book Match Ads Promote PX Business

NEW YORK, Nov. 3. — Book match advertising thru Army, Air Force, Coast Guard, Marine Corps and Navy post exchanges could be used to advantage by manufacturers of products sold in such installations, according to John T. Dunlavy, advertising research director of the Post Exchange magazine. Dunlavy said his suggestion was based on findings resulting from a survey by his organization which indicated that \$1 out of every \$6 spent in post exchanges went for tobacco products.

Supplies in Brief

WASHINGTON, Nov. 3.—Supplies of commercially-held peanuts dropped as the first month of the 1951-'52 peanut milling season ended, Bureau of Agricultural Economics announced this week. Holdings of peanuts in off-farm positions September 30, expressed in terms of farmers' stock equivalent, totalled 207 million pounds, shelled oil stock excepted, stated the agency. This compares with 246 million pounds on hand last month and 196 million pounds a year ago.

FACE THE FUTURE WITH CONFIDENCE... OPERATE EVANS' 20/40 CONSTELLATION. Image of a vintage music machine.

We don't say that you'll have absolutely nothing to worry about. We do know you'll have fewer equipment problems if you depend on Constellation Quality. Even under the stress of almost certain coming shortages, your music business will stay profitable because Constellation has staying power!

HERE'S HOW Today's TOP TUNES HELPS SALES. The top 30 tunes each week from The Billboard helps sales.

Order form for Today's Top Tunes. Includes fields for name, address, city and state, and a table of prices for different quantities.

ROCK-OLA Rocket. BASIC ROCK-OLA TIME-TESTED TROUBLE-FREE CHANGER. FASTER, IMPROVED MECHANISM WITH FEWER OPERATING PARTS. PLAYS BOTH SIDES OF 25 RECORDS—OFFERING 50 SELECTIONS.

(Continued on page 94)

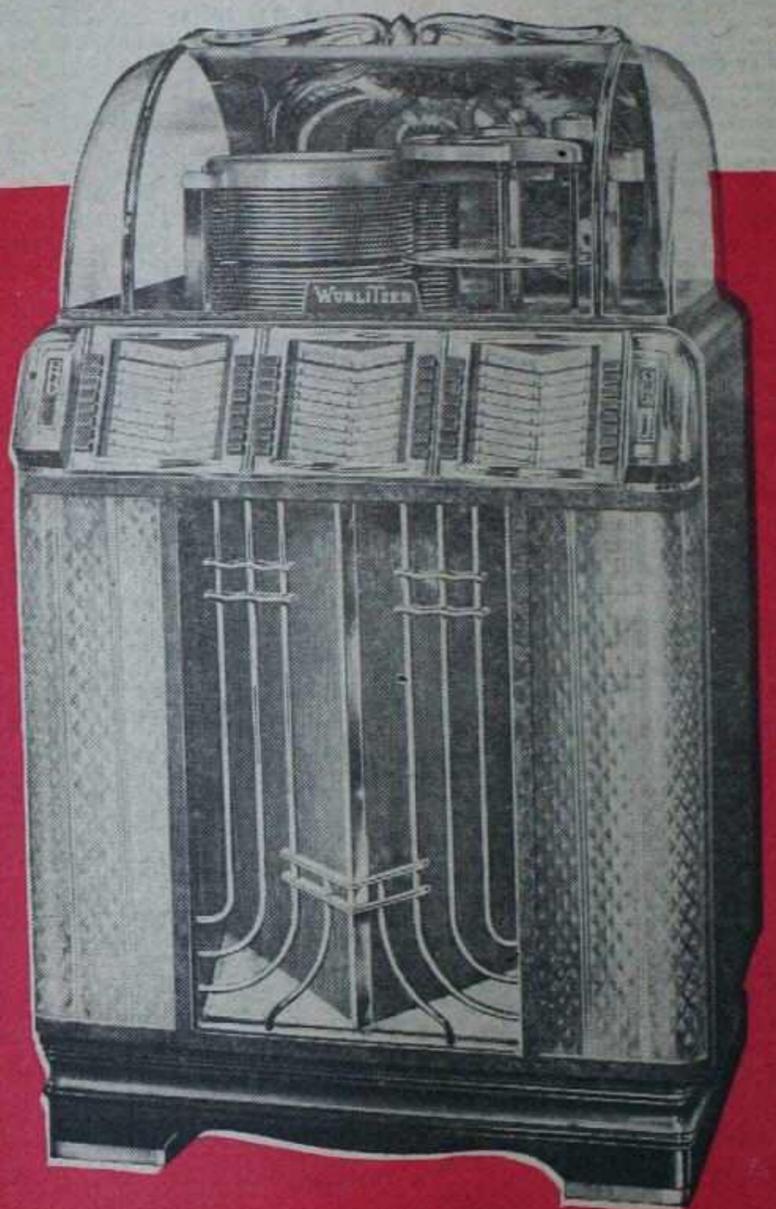
**PROFITS
UP**

..... Because of a combination of the right programming, styling, tone, selection system, coin banking system and number of records on a phonograph that bears the only name in automatic music that means good music to millions and puts more money in the cash box.

**EVERYWHERE OPERATORS
REPORT THE ALL-SPEED**

WURLITZER 1400

**HITTING NEW HIGHS IN TAKE,
NEW LOWS IN SERVICE EXPENSE**



**OPERATING
COSTS
DOWN**

..... The first and only juke box that will play all three speeds—78 RPM—45 RPM—33½ RPM—protecting your complete record library.

Why Buy Two when **ONE** will do?

THE RUDOLPH
WURLITZER COMPANY
NORTH TONAWANDA
NEW YORK

AG Dept. Predicts Heavy '52 Vender Supplies Consumption

WASHINGTON, Nov. 3.—Among crops used in products sold in vending machines, tobacco will show the healthiest consumption rate thruout the nation the balance of this year and next year, the U. S. Department of Agriculture predicts. With national employment and income soaring, latest Department of Agriculture reports estimate a record domestic cigarette consumption this year, 3.6 per cent higher than in 1950.

Domestic sugar consumption this year will be about equal to last year's, but 1951 will see a sizable drop in peanut production. Consumption of almonds, pecans, walnuts and filberts is slightly above last year.

Tobacco

Estimated 373 billion cigarettes will be smoked domestically in 1951 as compared to the 360 billion in 1950. This 3.6 per cent rise compared to the 2.3 per cent increase in 1950 over 1949, and the .9 per cent between 1948 and 1949. Agriculture Department experts expect 1952 consumption to show another rise above this year, but the rate of increase will be less, largely because cigarettes will cost more. Moreover, since September 1950, five States increased cigarette taxes, and one additional State commenced for the first time to tax cigarettes, bringing to 41 the number of States with such levies. Smokers paid \$430 million to States and \$1,294 million to the U. S. during the 1951 fiscal year.

Cigarette production rate is stepping somewhat ahead of the domestic consumption rate with 1951 output expected to reach 412 billion, or 5 per cent above last year. But shipments abroad to the armed forces will take an

Robt. Welch N. E. Candy Club Head

BOSTON, Nov. 3.—Robert H. Welch Jr., vice-president of James O. Welch Company, was elected president of the New England Confectioners' Club during the group's meeting here. He succeeds William H. Vogler, New England Confectionery Company, who had served as president for two years.

Hollis G. Parrish, president of Squirrel Brand Company, was elected vice-president, while both the former treasurer, Fred H. Dow, and secretary, Milton H. Brown, were re-elected.

Exec Promotions At Yale & Towne

STAMFORD, Conn., Nov. 3.—The Yale & Towne Manufacturing Company, makers of locks for coin machines, announced two promotions in its locks and manufacturing personnel.

Leo J. Pantas, works manager of the Salem, Va., division, was appointed general manager of the Stamford division. He succeeds Milo F. McCammon who resigned.

Marvin C. Bonine, director of the industrial relations department of the Stamford division during the past year, will succeed Pantas as works manager of the Salem division.

NAMA Meet

Continued from page 82

years' convention programs is the number of specific topics scheduled for brief discussion, plus the fact that no meetings overlap. All of this year's convention sessions (see complete program in this section) are general, reflecting the trend in the industry toward diversification.

All of this year's sessions will be chairmaned by John Mock, management consultant.

As an incentive to attendance, NAMA headquarters this week invited operator-members to make advance appointments to discuss specific problems with staff representatives. Insurance, accounting, labor relations, legislation and business management conferences can be arranged for individuals and firms in advance by contacting NAMA headquarters in Chicago.

estimated seven billion jump above 1950 shipments, probably reaching 39 billion cigarettes this year. Shipments to the armed forces are tax free. Cigarette exports to foreign countries declined thru 1950, but during the first eight months of this year were running 10 per cent ahead of exports in the same period last year.

A proportional falling of prices of lower grade tobaccos pulled average tobacco prices received by growers down from last year, but higher priced grades brought higher prices this season as compared to last, according to the Department of Agriculture. As reported by grades, flue-cured crop is the largest on record, according to October estimates. It will probably be 8 per cent larger this season than the preceding season. Average price for the crop is likely to be about 52 cents per pound compared to the record 54.7 cents for the 1950 crop.

Burley Output

Burley production is about 14 per cent larger than the 1950 crop, and since this increase will more than offset the drop in carry-over, the 1951-'52 supply will be slightly higher than that of 1950-'51. Average price is likely to be above last season's.

Supplies of Maryland tobacco for 1951-'52 is estimated by the department to be about 7 per cent higher this season than last, but average price for the 1951 crop to be marketed next spring may not be much higher than the year before.

Rising consumer income is also expected to send domestic cigar consumption up a little higher in 1952, compared to this year. Estimated cigar consumption for 1951 is about 5.8 billion, or five per cent over the 5.5 billion in 1950. U. S. cigar consumption continues to increase at a rate much lower than the rate of increase of male employment, however.

Sugar

October surveys indicate that domestic sugar consumption this year will be just about the same as the 95.5 pounds per capita of refined value consumed in 1950. Supplies for U. S. civilians during 1952 are dependent on the amount of sugar imports that can be secured to supplement domestic supplies. Secretary of Agriculture will announce this requirement before January 1, 1952. Meanwhile, Agriculture Department reports that relatively large supplies of sugar are available for domestic consumption in the next few months.

Consumption requirements for 1951 are estimated at 7,900,000 tons. Preliminary estimates show total distribution for the first nine months of 1951 to be 5,956 thousand tons, or 10 per cent below the 6,582 thousand tons delivered over this period last year.

Latest predictions of 1951 domestic sugar beet crop is 10,682,000 tons or 21 per cent below last year's record crop of 13,497,000 tons. Sugar cane production is estimated at 6,538,000 tons, compared to the 6,932,000 tons last year. Total world sugar production, however, is expected to be about the same as in 1950-'51, due to higher Cuban production.

Treenuts

Civilian consumption of treenuts in the 1951-'52 season might climb slightly above the 1.6 pounds, shelled basis, per capita rate of the 1950-'51, Agriculture predicts. Domestic crops of almonds, walnuts, pecans and filberts will be considerably larger this season than in the preceding one.

Latest estimates for 1951 peanut production shows 1,685 million pounds, compared to the 2,019 million in 1951.

Suppliers Announce Net Income Returns

NEW YORK, Nov. 3.—Pepsi-Cola Company reported net income of \$2,930,000 for the nine months ended September 30, compared with \$1,630,000 for the like period in 1950. Third quarter net income this year was \$1,480,000; for the like 1950 quarter, \$710,000.

Lily-Tulip Cup Corporation reported net income of \$2,590,247 for the first nine months this year, compared with \$2,507,683 for the comparable 1950 period.

P. Lorillard Company, Inc., net income for the 1951 quarter ended September 30, was \$1,287,348. Like 1950 quarter net

Vender Tryout By Coast Team Wins Fan Okay

SAN DIEGO, Nov. 3.—Lane Field, home of the San Diego Padres baseball team, ended its first season's operation of automatic vending machines by establishing it as one of the first ball parks to use such equipment. The installation of beverage venders replaced the butchers against whom, it is said, complaints of distracting fans had been filed.

At the beginning of the season, the field's management purchased nine and leased eight other multiple hot-and-cold units. The record was so successful, said Larry Granfield, of the County Sales Company, that Bill Starr, president of the San Diego Ball Club, and William Ball, concession manager, plan to use additional machines next year.

Increases Sales

When the policy was inaugurated, the Lane Field officials installed the four-flavor dispensers as well as venders for coffee and chocolate. The experiment showed an increase in the amount of drinks sold, reflecting general satisfaction with the plan. The management provides a carton for the customers who delegate one of their group to obtain the drinks or buy the refreshments.

Granfield said the favorable reaction to the San Diego move has resulted in a trend—several other clubs installing the equipment. Detroit and several ball parks in Texas have inquired of Starr for details about his operation.

Granfield's company represents the Spacarb line.

Prep New Tests

Continued from page 82

cars. Overhead costs of the serviceman will thus be spread over the two installations, rather than one as in the initial trial.

An attendant near the machines has so far been found essential. Not only does he replenish empty venders, but he is constantly called upon to give change. As many as 30 to 35 per cent of the machine patrons change bills before making their purchases, it has been found.

Eaters Are Near

Use of a single Automatic Buffet in a long train has also been found to limit patronage largely to passengers close to the machines. When traffic is heavy, almost everyone in the vender coach buys something, but those at a distance are reluctant to push their way thru to the food source.

In the new car, the five venders will be secured along one wall of the train. The prototype had them facing each other, three and two. But such installation impeded aisle traffic and probably cut down machine play.

The new test will probably be launched in about a month. It will be conducted over the same runs covered in the first phase to compare results of dual as against single car operation. The runs are New York to Washington, New York to Pittsburgh and New York to Philadelphia.

Boston Tobacco

Continued from page 82

State lines are taking an awful licking on the difference in price of adjoining States due to our higher tax on cigarettes. In every instance the cigarette tax is from 1 cent to 4 cents lower than in Massachusetts," Cohen declared. Cigarettes in Massachusetts went to 24 cents Thursday (1) as the result of the new federal tax. The tax hike of 50 cents per 1,000 will not immediately affect the price of cigarettes in vending machines, according to operators and jobbers. However, they predicted an all-round increase in price when the proposed manufacturers'-to-distributors' increase becomes effective.

"We are attempting to wage a battle for the cigarette smoking public, as well as cigarette sellers," Cohen said. "Altho we were successful in halting a proposed increase of a penny per package by the State, we must continue to fight any additional State taxes on cigarettes."

AGBTR represents more than 20,000 Massachusetts cigarette

Readers Write

Continued from page 82

We have used The Billboard to attract inquiries from people interested in purchasing our form of vending machine for use in their particular locality. The question immediately arises, "What good can our advertising possibly be when the prospective buyer reads this ambiguous editorial which speaks with defeatism thruout?"

Not on Way out

Popcorn is definitely not on the way out as a vending machine item. In spite of the alleged facts and accusations made in this article, our sales report conclusively proves that the French Boy Hot Popcorn Dispenser has nationally established itself as being an accepted method of merchandising popcorn. It is true that this year our production outlook is not as great as in years gone by. This truism is no reflection on the industry of which we are a part, or a reflection on the machine we manufacture, but simply a national situation which finds a serious shortage of such materials as chrome, stainless steel and plastic.

The sales force which has in the past so successfully operated in introducing new buyers for our machines thruout the country, unfortunately has been dispensed with because the machines we have on hand and the replacement parts will be quickly taken up by those who have already purchased quantities of these dispensers, and we do not have to go out and look for new customers.

Foreign Markets

During the past year that was supposed to have been such a miserable failure foreign markets were opened up, such as Alaska, Hawaii, Central and South America and Mexico, and the growing interest in British and European Countries clearly indicates that, if we can meet the demands, 1951 and 1952 are going to be banner years for French Boy dispensers.

For an industry that has supported your magazine, the reward for this support has been completely lacking.

In all industries there are bound to be certain manufacturers who have jumped in on the manufacturing of a given item and have failed. Look back at our own automotive industry and think of the great number of cars that were being manufactured by companies other than those presently building automobiles, and I believe you will agree when I say that because of a great number of manufacturers' failures, the automobile has done amazingly well in spite of early set-backs. Sears & Roebuck once built an automobile.

In conclusion, I would just like to add that this concern is thoroly disappointed and disgusted in the lack of ethics and tact displayed in this article.

R. H. Whitmer
Sales Manager
ABC Popcorn Co., Inc.
Chicago

EDITOR'S REPLY

The editors sincerely hope other readers did not draw the same impression from the round-up of popcorn vending and warmer-dispensers production.

What the story said was this: 1. Popcorn vending, vending thru coin-operated machines, has not kept pace with either the growth of vending as a whole

nor with the growth of other methods of popcorn retailing.

2. Popcorn vending has been paying thruout 1951 for an over-production of equipment two years ago. Popcorn vending machine manufacturers combined built more equipment than the market could absorb, and too many machines were sold on unsound promotional methods. Result: Distressed equipment at distressed prices.

Warmers Vs. Venders

3. Coin-operated vending suffered from competition from warmer-dispensers—the type of equipment ABC Popcorn builds—because warmer-dispensers are less expensive and more practical for thousands of locations, especially certain types of taverns.

4. Productionwise, the story pointed out, the warmer-dispenser manufacturing field has shrunk. Our survey produced only one reply from a maker of warmer-dispensers—ABC Popcorn.

This fact, that only one firm replied, was not meant to imply that warmer-dispensers is not a good business. We've always believed it is. But it was meant to show that the manufacturing of warmer-dispensers has shaken down.

To sum it all up: We maintain, as we always have, that the long margin in popcorn, plus popcorn's ever-increasing popularity, make both popcorn vending and warmer-dispensers an attractive operation proposition.

Promote Cig Machine Use In Maritimes

ST. JOHN, N. B., Nov. 3.—Installation of Vend-O-Matic cigarette machines thru the maritime provinces is being promoted on manufacturer levels. Four benefits are being cited: (1) Installation without charge, (2) modernizes store and increases profits, (3) all sales are on a cash basis, (4) eliminates pilferage, stocktaking, stock investment and turns unused space into the profit bearing category.

Special attention is now being paid to Newfoundland installations. Installations of cigarette vending machines have increased heavily in all the Atlantic provinces during 1951. Two years ago there were a comparatively small number of the machines in use thru the maritimes.

Spacarb Preps

Continued from page 82

represents a saving of at least 60 per cent in critical materials.

Conforming to recent government directives on the use of critical metals, the new model makes use of plastic in the display portion of the cabinet and has eliminated trim wherever possible.

Cost of the 1,000-cup machine has not been set, but it will probably be somewhat higher than the current unit. Ingredient capacity of the coffee attachment is sufficient for approximately 600 servings.

WANTED

LATE 5-BALLS

JOKER
MAD. SQ. GARDEN
4 HORSEMEN
ROCKETTES
TRIPLETES
SPOT BOWLER
MINSTREL MAN
HAPPY-GO-LUCKY
MERMAID
CYCLONE

A-B-C
BRIGHT LIGHTS
5-STAR

SHUFFLE GAMES

UNITED TWIN SHUFFLE ALLEY RE-BOUND
UNITED 4 PLAYER
UNITED 5 PLAYER
UNITED SHUFFLECADE
KEENEY DOUBLE BOWLER
KEENEY LEAGUE BOWLER

PHONOGRAPHS

AMI MODELS "A" & "B"
WURLITZER 1100's

IF YOU'VE GOT 'EM YOU CAN DO BUSINESS WITH US —CASH OR TRADE!

New PREMIUM Price List—Write

NATIONAL COIN MACHINE EXCHANGE

FOLK TALENT AND TUNES

Continued from page 40

Later in the week King and Redd Stewart will work the "Old American Barn Dance" TV film series for Kling Studios in Chicago. In addition, the King band will cut a Victor session. . . . The Georgia Crackers, WHKC, Columbus, O., report that their G-Bar-C Ranch, outside Columbus, did good business in its second year. Biggest grosser was Ernest Tubb, who worked there twice. Following in order of their pulling power are Jimmy Dickens, Lulu Belle and Scotty and Smiley Burnett. They also used Lefty Frizzell, Carl Smith, Cowboy Copas, Moon Mullican, Johnny Bond, PeeWee King and Kenny Roberts. They added a dance floor on which they staged dances three nights per week. On October 9 the Crackers started the Buckeye Barn Dance, which has been drawing well. Slim Newman, of the group, is doing a d.j. show daily over WHKC. Bob Newman is doing his second session for King soon. Hank Newman has turned promoter and is using a show, headed by Hank Williams, November 11 at Memorial Hall, Columbus.

Disk Jockey Doings

Mack Sanders, talent manager, is doing a a.b. d.j. shot daily over KFBI, Wichita, Kan. He reports that the station has added Sonny Albright, steel man from Georgia. . . . Art Preston has moved from WCOU, Lewiston, Me., to WIDE, Biddleford, Me. . . . Bob Neal, WMPS, Memphis, reports that his listeners' contest, polling their favorite talent, saw Hank Snow copping first, with Louvin Brothers, Lefty Frizzell, Carl Smith and Hank Williams finishing in that order. . . . Jack Garrett is doing four shows per day over WJQS, Jackson, Miss. . . . Frank Porter, the well-known d.j. from Baltimore who wrote songs and recorded for MGM as "The Singing Coalminer," has left the radio business to return to his old trade, air-conditioning engineer.

Milt Maly is now handling d.j. country duties at WPAG, Ann Arbor, Mich. . . . A. D. Downer has replaced Chuck Hancock at KDET, Cinter, Tex., since Hancock moved to KSFA, Nacagdoches, Tex. . . . Peanut Faircloth, who moved to WRDW, Augusta, Ga., recently, reports that Claude Casey, who cut for MGM and other labels, is working in that area. . . . John Utley, WFMY, Greensboro, N. C., is doing two hours of platters per day and reports getting disks from only Victor and Columbia. . . . Delmas Franklin, WLAQ, Rome, Ga., is doing a little girl character on his show that gets good response from the kids. He does two and three-quarter hours per day. . . . Shel Horton, WJSW, Saxton, Pa., conducted an amateur talent contest at the Northern Bedford County Fair recently, with winners appearing on his shows.

Gene Evans, WFRX, West Frankfort, Ill., is working his band in between d.j. shots. . . . Cactus Jack Strong, formerly at Louisville and now with WESC, Greenville, S. C., is starting a weekly webber over the Liberty network, featuring George McCoy and the Big D Ranch Boys and Smilin' Dan and the Log Cabin Boys. . . . The editor's face is red. Roni Lynn was incorrectly reported as a fem d.j. Roni is a guy who has used that name for years in the rustic field. He is working with the Rhythm Ranch Boys at WKNX, Saginaw, Mich., and doing almost four hours of spinning country wax per day. . . . Jim Toth is working emcee duties with two bands at KWSL, Lake Charles, La.

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

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

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

	Issue of Nov. 3	Issue of Oct. 27	Issue of Oct. 20	Issue of Oct. 13
Advance Rolls (Genco) (roll-down)	\$39.50	\$39.50	\$39.50	\$29.50 35.00
All Ball (Gottlieb)		49.00	28.50	28.50 49.00
Alice in Wonderland (Gottlieb)	49.50 59.50	49.50 64.50	59.50 89.50	59.50 69.00
Aquacade (United)	69.00 89.50	69.00 89.50		89.50
Arizona (United)		119.50	119.50	119.50
Baby Face (United)		35.00		35.00
Ballerina (Bally)	49.50	49.50	49.50	49.50
Bango (Chicago Coin)	49.50	49.50	49.50	49.50
Banjo (Exhibit)	95.00 119.50	45.00 49.50	35.00	119.50
Bank-a-Ball (Gottlieb)		119.50		119.50
Barnacle Bill (Gottlieb)	29.50 39.50	90.00		49.00
Basketball (Gottlieb)		55.00		
Basketball Champ (Chgo. Coin)		275.00	275.00	275.00
Basketball (Chicago Coin)	225.00 275.00	185.00 225.00	225.00	225.00
Be Bop (Exhibit)		114.50 115.00		114.50
Bermuda (Chicago Coin)			25.00	28.50
Big Top (Genco)	54.50 65.00	75.00 79.50	65.00 79.50	75.00 79.50
Black Gold (Genco)	59.50(2) 65.00	59.50 65.00	69.50 79.50	69.50 79.50
Blue Skies (United)	69.50 75.00	69.50 85.00		69.50
Boston (Williams)	54.50	54.50	54.50	54.50
Bowling Champ (Exhibit)	84.50 89.00	89.00 104.50	104.50	89.00 104.50
Bowling Champ (Keeney)	69.50 74.50	79.50 95.00	79.50 80.00	79.50
Bright Lights (Bally)	140.00			
Buccaneer (Gottlieb)	375.00 425.00	325.00 375.00		69.50
Buccaneer (Gottlieb)	44.50 69.50	44.50 60.00	69.50	69.50
Buffalo Bill (Gottlieb)	85.00	85.00	85.00	85.00
Buttons and Bows (Gottlieb)	95.00	95.00	95.00	95.00
Camel Caravan (Genco)	79.50 85.00	79.50	79.50	79.50
Campus (Exhibit)	69.50 85.00	69.50 85.00	79.50 85.00	79.50 85.00
Canasta (Genco)	69.50 85.00	69.50 85.00	79.50 85.00	79.50 85.00
Caribbean	95.00 119.50	95.00 119.50		114.50
Carnival (Bally)		114.50	49.00	114.50
Carolina (United)	95.00	95.00	119.50	119.50
Catalina (Chicago Coin)		119.50		119.50
Champion (Bally)	69.50 77.50	69.50 85.00	79.50 85.00	75.00 79.50
Champion (Bally)	85.00 89.50	89.50 99.50	89.50 99.50	89.50 95.00
Champion (Bally)	99.50 140.00	100.00 140.00	125.00 169.50	99.50 125.00
Cinderella (Gottlieb)	39.50(2) 49.50	39.50 49.50	28.50 49.50(2)	25.00 28.50
Citation (Bally)	50.00 52.50	50.00 60.00	65.00 69.50	50.00 65.00
Citation (Bally)	74.50 110.00	65.00 72.50	74.50 75.00	74.50 134.50
Co-Ed (Exhibit)		134.50	119.50 134.50	
College Daze (Gottlieb)		85.00	95.00	99.50 105.00
Contact (Exhibit)		44.50	44.50	44.50
Cover Girl (Gottlieb)	24.50	24.50 45.00	24.50	24.50 45.00
Crazy Ball (Chicago Coin)	29.50 49.50	29.50 45.00	29.50 49.50	29.50 45.00
Daily Races (Gottlieb)		35.00		35.00
Dallas (Williams)	49.50 79.50	49.50 79.50	79.50(2)	55.00 75.00
De-Icer (Williams)	85.00	85.00	85.00	85.00
Dew-Wa-Ditty (Williams)	119.50	89.50 119.50	119.50	119.50
Double Shuffle (Gottlieb)	39.50	39.50	39.50(2)	39.50(2)
Dreamy (Williams)	89.00 94.50	89.00 94.50	94.50	89.00 94.50
Dreamy (Williams)	95.00 124.50	115.00 124.50	100.00 124.50	124.50
El Paso (Williams)	49.50 74.50	49.50 74.50	74.50 79.50	55.00 74.50
Fighting Irish (Chicago Coin)	85.00	90.00	90.00	79.50
Five Star (Universal)	135.00 139.50	110.00 135.00	105.00 139.50	139.50
Floating Power (Genco)	295.00(3)	275.00 350.00	275.00 350.00	275.00 295.00
Flying Saucers (Genco)	49.50(2) 75.00	49.50(2) 85.00	49.50 69.50	49.50 69.50
Four Horsemen (Gottlieb)	144.50	144.50	112.50 144.50	112.50
Football (Chicago Coin)	154.50	154.50	154.50	115.00 154.00
Freshie (Williams)	95.00	75.00 90.00	85.00	85.00
Georgia (Williams)	114.50	114.50	114.50	114.50
Gin Rummy (Gottlieb)	144.50	110.00 144.50	115.00 144.50	144.50
Gizmo (Williams)	95.00 115.00	115.00 125.00		49.00
Golden Gloves (Chicago Coin)		45.00 62.50	59.50 64.50	64.50 84.50
Grand Award (Chicago Coin)	64.50 84.50	64.50 84.50	84.50	84.50
Harvest Moon (Bally)	94.50	94.50	94.50	94.50
Harvest Time (Genco)	39.50	55.00 80.00	69.50	69.50
Hawaii (United)	69.50	69.50	69.50	69.50
Hit Parade (Gottlieb)	99.50 104.50	125.00 129.50	129.50	129.50
Holiday (Chicago Coin)		19.50	19.50	19.50
Hot Rod (Bally)		19.50	19.50	19.50
Humpty Dumpty (Gottlieb)	29.50 49.50	29.50 49.50	28.00 29.50	25.00 28.50
Jockey Special (Bally)		49.00 54.50	49.50 54.50	54.50 64.50
Joker (Gottlieb)	54.50 64.50	49.00 54.50	49.50 54.50	54.50 64.50
Judy (Exhibit)	135.00 164.50	95.00 119.50	119.50	119.50
Just 21 (Gottlieb)	95.00 119.50	44.50 60.00	35.00 55.00	35.00 79.00
K. C. Jones (Gottlieb)	29.50 39.50	79.00 79.50	79.50	79.50
Kilroy (Chicago Coin)	79.00 79.50	125.00	129.50	129.50
King Arthur (Gottlieb)	125.00	16.50	16.50	16.50
King Cole (Gottlieb)	105.00 124.50	105.00 124.50	124.50	105.00
Knock Out (Gottlieb)		49.00	28.50	28.50 49.00
Lady Robin Hood (Gottlieb)	115.00 125.00	115.00 125.00	130.00 135.00	130.00 139.50
Lite-A-Line (Keeney)	154.50	154.50	145.00 154.50	
Lucky Inning (Williams)	29.50 39.50	39.50	39.50	39.50
Madison Sq. Garden (Gottlieb)	295.00	375.00	375.00	375.00
Major League Baseball (United)		49.00		49.00
Majors of '49 (Chicago Coin)	75.00	75.00	75.00	75.00
Manhattan (United)	22.50	22.50	22.50	22.50
Mardi Gras (Genco)		49.00		49.00
Maryland (Williams)	49.50 95.00(2)	49.50 95.00	19.50 99.50	19.50 95.00
Melody (Bally)	99.50	99.50	99.50	99.50
Mercury (Genco)	72.50 95.00(2)	72.50 95.00(2)	72.50 114.50	72.50 114.50
Merry Widow (Genco)	29.50 39.50	29.50 39.50	29.50 34.50	29.50 34.50
Mimstrel Man (Gottlieb)		150.00		150.00
Mousterer (United)	22.50 39.50	22.50 39.50	22.50 34.50	22.50 34.50
Moon Glow (United)		45.00		45.00
Morocco (Exhibit)	39.50 49.50	39.50 49.50	39.50 49.50	39.50 49.50
Oasis (Exhibit)	49.50	49.50	49.50	49.50
Oklahoma (United)	129.50	129.50	129.50	129.50
Old Faithful (Gottlieb)	85.00	85.00	85.00	85.00
One, Two, Three (Genco)	110.00 144.50	95.00 144.50	144.50	144.50
Paradise (Gottlieb)	49.50(2) 59.00	49.50 59.00	49.50	49.50
Paradise (Gottlieb)	35.00 49.50	35.00 49.50	35.00 49.50	35.00 49.50
Phoenix (Williams)		69.50		69.50
Photo Finish (Universal)	99.50 139.50	80.00 99.50	99.50 100.00	99.50 110.00
Pin Bowler (Chicago Coin)		139.50		139.50
Pinch Hitter (United)	125.00 139.50	125.00 139.50	125.00 139.50	125.00 139.50
Pinky (Williams)		49.50		49.50
Play Ball (Chicago Coin)		125.00(2)		125.00(2)
Playland (Exhibit)	125.00	125.00	125.00	125.00
Playtime (Exhibit)	124.50	124.50	124.50	124.50
Puddin' Head (Genco)	84.50 95.00	84.50 124.50	84.50	84.50
Punchy (Chicago Coin)		54.50		54.50
Quarterback (Williams)	165.00	165.00	165.00	165.00
Radar Rockets (Microscope)	88.50 100.00	54.50 59.50	54.50 59.50	54.50 59.50
Rag Mop (Williams)		89.50 100.00	89.50 100.00	89.50 100.00
Rainbow (Williams)	125.00			125.00
Ramona (United)		130.00		130.00
Rancho (Bally)		45.00		45.00
Red Shoes (United)	59.00	59.00	59.00	59.00
Rip Snorter (Genco)	54.50	54.50	54.50	54.50
Robin Hood (Gottlieb)	135.00 139.50	135.00 139.50	135.00 139.50	135.00 139.50
Rocket (Genco)		49.50		49.50
Rockette (Gottlieb)	119.50	119.50	109.50 119.50	109.50 119.50
Rondevee (United)	154.50	154.50	135.00 154.50	135.00 154.50
Roundup (Bally)	39.50	39.50	39.50	39.50
St. Louis (Williams)	69.50 75.00	69.50 85.00	65.00 69.50	69.50 75.00
Sally (Chicago Coin)	59.50 79.00	59.50 79.00	59.50 79.00	59.50 79.00
Samba (Exhibit)	79.50 95.00	79.50 95.00	79.50 95.00	79.50 95.00
Saratoga (Williams)		54.50		54.50
Screwball (Genco)	59.50	59.50	59.50	59.50
Select-a-Card (Gottlieb)	49.50 75.00	49.50 75.00	49.50 75.00	49.50 75.00
Serenade (United)	64.50 79.50	70.00 79.50	79.50	79.50
Shanghai (Chicago Coin)	29.50 39.50	39.50	39.50	39.50
Shantytown (Exhibit)	49.50	49.50	49.50	49.50
Sharpshooter (Gottlieb)	109.00 109.50	109.00 109.50	109.50	109.50
Shoo-Shoo (Williams)		110.00		110.00
Shortstop (Exhibit)	75.00(2)	75.00 95.00(3)		95.00
Show Boat (United)	159.50	115.00 159.50	145.00 159.50	159.50
South Pacific (Genco)		45.00		45.00
Special Entry (Bally)	69.50	69.50	69.50	69.50
Speedway (Gottlieb)	60.00 95.00(2)	95.00 100.00	109.50	109.50
Spinball (Chicago Coin)	109.50 119.00	109.50 110.00	119.00	119.00
Spot Bowler (Gottlieb)	54.50	54.50	54.50	54.50
Stardust (United)		35.00 39.50		35.00 39.50
Stop and Go (Genco)	29.50 49.50	29.50 49.50	29.50 49.50	29.50 49.50
Stormy (Williams)	79.50 95.00	79.50 95.00	79.50 95.00	79.50 95.00
Summer Time (Gottlieb)	30.00 39.50	30.00 39.50	30.00 39.50	30.00 39.50
Sunny (Williams)		49.50		49.50
Super Hockey (Chicago Coin)	49.50	49.50	49.50	49.50
Super World Series (Williams)	79.50	79.50	79.50	79.50
Swanee (Exhibit)	325.00	229.50 325.00	250.00 325.00	250.00 325.00
Sweetheart (Williams)	59.50	59.50	59.50	59.50
Tahiti (Chicago Coin)	125.00 134.50	125.00 134.50	104.50 134.50	104.50 134.50
Tampico (United)	59.50 99.50	75.00 99.50	99.50 109.50	99.50 109.50
Telecard (Gottlieb)	105.00 109.50	105.00 109.50	105.00 109.50	105.00 109.50
Temptation (Chicago Coin)	75.00	75.00	75.00	75.00
Tennessee (Williams)	49.50 64.50	49.50 65.00	49.50 65.00	49.50 65.00
Texas Leaguer (Keeney)	79.00 79.50	79.00 79.50	79.00 79.50	79.00 79.50
Thing (Chicago Coin)		35.00		35.00
Three Feathers (Genco)	95.00 119.50	95.00 119.50	95.00 119.50	95.00 119.50
Thrill (Chicago Coin)	95.00	95.00	95.00	95.00
Total Roll (Genco)	115.00	115.00	115.00	115.00
Trade Winds (Genco)				

Arcade Equipment

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

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

	Issue of Nov. 3	Issue of Oct. 27	Issue of Oct. 20	Issue of Oct. 13
Ace Bomber (Mutoscope)...	\$95.00	\$95.00	\$95.00	\$95.00
Air Raider (Keeney).....	125.00	75.00 125.00	125.00	125.00
All Stars (Williams).....	49.50 100.00	109.50 100.00	109.50	49.50 55.00 100.00 109.50
Astrolgy Scale (ABT).....			95.00	
Atomic Bomber (Mutoscope).	150.00	150.00	150.00	150.00
Bag-A-Bunny	110.00			75.00
Baseball (Bally).....	135.00		115.00	
Batting Practice (Scientific)	75.00	75.00 85.00	75.00	75.00
Big Inning (Bally).....	185.00	185.00	185.00	185.00
Boomerang (Amusement Corp.)	45.00	45.00	45.00	45.00
Career Pilot	95.00	95.00	95.00	95.00
Challenger (ABT).....	24.50	24.50	24.50	24.50
Chicken Sam (Seeburg).....	95.00 109.50	95.00 109.50	95.00 109.50	59.50 75.00 95.00 109.50
Dale Gun (Exhibit).....	49.50 69.50	45.00 49.95	49.50 49.95	49.50 50.00
	79.50 84.50	69.50 79.50	84.50 85.00(2)	59.50(2) 69.50
	85.00(3) 90.00	84.50 85.00(3)		84.50 85.00(2)
Defender (Bally).....		65.00		95.00
Deluxe Athletic Scale (Mercury)	69.50	69.50	49.50 69.50	69.00 69.50
Dial Striker		35.00		
Drivemobile (Mutoscope)....		95.00		
Field Goal (Scientific).....		40.00		
Fishing Well (Mutoscope)....	125.00	125.00	125.00	125.00
Flash Hockey (Coinex).....	75.00	75.00	75.00	75.00 95.00
Flying Saucers (Mutoscope)...	125.00			
Goalie (Chicago Coin).....	95.00 99.50	99.50 125.00	99.50 125.00	75.00 95.00
	125.00			99.50 125.00
Gun Patrol (Exhibit).....		249.50	224.50	
Harvard Metal Typer.....				225.00
Heavy Hitter (Bally).....	65.00	65.00 85.00	65.00	65.00
Hitt and Run (Genco).....	129.50 149.50	149.50	149.50	
Hockey (Chicago Coin).....	69.50 75.00	69.50 75.00	69.50 75.00	75.00
Hollycrane (Como).....		275.00	275.00	255.00 275.00
Jack Rabbit (Amusement Corp.).....	109.50	109.50	109.50	109.50
Kiss-a-Meter (Exhibit).....		65.00		
Lite League (Amusement Corp.).....	85.00 95.00	75.00 95.00(2)	95.00	95.00
Magic Pen	100.00	100.00	100.00	100.00
Merchantman (Exhibit).....		99.50	99.50	99.50
Mule		50.00		
Panorams (Mills).....	195.00 225.00	225.00 250.00	225.00 250.00	175.00 225.00
	250.00			250.00
Periscope	100.00	100.00	100.00	100.00
Phil Toboggan Ski Ball.....	350.00	350.00	350.00	350.00
Photomatic (Mutoscope).....	350.00(early)	350.00(early)	350.00(early)	350.00(early)
	695.00(late)	495.00	695.00(late)	695.00(late)
		695.00(late)		
Pistol Pete (Chicago Coin)...	79.50 100.00	75.00 79.50	100.00 149.50	100.00 149.50
	149.50	100.00 149.50		
Pitch 'Em & Bat 'Em (Scientific)	175.00	165.00 175.00	175.00	175.00
		195.00		
Play Football (Chester Pollard).....		65.00		
Poker & Joker	49.50	49.50	49.50	49.50
Pokerino (Scientific).....	99.50	99.50	45.00 99.50	99.50
Punching Bag (Mills).....		50.00		
Quizzer	89.00 100.00	100.00	24.50 100.00	90.00 100.00
Rapid Fire (Bally).....		75.00		
Recordio (Wilcox-Gay).....	150.00	150.00	150.00	150.00
Rocket Busters	65.00	65.00	65.00	65.00
Rotary Claw Mdr. (Exhibit)...		175.00	175.00	175.00
Seven High (Edelman).....	75.00	75.00	75.00	75.00
Shipman Art Show	49.50	49.50	49.50	49.50
Shoot the Bear (Seeburg)...	265.00 315.00	255.00 275.00	325.00 350.00	160.00 300.00
	325.00(2)	315.00 325.00	335.00 350.00	335.00 350.00
	350.00	350.00		
Shoot the Duck (Seeburg)...	110.00		85.00	
Shoot Your Way to Tokio...	100.00	100.00	100.00	100.00
Silver Bullet (Exhibit).....	150.00	150.00	84.50 150.00	95.00 150.00
		165.00		
Silver Gloves (Mutoscope)...		175.00		
Six Shooter (Exhibit).....	225.00	195.00	225.00	225.00
Skee Ball (Wurlitzer).....	150.00	150.00	150.00	150.00
Skill Gun (ABT).....		20.00		
Skill Test (Gretchen).....	69.50	69.50		
Sky Fighter	95.00 125.00	75.00 125.00	125.00	105.00 125.00
Star Series (Williams).....	95.00 125.00(2)	89.50(2) 95.00	89.50 95.00	89.50 99.50
	139.50	125.00 139.50	125.00 139.50	125.00(2)
		155.00		139.50
Super Bomber (Evans).....	95.00	95.00	95.00	95.00
Swinging Monk	115.00		95.00	
Team Hockey (United).....	125.00		125.00(2)	
Telequiz	99.50 115.00	119.50	119.50	115.00 119.50
	119.50			
Ten Strike (Evans).....	65.00 75.00	75.00 99.50	75.00 99.50	75.00(2)
	99.50			75.00
Tenth Inning (United).....		45.00		
Test Your Strength (Mills)...		45.00		
3-Way Gripper (Gottlieb).....	22.50	22.50	22.50	15.00 22.50
Tommy Gun (Evans).....		50.00		
Undersea Raider (Bally).....	95.00	75.00 85.00	95.00	95.00
		95.00		
Voice-o-Graph (Mutoscope)...	525.00	525.00	525.00	
Voice Recorder (Mutoscope)...		195.00		
Western Baseball	85.00	85.00 95.00	85.00	85.00
X-Ray Poker (Scientific).....	85.00	85.00	85.00	85.00

Shuffle Games

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

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

	Issue of Nov. 3	Issue of Oct. 27	Issue of Oct. 20	Issue of Oct. 13
ABC Bowler (Keeney).....	\$65.00 69.50	\$65.00 69.50	\$65.00 69.50	\$65.00 69.50
ABC (United).....	295.00 350.00	290.00 375.00	375.00	
	365.00		149.00w/p	
Ace Bowler (Chicago Coin)...		99.50	99.50	99.50
Baseball (Genco).....	99.50	34.50	34.50	34.50
Baseball (Nationwide).....		295.00		
Big League Bowler (Keeney)...	295.00	295.00		
Big League Bowler, 4 Player (Keeney).....	310.00		95.00	
Bowl-a-Matic (Exhibit).....	425.00	425.00		
Bowl-o-Matic (Universal).....	24.50(2) 55.00	24.50 39.00	24.50 34.50	24.50 34.50
Bowlette (Gottlieb).....	69.50	55.00 69.50	39.00 50.00	35.00 55.00
			55.00 69.50	69.50 75.00
			84.50	
Bowling (Rock-Ola).....	49.50 55.00	49.50 55.00	49.50 55.00	39.50 49.50
Bowling Alley (Chicago Coin)	49.50 55.00	49.50 55.00	49.50 55.00	59.00w/p
	79.50	79.50	79.50	64.50

Servicemen

Continued from page 81

ence. Some of the arcades in the run-down neighborhoods, such as South State Street, have well appointed equipment and the layout of the establishments indicates thoughtful placement of certain types of machines. Conversely, some of the stops in the better areas reflect a general hodgepodge, with machines virtually atop one another. In the second group there was also a noticeable number of inoperative units as well as those which looked like they had little regular care.

Generally, arcade owners here look for a steady growth in trade in the months ahead. They feel the continued expansion of the armed forces and the increased number of defense plants in the area will result in more play. On the unfavorable side is where to get replacement machines. Much of the equipment now operating has been repaired several times over and there has been comparatively little arcade output in the past six years. What is available in the used market has increased sharply in price because of the meager supply.

NPA to Order

Continued from page 81

metals left for non-military production, and military demands are subject to change as the international situation changes. But Defense Mobilizer Charles E. Wilson has indicated he expects the materials shortages to ease in the third quarter of 1952.

VOX JOX

Continued from page 34

Robin Bright, WIRE, Indianapolis, Ind., was upped to assistant program director and chief announcer status, succeeding Tom Peden, who has become manager of WAOV, Vincennes, Ind. Bob Morrison is a new staffer at the same station (WIRE)... Tom Morrissey, formerly with WTWA, Thomson, Ga., is over at WNAG, Grenada, Miss. Lee Ellis, WSPR, Springfield, Mass., has given up staff duties at the station to devote full time to deejay stints... Brad Phillips, WINS, New York, tees off a new disk show this month tagged "Walking on Air"... Former heavyweight boxing champion Max Baer has become a deejay, via an hour show "Max Baer's Record Ring" over California's McClatchy Broadcasting Company, KFBK, Sacramento; K M J, Fresno, and KWG, Stockton. Baer makes regular p.a. tours of all three cities and expects to extend his broadcasting scope shortly... Don Eduardo kicked off a Spanish deejay show, "Senor Don Eduardo Show" (1:30-2:30 p.m.), on KALI, Pasadena, Calif. Allin Slate has joined KLAC-TV, Hollywood... Bill Anson, KFWB, Hollywood, and Allan Calm are prepping a nitery bit with disk panto.

	Issue of Nov. 3	Issue of Oct. 27	Issue of Oct. 20	Issue of Oct. 13
Bowling Classic (Chicago Coin)	105.00 125.00	135.00 139.50	135.00 139.50	125.00 135.00
	135.00 139.50	145.00(2)	145.00 150.00	139.50 150.00
	145.00 150.00	150.00		
Bowling League (Genco).....	24.50 35.00	24.50 35.00	24.50 35.00	24.50 35.00
		50.00	50.00	
Deluxe Bowler (Williams)....	45.00 49.50	45.00 49.50	45.00 49.50	45.00 49.50
		65.00	65.00	
Deluxe Twin Bowler (United)		185.00	195.00	195.00
Deluxe Twin Rebound (Universal).....				
Double Bowler (Keeney)....	125.00 135.00	135.00(2)	139.00(2)	135.00 155.00
	175.00			179.50
Double Header (Williams)...	125.00(3)	425.00(3)	124.50	110.00
	129.00	129.50 139.50	125.00(2)	125.00(2)
			139.50 149.50	139.50 149.50
Double Shuffle Alley (United)	79.50	75.00 79.50	75.00 79.50	75.00 79.50
Double Shuffle Alley Express Rebound (United)...	179.50 229.50	229.50	229.50	185.00 229.50
Duck Pin (Keeney).....				145.00 169.50
Five Player Shuffle Alley (United)	295.00 315.00	345.00(2)		
Four Player Shuffle Alley (United)	240.00 285.00	285.00	285.00	285.00
	295.00 305.00			
Glider (Genco).....	30.00(2) 39.50	30.00(2) 39.50	30.00(2) 39.50	30.00(2) 39.50
Hi Score Bowler (Universal)	175.00	175.00(2)	185.00	175.00
Hook Bowler (Bally).....	265.00	275.00(3)	275.00(2)	275.00(2)
	275.00(3)			
League Bowler (Keeney)....	265.00(2)	265.00(2)	265.00(2)	265.00(2)
	280.00	275.00		
League Bowler (4-Player Rebound) (Keeney).....	275.00(2)	275.00 280.00	275.00	275.00
Lucky Strike (Keeney).....	75.00	75.00	75.00	75.00
Pin Boy (Keeney).....	24.50	24.50 45.00	24.50 45.00	24.50
Shuffle Alley (United).....	24.50 29.00	24.50 29.00	24.50 28.50	24.50 28.50
	32.50	39.50(2)	29.00 35.00	29.00 39.50(2)
	39.50w/p	45.00w/p	39.50(3)	45.00w/p
	39.50(2)	39.00w/p	45.00w/p	59.50w/p
	59.50w/p		59.50w/p	
Shuffle Alley Express 2 Player (United).....	199.50	199.50	199.50	199.50
Shuffle Alley Express (United)	49.50 69.00	49.50 50.00	49.50 50.00	49.50(2) 55.00
	69.50 74.50	69.00 69.50	69.00 69.50	69.00 69.50
	129.50	74.50 129.50	74.50 129.50	74.50 129.50
Shuffle Baseball (Chi. Coin)		95.00	95.00	
Shuffle Bowl (Exhibit).....	59.50 89.50	89.50	59.50 89.50	89.50
Shuffle Bowler (Bally).....	24.50 44.50	24.50 44.50	25.00 28.50	28.50 44.50
	45.00	45.00 49.50	44.50 45.00	45.00
			49.50(2)	49.50w/p
Shuffle Bowler (United)....			24.50	24.50
Shuffle Cade (United).....		235.00	245.00	
Shuffle Champs (Bally).....	65.00 80.00	85.00 89.00	85.00 89.00	75.00 89.00
	89.00			89.50
Shuffle Horseshoes (Chicago Coin).....	250.00			
Shuffle Lane (Rock-Ola)....	39.50	39.50	35.00 39.50	39.50
Shuffle Lane (United).....	24.50	24.50	24.50	24.50
Shuffle Pin (California)....			25.00	
Shuffle Skill (United).....				44.50
Shuffle Slugger (United)....	125.00			

Make us an offer!

Completely Reconditioned — Recent Model Seeburg Phonographs

We have a number of these late model Seeburgs on hand, and no reasonable offer will be refused. Every machine has been completely reconditioned and is ready to give you many years of good service in your locations. Phone, wire or write your offer today.

SEEBURG 146-M

SEEBURG 147-M

SEEBURG 148-ML

SEEBURG (HIDEAWAY) H-146-M

SEEBURG (HIDEAWAY) H-147-M

SEEBURG (HIDEAWAY) H-148-M

PRE-WAR PHONOGRAPHS

(Guaranteed in good working order)

WURLITZER "700"	\$69.50
WURLITZER "800"	69.50
WURLITZER "850"	69.50
SEEBURG HI-TONES	59.50
ROCK-OLA '39	39.50
WURLITZER "500"	35.00
ROCK-OLA "40" MASTER	49.50

SHAFFER SPECIALS IN WALL BOXES

SEEBURG	WURLITZER
W-4-L56 \$39.50	3020 \$39.50
3W7-L56 49.50	3025 12.50
W1-L56 17.50	3045 12.50
	219 STEPPER 25.00

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5c WALL BOXES \$25.00

Terms: 25% Certified Deposit, Balance C.O.D.
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LOOK AT THESE SENSATIONAL VALUE BUYS!



USED SHUFFLE GAMES

Bally Shuffle Bowler w/Conv.	\$ 29.50
Univ. Super Twin Bowler	139.50
Bally Baseball	99.50
UN. SHUFFLE ALLEY W/CONV.	79.50
Wms. Double Header	99.50
Bally Speed Bowler	59.50
Bally Shuffle Champ	89.50
Bally Hook Bowler	275.00
Un. Twin Shuffle Alley Express	99.50

USED JUMBO PIN GAMES

Special Entry	\$ 39.50
Jockey Special	49.50
Gold Cup	59.50
CITATION	129.50
Champion	169.50
Turf King (AB Series)	325.00

NEW SHUFFLE GAMES

Bally Shuffle Line	
United 6-Player	
Chicoin 6-Player	

USED PHONOGRAPHS

Wurlitzer 500	\$ 49.50
Wurlitzer 700	79.50
Wurlitzer 800	59.50
Wurlitzer 950	59.50
850-AS IS and COMPLETE	35.00
Wurlitzer 1017	214.50
Wurlitzer 1100	359.50
Wurlitzer 1250	524.50

Crating \$10.00 Extra.

JUST OFF LOCATION

Wurlitzer 1015	\$169.50
Seeburg 146	125.00

Bally Bright Lights	\$415.00
Bally Hot Rod	89.50

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

Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
60-69 SATISFACTORY
0-39 POOR

ARTIST LABEL AND NO. TUNES COMMENT

POPULAR

Continued from page 89

MILTON DE LUGG ORK (The Whippoorwills) 70--70--70--70

Thirty-two Feet and Eight Little Tails
MGM 11099—A pleasant seasonal ditty, one of several this year due for promotional tie-ins with commercial outlets, is done with taste by the De Lugg group. The Whips impress with their very good sound and delivery.

Shake Hands With Santa Claus 60--60--60--60
The Whippoorwills display a fine blend and good style in reading off a rather helpless bit of seasonal propaganda. De Lugg's arrangement holds it all together attractively.

MARY SMALL (Vic Mizzy Ork) 70--73--68--70

Undecided
KING 15128—Okay coverage by Miss Small and vocal group on the click revival. Performance doesn't figure to offer strong competition to the Ames-Les Brown disk despite attempt to copy in part.

If I Can Love You in the Morning 72--75--70--72
Miss Small does fine with a typical Tin Pan Alley ditty written by her husband, Vic Mizzy. Combination of her chanting and the orking should get some spins.

XAVIER CUGAT ORK 70--70--70--70

Mambo at the Waldorf
COLUMBIA 39579—Cugie knocks out a smooth, sophisticated mambo with a catchy riff.

Society Mambo 70--70--70--70
Like its title, this is a society mambo—polished, relaxed and polite, but danceable.

NELSON ALEXANDER (Jake Porter Combo) 70--70--68--72

Keep Your Nose Out'a My Business
SWING TIME 256—Alexander talk-sings a novelty of the sort Louis Jordan used to do. It's light and breezy but not gutsy enough to have more than moderate meaning, even in the r.&b. market.

Mister No Good 60--60--60--60
Thrush Franklin and Alexander work out a duet novelty of strictly inferior quality.

ZIGGY ELMAN ORK 69--70--68--68

Birth of the Blues
MGM 11089—Easy dance band instrumental reading of the standard spots Ziggy's fat-toned horn and some neatly written reed passages.

Sunny Disposish 66--67--65--65
(Louise Tobin)
Rather routine dance reading of a rare oldie well sung by Louise Tobin.

JUNE HUTTON (Axel Stordahl Ork) 69--72--68--68

Nothing
DECCA 27833—Mrs. Stordahl shows marked improvement over her previous wax tries on this oldie. Even so, this is hardly more than a routine slicing. Mr. Stordahl supplies the tasty backdrop.

Bye, Honey Bye-Bye 68--70--66--68
She does an engaging job with a light bouncer set in a neat arrangement.

JACK PARNELL 69--73--66--67

White Suit Samba
CORAL 60588—Parnell comes up with the craziest disk sound heard in a long time as intro to an ordinary samba instrumental. Gimmick is a weird bubbling sound which includes low-register reeds. Should get novelty spins.

Go, Go, Go, Go 63--68--60--62
Belated coverage on the ditty which stirred some action via a Richard Hayes disk is done in samba tempo by the English group.

SONNY BURKE ORK (Jo Ann Greer) 67--68--66--68

Fugue for Tinorns
DECCA 27837—The delightful three-part round from the "Guys and Dolls" score is put thru the swing instrumental treatment. It doesn't quite come off.

Mr. Pessimist 67--68--66--67
Burke turns in a neat orking of a clever material ditty, which is sung well by Miss Greer. Good record, but not an inspiring one.

TEX BENEKE ORK (The Mood Four) 65--65--65--65

Santa Claus Parade, The
MGM 11098—Beneke and band turn in a neat job on a seasonal item of slight substance.

A Roof'n, Toot'n Santa Claus 65--65--65--65
Another pleasant go by the crew, with Tex at the vocal helm, on a rather forced Christmas special.

BOBBY COLT (The Satisfiers-Bern Leaf Ork) 63--66--60--63

I'll Find a Dream for Tomorrow
DECATUR 1003—An attractive new waltz ballad gets a so-so interpretation from Bobby Colt, tho the Satisfiers and ork do well with the music.

Time Was 61--62--60--60
(Bobby Colt-Jeanne Dowling)
Chira Dowling's legit-like soprano pipes sound mis-matched with Colt's ordinary pop chanting on an innocuous ballad.

JACK BRUNO (Clef Dwellers-Bern Leaf Ork) 63--65--60--62

Gypsy Serenade
DECATUR 2001—Bruno is much too casual on an okay and serious new ballad. The vocal and ork, tho, give the performance a decided lift.

Music From the Heart 62--64--60--61
The Clef Dwellers quartet displays a big choral sound in supplying the background for Bruno's okay chanting on a lush-type, tho not overly strong, ballad.

LOLA AMECHE (Al Trace Ork) 62--62--62--62

Save the World
MERCURY 5737—Lyric of this one has originality and imagination. Performance isn't adequate.

Big Blue Eyes 57--57--57--57
Thrush gets off an inconsequential treatment of a fluffy novelty ditty, with male unison chant between her choruses.

BUDDY ROCCO TRIO (Al Costello) 59--60--58--58

My Song About You
VANITY 501—Another pleasant try by the singer with the trio on a ballad which has a basically appealing quality, tho it gets wordy and involved.

You'll Never Hurt Me That Way 56--56--56--56
Breezy bouncer of lightweight substance is rendered pleasantly by vocalist Costello with an assist from a trio working a la Three Suns.

INTERNATIONAL

SEYMOUR RECHTZEIT 81--81--81--NS

Calla Calla
BANNER 2591—Making full circle, the current English pop derived from Yiddish folk music is here done in Yiddish. Tenor Rechtzeit does his usual fine job on the lyric. The Herb Gant orchestral background includes a hep guitar chorus.

Rhapsody in Bass 60--60--60--NS
(Herbert Gant Ensemble)
Jazz collectors and musicians may be intrigued by Gant's experimentation here with a string group. The average buyer may find it a little dull. This one of the sides in the label's "Jazz for Musicians" series.

CANTOR MALAVSKY FAMILY CHOIR (Mac Ceppos Ork) 70--70--70--NS

My Mother's Sabbath Candles
MONARCH 503—The mixed voice choral group sings with the proper "schmaltz" on a familiar Yiddish ballad which figures to draw nostalgic tears from many a Yiddish speaking disk buyer. Ballad is done in English on flip-side. Latter could get some second generation Yiddish-American business.

45 SWITCH OKAY

Inter-Mountain Operator Tests 40 Locations

SHERIDAN, Wyo., Nov. 3.—An experimental program testing the effectiveness of changing 78 r.p.m. phonograph machines to handle 45 r.p.m. records was declared a success this week by Lee Johnson, Johnson Novelty Company, of Sheridan, Wyo.

Johnson announced that he had converted more than 40 phonographs to the new speed during the past few months and results proved satisfactory. He expects to continue the conversion plan to include more than 70 machines he is operating. Johnson is the first operator to make the change in the Inter-Mountain area.

First converted units were tested in bars and cafes on his route which handles various models produced by Wurlitzer and Seeburg. He reported grosses swung up approximately 10 per cent, and customers were quick to notice the improved tone quality.

Costs Drop

Altho servicing problems remained about the same on the new machines, he pointed out that his shipping costs dropped "substantially." Sheridan is off the beaten path in Northern Wyoming, but Johnson said he has had little trouble getting new records in plenty of time to get them on his machines to meet the demands of "The Hit Parade." Actually, he reports, record service on the 45's is better than for 78's in his territory. He is using records put out by Capitol, Columbia, Victor and Decca. All of his 45 records come from States surrounding Wyoming. His Columbia records are shipped in from Denver, Victor records from Billings, Mont., Decca from Butte, Mont., and Capitol records come from Butte, he said.

Altho nearly half of his machines still operate on 78, Johnson is going ahead with his conversion program until the changeover is complete. With grosses up, shipping costs down, hits readily available and servicing problems about the same as for 78's, Johnson said he sees no reason why he should not go ahead with the changeover. Longer record wear was cited as another advantage of the changeover.

No small operator in the Inter-Mountain area, Johnson's route covers three counties and six towns. His major route activities, however, are centered in Sheridan.

110 Exhibitors

Continued from page 82

stamp vender manufacturers.

Largely the cause of the current materials situations, lighter showings will be made by candy venders, six firms compared with 10 last year; six cigarette machines by six companies, off from eight in 1950; five ice cream units instead of six; one firm each for fruit, sandwich and hosiery venders compared with two in each field during the 1950 event.

Coin changers and locks will be shown by three instead of four companies, while cookie, popcorn and electric shaver units will be absent from this year's meet. They were shown by, respectively, four, two and one firms in 1950.

There will be one truck exhibits this year; three firms displayed in Chicago in 1950.

New to NAMA exhibitor ranks for 1951 will be a Canadian perfume vender and an ice cube machine. One of the cigarette venders shown will be a Danish product.

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THE WORK BENCH

Spray Painting Tips For That 'New' Look

By HOWARD P. SCHLEY

Even tho a great many coins have passed thru them, machines can be made to look factory-fresh by spray painting and touching up the coin machine cabinets.

Spray painting equipment is available in a wide variety of prices. Any fair size coin machine shop probably has—or ought to have—an air compressor which can be used in spray painting. An air compressor has many other uses around the coin machine shop so many it is almost a necessity. Usually, a medium-sized compressor, with an attached storage tank is the best buy for a coin machine shop. Pick one similar to those used by small gasoline stations.

To get a perfect finish, it is necessary to do your painting in a dust-free an atmosphere as possible. This is especially true when using enamel or paint which takes some time to dry. Lacquers usually dry so rapidly that dust is not a factor.

Have Ventilation

Remember also that it is necessary to have good ventilation when spray painting. Some paint and lacquer fumes are dangerous and should not be breathed over a long period of time. If you must paint in a closed room, use a respirator. Another warning: Most paints and lacquers are inflammable, and when sprayed into a fine mist they can be explosive. Be careful of open flames or cigarettes around the spray area.

When selecting a spray gun, it is a good idea not to buy too large an outfit. The surface to be re-finished on the average coin machine cabinet is small, and a small gun will do the job in short order. Also a gun which does not throw too large a spray is better for

small parts and trim work. A gun which does not throw too much paint will save time in masking out sections of the work.

The first thing a beginner learns about spray painting is that the gun must always be kept clean. Leaving a gun dirty will not ruin it, but you will have a good job cleaning the hardened paint out of the atomizing system. Make certain the gun you buy has a book of instructions with it, and follow those instructions.

All in all, lacquer seems to be the easiest, best finish for coin machine cabinets. It is easy to use in the gun, leaves a smooth, semi-gloss finish and dries. Lacquer comes in many colors and shades which can be mixed for matching. It has the further advantage of covering well and of being relatively inexpensive.

All paints must be kept thin in a spray gun—much thinner than for brush work. A little experimenting will determine how to get the right mix. Be sure to strain the paint before putting it in the gun. Tiny pieces of solid matter will clog the nozzle and cause grief.

Masking Tape

When it is necessary to decorate a cabinet, the use of masking tape is essential. Parts you do not wish to paint should be covered with paper held in place by the tape. Coin entries, handles, ball lifts and the like can be protected in the same manner.

After using lacquer on a cabinet, it is sometimes desirable to get a higher gloss. This can be accomplished by applying a coat of clear lacquer, or by rubbing down the finish with rubbing compound. Generally, however, the semi-gloss provided by the lacquer is glossy enough.

Altho the actual technique of spray painting comes with only a little practice, keep these two points in mind:

1. Remember to keep the gun moving constantly.
2. To be sure of covering well, work in a good light.

After using a spray gun for awhile, it becomes such an easy way to paint that the brush seems old-fashioned. And with a little practice, the results will look professional.

(NEXT WEEK: Sometimes, the coin machine business seems to be a battle between the operator and the cheater. Next week's Work Bench will give some practical hints for defeating the cheater.)

Coinmen You Know

Chicago

Exhibit Supply execs were on the go again last week. Ford Sebastian flew to Texas Tuesday (30) for a few days, while Frank Mencuri headed east and said, if time permitted, he also would visit Canada before returning home. Firm is now making plans for its exhibit at the outdoor convention in November, and expects to surpass its efforts of the past two years, both of which took prizes as outstanding displays. Mencuri reported the new Jet gun is now ready for the production lines, and should start moving out to the trade in a few weeks.

Mal Finke, head of First Distributors premium division, reports the addition of several national brand name lines to the offerings for operators. Included are such items as American Flyer electric trains, Admiral radios and a number of top-brand watch lines. Meanwhile Joe Kline and Wally Finke, co-owners, continue to work nights in order to get their new game room, the third showroom in the firm's headquarters, completed. Both report business continuing on the increase, and say there is an unusual amount of activity in the used game and music fields.

Art Weinand, vice-president and director of sales, Rock-Ola Manufacturing, will spearhead a showing of the new Rock-Ola line, including the first Eastern showing of the new Universal-wall box, at the Commodore Hotel in New York Friday and Saturday (2-3). Showing is being held in conjunction with the annual AMOA shindig which the New York org will hold Saturday. Weinand reported the response to the new wall box at the Omaha show several weeks ago had been excellent.

Empire Coin Machine Exchange thru Howie Freer reports export trade on the increase. Latest shipments went to France and Holland and consisted of small vendors. Stanley Levin is back from a road trip thru Illinois and Iowa with a good number of orders despite following the virtual same route of a competitor's sales staffer. Gil Kitt, Empire boss, has been busy greeting visiting operators. Freer recently celebrated his sixth anniversary with the firm. In all he has been in the trade 12 years.

Jerry Haley, Buckley Manufacturing, reports business going along on an even keel with fall prospects looking better with each passing week. Firm is doing a rushing trade in its plastic line.

At the J. H. Keeney plant most of the activity centers around the 6-Way Bowler and the cigarette and sandwich vender. Roy McGinnis, John Conroe and Paul Huebsch welcomed a lot of out of town visitors the past weeks.

Joe Mangone, head of All Coin Amusement Company, Miami, was in for conferences with officials of D. Gottlieb & Company. Mangone's firm is Florida distributor for the Gottlieb line now featuring the five-ball Rose Bowl.

Out at Bally Manufacturing Company, the news on the new game, Bright Spot, has been all in the encouraging side. Distributors have reported it as one of the fastest moving games. Bright Spot is the six-section, n-line scoring game which in-

(Continued on page 96)

World Wide Your Exclusive Distributor for WILLIAMS, ROCK-OLA, EXHIBIT, KEENEY

WILLIAMS SUPER WORLD SERIES

Most profitable game on location. Hit! Strikes! Balls! Put Out! All the thrills of actual baseball! Plenty of color-action!

ROCK-OLA '52-'50 PHONOGRAPH

Easily changeable to any combination play—New beautiful cabinet design—Modernistic coloring, top and bottom—75 or 45 RPM.

Sensationally New WILLIAMS SPARK PLUGS

Skill selection changer. Eight thumper bumpers. Seven roll-over switches. Flippers—Hi Score—Fun Skill—Racing Thrills—Free Play—5¢ or 10¢ play.

Keeney's SIX PLAYER REBOUND SHUFFLE GAME

Dramatic new 6 player game that's breaking records on locations. Features Keeney's SILENT PLAY-FIELD, 8' or 9 1/2' lengths.

(Reconditioned) SHUFFLE GAMES

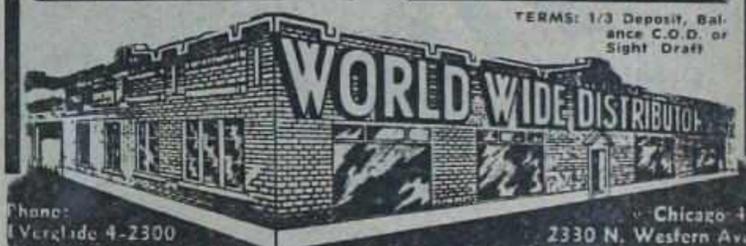
United FIVE PLAYER	\$315	Bally HOOK BOWLER	\$285
United FOUR PLAYER	295	Universal SUPER TWIN BOWLER ..	125
Keeney FOUR PLAYER	275	Keeney DOUBLE BOWLER	135
United TWIN REBOUND	215	Chi Coin BOWLING CLASSIC	125

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Nickel Play Brand New—Original Cartons. The Music Box for small locations. Comes with or without handsome pedestal stand. WRITE.

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TERMS: 1/3 Deposit, Balance C.O.D. or Sight Draft



COIN PEGASUS TAKES TO AIR

CHICAGO, Nov. 3.—A modern pegasus made the Chicago newspapers this week when Exhibit Supply's Big Broncos became "flying horses." Firm shipped several units via United Airlines, and an alert cameraman at the airport caught the uncrated units moving up a conveyor belt. Result was the picture of the coin-operated nags apparently taking off in the shadow of a giant air liner.

2 NEW GAMES \$99.50

Newly manufactured pinball games. Immediate delivery. Low priced to "get you off the nut" fast. Highest quality. Handsome. Colorful. Fast. Guaranteed bug-proof. Easy to service by any handyman. Both games have Free Play Awards, but this can be detached if not wanted.

OUR REFERENCES: Dun & Brad.; also Merchants National Bank, Chicago, Ill.

RUSH YOUR ORDER: Send full amount, or \$25.00 deposit, bal. C.O.D.

10c "PLAY BALL" 3 FT. LONG. Revolving action baseball diamond automatically lets players (steel balls) run the bases on singles, doubles, triples, homers, walks. Constant action in the playfield. Has sound effect—crack of bat when hit is made. Electric scoreboard registers every run, out, ball, strike, etc. Pattern shows until 3 outs. Size 60x24 in. Wt. 185 lbs. Brand new. \$99.50 Immediate delivery. Each

5c "TRAP THAT FOOTBALL" 4 FT. LONG. Game consists of ten Football Bowl Touchdown Traps, synchronized with electric scoreboard up to ten million with highscore. Ten balls for 5¢. Fast. When highscore, trap bangs shut, player traps football, trap bangs registers, takes ball out of sight and registers on scoreboard. Has the Showmanship of Famous Bowl Football Games. Popular size 48x24 in. Wt. 168 lbs. Brand new. Immediate delivery. Each \$99.50

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PARADISE	35.00	HITS & RUMS	

We Shall Be Pleased to Demonstrate This New Equipment

KEENEY'S 4-WAY BOWLER KEENEY'S LITE-A-LINE
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DOWNEY-JOHNSON COIN COUNTER SPARK PLUG ROSE BOWL COUNTY FAIR
SPARK PLUG ROSE BOWL COUNTY FAIR
FUTURITY BRIGHT SPOT

Established 1913 **ROY MCGINNIS CORP.**
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4-Way Bowler Output Begun

CHICAGO, Nov. 3. — J. H. Keeney & Company thru Sales Manager Paul Huebsch announced it has resumed production on its 4-Way Bowler, a conversion for regular shuffleboards.

This unit converts longboards for use as shuffle games without permanently altering the playfield. Huebsch stated production on the 6-Way Bowler was increased this week. This is a new complete game designed for shuffle play by up to six players.

FOR REAL VALUE ...

Univ. Twin Bowler, Flying Pins, Top Condition. \$129.50

16-20-22 Ft. Rock-Ola Shuffleboards, Good Condition, Each \$119.50

Write for Quantity Prices

SHUFFLE GAMES

Rock-Ola Shuffle Lane	\$39.50
Rock-Ola '50 World Series	69.50
Chi. Coin Trophy Bowl	149.50
Chi. Coin Bowling Classic	139.50
Wm. Double Header—late mod. floor sample	125.00
Exh. Shuffle Bowl Conversion	59.50
United Shuffle Alley	39.50
Exhibit Strike	99.50
Genco Baseball	99.50
United Express	49.50

NEW GAMES

United 6-Player Shuffle Alley	
Keeney 6-Player League Bowler	
Genco 8-Player Bally Bright Spot	
United County Fair	
Genco Glider	\$30.00
Keeney League Bowler	265.00
Univ. Twin Bowler	89.50

SHUFFLEBOARD SUPPLIES

Shuffle Game Wax, case (12)	\$3.35
Fast Wax, case (12)	4.50
Pucks (set of 8)	12.00
Score Sheets, 10 pads	7.50
Fluorescent Lights, pair	17.50
Used Wall-Type Scoreboard	79.50

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ADVANCE 4-PLAYER REBOUND CONVERSION for SHUFFLEBOARDS WRITE, WIRE, PHONE for PRICES

Bally Speed Bowlers	\$49.50	Monarch Wall Model Score Units	\$65.00
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Amusement Light League	85.00	Un. Double Shuff. Exp. Rebound	179.50
Keeney Bowling Champs	140.00	Panorams	195.00

JUMBO PIN CONVERSIONS (8 1/2 INCH PINS) \$29.50
Write for List of Closeouts and Reconditioned Equipment.

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"Central Ohio Coin Quality Buys"

United—COUNTY FAIR	KEENEY 4 PLAYER CONVERSION FOR SHUFFLEBOARDS	SHUFFLE ALLEYS NEW KEENEY—6 PLAYER Chi. Coin—6 PLAYER United—6 PLAYER Genco—SHUFFLE TARGET
United—ZINGO	New WINNERS FUTURITY TURF KINGS	ONE BALLS WINNERS PHOTO FINISH CITATIONS CHAMPIONS GOLD CUPS
Keeney—LITE-A-LINE	KEENEY ELECTRIC CIGARETTE VENDORS with Changer	
Bally—BRIGHT SPOT	TURF KINGS LIKE NEW \$295.00 EA.	
	Now Delivering GOTTIEB'S ROSE BOWL	

WRITE, WIRE OR PHONE FOR PRICES—ADAMS 7254

CENTRAL OHIO COIN MACHINE EXCHANGE
525 S. HIGH—COLUMBUS 15, OHIO

Watch for GENCO'S

Sensational

8

PLAYER SHUFFLE GAME!



SPECIAL LOW PRICES ON HUNDREDS OF ALL TYPES GAMES AND MUSIC

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ORIGINAL TONE & PERFORMANCE GUARANTEED OR MONEY REFUNDED. 75c each plus postage. 10 days' service via air mail P.P. We pay C.O.D. and postage on orders of 20 or more cartridges. Due to our method of opening and resealing we are able to service the same cartridge several times, thereby cutting your cartridge costs about 75%.

OVER 14,000 CARTRIDGES SERVICED WITHOUT ONE COMPLAINT.

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8911 N. FIRST ST. PHOENIX, ARIZONA

Coinmen You Know

Continued from page 95

roduced a new five-ball idea known as "spottem." **Ralph Nicholson**, district manager, was at the factory for a few days after a swing thru the Indiana territory. **Herman Paster**, Mayflower Distributing Company, St. Paul, was a visitor at the Bally plant last week.

October business ended with a flourish at World Wide Distributors and now **Al Stern** and **Len Micon** hope November trade will prove as satisfactory. **Sam Rosenblatt**, road representative, is calling on trade in the Illinois territory. The only time the office sees him is when he drops in with a batch of orders on Saturday. **Monty West** will arrive back at the office Monday (5) after visiting relatives in Canada for two weeks.

Williams Manufacturing Company, thru Sales Manager **Bill Ryan**, reports continued peak demand for the Spark Plugs game. Vice-President **Sam Stern** states it has proved one of the best games the firm has had this year. Firm is making every effort to keep production up with demand despite the difficulties in getting key materials.

Ben Coven, head of Coven Distributing Company, has found the new Bally game, Bright Spot, one of the fastest selling games the firm has had the past few months. **Harold Saul** has been busy handling Wurlitzer sales, up sharply since fall set in. **Merit Industries'** head, **Col. Lou Lewis**, has found demand for late model used games a problem. No matter how many he acquires he has a hard time building up a large inventory for operators. Firm's premium merchandise has also been the target for increased trade.

The Webb Corporation reports interest in its dime play baseball game encouraging. President **Irving Webb** says operators have liked the animated playfield action. One of the knotty problems game manufacturers have come up against this fall is not only finding materials for their regular production, but locating material for their defense output.

United Manufacturing executives are pleased with the field reports on their current games, Six-Player De Luxe Shuffle Alley and County Fair. **Billy DeSelm**, general sales manager, reports the former, a shuffle game featuring a new formica playboard, high score of the week and jumbo disappearing pins, has caught on in all parts of the country. **Ray Riehl** and **Johnny Casola** also report getting glowing reports on County Fair, the five-ball unit featuring animated action.

With a sudden spurt in sales of shuffleboard scoreboards noted thruout the country, **Bruno Kosek**, head of Midstate Distributing, reports the two models being manufactured by Marvel, which his firm represents, are in demand in this territory. Kosek will start shipping the small scorer, placed in production this week by the manufacturer, early next week. He has also been advised by **Ted Rubenstein**, Marvel topper, that another production run on the over-head model is now underway.

Herb Perkins, head of Purveyor, reports his Tru-View color television screens are now being shipped to distributors thruout the country. Screens are being manufactured at the firm's headquarters here. Perkins also reports the upswing in shuffleboard sales which started early this fall, is still going strong, and a number of new local spots have opened up in the past few weeks.

Twin Cities

Herman Paster, head of Mayflower Distributing Company and **Paster Distributing Company**, made headlines in the St. Paul and Minneapolis newspapers Wednesday (24) when it was announced that he bought the five-story office building in downtown Minneapolis from the University of Minnesota. Purchase price was reported at \$176,100, with \$90,000 paid down and the balance to be paid in 10 years.

Paster, who has been an important figure in the coin machine

field here for years, thus continued expansion of his outside activities which include home building projects, shopping centers and financing of a dairy product promotion.

Coinmen back from the six-State operators' meeting last week at Omaha are singing the blues because of the dearth of any business at the conclave. Distributors from this territory declared they could count on the fingers of two hands the number of operators from the area outside Omaha proper who attended the meetings.

Among those from the Twin Cities attending the Omaha session were **Herman Paster**, **Matt Engel**, **Jack Worley** and **Sam Nilva**, all of Mayflower Novelty Company, St. Paul; **Harold Lieberman** and **Jonas Bessler**, of Lieberman Music Company, Minneapolis; **Bob Wenzel**, Automatic Games Company, St. Paul; **M. M. Doc Berenson**, of Harmony Music Company, Minneapolis, who bought out the interests in that firm held by **William (Sphinx) Cohen** and who is partnering, as a result, with **Marty Kantar**; **Sam Deutsch**, Sioux Distributing Company, Ristaurat jobber, and **Mitch Lazarus**, of Mitchell Sales Company, novelty jobbers.

Sid Levin, of Lieberman Music Company, reports that his wife, whom he expected to be in bed for a year because of a back operation, is making better progress than the doctors anticipated. She now is able to walk a few steps and may go for automobile rides. Two North Dakota operators who, with their wives went to the Omaha coin machine meeting, stopped in the Twin Cities en route to their homes. They were **Jack Backus**, of Jamestown, N. D., and **Glenn Addington**, of Bismarck, N. D.

Mrs. Clifford McLayne and her son, **Don**, of Arlington, Minn., are operating the coin machine route started by her husband who died suddenly several weeks ago.

Bob Cross, of Jackson, Minn., used the Minnesota-Nebraska football game last Saturday as an excuse to come to the Twin Cities to do some shopping and to report that business on his route has been good this season. **Johnny Gallep**, Menominee, Wis., coinman, was in on his usual trip to this market.

Matt Engel, of Mayflower Distributing Company reported that United's new De Luxe Bowler for six-players is getting considerable attention from operators in this area. **Dave Ziskin**, of Dave's Distributing Company looking pert attending a Minneapolis loop movie last week-end.

Operators who were in this market the past week included **Ray Kohner** and his son from Winona, Minn.; **Bob Lammers**, of St. Cloud, Minn.; **Jim Stanchfield**, also of Winona; **P. Y. Young**, of Osceola, Wis.; **Sam Anderson** and **Arvid Mode**, of Rhinelander, Wis., and **Mr. and Mrs. Hugh Mays**, of Eau Claire, Wis. All were shopping for new merchandise and getting ready for what they hope to be a good winter season.

Jack Weinberg, correspondent for The Billboard in this territory, is back making the rounds of coin machine row, after an 11-week bout with a blood clot in the heart region.

Milwaukee

Badger Novelty topper, **Carl Happel**, is expected back this week from his vacation trip to the West Coast. Carl was visiting brother **Bill**, who operates the other half of the Badger enterprise in L. A. In charge during Carl's absence was **Orville Carnitz**.

Stella Hamilton, blind operator of the Twin Star Vending firm, reports business holding up well in recent months. Only department that could use a little bolstering is the gumball vending, she asserts. With a generous supply of gumball venders in stock, Stella is on a campaign to line up more new locations. In a recent buying move, she reports the purchase of number of new Northwestern nut venders.

North Central Operator's Association, trade group of sightless vending machine operators, held a regular meeting Sunday (4) at the home of **George Card**, Madison, Wis., operator.

MGM Records sales manager for this territory, **Budd Birnbaum**, motored in from the Windy City for a few days' work breaking in a new man.

Ops reported no noticeable increase in play of **George Shearing** or **Billy Eckstine** waxings on

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Arizona	115.00	Harvest Time	39.50	Sharpshooter	89.50
Bank-A-Ball	110.00	Jack and Jill	39.50	Shoo Shoo	129.50
Basketball	89.50	Just 21	59.50	South Pacific	89.50
Bowlette	39.50	K.C. Jones	110.00	Star Series	99.50
Buccaners	59.50	Knockout	139.50	Stop and Go	110.00
Ruffalo Bill	79.50	Lady Robin Hood	39.50	Super Hockey	69.50
Buffons 'n Bows	69.50	Lucky Innings	79.50	Super World	69.50
Carolina	79.50	Majors	59.50	Series	275.00
Carousel	29.50	Mercury	89.50	Tahiti	99.50
Dallas	69.50	Nifty	149.50	Tampico	69.50
Double Feature	139.50	Oklahoma	89.50	Temptation	29.50
Dreamy	99.50	Old Faithful	115.00	Tennessee	89.50
Fighting Irish	99.50	One-Two-Three	59.50	Thing	39.50
Five Star	275.00	Pinch Hitter	59.50	Thrill	39.50
Floating Power	59.50	Pinky	125.00	Triplets	125.00
Four Horsemen	135.00	Quarterback	69.50	Tri-Score	125.00
Frankie	89.50	Rag Mop	149.50	Tucson	39.50
Georgia	135.00	St. Louis	69.50	Utah	89.50
		Saratoga	59.50	Watch My Line	199.50
		Select-A-Card	79.50	Wild West	219.50

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juke boxes recently as direct result of personal appearances of both artists.

Sid Vaillancourt, Racine operator, has hied himself to Wyoming for several months' stay. While Sid is out relaxing and regaining strength, his routes will be handled by Red Barrett, one of the brass at Novelty Games, Inc., also of Racine.

Novelty Games serviceman Johnny Brannan is changing his residence and is looking for a coin machine berth with some firm in Madison, his new home town.

Several ops unanimously confirmed the general consensus that coin business has dropped its takes sharply in recent weeks, especially the games segment. Music, they agree, is carrying the load for many firms.

Major Distributor's head man, Johnny O'Brien, has changed his means of transportation between here and his Des Moines headquarters. Johnny tired of pounding the highways with his Buick and now commutes by air.

Frank Bartnik, the flying boss of the Banaco Music, returned from his hunting sojourn via his private plane to the Dakotas laden down with his legal limit of pheasants.

Another coinman commenting on the fact that music biz takes are topping the game's totals, is Erv Beck, of the Mitchell Novelty firm. "A year ago," comments Erv, "it was just the opposite. At that time games were riding high and juke were at a low ebb."

A large contingent of Milwaukee vending operators are laying plans to attend the forthcoming National Automatic Merchandising Association convention in Cleveland the middle of this month. Slated to make the trip are Herb Geiger, Nick Novasic, Nick Stacy, Merle Zuehlke and Herb Westphal.

The switch to the new Geiger Automatic Sales office and warehouse building has been completed and operations are now being handled there. All hands, reports Herb Geiger, are satisfied with the change and steps are going forward to commence manufacturing of sirup for the Geiger drink machines here shortly.

More big news from the Geiger plant involves the distribution several weeks back of the annual profit-sharing bonus to all employees. As was to be expected, the staff was pleased with the nice financial windfall and most of them received a bit more than was anticipated. An additional bonus was received when Geiger announced that the firm was going to send all supervisory employees and their wives to the NAMA convention at company expense.

Hartford, Conn.

At least four local coinmen planned to attend the scheduled November 3 dance of the New York association at the Hotel Commodore, New York. The foursome included Abe Fish, owner, General Amusement Game, and president of the Connecticut State Coin Association; Mac Perlman, Atlantic-New York Corporation Hartford division manager; James Tollisano, Superior Music Company, and Frank Marks.

Abe Fish disclosed he's been chalking up about 20,000 miles a year on CSCA business, both in Connecticut and out-of-State. The State membership now stands at 71, a record high. A New Britain area meeting is planned by Fish. Date and locations are to be announced shortly.

John Colucci, Waterbury coin operator, has opened a new retail record store in that city. . . . Fifty-five members of CSCA attended a recent get-together at the Hotel Garde, New Haven.

Detroit

Leroy B. Pope is establishing the Pope Vending Company on Farnsworth Avenue. Charles E. Lamb is establishing the Dale Music Company in suburban Highland Park.

Eddie Clemons, of Music Service Company, reports business slow. Fred E. Turner, head of Nik-o-Lok Company and a former president of the old Automatic Merchandisers' Association of Michigan, is convalescing at his home, following a stroke. He hopes to be back on the job again in a month. His son, Alan Turner, is in active charge of the business, with which he has been associated for the past five years.

J. B. Lanagan, president of Nik-O-Lok and also president of National Automatic Merchandising Association, is expected in town to visit the Detroit branch prior to the NAMA convention.

New York

Harry Ebbin, of Uneeda Vending Service, left for Pittsburgh last week to pick up a load of cigarette equipment. He spends much of his time on the road in the firm's new truck rounding up used machines for reconditioning. Nat Hockman, Uneeda president, reports the demand for rebuilt venders is so high that the mechanical staff consistently puts in heavy overtime. If the press of work continues, a night shift may be put on, he said.

A building on Coin Row, where Al Simon, Chicago Coin factory agent, is putting up a new headquarters, has already been razed. Concrete foundations have been poured, and Simon hopes to occupy his new business home early in January. . . . Teddy (Champ) Seidel, who at one time or another has helped most local jobbers sell amusement equipment, is now acting as route broker. He claims to have moved a number of game routes in recent weeks.

Barney Sugerman, Runyon Sales partner, reports a sales record broken last week. More AMI phonographs were sold than in any comparable period. Morris Rood, Runyon manager, took a couple of days off to get his family moved into a new home in Maplewood, N. J. . . . Abe Katz, of Garden Distributors, Hoboken, N. J., visited local jobbers here this week. He handles the Ristaurat counter juke in New York and New Jersey.

Ike Gordon, representative for National Vendors, is concentrating his sales efforts in the metropolitan area these days. . . . A. C. (Scotty) Semple, of Nestle's vending department, is away on a sales trip that will wind up in Cleveland in time for the National Automatic Merchandising Association convention.

Joe Hirsch, manager of the Associated Amusement Machine Operators of New York, has returned from Chicago with his brief case full of manufacturer advertising copy to run in the group's souvenir journal to be published in time for the AAMONY annual affair, December 9. The shindig will be held at the Latin Quarter, scene of last year's event.

Bill and Dick Friedman were the first of a stream of local ops to view the new Rock-Ola wall box at a local showing late last week hosted by Art Weinand, of Rock-Ola, and Dave Stern, of Seacoast, factory distributors. . . . Ben Smith, ad man handling many coin machine accounts, has been named publicity chairman of the League of Advertising Agencies, Inc.

Pittsburgh

One difference between conditions today and during peak production a few years back, reports Meyer Popkins, Pittsburgh Coin Machine Exchange, is that people now are working a five-day week,

without week-end (Saturday-Sunday) pay.

W. F. Hamel, divisional sales manager, Cole Products, Inc., reports his firm will be able to take care of any future requests for coin changers to fit the firm's equipment.

A check of officials on possible vending operations in new downtown office buildings—in lieu of the fact that Greater Pittsburgh Airport officials asked for operator bids—discloses that authorities downtown are concerned at present merely with getting firms into their respective offices. As for venders for maintenance employees, there are so many subcontractors on the job, that vending will not be considered immediately.

In town were Ed Hertzog, St. Marys, Pa.; Dave McKane, Ridgway, Pa.; Gilbert Porecca, Steubenville, O., and Stanley O'Dell, Bradford, Pa., who reported good business in that oil region. Angelo Carnello, Jeannette, Pa., and Miro Chicetti and his brother, Bill, are doing pretty well with their route and with their furniture biz. . . . Ed Steele, manufacturer of a visor pouch to be slipped on auto visors, formerly was connected with Coin Machine Distributing Company.

Son of James Ferice, Ellwood City, Pa., was in town, as was Walter Sheftic, Boswell Amusement Company. . . . Don Trent in town on his first trip since he acquired his brother's interest in operations at Vandergrift, Pa., reports his brother likes Tucson, Ariz. . . . John McKool in from Windber, Pa.

Harry Rosenthal, manager of Banner Specialty Company, returned from a business trip thru the North-Central part of Pennsylvania.

Sidney Reinwasser, business manager, Pittsburgh Coin Machine Exchange, TWA'ed to Texas Friday (26) night to handle a business deal and returned by plane Tuesday, (30).

Walter Frank, manager, Bev-o-

Matic Company, Homestead, Pa., reports that most of the firm's drink machines are in industrial plants. Arthur Vowinkel, son of Fred Vowinkel, who owns Fred's Vending Service, is stationed at Hokkiado, Japan.

Los Angeles

Aubrey Stemler and Jerry Griffin, of the Aubrey Stemler Distributing Company, which handles the Griffin Dispenser for hair oil and hand lotion, will attend the NAMA convention. They plan to drive from the Coast to Cleve-

(Continued on page 98)

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United STAR SERIES	125
United TEAM HOCKEY	115
TELEQUIZ w/Film	115
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Multiscope SKYFIGHTER	95
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Exhibit DALE GUN—Late	85

RECONDITIONED SHUFFLE GAMES GUARANTEED

Completely Reconditioned. All Playing Fields Resurfaced.

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4 Player S.A. REBOUND	\$285	
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SHUFFLE SLUGGER	125	
SHUFFLE ALLEY EXPRESS	69	
SHUFFLE ALLEY Flyaway Pins	39	
SHUFFLE ALLEY	29	
KEENEY		
LEAGUE BOWLER, 4 Player	\$365	
DOUBLE BOWLER	135	
LUCKY STRIKES	75	
ABC BOWLER	65	
BALLY		
HOOK BOWLER	\$275	
SHUFFLE CHAMP	89	
SPEED BOWLER	59	
SHUFFLE BOWLER	45	
CHICAGO COIN		
TROPHY BOWL	\$145	
BOWLING CLASSIC	135	
BOWLING ALLEY	55	
UNIVERSAL		
HIGH SCORE BOWLER, 16 pins	\$175	
SUPER TWIN BOWLER	135	
TWIN BOWLER	65	
GENCO		
SHUFFLE TARGET	\$255	
BOWLING LEAGUE	35	
GLIDER	30	
WILLIAMS		
DOUBLE HEADER, late	\$125	
DELUXE BOWLER	45	
TWIN SHUFFLE	25	
GOTTLIEB BOWLETTE, 63"	\$ 55	

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- ★ LITE-UP PINS by the Originator, J. H. KEENEY & CO.
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New! FASTER PUCK RETURN!

- 20 - 30 SCORING
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B. SPECIAL ENTRY	29.50
C.C. BOMBER	44.50
WILLIAMS PINKIE	109.50
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WURLITZER "1015"	209.50
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W. MATICS	19.50
ROCK-OLA "30" W. BOXES	14.95
ROCK-OLA CH SPEAKERS	39.50
ROCK-OLA SHUFFLE	9.95
D.R.V.C. UNITS	

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Coinmen You Know

Continued from page 97

land, making it in three days. Firm has established new headquarters in Los Angeles. . . . Lawrence Raya, of Colton, making his regular visits to Los Angeles.

Pop Burris, Montebello operator, found out that the ruling on parking on Pico really stands. Over-staying his time, Burris received a ticket. . . . Bill Olson, of San Pedro, is busy helping his brother chart the seas for his trip around the world to start next spring in his boat. . . . Andy Goglin, of Visalia, in town and looking around for phonograph equipment. A radio man, he is entering the music field.

Jack Neil, associated with Jerry Cooper in Riverside, in town and making the rounds of the Pico houses. . . . Coin machine friends of Andy Wheeler have been wondering if Wheeler Ridge, where Andy lives, was named for him. . . . Glen Anderson, scale man of Long Beach, in town. He is one of the first men to have joined the Western Vending Machine Operators' Association some 15 years ago.

Carl Hoppel, of Badger Novelty Company, Milwaukee, returned to his bailiwick Tuesday (30) after visiting his brother, William R. Hoppel Jr., here for a couple of weeks. The Hoppels made visits

to the surrounding territory while Carl was in town. The trips included Las Vegas. . . . Ray Powers, of the phonograph department at Badger Sales, held open house Saturday (27) for the firm's employees. The Powerses recently moved into their new home here.

A group of operators including Ben Korte, George Nachtwich, Glen Walcott, Walt Hemple, Jimmy Marshall and C. S. Porter served as the expert panel on Peter Potter's "Juke Box Jury" over KTSI-TV Friday night (26). They picked two of the numbers as having hit potentials. . . . The Ames Brothers, Coral recording artists, visited Leuenhagen's Record Bar Monday (29) and pictures were made with Mary Solle, manager; Kay Solle and Bill Leuenhagen.

Fred Gaunt, of General Music Company, back from a short visit with his brother, Walter, in 29 Palms. . . . L. B. McCreary, of Solotone, back on the job following an extensive fishing trip in the Northwest.

Miami

Miami coin machine operators expect the biggest winter tourist season in history, based on the past summer's record-breaking influx and the fact that full employment should result in more winter vacations than ever before.

I. N. Parrish, general manager of the Miami Beach Chamber of Commerce, reports mail inquiries are running far ahead of previous years. In October, says Parrish, 5,431 inquiries were received, surpassing the record for that month set in 1949 when 5,225 letters were received.

Ed Flatto, manufacturer of stamp machines, is working out a deal with Plymouth Press to print 10 million stamp folders containing national advertising. . . . Legs Bigger, A & T Vending Company, is Miami's oldest coin machine mechanic in point of service, having spent the past 27 years plying his trade here.

Birthday greetings have gone out from the Ace-Saxon family to the following: Mrs. Lois Folks, wife of Broward routeman Homer Folks; Mrs. Ruby Trice, stockroom manager and mother of two other Ace-Saxon employees — Jimmie, sales manager, and Jack, routeman; Mrs. Mary Jane Miller, wife of Robert S. Miller, routeman, and Patricia Jean Douglas, daughter of Kenneth Douglas, candy routeman.

Mort Simon, J & M Vending Company, is benefitting by the phenomenal growth of the food fair stores in South Florida. Simon has a loganberry cup drink machine in every food fair store, the latest being an emporium opened recently with Miami Mayor William M. Wolfarth and actress Joan Blondell on hand for the kickoff ceremonies. J & M Vending also has put out a number of ice cream venders recently.

Sammy Barnett, Barnett's Service, reports enthusiastic player acceptance of the new United County Fair and Chicago Coin's Bowling Alley. . . . Edward Rosen and Herbert Lane, partners in A & T Vending, say the two Williams games, Hayburners and Jalopy, are racking up good grosses.

Jack Freeman, Atlantic City stamp machine operator, vacationing at the Tropicana Hotel, Miami

Beach. . . . Harry Goldberg, H & G Vending Company, making plans to attend the National Automatic Merchandising Association Convention in Cleveland.

Leon Seiger, who left the coin machine business in 1944 but still keeps in close touch with some of the old-timers, reminisced the other day about the first drink machines installed in Miami. The first vender—a Stewart-McGuire Vendrink machine—went into Burdine's Department Store in 1937, Seiger recalls, and was followed shortly by additional installation at Miami Airport, the State Theater on E. Flagler Street and 14 other spots in the area. At the time, Seiger was manager under Irving Sommer at Modern Vending Company, which is now Modern Vendrinks headed by Leon Hersh. Seiger entered the coin machine business in 1928.

Elliott Middleton, floor manager at W. T. Grant Company's store on Flagler Street, is well pleased with the pulling power shown by Big Bronco, the Exhibit Supply Company coin-operated pony ride which is delighting the small fry. "It's a real producer," says Middleton, who has had the ride on the floor about eight weeks. Situated in a conspicuous spot near the toy department, the novelty bronc keeps youngsters pestering their parents for dimes. Bush Distributing Company is selling the machine to operators.

Of particular interest to coin machine operators of Greater Miami is the Navy Department announcement that the Miami Naval Air Station in Opa-Locka, on the outskirts of the city, will be re-activated as a Marine air base by July 1, 1952. Secretary of the Navy Dan Kimball estimated the re-activation would result in an influx of possibly 10,000 or more officers and enlisted personnel to Greater Miami. The Navy's master airport south of the main station is the only portion of the base now in use.

More and more stamp machines are bobbing up in the many chain grocery stores which dot Miami. . . . An increase in penny bulk venders, mostly chewing gum, also has been noted not only in the chain groceries but in front of hotels, stores and other public places. Most of the bulk venders bear signs denoting that a portion of the funds received are turned over to charitable organizations such as Kiwanis Youth Fund, etc.

Herbert Lane, partner in A & T Vending, is trying a new experiment, the results of which are not yet in hand. In a typically slow location, where the pinball machine gets long rests between plays, Lane has installed a sixth ball in an effort to pep up volume. He figures giving the player more of a run for his money may result in larger coin box collections.

All-Coin Amusements is making deliveries of the new Gottlieb game, Rose Bowl, in its Florida, Georgia and South Carolina territory, says topper Joe Mangone. . . . Lenny Baitler, Taran Distributing, returned from a selling trip to Orlando.

The November 1 deadline for renewal of Miami and Miami Beach licenses kept operators busy last week. . . . AMI's new model D, 80-record selection box, is expected any day by Taran Distributing, which has already booked a number of orders for it.

United's new County Fair, the five-ball replay game with animated action, is perking up dull locations and attracting heavy play, says Lenny Baitler, Taran Distributing. . . . Taran received a sample of United's 6-Player Shuffle Alley with its provision for writing in high score and the name of high scorer.

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Bally Turf King	\$445.00	Univ. Shuffle	
Un. Team Hockey	139.50	Tourn.	\$249.50
ChiCoin Thing	140.00	Chi Horse Shoes	269.50
		United Skee Alley	219.50

5-BALLS

United County Fair		Univ. 5 Star	
United Zingo		Bally Bright Spot	
Wms. Spark Plugs		Gott. Rose Bowl	
Bright Lights	\$375.00	Aquacade	\$89.50
A-B-C	350.00	Champion	89.50
Hayburners	325.00	Playtime	84.50
5-Star	295.00	Dallas	79.50
Life-a-Line	295.00	Bowling Champ	79.50
Watch My Line		St. Louis	79.50
New	195.00	Majors '49	79.50
Mermaid	175.00	Big Top	79.50
Shoo Shoo	159.50	Selectcard	79.50
Super Hockey	79.50	Super Hockey	79.50
Knockout	154.50	Buttons and	
Rockette	154.50	Bows	79.50
Triplets	149.50	Telecard	79.50
Hot Rod	149.50	Just 21	79.50
Old Faithful	144.50	El Paso	74.50
Georgia	144.50	Phoenix	69.50
Pin Bowler	139.50	Round Up	69.50
Fighting Irish	139.50	Show Boat	69.50
Red Shoes	139.50	Carnival	69.50
Sweetheart	134.50	Tucson	69.50
Hits & Runs	129.50	Black Gold	69.50
Oasis	129.50	Harvest Moon	69.50
Harvest Time	129.50	Buccaneer	69.50
Bomber	124.50	King Cole	59.50
Dreamy	124.50	Rancho	54.50
Playland	124.50	Sally	54.50
King Arthur	124.50	Magic	54.50
Canasta	119.50	Blue Skies	54.50
Arizona	119.50	Paradise	49.50
Thing	119.50	Catalina	49.50
Judy	119.50	Tennessee	49.50
De-Ice	119.50	Triple Action	49.50
Rocket	119.50	Cinderella	49.50
Tri Score	119.50	Spin Ball	49.50
Bank-A-Ball	119.50	Moon Glow	49.50
Be-Bop	114.50	Humpty Dumpty	49.50
Freshie	114.50	Trinidad	49.50
Mercury	114.50	Shanghai	49.50
Campeus	114.50	Sunny	49.50
Tahiti	109.50	Banjo	49.50
Shantytown	109.50	Robin Hood	49.50
South Pacific	109.50	Star Dust	49.50
Tumbleweed	104.50	Trade Winds	49.50
Boston	104.50	Wisconsin	49.50
Lucky Inning	99.50	Crazy Ball	49.50
Maryland	99.50	Contact	44.50
Ripsorter	99.50		
Golden Gloves	94.50		
Double Shuffle	94.50		
Quarterback	89.50		

ARCADE

Muto. Voice-o-Graph, 35c.	\$525.00
Post-War	369.50
Evans Bat-a-Score, New	369.50
Chicoin Basketball Champ	375.00
Shoot the Bear	349.50
Super World Series	249.50
Chi. Midget Skee Ball	229.50
Chi. Pistol	149.50
Wms. Star	139.50
Mercury 13-Way Ath. Scale	129.50
Telequiz & Film	119.50
Wms. All Stars	109.50
Jack Rabbit	109.50
Chicken Sam	109.50
Rebuilt	109.50
GOALEE	99.50
Scientific	99.50
Pokerino	99.50
Ten Strike	99.50
Exh. Shuffle Bowl	89.50
Exhibit Dale	84.50
Gun	75.00
Flash Hockey	75.00
Genco Line-a-Basket & Std.	69.50
NEW	69.50
Mercury 13-Way Ath. Scale	69.50
Chi. Hockey	69.50
Poker and Joker	69.50
Chi. Coin Bang	49.50
Shipman Art Show	49.50
Genco Glider	39.50
Total or Advance Roll	39.50
KICKER & CATCHER	31.50
Now	21.50
CHALLENGER	24.50
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SHUFFLE GAMES

NEW

UNITED DELUXE 6-PLAYER SHUFFLE ALLEY
CHICOIN 6-PLAYER BOWLING ALLEY

Formica Top & High Score of the Wk. Feature

GENCO 8-PLAYER SHUFFLE TABLE

RECONDITIONED

United 5-Player	\$345.00
United Twin Shufflecade	275.00
Un. Double SA Express Rebound, 9 1/2"	229.50
United Shuffle Sluggo	129.50
United Skee Alley	189.50
Un. 3-Player SA Express	199.50
United Single SA Rebound	149.50
United Shuffle Alley Express, 6'	129.50
Un. Double Shuffle Alley	79.50
UNITED SHUFFLE ALLEY EXPRESS	74.50
United Super Shuf. Alley	49.50
United Shuffle Alley	39.50
W/Disap. Pin Conv.	59.50
Univ. Bowl-o-Matic, 18 Ft.	425.00
Univ. Super Twin Bowler	145.00
Chicoin Bowling Alley	79.50
Chicoin Bowling Classic	150.00
Chicoin Trophy Bowl	160.00
UNITED TWIN REBOUND	234.50
Bally Hook Bowler	275.00
Bally Shuffle Bowler, 9 1/2"	44.50
Bally Speed Bowler, 9 1/2"	79.50
Gottlieb Bowlette, 43"	69.50
Keeney ABC Bowler	69.50
Keeney Big League Bowler, 4 Player	310.00
Keeney League Bowler, 4 Player	275.00
Wms. Double Header	129.50
Genco Shuffle Target, 16"	225.00

VENDERS

SMOKESHOP 612	
CUSTOM	\$229.50
Acorn Vendor, 12 or 3c	14.50
Acorn 5c Charm	16.50
Atlas 5c Banam	14.50
Frantz Scale	115.00
Silver King	13.95
S.K. Hot Nut	29.95
N.W. 49, 12 or 3c	17.35
72-bar	
U-Select-It	49.50
De Luxe, 1-3c	24.50
N. W. Tab Gum	25.95
33 Ball Gum	7.50
15 Col. Unedapak, 25c	75.50

1-BALLS

Turf King	\$345.00
Winner	275.00
Champion	175.00
Photo Finish	139.50
CITATION	134.50
Gold Cup	84.50
Jockey Special	64.50
Special Entry	54.50
Victory Special	49.50
Futurity, New	write

CONVERSIONS

For Shuffle Alley	
Super S.A.	\$44.50
and Double S.A.	each
Keeney Bowling Champ.	
2-player conv.	
for shufflebd.	\$199.50

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Evans Constellation	
Chicoin	
Band Box	\$219.50
Wurlitzer 1015	250.00
Wurl. 1017	
Hideaway	259.00
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EXHIBIT SUPPLY CO.

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Williams Sparkplug	Keeney 4-Way Bowler	Keeney 6-Way League
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Shuffle Wax	Seeburg 100 Wall Boxes	Northwestern Vendor
Pucks	Bally Bright Lights	Northwestern Tab Gum
Score Sheets	Lyons Drink Machines	Rock-Ola Scales
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Send for Premium Catalog & Prices.	Arcade Equipment	Mills Coffee Bar
	Late 5 Balls	Write for Prices
	Send List and Best Price.	

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WALL MODEL \$74.50
5c or 10c play



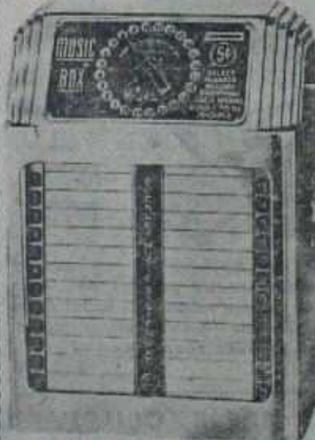
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1015	199	147M	229
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ROCK-OLA		H148M Hideaway	229
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1950 50 Selection	650		

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Regal	49	600R	49	Deluxe '46	\$49
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RIGHT NOW!

—turn to Page 63

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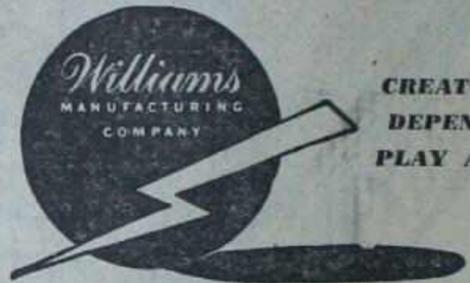
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 ...OF OPERATORS for **TOP EARNINGS!**

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★ 3 Selections for 1 Coin! ★ Change Selection in Mid-Race!
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 BUY IT...
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 FROM YOUR
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New Turf Kings \$395.00

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South Pacific
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EVANS' PROFIT STIMULATING COUNTER GAMES

- NOT COIN OPERATED!
- TAX FREE!
- NO LICENSE REQUIRED!

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 Write for descriptive literature.

SIZE: 12"x24"x2"

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Chicago Coin's

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1, 2, 3, 4, 5 or 6 CAN PLAY 10c PER GAME—EACH PLAYER



■ **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, COLORFUL
(PRINTING ON PLAYFIELD WILL NOT WEAR)

+ PLUS +

■ **FLY-AWAY PINS**

■ **REBOUND 20-30 SCORING**

■ **ROLLOVER CONTACTS ON PLAYFIELD**

■ **HINGED PLAYFIELD FOR EASIER SERVICING**

LOCATION PLACES KEY IN LOCK TO RAISE OR RESET HIGH SCORE

SIZE — 8 FT. x 2 FT.

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RED HOT MONEY MAKERS!
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Wurlitzer 1015	\$225.00	Chicago Coin Hit Parade	Call
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United Four Player	240.00	Bally Speed Bowler	45.00
Keeney League Bowler	265.00	Universal Twin	65.00
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WANTED: Bright Lights, Late Five Balls, Wurlitzer 1017, 3020's, Mayburns, United ABC, One Ball Shuffleboards.

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Rebuilt, Reconditioned Like New
All Work Guaranteed.
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... and you **MUST ACT PROMPTLY**
if you want to take advantage of a **GREAT SALES OPPORTUNITY** ...

RIGHT NOW!

—turn to Page 63

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all the profit-proved play-appeal of Turt King
PLUS NEW FUTURE-PLAY SHUFFLE-LINE
SHUFFLE-BOWLING ACTION PLUS "IN-LINE" SCORING

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Identical to coin-mechanism on famous Bally jumbo pinball games.

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Seeburg Envoy	49.50	Rock-Ola 1418	49.50
Wurlitzer 750	109.50	Rock-Ola Super	49.50
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\$24.50 EACH

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NEW Polishing Wax and Cleaner for a tough, scuff-proof Finish. Wipes on lightly, without rubbing. Speeds boards up 50%. Use with SLICK Shuffleboard Wax.

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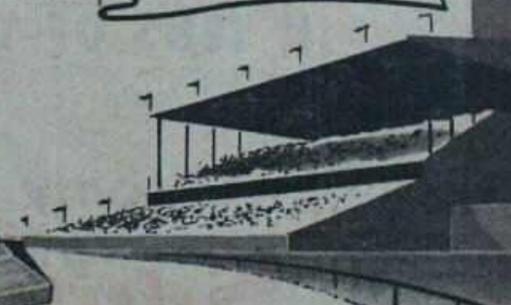
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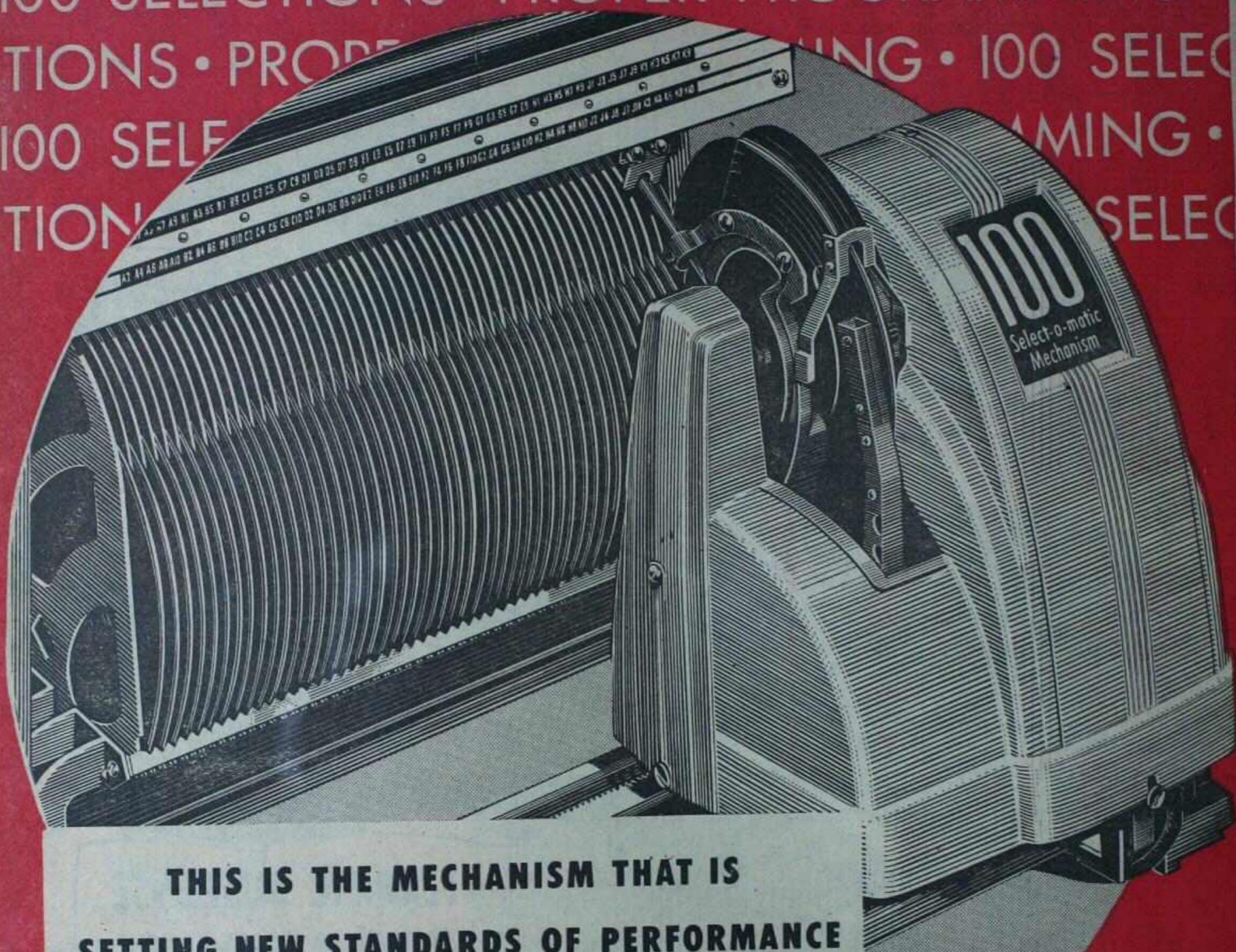
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