

The Billboard

OCTOBER 27, 1951

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

PRICE: 25 CENTS

RCA Color-TV Future Rosy As Defense Curbs Hit CBS

Music Timid On Christmas Season Line-Up

53 Special Disks
Listed by Moiors,
Half of Lost Year

By HAL WEDMAN & JOE MARTIN
NEW YORK, Oct. 20.—Tin Pan Alley's annual skirmish for Christmas gold via the record route is taking on a more timid nature this season than has been the custom in previous years. This is due primarily to a generally cool outlook on new Christmas material by the recording execs. To date, 53 sidings of new material, including kidisks, special material items, several country ditties as well as pops, have been listed by the seven.
(Continued on page 13)

Baker's Stork Fight Gets a Winchell Plug

NEW YORK, Oct. 20.—A hassle involving Walter Winchell, Josephine Baker, the Stork Club, the Damon Runyon Cancer Fund and various talent unions and regulatory authorities, broke wide open last week when Miss Baker
(Continued on page 31)

TV INDUSTRY CODE

Stations Direct Board To Adopt Standards

By JOE CSIDA
CHICAGO, Oct. 20.—Television got its first virtually industry-wide code here yesterday (19) when 61 telecasters, representing 69 of the nation's 108 stations, and including spokesmen for the National Broadcasting Company and Du Mont TV, webs unanimously instructed the television board of directors of the National Association of Radio and Television Broadcasters "to promulgate a television code as authorized by the by-laws of the NARTB television board," and further "to take such immediate steps (following promulgation of the code) as are necessary to provide subscription thereto and operation thereof."
The code, which will be adopted by the board, sometime in December, and made operative shortly after the first of the year, is a

TWO FOR THE BIG MONEY

Paul & Ford, Hot on Disks, Get 5G for Minute Air Spots

NEW YORK, Oct. 20.—The amount of "extra" money which hot disk artists can earn, and the sources from which the money can come, is currently being demonstrated in a highly interesting way by the Les Paul-Mary Ford team. In addition to the royalties being earned by the disk duet on record and album sales, and the money they are picking up on personal appearances, manufacturers of various products are ready to swell the earnings of Mr. and Mrs. Paul by paying large sums for one-minute radio spot commercials using the multi-dubbed guitar and voice sound familiar to millions of people.

Les Paul and Mary Ford have already cut three one-minute spots for Rheingold beer at \$1,000 per spot, and are currently being offered over \$5,000 for similar commercial transcriptions by a manufacturer of a women's product. Variance in price is explained by the fact that the Foote, Cone & Belding ad agency contracted the pair last August for the Rheingold spots. Since then, the succession of disk hits waxed by the team on Capitol Records has upped their price to more than five times the original figure. In both cases, the deal calls for the use of the spot commercial.
(Continued on page 14)

U. S. Halt on Sets Most Serious Blow

Rival Gets Chance to Develop System
While Emergency Stops FCC Standards

WASHINGTON, Oct. 20.—Radio Corporation of America's color TV chances are tinged at their rosiest as the result of Defense Mobilizer Charles E. Wilson's call this week for a discontinuance of production of Columbia Broadcasting System's color TV sets and a possible suspension of further color development for the duration of the emergency. (For text of Wilson's statement and other stories relevant to the new developments in color TV, see radio-TV department.)

With RCA currently demonstrating its latest color strides to viewers from the Federal Communications Commission and Capitol Hill, Wilson's deep-freeze call for Columbia color sets production is figured to have shaken CBS's last chance to gain a foothold before RCA gets a chance to seek a favorable nod from the Federal Communications Commission for its once-rejected color system.

The impact of the Wilson action is far-reaching. In the judgment
(Continued on page 5)

Judy Gets Broadway Garland, 25-G in First Week to Boot

By BILL SMITH
NEW YORK, Oct. 20.—The Judy Garland two-a-day preem at the Palace, Tuesday (16), and the overwhelming demand for tickets that followed had showbiz vets agape with amazement. It was expected that the novelty of the return of two-a-day at the house would bring initial business, but not the landslide that developed.
Opening night (preceded by two previews) was the biggest night Times Square had since the

end of the war. Early next morning box-office lines started and kept going all week. The first week was sold out before the opening, but future reservations already exceeded \$75,000.

To ease the demand, the house sold standing room at \$2 each, the admitting only 20 standees per show, to stay clear of Fire Department rules. Up to Friday night the take was estimated to be \$30,000, with another \$20,000 or so expected for the week-end. House is scaled from \$1.20 to \$3.60 top Mondays thru Thursdays. Friday's scale is \$1.80 to \$4.20, and Saturdays the range is \$1.80 to \$4.80.

It is estimated that Miss Gar-

land will walk out with about \$25,000 for her first week. She is in for 60 per cent of the gross, out of which she pays the whole show.

The rest of the show costs about \$8,000, which includes fares for Max Bygraves, who's in for \$2,500 plus his round trip from London. Show also carried eight boys brought in from the West Coast. Other acts on the bill are Smith and Dale, the Szonyis, Doodles and Spider, and the Lungs.
Originally Smith and Dale
(Continued on page 37)

Steel Pier a Club Vs. Union, Hamid Warns

RALEIGH, N. C., Oct. 20.—Commenting on a published report that the Steel Pier has been placed on the unfair list of the American Guild of Variety Artists (The Billboard, October 13), George A. Hamid, an officer and director of the Atlantic City showplace, this week said that if the statement was substantiated by the union he would immediately ban the future employment of the
(Continued on page 38)

Marlene Dietrich Ready for ABC Air

NEW YORK, Oct. 20.—Marlene Dietrich's projected new radio series, "Cafe Istanbul," is virtually past the blueprint stage and preparations now are afoot for making the first sample stanza. Buzz Blair, who is producing for American Broadcasting Company, is setting up a date some two weeks hence for the audition.

HE FACES UP TO GRAVE PROBLEM

NEW YORK, Oct. 20.—Disk jockey Ed Pauline, of WTRQ, Ironton, O., recently began a session of quiet music for Sunday afternoons, sponsored by a local undertaking parlor. His theme song is Paul Weston's Columbia disk of "And So to Sleep Again."

'Pay Off' and 'Sellout' Taunts Rock AGVA Board

By BILL SMITH
CHICAGO, Oct. 20.—Another crisis in the affairs of the American Guild of Variety Artists is starting to boil and is expected to explode via general membership action because the union's national board has done little about the current unsettled conditions except to vote raises to its administrative heads.

The major complaints, so far unheeded by the board which started its meetings in Chicago Tuesday (16), has to do with the handling of the insurance funds, "pay offs" and what is openly charged as "mass sellouts of actors."

The blame is placed at the doors of Victor Connors, AGVA's national administrative assistant; Henry Dunn, national administrator, and Jack Irving, second to Dunn in the union hierarchy. It was charged that the the death

benefit and accident insurance plan is beneficial. It also caused increased unemployment, was instrumental in AGVA signing contracts which reduced performers' salaries, and put them behind the eight-ball on unemployment insurance. Despite the fact that AGVA conventions had ordered administrators to see that all future employment contracts designate members as employees, contracts were approved by Dunn and Connors making performers "independent contractors." Reason for that, say members, was the insurance scheme.

For the first time since the insurance plan was officially put into operation last June, the board had Connors, Dunn and Matthews Adler on the carpet. Dunn admitted that he had signed the insurance contract for three years. Later, upon questioning, he admitted it was for a longer
(Continued on page 31)

1001 Christmas Merchandise Buys---Pages 72 to 94

Billboard Backstage

By JOE CSIDA

I didn't make opening night at the Palace, here, Tuesday (16), but our coverage by night club-vaude editor Bill Smith appears across the alley on page three. That photo adjoining Bill's review, however, is our Backstage cue this week. It was most heartening to note the tremendously warm reception the return of two-day, headlining Judy Garland, received on the part of New York's people.

Coming back from lunch a few moments ago and walking into the Palace Theater Building, where our offices are located, I saw a solid line of people trying to buy seats for the show. And The New York Times and Herald Tribune, neither of which papers are addicted to doing nip-ups, waxed ecstatic over the preem. Said the Trib's Joe Pihodini: "All's right with the world. There's plenty comedy, singing and dancing at the Palace, all in proper professional style. Also there is sentiment which is not likely to be frowned on by the true variety fan. . . . If there were any of the audience ready to scoff, his doubts would have been dispelled by the first act." And L. F. of the Times said: "With Judy Garland heading the bill they literally rolled out the red carpet from the lobby to curbside, as two-day vaudeville, and the Palace, its erstwhile mecca, were

reunited last night. . . . Whether the Palace will be able to continue to thrive remains to be seen. Happily, for the moment, the inaugural is auspicious."

Mebbe It Will Stick

There's no one in show business, certainly, with fingers crossed at this point, all fervently hoping the Palace will be able to sustain its successful opening. The return to a firm place in show business of two-a-day in the old tradition would be a most welcome development. We have a suspicion that this time two-a-day may stick. And if it does, it's our guess that its continued acceptance will be attributable in substantial measure to television.

There's a whole generation of folk who never got to see much of vaudeville, two-a-day or otherwise. Thousands upon thousands of such folk, however, have seen some of vaude's standouts on their TV tubes. They, it is hoped, may welcome the opportunity to see those same performers regularly in the flesh at the Palace, and other houses in TV areas around the country. Don't unwind those fingers, kids.

Speaking of two-a-day and show business history, comes this week a note from our friend Abel Green, editor of Variety. He sent over a copy of his (and Joe Laurie, Jr.'s) book, "Show Biz,

From Vaude to Video." Abel says in his note: "Only Joe and I know what it means to digest so rich and vibrant a half-century into 649 pages. It took us seven years to finally do it." (Correction, Abel: Our guys here and myself, last November condensed 57 years of The Billboard into a 24-page Special Souvenir Issue, to demonstrate what our new format would look like. I know what a back-breaking job, you and Joe, took on.)

Fascinating Record

But Green and Laurie did this tough job exceedingly well. Their "Show Biz" is one of the most exhaustive, fascinating treatments of amusement industry history I have ever had the pleasure of reading. Abel Green's own breezy, hep, stungistics is abundantly evident, as is Laurie's own facile way with gag material. The book is not only a thorough historical document, except for a somewhat inadequate treatment of the outdoor branches of show business, but it is loaded with checklesome anecdotes about a thousand and one characters who have trod the business' boards down thru the years.

It's published by Henry Holt and Company, at \$5 per throw, and a better buy you'll never find, if you're interested in show business at all.

Washington Once-Over

By BEN ATLAS

WASHINGTON, Oct. 20.—When Sen. Robert A. Taft (R. O.) addressed a packed auditorium at the National Press Club the other day, he showed plenty of respect for a battery of TV klieg lights blazing down at him from a balcony. The habitually bespectacled Senator delivered his hour-long speech without wearing his glasses. A stalwart explained later that the GOP presidential aspirant has been suspicious of reflected light from kliegs ever since he witnessed a re-showing of a TV film in which he was preaching economy while his eyeglasses looked like a pair of dollar signs.

Early Copyright Change Given Slight Chance . . .

Look for fireworks next session on legislation to amend the Copyright Act and Communications Act. Altho the House Judiciary Subcommittee on Copyrights and

Patents launches a hearing next week on the Bryson-Kefauver bill to end juke box exemption from copyright royalty fees, earliest chance for the issue to be resolved is next year. Few informed observers are looking for a final showdown on so controversial an issue in a year of a presidential and congressional election.

Figured to have a slightly improved chance of coming out of House Interstate and Foreign Commerce Committee next term is Sen. Ernest McFarland's (D, Ariz.) bill to revise the Communications Act. The bill, which proposes a drastic FCC procedural shake-up, has just been given an exhaustive airing by the committee in secret sessions. Compromise take is in the air.

Amuse Industry Bills Left Over for '52 . . .

A raft of legislation affecting the amusement industry is on the

hold-over agenda for Congress' election year session which is likely to be devoted mostly to sparring for political advantage. Among items left for 1952 is Sen. William Benton's (D, Conn.) bill to create a National Citizens Advisory Board on Radio-TV. The bill, which last week was target of a blockbuster from the Federal Communications Commission, is likely to stay bottled up in the Senate Interstate and Foreign Commerce Committee. Less likely to remain shelved, however, are proposals for a probe of the State Department's "Voice of America." The Voice set-up, sharply assailed by Congress this year for inept programming and extravagance, is already being sleuthed by operatives from Capitol Hill committees, and chances are that a strong demand will be made for re-examination of the U. S.'s entire global propaganda program.

Picture Business

By LEE ZHITO

HOLLYWOOD, Oct. 20.—Society of Motion Picture and Television Engineers, during its semi-annual convention here this week, deviated long enough from scientific papers to paint a rosy future for the motion picture industry, despite audience inroads inflicted by TV. However, for the industry in progress, society President Peter Mole warned both producers and exhibitors to underwrite research if further technical developments are to be expected. Past developments, such as sound and color processes, Mole said, were developed by manufacturer financed research, but non-industry manufacturers no longer are willing to shoulder this burden.

In this respect, Mole said, both the film and TV industries will enjoy mutual benefits. Advancements made in one field often are applicable to the other. With manufacturer research slowing down to a trickle in the motion picture industry, movie makers will be able to apply numerous scientific advancements developed by TV.

Sees Parallel Growth Of Movies and TV . . .

An articulate analysis of the relationship of the movie industry with TV broadcasting and the paths to be followed by each in future years, was presented by American Broadcasting Company's Coast TV head, Donn Tatum. It may not make happy reading for theater exhibitors, but this is one man's opinion.

Here are some quotes for what they're worth:

"Both television broadcasting and the motion picture industry will flourish and continue to be successful as the years go by. They are not mutually exclusive media of communication and entertainment. They will complement each other, each occupying its own particular and important niche in the lives of the American people.

"A very substantial part of all the television programming will be produced on motion picture film and the great pool of administrative, creative, artistic and technological talent, as well as the magnificent production facilities of the motion picture industry, will constantly and steadily be more and more devoted to the making of filmed television programs.

"When the current allocation problems have been resolved and television becomes a full-blown national medium as more and more television stations come on the air, the impact of this new medium will work changes in the business and the methods of producing motion pictures for theater exhibition purposes. There will be fewer theaters, film costs will go down and there will be fewer motion pictures made for theater exhibition than has been the norm up to the present time.

Media Will Find Their Respective Levels . . .

"The objectives and the end results are different. Under our free system of broadcasting, the

television industry must be supported by advertising revenues. As a result, more and more we shall note that television programming, whether live or on film, will come to reflect the necessity for so constructing and tempering the programs so as to best serve the needs and the requirements of advertisers while continuing to serve the public interest and to satisfy the requirements of the television viewing public.

"The importance in television broadcasting of feature length motion pictures made primarily for theater purposes will constantly be diminishing. This tendency will inevitably result from the different requirements in the two media with respect to time of the program, costs and production techniques.

To those in the television business and to those in the motion picture business who look upon each other with distrust, suspicion and sometimes scorn, I would say forget your differences and accept each other because that is what you are inevitably going to have to do. To those in the motion picture business who say that television is simply an extension of the art of making motion pictures, let me say that you are wrong and that there will be no complete marriage between us. As a television broadcaster, I would like to say on this subject what the girl in the movies so often says in soothing the unsuccessful suitor with respect to his unrequited love: I'm sorry, we can't be married, but I hope we can be real good friends."

ANTA Switches To Produce Own Shows This Year

By DENNIS McDONALD

NEW YORK, Oct. 20.—The announcement this week of the 1951-'52 play series and a professional workshop at the American National Theater and Academy Playhouse portends a new production set-up for the org. According to Robert Whitehead, managing director of ANTA, the up-coming series will be produced directly by ANTA, with no outside producers, as was the case last year.

This step throws new light on the org. A reason given for the production set-up last year was that under the national charter, the org was not allowed to produce. In reply to criticisms against some of last season's productions, it was stated by an ANTA spokesman that altho outside producers were responsible for the shows, ANTA took the rap if they weren't good. And when asked why ANTA didn't handle the productions themselves, the spokesman replied that "we are not permitted by our charter" to enter into competition as producers.

Present plans, therefore, represent what seems a reevaluation of the wording of the charter.

Last season, under the guidance of Robert Breen, the Playhouse merely presented the capital and the facilities for the series, bringing in such established names as Cheryl Crawford, Stewart Charney, Helen Hayes, Jose Ferrer, George Freedley, B. L. Stevens and Richard Condon to be in charge of individual productions. The change also will mean that no outside money will be used, as was deemed necessary by the producers last year, viz., ANTA's budget for "Peer Gynt" was about \$25,000, but Cheryl Crawford brought in about another 10 or 15%. Whitehead's estimates production budget will run about \$20,000 per show, and the staging of shows this year will be held to that figure.

The play series, scheduled to open January 18, has penciled in Eugene O'Neill's "Desire Under the Elms" last seen here in 1924. Two new plays are definitely set. One is "The Circus of Dr. Lao," adapted by Gwen Conger and Nathaniel Benchley from Charles G. Finney's novel of the same name; the other is "Mrs Thing," by Mary Chase, author of "Harvey." Shakespeare's "Timon of Athens" is projected with Jose (Continued on page 58)

London Dispatch

By LEIGH VANCE

LONDON, Oct. 20.—One of the most important women in England now is rugged, tweedy, Television Children's Hour boss Freda Lingstrom. Selected a few months ago to take the place of staff producer Cecil Madden, who had made a neat job of bringing life into a stereotyped program, she was met with a storm of criticism. Critics pointed out that 57-year-old Miss Lingstrom had no previous TV experience, admitted that she had not even "looked in much," and had been weaned of nine years experience in the dry-as-dust Schools Programs on radio. Not that the kind of background that fits her for this vitally important role. Then there was the case of Madden. Previously a producer of mood, Madden had infected a new vitality into the kiddies' corner: his spot was universally hailed as a success, "pure television and an example to every other BBC department." But BBC brass felt his approach wasn't educational enough. "It's not good enough just to keep the children amused," they said, "you must teach them something."

The wrangle went on for some weeks, joined by TV staffers who felt that if a man could make such an obvious success of his job as Madden had done, and still be slung out in a moment to be replaced by someone without practical TV experience, they were beating their brains out for nothing. Altho BBC brass were surprised at the storm they created they felt they couldn't back down. In came Miss Lingstrom, very much aware that she had the ill-will of almost everyone. How has she made out?

Opinions differ, of course. But one thing is plain: Miss Lingstrom brings no dusty theorem to TV. Says she, "I have very catholic tastes and I want to offer a wide variety to the children. So long as we have nothing frightening, nothing cruel and nothing vulgar, nothing is barred. I am (Continued on page 58)

Paris Peek

By ANNE MICHAELS

PARIS, Oct. 20.—The Paris Bi-millenary (2,000th anniversary) celebrations, which were suspended for the summer, have started again and will continue until the end of the year. In addition to the already large list of salons, we now have, as new additions, and office material exhibit, a scrap iron fair, a stamp collectors' salon and a mushroom exhibition. The Academies of France is to meet. Ten movies or Paris. (4 in color) will compete for the amateur and professional prizes, offered by the Bi-millenary committee, there will be balls, sports events and special theatrical performances, capped by children's parties and celebrations. Sad note is that, with all this going on, plus the addition of United Nation personnel arriving in town, the hotel situation is at its most critical.

New Legit Ventures Ready for Preem . . .

Last year a group of theater people, all of them with a certain amount of experience, bought the lease to a meeting hall and proceeded to convert it into a theater. The result will be shown to the public at the end of the year when the Babylon Theater opens for its first presentations. Under the direction of Jean Marie Serrecau, Elinore Hirt, Philippe Grenier, Francois Ganeau, Maurice Jarre, Max Barrault and Claude Morel, the group intends to present a program of plays, mainly in French with a smattering of plays in other languages, after a time. They also would like to introduce into the repertoire original musical dramas and comedies (on the style of "The Medium" and "The Telephone"). The theater's production will be given twice nightly at 8:30 and 9. The plays (Continued on page 58)

Jolson Widow Gets Half Encino Estate

HOLLYWOOD, Oct. 20.—Half interest in the late Al Jolson's Encino, Calif., home this week was awarded his widow, Earle Galbraith Jolson. Remaining half was turned over to the Jolsons' adopted son, Asa. Court also ruled that the singer's Palm Springs, Calif., residence was his separate property and will remain in the estate.

Estate's executors opposed the claim, claiming the Encino home was separately owned by Jolson. Mrs. Jolson maintained, and was backed by the court, that the property was a gift.

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A CORNER OF TIMES SQUARE, New York, with crowds fighting to get into the Palace for Judy Garland's opening October 16. The two-day vaude stint opened with a \$6 top and has been doing turnaway business.

Tax Exemptions Survive Shuffle

WASHINGTON, Oct. 26.—Wide exemptions for the amusement industry from excise taxes remained unchanged this week after a House rejection of the tax bill forced a redrafting of some of the bill's provisions. Senate and House conferees retained exemptions for ballrooms from the cabaret admission tax, and for non-profit fairs, concerts and operas from admission taxes.

The rather moderate hikes in several other excise taxes, as opposed to stiff increases sought by the Treasury Department, were also retained during the bill's redrafting. Nor was President Truman's request for higher admission taxes written in. The bill also continues to exclude an earlier proposed provision to impose withholding taxes on copyright royalties.

Detroit Censors Find Morals High

DETROIT, Oct. 26.—Detroit censors, under Inspector Herbert W. Case and Lieutenant Howard Stewart, made 57 hits to local theaters, to check theater fronts during September—the highest number on record, but issued only one formal "correction" order, or ticket. The censors also made 23 calls on burlesque shows, ordering one cut each in business and in dialog.

In the cabaret field, they issued four corrections, all in dialog, affecting four performers in as many different spots. This represented about a 2 per cent record, based on 226 official reviews of night spot floorshows.

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Berlin Report

By WEKAY

(This column will appear every other month.)

BERLIN, Oct. 26.—The International Industrial Fair of 1951, which opened here October 6, has been pulling in visitors, German and other, and is expected to be a boon to the nitery business.

An official survey shows that 153,000 tickets to legit and concert attractions were sold during the Arts Festival in September. The Schiller Theater had 25,000 admissions during that period, and the Titania Palast, with a capacity of 1,800, had a total of 40,000 visitors for 23 performances.

Marcel Marceau, French pantomimist, who was a hit during the Festival, will be back for a week's stand at the Hebel Theater beginning tonight.

New Cabaret Opens; All Clubs Do Brisk Biz

Valesca Goert, who has operated several Bohemian cabarets since returning here in 1948, opened her newest spot October 4. It's called Valesca's Witches' Kitchen. It's strictly an intellectual joint in the Montmartre spirit. Foreign visitors rarely pass it by, and the small spot has been playing to a full house quite often.

While bistros are plentiful in Berlin, all are doing brisk business, vaude is in a slump here. Reason is there is no suitable theater for first-class variety shows. The hopes of Dr. Hans Leuner for a city appropriation to build a new house have fizzed. He was told the city budget could not handle this for years to come. Only big time vaude in Berlin is the Friedrichstadt Palast in the Soviet sector, where the shows are mostly corny.

TV Piped to Industrial Fair by NWDR

The British licensed Northwest German Radio, generally known as NWDR, has started a regular evening video show which is piped into a specially constructed wing in the Industrial Fair. Also at the fair, a line of German and foreign TV receivers have been placed on sale for 1,200 to 1,500 marks a set. The average clerk or laborer here can earn that much in about six months. But the German industry has promised sets for 700 marks or less in the near future. NWDR is also showing three dimensional motion pictures at the industrial fair.

According to the latest survey, 63 per cent of West Berlin's population listens to the radio. Subscribers pay 2 marks a month, which goes to NWDR.

Diskery business is up this year here. Total sales of 8,000,000 records is expected for 1951, about 12 per cent of the total going abroad. There are 10 record companies in Germany at present, most of them having started since 1947.

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Highlight Reviews

VAUDEVILLE

Palace Return to Two-a-Day Is Showman's Dream; Judy a Smash

By BILL SMITH

The return of two-a-day at the Palace premed with one of those nights that performers dream about and theater-men hope for—big lines all day; a lush opening; streets jammed; cops by the score keeping order; and the customers, white tie and ermine, shelling out \$6 to see and be seen. The newly polished theater was jammed with all kinds of celebs from Hollywood, the Stem and London. Show-biz was out in all its finery; so were industrial tycoons, making it a field day for photos and autograph hunters.

The big attraction was Judy Garland a far different Judy than when she worked at the Capitol or the Loew's State. She did about everything a top performer could do and did it better than most. Unlike picture personalities who come in with a "It's so nice to be here" routine and a condescending manner, gal came in with a terrific act.

Working on full stage against new lush drops with Hugh Martin ("Trolley Song," "Boy Next Door" etc.) on the piano, she could barely be heard over the

welcoming roars. Finally she got into a special "Call the Papers," picked up speed, hit high gear with "Love Is Sweeping the Country," and roared ahead with oldies, musical numbers, bits and chatter. There was a song bow in the direction of Nora Bayes, Fannie Brice, Eva Tanguay, Sophie Tucker, Al Jolson and others, all tied up into a delightful lyrical package about never having arrived until "you playing the Palace."

There were here hit songs out of her many pix, "Summer Stock," "Easter Parade" etc. There was a provocative top hat and silk stocking production number, and finally a tramp number which she did so well in "Easter Parade" with Fred Astaire. In this one, it was Charles Walters, who staged and directed the new act, who was her dancing partner. The number was a delightful piece of whimsy which brought roars of approval from a delighted audience.

She finished by going downstage, sat on the apron with feet hanging into the pit and without

a mike sang in plaintive voice "Over the Rainbow" to a house that sat rapt and silent. When she finished, it was bedlam superimposed on bedlam. The audience had just seen a great performer in one of the finest performances in years.

The act, staged by Charles Walters, was a delight. The staging and lighting by Dave Bines was superb. Bob Edens' special lyrics and arrangements gave body to a wonderful artist. Max Meth's conducting of the Don Albert band helped immeasurably.

Eight boys billed as "Judy's Eight Boy Friends" were used to shield Miss Garland as she crept out behind them from the wings. But their major contribution were their spots between Miss Garland's costume changes when they sang about how this was supposed to be their big chance, the chance to be seen. But they knew they were just stage waifs.

(Continued on page 52)

Palace Theater, New York, reviewed Tuesday, October 16.

LEGITIMATE

Ginger's "Love" Shows Certain Skill; "Faithfully" Misses in Translation

By BOB FRANCIS

LOVE AND LET LOVE (Opened Friday, October 19) Plymouth Theater

A comedy by Louis Verneuil. Staged by the author. Settings by Ralph Aiswam. Costumes by Jean Louis. General manager, Ben Spigel. Stage manager, David Kanter. Press representatives, Nat Dorfman and Irvin Dorfman. Presented by Anthony B. Farrell.
Dr. Fred Stevens Tom Helmore
Shirley Helen Marry
David Perkin David Perkin
Charles Warren Paul McGrath
Valerie Kinn Ginger Rogers
Ruth Ozer

After an extended break-in tour which started at the end of last August, "Love and Let Love" at last arrives on the Stem. Author Louis Verneuil not only originally staged his own comedy, but contemplated playing a prominent role therein—a decision from which he withdrew after the play's New Haven bow-in. Subsequently, "Love" was reported suffering from acute birth-pains, and finally Bretaigne Windust was called in to redirect the opus, with Sally Benson to add

stamina to the script. Such matters are wont to cause a Broadway entrant to arrive with two strikes against it.

Obviously, a local reporter has no way of knowing what Miss Benson and Windust have accomplished in the way of face-lifting. Neither receives any credit in the official program. But it is a pleasure to report that "Love" is far and away better entertainment than the grapevine led a pessimist to expect. In fact, by comparison to the rest of the current week's newcomers to the Stem scene, it is a stand-out.

"Love" is no great shakes as a play—nor ever will be. It is a simple, one-track, little yarn which signposts its denouement midway of the first act. But somebody, no matter who, has pulled it together to give it warmth and considerable ingenuity. Likewise somebody has staged what is essentially a conversation piece with sufficient

(Continued on page 54)

FAITHFULLY YOURS

(Opened Thursday, October 18)

Coronet Theater

A farce by L. Bush-Fekete and Mary Helen Fay, based on a play by Jean Bernard-Luc. Staged by Richard Whorf. Setting by Paul Morrison. Company manager, Clarence Taylor. Stage manager, Harry Howell. Press representative, Earl Bernstein and Harvey Robinson. Presented by Richard W. Krakauer.

Vivian Harding Anne Solberg
Thomas O. Harding Robert Cummings
Stokes Victor Wood
Susan Marguerite Onoid
Charles William Boal
Betty Kileen Barkine
Miss Parker Doreen Lang
Gina Florence Sandstrom
Joyce Beverly Whitney
Vera Barbara Baronessa MacLean

Jean Bernard-Luc's "Le Philemon Complex" opened in Paris last winter. It is still playing there. Now it is on view locally at the Coronet Theater via an adaptation by L. Bush-Fekete and his wife, Mary Helen Fay, under the title "Faithfully Yours." A reporter surmises that the Bernard-Luc opus must be much fun-

(Continued on page 54)

RECORDING ARTISTS

Laine Falters But Les-Mary Pace Strong Para Bill to Whirl Finish

By JIAL WERMAN

The Paramount has one of the most entertaining and strongest box office presentations in many months. The box office lures lie with record-created names: Frankie Laine, who's working the house on a percentage arrangement, and the hot Les Paul-Mary Ford team making an initial New York personal appearance. Entertainment values are rounded out primarily by comedienne Jean Carroll and by the young terp team, Bud and Cece Robinson, and Boyd Raeburn's band.

Laine, potent entertainer that he is, didn't pack his usual punch at the show tonight. This was due to a throat ailment he was working against and to a generally lightweight assortment of recorded material he used. Only "That's My Desire" and "Jezebel" spelled box-office satisfaction. Laine's repertoire is far too extensive for him to be left open to criticism of this nature. Laine long ago graduated from the "record artist" level to that of a per-

former of style and impact, and plugs for his newest Columbia Records, if they are inferior in impact to his sure-fire stuff, certainly are not especially essential for a performer of his stature.

Mr. and Mrs. Sock

On the other hand, Les Paul and Mary Ford, a team newly built on records via Paul's own multiple-dub recording gimmick, stack up at this time as nothing more than a "record artist" act. They played the role to the hilt. The couple, Mr. and Mrs. for real, ran down each of their important recordings, either in whole or in medleys of excerpts, and added a couple of other hits for good measure. The Paul guitar sound was effectively reproduced here by clever application of electronics on the house p.a. setup for the guitars played by Mr. and Mrs. Paul. The vocal duets were duplicated by the presence of Mrs. Paul's sister in the wings, singing the harmonies to Mary's lead voice. The team moved at a

rapid pace and packed a whale of a lot of music into a short turn, stopping the show cold with a special material closer, a satiric piece called "There's No Place Like Home." The couple in addition Mary's sister, is supported by a bass player and effective use of the Raeburn ork.

Miss Carroll, who's sort of a female Milton Berle and/or Henny Youngman, was exceptionally good this trip. She was fast with the gag and ad lib. Her material cracked; some of it may have been around before, but the delivery was so sharp it sounded new. Incidentally, her appearance seemed to have improved quite a bit. She appeared trimmer garbed in quite a stunning evening frock and a new short hairdo. Weakest part of the act

(Continued on page 52)



ONE-DAY MEETING SETS FIRST INDUSTRY TV CODE

Review Board to Be Organized To Police New Video Standards

Continued from page 1

Thornburgh and others, that the go-ahead resolution was passed. Eight of those present declined to cast a vote in the final balloting.

The standards committee made an exhaustive study of every conceivable previous form of code work, not only in the broadcasting industry, but in such companion fields as motion pictures to arrive at the present TV code. It represents one of the most thorough documents ever devised in any industry.

The code's preamble makes it exceedingly clear that the TV industry's more responsible members are completely capable of policing their own activities in every sense, stressing as NARTS President Harold Fellows pointed out, TV's recognition of the basic fact that the relationship of tele-

viewer and audience is that between guest and host. And further recognizing in no uncertain terms, the telecasters and the advertisers' responsibility to achieve the medium's educational and cultural potential.

In a detailed and thorough treatment of the code, they cover the two major facets of telecasting: (1) Programming, and (2) Presentation of advertising.

Detailed specifications on these two counts are followed by a section on regulations and procedures, which give the code as many and as sharp teeth as any such industry code can have.

The program section stresses the telecasters and advertisers' responsibility to children and the former's responsibility to his community. It outlines all salient "desirable" as well as "undesirable" aspects of programming. Lead paragraph on "acceptability of program material" states "program materials should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation and remind him of the responsibilities which the citizen has towards his society."

Listed then are such program "don'ts" as profanity, vulgarity and obscenity; attacks on religion; lottery-type contests; illicit sex relations, sex crimes and abnormalities, drunkenness, narcotics, addiction, overstress of use of liquor, gambling devices; improper use of or reference to physical or mental afflictions; fortune-telling, astrology, phrenology, palm-reading and numerology exhibitions; simulations of news or special events; legal, medical or professional advice (except under certain conditions); presentation of cruelty, greed and selfishness as worthy motivations; criminality in a sympathetic light; presentation of techniques of crime; use of horror for its own sake; ridiculing law and law enforcement officers, etc.

The plunging neckline department is thrown an amber light in a section on "decency and decorum in production," where costuming of performers, movements of dancers, actors; camera angles which stress anatomical detail; racial or nationalistic ridicule, and overstress on "locations closely as-

sociated with sexual life" are frowned upon.

Programming phase of the code also deals with proper handling of news and special events, controversial public issues, political telecasts and religious shows.

The advertising sections of the code are every bit as all-inclusive and carefully drawn as is the program portion. Time standards for TV advertising are: for news shows (day or night): 5-minute show, 1 minute of advertising; 10-minute show, 1 minute, 45 seconds of advertising; 15-minute show, 2 minutes and 15 seconds of advertising.

For all other shows in Class "A" time standards are: 5-minute show, 1 minute advertising; 10-minute show, 2 minutes advertising; 15-minute show, 2 minutes, 30 seconds advertising; 25-minute show, 3 minutes, 50 seconds advertising; 30-minute show, 3 minutes advertising; 45-minute show, 4 minutes, 30 seconds advertising; full hour show, 6 minutes advertising.

For programs in all hours other than Class "A" standards are: Five-minute shows, 1 minute 15 seconds advertising; 10-minute shows, 2 minutes, 10 seconds advertising; 15-minute shows, 3 minutes advertising; 25-minute shows, 4 minutes advertising; 30-minute shows, 4 minutes, 15 seconds advertising; 45-minute shows, 5 minutes, 45 seconds advertising, and full hour shows, 7 minutes advertising.

Time standards allowable to a single advertiser do not affect the established practice of allowance for station breaks between programs. Announcement programs are designed to accommodate a designated number of individual live or recorded announcements, generally one minute in length, which are carried within the body of the program and are available for sale to individual advertisers. Normally not more than 3 one-minute announcements (which should not exceed approximately 125 words if carried live) should be scheduled within a 15-minute period and not more than six such announcements should be scheduled within a 15-minute period and not more than six such announcements should be scheduled (Continued on page 12)

EDITORIAL

The Chicago Meetings

Radio, and television for that matter, have nothing to worry about as regards a long, robust future. That was the only impression this newspaper received from the activity in Chicago Thursday and Friday (17-18). On several fronts the industries' leaders indicated their alertness to the problems at hand.

Probably most important was the virtual adoption of television's first industry-wide code (at least that vital phase of the industry represented by the National Association of Television and Radio Broadcasters). The probability is that some critics will find fault with one phase or another of the code as recommended for adoption by the Chicago meeting. Any objective, fair-minded observer, however, must come to the conclusion that such criticism can only be of the most minor kind. That, indeed, the code, over-all sets standards for the industry, which may be favorably compared to the codes of such older branches of the entertainment industry as radio, legit and the films.

And the code should go a long way toward achieving at least two vastly important objectives:

- (1) It should make clear to the Bantons and other blunders that television can and will keep its own house in order, and
- (2) It will effectively serve to alert every thinking telecaster to the vital necessity for playing his own part in helping TV as a whole achieve its full potential as an educational and cultural force, as well as a dynamic advertising medium.

For their work on the code, the Television Program Standards Committee, chaired by Bob Sweeney, and consisting of Harry Bannister, Jim Caidigan, Walter Damm, Clair McCollough, Jim Hanrahan, Harold Hough, Paul Ralibourn, Leonard Reinsch, Henry Slavick, Davidson Taylor and Don Thornburgh deserve the entire industry's commendation and thanks.

But in two other meetings in two hectic days in Chicago radio and TV's leaders demonstrated their willingness and ability to work hard and effectively on the industry's ailments. Paul (Fritz) Morency and his all-web affiliates committee, with Ed Kobak, Dick Shafko, McCollough, and others in attendance, spent a good part of Thursday planning the next steps in the industry drive to forestall further rule debates, and general attempts to downgrade radio. And even the meeting of the National Broadcasting Company affiliates in the long run will prove a healthy airing of some of the problems which beset not only NBC and its member stations, but all webs and their affiliates in these frantic days.

The Billboard watched these men, starting with 8 a.m. breakfast meetings, going all day into the night, taking time away from their own individual businesses, to guard the interests of the industry as a whole. The Billboard got pretty damn exhausted just watching. The radio and television industries are indeed fortunate to have men of this caliber, this knowledge and, indeed, this energy, looking after their interests. As long as they're around, things will never get too tough.

CLOSED MEETING NOTES

All Affils Would Like Look at NBC Study

CHICAGO, Oct. 20.—The All-Industry Affiliates' Committee, chaired by Paul (Fritz) Morency, met here in closed session Thursday (18), and among other points, decided that it was very much interested in studying the new National Broadcasting Company plan to reshape its radio network.

"We have, of course, been interested in the various Association of National Advertising studies, which attempted to evaluate radio

as an advertising medium, on the basis of research the ANA conducted," said Morency. "In the same way, since we understand that the new NBC plan is based on a re-evaluation of radio stations, we are intensely interested in seeing the NBC studies and being given an opportunity to discuss them."

The AC also discussed further plans to continue negotiations with the ANA to achieve an intelligent stabilization of radio's place in the advertising picture.

George B. Storer, treasurer of the committee, reported that 321 stations are now members and that the committee's "war chest" has now grown to \$15,600.

Morency, Ed Kobak, Dick Shafko, Clair McCollough and other members of the committee made it clear that they took upon the group's job as a long-range one, possibly against fairly rough odds. The committee's feeling, however, is that in these evolutionary days some group interested primarily, if not exclusively, in the welfare of radio stations, must carry on the battle against many forces which apparently are bent on downgrading radio as an advertising medium, far more rapidly than TV or any other conditions warrant.

MUSTN'T SAY NASTY WORDS

CHICAGO, Oct. 20.—Originally a part of the proposed new TV code, but altered at the National Association of Radio and Television Broadcasters' TV meeting here to become an addenda to the document, was a section arguing that "no approval shall be given" to the use of certain words and phrases. Among them were (as applied to a woman) alley cat, bat or broad, chippie or coquette, fanny, fairy, the finger, nance, in your hat, hold your hat, s.o.b., etc.

This section of the code, of course, is similar to the long-standing film industry code, which was carefully studied by the video document drafters.

Reps See Good And Bad in NBC Plan on Revamp

NEW YORK, Oct. 20.—The National Association of Radio and TV Station Representatives, Inc., has some serious reservations about the possible effect on national spot revenue to stations by the new proposed realignment of the National Broadcasting Company's radio network. A NARTSR survey, discussed at a meeting of the group here this week, first recognized the NBC plan as an effort to "make network radio more salable under changing conditions and adjust some of the inequities resulting from recent rate cuts uniformly and arbitrarily applied to all."

However, the report deems it necessary to reserve final judgment on the "Minute Man Plan" until NBC clarifies program costs under sponsorship to stations; network percentage demands; stability of shows against "recapture" by network, and assurance that "high attraction" quality will be maintained. NARTSR also speculates if values offered by the network would "offset the proposed surrender of valuable morning station time—presently in increasingly growing demand under existing competitive conditions."

"Scope of the contemplated rate revisions" (under the "objective formula") NARTSR adds, "is so broad that it might be considered to carry implications of control of station rates by the network." In reference to NBC's premium station plan, report opines that some stations no doubt will benefit; while others will feel their "coverage area will be diluted at fringes by added web facilities, and still others will take view they will be carrying commercial programs on a free network basis, which they might otherwise have received at full rate on a spot basis."

NBC AFFILS TO SET UP NY HQ?

CHICAGO, Oct. 20.—One outcome of the meeting of National Broadcasting Company television affiliates held here Thursday (18) may be the formation of a permanent NBC affiliates organization with headquarters in New York, preferably in the RCA Building. The affiliate feeling at the highly secret session was that the web's member stations needed an alert representative on hand to bring protests to the web when necessary and get fast action on same.

Full details of the NBC-TV affiliate meeting in another story in this issue.

PAGING JOE McCONNELL

NBC-TV Affiliates Prepare Gripe Program Vs. Network

By JOE CSIDA
CHICAGO, Oct. 20.—President Joe McConnell of the National Broadcasting Company, will shortly be visited by a committee of five of the network's television affiliates, bearing a long list of gripes and recommendations in connection with the web's video practices. This was the outcome of a highly secret meeting here Thursday (18) of NBC-TV affiliates headed by Walter J. Damm, of WTMJ-TV, Milwaukee.

The session was widely misinterpreted as being in connection with NBC's plan for reshaping its radio network, but Damm cleared this up, when he told The Billboard: "This meeting was arranged in behalf of the television affiliates long before NBC's radio plan was released. It has nothing to do with NBC's economic plan for radio. In arranging for the meeting I acted in behalf of a committee of five, which committee in turn was acting in behalf of all NBC television affiliates."

While confirmation of the specific beefs raised at the meeting were hard to come by, The Billboard learned that the basic contract between the web and its video outlets came in for much discussion, as did certain program practices indicated to by the network; certain advertiser and

agency practices of the web; and what the affiliates consider a general lack of knowledge of what is going on, on the station level on the part of top NBC executives. Some discussion also was held on compensation to stations.

Critical of Web
On the program front, the web was criticized for:

- (1) A general failure to hold down program costs. Cited here were the "Show of Shows," the Colgate strip, the "All-Star Revue" and other high-budgeted stanzas.
- (2) Whodunit programs which violate good taste. Some affiliates in this connection made the flat-footed charge that the network was often violating its own code in permitting much of the blood and thunder which takes place on the cops-and-robber stanzas. It was considered here that non-web producers and directors were often responsible for such lack of code adherence, but the network is responsible, according to the affiliates for keeping such outside craftsmen in line.
- (3) A too-consistent tendency to permit sex to rear its big bosom on the NBC tube. Many of the affiliates felt that the web had done nothing to halt the parade of plunging necklines. Dagmar wasn't mentioned.
- (4) Poor competitive position of

Prepare Gripe Program Vs. Network

the web in regard to fightcasts. Many of the affiliates pointed to the consistently strong line-up of boxing bouts which Fabst sponsors via the Columbia Broadcasting System, as opposed to the inferior cards turned in on NBC's own Friday night fight shows.

(5) Generally slow development of morning programming. The affiliates here felt that the web should greatly accelerate its efforts to build and sell solid morning shows, and that nothing really worthwhile had been done in this connection.

Not content to take the web over the coals in current programming activity, the affiliates even got into a review of last summer's show-casting. The general feeling was that the level of summer shows was poor, and it is planned to urge on McConnell a move for early and effective planning for summer, 1952.

Other Squawks
In discussing the network's advertiser-agency relationships, the affiliates hauled out the hammer on the following counts:

- (1) Advertiser and agency beefs on make-goods are not intelligently or promptly handled by the web.
- (2) In cases where the stations let the network know, plenty of time is wasted, at certain times.

(Continued on page 12)

TEXT OF NOTE TO CBS ASKING COLOR SET HALT

NEW YORK, Oct. 20.—The request for suspension of manufacture of color TV receivers was made yesterday (19). In a letter from Defense Mobilizer Charles E. Wilson to President Frank Stanton of the Columbia Broadcasting System. Text of Wilson's letter follows:

"As you know the Defense Mobilization Program in which we are now engaged requires the use of vast quantities of scarce materials in the production of military items and essential industrial expansion. In order to meet the production schedules which have been established, it is necessary for us to overcome many bottlenecks and to conserve critical materials for these emergency programs.

"We are making strenuous efforts to expand our sources of raw materials. Eventually we should be able to carry forward the military program and at the same time maintain our normal civilian production. In the interim, we are calling upon American industry to minimize the use of scarce materials and to stretch supplies through the use of substitutes. Thus this program we believe that the civilian economy will be kept reasonably well supplied with essential goods. We must, however, request industry to suspend plans for mass production of new products which are not absolutely essential and which would require the use of critical materials. After careful study, I have reluctantly concluded that the mass production of color television sets presents such a case.

I am, therefore, requesting the Columbia Broadcasting System to suspend its plans for the manufacture of color television receivers in order to conserve critical materials until such time as these materials are insufficient supply to warrant production. Your co-operation in this matter would be of great benefit to the defense effort."

Color Edict Won't Affect 'Chromatic'

NEW YORK, Oct. 20.—The federal government's crackdown on color TV set manufacture will not directly affect plans for manufacture of the color tube developed by Chromatic TV, subsidiary of Paramount Pictures. This is the opinion of Richard Hodgson, president of Chromatic, who said his firm plans to continue manufacture of the tube.

Hodgson said Chromatic "has been living with a critical materials situation from the beginning" but as much as it makes no use of cobalt or other very scarce materials, it will be able to carry on. Even without color TV broadcasts for the foreseeable future, Hodgson said the firm believes it should maintain production, stockpiling against the time when orders become acute. However, the firm "probably will take another look at the design" of the

receiver which was to be marketed under the Chromatic label.

Initial Chromatic sets were geared to get only shows aired via the Columbia system, the only approved commercial method. However, in the belief that the new situation means a likely advantage for the Radio Corporation of America system, plans for future sets may be altered accordingly.

TV Profit Tax Issue Survives Bill Overhaul

WASHINGTON, Oct. 20.—TV industry's special relief from excess profits tax survived after overhauling of the tax bill by Congress this week. In writing the tax bill after its surprise rejection by the House Tuesday (19), House-Senate conferees retained a provision long championed by the National Association of Radio and Television Broadcasters to permit radio companies to reflect their TV losses in excess profit tax computations (The Billboard, October 20).

Under the provision, firms first determine their average rate of return from radio assets exclusive of TV. Assets used in TV are then applied to the average rate of return from radio, and from this figure the company's entire average net income for a base period is computed.

Many Clamor For Parsons Slot on ABC

NEW YORK, Oct. 20.—Indications this week were that when Louella Parsons bows off her American Broadcasting Company radio series at the end of the year, the web will seek to maintain control over whatever show is picked to succeed her. A number of sponsors already are knocking on ABC's door in quest of the 9:35 p.m. (post-Winchell) time Sunday, but no deal has yet been set, with network execs being very selective.

Feeling is that time is of such value, ABC is in the driver's seat and will make sure that the show going into the time will blend best with the Winchell program and with the gabber's desires.

receiver which was to be marketed under the Chromatic label. Initial Chromatic sets were geared to get only shows aired via the Columbia system, the only approved commercial method. However, in the belief that the new situation means a likely advantage for the Radio Corporation of America system, plans for future sets may be altered accordingly.

Strangely enough, many execs at CBS-TV view the Wilson request as a blessing in disguise. Feeling is now that the web has color beyond its immediate horizon it will be able to marshal its forces better to battle NBC-TV in the programming sweepstakes. Belief also is that much of the time hitherto used by color programming can more easily be sold to black and white advertisers. One web exec even stated that CBS-TV would be able to declare a larger dividend this year because it wouldn't be throwing large sums into color.

The suspension of CBS-TV color now will mean that only two clients, apart from participations, sponsored one shot color show, General Foods with a 15-minute period Tuesday (19) and General Mills which paid for one half hour. Lee's carpets was to begin a 13-week participation in the "Mike and Buff" show Monday (22), but the deal is now off. CBS-TV's most pretentious color

Burkart Cancels CBS-TV "Patricia"

NEW YORK, Oct. 20.—Burkart Shoes this week cancelled its "Patricia Bowman Show" at the end of its initial cycle on the Columbia Broadcasting System's TV web on November 3. Program is now in the 6:45-7 p.m. Saturday slot, Winus-Brandon is the agency.

RCA Color-TV Future Rosy As Defense Curbs Hit CBS

Continued from page 1

of some observers, the development is one of the most important of the year for the TV industry. It not only casts a new light on the color race between the two major protagonists, but it also gives black-white TV its biggest push since the outbreak of the Korean emergency. Monochrome is given a clear go-ahead without further anxiety over immediate inroads from possible color competition or fear of consumer restraints which the wordy color battle had been creating.

The Defense Mobilizer's edict on Columbia color sets production, if uncontested, could last at least two years and may be much longer, according to Wilson's time-table for the emergency period. Wilson, whose call for the color sets blackout came in a letter to CBS Prexy Frank Stanton late Friday as a step to save critical materials and labor, had recently predicted that the hump of materials shortages won't be passed for virtually another couple of years even if total war can be avoided. Wilson has indicated that, altho relief could set in sometime in 1953, the emergency period is blueprinted to 1954.

Ironically, it is recalled that some Columbia high officials have estimated they would need a two-years' production headstart on RCA in order to have a winning chance in the color race. With RCA's continued color development and progress, it has been considered only a matter of time before RCA would be asking FCC to decide in effect on dual color standards.

Wilson will sit down with electronics industrialists next week to discuss "The desirability of suspending all further develop-

ment of color television in order to free highly skilled electronics engineers for important military projects."

FCC officials said they will await the outcome of that meeting before announcing a policy on further licensing of experimental color TV channels. This will determine the "future not only of further color demonstrations and field-testing by RCA but also of further development of RCA's big-screen theater color

TV which got an unveiling this week.

Altho Columbia is not actually deprived of its right to telecast in color for promotional purposes, CBS immediately cancelled all plans for future color shows after pickup today (20) of the North Carolina-Maryland football game (see separate story this issue).

At Office of Defense Mobilization, Wilson's move is not being interpreted as putting a cessation on any further color re-researching by RCA as long as no further drain would be made on materials or manpower.

Asked whether the total blackout order on color might be extended to black-white TV, an Office of Defense Mobilization spokesman told The Billboard that this is "not at all likely." "Monochrome television is regarded as in a separate category from color," he said. "Color television is a wholly new industry without experience of mass production and therefore can be halted at its birth as a materials and labor saving step which won't destroy an industry."

COSTLY COLOR

WCBS-TV Loses Coke To WABD

NEW YORK, Oct. 20.—Color TV cost WCBS-TV, New York, a client this week when Coca-Cola Bottling Company of New York bought the 6:30 to 7 p.m. slot across the board on WABD for a show called "Trading Post," featuring Bob Dixon. Until the late afternoon color show pre-empted his time, Dixon aired via WCBS-TV. Now that color shows have wound up, the station is minus the show and the client has gone elsewhere.

The stanza, which tees off November 5, will be aimed at teen-agers. It will use lots of film, plus guests who specialize in such outdoorsy activities as roping and knife throwing and will touch on such instructive materials as riding and care of animals. The deal is being handled by the Esty agency.

CBS ORDERS SUSPENSION OF ALL TV COLOR PLANS

Quits Manufacture of Sets, Cancels Schedules; Some See It as Blessing

NEW YORK, Oct. 20.—With an estimated minimum investment of \$5,000,000 in its color TV system, the Columbia Broadcasting System this week was struck a staggering blow by defense mobilizer Charles E. Wilson's request to suspend the manufacturing of color sets. Resulting are the complete shut down on color programming and loss of sponsors therein, the suspension of the manufacture of color equipment, the reshuffling and possible dismissal of some personnel attached to the color division and the complete concentration on black and white TV.

Strangely enough, many execs at CBS-TV view the Wilson request as a blessing in disguise. Feeling is now that the web has color beyond its immediate horizon it will be able to marshal its forces better to battle NBC-TV in the programming sweepstakes. Belief also is that much of the time hitherto used by color programming can more easily be sold to black and white advertisers. One web exec even stated that CBS-TV would be able to declare a larger dividend this year because it wouldn't be throwing large sums into color.

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programming effort, weekly hour shows produced by such names as Rudolph Bing, Arthur Lesser, Fernon Levin and Sol Husok among others, is now also in the discard.

Among top personnel attached

Compatibility Of RCA Theater TV Color Shown

NEW YORK, Oct. 20.—The Tuesday's demonstration of Radio Corporation of America's large-screen theater-size color television seemed to be relegated to temporarily academic telecasting and receiving equipment for the duration (see other story this issue), it did prove that when the go-ahead is given, RCA will be ready to make some fast moves. Demonstration staged at the Colonial Theater here stressed compatibility of its electronic system by having both black and white and color sets picking up the signals in the lobby of the Center Theater here. Show was also sent to Washington via microwave an enable so that viewers there could pick up in both color and black and white.

Size of the screen at the Colonial Theater was 9 by 12 feet, but RCA explained that pic size could be increased to standard theater proportions by simply lengthening the throw of the picture. Program was the same show emceed by Nanette Fabray that has been used heretofore for RCA color field test demonstrations.

In general, the signal was excellent, tho the larger screen size accentuated tendency of red colors to smear on the lips and cheeks. Also, faces tended to pick up background and costume colors more noticeably than was discernible on previous home-size set demonstrations.

to the color division are Adrian Murphy, president of the CBS Laboratories, Bill Hyland, sales manager, Henry White, coordinator of color programming, and Dick Mahler, industrial consultant. They will all be shifted to other assignments. Among the talent, Mike Wallace and Buff Cobb undoubtedly will be used on black and white, probably in the CBS-TV afternoon line-up. Others, including Mel Torme, Bill and Cora Baird and their puppets and Ivan Sanderson may also go into black and white.

CBS, of course, expects to shift CBS-Columbia, its set-manufacturing division, into fabricating black and white receivers exclusively. The web, however, still is trying to develop a tri-color tube and expects to demonstrate one shortly. Also on the CBS agenda is the creation of a simple adaptor for black and white sets.

The Bright Side Of Color's Ban

NEW YORK, Oct. 20.—Washington's color ban bombshell has a silver-lining angle for TV film distributors and motion picture magnates. Former now see new financial life for their sizable stocks of black and white movies, whereas formerly they had expected the reels to take a considerable price drop once TV color film programming started rolling.

Hollywood's angle, of course, is that public will still have to go to their theaters to see color productions, thus giving studios a big plus factor in audience appeal. In line with this, Metro-Goldwyn-Mayer last week announced that all of their future pictures will be in color. At the time, move was thought to have been sparked by recent improvements in tint techniques. Now, however, trade is speculating that MGM might have had some advance information on the no-color situation in TV.

Set Makers Affected by Color Fade-Out

NEW YORK, Oct. 20.—A long list of manufacturers of television sets and components will be affected to varying degrees by the cessation of color set production. CBS-Columbia, of course, will switch over completely to the production of monochrome receivers. One firm, Colortone, was exclusively in the color set field, and now will have to revert to producing for the black and white market. In addition, many major firms will have to revise production plans and even production lines to eliminate all use of materials which are being used to make monochrome sets adaptable for color reception.

CBS-Columbia, while seriously affected, stands to make a long-term gain, according to some trade observers. One of the color set firm's biggest headaches has been the setting up of good distribution for its products in a short time. Now, it is reasoned, the Columbia subsidiary will have the opportunity of building a good distribution chain with black and white sets in preparation for the day when color production begins again.

RCA Mum on Color TV Ban

NEW YORK, Oct. 20.—Radio Corporation of America officials were closeted all day here Friday (19) following Washington's surprise crackdown on color TV.

Execs admittedly were discussing the problem of what policy line RCA should adopt on the decision, but, at press time, execs still refused to vary their "no comment" statement.

PATTI TO LEAD COLORLESS LIFE

NEW YORK, Oct. 20.—Minor re-aversion of Washington's ban on color telecasting is that Columbia Broadcasting Company's "girl rainbow," Patti Painter is out of a job. Fem has been CBS's top tint tester for several years now, chiefly in a demonstration capacity.

Tradesters wonder if gal will land a berth in CBS black and white. One thing's sure, tho, no matter which web takes custody, the telegenic blonde is bound to lead a colorless existence from now on.

Film Companies, TV Industry Weigh Rogers-Republic Ruling

See Flood Tide of Suits If Decision Is Upheld in Higher Court Hearings

HOLLYWOOD, Oct. 20. — With Roy Rogers this week winning the court decision in his precedent setting suit against Republic Pictures, both the motion picture and television industries carefully weighed Federal Judge Peirson F. Hall's ruling for future effects if it's upheld by higher courts. Republic, rocked by the decision, immediately indicated thru its general counsel, Meyer H. Lavenstein, that it will appeal the ruling. Judge Hall issued a permanent injunction restraining Republic from releasing Roy Rogers features to TV. Court refused to grant Rogers his \$100,000 claimed damages, although agreeing that the cowboy was damaged to some degree by Republic's announcement that it would release his films to TV. However, Judge Hall said he had no way to determine the actual degree of damages inflicted.

Judge ruled that Rogers has the "right to control any commercial sponsorship, or any advertising for commercial or publicity purposes to which his name, voice or likeness is attached for other than motion pictures which Republic has already made."

If this ruling is upheld in the higher courts, it may open a floodgate of suits brought against producing companies by film personalities seeking to either block the release of their films to TV or a share of the tele money. Decision is sure to show its effect in the fine print clauses of studio contracts. Screen Actors' Guild applauded the decision with Executive Secretary John Dales Jr. using the occasion to plug for the guild's fight to "stop any theatrical pictures from being released on television without suitable fair arrangements with the actors."

According to Judge Hall, Republic does have the right to release Rogers' theatrical films for TV exhibition, but cannot do so for commercial purposes. The judge later developed his interpretation of "commercial" to embrace showing the films on a sustaining basis as well. Jurist's basis for including sustaining telecasts with commercial was Republic's 5 per cent royalty agreement with the American Federation of Musicians covering the Rogers films whereby the studio agreed to pay AFM 5 per cent of gross time charges if the films are carried sustaining by stations.

Young Show Goes Kine

HOLLYWOOD, Oct. 20. — "Alan Young," first of the big net comedy shows to be seen live here, will now be televised via kine for local viewers with the rest of the nation cycling the show live. At a time when other high-voltage comedy packages are aired live in the LA area, Young show will be kined for delayed telecast to allow the sponsor a better time period.

Effective November 8, Columbia Broadcasting System will microwave the Young show. In shifting from Tuesday nights to Thursdays, show would hit local viewers too early (6:30 p.m.) to please the local sponsor, Ford Dealers. Kines will be held for the Sunday 8 p.m. time slot.

Rogers left Republic in May. He later sought and was granted a temporary injunction against Republic releasing the more than 80 films he had made on the lot. Trial opened September 13 with Fred Sturdy representing Rogers and Herman Selvin serving as Republic's attorney.

According to Judge Hall, three rights are involved in the Rogers-Republic agreement:

The right to photograph and exhibit the right to use the name, voice and likeness for exploitation in any form of the artist himself. The other right was limited to the name and likeness in connection with advertising and exploiting the pictures. Two of these rights were granted perpetually to Republic. That is

FCC Approves WRIA Set-Up

WASHINGTON, Oct. 20. — Federal Communications Commissioner Paul A. Walker last week set aside a November, 1950, Federal Communication Commission order revoking the license of Station WRIA in Caguas, Puerto Rico. Commissioner Walker said that although there had once been serious technical irregularities in the operation of WRIA, there has been a noticeable improvement since.

In another action the FCC granted Winslow P. Leighton and others permission to secure control of WSNY in Schenectady, N. Y., and denied the petition of George R. Nelson, who sought to block renewal of the WSNY license on the grounds that Leighton had previously secured control of the station by fraudulent means.

17 AM Stations Change Hands In Active Docket Before FCC

WASHINGTON, Oct. 20. — In the most active week in many months of new blood moving into AM radio, Federal Communications Commission this week granted consent to the transfer of control of 17 stations. At the same time, 19 more applications seeking control of stations poured into FCC during the week. Stations sought are mostly in small communities in all sections of the country.

Typical purchase receiving FCC sanction this week was the \$13,000 paid by J. M. Stephenson for 50 per cent interest in WTVG, Fuquay Springs, N. C. Highest price paid was Bay Radio, Inc.'s \$80,000 for the license of KSMO in San Mateo, Calif. In two other

types of station control transfers receiving an O.K. from FCC, a 75 per cent interest in WLAD, Danbury, Conn., went for \$33,000, and Roland Jordan Jr. bought a one-third equal partnership in WSBG, New Smyrna Beach, Fla., for \$5,000.

One station transfer consented to by FCC this week was sold because of the owner's death. This station, WCAX, Carthage, Ill., was bought by a member of the deceased's family for \$24,450.

In three of the applications for station control filed this week, Sid W. Richardson would acquire 100 per cent of station KRIO, McAllen, Tex.; KABC, San Antonio, Tex.; and WACO, Waco, Tex.

to Milford Fenster, television film supervisor of WOR-TV here. Longer contracts, said the exec, are better for the station and the distributor.

Although stations first avoided long termers for fear viewers would reject re-runs, they soon found that under the one-shot arrangement they couldn't control film re-runs at all. Result was that same film was shown over and over in a few weeks, via successive sales to various stations. At one time, said Fenster, WPIX and WJZ-TV here actually screened the same film in the same time period.

Under the new setup, a station can regulate its re-runs by stretching them over a longer period and scheduling them in different time slots to catch varying audiences. Some networks call for five runs in 15 months, others six in 18. Another plus factor for stations, he added, is that prices are more realistic. Multiple buy often cuts the price as much as a third. On the other hand the distributor benefits time-wise, since he has virtually no policing prob-

VIDEO HYPES AM LISTENING

HOLLYWOOD, Oct. 20. — TV stimulates radio listening is one conclusion that can be drawn from a Public survey of radio listening in TV homes conducted here at the request of Columbia Broadcasting System. Survey results show radio listening in TV homes is more than two-thirds higher than listening in all homes. Another interesting discovery is that during those hours when local TV stations are showing their top programs listening in TV homes as compared to listening in all homes is slightly higher than the percentage found for all quarter-hour segs throughout the week.

Crosby Filming "Perry Mason" TV Pic Series

HOLLYWOOD, Oct. 20. — Eric Stanley Gardner's "Perry Mason" TV film series, to be produced by Bing Crosby Enterprises, will have Gail Patrick as associate producer with Miss Patrick having complete charge of casting and final script approval. Gardner organized his own production unit in association with J. Walter Thompson's Coast radio-TV head, Cory Jackson. Miss Patrick will serve as liaison between Gardner and the Crosby firm.

Despite Jackson's affiliation with the TV film series, it will be first pitched at Procter & Gamble (Bertson & Bowles account), "Mason" series radio bankroller, Irving Vendig, scripter on the radio version, will pen the tele pic series first episode.

TV "Crusade" Sets Theater for Debut

NEW YORK, Oct. 20. — The "March of Time's" new TV film package "Crusade in the Pacific" will be beamed simultaneously into Rockefeller Center's Guild newsreel theater here, when series bows over WJS-TV October 30 under local sponsorship of Welch's Wine. Large-screen theater TV presentation of the half-hour show will be carried with commercials intact.

Welch is picking up tab for telephone line charges, but otherwise den is more of a cooperative experiment than a commercial enterprise. All parties involved are readying promotional pitches on the vent. If test proves successful audience-wise, idea may be extended to other movie houses. Telecast agreement was set between Welch and Norman Elson and Phil Williams, theatrical sales manager for "March of Time."

Trend in Scheduling TV Pix Is Via Long-Term Contracts

NEW YORK, Oct. 20. — In contrast to last year's one-shot sales deals, new trend in TV station feature film buying is toward long-term pacts, according

to Milford Fenster, television film supervisor of WOR-TV here. Longer contracts, said the exec, are better for the station and the distributor.

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lem on re-runs and his travel overhead is cut down considerably when he can close a two year deal in one visit.

Fenster makes it a practice to spread WOR-TV's business around among independent film distributors to give viewers with alarm possibility that television might find itself in the same spot as the motion picture exhibitors did when the majors strangled indie distributors. Such a monopoly, he believes, would ultimately lower the quality and raise the price on all TV film features, and stations would carry bulk of burden.

Fenster, who rarely repeats a feature film in the same time period over a six months' interval, reports surprising success with English movies, which are rarely "dated" as to style and content. However, he emphasizes that he means only the "Americanized" English picture, which is partially packaged for U. S. distribution anyway. WOR-TV execs have been mulling over a film syndication plan for some time now, and station may move in this direction before Christmas.

Lou Snader Into Video Film Field

HOLLYWOOD, Oct. 20. — Lou Snader this week moved into the low-cost TV film field with acquisition of two quarter-hour telepic series. First, "Washington Spotlight," features capital columnist Marquis Childs as moderator of a round table discussion with two Washington figures. Series will be produced in Washington by Milton Hammer and Robert Maurer under Snader's supervision. Series will be filmed for one-a-week showing with six days to stations no later than five days following filming. Availability is pegged at December 1.

Being offered for immediate distribution is a two-a-week seg, "This is the Story," treating human interest items in the Marvin Miller radio series. It's being filmed in Chicago by Morton Productions under Snader's supervision. A number have already been made, thereby permitting immediate availability. Nature of latter series permits its re-use, while timely character of the Childs "spotlight" places it in a newsreel category with footage for the most part to be scrapped after showing.

Maxon Hires CBS' Maguire

NEW YORK, Oct. 20. — Tom Maguire, head of radio network sales service at Columbia Broadcasting System, will move over to the Maxon Agency November 15 to become business manager of its radio and TV department. The position at present is unfilled in the agency. Maguire has been with CBS since 1942.

Earlier in the week, Elson, closed a \$100,000 deal to show all of "March of Time's" history in the making" re-issues (dating back to 1935), including "Time's" feature Lewis de Rochemont production "Ramparts We Watch." Latter opens at Elson's Embassy 46 St. theater and Newark houses Wednesday (24), and on November 8 at Embassy-72d St. and the Guild. On basis of requests received from other movie exhibitors, "March of Time" will probably make this re-issue series available to fleeter houses in other areas across the country some time in early 1952; thus confirming The Billboard's recent report that "Time" execs were contemplating a reverse on their decision this year to drop motion picture production for TV.

WFIL, AM-TV to Extend "School"

PHILADELPHIA, Oct. 20. — WFIL and WFIL-TV, with Dr. Roy K. Marshall recently acquired to serve as educational director of the "Philadelphia Inquirer" stations, has expanded its schedule of educational programs to provide at least eight hours a week of public service time during the 1952-1953 school year, in cooperation with the schools and colleges in the area.

Dr. Marshall will take part in a number of "Studio Schoolhouse" radio shows, airing daily for 15 minutes at 2:15 p.m. for in-school listening, and sponsored jointly by RCA-Victor and WFIL. Headed by the "WFIL-TV University of the Air" adult education series, revised schedule of educational telecasts include three 25 minute programs each week directed to youngsters in elementary and junior high grades, presented in co-operation with the public and parochial schools. In addition, certain specially-selected "University of the Air" telecasts will be made available to students in the junior and senior high schools. For the ninth consecutive year, WFIL is distributing thousands of complimentary copies of a teachers' manual for use in connection with the "Studio Schoolhouse" programs.

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Only TV station in — only TV station seen —
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BMI Plans Syndication Of Goodman Off WNEW

NEW YORK, Oct. 20.—In line with its recent big push on long haired musical programming, Broadcast Music, Inc. will syndicate an hour-long classical commentary series featuring Benny Goodman at cost to stations across the country this fall. The 26-week series, tagged "Benny Goodman's Music Festival," will be trans-

scribed from Goodman's longhair record show over WNEW here and peddled to stations at \$50 to \$60 for the whole series. Use of special promotion kits will be stressed by BMI as a "must" stipulation for the sale.

The deal was set by BMI prexy Carl Haverlin and WNEW program director Dick Pack. The latter originated the Goodman package last spring in a Sunday afternoon spot, and the two-hour record show pulled consistent top ratings. This fall (in view of resumption of the Philharmonic web Sunday afternoon series) Pack is moving Goodman up to an 8:30-10 p.m. time period.

As one of the country's top disk jockey shows, WNEW's successful filing in the classical record field may mark a trend toward increased long hair musical pro-
(Continued on page 13)

WIERDIES

WJZ Mulls 2 Off-Beat DJ Shows

NEW YORK, Oct. 20.—Continued development of off-beat disk jockey segs was noted this week as the American Broadcasting Company entered negotiations for a network version of the "Lonesome Gal" and its local outlet, WJZ, had two new weirdies in the works. Bill Russo, who handles "Lonesome Gal," currently is huddling with ABC execs about a possible deal. "Gal" now is syndicated via open-end disks following success on a Dayton, O. outlet, where she won a deejay award in The Billboard's local program competition a few years back.

WJZ, meanwhile, is considering a series which is virtually a take-off on "Lonesome Gal," titled
(Continued on page 43)

Pontiac Buys 2-Shot 'Carter'

NEW YORK, Oct. 20.—Pontiac Division of General Motors, this week, signed to sponsor "Nick Carter" over Mutual Broadcasting System on December 2 and 9.

Automobile outfit will plug Pontiac's 1952 models. Agency is McManus-John, & Adams, Inc.

DAWN DOLLARS

Flagships of NBC, CBS Eye All-Night Segs

NEW YORK, Oct. 20.—Top network radio outlets here, WNBC and WCBS, are both contemplating the addition of all-night programming, with former station reportedly set to air a remote from Milton Berle's new restaurant. Altho none of the parties involved will talk about it, report is that the Berle deal involves a marathon format, similar to the comedian's famous charity stunts on video.

With Berle not to appear on the airer officially, station's emcee choice for the guest interviewer-chatter show is still up in air. However, possibilities include Bob and Ray, Skitch Henderson and Wayne Howell. Joyce Matthews, Berle's ex, is also said to be a candidate, but recent headlines may have nixed her chances.

CBS' tentative plans call for a disk jockey format, with final decision depending upon cost and possible revenue.

If present plans jell, NBC's flagship may grab off a sizable share of listenership now held by local indie WNEW's Art Ford, WMCA's Barry Gray, and MGM's Copa Lounge remote. In line with this, it's interesting that WNBC manager Ted Cott was former program director of WNEW, where he helped pioneer the all-night deejay format.

Audience-building assets of the WNBC show are readily discernible in that Berle's name should conjure up plenty of expense and gratis name guests, and the comedian himself is a notorious early-morning mike visitor, and instead of roaming around town on an unofficial basis could concentrate on his own beanery.

warned that this would bring the nomination back to the Senate Judiciary Committee in January at the outset of a presidential election year.

VEEPEES MUST EAT

So WJZ Lines Up 3 Dine-and-Gab Shows

NEW YORK, Oct. 20.—If three deals pending at WJZ, New York, go thru as anticipated, some of the station's brass can count on being well-fed from now on. The trio of new stanzas all would originate from local eateries, are in the heat of negotiations and, according to reports, may be linked shortly.

In order of time slots, the airers include a luncheon show featuring Ika Chase, an evening show with Bea Kalmus from a new restaurant of which she is part owner, and a midnight-to-3 a.m. seg from Howie's restaurant on Sixth Avenue.

The Howie's deal became possible when the Copa show, originally slated to move over to WJZ from WVNJ, went to WMGM instead because WJZ could not guarantee the time for two years. Talk is that the gabber will be Sam Gysin, an ex-back who is said to be Walter Winchell's protege. He's currently handling an interview show from Howie's via WPAT, Paterson, N. J. This show, if an when set, would kick off sometime early in December.

The Kalmus show would originate from a new restaurant, tentatively called "The Symphonette," which she has bought along with

Educators Late, FCC Briefs Out

WASHINGTON, Oct. 20.—The Federal Communications Commission this week for the first time rejected two briefs filed in the written hearings on TV allocations.

In a letter to the Joint Committee on Educational Television, FCC said it could not accept the committee's bid for UHF Channel 57 in Wheeling, W. Va., and UHF Channel 34 in Fargo, N. D., for non-commercial educational use because the briefs were filed several weeks past the deadline, and the commission wanted "these matters handled in an orderly fashion."

Truman Left With Hennock Nix Decision

WASHINGTON, Oct. 20.—The Senate Judiciary Committee's Shelving of a federal judgeship nomination for Commissioner Frieda B. Hennock of the Federal Communications Commission has left President Truman with the alternative of leaving her in her FCC post or giving her an interim appointment to the judgeship. White House sources indicate that President Truman has been advised to drop the Hennock nomination, let her serve out her term at FCC and appoint another to the judgeship.

A committee spokesman said that Miss Hennock some days ago in a letter to the committee had indicated she would stay on the commission if the committee failed to report her nomination favorably. At least one high Democratic National Committee member has been counseling in favor of an interim judgeship appointment for Miss Hennock, but White House strategists have

a group of backers. She's reported interested in buying a 30-minute strip across the board, but chances are she'll wind up Monday thru Thursday in the 10:30 to 11 p.m. slot. On Fridays, that time is occupied, at least partially, by Gillette on the web, with boxing from Madison Square Garden.

The luncheon stanza with Ika Chase hasn't yet a firm originating point, but talks are under way with a couple of spots. Exact time isn't firm yet either, but will be 30 minutes across the board in the general noon time area.

KTTV Pays 125G For Small Pix

HOLLYWOOD, Oct. 20.—KTTV this week agreed to shell out \$125,000 for 25 feature films produced by Eddie Small. TV release of the films was handled thru Small's Peerless Television Productions, Inc., and marks the first time this product has been peddled to the new medium. Contract calls for KTTV to pay Small an average of \$5,000 per film for seven runs during a period of 27 months.

Pix include: "South of Pago Pago," "Corsican Brothers," "T-Men," "Son of Monte Cristo," "Intrigue," "Abroad With Two Yanks," "Getting Gerlie's Garter," "Friendly Enemies," "13 Lead Soldiers," "The Creeper," "Last of the Mohicans," "Raw Deal," "Count of Monte Cristo," "King of the Turf," "Duke of West Point," "Brewster's Millions," "Kit Carson," "Up in Mabel's Room," "Man in the Iron Mask," "Miss Annie Rooney," "Twin Beds," "International Lady," "The Challenge," "The Counterfeiters" and "My Son, My Son."

An important announcement for advertisers and agencies who want **LOW COST COVERAGE** of the New York television market

WOR-tv channel **9** at 1440 Broadway, in New York

WOR-tv — that sales-producing station whose average film feature delivers an audience of 239,980 viewers* for only \$1.24 per 1,000 viewers for a minute commercial—has packaged another great tv buy.

WOR-tv now delivers a spot package of minute announcements in all three of its daily films — daytime and nighttime — fifteen announcements every week.

In New York, only WOR-tv delivers television coverage at costs any sponsor can afford. For the sales impact that only television delivers — at costs that compare favorably with any advertising medium known today—get in line with channel 9.

*Based on September 1951 Telepulse Ratings

Ethel Thorsen Show

TELEVISION—Reviewed—Friday (19), 1:30-1:45 p.m. Participating sponsors: Coro Jewelry, Mondays and Wednesdays; Fred, the Hair Stylist, Tuesdays and Fridays, thru the Leone Weissman agency, via WABE, New York. Producer, Sid White. Director, Arnold Nocks. Cast: Ethel Thorsen, Herb Polesie.

This is a new edition which sputtered briefly a few months back, and again features Ethel Thorsen as fashion authority, with Herb Polesie on hand as a straight man supposed to make with the funnies. There are three basic problems connected with the show. Fashion shows with models, for some reason, never have appealed to the TV audience on a consistent basis. Miss Thorsen's personality remains stiff and rigid, with little of the softness and naturalness which is a requisite for building a following. Polesie, who customarily is blessed with a quick dry wit, is stuck out in left field in this stanza and in fact is a useless appendage, managing with difficulty to squeeze in a chance remark occasionally.

The models showed styling in coats and dresses, with some comparison made between expensive mass-production clothes and those of this country. Miss Thorsen's chatter over the modeling was strictly routine and unimaginative. Only real switch from this procedure was at the start of the show when Miss Thorsen's miniature Maltese poodle, Bobo, was fondled by her mistress, and urged to "Kiss Mommy" as well as Polesie. The hound also gave out with some plaintive yips when Miss Thorsen, upon Polesie's urging, rose to show the apparel she was wearing.

Plugs this show were for Fred, the Hair Stylist, a participating bankroller, with Miss Thorsen submitting her own coiffure as a sample of his work, and delivering his phone number and address, and with Polesie repeating the information later.

Sam Chase.

Colgate Comedy Hour

TELEVISION—Reviewed Sunday (14), 8-9 p.m. EST. Presented by Colgate thru Sherman Marquette via The National Broadcasting Company-TV network. Producer, Sam Fuller. Associate producer, Robert Masson. Director, Charles Friedman. Choreography, Dick Barstow. Music, Al Goodman and ork. Stars Abbott and Costello. Features, Gale Storm and Phil Regan.

Abbott and Costello are no different on TV than in other mediums; their crude humor, replete with corny gags, should appeal to the same segment of the audience that enthuses over their movies. Others, however, will stay far away, for the two comics cook a low-grade comedy broth which more refined tastes are likely to find unpalatable.

Keynoting their comedy was a dependence on whitewashed burly material. In one skit, Costello courted a girl by showing his piano playing prowess, while Abbott stogged for him by playing a disk behind the piano when the suitor gave the signal. Soon their signs became mixed and bedlam ensued in true slapstick style. Another was the familiar pantomime with a non-existent bartender in white, the pick-up server is slain, and they go thru the motions of fleeing. A third dealt with a cop handcuffing himself and Costello slapping him around until the situation became reversed when the patrolman had himself freed. It was all supposed to be surefire, but wasn't.

Vocal Chores

Costello, nevertheless, has his comic moments. His delineation of the hopeless, trapped quality of a little man is genuinely humorous. These moments, however, were too few and far between the limp spots in the show. Phil Regan and Gale Storm handled the vocals. The tenor was his usual personable self and scored in "Are the Stars Out Tonight." The ex-bluecoat, countermastering bulges which are very evident. The attractive Gale Storm is only a fair singer. Especially deleterious to her impact was the mixture of dancing and singing in "If I Were a Bell." She would sing a few lines, and the tapers would move around her as if she were a queen bee.

The production was unimaginative and tired. The dancing had little precision and sparkle, and the production work on the vocals was stock. Regan, for ex-

Television Radio Reviews

The Silent Men

RADIO—Reviewed Sunday (14), 10-10:30 p.m. EST. Sustaining via National Broadcasting Company, Hollywood. Producer-director, Warren Lewis. Writer, Joel Murcott. Announcer—star Douglas Fairbanks Jr.

It must have been reasoned around the NBC production headquarters in Hollywood that it was senseless to restrict the scribes for this opus to such government agencies as the Treasury, FBI, Customs, Secret Service, OSS or other outfits which play cops and robbers. "The Silent Men," you see, refers to the poor, underpaid, diligent and scrupulously honest "special agents" who do valiant work for any government service but remain cloaked in the anonymity of street clothes and civil-service status.

The opening half-hour in the series had Douglas Fairbanks playing the role of an agent for the Immigration Department. Next week, it's the Narcotics Bureau. The script was thinly veiled story of supposed attempts by Lucky Luciano to sneak back into the United States—an extremely unlikely possibility with the set-up he's reported to have in Sicily. Just to play it safe, NBC reminded the listeners that "all characters and events are fictitious." Who knows, Luciano might have filed suit even though they called him Orlando.

Script is written in the first person. Fairbanks plays the central character, the heroic agent. Actually, he's about as good a secret agent as any other on radio—he does sound a bit more erudite than some. The rest of the cast was also typical of radio's miscellaneous characters who float in and out of mystery shows. In all this opus appears to an innocuous half-hour which has the extra draw of the Fairbanks name. Joe Martin.

Mystery House

RADIO—Reviewed Monday (15), 9:30-10 p.m. EST. Sustaining via WJZ, New York. Producer, Harry S. Goodman. Director, Edmund Kahn. Writer, George Anderson. Cast: Nanette Sargeant and Forrest Lewis.

"Mystery House" is a transcribed thriller, packaged by Harry S. Goodman. It's an expert job of his kind, for it is a very reasonably budgeted item, and it is tailored for a specific audience group. This group constitutes the listeners who for years have been enthralled by murder on the kilocycles. By now these listeners have developed a measure of taste and like a degree of ingenuity with their crime shows.

The program caught had this touch of the unusual. The story line depicts a charming blackmailer who stalked and trapped his victim—an elderly, wealthy man. But the blackmailer makes one error. He falls in love with the victim's daughter, tries to woo her, and she, in league with her father, proves his undoing.

Tripping on Tongue

A commendable degree of violence spices this story, the format of which is the usual mixture of dramatization and narration. The narrator, by the way, is the book himself, who loses all his ill-gotten gains for love. One of the nicest things about this program tho, is the diction of the players, particularly Nanette Sargeant and Forrest Lewis in the leads. Those lines weighted with the elements of passion, thievery and trickery strike the ear with fine clarity.

The title of the series, "Mystery House," has reference to a fictional book publishing company, the executives of which discuss and act out the story prior to deciding whether to publish the piece. Miss Sargeant and Forrest Lewis play these roles, too—the execs who discuss the yarn. This technique apprises the listener of what's coming. A sort of teaser, as it were. Paul Ackerman.

ample, sang the number above with pretty girls revolving about his motorcycle. This routine is smack of musical comedy, vintage 1920.

The Colgate commercials on film sold Ajax cleanser, Palmolive soap, Halo deodorant and Fab. Leon Morse.

CAPSULE COMMENT

All Star Revue (TV), via NBC, Saturday (13), EST.

The first of the season's Danny Thomas shows, six one with guests headed by Milton Berle, kicked off the series in hilarious fashion. Using a night club format for the heavy coups, the seg had plausibility, production and showed Thomas in one of his classic routines which helped make him a top class attraction. (See full review this issue.)

The Talent Shop (TV), WABD, New York (13), 7-7:30 p.m.

Given a script to match the basic soundness and immediate appeal of the format, the show could grow into an important entity. Freddy Robbins' performance of the young soda jerk who doubles as coach, advisor, confessor and job scout for young aspirants to the show business was not only professionally relaxed and assured, but was loaded with charm and warmth. (See full review this issue.)

Stage 52 (Radio), ABC, Sunday (15), 6:30-7:30 p.m. EST.

A straight reading of T. S. Eliot's "Murder in the Cathedral," almost in its entirety. The readings by a top Canadian cast were uniformly good. The series will be lumber and nails for the web's prestige. (See full review this issue.)

The Whistling Wizard (Colorcast), CBS, Tuesday (16), 5:30-5:45 EST.

This is color TV's first marionette show, with Bill and Cora Baird manipulating the strings of some 40 characters, including humans, animals, elves, etc. The quality of fantasy is aided by expert staging and lighting. A very promising series for the youngsters. (See full review this issue.)

Colgate Comedy Hour (TV), NBC-TV, Sunday (14), 8-9 p.m. EST.

Featuring Abbott and Costello, the program offered mainly whitewashed burly skits which lacked sparkle. The show undoubtedly appealed to ardent fans of the comics, but others most likely found the comedy too broad and pointless. Phil Regan and Gale Storm handled the vocals, the tenor being much the stronger of the two. Colgate commercials for the Palmolive, Ajax, Halo and Fab divisions have been seen before. (See full review this issue.)

CBS Colorcast—Gene Autry Film (TV), CBS, Tuesday (16) 5-5:30 p.m. EST.

Colorcast was an out epic, "The Raiders," with stock plot, including stagecoach bandits, a girl in trouble and rough but honest cowboys. Color print was not good. (See full review this issue.)

The Casebook of Gregory Hood (Radio), ABC, Wednesday (10), 8:30-9 p.m. EST.

"Typical of many another radio whodunit, this mystery opus is right on the well-beaten path. It's okay entertainment for the die-hard mystery fans, tho the script, characters and performances are out of very familiar cloth. (See full review this issue.)

Princess Elizabeth in Canada (TV), NBC-TV, Monday (15), 10:45-11:15 a.m. EST.

Pick-up of this by no means titanic news story was made by WWJ-TV, Detroit, the first Canadian origination for U. S. consumption. The Princess looked weary, and more than a little bored by it all, and doubtless this was the reaction of a good part of the TV audience as well. (See full review this issue.)

Halls of Ivy (Radio), NBC, Wednesday (17), 8-8:30 p.m. EST.

Modern day plot twist on sexy ancient Greek yarn "Lysistrata" was handled in eminently good taste via Don Quinn's intelligent, witty dialog and the delightfully mannered performances of Ronald Colman and frau Benita Hume. Highly literate situation comedy series should merit A for rating as well as quality this fall, since competition from other webs is far from stiff in present time period. (See full review this issue.)

Halls of Ivy

RADIO—Reviewed Wednesday (17), 8-8:30 p.m. EST. Sponsored by Schlitz Beer via NBC, Hollywood. Producer—Director: Nat Wolf. Writer: Don Quinn. Cast: Ronald Colman, Benita Hume, others.

In its own highly literate way, "Halls of Ivy" was probably the sexiest show on radio last week—at least by implication. Plot line revolved around a modern-day twist on "Lysistrata," ancient Greek play about a group of feds who staged a stand-up strike in the boudoir to make their men stop fighting wars. Take-off was handled in eminently good taste via Don Quinn's intelligent, witty dialog and the delightfully mannered performances of Ronald Colman and frau Benita Hume.

Situation comedy series, now in its third season, could be tried for rating as well as quality this fall, since competition from other webs is far from stiff in present time period. Necessarily tame, interpretation of "Lysistrata" evolved out of a student election at Ivy College, when an obnoxious male candidate tried to force out a female candidate for same post by pulling a slick interpretation switch on campus voting regulations. A faculty member advised the gal to have her friends take a leaf out of Lysistrata's love life, so feds went on a "no date" strike during election. Situation of course, was a natural set-up for some civilized chatter sessions between the Colmans.

Altho Schlitz has always been a rather incongruous sponsor for this particular airer, the brewery commercials were restrained and well executed thruout, stressing familiar "beer that made Milwaukee famous" identification slogan. Incidentally, Colman's integrated plug for the Community Chest was tops, and should serve as a stand-out example for other broadcasters in search of ways to pitch good causes without marring over-all pacing of programs. June Bundy.

The Top Guy

RADIO—Reviewed Wednesday (17), 8:30-9 p.m. EST. Sponsored by American Chicle Company via American Broadcasting Company, New York. Producer-director, Joseph Graham. Cast: J. Scott Smart, others. Musical director, Bernard Green.

Commie charges against Dashiell Hammett, originator of the "tough guy" trend in detective fiction, supposedly sparked ABC's "King of the Bury." The radio series based on one of the writer's private-eye characters. However, title star Jack Smart was too good to go into discard, so packagers Rosenberg and White have utilized his talents in a new series tagged "Top Guy." The show is slotted in time period formerly occupied by the Hammett airer.

The initial airer, "Case of the Bookie Who Died Laughing," obviously was lifted from recent gangland slaying of Willie Morretti, plus a dash of the Gross case for additional interest. With his usual quiet air of authority, Smart underplayed thruout to create a quick and concise characterization of an up-from-the-ranks police commissioner with a reputation for being both tough and straight. Personality was given added color via his chronic case of hay fever and a marked preference for Mozart and Teddy Roosevelt.

Fast Take-Off

Story started off at a fast clip when a bookie offered to "talk" in return for police protection. A meeting was set up at the "dickie" finished off the stoolie in a restaurant before Smart could collect any information. The gang did its crooked best to stymie an investigation of the murder, but Smart collared the head man at the finish. Rather weak climax was the revelation that the latter was Smart's newspaper reporter pal, to whom the commissioners had been confiding inside info on the case.

Plotting thruout was uninspired, but competent thesping and rapid pacing should garner the series an acceptable listeners' response. Pacing was sparked chiefly by Bernard Green's excellent musical background. June Bundy.

Junior Town Meeting

SIMULCAST—Reviewed Wednesday (17), 8-9 p.m. EST. Sustaining via WAAT and WAAT, Newark, N. J. Producer, Robert B. MacDougall. Assistant producer, Mrs. Ruth Gifford Arnold. Moderator, Dr. Fred L. Hipp. Cast, this show: Jane Rosen, Paul Carlson, Patricia Doris and Thomas Macy.

After six years as a radio feature via WAAT, Newark, N. J., this teen-age discussion show has branched out as a simulcast, using the video facilities of WATV, sister outlet of WAAT. It can hardly be called a smashing entertainment feature, but it should continue to get the attention of the schoolmates, friends and relatives of the kids who participate.

It certainly is a desirable idea to stimulate the youngsters into thoughts on serious topics. Obviously, this show has gained considerable local acceptance in Northern New Jersey schools and among educators. A student advisory committee representing some 25 schools has been making suggestions as to policy and content of the program for the past two years.

As a radio show, this stanza would seem to be a meritorious pubversy undertaking for a local radio station. As TV fare, however, its shortcomings become a bit too pronounced. First, it offers nearly nothing that can properly be termed visual. The camera, thruout nearly the entire show, remained static while lensing the speaker. A few random shots of the audience was about the only contrast.

Second, the fatuous arguments of the participants were made more glaring by pictorial treatment, since TV's impact can show up weaknesses more strikingly, as it can punch home strong points. In this case, the kids strayed way off the question under discussion: "Is the United Nations developing length or weakness?" Most of the time was taken up by primer discussions of the UN's purpose and procedure, and one lad's thesis was that "no organization created by man will ever build a peaceful world, only if our creator wills it, shall it be realized."

The program either should restrict subject matter to topics within the ken of the kids, or utilize kids capable of intelligent discussion of the subject. Video-wise there could well be some more variety use of the cameras than was exhibited on the premiere. Sam Chase.

The Casebook of Gregory Hood

RADIO—Reviewed Wednesday (10), 8:30-9 p.m. EST. Sustaining over the American Broadcasting Company. Producer-director, Martin Andrews. Packager, Frank Cooper Associates. Writers, Murray Roth, Ed Fisher. Music, Murray Roth. Cast: George Petrie as Gregory Hood, others.

Slotted between "Mystery Theater" and "Rogue's Gallery," this sustainer figure will pick up some of the would-be listeners and also do its bit to attract a part of the audience for the Wednesday night lineup. In its own right, "Gregory Hood" is a typical mystery show—somewhat innocuous yet fairly entertaining. It follows the standard pattern for this type of program. In the first few minutes, the hero manages to get slapped by a hoodlum and by the time the whole affair is over a raft of people get knocked off in various ways.

This specific program had Gregory back in uniform as an infantry captain in England. The cast of characters included the usual tough mug, the damsel, the hero, his friend, and miscellaneous people—both good and bad guys. Cockney accents identified the hoodlum and damsel—tho they were some 40-odd miles from London, which is a considerable distance in wartime England.

As "Gregory Hood," George Petrie is as good as any of the amateur sleuths. The script here was no better nor worse than most shows of this type. And if the pulps have been selling this kind of stuff for so many years, there's no reason why radio can't keep doing it. Program that a poster reporter pal, to whom the commissioners had been confiding inside info on the case. Plotting thruout was uninspired, but competent thesping and rapid pacing should garner the series an acceptable listeners' response. Pacing was sparked chiefly by Bernard Green's excellent musical background. June Bundy.

The Talent Shop

TELEVISION—Reviewed Saturday (13), 7-7:30 p.m. EST. Sponsored by the Chunky Candy Corporation thru Peck Advertising over WABD, New York. Director, Bill Seeman. Writer, David Hill. Cast, Fred Robbins and Pat Adair.

"The Talent Shop" is a happy idea in TV programming; it is, in effect, one of the first new video concepts since the early television met their programming problems head-on by adding sight dimensions to radio programs. Given a script to match the soundness and immediate basic appeal of the format, the show could grow into an important entity.

"The Talent Show" is a musical program with a story line. The locale is the soda fountain, a drug store where young show business aspirants congregate. The soda jerk is a young performer himself, temporarily at liberty, who acts as a coach, advisor, confessor and job scout for the hopefuls who come into his shop. He is played admirably by Fred Robbins, popular New York deejay embarked here on an acting career. Robbins' performance was not only professionally relaxed and assured, but was loaded with charm and warmth. The possibilities inherent in the character of the talent scout-soda jerk are large, and Robbins means to be on the way to realizing them with the real distinction and sympathy.

The opening show was given largely to conversation between Robbins and Pat Adair, a pert little girl with great big eyes and a cultivated wiselness. Their talks included lead-in records (the shop has a juke box), and as they play a popular selection, the scene dissolves to a Snader tele-description of the recording artist doing the song. Robbins sang a number with Miss Adair, quite engagingly, and she did a brief ballet routine. The proceedings also had a couple of high school kids coming in to do their specialties. Between numbers, Robbins, in the role of show business archivist, told the kids about the beginnings of current recording stars—"Yes sir, Frankie used to sit right where you are, now and order a chocolate soda."

On the minus side for the opening show, there was much too much talk between Robbins and Miss Adair; the script wasn't content with merely making a point or cuing a record, everything was belabored and failed, until the juke was out of the show must have more variety and faster pacing if it is to succeed; records, acting specialties, songs, dances must follow each other rapidly and plentifully. Less talk and more action—hardly a new idea, but most germane to this effort.

Given Robbins' eminent suitability for the part, plus the basic appeal of the show, "Shop" could become a teen-age institution, to television what Harold Teen is to the comic strips. At the end of the opening canto, Robbins asked teen-age viewers to apply for auditions. If a real response ensues, the show can become a very artful melding of the real and the fictional in unusual entertainment.

Note to the agency: please let up just a little on those commercials. Robbins does a valiant job eating the candy bars and waxing ecstatic, but couldn't they be shortened? They go on and on, and the sweat breaks out on our brows, even if it doesn't on Freddy's. Jerry Wexler.

Ransom Sherman Show

TELEVISION—Reviewed Monday (15), 1:45-2 p.m. CST. Sponsored by the Borden Company thru Schwimmer & Scott via WBKB, Chicago. Herbert S. Laufman Production by Jules Pewowar. Director, Jim Harelsion. Cast, Ransom Sherman, Meg Haun.

Ransom Sherman opened his new series seated at a desk full of odds and ends. He said he would like to show the audience a leakproof pen. He pulled it out, and it shot ink across his suit and shirt.

This established that what's to follow for 15 minutes three afternoons a week will be pure unadulterated Sherman. It is questionable if this low-pressure humor ever will get the mass audience pulled by the Bert Parks or Bill Goodwin school, but it is good television. It is much better suited to three 15-minute segments a week than it was to five 30-minute shows which Sherman had on NBC last year. It won him several awards but no sponsor. After the pen gimmick, Sherman

I Love Lucy

TELEVISION—Reviewed Monday (15), 9-9:30 p.m. EST. Sponsored by Philip Morris via Columbia Broadcasting System TV network. Producer, Jess Oppenheimer. Director, Marc Daniels. Writers, Jess Oppenheimer, Bob Carroll Jr., and Madelyn Pugh. Cast, Lucille Ball, Desi Arnaz, William Frawley and Vivian Vance.

Be wary, reader, for if you are a skeptic when it comes to superlatives then stop right here. This writer is simply drunk with delight for having come across a premiere show which not only bubbled over with good humor but did so with a total professionalism the likes of which has rarely been achieved in video. Sure, the story line was as thin as the ice cream at Balaciano. But the script was so beautifully written, so maturely enacted in the finest farcical manner and so superbly directed that more story would probably have cluttered things up.

This is a simple sort of domestic comedy show. It introduces a young couple, Lucille Ball and Desi Arnaz (Mr. and Mrs. for the moment), and the sides and neighbors, Bill Frawley and Vivian Vance. All are utterly delightful. Miss Ball and Frawley are particularly standout. She always has been a sterling comedienne but she never delivered her lines with such crackle nor performed with such vigor as she did in this opening show. The viewer guesses right, Miss Ball in a few weeks will be one of America's most celebrated TV personalities.

Frawley, one of Hollywood's leading character actors, is a master of the comedy. His character was ideally drawn to match his forte and his reading of the part extracted every possible yock. Arnaz, normally a Latin band leader, was quite a successful movie character some years ago and it was quite pleasant to see him back in the big screen game. He's a splendid foil for his wife as well as for Frawley. In addition, he's handy to have around for an occasional song. He did one for comedy purposes on the opening show. The cast is rounded out with another true-blue professional, Vivian Vance, who played Frawley's other half. She, too, serves primarily as a foil.

Biggest credit for the success of this show, and there's little doubt in this viewer's mind that it will soon be one of the top-rated presentations on video, belongs with the scripters—Jess Oppenheimer, Bob Carroll Jr. and Madelyn Pugh. They wrote a script that didn't allow a single dull moment, was wholesomely funny without becoming absurd, was genuine farce, and was generally literate. Oppenheimer produced the affair and mounted it handsomely. Director Marc Daniels is to be complimented for maintaining a splendid pace and for knitting the piece together with nary a loose end.

There's one other key to the success of this show and it's a point of major consideration. This is a filmed show. It proves that preparation and forethought, in film, will produce results that gladden. Of course, the talent must be there, too. The program was filmed in Hollywood with a crew of top-flight movieland technicians. Everything was just right and the results must have been gratifying to all involved.

Even the commercials were right. They were spaced judiciously and actually were welcome. After all, it's a bus and a gut if you laughed for a full 30 minutes. Guess you've figured out by now that I really love "Lucy." Hal Webman.

went into several how-to-do-it routines, with the standard frustrated mess in the end. A good change of pace came with the reading of a Sherman poem by Meg Haun. It was glibberish, but the camera was focused on the author's face as he listened proudly and formed the words on his lips.

In his how-to gags Sherman draws a very fine line between satire, slapstick and silliness, and a few times he leaned over too far on the silly side. If he can avoid this pitfall, he'll have a tidy little package that should be a welcome relief for housewives from the standard song and dance and cooking lessons they get on daytime TV. Commercials were well handled by Miss Haun, who stood near Sherman and talked about milk. Jack Mabley.

CAPSULE COMMENT

I Love Lucy (TV), CBS-TV, Monday (15), 9-9:30 p.m. EST.

The premiere show not only bubbled over with good humor but did so with a total professionalism the likes of which has rarely been achieved in video. The script of this domestic comedy show didn't allow a single dull moment. Could be, too, that in a few weeks Lucille Ball will be one of America's most celebrated TV personalities (see full review this issue).

The Silent Men (Radio), NBC, Sunday (14), 10-10:30 p.m. EST.

Only the Doug Fairbanks name makes this mystery opus any different from other and similar shows using special agents of federal government services as central characters in the story line. (See full review this issue.)

Ransom Sherman Show (TV), WBKB, Chicago, Monday (15), 1:45-2 p.m. CST.

Ransom Sherman used his standard routines of the frustrated man around the house. They seemed well suited for a 15-minute segment, with the only hazard to Sherman being his inclination to mix silliness with his satire.

The Top Guy (Radio), ABC, Wednesday (17), 8:30-9 p.m. EDT.

Radio's "Fat Man," Jack Smart, has switched from private-eyeing to the more upstanding role of police commissioner in this new series. Initial airer, obviously lifted from recent gangland slaying of Willie Morretti, was uninspired script-wise. However, competent thesping and rapid pacing should garner the series an acceptable listener response. (See full review this issue.)

Eihel Thorsen Show (TV), Mondays, Tuesdays, Thursdays and Fridays, WABD, New York, 1:30 to 1:45 p.m. EST.

This fashion show with models is a new edition of a series which sputtered briefly a few months back. Miss Thorsen's personality remains stiff and rigid, with a lack of the softness and naturalness which is a requisite for building a following. (See full review this issue.)

Junior Town Meeting (simulcast), WAAT and WAT, Newark, N.J., Wednesday (17), 8:30 to 9 p.m. EST.

After six years as a radio feature, this teen-age discussion show has branched out as a simulcast. It offers nearly nothing that properly can be termed visual, and the kids strayed way of the top of the discussion. (See full review this issue.)

Mystery House (Radio), WOR, New York, Monday (15), 9:30-10 p.m. EST.

A transcribed thriller, expert job of its kind, tailored for specific audience. A commendable degree of violence spices this story. Players have superb diction. (See full review this issue.)

What's the Story (Television), Du Mont, Tuesday (9), 8:30-9 p.m. EST.

In competition for National Broadcasting Company's Berle and Columbia Broadcasting System's Sinatra, Du Mont has pulled a very smart switch, via two of the most literate programs on TV today—"What's the Story," a newspaperman panel show, followed by "Keep Posted," interview show. On edition of "Story" caught (9), producer Jerry Frankel, ex-Billboard radio-TV editor, subbed for regular moderator Walter Kiernan with surprisingly satisfactory results. Frankel always has been a gabby character, but it's one thing to voice opinions as a carefree panelist, and quite another to carry an entire show along, via a forceful moderator job. Frankel was a bit too tense and stern with the panel at times, but, on the whole, he did an amazingly professional turn for a comparative amateur. In fact, his ability to swing the program along at a smart clip pace-wise was actually superior to Kiernan's. With more experience, Frankel might develop into a crack performer in his own right. He has that peculiar personality combo of pixiness and paternalism that good moderators are made of on video. Show itself would benefit by more imaginative presentations of story clues. On show under review, flicker actress Vanessa Brown read them all looking straight into the lens, but what amounted to a stereotyped camera angle.

Princess Elizabeth in Canada

TELEVISION—Reviewed Monday (15), 10:45 to 11:15 a.m. Sustaining via National Broadcasting Company TV from Windsor, Ont. Director, Bob Ritter. Commentator, Budd Lynch.

Altho it was by no means a titanic news story, TV was on the job in covering part of the royal tour of Princess Elizabeth and Mr. Prince, the Duke of Gloucester. The pickup was made by WJW-TV, Detroit, which had its cameras set up across the river at Windsor, Ont. This gave the affair a double smack of the international, since it was the first Canadian pickup for national U. S. consumption.

The royal party was in focus only for the second half of the pickup. The first 10 minutes being spent in marking time waiting for their arrival. This permitted shots of the Detroit skyline, across the river, and of the salutes fired by a veterans organization, with the bursts showing prettily above the building, and drifting rapidly away in the minor gale that was blowing. There were the expected shots of the Canadian Mounties and of the press photographers on hand for coverage. The commentary by announcer Budd Lynch, who seemed awe-struck by it all, was a bit on the naive, wide-eyed side.

More Action

The tempo picked up somewhat when the touring couple finally arrived. Notables clustered about them for introductions, in an enclosed area a little reminiscent of the winner's circle at the race track. Camera-wise, the coverage was acceptable. You could almost hear the creaking of bones as some elderly dowagers surveyed before the Princess. A couple of lighter moments occurred when Gov. G. Mennen Williams of Michigan presented the Duke with a bow tie, an item for which Williams is a prominent booster, and when another gentleman cranked up a car with some toy electric automobiles for their kiddies. A demonstration of one of the toys offered more action than anything else that occurred.

The princess seemed happiest when she got away from the crowd to lean against a railing for a cross-river glimpse of Detroit. She looked weary and more than a little bored with it all, and doubtless this was the reaction of a good part of the TV audience as well. Full coverage of significant news events is certainly to be commended, but an item of this sort hardly seemed meritorious transcontinental haul-baloo. Sam Chase.

The Eddie Cantor Show

RADIO—Reviewed Sunday (14), 9:30-10 p.m. EST. Sponsored by Philip Morris thru the Bio-Agency via the National Broadcasting Company, Hollywood. Producer, Archie Scott. Director, writer, announcer, Eddie Cantor. Star, Eddie Cantor.

On paper this undoubtedly looked like a real interesting switch in programming. The format simply calls for Eddie Cantor to come on with a half-hour of soft-spoken, slightly humorous reminiscences of his 42 years in show business. To dress it up, Cantor plays "collector's item" recordings of the show business names of years ago. For about 15 minutes the show lives up to expectations. From then on, this reviewer (a sucker for old-time vaude performers) lost interest. It's doubtful that the average listener could stay with it for a half hour.

Cantor is trying to do too much. He wrote the script, handled the commercials and read every single line in the 30 minutes. Only four recordings were used to liven up the proceedings. If there is a problem in obtaining enough old disks, inasmuch as the first show had better latch on to Joe Franklin, whose collection of old recordings have made fine local shows around New York for a long time. If, however, it is being assumed that Cantor can sustain a 30-minute show with chatter, then the basic thinking was proved to be wrong on the first show. Some of Cantor's "inside" show business stories were all too familiar to many average listeners. The fact is the whole script needed spice. In addition, the use of more disks and another voice to read commercials would have added aural interest.

Different Format

There is certainly room for a network show which can capital-

Chesterfield Sound-Off Time With Bob Hope

TELEVISION—Reviewed Sunday (14) 7-7:30 p.m. EST. Sponsored by Liggett & Myers thru Cunningham & Walsh via National Broadcasting Company-TV. Producer, Ed Sobel. Director, Hal Keith. Writers, Larry Marks & Larry Gelbert. Announcer, Hy Aberbach. Musical arrangements, Les Brown. Cast: Bob Hope, Dinah Shore. Jack Dempsey, Jerry Colonna.

The showing a few signs of inadequate rehearsal and occasionally presented in throw-away fashion, Chesterfield's new entry into the rotating comic sweepstakes, "Sound-Off Time" featuring Bob Hope for the preem, came off as a fast-moving half hour. Hope still seemed slightly ill-at-ease working before the video cameras, occasionally tossing a look into same, when he should have been minding his stage business. A pro like Hope, however, will have no trouble licking this tendency.

He opened with his usual rapid-fire and sharp running gag material, and was followed by guest Dinah Shore who turned in a sensitive "Hello, Young Lovers." She gets better each time out in TV, and her own show should be a cinch winner when it arrives. She again displayed her versatility by doing Cleopatra to Hope's Mark Antony and Jerry Colonna's Julius Caesar, in one of "Sound Off's" stand-out comedies. Material here, too, was funny and production excellent. Colonna all but stole the bit with his loud Caesar, and lines like his run-on: "Somebody call King Farouk and get the girls."

Old Fight Scene

The stanza's second comedy bit, built around a ring battle between Hope and Jack Dempsey, was good but suffered slightly because it was overly familiar. This reviewer has seen the fight skill, with small variations, at least half dozen times on tele, including a version of it on the Berle show last season. Since Hope's appearances in the medium are infrequent he should be able to come up with fresher routines when he does go on.

Dempsey looked in great shape and carried off his end of the bit well. Outstanding was the fight mob backdrop used in this sequence.

The Chesterfield Sound Off commercials are already becoming a little hard to take. The tune itself, and the delivery of it on all Chesterfield shows, is too hard-hitting and overwhelming to have the staying power inherent in the average smoker inhaler. Be Happy. Go Lucky routine. Liggett & Myers figures to alienate more smokers than win 'em, if it persists in pushing this theme too far. Joe Csida.

ize on names like Sophie Tucker, Ted Lewis, Will Rogers, Fanny Brice, Al Jolson and Clayton Jackson and Durante. Cantor, undoubtedly, is a good man to handle such an assignment, but not as a one-man show on which he does nothing but talk in a nice, homey, living-room conversation style.

The commercials, read by Cantor with sincerity, almost convinced the writer to give up smoking. What with finding out that the average smoker inhales more than 200 times a day and hearing about a doctor who says, "If you must smoke, smoke Philip Morris," well only two alternatives remain. Either you stop inhaling or give up the weed entirely. Come to think of it, does it matter which butt you smoke if you don't inhale? Joe Martin.

WLW
700 ON YOUR DIAL
THE NATION'S MOST MERCHANDISE-ABLE STATION

All-Star Revue

TELEVISION - Reviewed Saturday (13), 8-9 p.m. EST. Sponsored by Snow Crop, Pet Milk and Kellogg thru Maxon, Gardner Advertising and Kenyon & Eckhardt via National Broadcasting Company TV. Producer, Fred Coe. Director, Delbert Mann. Scenery, Tom Jewett. Commercial, Maureen Cannon. Star, Julie Harris. Cast: Leslie Nielsen, Jane Rose, William Lynn, Edith Meiser, Jeanne Shepard and Jackie Scholle.

If the succeeding Danny Thomas segs maintain the level of the opening show of the season, comedian has little to worry about. Using a night club formula on TV has always been a major hurdle for performers who come from that branch of showbiz. A guy with a drink in his hand is always a better audience than a guy in a studio trying to make believe he's in a night club. Besides, night club material obviously must be washed for TV audiences. Yet despite these, Thomas' "The Whistling Wizard" came up with a show that indicated some of the reasons why he's a big saloon hit.

Using the "Ode of the Wailing Syrian" as his piece de resistance, Thomas displayed his histrionic ability, switching from tragedy to comedy with the skill he's long been master of. The basic format of this show continued the departmentalization set up at the onset of the Thomas series, with variations.

The chief variation was the night club locale but that, too, was woven into the departmental idea, with one difference; there were guests ranging from Milton Berle to Barry Gray.

Using the cafe locale, scene showed the Hurricanes, standard adagio quartet, rehearsing their act backstage. This segued into a Thomas and Bunny Lewbel scene which ended with a bit at the Copa. Then came Kay Starr with "Don't Tell What Happened to Me." Latter was tied to the club scene via a phone gimmick. Thomas was in the club kitchen "phoning" Miss Starr and she sang the song to him "over the phone." The same kitchen set was used for Lolo (and Lita). Only the male was used. He wore a pair of teeter shoes and a chef's cap. His big part was the plate spinning gimmick which registered in okay fashion.

Thomas' duet with Miss Starr, "Take Me Back to Tulsa," a fast twangy hillbilly opus segued into the last scene - the night club floor which brought on Berle and Thomas in a challenge routine. Berle upon "advice" of Gray played it down. Thomas on "advice" of Miss Starr played it up. The results were hilarious, ending with both guys stripped down to their shirts. On the back of Berle's shirt was the "Texaco" sign. On Thomas' was the "Pet Milk" sign.

Scene ended with Thomas doing his classic Syrian number. He has loads of material that could be used in a similar formula. The boredom possibilities always present from working in one too long is relieved by various camera angles. The show continued with Thomas, Miss Starr and moppet Lewbel at the stage door bringing to a close one of the best Thomas segs in a long time. The commercials, Pet Milk, Snow Crop and Kellogg's Corn Flakes, were all handled in smooth fashion. Bill Smith.

Colorcast The Whistling Wizard

TELEVISION - Reviewed Tuesday (16), 5:30-5:45 p.m. EST. via the Columbia Broadcasting System-TV. Produced by Bil and Cora Baird. Director, Richard Saunders. Writers, Alan Stern. Presented Mondays thru Fridays.

"The Whistling Wizard" is color TV's first marionette show. Puppeteers Bil and Cora Baird manipulate the strings of some characters, including humans, animals, insects, elves, etc. The characters, many of them created especially for this series, are artfully made and show up brightly via the color medium. The sets and staging on the Tuesday program had a delicate quality of fantasy - a quality which was abetted by expert lighting.

The chief characters are a boy and his companion, the latter a talking horse. They are summoned by a firefly to aid in the search for "The Whistling Wizard." The story line on this program seemed to move very slowly. This is not to be construed as a derogatory statement. Rather, the script and staging seemed intent upon setting a mood and estab-

The Goodyear Theater

TELEVISION - Reviewed Sunday (14), 9-10 p.m. EST. Presented by Goodyear thru Young & Rubicam via National Broadcasting Company TV. Producer, Fred Coe. Director, Delbert Mann. Scenery, Tom Jewett. Commercial, Maureen Cannon. Star, Julie Harris. Cast: Leslie Nielsen, Jane Rose, William Lynn, Edith Meiser, Jeanne Shepard and Jackie Scholle.

"The October Story," the debut program in the new "Goodyear Theater" series which now alternates with "Philco Playhouse," may have looked cute in script form, but in finished production the result was an indifferent compound of romantic drama. The story was of an awkward adolescent girl who invents a miniature TV set costing of a National Broadcasting Company public relations man sent to bring the invention to his employers. The relationship had its "Pygmalion" aspects as the girl supposedly was laboring under the handicap of a Brooklyn background.

Since Julie Harris, who starred in the scene, has anything but a Brooklyn quality, either her environment should have been changed or the part differently cast. More important, the Gowanus Canal setting was not necessary to the rest of the story, so that such a switch could easily have been accomplished. Naturally, no continuation of the Brooklyn stereotype is called for, but there are regional differences which should not be ignored.

Accent Off David Swift, the writer, didn't concentrate on building the romantic link between the principals. When the end came and the looked-for-clinch occurred, it was too sudden and unprepared to be believable. Had he written rooming in the apartment instead of scripting material about what was easily taken for granted the girl's awkwardness - the impact might have been different.

The opening scene, featuring Ben Graue as a man-on-the-street broadcaster, highlighted generally smooth production. Miss Harris has a certain boyish charm that carried many of the scenes, and, as her heart throb, Leslie Nielsen was effective, but a bit too polished for the company he was keeping. Jane Rose, as Mama Palumbo, was strong. She, however, was miscast with her rugged American delivery again playing against the Brooklyn background. Veteran Broadway actress Edith Meiser was wasted in a smaller part.

One of the Goodyear commercials intelligently dramatized the virtues of its life-guard safety tube by having a car hit a bunch of nails. Leon Morse.

CBS Colorcast Gene Autry Film

TELEVISION - Reviewed Tuesday (16), 5:53-6 p.m. EST. via the Columbia Broadcasting System. A Gene Autry Enterprise. A Flying "A" Picture, produced by Lewis Gray. Director, John English. Cast, Gene Autry, Fuzzy Knight, Raymond Hatton, Champion, et al.

The film shown on this colorcast was a Western titled "The Raiders," an oat epic which lost no time in developing a stock plot. The story had the usual elements, including stage coach bandits, a pretty girl in trouble, and rough but honest cowboys who set everything to rights.

As a colorcast, the program was not impressive. The print seemed an old one. One CBS spokesman stated it was an experimental film job produced many years ago on Kodachrome film. This would lead to the assumption that the film originally had not been made for TV, but had been trimmed to size. In any event, the color did not register well. The network, it is understood, will start telecasting a more up-to-date color film series within a few days, in the time slot. Paul Ackerman.

lishing the characters. This was accomplished, and hereafter it is likely that the plot will move more rapidly.

Two characters, a lion and a mouse, introduce the program and terminate them with a brief talk about the next chapter. A sort of teaser to whet the imagination. From this corner it looks like a very promising series for the youngsters. Paul Ackerman.

CAPSULE COMMENT

The Garry Moore Evening Show (TV). CBS-TV, Thursday 8-8:30 p.m. EST.

A program much similar to Moore's successful daytime video chore, but with name guests who project the proceedings into a stronger presentation. Moore is his usual ingratiating self and has with him first-rate talent in Durward Kirby, Ken Carson and Ilene Woods. Guest Phil Foster scored in a comic routine. Imitating Brooklyn types, Margaret O'Brien was not as successful in the part of Francie from "A Tree Grows in Brooklyn." The Johnson's Wax commercials are equal to the best in TV. (See full review this issue).

Keep Posted (TV), Du Mont, Tuesday (9), 8-8:30 p.m. EST.

Martha Rountree-Lawrence Spivak package is close kin to duo's topflight "Meet the Press" show. The no fanfare of the initial telecast wasn't the sock affair it might have been had Henry A. Wallace appeared in the question box as originally scheduled. At the last minute the McCarran committee yanked Wallace off the show, and what promised to be another headline-making TV session on the U. S.'s China policy was reduced to an ordinary discussion show - above average in content, perhaps, but hardly the outstanding event usually offered by the Rountree-Spivak combination. (See full review this issue.)

Press Conference (TV), WNBC, WENR-TV, Chicago, Monday (15), 10:20-11:30 a.m. CST.

The second televised "Press Conference" of Cook County Sheriff John Babb and State Attorney John Boyle was mechanically smooth, garnered a huge audience, but didn't develop any news, and served primarily as a soapbox for the two office-holders, one of whom is coming up for re-election.

The Eddie Cantor Show (Radio), NBC, Sunday (14), 9:30-10 p.m. EDT.

The basic idea of having Cantor reminisce about show business on the old-time disks is a good one. It fails, however, to sustain listener interest because (1) Cantor's voice is the only live one heard in the whole half-hour, and (2) not enough recorded material is being used. Commercial pitch for Philip Morris cigarettes comes close to being frightening. (See full review this issue.)

The Big Show (Radio), NBC, Sunday (7), 6:30-8 p.m. EDT.

"The Big Show" is in danger of getting too chic for its own commercials. Altho it's still one of radio's best entertainment buys (on star-power alone), the taped-in-Paris show showed traces of the same obscure chi-chi-ism that felled Fleur Cowles' magazine "Flair."

Fortunately, this down-with-you peasants' psychosis was mainly confined to the dramatic portion of last Sunday's show, via the dreary pretensions of Joan Fontaine in "Letter From an Unknown Woman," and a low-on-laugh presentation of "Doctor Knock" with Fernand Gravel. Former, a weepy semi-monologue, was full of ersatz emotion; that it was unintentionally funnier than a follow-up burlesque by emcee Tallulah Bankhead and Fred Allen. Later, a big comedy hit as a French flicker with Louis Jouvet, was simply not for radio; nor was one-time matinee idol Gravel up to filling in for the late and great Jouvet.

Top spot on the musical agenda was George Guitary's showmanly version of "Love Walked In." Otherwise the show reflected little authentic Gaelic gaiety. Instead, Josephine Baker, whose glamorous aura was dimmed considerably by the sightless mike, warbled; England's far-from-cosmopolitan Grace Fields, clowned thru a few numbers, and Meredith Willson served up a grandiose choral arrangement of a French folk song ("Americanized as 'I Want to Be With You')."

On the credit side, Fred Allen came thru with some of his best work in a long time, and George Sanders proved that his big hit on the preceding broadcast was not a one-shot fluke. Flicker actor came off the few performers who can hold his own during an insult-exchange with la Bankhead. At times he even tops her.

Emcee Bankhead was her usual electric self, but she needs some new material.

Keep Posted

TELEVISION - Reviewed Tuesday (9), 8-8:30 p.m. EST. Sponsored by Curtis Publishing Company via Du Mont, Washington, D. C. Producers, Lawrence E. Spivak and Martha Rountree. Director, Vic Guidice. Moderators: Spivak and Miss Rountree. Guests: Senator William Knowland, Nelson T. Johnson, et al.

In spite of the title, this Martha Rountree-Lawrence Spivak show, "Keep Posted" is close kin to the duo's top-flight "Meet the Press" package on NBC-TV. The similarity isn't too surprising, since "The Saturday Evening Post" sponsored "Meet the Press" this summer, and has openly expressed the wish to continue sponsorship for some time now. However, network commitments didn't work out, and the result is "Keep Posted." Ironically, the new show is slotted against Milton Berle, whose time period "Meet the Press" occupies while under The Post's summer sponsorship.

Thru no fault of its own, the initial telecast wasn't the sock affair it might have been had Henry A. Wallace appeared in the question box as originally scheduled. At the last minute the McCarran committee yanked Wallace off the show, and what promised to be another headline-making TV session on the U. S.'s China policy was reduced to an ordinary discussion show average in content, perhaps, but hardly the outstanding event usually offered by the Rountree-Spivak combination. In the absence of Wallace, Republican Senator William Knowland, of California (originally scheduled to ask questions), took the stand and parried thrusts with the panel, including former ambassador to China Nelson T. Johnson. Knowland handled himself well, but without Wallace, the debate was strictly a kid-glove gathering. Any of several accusations made by Knowland against Wallace would have been enough to set the issue on fire if the ex-veepee had been in the box.

The second half of the show features a Citizens Committee, comprised of 10 big name Washingtonians. This committee is also allowed to query the man in the question box. On show caught (9), this portion of the program was hurriedly presented, but the idea itself will undoubtedly develop into an exciting one, on future airers, particularly with the presence of men of the controversial caliber of Wallace as guests. In view of the show's newsworthy potential, Du Mont will probably corner the bulk of TV's thinking audience in the present time period (opposite Berle, Sinatra, and "Charlie Wild").

Saturday Evening Post commercials followed logical magazine plug pattern of sparking reader interest, via a rundown of articles in the upcoming issues. Allyn Edwards handled the pitch competently, with the exception of time camera caught him gazing off stage with a very apprehensive expression on his face. June Bundy.

The Garry Moore Evening Show

TELEVISION - Reviewed Thursday (18), 8-8:30 p.m. EST. Presented althru Needham & Associates by Broby. Producer, Herb Sanford. Director, Clarence Schimmel. Star, Garry Moore. Music, Howard Smith ork. Vocals, Ken Carson and Ilene Woods. Guests, James Dunn, Margaret O'Brien and Phil Foster.

The personable Garry Moore should repeat his daytime success on nighttime TV once time kneads the kinks out of his format. Now alternating with Burns and Allen, the bouncy Moore's infectious charm plus his crew of talent - Durward Kirby, Ilene Woods, Ken Carson and Howard Smith - bolster material which is generally thin.

The initial program consisted of three guests and the usual Moore approach to TV, a few quips and a well-produced duet by Carson and Miss Woods. Phil Foster's comic discourses on the purpose of original burlesquerhood highlighted the show. Foster is a cynical clown whose portrayal of Brooklynites and their attitudes is becoming comic Americana. Much less impressive was a scene from "A Tree Grows in Brooklyn," which featured Margaret O'Brien and James Dunn. The comic actress, now (Continued on page 11)

Sheriff-State's Attorney Press Conference

TELEVISION - Reviewed Monday (15), 10:20-11:30 a.m. CST. A public service program by WNBC and WENR-TV, Chicago. Director, Lynwood King. Technical director, C. E. Read.

The sheriff and State's attorney of Cook County (Chicago) appreciate the power of television, and for the second time in two months have grabbed themselves a choice, free piece of time to tell the voters what great jobs they're doing.

At the urging of Chicago newspapermen, Sheriff Babb and Prosecutor Boyle held a joint press conference last August, and at the suggestion of Boyle, it was televised. At the time they agreed to another conference, which was held Monday, also on TV. It was carried as a public service by WNBC and WENR-TV, using WNBC's Studebaker Theater studios. Mechanically, the 70 minutes was good. The scene consisted simply of a couple of rows of reporters facing a table at which sat Boyle, Babb, and Attorney Austin Wyman, moderator. Lighting was good, the camera caught the speakers in most instances, and sound was okay.

The conference was given reams of advance notice in the Chicago papers, emphasizing that it was to be televised, and the audience certainly must have been huge. There was plenty to hold the interest of housewives, even if they weren't too well up on their news. Reporters sniped at both officials, and they in turn got into several dog fights over who had responsibility for raids and suppressing gambling.

However, it was more of a show than a news event. No news came out of it. Boyle, who will be up for re-election soon, used some questions as pegs for orations on what a terrific job he thinks he's doing as State's attorney. The 70 minutes went fast, and was heavy with audience interest. But if Mr. Boyle suggests that any future conferences be televised, he should be handed a bill for full commercial time. Jack Mabley.

Stage 52

RADIO - Reviewed Sunday (14), 6:30-7:30 p.m. EST. Sustaining via American Broadcasting Company. Producer-director, this show, Esse Ljung.

In opposition to NBC's "Big Show" and CBS's Eve Arden and Jack Benny, ABC has brought in a program for an entirely different listener, the high brow, Boring, a strong cup of tea even for those with the stoutest intellectual pretensions. This verse drama probing the motives in the stabbing of Thomas A. Becket at Canterbury in December, 1170, asks its auditors not only for a deep feeling for English but for some command of medieval history as well. A station that shows they weren't fooling, it was announced that for the first show it was a toss-up between this and Strindberg's "The Father."

Like the high-toned BBC "World Theater" recordings that have been heard on various discominators in stations the past few years, this production of "Murder" made almost no compromise with radio technique. It was a straight reading of the original, almost in its entirety, with a narrator quietly filling in on the exits and entrances. That meant a dangerously slow start as radio dramatists slow start. The readings, by a Canadian cast, were uniformly good. If there was a weak link in the chain, it was the main role of the prelate who attained his high holy office by playing politics; he had a tendency to sing instead of act. The production had a minimum of music and sound effects.

Since ABC would undoubtedly have had a tough time wooing regular radiophiles from the competition on this Grade A time slot, their decision to go public service is a wise one. Persons interested in hearing able readings of Eliot, Strindberg or Shakespeare would otherwise not be tuned to network radio at all at this time, despite the sophistications of "The Big Show." Neither ABC nor CBS have to make any apology for this production of "Murder." The adaptation was basic, the show was all Mr. Eliot's. The series will be lumber and nails for the web's prestige. Gene Plotnik.

New Radio Royalties Sought in Canada

TORONTO, Oct. 20.—A new formula to be submitted to the Copyright Appeal Board, by which the Composers, Authors and Publishers Association of Canada Ltd. will obtain a percentage of each Canadian radio station's revenue is expected to be approved by a CAPAC board meeting Monday (22).

The new schedule of rates is to be submitted to the Copyright Appeal Board by October 31. It will change a system of basing the royalties on the number of radio licenses issued in Canada that has been in force for the past 15 years.

The new system will be similar to that now being worked by CAPAC with the night clubs and dance halls of Canada. This was brought into effect last January, at the last meeting of the Copyright Appeal Board.

What the percentage will be that CAPAC will ask is not yet

known, but it is understood that should their submission be approved, then the revenue of \$305,000 now being received, will be considerably increased.

The radio industry is known to have refused to budge from its present system of licensing; CAPAC's attitude is that it wants a more equitable share of the radio stations' income.

The figure of \$305,000 is obtained on the basis of 14 cents per radio set licensed in Canada. There are in excess of 2,000,000 sets. Of the payment to CAPAC, the CBC pays approximately 50 per cent, or \$152,000, while the remainder is assessed on a pro rata basis on the other stations.

Negotiations on the issue have been going on since last June, with Sam Rogers, counsel for the Canadian Association of Broadcasters, and Jim Allard, executive head of the CAB, handling the hassle for the independent stations, while Willard Sabignac has

(Continued on page 13)

CAPSULE COMMENT

The Goodyear Theater (TV), NBC-TV, Sunday (14), 9-10 p.m. EST.

The debut program in the new "Goodyear Theater" series was an indifferent compound of romantic drama. Primary fault was in the story development which did not concentrate enough on the romantic aspects of the drama. Goodyear commercials were effective. (See full review this issue.)

Lucky Strike Theater (TV), NBC-TV, Monday (8), 9:30-10:30 p.m. EST.

Devotes of fantasy were given something special as their imaginative minds to dwell upon with the production of "To Walk the Night" on the "Lucky Strike Theater." The production, in all facets, was most capably handled, with much of the camera work, especially the use of superimpositions, outstanding.

The tale was a scientist who was mysteriously destroyed by inner heat while working on a project which would have explained the serial nature of time. His widow meets a young former student of his, falls in love and subsequently weds him. But he insists upon continuing the studies of her former husband, and before he can accomplish this, she destroys him. The young lady, of another time dimension, had found her way into the body of a mentally retarded girl and was working to keep some of the planets secrets inviolate.

Superb Acting

This difficult material was acted in a superb manner. In her TV debut, Geraldine Fitzgerald managed to project an intensity and other-worldly quality which rendered the zombie-like characteristics of her role. John Baragray was a handsome and effective leading man. Others in the cast—Donald Briggs, Viola Roche and Matty Briggs—were uniformly good.

Montgomery, as usual, is a sort of one-man chorus thruout the hour stanza. While his desire to earn his stipend is commendable, except for the beginning and the end when he performs a service, his remarks are fatuous and unnecessary.

The Lucky Strike commercials hammer away, claiming the quality and taste of the tobacco to be superior to its competitors. Of its various pitchmen, Dorothy Collins and Snooky (Homespun) Lanson are the most convincing.

Garry Moore Show

Continued from page 10

grown into a pretty young lady, has lost much of her sweet quality, but hasn't taken up the slack with some other more-mature thesping ability. Dunn was competent.

Kirby is more and more becoming one of the better stooges on TV. Also of impressive stature is singer Ken Carson, who has a decided talent for naive comedy in addition to marked vocal prowess.

The Johnson's Wax commercials equal the best on video. First commercial described the plant and the continuous research toward its improvement. With Kirby handling the pitch, a film also described the way the product anchors itself to the floor even under the most adverse conditions. Leon Morse.

Manville Gets 'Battle Report' On NBC-TV

NEW YORK, Oct. 20.—With Johns Manville moving into the 3:30 to 4 p.m. slot starting November 4, the National Broadcasting Company this week was preparing to shift its "Battle Report" TV series from that time to the 2 p.m. period, and offer the show as a co-op feature for the first time. Stanza is a prestige item originating from the White House.

The new Manville show is a dramatic series, with title and personnel not set at the week-end. J. Walter Thompson is the agency. It's understood the sponsor desired an evening time period, but with none available took this in hopes of moving later.

Heavyweight Goes for 220G

CHICAGO, Oct. 20.—Seven TV manufacturers and Gillette are paying \$220,000 for broadcast rights for the Louis-Marciano fight Friday (26). This is a record, exceeding by \$20,000 the price paid for the Louis-Charles battle.

If previous practice is followed, Louis will get 45 per cent, Marciano 15 per cent, and the International Boxing Club 40 per cent. The IBC also can add movie rights to their take.

The IBC also was cleaning up on ticket sales, with indications that Madison Square Garden would be filled to capacity for the brawl. There will be no black-out of the telecast in New York.

Sophie May Get NBC-TV Chance

NEW YORK, Oct. 20.—Sophie Tucker this week was close to being signed by the National Broadcasting Company to star regularly on one of its week-end, hour TV variety shows. The "Last of The Red Hot Mamas" will probably break in on Durante's November 17 "All-Star Revue" stint.

Until now, outside her night club and vaudeville successes, Miss Tucker's few ventures into other entertainment media were not too successful. But this, there are hopes.

CBS Radio Sells More of Skelton

NEW YORK, Oct. 20.—Pepperell Sheets this week purchased the January 2 broadcast of the Red Skelton Show on the Columbia Broadcasting System's radio network. Pontiac already has bought three single-shot broadcasts of the same show. CBS is also believed to have sold four more broadcasts of Skelton, but the sponsors haven't yet been announced.

NO LOOKERS, JUST KNOCKERS

OMAHA, Oct. 20.—Guests at the Midwest Coin Machine convention banquet here Tuesday night (16) found Bill Carson, WOW and WOW-TV performer, emceeing the show. Speaking on his experiences in video, Carson, a ventriloquist, said the station decided to run a Hooper on his morning video show. The result was a minus 2 rating.

"That means," Carson explained, "I not only have no listeners, but two of those who don't listen go 'round knocking the show."

Mayhem Switch In Nets Snarls Du M & ABC-TV

NEW YORK, Oct. 20.—Kaiser-Frazer this week pulled something new in switching its "Ellery Queen" stanza to the American Broadcasting Company's network facilities from Du Mont. Whodunit is to move over on Sunday, December 9, in the 7:30-8 p.m. ABC-TV time from November 4 and will insert a substitute mystery program in the slot until "Ellery Queen" is ready.

Gimmick is to give ABC-TV five additional weeks to line up station clearances for "Ellery Queen." The substitute for the mystery program hasn't been selected, but the likelihood is that it too will deal with mayhem.

Switch is being made because Du Mont couldn't clear a Detroit station for the show this season. Since the motor car manufacturer has his home office there, the fact that his program wasn't being shown was difficult to take. It is likely, tho, that Du Mont may decide to battle ABC-TV by refusing a Pittsburgh clearance. In the event this should happen, ABC-TV could retaliate by a refusal to let other Du Mont shows

TV-Film Distribbery To Gross Million in '51

NEW YORK, Oct. 20.—United Television Programs expects to gross at least \$1,000,000 for 1951, its first full year of operation. The firm, which syndicates TV film, already has grossed \$750,000 in the first nine months of its operation. Milton Blink, UTP exec, said this week that the TV film outlook is for prices to come down after the freeze is lifted and more stations come on the air.

Organized by Blink, Gerald King, Edward Petry and Dick Dorsey, the outfit is owned by the first three, since Dorsey's exit several months ago. As the first two principals also own Standard Radio Transcriptions, the firm used Standard's sales and administration staff, but now has its own organization of about 20.

United's sales debut was made with film produced by Bing Crosby, which were second runs of the old "Fireside Theater" series. Since, however, it has started to handle product from many other producers, outfit now has three half-hour TV film series, two quarter-hour series, two 15-minute series, and a package of 39 full-length English feature films being televised by various stations around the country.

Now being shown to stations and sponsors are at least nine new half-hour series which include such product as "Rebound," formerly titled "The Cry of the City"; "The Coronet Theater"; "The Hollywood Affair," featuring Lee J. Cobb; "The Western Ranger," a science fiction film series, and a series of filmed local commercials in 15, 30, 45 and 60-second lengths.

One of United's strong selling points is the way it establishes rates for its films. Usual manner is to peg charges on the card rate of the local station. Standard, however, surveys the population, the sets-in-use and, most important, the character of the market;

into the Detroit market. Carlos Franco, head of the radio and TV department of William Weintraub, engineered the deal.

a study is made as to the population wealth. From all these factors an index is derived for use in setting the rate.

TV Slot on NBC Bought by RCA For Revue Show

NEW YORK, Oct. 20.—RCA Victor this week picked up the 8 p.m. Friday time on the National Broadcasting Company, which is being vacated by the "Quiz Kids" TV version. Show will be a big revue-type stanza, and probably will feature Victor recording artists. Ezio Pinza is being mentioned as likely emcee.

Because of the short notice, however, the revue will be delayed in bowing by at least two weeks. In the interim, RCA will program with other types of shows. Initial airer is slated to be a documentary on the need for blood donors, titled "Lifeline," and will be done via film shot by Gene and Charlie Jones. Second show may feature the Boston Symphony.

Radio Version For "TV Club"

NEW YORK, Oct. 20.—A radio version of the Paul Whiteman "TV Teen Club" show was being prepared this week by the American Broadcasting Company. The stanza will go into the 9 to 10 p.m. period Mondays, starting October 29, replacing the two sustainers currently holding forth there.

The show will not be identical with the material airing on the TV version, but the regular personnel will be much the same.

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DETROIT VIDEODEX

Reports Non-Network Segs as Week-End Tops

DETROIT, Oct. 20.—Non-network shows were a plurality of the top 10 each day of the September 8-9 week-end here, the

Videodex September report shows. But as far as the top show each day of the week, September 4-10, is concerned, it was CBS five days, and NBC two. Of the total number of shows that placed among the top 10 each day that week, NBC had two-thirds as many as CBS.

Altho "Your Show of Shows" had a 32.8, placing it in sixth place over-all that week, the first half hour of the show had a 40.1, which would have moved it up two places. Most of the subsequent audience it lost went to the film, "And So They Were Married" on WXYZ.

The slot with the greatest number of sets in use here that week was Wednesday (5), 9:15-9:30, which had the Pabst fights, wrestling and "Break the Bank," for a total of 64.8.

The complete list of top 10 in Detroit each day of that week from 7 p.m. to sign off, according to Videodex, follows:

Table with columns: Sunday (9), Videodex Rating, and show titles. Shows include 'What's My Line', 'CBS Sunday Hour', 'NBC (Cantor)', etc.

Table with columns: Monday (10), Videodex Rating, and show titles. Shows include 'Talent Scouts', 'Robert Montgomery Presents', 'NBC Video Theatre', etc.

Table with columns: Tuesday (4), Videodex Rating, and show titles. Shows include 'Firestone Theatre', 'Dancer, CBS', 'NBC Video Theatre', etc.

Table with columns: Wednesday (5), Videodex Rating, and show titles. Shows include 'Godfrey and Friends', 'Bon Brant', 'The Bob Hope Show', etc.

Table with columns: Thursday (6), Videodex Rating, and show titles. Shows include 'Big Town, CBS', 'CBS Festival', 'Katie Couric', etc.

Table with columns: Friday (7), Videodex Rating, and show titles. Shows include 'Man Against Crime', 'Hill Parade', 'Big Story, NBC', etc.

Table with columns: Saturday (8), Videodex Rating, and show titles. Shows include 'Your Show of Shows, NBC', 'Hill Parade', 'The Murray Show', etc.

MUCH A-BREW ABOUT TABU

NEW YORK, Oct. 20.—Radio's old brand name Tabu popped up in TV this week, in connection with Columbia Broadcasting System's telecast from the St. Nicholas Arena here Wednesday (24), under sponsorship of Pabst Blue Ribbon Beer. In a stern inter-office directive, Pabst agency, Warwick & Legler, Inc., called attention to a scheduled bout between Arthur King and Teddy Davis, noting that "Davis is commonly known as 'Red Top.' No mention of this should be made in publicity as Red Top is a brand name of a Cincinnati beer."

CRYSTAL BALL

Skinnell Sez AM Will Die FM to Flower

LEBANON, Pa., Oct. 20.—Altho AM radio is likely to dwindle in inverse ratio to the number of TV stations on the air until it ultimately disappears entirely, FM radio will simultaneously enjoy a new birth of life and become the major sound broadcasting medium. This is the prediction of Julian F. Skinnell, operations manager of AM and FM outlets WFBR, here.

Skinnell, with AM as well as FM axes to grind, nevertheless believes that "radio will survive, but AM will die. His reasoning is that mass production will lower costs of TV sets, while a decreasing market will force up the price of AM sets. TV will offer shows for listening only, as well as viewing, and the public will resist buying new AM sets. Ultimately, it will be permissible for some audio-only broadcasting via TV channels.

The rise of FM, says Skinnell, will come simultaneously since it is the means by which TV sound is transmitted. All the virtues credited to it in the immediate postwar years still are present and will be appreciated more in the future. Ultimately, he believes, the FM frequencies may even be taken over by TV, but such sound-only broadcasting as will continue and he believes there will be plenty will be done for FM receivers only.

First Industry TV Code

Continued from page 4

within a 30-minute period in local announcement programs; however, fewer announcements of greater individual length may be scheduled provided that the aggregate length of announcements approximates three minutes in a 15-minute program or six minutes in a 30-minute program. In announcement shows other than 15 minutes or 30 minutes the proportion of one minute of the program within every five minutes of programming is normally applied. Announcements must be presented within the framework of the program period designated for their use and kept in harmony with the content of the program in which they are placed.

For women's services, features, shopping guides, market information and similar type shows, the code okay's waiving the afore listed standards to "a reasonable degree."

The code's advertising section also recommends that casual reference to a product other than the sponsor's should be prohibited. It also suggests that "backdrops or props featuring the sponsor's name or product should be 'frequent, not too frequent, and mindful of the need of maintaining a proper program balance.'"

Opening of the advertising section of the code, again stresses the guest-host relationship of TV and its audience and urges that advertising messages should be presented with "courtesy and good taste." It also says that a sponsor's message should be contained in the framework of the sponsor's program structure. "A television broadcaster," it stresses, "should seek to avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (cow-catchers) or by following the apparent sign-off of the program (trailers). To this end, the program itself should be announced and clearly identified before the sponsor's advertising material is first used, and should be signed off after the sponsor's advertising material is last used."

The advertising phase of the code also frowns on claims rapping competitors and new devices which may be contrary to the code's spirit. It urges advertisers to devote part of their time to "worthy causes." Hard liquor advertising is out, according to the code; beer and wine ads only acceptable when "presented in the best of good taste and discretion."

Cautions are indicated in connection with schools offering employment to students and graduates; firearms and fireworks advertising. Also ruled out is advertising fortune-telling, occultism and such; and "intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups," as well as tip sheets, race track publications, etc.

Guide posts for contest and premium offers are also detailed in the code.

Any subscribing station to the code may continue present advertising arrangements, or renew same up to a period not to exceed 52 weeks.

The code provides that any individual, firm or corporation engaged in the operation of a television station or network, or holding a construction permit for a TV station within the United States or its dependencies, is eligible to subscribe to the code, subject to the approval of the television board of directors of the NARTB.

Every subscribing station will be given an "NARTB television seal of approval," a copyrighted and registered seal to be provided in the form of a certificate, a slide and/or film, signifying that the recipient is a subscriber in good standing of the TV code. It is the aim of the NARTB to publicize and promote the code seal thru every available means.

A new TV station going on the air for the first time will get the seal on a probationary basis of six months, during which time the station's subscription to the code may be summarily revoked by an affirmative vote of two-thirds of the TV board of directors.

Other stations may have their code subscription revoked for continuing willful or gross violation of the code under the following conditions: Subscriber shall be advised in writing by registered mail of the charges preferred; subscriber shall have the right to a hearing and may exercise that right by filing an answer within 10 days of notification of charges; oral and written evidence may then be submitted by the subscriber and the Television Code Review Board before the TV board of directors. If by the board by a two-thirds vote finds the subscriber guilty as charged his subscription will be revoked.

The review board will be composed of six members, five of whom will be TV members of the NARTB, and the sixth the association's board chairman, serving ex-officio. The TV board of directors are not eligible to serve on the board's job will be:

- (1) To maintain a continuing review of all TV programming.
(2) To receive, screen and clear complaints concerning TV programming.
(3) To define and interpret words and phrases in the TV code.
(4) To keep in contact with legislative, executive and judicial branches of the U. S. government informed as to the working of the code.
(5) To develop and maintain appropriate liaison with the Federal Communications Commission.
(6) To develop and maintain appropriate liaison with responsible organizations and institutions for the affirmative purpose of consulting, recommending and informing with regard to television programming and the effect of the code on programming.
(7) To inform a subscriber to the code of complaints as previously outlined.
(8) To review and monitor, if necessary, any certain series of programs, daily programming, or any other programs of a subscriber, as well as to request recordings, aural or line, or script and copy, with regard to and certain program presented by a subscriber.
(9) To reach conclusions and make recommendations or prefer charges against a violating subscriber, as previously outlined.
(10) To recommend to the TV board of directors amendments to the TV code.

Coy Cites FCC Policy Regarding TV Censorship

WASHINGTON, Oct. 20.—Federal Communications Commission is keeping a hands-off policy on TV censorship, Chairman Wayne Coy, of FCC, declared in a letter this week to the Supreme Council of Knights of Columbus. The council recently adopted a resolution urging "necessary action to see that all television shows are presented in such a way that they will not offend any persons."

Coy made his comments in reply to a letter from Joseph F. Lamm, supreme secretary of the K of C, who earlier in the week had sent Coy a copy of the resolution. The supreme council's resolution stated that the organization was protesting "vigorously to the proper authorities" and demanding appropriate action.

"Neither this commission nor any other agency of government of which I am aware is authorized to censor television or other radio programs. The law places the responsibility upon the station licensee themselves for determining the content of programs broadcast by them. They are limited in the exercise of their judgment by requirements of law which prohibit the broadcast of obscene, indecent or profane language and information relating to lotteries.

"Since the station operators themselves must make the decision as to what goes on the air over their stations, it appears to me that the substance of the resolution of the supreme council is a matter upon which you should consult with the station operators."

Accounts May Follow After Foote Switch

NEW YORK, Oct. 20.—The affiliation this week of Emerson Foote with McCann-Erickson agency as vicee and general exec is expected to result in the shifting of several accounts to the agency. The former proxy of Foote, Cone & Belding, Foote is supposed to have control of several accounts.

Among these is said to be Rheingold Beer, which now is handled by EC&B. There is little likelihood that he will bring the entire account with him because of the capable job now being done by his old agency, but a part of the account may be thrown his way.

Paging Joe McConnell

Continued from page 4

times are not available for certain important accounts, the web dailies in effectively passing such information on to important clients,

(3) Same inept handling by the web is claimed in connection with station notices that they find it necessary to move an advertiser's show, or in some cases, even cancel it, due to necessity for carrying a local public service show.

On the agency and advertiser front, however, the affiliates also will bring McConnell gripes concerning situations in which the stations feel the clients are playing NBC and the web for suckers. They have strong objections to the following alleged practices on the part of NBC bankrollers:

- (1) Cross-plugging between sponsors.
(2) Free plugs for films, plays, books, etc., on certain important shows. Last season's Martin and Lewis, the Robert Montgomery stanza and others were pointed out in connection with this charge.
(3) Excessive use of cowcatcher and trailer announcements.
(4) An unhealthy, and what the affiliates consider, an increasing inclination toward local cut-ins.

About their contractual arrangements with the network the station gripes fell into the following categories:

- (1) The unfair (from the affiliate viewpoint) provision which enables the web to cancel a show in network option time after 13 weeks, but refuses that same right to the station.
(2) An unpalatable amount of free time which the stations give the network. Inasmuch as the free-hours arrangement in the contract is pegged to the theory that such hours are the station contribution to the cost of coaxial cable, the affiliates intend to ask for a review of the entire cable-relay picture, with an eye toward reducing the number of free hours they give the web.

The affiliate meeting got rather hot on the subject of rates and compensatory arrangements between themselves and the network.

The stations frowned on the whole practice of guaranteeing a station in cases where the station wouldn't actually start carrying a show for as long as several months after the rate guarantee was made. They also protested the web's habit of guaranteeing a station's rates in cases where such station is not available at the time the deal for a show is being clicked.

Some question was raised, too, about the judgment exercised by the web last summer in guaranteeing rates during a summer hiatus. Indeed, the affiliates expressed a healthy dislike for the whole idea of permitting NBC advertisers to take the summer hiatus.

The affiliates also registered strong dissatisfaction over their cut on certain sports events carried by the network. Several affiliates supported the charge that the network was woefully slow in making necessary adjustments on the station's monthly checks, and it was reported that a few affiliates made the allegation that the web was making an increasing number of deductions on the station's checks, without telling the stations the reasons for such deductions.

There were some reports that the affiliates would ask McConnell to incorporate in the web's TV-station relationship at least one of the proposals made in the web's plan for reshaping its radio network. That is the provision to slice all shows to allow for one-minute rather than the present 30-second breaks.

Several NBC representatives were on hand in Chicago during the meeting (to attend to the meeting and other sessions), but at press time it was believed that even they were unable to penetrate the secrecy surrounding the affiliates' meetings.

Glossy Professional 8x10 PHOTOS. Fen mail glossy photos and post cards. Low price. Satisfied customers. Come in for a free trial. Mulson Studio, Box 1941, Bridgeport, Conn.

GLOSSY PHOTOS IN 1 DAY! 5¢ EACH. In 5,000 lots. 5¢ in 1,000 lots. 7.5¢ per 100. Mulson Studio, Box 1941, Bridgeport, Conn.

MUSIC

Disk Industry Org Joined by Victor & Col.

But Assn. Program Won't Start Until More Are Signed Up

NEW YORK, Oct. 20.—Two only a handful of returns and membership checks have been received, the temporary execs of the newly formed Record Industry Association of America, Inc., this week were informally assured that RCA Victor and Columbia Records would join and actively participate in the organization.

With Decca, Capitol and MGM the founding fathers of the association, RIAA now is assured of complete representation of each of the major diskers.

The association, according to its temporary secretary, Henry Cohen, will not become activated for several weeks. The founding fathers have agreed that RIAA will not roll into action until at least 50 diskeries are enrolled, regardless of their economic or strategic import to the industry. It is expected that RCA and Columbia will comply with the requirements of membership before the end of the month.

Cohen said that approximately 800 invitations were mailed two weeks ago and that the first responses began to roll in late this week. The 800 diskers include all of those who are signatory to the American Federation of Musicians agreement.

Savoy Gets 150 European Classic Works

NEW YORK, Oct. 20.—Herman Lubinsky, president of the Savoy and Regent diskeries, this week announced the signing of two European symphonic orchestras to exclusive recording pacts and, at the same time, disclosed that the firm has acquired rights to some 150 classical works recorded in Europe. On a recent trip to Europe, Lubinsky picked up the classical tape recordings for his World Wide Holding Company and will lease the tapes to his Savoy firm for pressing and release in this country.

All classical works will be on 10-inch LP disks and retail for \$1.99. Included in the newly acquired catalog are recordings of composers such as Beethoven, Brahms, Barber, Bach, Handel, Bartok, Vivaldi, Mozart and others. European orks under exclusive contract are the Rheinischer Symphony, conducted by Otto Gerdes, and the Duisburg Symphony, conducted by George Jochum.

Jimmy Wakely Sets Up Own Pub Company

HOLLYWOOD, Oct. 20.—Jimmy Wakely this week formed Jimmy Wakely Songs, a publishing company of which he is sole owner. First in the catalog are "Another Fool Steps In," "I Don't Want To Be Free," "Sold South" and "I'm Gonna Walk With My Lord." Wakely cut the latter with the Jordanaires.

This is the singer's second publishing venture, other being with Capitol Records in Winchester Music Publishing Company. Wakely bowed out of the picture more than a year ago. Winchester's initial tune was the Wakely-Margaret Whiting to seller, "Let's Go to Church Next Sunday." New company's offices are on Wakely's San Fernando Valley (Calif.) ranch, Pubbery, a Broadcast Music, Inc. affiliate, has Keys Music in New York as sales agent.

Wakely left Thursday (18) on a one-nighter tour thru Northern California.

WESTON ALBUMS ON TWO LABELS

HOLLYWOOD, Oct. 20.—Paul Weston this week finds himself enjoying a unique experience with each of two album releases flying the banner of a different major label. Capitol, label for whom he formerly recorded, releases "Music for Reflection," composed of eight previously issued sides. Columbia, Weston's present company, releases "Melodies for Moonlight."

Wayne Writes University Air

NEW YORK, Oct. 20.—Songwriter Bernie Wayne, who is co-author of the current and promising "Blue Velvet," under a commission from the school, has written and will contribute to the University of Richmond, Richmond, Va., an official football and/or victory song for the college. Wayne will present the song to the school's student body at a half-time ceremony during the school's game next Saturday (27) with the University of William and Mary at Richmond.

The song will be published by Melrose Music, a subsidiary of the E. H. Morris pubbery. Wayne also will contribute half of his earnings on the song, titled "Win! Win! Win!" to the Damon Runyon Cancer Fund.

Two Major Pubbers Flex Muscles at Victor and Mercury Music Publishers Holding Co. and E. B. Marks Irked at Treatment

NEW YORK, Oct. 20.—With the record companies generally acknowledged to hold the whip hand in the industry as presently constituted, no music publisher would normally be expected to sever diplomatic relations with an important diskery these days.

Yet two big pubberies closed down their embassies at two important record companies this week, and a third has been reportedly on the verge of doing the same with yet another diskery.

Music Publishers Holding Company, the Warner group, has informed RCA Victor that it will no longer service the diskery, and E. B. Marks has done the same with regard to Mercury Records.

This means, if the notifications are fully carried out, that the pubbers will no longer submit songs and that if the diskery records any of those pubberies' numbers unsolicited, it will have to pay the full 3-cent statutory rate and will have to account and pay monthly as required by the copyright act. Also, under the act, the diskery may not record any of the disaffected pubbers' tunes until they have first been waxed by another recording company. This requirement also stems from the copyright act, which says that the publisher has the right to license the first recording of a song, but that subsequent recordings may be made without permission.

U.S. Commerce Lauds NABIM

WASHINGTON, Oct. 20.—The National Association of Band Instrument Manufacturers, Inc., earned a plug this week from the Department of Commerce in its weekly round-up of reports on scrap steel salvaging. NABIM, said the Commerce Department, is carrying out a continuous scrap drive thru regular bulletins to members. The department cited NABIM for stressing the "imperative need for immediate scrap" at the association's August annual convention in Chicago.

Music Timid on Christmas Specials for '51 Season

Only 53 Records, Including Kidisks, Lined Up by Seven Leading Houses

Continued from page 1

major waxers. The recordings cover a total of 35 new songs produced by 30 publishers. These figures came to light in a survey of diskers and publishers made by The Billboard this week.

Greatest diskings activity for the seasonal market took place at Decca, traditionally the strong pop stature to new Christmas material. The bulk of the recording activity concentrated on tunes of a kiddity nature and, pop-wise, leaned heavily toward the special material type of seasonal ditty, stuff tailor-made for specialty artists.

One major pop recording exec said he hadn't done a single Christmas ditty in his department in view of the poor results seasonal pops showed in the past several years. He said that he would rather take his chances with normal pop efforts, and hope that these could hold up thru the Christmas season. His firm, however, did make use of its children's department to cover the combined kid pop market with "Rudolph"-type material.

It also was significant to note

that of the major catalog publishers, very few made an effort to put in a bid for a piece of the seasonal business. Whatever Christmas pitch they have will apparently lie with those seasonal standards in their catalogs. These

Lush Report To Pubberies Made by Col.

NEW YORK, Oct. 20.—Columbia Records' third quarterly statement to music publishers will be a lush one. On mechanicals cleared by Harry Fox, publishers' agent and trustee, the statement is about 10 or 12 per cent above Columbia's second-quarter statements, and is approximately equal to the diskery's third quarter of last year.

However, this 10 or 12 per cent hike does not include royalties accruing from three hit tunes, the mechanicals of which were not cleared thru Fox's office. These tunes are "Because of You," published by Broadcast Music, Inc., and No. 1 on The Billboard's Honor Roll of Hits (October 27); "Come On-a My House," published by Leeds Music, and "Cold, Cold Heart," published by Acuff-Rose (BMD) and third on The Billboard's Honor Roll (October 27).

802-WPIX Set New Contract

NEW YORK, Oct. 20.—Local 802, American Federation of Musicians, and WPIX, Daily News TV indie, have agreed upon a new contract covering musicians. Papers are not yet drawn up, but the new pact will provide for an increase in the number of musicians, an increase in pay, and two weeks vacations with pay.

Station currently uses seven men including leader. New arrangement includes leader. (Continued on page 43)

CAPAC Seeks New Radio Royalties Sked

Continued from page 11

looked after the matter for the Canadian Broadcasting Corporation. Bill Low, g.m. of CAPAC, handled matters for the other side.

Under the new system, CAPAC feels, a more realistic picture will be obtained of the music's use thru taxing the revenue. It is understood that it is unlikely that the CAPAC will ask more money from the theaters or the dance halls.

It is felt that wait-and-see policy should be adopted insofar as the theaters are concerned inasmuch as the effect of television on the theaters—when theater TV is introduced—cannot be accurately foreseen.

As one prominent official put it: "It would be ill-conceived at this time to attempt to reconsider our deal with the exhibitors."

The new formula, as applied to the night clubs, has caused the auditing of some 20 to 30 locations a week. In many cases, it is learned, the fee formerly received was 10 per cent less than what should be paid, according to CAPAC officials.

In their investigations, the auditors have found the night club industry in Canada booming, despite many claims that it was losing money.

firms include such top-rated outfits as the Warner firms, Shapiro-Bernstein, the Chappell firms, etc.

New Material
The spread of new recordings of seasonal material among the seven leading firms is as follows to date: Decca—14, Victor—7, Coral—7, Columbia—7, Capitol—6, MGM—6, and Mercury—4. It is probable that several more diskings will be forthcoming collectively from the diskeries. This is to be expected in view of the almost certain annual last minute song submissions. The 53 recordings noted here do not include the sizable number of (Continued on page 43)

Yanked Tune In Pic Pulls Back Albums

NEW YORK, Oct. 20.—RCA Victor this week called back its complete initial shipment of "Two Tickets to Broadway" albums, which were en route to distributors. The move was necessitated when Howard Hughes cut a number out of the RKO flick of the same title. The tune had to be pulled out of the album and a new one substituted.

The excised ditty is "Big Chief Hile in the Ground." The replacement will be "Manhattan." The eight numbers in the album are sung by Tony Martin; the "Manhattan" number is a duet that happened to be on hand by Martin and Dinah Shore. Hughes is reportedly footing the bill for the change in the album.

Mills Adds to Comic Papers

NEW YORK, Oct. 20.—The signing of comedian Morey Amsterdam to a writer's contract with Mills Music this week is the second important step in pubbery exec Irving Mills' plan to issue a series of special material song folios by top name comics. Mills earlier signed Danny Thomas to a similar pact and will issue a Thomas comedy song folio within the next three weeks.

According to Mills Music execs, the pubbery believes that night club customers and TV viewers have long wanted the special material songs being done by several comedians. The pubbery intends to sell the folios to these people and as a type of "you too can be life of the party" item.

Amsterdam will also write legit pop material for Mills. He already has several credits to his name, including "Rum and Coca-Cola." Mills intends to make similar deals with other comedians.

Victor Tightens Belt On Contact Schedules

NEW YORK, Oct. 20.—RCA Victor is notifying publishers this week that the publisher contact system which was set up earlier this year is being modified in the direction of stringency.

Under the new arrangement, calls will not be accepted from publishers on Monday, Tuesday or Wednesday, neither will the a.&r. staff see publishers on those days. Publishers' days will be Thursday and Friday, with appointments limited to 10 minutes. Phone calls are to be made on those days only. The appointments are to be made thru the secretaries of Charles Green, Hugo Winterhalter and Norman Leyden on a "first-come first-serve basis."

There will always be at least one of the staff on hand to screen material. Publishers will be notified as soon as a final decision has been made and are asked not to phone for results. Henri Rene will continue to screen material submitted on the Coast and forward acceptable tunes to New York.

The notification also asks the publishers to submit songs by mail or messenger wherever possible.

The tightening up of the publisher contact system was motivated by the increasing demands of recording and other duties on the staff. Phone calls and visits from publishers have been leaving ever-decreasing time for other work.

Mills, British Pubber Set Synch Deal a la New Pattern

NEW YORK, Oct. 20.—B. Feldman, Ltd., of England, and Mills Music Inc. have concluded an agreement on retroactive film synch payments which may establish a pattern.

The deal, engineered by attorney Law Dreyer representing Feldman, calls for Mills to pay the British pubber some \$9,000 for various title and synch uses of a number of old Mills tunes to which Feldman holds the copyright outside the United States and Canada. Feldman also gave

Mills the right to make any future synch deals it cares to on such tunes, giving blanket world rights. Mills will thus be able to place any song in either a regular flick or a TV film without going thru the routine of getting world clearance from Feldman. In return, Mills pays Feldman 12 1/2 per cent of synch income on such tunes.

The situation traces back to the first decade of the century, when American publishers used to give British publishers the right to world copyrights when placing their tunes for foreign exploitation. Sound pictures being a long way in the future, and records a minor consideration, sheet music royalties were the chief consideration.

Came Sound

When sound came in, in the 'twenties, the British pubbers found themselves in possession of a new right—the synch right to tunes originally copyrighted in the United States, but to which they held title for the rest of the world.

Film producers soon came to

realize the need for world clearance for film music because of the world-wide market. Music publishers found themselves in the position of having to get the okay on their tunes from British publishers before they could sell them to films—and of having to split with the British publisher as well.

A pattern of payment came into being in which the United States represented 50 per cent of the world, Great Britain 25 per cent, Canada 5 per cent, etc. But some American publishers have been neglectful in accounting, being loathe to share in the synch payment. Since England represents 25 per cent, which must be split with the American pubber, the English pubber's share from America is half of 25 per cent, or 12 1/2 per cent.

Dreyer is also closing settlements for Feldman with Shapiro-Bernstein and Fred Fisher for tunes similarly covered. He is preparing to go into litigation with some other publishers who have been unwilling to recognize the altered obligation.

Set Lines for Battle Over Juke Measure

WASHINGTON, Oct. 20.—Altho the Bryson-Kefauver bill to end a copyrights exemption on juke boxes is among the leftovers of the 1951 Congress, battle lines are drawn for a hearing on the controversial measure starting next Thursday (23) before the House Judiciary Subcommittee on Copyrights and Patents. Preparatory to the hearing, the subcommittee was deluged by more than 300 letters, equally divided between proponents and foes of the bill. Subcommittee Chairman Joseph Bryson (D., S. C.), author of the bill on the House side, said he is determined to "give everybody a chance to talk themselves out and air all of their views." He said his subcommittee has "no prejudiced opinion" even tho the subcommittee chairman is a sponsor of the measure.

The subcommittee sent invitations to nearly two score representatives of interested organizations to file testimony or appear at the hearing. The group included publishers, interests, disk makers, writers, radio broadcast groups, juke box interests and copyright royalty collection societies.

Among those invited to the hearing were Fred Ahlert, prexy of American Society of Composers, Authors and Publishers; Carl Haverlin, president, Broadcast Music, Inc.; Sidney Kaye, BMI; Geoffrey O'Hara, president, Composers, Authors Guild; Sidney H. Levine, counsel for Automatic Music Operators' Association, Inc.; Robert Burton, BMI; Ralph E. Curtis, Washington counsel, Associated Tavern Owners of America; Irving B. Acker.

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MacDonald Sets Prado 1-Nighters

HOLLYWOOD, Oct. 20.—Billy MacDonald, Molina-Dega Agency exec, this week set and confirmed 32 one-nighters for Peter Prado, guaranteeing the mambo orbiter a gross of \$32,000. Figure is likely to go even higher as a considerable share of the bookings are for \$2,000 and up. His percentage varies between 50-60 per cent with \$1,000 minimum.

Ork (15) and four entertainers kick off at the juke Wednesday (24) afternoon at Donaldson Air

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BUT CAN THEY MAKE MUSIC?

NEW YORK, Oct. 20.—The versatility of the members of Local 802, American Federation of Musicians, was illustrated this week when "The March of Time" asked union permission to use four Scottish bagpipers on the program. Local 802 turned down the request, but suggested a compromise: That MOT use three 802 bagpipers and one Scotsman. MOT agreed. When a reporter queried the union as to whether the membership included bagpipers, an exec stated: "A lot of sax and oboe players think they can play bagpipe, too."

THAT GOLDEN AIR

Paul-Ford Get 5G For Min. on Radio

Continued from page 1

als on a regional basis. The Paul-Ford price for national spots may be as high as \$10,000—and more than one advertiser is said to be interested even at that figure.

The Rheingold spots are now being aired in the New York, New Jersey and Connecticut area 184 times a week. That the commercials are successful is being attested regularly by some disk jockeys actually playing them at times other than those scheduled and paid for, and the number of requests the disk team gets for "the Rheingold song" on personal appearances. Capitol has been getting calls for the spots from dealers.

The first spot recorded for the beer company was a parody on "There'll Be Some Changes Made." It was waxed in a hotel room in Chicago, with both Les Paul and Mary Ford dubbing in additional guitar and voice solos in the same style as their hit disks. The second spot was a parody on "Swampy" and the third on "After the Ball."

Pay Pubbers

Even the music publishers get their share of the extra money. Folio, Stone & Belding pays the publishers of "Changes" and "Whispering" \$600 for six months use of the parody, and \$100 a month thereafter. Thus, the pubbers get a guarantee of \$600 in royalties.

The Rheingold agency is cashing in on the Paul-Ford pop (14), spots and their personal appearance at the Paramount Theater here by taking full-page ads in local papers Monday (22) featuring the disk team.

According to Tom McDonnell, director of radio and television production for the agency, Les Paul and Mary Ford will wax additional spots for the Rheingold company. Tunes to be used are secret, in order to make certain that another advertiser doesn't come up with a different parody on the same song.

McDonnell, incidentally wrote the parody on "Changes" along with Marjorie Greenbaum, veep and copy supervisor for the agency. McDonnell, an old hand at writing parodies, is credited with having written the now famous take-off on "Begin the Beguine" called "When I Begin to Clean the Latrine." The latter ditty was written for an Army show during the past war, when McDonnell was stationed at Camp Oupton in Long Island.

Kline Files 80G Action Vs. Lincoln

NEW YORK, Oct. 20.—Lincoln Records faced litigation in New York State Supreme Court this week over their firing of Mortimer Kline, former sales rep for the diskery. Kline asks for \$50,000 damages, \$20,000 for services ren-

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SET A RECORD VIA DISKINGS

NEW YORK, Oct. 20.—Ralph Peer, Southern Music chief now on a European tour, and Ben Selvin, Pubber's general manager headquartered here, carry on a continuous correspondence. But it is done via recordings rather than the printed or written word. Both men, now in the publishing field, are ex-recording execs.—Peer having been general manager of the old Okeh label and an RCA Victor a.s.r. man, and Selvin having been a.s.r. for Columbia, Majestic, Muzak, etc. The use of recordings instead of letters gives both men a chance to interpolate snatches of tunes into the disk wordage—a technique whereby each keeps the other up to date on the music situation.

Santa's Good To M. Lanza On Victor Wax

NEW YORK, Oct. 20.—"Mario Lanza Sings Christmas Songs," the warbler's first Yule album, released by RCA Victor, is shaping up as one of the holiday season's largest package entitles, with orders in excess of 220,000 albums (all three speeds included) already received.

The eight sides were cut late in September, with an orchestra conducted by Ray Sinatra and the Jeff Alexander Choir. First shipment began October 15 and will be complete October 31.

The album will be heavily promoted. Disks are being sent to jockeys in the 78 r.p.m. form, one a week, inclosed in an LP sleeve printed over with a 78 album cover. In addition to hymns and carols, there is a pop tune, "Guardian Angels," with melody by Harpo Marx. Tune is being published by Lanza and Walt Disney in a joint music publishing firm.

'Five & Dime' LP's Expand Their Field

NEW YORK, Oct. 20.—The low-priced diskeries are continuing to move ahead by slashing prices and widening catalogs to entice disk buyers of all types. This week, for example, Don Gabor, president of Remington Records, announced the release of two full-length operas in three 12-inch disk packages selling for \$6.57.

The label also continued to expand its three-for-a-dollar pop catalog by issuing a group of polkas recorded by Frank Yanokovic, Ernie Benedict and Johnny Sedaak, and six new Christmas disks containing such tunes as "Rudolph the Red-Nosed Reindeer" and "All I Want for Christmas Is My Two Front Teeth." Only last week, Eli Oberstein's Varsity label cut prices on a long list of 10-inch LP disks to 69 cents.

The two Remington full-length operas are "Rigoletto" and "La Tosca." Both feature the Maggio Fiorentino Orchestra, Italian solo-

ists and the chorus of the Teatro Comunale. The \$6.57 price is as much as one-third below the list price of other full-length opera sets issued by major labels.

Remington is also issuing a highlight recording of "The Gypsy Baron," featuring soloists new with the Metropolitan Opera Company. Waxing was originally made with the Austrian Symphony and soloists of the Vienna State Opera.

That the low-priced labels are pushing hard to compete with majors on catalog is being demonstrated by the current Remington release. In the 30 new LP records being issued are such

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Para Pix Signs Miss Clooney

NEW YORK, Oct. 20.—Rosemary Clooney this week was signed to a term contract by Paramount Pictures. The thrush, who's been elevated to fame with her recording of "Come On-A My House," was screen-tested by the flickery some weeks ago. According to an announcement from Paramount, Miss Clooney will be featured in major musical productions. She is the first recording thrush to have been grabbed by Hollywood since Doris Day, who like Rosemary, records for Columbia Records.

Miss Clooney is headed for New York where she will do her first film personal appearance. She's due to headline the next Paramount Theater show, which opens on October 29.

TV Is Spark For Decca's U-I Pic Deal

\$2,500,000 Outlay Seen in Merger of Diskery-Film Firms

NEW YORK, Oct. 20.—With the much-bruited Decca Records-Universal-International Pictures negotiations moving along toward a resolve, it was confirmed this week with a reliable source that the ground for the deal lies chiefly in the field of television. Much speculation has been roused regarding the possible TV aspects of the Decca-U-I deal. It was indicated in The Billboard last week that TV would play a major role in the arrangement, when and if it were completed.

It also was made quite clear this week that the Decca-U-I deal has gone far beyond the "rifi" stage and that it is likely to be consummated by mid-November. Milton Rackmil, Decca prexy, and Nate Blumberg, U-I topper, have been meeting almost daily to hasten the completion of the deal. It is known that the reason for the acceleration of the negotiations is to prevent unrealistic inflation of the stock market quotations on the stocks of both companies.

It was learned, too, that the Decca-U-I negotiations actually have been in the works for a period covering more than the past five months. The deal fundamentally grew out of a close personal friendship of many years between Rackmil and Blumberg. The

(Continued on page 43)

4 Aces "Sin" Nets Club \$\$

PITTSBURGH, Oct. 20.—The Four Aces, who were an instrumental group working for scale, or a little above, around Philadelphia a few weeks ago, are already set for five and a half weeks in the Pennsylvania Ohio territory by the Cleveland office of Music Corporation of America at a salary of \$1,500 a week. The big jump came as a result of their smash waxing of "Sin" on the indie Victoria label. While club owners kept asking for the group, MCA held them back until a presentable act could be routed.

Jack Talan, of the New York office, went to Philadelphia and, after watching them for a while, told them to put away all their instruments. Now the boys are working with house bands. As soon as Talan and manager Herb Kessler announced the availability, Bruce Stern and Myron Handley, of the Cleveland office, sent in confirmations on three days beginning November 2, at the Casablanca in Canton, O., followed by one week at the Copa in Pittsburgh, two weeks at Moe's Main Street in Cleveland, one week at the Showboat in Lorain, and a week at the Yankee Inn in Akron.

Galgano to Defense Of Wax-by-Mail Biz

CHICAGO, Oct. 20.—Because of the accusing finger pointed at the mail-order record packaging business generally thru the one-man crusade started here by Howard Miller, the big free-lance d.j. (The Billboard, Oct. 20), Mr. and Mrs. Tony Galgano, operators of Galgano Distributing Company, perhaps the world's largest mail-order wax firm, this week disclosed their entire operation to The Billboard. Miller's primary charge against the mail-order packagers was that the radio pitchmen played hit recordings by major artists and then inferred these specific hit records would be in the package.

Galgano turned over to The Billboard copies of his mimeographed radio sales copy, dating back to May, 1951, which showed no instance where a d.j. did anything but explain the nature of the Galgano package. In all instances, the radio copy specifically stated the titles of the tunes, but mentioned no artists. In all copy, it was stated that the rec-

ords being sold were Royale disks.

Galgano pointed out that certain stations, hoping to capitalize on the large number of inquiries, might have inserted this trick gimmick on their own, but he said that he and his wife often monitor these shows and have not found any of the jockeys, working for them, utilizing this gimmick. Some stations take commercials, such as his record-package pitch, on a p.l. (per inquiry) deal, where they are paid off on the number of listeners writing in to the station. Galgano added that it was impossible for him to monitor all stations, for they have, at one time or another, had disk package pitches on from 150 to 200 different stations, ranging from 100 to 30,000 watters, in all the 48 States.

The Galgans have peddled packages of new and slightly used 10-inch and 7-inch disks, a radio copy pitching this merchandise, a check showed that they have

(Continued on page 26)

Met Lists 16 New Singers, 4 English Works

NEW YORK, Oct. 26.—The prospectus for the Metropolitan Opera's 1951-52 season lists 23 operas and a flock of new singers. Of the total of 87 singers, 16 are new. The latter, many of whom are familiar to American music lovers via their foreign recordings issued here by indie LP companies, include sopranos Hilde Gudjon, Brenda Lewis and Walburga Wegener; mezzos and contraltos Elizabeth Hoegen, Milred Miller and Nell Rankin; tenors Gabor Carrell, Mario Del Monaco, Anton Dermola, Hans Hopf, Giacinto Prandelli; baritones Alger Brazis, Renato Cappelli and George London, and basses Alois Pernerstorfer and Norman Scott.

Of the 23 operas listed, 12 will be done in Italian, five in German and four in English and two in French. Those in English include Puccini's "Gianni Schicchi"; Gluck's "Alceste"; Mozart's "Così fan Tutte" and Johann Strauss' "Fledermaus." New productions this season include Verdi's "Aida" and "Rigoletto" staged respectively by Margaret Webster and Herbert Graf; "Così fan Tutte," staged by Alfred Lunt, and Bizet's "Carmen," staged by Tyrone Guthrie. The last two stage directors appear for the first time in the Met's list.

The Met's season, its 67th, extends from November 13 to April 12.

Cuts Eckstine-Shearing Disks

NEW YORK, Oct. 26.—Billy Eckstine and the George Shearing Quintet teamed for a pair of recordings last week prior to taking off on their extended concert trek. Recordings were made in Hollywood, and the resulting coupling is being rush released primarily as a tie-in with the 57-date tour. Tunes sliced by the new wax team were "You're Driving Me Crazy" and "Taking A Chance On Love," and both are included on the regular concert program. MGM Records expects to have the record available by next week at least in those areas where the concert package has played and is scheduled to appear.

The concert tour, incidentally, got off to a flying start last Friday (12) at the Shrine Auditorium, Los Angeles, where deejay Gene Norman promoted the package into a sell-out house, whose gross value was in the vicinity of \$15,000. The following night at Oakland, Calif., the concert package drew over \$10,000 into the wicket. Eckstine, who draws the percentage, took out about \$11,000 for the two nights after his \$750 per night payoff to Shearing.

Talent, Union Tie Not OK'd

HOLLYWOOD, Oct. 26.—American Federation of Musicians has not officially backed the proposed talent union merger, according to Local 47 Prexy John Te Groen. Te Groen told The Billboard that while he has told many individuals that such a joining should take place, it was only his observation and not AFM approval. As far as Te Groen knew, union Prexy James C. Petrillo had promised nothing to American Guild of Variety Artists National Administrator Henry Dunn when the pair met in San Francisco at the recent labor conclave.

Proposal is to link the member guilds of the Associated Actors and Artists of America into a one-card union.

SO MAYBE THEY CAN'T READ!

PHILADELPHIA, Oct. 26.—Membership of Local 77, American Federation of Musicians, is about 98 per cent male—yet most of the magazines in its lounge, observes vocal coach Artie Singer, are Vogue, Charm and Glamour.

CAHN TURNING PIC PRODUCER

HOLLYWOOD, Oct. 26.—Songwriter Sammy Cahn this week became the latest music biz prodigy to turn film producer when he was signed to a producer's contract by Warner Bros. His first assignment will be in teaming with William Jacobs on production of "April in Paris," pic for which he will pen the score as well. Filmworld's upper ranks are heavy with talent drawn from the music biz. Columbia Prexy Harry Cohn once was a plugger for Irving Berlin. At the same studio, music man Jonke Taps two years ago turned producer. Music biz's Maurice Bishop has been serving as pic producer at Monogram for some years. Then there's a guy by the name of Joe Pasternak at Metro.

GOLDEN OATUNES

H. Williams Clefs 22 Hillbilly Toppers

CHICAGO, Oct. 26.—Hank Williams, who's been the top h.b. recording star with a string of 19 on the Billboard's h.b. and Western pop charts since his first "Lovesick Blues" hit on MGM in February, 1949, has blossomed out as a full-fledged pop writer.

Not only is Williams the first h.b. writer to score big as a writer of country ditties that hit later the pop field, but the majority of his 22 hits to make the pop charts were songs which he either wrote or co-authored. Floyd Tillman, who had three songs that switched from country hits on Columbia to pop hits elsewhere on wax with a 16-month period two years ago, is the only one to approach Williams' record.

Currently, the ex-Birmingham warbler has "Cold, Cold Heart" by Tony Bennett on Columbia, along with "Hey, Good-Looking" by Frankie Laine and Jo Stafford on Columbia, and by Tennessee Ernie and Helen O'Connell on Capitol, and the latest Guy Mitchell release on Columbia, "I Can't Help It." Previous to his current spurge, Kay Starr dished his "Lovesick Blues" for Capitol, while Polly Bergen cut "Honky Tonkin" for a Coast indie, and Theresa Brewer cut it for London. Don Cherry's Decca waxing of "I Can't Help It" is already out, while MGM has just released "Lonesome Whistle" by Blue Barron. In addition, his "Moanin' the Blues" was cut by two r.&b. diskeries.

In the 32 months that have elapsed since Williams hit with "Lovesick Blues," the WSM, Nashville, country star has penned 11 of the 18 songs that have hit big on the rustic retail and juke market. All of his songs have been published by Acuff-Rose, with the exception of "Lonesome Whistle," which he co-wrote with Jimmy Davis and which is pubbed by Davis' subsidiary firm in Southern Music.

Williams told The Billboard that he intends to take more time from his heavy schedule of bookings, set by Jim Denny, of the WSM.

Sacred Issues Creditor Notes

HOLLYWOOD, Oct. 26.—In a move designed to keep creditors from its door, Sacred Records issued close to 100 letters to creditors, informing them it prepared to file voluntary petition in bankruptcy should "unsecured creditors" persist in attempts to secure preferential treatment at the expense of the other unsecured creditors. Petition would place the corporation's assets under the protection of the federal courts.

Letter, signed by Corporation Secretary Earle Williams also points out that about \$60,000 of indebtedness to current creditors remains, besides other old accounts.

Triangle Grain Company holds ownership to a stock of recordings and other assets which were in the possession of Sacred over a year ago. TGC also was owner of all accounts receivable which stood in the name of Sacred Records, Inc., all of which repped proceeds of consignment sales.

Ballroom Ops to Discuss Cabaret Tax Amendment at Chicago Confab

New Exemption for Terpalaces Needs Individual NBOA Study and Counsel

CHICAGO, Oct. 26.—Individual ballroom's status under the provisions of the cabaret tax terpalace amendment, passed late this week in Congress and expected to be inked by President Harry S. Truman soon, will prove the highlight of the forthcoming confab of the National Ballroom Operators' Association to be held at the LaSalle Hotel here November 6-7. Word from Washington indicates that the new tax exemption for ballrooms from the cabaret tax will require individual study and counsel from NBOA's legal reps, Tom Roberts, general counsel, and Jack Oshe-

man, Washington counsel. Success of the two-and-a-half-year NBOA campaign to rid terpalace ops of the yoke of the cabaret tax payment is expected to swell the 1951 convention to an all-time high.

In fact, the 1951 conclave of the dance ops figures to revolve around recent legislation affecting the dance business. Wage stabilization, price-freeze regulations and more general talks on the general tax proposal, of which the 20 per cent cabaret stipend elimination is a part, will take up about 40 per cent of the two-day business sessions.

A special panel session is slated for Tuesday afternoon (6), when Jerry Jones, Salt Lake City; Alice McMahon, Indianapolis; Lavern Luther, Oelwein, Ia., and Joe Maize, Omaha, discuss booking problems with reps of the four major band offices, MCA, GAC, Associated Booking and McConkey Artists' Corporation. The first year's run of the name band reporting service, wherein NBOA members have been assaying the individual dates of the bands they play on the basis of comparative grosses, is expected to get full discussion at the terpalace gathering. Co-operative buying,

which was started last year, when NBOA set up a general buying source for show cards also will get plenty of attention.

Ken Moore, Chicago, will discuss dance promotions, while Tom Arreher, Des Moines, veteran chairman of the music licensing committee, will speak on NBOA's work with Broadcast Music, Inc., and the American Society of Composers, Authors and Publishers.

The operators will hold an informal get-together Tuesday night, with the banquet slated for the closing night. Mercury Records and Ralph Marterie's band are inviting the ballroom owners to visit the big Record Week promotion to be held at the Aragon Ballroom Monday (5).

DANCERY GIM

Detroit Op Skeds Free Co-ed Night

DETROIT, Oct. 26.—Education is going to pay off for the staff side here, under the new policy at the Madison Ballroom. The means is "Betty Co-ed Night" every Thursday, promoted by Jerry Harris, who is bringing his own band in for the event. All bona fide college girls are to be admitted free, while escorts and less fortunate sisters will have to pay the regular tariff. The tie-up is being worked out with local college groups, working on a "membership" basis whereby the girls pay two bits apiece for the privilege of joining, and the proceeds of this sum go to their own society.

Tie-ups for special nights for different societies, and similar groups are in the making, with a sponsor to take on the chore of printing tickets and posters in return for a commercial plug thereon.

5G Opener for Portland Ork

PORTLAND, Ore., Oct. 26.—Portland Symphony Orchestra pulled an estimated 2,500 for a \$5,000 house in the Municipal Auditorium Monday (15) night to open the current concert season. James Sample returned to start his third year as conductor. Prices ranged from 90 cents to \$3.30.

Giuseppe De Stefano, Metropolitan Opera tenor, grossed an estimated \$3,200 from a house of 2,500 Saturday (13) night in the Auditorium, said Frank Andrews, manager of the Ellison-White Bureau, booking agency.

TV-PHONO MERCHANDISING

Color Set Ban Hits Mfrs., Retailers See Buyer Boom

NEW YORK, Oct. 26.—The cessation of the manufacture of color TV receivers announced by CBS-Columbia (see separate story in the television department) was almost universally hailed on the retail and distributor levels, but met with varying reactions on manufacturing levels. A fairly large number of manufacturing firms have involved themselves in production of color sets, components, adaptors, converters, etc. These firms will be forced to switch to black and white or other electronic apparatus production. Distributors carrying color sets or equipment will obviously be in search of some replacement merchandise. Dealers, however, figure to gain heavily in both consumer traffic and sales.

Typical retailer reaction was that of Joe Rudnick, vice-president of the Sunset Appliance chain here. Rudnick said, "It's wonderful news. It would increase sales from 20 to 25 per cent. Most traders are fully agreed that the greatest increase will be on higher-priced sets. Merchandise on the lower end of the price line has lately been moving fairly well. The more expensive sets, however, have been collecting dust in warehouses and stores since potential buyers have been loathe to spend \$500 for a black and white set while the possibility existed that color sets would be available.

Customer Lure
Late yesterday, retailers contacted by The Billboard were unable to state whether they would take advantage of the CBS-Columbia compliance with the government request by advertising the "end of color." It was expected, however, that some stores would run copy to this effect in hopes of increasing store traffic. Department stores and chains which have run traffic building promotions with CBS-Columbia by displaying color sets will have to turn to other promotions in

order to get customers into their shops.

Among the manufacturers who figure to gain heavily from the end of color set production are the small firms making high-priced custom black and white sets and such manufacturers as Capehart, Scott, Du Mont and Magnavox who have a preponderance of higher priced sets in their current lines. Remaining as a "fly in the ointment" however, is the coming of UHF. Manufacturers are expected to continue heavy advertising expenditures on UHF transmission and its affect on their sets.

Cincinnati, Oct. 26.—Leonard F. Cramer, associated 16 years with the Allen B. Du Mont Laboratories, Inc., recently as executive vice-president, Johns Avco Manufacturing Corporation's Crosley Division here, November 15, as assistant general manager, John W. Craig, Avco vice-president and Crosley general manager, announced yesterday.

Film Jim Crow Stirs 802 Ire

NEW YORK, Oct. 26.—Columbia Pictures this week ran afoul of Local 802, American Federation of Musicians, when the union protested the producing company's action while photographing a night club scene for a film short. Occurrence took place at Eddie Condon's niter in Greenwich Village, where Columbia cameramen were filming a sequence of the Condon band.

Film producers requested that Edmund Hall, Negro clarinetist in an otherwise white band, be replaced by a white man. Producers, however, wished to use the sound track with Hall's music. Union execs, including Charles Lucci, 802 topper, interceded. Harry Foster, Columbia producer, explained that eight Southern States would not exhibit the film if Hall were photographed.

It was finally decided to photograph the sequence twice, once with Hall and once without Hall, the one to be used in Northern areas and the other in Southern.

BMI to Syndicate Goodman's WNEW Longhair Program

Continued from page 7

gramming on radio, according to Pack. The new BMI syndication plan, he says, may very well do just that this season.

Altho Goodman at one time hoped to syndicate the series himself on a commercial basis, he agreed to go along with the BMI deal instead at a very nominal fee because the plan coincides with his own efforts to further appreciation of classical music. In a move to appeal to teen-agers, the series will stress similarities between certain pop hits and classical.

Both Deems Taylor and Sir Thomas Beecham failed to click on transcribed classical record shows in the past, but BMI feels the show's new approach, plus Goodman's personal popularity and the current trend toward classical artists (Mario Lanza, Ezio Pinza, etc.), should sell the show to pop music fans. If the series clicks on a national scale, it will open up new promotional outlets for disk firms to push their classical lines.

The



with these great songs...

The Lord's Prayer
Guardian Angels

The First Noel
Silent Night

O Come, All Ye Faithful (Adeste Fideles)
Oh! Little Town of Bethlehem

Away in a Manger
We Three Kings of Orient Are

backed up by...

- 1.
- 2.
- 3.
- 4.
- 5.

6400 Disk Jockey records

Big colorful streamer kits

A series of newspaper ads

National TV and Radio plugs featuring album

Trade paper advertising support

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



RCA VICTOR

Christmas Leader..

MARIO LANZA

sings...

“CHRISTMAS SONGS”

ALBUM NO. 78 RPM—DM-1649 33 1/3 RPM—LM-155
45 RPM—WDM-1649

ADDITIONAL CHRISTMAS BEST SELLERS

POPULAR	ALBUMS	COUNTRY-WESTERN
VAUGHN MONROE Frosty the Snow Man 20-4299—(47-4799)*	MARIO LANZA Mario Lanza Sings Christmas Songs DM-1649—(WDM-1649)*—LM-155**	EDDY ARNOLD O-H-N-I-S-T-M-A-S 21-0114—(48-0127)*
FREDDY MARTIN The Night Before Christmas (In Texas That Is) 20-4200—(47-4300)*	BOSTON POPS ORCHESTRA Sleigh Ride 10-1804—(49-0518)*	EDDY ARNOLD White Christmas 21-0070—(48-0290)*
MINDY CARSON Christmas Chopsticks 20-4310—(47-4310)*	HUGO WINTERHALTER White Christmas Blue Christmas 20-3907—(47-3907)*	JESSE ROGERS Blue Christmas 20-5215—(48-0100)*
DEMISIS DAY Christmas in Killarney 20-4321—(47-4321)*	FRAN ALLESON Christmas Tree Angel 20-3938—(47-3938)*	ROY ROGERS The Three Little Dwarfs 20-4201—(47-4201)*
THE FONTANE SISTERS AND HOWDY DOODY A Howdy Doody Christmas 20-4327—(47-4327)*	THE FONTANE SISTERS Jing-A-Ling, Jing-A-Ling 20-3910—(47-3910)*	ROY ROGERS Frosty the Snow Man 21-0071—(47-0265)*
THE THREE SUNS Uncle Mistletoe 20-4323—(47-4323)*	PERRY COMO Ave Nazis 20-4126—(42-0071)*	WILF CARTER The Night Before Christmas (In Texas That Is) 20-4203—(47-4203)*
PERRY COMO It's Beginning to Look Like Christmas 20-4311—(47-4311)*	ALBUMS	DALE EVANS Thirty-Two Feet—Eight Little Tails 20-4308—(47-4308)*
MARIO LANZA Oh, Holy Night 10-1642—(48-1230)*	ROBERT SHAW CHORALE Christmas Hymns and Carols DM-1077—(WDM-1077)*—LM-1148**	
	CHARLES LAUGHTON & Christmas Carol Y-440—(WF-440)*	
	PERRY COMO Perry Como Sings Merry Christmas Music P-161—(WF-161)*—LPM-51**	
	THE THREE SUNS The Three Sons Present Your Christmas Favorites P-250—(WF-250)*—LPM-52**	
	MILTON CROSS The Night Before Christmas Y-420—(WF-420)*	
	PHIL SPITALNY Christmas Carols by the Hour of Charm P-300—(WF-300)*—LPM-53**	
	PERRY COMO The First Christmas Y-472—(WF-472)*	

RECORDS



DECCA
RECORDS

TOMMY DORSEY

and his
Orchestra

"WITH ALL
MY HEART
AND SOUL"

and

"SOLITAIRE"



DECCA
27843 (78RPM)
9-27843 (45RPM)

DECCA
RECORDS

America's Fastest Selling Records



FORECAST

DOMINO
by
BING CROSBY
27830*

DECCA DATA

YOUR WEEKLY GUIDE
TO
AMERICA'S FASTEST SELLING RECORDS

★★★★★
FLASH!

MORE! MORE! MORE!
and
SHRIMP BOATS
by
Dolores Gray
27832*

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	LAST WEEK	THIS WEEK
10	PEACE IN THE VALLEY Where Could I Go But To The Lord Red Foley	14373*	
10	COCK-A-DOODLE DOO SUGARFOOT RAB SQUARE DANCE Red Foley	46349*	
10	I'M CRYING Savannah And Union Hank Garland	46348*	
10	I'M WITH A CROWD BUT SO ALONE Rose Of The Mountain Breast Tebb	46343*	
12	PRECIOUS LITTLE BABY Hey Lo Lo Breast Tebb	46338*	
25	JUST A CLOSER WALK WITH THEE Steal Away Red Foley	14303*	
8	TENNESSEE BLUES SIXTY MINUTE MAN Hardrock Center and Roberta Lee	46353*	
8	THE WEAPON OF PRAYER Jesus And The Atheist Red Foley	46357*	
3	CHEROKEE BOOGIE I WISH I'D NEVER SEEN SUNSHINE Jimmie Davis	46356*	
2	DOWN TOWNER Horse Hair Boogie Spade Cooley	46353*	

SEPIA

6	PEACE IN THE VALLEY Where Could I Go But To The Lord Red Foley	14373*	
11	TRUST IN ME COCK-A-DOODLE DOO Louis Jordan	27784*	
11	PLEASE DON'T LEAVE ME THREE HANDED WOMAN Louis Jordan	27694*	
10	CASTLE ROCK But She's My Buddy's Chick Sy Oliver	27718*	
7	HIS EYE IS ON THE SPARROW Milky White Way Sister Rosetta Tharpe and Marie Knight	46227*	

*Also available in 45 RPM (add prefix "45" to record number)
**Another Decca "Best Set" makes the "Best Seller" but this week!

DECCA "BEST BETS"

Your guide to the hits of tomorrow based on actual sales

POSITION LAST WEEK	POSITION THIS WEEK	POPULAR	SALES
15	1.	DIXIE ALABAMA JUBILEE Red Foley	27810*
12	2.	CALLA, CALLA SALA BIRMA Bessie Gilbert	27799*
13	3.	I WANNA PLAY HOUSE WITH YOU SLOW POKE Roberta Lee	27792*
14	4.	SIN JEALOUS EYES Al Morgan	27794*
7	5.	THE BROWN LOGGERS Darling Corey The Weavers	27726*
8	6.	LIES, LIES, NOTHING BUT LIES Telling Me Yes-Telling Me No Eileen Wilson	27774*
5	7.	DADDY Carion Andrew Sisters	27757*
4	8.	BE MINE TONIGHT CHIU-CHIU Lina Romay and Guy Lombardo	27744*
8	9.	BORROWED ANGEL MY EVENING PRAYER Anita Kerr Singers	27767*
11	10.	BLUE VELVET THE MORNINGSIDE OF THE MOUNTAIN Arthur Prysock	27722*
-	11.	COLD, COLD HEART BECAUSE OF YOU Louis Armstrong	27816*
-	12.	I'M CRYING Savannah And Union Hank Garland	46358*
-	13.	ROLLIN' STONE STAT AWHILE Terry Gilkyson with Chorus and Ork. dir. by Perry Botkin	27793*
-	14.	I'LL WAIT FOR YOU Birds Of A Feather Chiff Ayers	27808*
-	15.	SAN ANTONIO ROSE BULLY OF THE FOWN Grady Martin	46375*

COUNTRY

2	1.	I WANNA PLAY HOUSE WITH YOU SLOW POKE Roberta Lee	27792*
4	2.	HIGHWAY OF SORROW SUGAR COATED LOVE Bill Monroe	46369*
-	3.	RAMBLON OVER THE HILLTOP I Ain't Gonna Study War No Mo Jimmie Davis with the Anita Kerr Singers	14590*
-	4.	THE HOT GUITAR ENTITLED Ted Brooks	46374*
-	5.	TENNESSEE MOON SHE'S OXYMORPH IN BLUE DUNGAREES Les "Carrot Top" Anderson	46370*
5	6.	DETOUR Address Unknown Foy Willing	46365*

SEPIA

2	1.	THE GLORY OF LOVE You And I The Starlings	48241*
3	2.	MY EXPECTATIONS Every Day Every Hour Marie Knight	48233*
-	2.	HAVE FAITH SAY A LITTLE PRAYER "Jersey Joe" Walcott and Marie Knight	14594*
-	4.	WHAT'S MINE IS MINE I Still Love You, Baby The Ray-O-Vacs	48234*

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

THIS WEEK'S BEST SELLERS

Your guide to the top records based on actual sales

WEEKS ON LIST	POPULAR	SALES
6	I GET IDEAS A Kim To Build A Dream On Louis Armstrong	27720*
7	SMOOTH SAILING Love You Madly Billie Fitzgerald	27693*
2	GOZ HER OFF MY HANDS I Run All The Way Home Mills Brothers	27762*
10	PEACE IN THE VALLEY Where Could I Go But To The Lord Red Foley	14373*
12	IN THE COOL, COOL, COOL OF THE EVENING Misto Cristofa Colombo Bing Crosby and Jane Wymann	27678*
17	BECAUSE OF YOU Out Of Breath Gloria De Haven and Guy Lombardo	27666*
17	SIN The Love Of A Gypsy Arthur Prysock	27768*
17	LAMBA LEE BLUE FLOORA Guy Lombardo	27776*
5	I DON'T STAND A GHOST OF A CHANCE WITH YOU I'm Lucky I Have You Ink Spots	27742*
14	VANITY Powder Blue Don Cherry	27618*
9	KISSES SWEETER THAN WINE When The Saints Go Marching In The Weavers	27670*
9	AND SO TO SLEEP AGAIN Long Ago Dick Haymes	27731*
9	BALLIN' THE JACK On The Eve Dorsey Kaye	27597*
26	ON TOP OF OLD SMOKY Across The Wide Missouri The Weavers and Terry Gilkyson	27515*
17	COLD, COLD HEART TENNESSEE BLUES Eileen Wilson	27761*

*Also available in 45 RPM (add prefix "45" to record number)
**Another Decca "Best Set" makes the "Best Seller" but this week!

NEW RELEASES

SINGLES

Domino
When The World Was Young
(Le Chevalier de Paris)
27828*

Christmas In Killarney
with Jess Conlon's Rhythmaires
It's Beginning To Look Like Christmas
27831*

The Girl Friend
Bing Crosby and Tommy Dorsey
Without A Word Of Warning
27801*

Undecided
Guy Lombardo
The Lie-De-Lie Song
27825*

Riley's Daughter
Dorsey Kaye with Chorus and Ork. Directed by Vic Schoen
Tongue Twisters
27822*

Love Makes The World Go Round
(Based on "Le Rondel") Russ Morgan
Featured in French Film "La Ronde"
The Object Of My Affection
27823*

Two Roads
On Rosary Hill
Al Morgan
27824*

Shrimp Boats
More! More! More!
Dolores Gray
27829*

Nothing
Ork. Directed by Axel Stofahl
Bye, Honey Bye-Bye
27825*

These Things Shall Pass
Bill Kenny of the Ink Spots
Keep On The Sunny Side Of Life
14591*

Blue Fedora
Catty Lapham
I'm Afraid Of Your Kisses
48372*

Stop Your Sawing Baby
Give Me Back My Kisses
Charlie Adams
48373*

New Kind Of Feelin'
Roy Maye and His Orchestra
48249*

Korea Blues
Cadillac Boogie
White Brown
48250*

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

ALBUMS

LERROY ANDERSON CONDUCTS
His Own Compositions
Volume 3
LERROY ANDERSON
"Pops" Concert Orchestras
Instrumental
DU-8851 \$4.15 8-274 \$4.15 DL 7519 \$3.85

A SADIEN'S WELLS BALLET PRESENTATION
ROYAL OPERA HOUSE ORCHESTRA
Covent Garden
Hugo Rignold, Conductor
Revised Reissue
LA BOUTIQUE FARIASQUE
DL 7518 • \$3.85

Tchaikovsky
NUTCRACKER SUITE, Op. 71a
Robert Irving, Conductor
Chopin
LES SYMPHIES
DL 1546 • \$5.85

Schumann
CARNAVAL
Gounod
"FAUST" BALLET MUSIC
DL 1548 • \$5.85

Ballet
"SYLVIA" BALLET MUSIC • INVITATION TO THE DANCE
Panchelli - DANCE OF THE HORSES
Ballet from "La Boceca"
DL 1549 • \$5.85

NOW A BEST SELLER!

DICK HAYMES

sings

AND SO TO SLEEP AGAIN with 4 HITS AND A MISS and VICTOR YOUNG

and **LONG AGO** with VICTOR YOUNG

Decca 27731 (78 RPM) and 9-27731 (45 RPM)



SWING AND SWAY *with two great*

JAMMY

*blossoming
into a
hit
all over
again!*

BOUQUET OF ROSES

Listen to
**SUNDAY
SERENADE**
on ABC (Radio) for
Sylvania Television

Vocal Chorus by *The Kaydets*

SWING AND SWAY WITH SAMMY KAYE

Direction: MCA

COLUMBIA RECORDS

new arrangements by...



KAYE

*a NEW recording of
one of Sammy's greatest!*

"DADDY"

Vocal Chorus by The Glee Club
(featured in the R-K-O film "The Blue Veil")

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

SWING AND SWAY WITH SAMMY KAYE

First, Finest, Foremost
in Recorded Music

78 rpm 39583
45 rpm 4-39583

Personal Management: DAVID KRENCEL

Copyright

Another Smash Hit!

by
Margaret **WHITING**
and
Jimmy **WAKELY**



**"LET'S
LIVE A
LITTLE"**

AND
"I DON'T WANT TO BE FREE"

CAPITOL No. 1816

of course...it's on



**DEALERS!
OPERATORS!
DISC JOCKEYS!**

Capitol Buyer's Guide

COMING UP FAST!

78 45
rpm rpm

- "DEEP NIGHT," "WITH ALL MY HEART AND SOUL" Ray Anthony 1810 F1810
- "DADDY," "STREET OF DREAMS" June Christy and Stan Kenton 1823 F1823
- "MEANDERIN'," "MA COME BALI BELA BIMBA" Dean Martin 1811 F1811
- "FAT MAN BOOGIE," "MY SILENT LOVE" Billy May 1794 F1794
- "BLUE VELVET," "A PETAL FROM A FADED ROSE" Norman Kaye 1848 F1848
- "DOMINO," "FIND ME" Mary Mayo 1849 F1849

HOT SELLERS!

POPULAR

- "JUST ONE MORE CHANCE," "JAZZ ME BLUES" Les Paul and Mary Ford 1825 F1825
- "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
- "HEY, GOOD LOOKIN'," "COOL, COOL KISSES" Tennessee Ernie and Helen O'Connell 1809 F1809
- "BECAUSE OF YOU," "SOMEWHERE, SOMEHOW, SOMEDAY" Les Baxter 1760 F1760
- "DOWN YONDER," "IVORY RAG" Joe "Fingers" Carr 1777 F1777
- "IT'S NO SIN," "THE GLORY OF LOVE" The Four Knights 1806 F1806
- "ANGRY," "DON'T TELL HIM WHAT'S HAPPENED TO ME" Kay Starr 1796 F1796
- "TOO YOUNG," "THAT'S MY GIRL" Nat "King" Cole 1449 F1449

WESTERN & FOLK

- "IN THE MOOD," "EVERYBODY THINKS YOU'RE AN ANGEL" Ole Rasmussen 1814 F1814
- "YOU TRIED TO RUIN MY NAME," "ASLEEP AT THE SWITCH" Boots Faye and Idaho Call 1772 F1772
- "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 WANT TO BE NEAR YOU," "THE COCKER SPANIEL POLKA" Tex Williams 1799 F1799
- "THAT LAST LOVE LETTER," "UNTIL I DIE" Ramblin' Jimmie Dolan 1832 F1832
- "GOT A LITTLE LIGHT," "SALVATION HAS BEEN BROUGHT DOWN" James and Martha Carson 1791 F1791
- "I'M HURTIN'," "RIDIN' WITH THE BLUES" Skeets McDonald 1771 F1771
- "DETOUR," "WITH TEARS IN MY EYES" Wesley Tuttle 1804 F1804



Week Ending
OCTOBER 27, 1951

Hot Sellers based on
Actual Sales Reports

THE BIG ONE TO WATCH!

A Song You'll Remember

nat King cole



"UNFORGETTABLE"

and

"MY FIRST AND MY LAST LOVE"

78 RPM NO. 1808 • 45 RPM NO. F1808

WESTERN & FOLK



The Great Novelty Hit

CLIFFIE STONE AND HIS BARN DANCE ORCHESTRA

ON THE HILARIOUS LAFF-HOWL

"THE GRUNT SONG" and **"BORED OF EDUCATION"**

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NEW RELEASES ON Capitol

A Musical Panorama of the Glory and Beauty of Christmestide!

Christmas in the Air!

the voices of **Walter Schumann**

78 rpm 45 rpm

POPULAR		78 rpm 45 rpm
RAY ANTHONY and His Orchestra	MY CONCERTO I'LL REMEMBER APRIL (Dedicated to Benny Moré)	1835 F1835
GORDON MacRAE	BE MY GUEST (with Lyrics and Melodies Composed by Tom Albus and Lyrics by "Red" Barber) LAUGHING AT LOVE (with Paul Whiteman and His Orchestra)	1836 F1836
HELEN O'CONNELL Duke Ellington (Vocalist)	I WANNA PLAY HOUSE WITH YOU SLOW POKE	1837 F1837
LES BAXTER The Dorsey and Duo	I REMEMBER YOU, LOVE I ONLY HAVE ONE LIFE TO LIVE (Dedicated to Duke Ellington)	1839 F1839
THE FOUR KNIGHTS	I WANT TO SAY HELLO IN THE CHAPEL IN THE MOONLIGHT	1840 F1840
CLASSICALS		
THE VOICES OF WALTER SCHUMANN	WHITE CHRISTMAS (From the Paramount Picture "White Christmas") WINTER WONDERLAND	1841 F1841
WESTERN & COUNTRY		
JIMMY WAKELY	EACH STEP OF THE WAY (with Lyrics and Music by Sherman) GONNA WALK WITH MY LORD (with "The Six Strings" Band)	1838 F1838
EDDIE DEAN	THE LORD'S PRAYER BELOVED ENEMY (From the Billy Graham Production "The Jesus Story")	1842 F1842
"BIG BILL" LISTER	WHAT THE HECK IS GOIN' ON THERE'S ANOTHER IN YOUR HEART	1843 F1843

DECCA
RECORDS

A Hit!

**L GUY
LOMBARDO**

and his Royal Canadians

**"THE LIE-DE-LIE
SONG"**

and

"UNDECIDED"

Decca 27835 (78 rpm)
9-27835 (45 rpm)



DECCA
RECORDS

*America's Fastest
Selling Records*

**Disk Bootleggers Develop
Unusual Twists & Gimmicks**

NEW YORK, Oct. 20.—The bootlegging of phonograph records continues to plague the disk industry as the pirates come up with some weird twists and gimmicks to sell their contraband merchandise. Most unusual development thus far was brought to light this week when several retail dealers discovered that an indie classical LP label was marketing a recording taken off live radio broadcasts featuring name singers under contract to a major diskery. The unusual part of the story is that the major diskery's contract pressing department is pressing the bootlegged LP disks of their own artists.

The personal manager of one of the artists being bootlegged admitted that he was aware of the situation but has been told by his lawyer that nothing could be done because it would be practically impossible to convince a judge or jury that the voice on the bootlegged disk was that of his client.

Another new wrinkle developed by the disk pirates has a small pop indie label bootlegging its own disks. Reasoning behind this move is two-fold. First, the indie creates an artificial hype for its disk by creating the impression that the original recording must be a potential "sleeper" or it wouldn't be bootlegged. Secondly, the bootlegging or even a moderately successful record permits the diskier to avoid the payment

of artist or publisher royalties and excise taxes on the disk being bootlegged. The diskier maintains the guise of legitimacy, yet manages to connive a few fast bucks by bootlegging his record.

Third gimmick has one bootlegger swiping from another and both hustling their pirated wax to local dealers. The several disk firms have stated they are ready to prosecute all offenders, no such action has yet been taken. Basic problem seems to be catching the culprits—even the most Broadway area dealers here are well-informed as to the source of the bootlegged records.

**Free-for-All on
"Pretty" Ditties**

NEW YORK, Oct. 20.—A legal fight over "Pretty Eyed Baby" among ork leader Leo "Snub" Mosley, Leeds Music, saxophonist Bill Johnson and Mary Lou Williams, who all agree, wrote the original version of the song in 1943, came to light in New York State Supreme Court this week.

Mosley charges the last three with infringement of his alleged common-law rights to the tune, which he claims to have arranged from Miss Williams' "Satchel Mouth Baby" in public domain. Mosley says that Johnson was a member of his band when he made the arrangement in 1943. He charges that in 1947, Johnson, after leaving the band, falsely represented himself to Miss Williams as the one who revised her tune. On that basis, Miss Williams allegedly entered into an agreement with Johnson and Leeds, whereby latter published and copyrighted "Pretty Mouth" and she split the royalties with Johnson.

Johnson recorded the song for RCA Victor.

Williams' Action

The hassle came to light this week when Miss Williams filed a counter suit against Mosley, charging that his allegations have damaged her reputation as a clef-fer to the extent of \$100,000. She also asks the court to declare her contract with Leeds and Johnson null and void. She moved that Mosley's complaint be dismissed.

Mosley makes claim to the rights to "Pretty Mouth" because it was he who made the arrangement. He asks for an injunction restraining the three from making money from the tune and declaring Leeds' copyright void. He asks that Leeds be forced to hold the royalties in trust for him.

**MAC Routing
Busse West**

HOLLYWOOD, Oct. 20.—McConkey Artists Corporation brings Henry Busse back into this territory in December, picking up the orkster at the Rainbow Ballroom, Denver, December 1-2. Other bookings to date are the Lions Club, Montrose, Colo., December 3; Denver NCO Club, December 4; Elks' Hall, Casper, Wyo., December 8; NCO Club, Ogden, Utah, December 6-7, and Jerry Jones' Rendezvous Ballroom, December 8.

MAC is negotiating for dates in Billings and Havre, Mont., and in Newport, Wash. Busse's guarantee varies from \$700 to \$1,250, latter figure on week-ends. MAC is seeking a local spot for New Year's Eve, asking \$2,500.

**BIG MONEY?
\$57 A WEEK**

WASHINGTON, Oct. 20.—Average weekly earnings in the radio, phonograph and TV set industries remained stable at around \$5 during May, June and July. It was revealed this week in the Department of Labor's latest report on industry wages. During July weekly earnings averaged \$57.22 and average weekly hours were 39.3. In June the average weekly earning was \$58.38, with weekly hours averaging 40.4. May saw \$57.41 as an average weekly wage rate, while average weekly hours was 40.2.

**Gibson Signs Joyce
Dates Thru 1952
Despite Split Talk**

PHILADELPHIA, Oct. 20.—All the rumor mongers have been running riot with reports that have Steve Gibson and the Red Caps, instrumental-vocal unit linked with the RCA-Victor record label, signing away from the Jolly Joyce Agency here. Gibson has been lending his signature to contracts that thus far will keep the unit going under the Joyce banner for more than another year. It's no secret that the present six-year contract Joyce Agency holds is in its final stages. "However," says Joyce, answering the rumors, "if Gibson had any intentions of leaving our office upon the completion of his present contract, I am sure that he would not sign contracts that commit him until the end of 1952 and possibly beyond that."

Others Ogle

Considered a prize unit in the trade, it's an open secret that Gibson is getting the "romance" treatment from a score of local and New York booking offices anxious to grab up the act.

Bookings already set for virtually all of 1952 for the unit includes a five-month stay starting December 21 at Copa City, Miami Beach, Fla., with options for the 1952-'53 season. For the 1952 summer season, the Joyce Agency has Gibson and his group set for a seventh seasonal return to Jack Diamond's Martinique, Wildwood, N. J. Also already inked in is a return four to six weeks at Chubby's, Collingswood, N. J., starting September 8, 1952. Gibson is currently winding up a six-week stay at Chubby's and contracts are also signed already for four return weeks at the Blue Mirror in Washington, D. C., starting November 17, 1952, plus option held by Miami Beach's Copa City for five more of the 1952-'53 months.

**Richmond Takes
'Sin' to London**

NEW YORK, Oct. 20.—Cromwell, Ltd., Howard Richmond's London branch, will begin operations next month with "Sin" as its first plug song. Richmond this week completed negotiations with Bobby Mellin, publisher of "Sin," to handle all of his tunes abroad. This will apply to Melin's American Society of Composers, Authors and Publishers, and Broadcast Music, Inc., songs.

The English branch will also exploit all of Richmond's tunes abroad, including the Cromwell, Hollis, Folkways and other catalogs. Richmond leaves for England late in November to complete personnel plans and set the branch in motion.

one of the great Christmas songs of all time.



IF IT DOESN'T SNOW ON CHRISTMAS

78 rpm Set MJV-56

45 rpm Set MJV 4-56

78 rpm 38610

45 rpm 4-38610



captivatingly sung by

GENE

AUTRY

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COLUMBIA 60 RECORDS

for music that sends them . . . to you!

THE HIT OF THE SEASON!
EVERY ONE IS TALKING ABOUT
THIS GREAT RECORD!



MANTOVANI'S

"Charmaine"

MANTOVANI AND HIS ORCHESTRA

backed by
"JUST FOR A WHILE"

NO. 1020 (78 rpm)
NO. 45 1020 (45 rpm)

LONDON
RECORDS

Galgana Defends Mail Wax

• Continued from page 14

named some of the artists whose disks might be in the 16-disk package, but they were careful to include disks by some of the specifically named artists in each.

While Galgano would not disclose the amount of records he sells, that mail-order is big business can be ascertained from the fact that he normally spends from \$2,000 to \$3,000 per week for radio time; while, in the boom period from November to March, he has had weeks where he spent up to \$12,000. He showed this reporter a shipping room where records show he has put out 3,000 packages of records in a day.

Since December, 1950, Galgano Distributing has concentrated on Royale disk packages exclusively via radio. The disk package offered contains six 10 inch non-breakable records, containing two different songs per side, making a total of 24 songs to the package. Titles are all currently popular tunes. Package sells for \$2.98, plus a 35-cent handling charge. They put out a separate h.b. and Western and a pop package on these terms.

Galgano, who started in the record business in 1929 with Regal and Banner records in Chicago, left his position as head of shipping, billing and will-call for Sampson Company here, the Columbia distributors, to start his own used record business. He stuck to used records via radio until late last year, when he noted that available quantities of new and used disks were rapidly diminishing.

The local record-packaging firm employs 45 persons in a normal period for billing and shipping and adds 15 more in boom periods. In addition to its radio packages, the firm has built up a mailing list of from 200,000 to 300,000 buyers who are sent three different catalogs yearly, con-

taining a complete listing of all Royale-Varsity stock on hand. For the first time this Christmas, Galgano is sending out a catalog of both Christmas disks and merchandise items. Galgano has developed a collectors' item business by going thru all distributors' job lots and used records he has purchased, which he says "pays off my mortgage on these two buildings (he uses separate buildings for billing and packaging). He revealed carrying an inventory which runs almost \$100,000.

In addition to his mail-order business, Galgano serves as five-State distributor for Royale-Varsity merchandise with Art Cohen, formerly with Mercury, as sales manager, selling to chains and big retail outlets. He is currently building up a juke operator trade on the lower-priced Eli Oberstein wax.

Lang Named To Aragon's Manager Post

HOLLYWOOD, Oct. 20.—Lick Pier Company has installed W. Kenneth Lang as manager of the Aragon Ballroom, replacing the triumvirate of Horace Dunn, Pop Gordon and Joe Jordan. Lang, an exec with the Lick Company, has not announced any change in plans at the terperly, which currently houses Lawrence Welk in a six-month run.

Of the ousted trio, Jordan was retained and remains as bar manager. Threesome leased the ballroom on a month-to-month basis since 1948 when their lease expired.

Lang told The Billboard that he will keep the dancery on a five-day-a-week sked. He pointed out that inasmuch as company Prexy Charles Lick owns other property adjacent to the Aragon, there would be little gain by shutting during the week.

Transferring of leases and other papers are still in the works, and it is believed several weeks remain before Lick and associates clear away the paper matter and actively take part in the ocean dancery's operation.

Lang hopes to come up with gimmicks to attract more dancers during the winter months, as at this time weather plays havoc on Ocean Pier's brooms, Casino Gardens and Santa Monica Ballroom. In addition to the Aragon, Seasonal fog, smog and dew can do much in keeping the amusement pier virtually empty.

Crayton Signs With Aladdin

HOLLYWOOD, Oct. 20.—There was activity in the rhythm and blues fields this week, with one singer switching labels, two others inked and a possible jump from an indie to a major by another.

Pee Wee Crayton, warbler-guitarist, received his release from Modern Records and was immediately pacted by another local indie, Aladdin. Latter's Eddie Mesner returns next week from the East with material for Crayton, featuring him as an instrumentalist and chanter.

Johnny Taylor signed a term paper with Blue Records, following closely the contracting of Cleo Brown, boogie-woogie keyboarder, which gives diskery needed added punch. Helen Humes, who waxes for Modern, is being sought by Decca, however, the gal has signed no papers. Miss Humes formerly recorded for Discovery.

MOPPET JOINS DAD'S CHATTER

PHILADELPHIA, Oct. 20.—Mac McGuire, WIP's early morning disk jockey, brought his nine-year-old daughter to the station the other morning to view his show. While in the studio, McGuire decided to put the moppet on the air. Murray Arnold, WIP program chief, happened to be listening, and it rang the bell. As a result, plans are being whipped up for McGuire and daughter, Patsy, to do a daughter-and-daddy platter chatter stint on a regular weekly basis.

11 Posts Open At Local 767

HOLLYWOOD, Oct. 20.—Negro musicians' Local 767 nominations for 1952 elections are under way with 30 names listed so far for 11 union positions. Voting is skedded for the second Monday in December with 542 local members, 23 traveling and eight in the armed forces being mailed ballots.

Leo McCoy Davis, nominated for prexy, is winding his third year as Local 767 topper. In addition to Davis are William Collette, prexy; Ellis Walsh, William Douglas, veepee; Florence Cadrez, recording secretary; Paul L. Howard, Adam Green, financial secretary; Gerald Wilson, Samuel Franklin, John Ewing, Russell McDavid, Alton Redd, Franklin Morgan, John Anderson, Directors (elect two); Baron Morehead, Alton Redd, Harvey Brooks, David Bryant, Fay E. Allen, George Grandorf, Spencer Johnson, Elmer Fain, Baron Morehead, Jewell Grant, Florence Cadrez, Fay E. Allen, Paul L. Howard and Harvey Brooks, delegate to convention.

MacDonald Sets

• Continued from page 14

Force Base, South Carolina, and Naval Hospital, Memphis (evening); Auditorium, Houston, Thursday (25); Pleasure Pier, Fort Arthur, Tex., Friday (26); North Side Coliseum, Fort Worth, Saturday (27); Civic Auditorium, San Antonio, Sunday (28); Country Club, Waco, Tex., 29; Pleasure Pier, Galveston, Tex., 30; Civic Auditorium, Austin, Tex., 31; Gavlin Ballroom, Corpus Christi, Tex., November 1; San Angelo, Tex., Auditorium, 2; Dallas, 3; Amarillo, Tex., 4; El Capitan, Lubbock, Tex., 5-6; Country Club, Lubbock, 7; Auditorium, La Mesa, Tex., 8; Hobbs, N. M., 9; Coliseum, El Paso, 10; El Casino, Tucson, Ariz., 11; Calexico, Calif., 13; Oxnard, Calif., 14; Rainbow Ballroom, Fresno, Calif., 22; Auditorium, Stockton, Calif., 23; Auditorium, Sacramento, 24; Sweets Ballroom, Oakland, Calif., 25; San Jose, Calif., 26; San Francisco, 26; Merced, Calif., 27; Auditorium, Tulare, Calif., 28; Melody Bowl, Bakersfield, Calif., 29; Armory, Santa Barbara, 30; and Zenda Ballroom, Los Angeles, December 1.

Top date of the tour is the Lubbock Country Club affair, guaranteeing Prado \$2,500. Ork plays the Paramount Theater here November 15-21.



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by the

"ORIGINAL GILDERSLEEVE"

Harold Peary

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The rib-tickling novelty from M-G-M's
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Dean Phono Names 5 Regional Sales Reps . . .

Dean Phono president George H. Fass last week announced the appointment of five new regional sales reps for the firm. Named were Milton E. Havelock, Houston, Tex.; Murphy & Co., Atlanta, Ga.; Hoyle Smith, Oklahoma City, Okla.; Robert J. Bond & Associates, Waban, Mass.; and Al J. Rissi, Los Angeles, Calif.

A Hit!!! GUY MITCHELL

singing

I CAN'T HELP IT

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Music as Written

RCA Home Instruments Ship "Alice" Phonos . . .

RCA Victor Home Instrument Division has started shipping a new 45 r.p.m. kiddie phono decorated with Walt Disney characters from the flick "Alice in Wonderland." Retail price of the player is \$29.95. RCA Victor record division earlier grabbed off the album rights to the Disney cartoon film. The disk package is already a best-seller.

Discovery Inks Miami And Florida Distribbs . . .

Discovery Records inked Mercury Distributors in Miami and is negotiating with outfits in the Boston area to handle distribution in surrounding Boston cities. On the heels of the new distributor, diskery hired Ray Boorman to manage the Hollywood office prior to a new financing plan not yet formulated. Boorman is a former salesman with California Record Distributors and before that ran a record store in Oakland. Discovery Prexy Albert Marx believes re-financing will enable label to renew operations on an even larger scale. Marx, while waiting for the loan, will keep diskery on a status quo basis, only filling catalog orders.

Allied Pacts Peacock To Strengthen R.&B. Line . . .

By contracting Peacock Records' line, Allied Record Sales Company again strengthened its rhythm and blues fare. Acquisition of the label supplements Derby, Gotham and Top Hat, already pacted by Allied. Also inked this month was the standard line of Rainbow Records. Distribbry, in addition to the blues platteries, reps Taxco, Saloon, Exito and Tico, all Latin-American companies.

Swing Time Maps Promotion To Stimulate Winter Business . . .

In an effort to make the winter season one of the hottest in Swing Time history, sales-wise, label exec Franklin Koff is concluding a promotion which is expected to kick off with the Christmas season. Exploitation will center around disk and disk jockey promotion and trade ads. Plans get under way the end of the month.

Earl Schuller, Cotillion Boss, Adds Pop Line to Operations . . .

Earl Schuller, Cotillion Records topper, last week expanded the diskery's operations to include pop as well as kiddisk fare. Label was formed this summer (The Billboard, June 30) with Schuller on the Coast and Elbert Walker in New York.

Sel Talks Over Pluggers' Pensions . . .

Committees representing the Professional Music Men, Inc., and the music publishers will meet October 29 to discuss contact's men's proposals for a pension plan. Confab was to have been held last week but was delayed by pubber's committee owing to press of other business.

Robert Shaw Concert Jams Mormon Aud . . .

More than 5,000 persons jammed the historic Mormon Tabernacle, Salt Lake City, Friday (12) night as Robert Shaw, his 30-piece choral and 19-piece concert orchestra opened the University of Utah's 1951-52 master minds of Utah's series. Included on the program, which drew seven encores from the enthusiastic audience, were Mozart's "Requiem," Brahms' "Liebeshlieder," songs by Ravel and Gershwin's "Porgy and Bess."

"Charmaine" Pic Tune Clicks as Single . . .

Twentieth Century Fox is re-making "What Price Glory?" as a musical dramatic flick under the title "Charmaine." Coincidentally, the tune "Charmaine" is stepping out via Manolovani's disk on London Records. The showing of the side is one of those happy music biz accidents: A deejay or deejays pulled the side out of an album and got strong response. London released the number as a single, and it's piling up strong sales.

Royal Records Ethes "Rain," "Lucky Day" . . .

A new indie diskery, Royal Records, this week entered the disk field with two sides by Danny Young, "October Rain" and "A Lucky Day." Label is owned by H. R. La Costa and Ruth Reyna. "Rain," a Joe Green clefting, is backstopped by Al Hendrickson Trio. Flip utilizes the Bob Seaman Trio. Diskery will for the time being remain in the pop vein, releasing on 78 r.p.m.

Calalina Isle Dodds Boat Until Holiday Season . . .

Catalina Island, following a successful summer which witnessed a parade of name orks at the island's Casino Ballroom, will put out of service the S.S. Calalina until December 21. From now until the holidays, little entertainment will be featured in Avalon. City's Chamber of Commerce is mulling plans for the Christmas period. Al present the S.S. Descanso makes two daily trips while United Air Line has two flights to the island. A freight service continues with one trip a day.

Kessler Takes Over P.M. of Four Aces . . .

Herb Kessler, personal manager of the Three Suns, has also taken over the personal management of The Four Aces, group which waxed the hit, "It's No Sin," on the Victoria label. Kessler has already lined up the group with Music Corporation of America and last week signed them to a Decca disk pact. He's also booked them into the Casablanca Club, Canton, Cal., beginning November 2. The group includes Lou Silverstein; drums; Dave Mahoney, sax; Al Alberts, piano, and Sod Vaccaro, trumpet.

New York Don D. Robey, head of Peacock Records, Houston, has returned from a two-month trip which took in Chicago and St. Louis. In Chicago Robey waxed the Christ Land Singers, featuring Robert Harris, formerly lead singer with the Soul Stirrers. He also cut a female group, the Golden Harp Singers, consisting of chorus background and Jeanette Harris. In St. Louis Robey recorded the Gospel Tones Singers.

Pianist Stan Freeman has been signed as a featured artist on the Keith Norris video show over WABD. Freeman will play and sing on the program. . . Columbia Transcriptions, the custom record division of Columbia Records, has named Al Shulman as manager of sales service, according to an announcement by General Manager Robert J. Clarkson. . . The Royal Philharmonic Orchestra, conducted by Norman Delmar, has been signed to record the background music for the Humphrey Bogart-Katherine Hepburn flick, "The African Queen."

Joan Hovis, formerly featured songstress at the Congo Club, Houston night club, has joined the Warney Ruhl orchestra as featured soloist. Lanelle Peterson has replaced Miss Hovis at the Congo Club.

Remington Records will move its executive offices November 1 to new quarters at 351 Fifth Avenue. Diskery president Don Gabor will stage a week-long open-house for the label's distributors, operators and dealers.

Newest diskery to make its bow is TAR Records, Polish-language label headed by Thaddeus A. Rutkowski. Diskery headquarters are in Toledo. First artist signed is the Floyd Wachowiak orchestra. Rutkowski directs the Polish language program on WTOD.

Leslie F. Biebl, formerly program director for Associated Transcriptions Program Service, has been named director of programming for Air Music, Inc., local firm producing FM background music. . . Irving Fields and bride, who have been honeymooning at the Palomino Ranch, Reno, Nev., headed for Honolulu Monday (22). The RCA Victor recording artist is due back here November 15.

Eddie Heller is back at the helm of Rainbow Records after a five-month illness. . . Doris Day was chosen queen of the show at the Midwest Coin Machine Show in Omaha. . . Hugo Winterhalter is the arranger on both Mindy Carson and Billy Eckstine's "Out in the Cold Again," the former on Victor, the latter on MGM. Reason: the Carson version was cut recently; the Eckstine more than three years ago, when Winterhalter was free-lancing. . . Arlio Shaw is engaged to actress Doris Dowling.

Hartford, Conn. Tiny Quinn's orchestra, consisting of Bob Phelps, drums; Gordon Kirkpatrick, piano; Joe Macco, guitar; Palu Maynard, bass, and Quinn, vocals and sax, is playing at Villa Rosa Restaurant, Windsor Locks, Conn. . . Jimmy Christou and His Continental Orchestra is now being featured at Jewell Hall, YMCA Building. . . The Tazars are playing at the Travelogue Room, New Britain, Conn.

Philadelphia Dick Wharton makes it a return trip to the Anehoran Inn. . . Ken Moore Karavan kicks off the dancing season at Lit Hall with the Friday night proms. To provide for a parade of name bands including Gene Krupa, Louis Prima, Woody Herman and Tom Pastor to make the dancers the only name band terp spot in town. . . James E. Myers, who waxed the "Sin" click for the local Victoria label, adds "I Don't Want to Be Alone for Christmas" to his Jem Publications catalog. Written by Louis Menaker and Ted D'Onofrio, the seasonal ditty gets its introduction via a Columbia record by Al Russell. . . Bob Morris, singing emcee of the "Gretz Cavaleade of Girls" TV show on WFIL-TV, is the grandson of Billy Jerome, old time songwriter remembered for his "Row, Row, Row" and "China-toll."

Buddy Baker's all-reed ork goes back to Los Angeles City College in February where it will continue to experiment with semi-classics and pop works. Baker continues to instruct at the Fine Arts Conservatory. . . Brother Bones will tour with the Harlem Globetrotters to promote Columbia's film, "The Harlem Globetrotters." Bones' recording of "Sweet Georgia Brown" is featured in the basketball pic. . . Joe Lucher and Lillian Randolph pacted with Mort Ruby agency. Also new in Ruby's stable are Russell Evans, Gladys Goodnight and Andy Parker. . . Doyle Wright, Atlanta singer, signed with Imperial.

Hollywood

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1619 Broadway, New York 19, N. Y.

"I'VE JUST GOT TO SEE YOU ONCE MORE"

by **JIMMY DICKENS**

Columbia - 20866

TANNEN MUSIC, INC.

146 West 54 St., New York 19

Shopping days till X-MAS!

DORIS DAY Says

"Here Comes Santa Claus"

ON COLUMBIA RECORDS #38584

WESTERN MUSIC PUBLISHING CO. 6920 Sunset Blvd., Hollywood 28, Calif. 146 W. 54th St., New York 19, N. Y.

Guy's
Latest
and Greatest
Novelty

GUY

MITCHELL



The Billboard Picks

In the opinion of the Billboard music staff, records listed below are most likely to achieve popularity as determined by survey data based on sales, most played or most heard features of the Chart.

THERE'S ALWAYS ROOM AT OUR HOUSE Guy Mitchell-Mitch Miller Ork. Columbia 39595

"I CAN'T HELP IT" Guy Mitchell-Mitch Miller Ork. Columbia 39595

"I Can't Help It" is a sparkling vocal performance of a standard song that Guy Mitchell recorded originally for Mitch Miller. The song was arranged by Mitch Miller and Guy Mitchell and is a perfect example of the fine art of the Mitch Miller record label.

Singing

"THERE'S
ALWAYS ROOM
AT OUR HOUSE"

and

"I CAN'T HELP IT" (IF I'M STILL IN LOVE WITH YOU)
COLUMBIA 39595

with
MITCH MILLER'S Orchestra and Chorus



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

Trade Marks "Columbia," "Masterworks," etc., Reg. U. S. Pat. Off. Marcas Registradas



hey Mac...

get this beautiful blend...

GORDON MACRAE AND GISELE MACKENZIE

ON ROSARY HILL AND A LOVERS' WALTZ

Capitol RECORDS

78 r.p.m. No. 1807
45 r.p.m. No. F1807

THE BILLBOARD Music Popularity Charts

HONOR ROLL OF HITS

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Based on reports received October 17, 18 and 19.

- | Week Last | Week This |
|-----------|---|
| 1. | 1. Because of You
By Arthur Hammerstein and Docly Williams—Published by Broadcast Music (BMI)
RECORDS AVAILABLE: L. Armstrong, Dec 27816; R. Barber, Mercury 5643; L. Carter, Cap 1843; E. Bentley, E. Light, Ori, Remington, R 25005; T. Bennett, Col 39363; E. Butterfield, Coral 6054; Cowboy Copas, King 3244; Bob Crosby, Coral 60440; G. DeLavenne-G. Lombardo, Dec 27664; J. Desmond, MGM 10947; A. Pearce, V 10-3426; T. Smith, United 104.
ELECTRICAL TRANSCRIPTION LIBRARIES: Mandy Carson, Associated; Coconut Grove Ork, Standard; Chuck Foster, Lang-Worth; Vincent Lopez, Thesaurus; Billy Mills, Standard. |
| 4. | 2. (It's No) Sin
By George Horne and Chester Shelton—Published by Algonquin (BMI)
RECORDS AVAILABLE: Four Aces, Victoria 101; Four Brothers, Sany 617; Four Knights, Cap 1808; S. Churchill, V 20-4280; E. Howard, Mercury 5711; S. Kaye, Col 37067; A. Morgan, Dec 27794; A. Prysock, Dec 17749; B. Williams Quartet, MGM 11066.
ELECTRICAL TRANSCRIPTION LIBRARIES: Dean Hudson, Lang-Worth. |
| 3. | 3. Cold, Cold Heart
By Hank Williams—Published by Acuff-Rose (BMI)
RECORDS AVAILABLE: L. Armstrong, Dec 27816; T. Bennett, Col 39444; Fontane Sisters, V 20-4274; T. Fontane, Mercury 5693; H. Williams, MGM 10904; E. Wilson, Dec 27713.
ELECTRICAL TRANSCRIPTION LIBRARIES: Leon Payne, Lang-Worth. |
| 2. | 4. I Get Ideas
By Sanders and Curtis Cochran—Published by Hill & Range (BMI)
RECORDS AVAILABLE: L. Armstrong, Dec 27720; P. Lee, Cap 1573; E. Light, Ori, Remington R-25006; T. Mallin, V 20-4141.
ELECTRICAL TRANSCRIPTION LIBRARIES: Guy Mitchell, Associated. |
| 5. | 5. Down Yonder
By L. Wolf Gilbert—Published by LaSalle (ASCAP)
RECORDS AVAILABLE: C. Butler, Col 39533; M. Carmack, Dec 46162; J. (Fingers) Carr, Cap 1777; L. (Piano Roll) Cook, Abbey 15053; S. Coles, Dec 46385; Morley Tynes, V 20-4284; F. Martin, V 20-4267; F. Petty, Tele, MGM 11057; E. Smith, King 986; C. Watts and A. Trace, Mercury 5693; G. White, V 21-0210; H. Wolfe, King-By-Tone 1022; D. Wood, Tennessee 775.
ELECTRICAL TRANSCRIPTION LIBRARIES: Dean Hudson, Lang-Worth. |
| 6. | 6. World Is Waiting for the Sunrise
By Ernest Seltz and Eugene Lockhart—Published by Crawford (ASCAP)
RECORDS AVAILABLE: P. Bolin, Dec 27731; L. Paul-M. Ford, Cap 1748.
ELECTRICAL TRANSCRIPTION LIBRARIES: Cole Elva, Lang-Worth; Johnny Guarneri, Thesaurus; Bertrand Nirsch, Lang-Worth; Allan Jones, Lang-Worth; Matty Malneck, Standard; Manhattan Nightmares, Thesaurus; Red Nichols, Lang-Worth; Joe Sodia, Lang-Worth. |
| 7. | 7. 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. Byrd, MGM 10952; P. Faith, Ori, Col 39192; B. Harp, Merit 207; A. Kemp, E. Light, Ori, Remington R-25008; M. Lopez, V 16-2500; H. O'Connell, Cap 1408; A. Shelton, London 437; E. Smith, Dec 27683; F. Waring, Dec 27507.
ELECTRICAL TRANSCRIPTION LIBRARIES: Fred Darrin, Standard; Shep Fields, Lang-Worth; Chuck Foster, Lang-Worth; Monica Lewis, World; Bill Mills Ork, Standard. |
| 8. | 8. And So to Sleep Again
By Joe Marsala and Sammy Saylor—Published by Peaton Music (ASCAP)
RECORDS AVAILABLE: D. Haynes, Dec 27731; P. Page, Mercury 5706; A. Stevens, V 20-4283; M. Whiting, Cap 1784.
ELECTRICAL TRANSCRIPTION LIBRARIES: Benny Vaughan Ork, Associated. |
| 9. | 9. Too Young
By Sid Lipman and Sylvia Dee—Published by Jefferson (ASCAP)
RECORDS AVAILABLE: F. Allison, V 20-0105; America Trio, V 25-5463; P. Amerson, Dec 27569; L. Arkason, Ori, V 23-3480; T. Arnold, Col 39271; B. (Kemp) Cole, Cap 1449; J. Desmond, MGM 10910; F. Fernandez, V 23-5494; E. Hayes, Mercury 5594; B. Harman Trio, Col 6549-E; Homer and Jodens, V 20-4290; L. Hope, @addin 3103; S. Jones, V 20-4209; E. Light, Ori, Remington R-25003; C. Moody, King 977; D. Vaughan, Coral 60393; V. Young, Ori, Dec 27548.
ELECTRICAL TRANSCRIPTION LIBRARIES: Jerry Gray, Standard; Dick Jurgens Ork, Associated; Bob Eberly, World; Tony Pastor, Lang-Worth; Gould and Sitton, Lang-Worth. |
| 10. | 10. In the Cool, Cool, Cool of the Evening
By Johnny Mercer and Helen Carmichael—Published by Burke-Van Heusen (ASCAP) From the Paramount film, "Here Comes the Groom."
RECORDS AVAILABLE: L. Brown, Coral 60526; F. Calle, V 20-4109; B. Crosby, J. Wymann, Dec 27678; V. Damono, Mercury 5670; Five Blue Flamingos, C. Powell, Col 39407; A. Lund, MGM 11025; D. Martin, Cap 1703; J. Stafford, F. Lamm-P. Weston Ork, Col 29448.
ELECTRICAL TRANSCRIPTION LIBRARIES: Coconut Grove Ork, Standard. |

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

10 CONSECUTIVE HITS!

Each **OVER 250,000 RECORD SALES!**

CONFESS

WITH MY EYES WIDE OPEN

I DON'T CARE IF THE SUN DON'T SHINE

ALL MY LOVE

TENNESSEE WALTZ

WOULD I LOVE YOU

EVER TRUE - EVER MORE

MISTER AND MISSISSIPPI

DETOUR

...and now to the top

'AND SO TO SLEEP AGAIN'



Our humble apologies! Not 10 consecutive hits! . . . but 11, Mockin' Bird Hill was overlooked.

MERCURY RECORDS, CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

Based on reports received October 17, 18 and 19

Records listed here in numerical order are played over the greatest number of record shows. List is based on reports from weekly survey among disk jockeys throughout the country.

Table with columns: POSITION, Weeks, Last, This, Title, Artist, and other details. Includes songs like 'BECAUSE OF YOU', 'SIN', 'COLD, COLD HEART', etc.

England's Top Twenty

Table with columns: POSITION, Weeks, Last, This, Title, Artist, and other details. Includes songs like 'TOO YOUNG', 'TULIPS AND HEATHER', 'BECAUSE OF YOU', etc.

VOX JOX

By JUNE BUNDY

Trend Talk

Joe Ryan, WALL, Middle-town, N. Y., has "discovered another new (to me) band—Coral's Wool Phillips, who sounds like a combination of Kostelanetz and Billy May." DeeJay-record dealer Mary Dee, WHOD, Homestead, Pa., pens, "Hottest record on sale here is Dinah Washington's 'Cold, Cold Heart'."

Cab Bag

"Stan Kenyon's 'Concert of Innovations' was accepted very well here, even though a lot of us were either too deep or shallow to understand his music. June Christy was flat at times, but the crowd didn't seem to mind."

Preems

Harry Birrell, WEIR, Weirton, W. Va., upped to program director as of November 1. Don John Ross, WJTN, Jamestown, N. Y., is teaching a course on promotional speech techniques for Banking Institute of America.

Best Selling Sheet Music

Based on reports received October 17, 18 and 19

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, Title, Artist, and other details. Includes songs like 'BECAUSE OF YOU', 'SIN', 'COLD, COLD HEART', etc.

Songs With Greatest Radio Audiences (ACI)

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

Table with columns: POSITION, Weeks, Last, This, Title, Artist, and other details. Includes songs like 'BECAUSE OF YOU', 'SIN', 'COLD, COLD HEART', etc.

Songs With Most TV Performances (RH Tele-Log)

The Richard Kimber (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 network stations in New York and Chicago.

Table with columns: POSITION, Weeks, Last, This, Title, Artist, and other details. Includes songs like 'BECAUSE OF YOU', 'SIN', 'COLD, COLD HEART', etc.



COLUMBIA'S

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

(Based on actual sales figures for week ending October 19)

✓ POPULAR

- ✓ 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
- ✓ GAMBELLA
HEY, GOOD LOOKIN'
JO STAFFORD
FRANKIE LAINE
39570-4-39570
- ✓ BLUE VELVET
SOLITAIRE
TONY BENNETT
39555-4-39555
- ✓ SIN
JEALOUS EYES
SAMMY KAYE
39567-4-39567
- ✓ I RAN ALL THE WAY HOME
JUST A MOMENT MORE
SARAH VAUGHAN
39576-4-39576
- ✓ DOWN YONDER
WAY UP IN NORTH CAROLINA
CHAMP BUTLER
39533-4-39533
- ✓ POPPY, THE PUPPY
COMING DOWN THE CHIMNEY
GENE AUTRY
39542-MJV 4-122
- ✓ RUDOLPH, THE RED-NOSED REINDEER
IF IT DOESN'T SNOW ON CHRISTMAS
GENE AUTRY
38610-3-38610-MJV 4-56
- ✓ ONCE
NEVER
TONI ARDEN
39577-4-39577

- ✓ THE THREE LITTLE DWARFS
THIRTY-TWO FEET—EIGHT LITTLE TANKS
GENE AUTRY
39543-MJV 4-121
- ✓ FROSY, THE SNOWMAN
WHEN SANTA CLAUS GETS YOUR LETTER
GENE AUTRY
38907-3-38907-MJV 4-75
- ✓ MY LIFE'S DESIRE
SHANGHAI
DORIS DAY
39423-4-39423
- ✓ LONGING FOR YOU
MARY ROSE
SAMMY KAYE
39499-4-39499
- ✓ THE BLONDE SAILOR
SYMPHONY IN 3/4 TIME
KEN GRIFFIN
39566-4-39566
- ✓ MY TRULY, TRULY FAIR
WHO KNOWS LOVE
GUY MITCHELL
39415-4-39415
- ✓ WHEN
REACHING FOR THE MOON
CHAMP BUTLER
39546-4-39546
- ✓ COME ON A MY HOUSE
ROSE OF THE MOUNTAIN
ROSEMARY CLOONEY
39467-4-39467
- ✓ CASTLE ROCK
DEEP NIGHT
FRANK SINATRA
HARRY JAMES
39527-4-39527
- ✓ KING PORTER STOMP
FAREWELL BLUES
BENNY GOODMAN
39564-4-39564

✓ FOLK

- ✓ ME AND MY BROKEN HEART
LET OLD MOTHER NATURE HAVE HER WAY
CARL SMITH
20862-4-20862
- ✓ ALWAYS LATE
MOM AND DAD'S WALTZ
LEFTY FRIZZELL
20837-4-20837
- ✓ 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
- ✓ IF TEARDROPS WERE PENNIES
MR. MOON
CARL SMITH
20825-4-20825

- ✓ MY ROUGH AND RODY WAYS
LULLABY YODEL
LEFTY FRIZZELL
20843-4-20843
- ✓ THERE'S NOTHING AS SWEET AS MY BABY
LET'S LIVE A LITTLE
CARL SMITH
20796-4-20796
- ✓ IF YOU'VE GOT THE MONEY I'VE GOT THE TIME
I LOVE YOU A THOUSAND WAYS
LEFTY FRIZZELL
20739-4-20739
- ✓ POOR LITTLE DARLIN'
I'VE JUST GOT TO SEE YOU ONCE MORE
"LITTLE" JIMMY DICKENS
20866-4-20866
- ✓ SHINE, SHAVE, SHOWER
LOOK WHAT THOUGHTS WILL DO
LEFTY FRIZZELL
20772-4-20772

✓ COMING UP

- ✓ DOMINO
IF THAT DOESN'T DO IT
BORIS DAY
39596-4-39596
- ✓ THERE'S ALWAYS ROOM AT OUR HOUSE
I CAN'T HELP IT
GUY MITCHELL
39595-4-39595
- ✓ ALWAYS, ALWAYS
THERE SHE GOES
PERCY FAITH
39556-4-39556

- ✓ THE GLORY OF LOVE
AND SO TO SLEEP AGAIN
PAUL WESTON
39569-4-39569
- ✓ MOM AND DAD'S WALTZ
THAT'S WHAT I WANT FOR CHRISTMAS
TONI HARPER
39571-4-39571
- ✓ IT'S ALL IN THE GAME
BE MINE TONIGHT
SAMMY KAYE
39531-4-39531



Jo brings home a double-barrelled smash!

JO STAFFORD

sings the lilting

"SHRIMP BOATS"

with The Norman Luboff Choir

and the lively

"Love, Mystery and Adventure"

both with Paul Weston and his Orch.
78 rpm 39581 — 45 rpm 4-39581



COLUMBIA RECORDS

FOR MUSIC THAT SENDS 'EM—TO YOU!

THE BILLBOARD Music Popularity Charts

Best Selling Pop Singles

Based on reports received October 17, 18 and 19

Records listed are those selling best in the national top album retail record stores...

Table with columns: Position, Weeks, Title, Artist, Label, and other details for pop singles.

Best Selling Classical Titles

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

Table listing classical titles, composers, and performers.

Best Selling 45 R.P.M.

Table listing 45 R.P.M. classical titles and performers.

DEALER DOINGS

News and Chatter

Sidney Horne, vice-president of Dynamic - Electronics, a chain of radio-TV-appliance-record shops...

Trade Talk

Lofty Frizell has been as hot as any country and Western artist we've ever sold. Let's hope Columbia and Victor stay on the ball...

Best Selling Children's Records

Based on reports received October 17, 18 and 19

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

Table with columns: Position, Weeks, Title, Artist, Label, and other details for children's records.

Best Selling Pop Albums

Based on reports received October 17, 18 and 19

Discs are listed are those issued on all records in the difficult to conduct a top album survey...

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

Table listing 33 1/3 R.P.M. pop albums.

Best Selling 45 R.P.M.

Table listing 45 R.P.M. pop albums.

Classical Reviews

WAGNER-TRISTAN UND ISOLDE. LIEBESMART - Kirsta Flindstedt-Sri...

90-100 TOPS 40-49 EXCELLENT 70-79 GOOD 40-69 SATISFACTORY 60-69 POOR

The her political past may be very much in question, but recording only reiterates that there has been no significant change...

MAYNOR, CELLO CONCERTO NO. 2 IN D MINOR, OP. 1011 - Sigmund Maynor...

HOLLYWOOD, Oct. 20 - Coast indie, Imperial Records, increased its monthly disk output to four...

SCHUMANN PIANO CONCERTO IN A MINOR, OP. 54 - Rolf Schind-Baerberg...



THE GREATEST . . . THE GREATEST . . . THE GREATEST . . . T
TONY MARTIN
 singing
"DOMINO"
 and
"IT'S ALL OVER BUT THE MEMORIES"
 RCA VICTOR 20-4343 (78 rpm) — 47-4343 (45 rpm)
 THE GREATEST . . . THE GREATEST . . . THE GREATEST . . . T

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

Release 31-45
 Ships Coast to Coast, Week of October 28

POPULAR

- DENNIS DAY** with Henri Rene's Orchestra
 Christmas In Killarney 20-4593—(47-4593)*
 The Core Keeps A' Growin' 20-4594—(47-4594)*
- THE FONTANE SISTERS AND HOWDY DOODY** with Norman Leyden's Orchestra
 A Sturdy Deedy Christmas 20-4595—(47-4595)*
 The Popcorn Song 20-4596—(47-4596)*
- THE THREE SONS**
 David Winterhalter
 Hoigh Ride 20-4123—(47-4123)*
- TONY MARTIN** with Henri Rene's Orchestra
 Domino 20-4343—(78 rpm)
 It's All Over But the Memories 47-4343—(45 rpm)*
- PERRY COMO** with Mitchell Ayres' Orchestra
 Here's to My Lady 20-4166—(47-4166)*
- DINAH SHORE AND TONY MARTIN** with Henri Rene's Orchestra
 If You Catch a Little Cold 20-4568—(47-4568)*
- FRANKIE CARLE** and his Orchestra
 For All We Know 20-4158—(47-4158)*
 Just a Moment Here 20-4159—(47-4159)*

COUNTRY—WESTERN

- HANK SNOW** and his Rainbow Ranch Boys
 Made Mahlin' Mama From Memphis 20-4546—(47-4546)*
 The Highest Bidder 20-4547—(47-4547)*

SACRED

- SONS OF THE PIONEERS**
 Sonnets
 The Lord's Prayer 20-4547—(47-4547)*

RHYTHM-BLUES

- JOHN GREER** and the Rhythm Rockers
 Woman Is a Fine Letter Word 20-4588—(47-4588)*
 Get You On My Mind 20-4589—(47-4589)*
- JOHNNY HARTMAN** with Choir and Orchestra conducted by Norman Leyden
 Wheel of Fortune 20-4589—(47-4589)*
 I'm Afraid 20-4590—(47-4590)*

POP-SPECIALTY

- PEREZ PRADO** and his Orchestra
 In a Little Spanish Town—Mambo 20-4519—(47-4519)*
 Cool Hi Bop—Mambo 20-4520—(47-4520)*
- THE HONKY-TONKS**
 Never Stop Kingin'
 You Better Stop Telling Lies About Me 20-4541—(47-4541)*

CHILDREN'S

- THE FONTANE SISTERS AND HOWDY DOODY** with Norman Leyden's Orchestra
 A Sturdy Deedy Christmas 47-4595—(45 rpm)*
 The Popcorn Song 47-4596—(45 rpm)*

RED SEAL SPECIAL

- JASCHA HEIFETZ** with RCA Victor Symphony Orchestra conducted by William Steinberg
 Introduction and Rondo Capriccioso Op. 28 (Part 1) 10-3425
 Introduction and Rondo Capriccioso Op. 28 (Cont.) 10-3426
 *45 rpm cat. nos.—**33 1/3 rpm cat. nos.

Going Strong...

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

- I Get Ideas**
 Tony Martin 20-4141—(47-4141)*
- Slow Poke**
 Pee Wee King 21-0489—(48-0489)*
- Loveliest Night of the Year**
 Mario Lanza 10-3300—(49-3300)*
- Turn Back the Hands of Time**
 Eddie Fisher with Hugo Winterhalter's Orch. 20-4257—(47-4257)*
- (It's No) Sin**
 Savannah Churchill 20-4280—(47-4280)*
- Heart Strings/Somebody's Been Beatin' My Time**
 Eddie Fisher 20-4273—(47-4273)*
- Rollin' Stone/With All My Heart and Soul**
 Perry Como 20-4269—(47-4269)*
- Meanderin'/They Call the Wind Maria**
 Vaughn Monroe 20-4271—(47-4271)*
- I Wanna Play House With You/Something Old, Something New**
 Eddie Arnold 21-0476—(48-0476)*
- Sweet Violets**
 Dinah Shore 20-4174—(47-4174)*
- The Old Soft Shoe**
 Dinah Shore and Tony Martin 20-4268—(47-4268)*
- Cold, Cold Heart**
 The Fontane Sisters 20-4274—(47-4274)*
- Down Yonder/Take Her to Jamaica**
 Freddy Martin 20-4267—(47-4267)*
- Over a Bottle of Wine**
 Tony Martin 20-4220—(47-4220)*
- I Pagliacci: Act II—Vesti La Giubba**
 Mario Lanza 10-3288—(49-3288)*

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.

- DOMINO**
 Tony Martin 20-4343—(47-4343)*
 The Billboard Pick, October 20th.
- OUT IN THE COLD AGAIN**
 Mindy Carson 20-4289—(47-4289)*
 The Disk Jockeys Pick, October 20th, Billboard.
- BELA BIMBA**
 Paltor Muzel 20-4286—(47-4286)*
 The Billboard Pick, October 20th, Billboard.
- NEVER**
 Dennis Day 20-4288—(47-4288)*
 The Billboard Pick, October 13th.
- (Blues From) AN AMERICAN IN PARIS**
 Ralph Flanagan 20-4247—(42-4247)*
 Records Most Played by Disk Jockeys, Variety, Oct. 13th.

TIPS
BEYOND THE BLUE HORIZON
I NEVER WAS LOVED BY ANYONE ELSE
 Hugo Winterhalter and His Orchestra 20-4288—(47-4288)*



"SEVEN COME ELEVEN" (The Pay-off)

By the time all of our distributors will have formulated plans on the next pop record drive. They will have set their promotion guns to aim at concentrating attention of your customers to these records by as many means as is possible.

The following list of records is the most potential crop of "Big New Hits" that have come up in a long time. All of them have the basic ingredients of big money makers: the artists; the good tunes; good ideas, and further, good initial public acceptance. They are—

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

The stars who make the hits are on **RCA VICTOR Records**

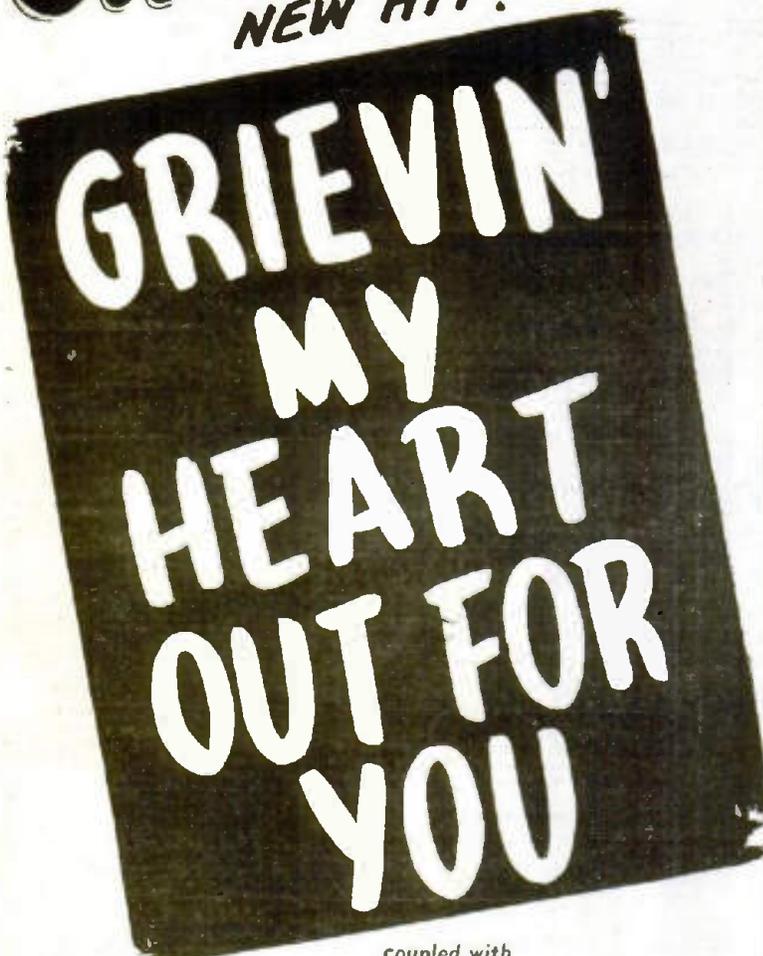
RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



A DECCA BEST BET!



DON CHERRY'S NEW HIT!



coupled with

"I CAN'T HELP IT" (If I'm Still in Love With You)

Decca 27836 (78 rpm)
9-27836 (45 rpm)

America's Fastest Selling Records



THE BILLBOARD Music Popularity Charts

• Best Selling Pops Ly 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 overall 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. I GET IDEAS
T. Martin—Victor
4. SIN
Four Aces—A. Alberts—Victoria
5. WORLD IS WAITING FOR THE SUNRISE
L. Paul & M. Ford—Capitol
6. WHISPERING
L. Paul—Capitol
7. I WON'T QUIT ANYMORE
T. Bennett—Columbia
8. COME ON-A MY HOUSE
B. Clooney—Columbia
9. SOLITAIRE
T. Bennett—Columbia
10. LA VIRGEN DE LA MACARENA
B. Mendez—Coral

CHICAGO

1. SIN
E. Howard—Mercury
2. BECAUSE OF YOU
T. Bennett—Columbia
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. DREAMING
T. Martin—Victor
8. ALWAYS ALWAYS
P. Faith—Columbia

BOSTON

1. SIN
Four Aces—A. Alberts—Victoria
2. COLD, COLD HEART
T. Bennett—Columbia
3. BECAUSE OF YOU
T. Bennett—Columbia
4. TURN BACK THE HANDS OF TIME
E. Fisher—Victor
5. WORLD IS WAITING FOR THE SUNRISE
L. Paul & M. Ford—Capitol
6. JUST ONE MORE CHANCE
L. Paul & M. Ford—Capitol
7. AND SO TO SLEEP AGAIN
P. Page—Mercury
8. DOWN YONDER
L. Green—Capitol
9. I GET IDEAS
T. Martin—Victor
10. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor

PHILADELPHIA

1. BECAUSE OF YOU
T. Bennett—Columbia
2. COLD, COLD HEART
T. Bennett—Columbia
3. SIN
Four Aces—A. Alberts—Victoria
4. TURN BACK THE HANDS OF TIME
E. Fisher—Victor
5. OUT IN THE COLD AGAIN
R. Hayes—Mercury
6. I GET IDEAS
T. Martin—Victor
7. WORLD IS WAITING FOR THE SUNRISE
L. Paul & M. Ford—Capitol
8. UNDECIDED
Ames Brothers—L. Brown—Coral
9. I RAV ALL THE WAY HOME
B. Green—Coral
10. WHISPERING
L. Paul—Capitol

ST. LOUIS

1. TURN BACK THE HANDS OF TIME
E. Fisher—Victor
2. UNDECIDED
Ames Brothers—Coral
3. SIN
Four Aces—Victoria
4. BECAUSE OF YOU
T. Bennett—Columbia
5. DOWN YONDER
D. Wood—Tennessee
6. HEY, COLD LOOKIN'
J. Stafford—J. Laine—Columbia
7. COLD, COLD HEART
T. Bennett—Columbia
8. WORLD IS WAITING FOR THE SUNRISE
L. Paul & M. Ford—Capitol
9. ALABAMA JUBILEE
Red Foley—Decca

LOS ANGELES

1. COLD, COLD HEART
T. Bennett—Columbia
2. I GET IDEAS
T. Martin—Victor
3. SIN
E. Howard—Mercury
4. BECAUSE OF YOU
L. Green—Capitol
5. BECAUSE OF YOU
T. Bennett—Columbia
6. WHISPERING
L. Paul—Capitol
7. WORLD IS WAITING FOR THE SUNRISE
L. Paul & M. Ford—Capitol
8. COME ON-A MY HOUSE
B. Clooney—Columbia
9. DADDY
S. Hoken—J. Clarke—Capitol
10. SIN
S. Churchill—Victor

DALLAS-FORT WORTH

1. SIN
E. Howard—Mercury
2. COLD, COLD HEART
T. Bennett—Columbia
3. SIN
Four Aces—A. Alberts—Victoria
4. DOWN YONDER
D. Wood—Tennessee
5. I GET IDEAS
L. Armstrong—Decca
6. UNDECIDED
Ames Brothers—L. Brown—Coral
7. SAN ANTONIO ROSE
J. Maddox—Dot

WASHINGTON, D. C.

1. BECAUSE OF YOU
T. Bennett—Columbia
2. SIN
E. Howard—Mercury
3. I GET IDEAS
T. Martin—Victor
4. AND SO TO SLEEP AGAIN
P. Page—Mercury
5. WORLD IS WAITING FOR THE SUNRISE
L. Paul & M. Ford—Capitol
6. TURN BACK THE HANDS OF TIME
E. Fisher—Victor
7. COLD, COLD HEART
T. Bennett—Columbia
8. DOWN YONDER
J. (Fingers) Carr—Capitol

NEW ORLEANS

1. BECAUSE OF YOU
T. Bennett—Columbia
2. SIN
S. Churchill—Victor
3. I GET IDEAS
T. Martin—Victor
4. COLD, COLD HEART
T. Bennett—Columbia
5. IT'S ALL IN THE GAME
T. Edwards—MGM
6. BLUE VELVET
T. Bennett—Columbia
7. WORLD IS WAITING FOR THE SUNRISE
L. Paul & M. Ford—Capitol

PITTSBURGH

1. SIN
Four Aces—A. Alberts—Victoria
2. COLD, COLD HEART
T. Bennett—Columbia
3. BECAUSE OF YOU
T. Bennett—Columbia
4. TURN BACK THE HANDS OF TIME
E. Fisher—Victor
5. IT'S ALL IN THE GAME
T. Edwards—MGM
6. BLUE VELVET
T. Bennett—Columbia

ATLANTA

1. BECAUSE OF YOU
T. Bennett—Columbia
2. COLD, COLD HEART
T. Bennett—Columbia
3. SIN
S. Churchill—Victor
4. I GET IDEAS
T. Martin—Victor
5. I GET IDEAS
L. Armstrong—Decca

DENVER

1. I GET IDEAS
L. Armstrong—Decca
2. SIN
E. Howard—Mercury
3. DOWN YONDER
(Fingers) Carr—Capitol
4. COLD, COLD HEART
T. Bennett—Columbia
5. WORLD IS WAITING FOR THE SUNRISE
L. Paul & M. Ford—Capitol

SEATTLE

1. COLD, COLD HEART
T. Bennett—Columbia
2. UNDECIDED
Ames Brothers—L. Brown—Coral
3. BECAUSE OF YOU
T. Bennett—Columbia
4. I GET IDEAS
L. Armstrong—Decca
5. WHISPERING
L. Paul—Capitol
6. SIN
Four Aces—A. Alberts—Victoria
7. AND SO TO SLEEP AGAIN
P. Page—Mercury

DETROIT

1. COLD, COLD HEART
T. Bennett—Columbia
2. BECAUSE OF YOU
T. Bennett—Columbia
3. TURN BACK THE HANDS OF TIME
E. Fisher—Victor
4. SIN
E. Howard—Mercury
5. SIN
S. Churchill—Victor
6. UNDECIDED
Ames Brothers—L. Brown—Coral
7. I GET IDEAS
T. Martin—Victor
8. AND SO TO SLEEP AGAIN
P. Page—Mercury
9. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
10. OVER A BOTTLE OF WINE
T. Martin—Victor



Direct from the
Sound Track of the
20th Century-Fox
Extravaganza
"GOLDEN GIRL"

A
SMASH
RECORD...

DENNIS
DAY

Singing

"NEVER"

and
"CALIFORNIA MOON"
RCA VICTOR 20-4285—(47-4285)

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

• 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.

NEVER Dennis Day RCA Victor 20-4285

This is a sound-track recording from the forthcoming 20th Century-Fox film "Golden Girl" and Day sells-out himself in a balling performance of this rag ballad with outlandish studio backing to enhance.



RCA VICTOR RECORDS



THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Records

Based on reports received October 17, 18 and 19

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on the Billboard's weekly survey among 7,500 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. Values shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hit Music Popularity Chart, Part 1.

Weeks (Less 1 This to date)	Pos	Title	Artist	Label
18	1	1. BECAUSE OF YOU	T. Bennett	Capitol 39362 (45) 39362-BMI
11	2	2. COLD, COLD HEART	T. Bennett	Capitol 39449 (45) 39449-BMI
10	3	3. WORLD IS WAITING FOR THE SUNRISE	L. Paul M. Ford	Capitol 11748 (45) 11748-ASCAP
17	4	4. I GET IDEAS	T. Martin	Vocalion 20-4341 (45) 47-4341-BMI
5	7	5. SIN	E. Howard	Mercury 7815711 (45) 5711245-BMI
9	6	6. DOWN YONDER	Del Wood	Tennessee 781775 (45) 45-775-ASCAP
17	5	7. COME ON-A MY HOUSE	R. Clooney	Capitol 39467 (45) 39467-BMI
13	8	8. DETOUR	P. Page	Mercury 7815682 (45) 5682-45-BMI
6	12	9. SIN	Four Aces A. Alberts	Vocalion 101-BMI
10	9	10. WHISPERING	L. Paul	Capitol 11748 (45) 11748-ASCAP
28	10	11. TOO YOUNG	Nat (King) Cole	Capitol 38444 (45) 11-444-ASCAP
4	13	11. UNDECIDED	Ames Brothers-L. Brown	Coral 78160566 (45) 59-60566-ASCAP
6	11	13. I GET IDEAS	L. Armstrong	Decca 27720 (45) 9-27720-BMI
2	19	14. HEY, GOOD LOOKIN'	J. Stafford-F. Laine	Capitol 39570 (45) 34-39570-BMI
2	25	14. SIN	S. Church III	Vocalion 20-4200 (45) 47-4200-BMI
23	13	16. LOVELIEST NIGHT OF THE YEAR	M. Lampa	Vocalion 110-3300 (45) 49-3300-ASCAP
2	22	16. DOWN YONDER	E. Smith	King 900-ASCAP
5	15	18. AND SO TO SLEEP AGAIN	P. Page	Mercury 7815706 (45) 5706-45-ASCAP
5	16	18. TURN BACK THE HANDS OF TIME	E. Fisher	Vocalion 20-4257 (45) 47-4257-ASCAP
8	21	18. BECAUSE OF YOU	G. Lombardo G. DeHaven	Decca 27666 (45) 9-27666-BMI
17	16	21. SHANGHAI	D. Day-P. Weston	Capitol 39423 (45) 34-39423-ASCAP
2	20	22. BLUE VELVET	T. Bennett	Capitol 39555 (45) 34-39555-BMI
17	16	23. SWEET VIOLETS	D. Shore	Vocalion 20-4174 (45) 47-4174-ASCAP
1	—	24. GAMBELLA	F. Laine-J. Stafford	Capitol 39570 (45) 34-39570-BMI
8	26	25. SIXTY MINUTE MAN	Dominoes	Federal 7812022 (45) 45-12022-BMI
8	23	26. BECAUSE OF YOU	L. Baxter	Capitol 11493 (45) 11-1493-BMI
15	26	26. I WON'T CRY ANYMORE	T. Bennett	Capitol 39362 (45) 34-39362-ASCAP
1	—	26. ANGRY	K. Starr	Capitol 11790 (45) 11-1790-ASCAP
4	26	29. DOWN YONDER	C. Butler	Capitol 39533 (45) 34-39533-ASCAP
1	—	29. JUST ONE MORE CHANCE	L. Paul M. Ford	Capitol 7811825 (45) 11-1825 copyright

A New Star Shoots to the Top!

TOMMY EDWARDS



sings
**IT'S ALL IN THE GAME
ALL OVER AGAIN**

78 RPM - MGM 11035 • 45 RPM - MGM K11035

And Now Tommy's Latest—
MY CONCERTO • SOLITAIRE

78 RPM - MGM 11077 • 45 RPM - MGM K11077

Radio-TV-Now M-G-M's New Star!

ROBERT Q. LEWIS

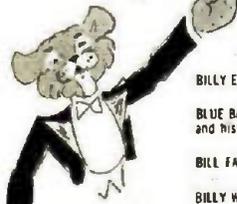
HONEY

VANILLA OR CHOC'LTE OR CHERRY

78 RPM - MGM 11081 • 45 RPM - MGM K11081

WHERE'S-A YOUR HOUSE
THERE SHE GOES

78 RPM - MGM 11056 • 45 RPM - MGM K11056



And More
BIG ONES!

- BILLY ECKSTINE
ONCE
78 RPM - MGM 11073
45 RPM - MGM K11073
- BLUE BARRON and his Orchestra
I WANT ANOTHER CHANCE WITH YOU
78 RPM - MGM 11074
45 RPM - MGM K11074
- BILL FARRELL
PAINT YOURSELF A RAINBOW
78 RPM - MGM 11062
45 RPM - MGM K11062
- BILLY WILLIAMS QUARTET
BE MINE TONIGHT
78 RPM - MGM 11066
45 RPM - MGM K11066
- ART MOONEY and his Orchestra
DADDY
78 RPM - MGM 11072
45 RPM - MGM K11072
- TOMMY TUCKER and his Orchestra
THE TINKLE SONG
78 RPM - MGM 11067
45 RPM - MGM K11067
- ART LUND
LITTLE BOY
78 RPM - MGM 11075
45 RPM - MGM K11075
- TEX BENEKE and his Orchestra
HANGIN' AROUND WITH YOU
78 RPM - MGM 11075
45 RPM - MGM K11075
- HANK WILLIAMS
UNFORGETTABLE
78 RPM - MGM 11060
45 RPM - MGM K11060
- ONE OF THESE DAYS ONE OF YOUR DREAMS IS BOUND TO COME TRUE
78 RPM - MGM 11060
45 RPM - MGM K11060
- LONGSOME WHISTLE
78 RPM - MGM 11054
45 RPM - MGM K11054
- CRAZY HEART
78 RPM - MGM 11054
45 RPM - MGM K11054

M-G-M RECORDS

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HITS B-I-G...

with her first NEW Release

"I Like It I Like It"

King 15129

and

"If I Can Love You in the Morning"

Orch. under direction of VIC MIZZY

King 15128

Exclusively



 **RECORDS, INC.**

1540 BREWSTER AVENUE,
CINCINNATI 7, OHIO

THE BILLBOARD Music Popularity Charts

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

Based on reports received October 17, 18 and 19

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) Weeks (Week)	Record	Artist	Label	
12	1	1.	ALWAYS LATE	Leffy Frizzell	Capitol (3313-20837) - BMI
5	4	2.	SLOW POKE	Pee Wee King	MGM (45148-0489) - ASCAP
9	5	3.	MOM AND DAD'S WALTZ	Leffy Frizzell	Capitol (3313-20837) - BMI
18	3	4.	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	Capitol (45148-0476) - ASCAP
15	2	5.	HEY, GOOD LOOKIN'	Hank Williams	MGM (451K-11000) - BMI
5	7	5.	DOWN YONDER	D. Wood	Tennsee (45145-775) - ASCAP
1	—	5.	SOMEBODY'S BEEN BEATING MY TIME	E. Arnold	Capitol (45147-4273) - BMI
2	7	8.	CRAZY HEART	Hank Williams	MGM (451K-11054) - ASCAP
1	—	9.	TRAVELIN' BLUES	Leffy Frizzell	Capitol (45142-20842) - BMI
25	6	10.	I WANT TO BE WITH YOU ALWAYS	Leffy Frizzell	Capitol (45142-20799) - BMI
20	10	10.	LET'S LIVE A LITTLE	Carl Smith	Capitol (45142-20796) - BMI
9	—	10.	MR. MOON	Carl Smith	Capitol (45142-20825) - BMI

Coming Up

1.	LET OLD MOTHER NATURE HAVE HER WAY	C. Smith	Capitol (45142-20862) - BMI
2.	LONESOME WHISTLE	Hank Williams	MGM (451K-11054) - ASCAP

FOLK TALENT AND TUNES

By JOHNNY SHUFEL

Disk Jockey Doings

George E. Webb, WGTC, Greenville, N. C., who replaced Bill Butwell, is mourning over lack of free releases, except from King and 4 Star. . . Famous Lashua, WEBC, Duluth, Minn., has purchased a 100-acre farm at Grand Lake Minn. where he is raising sheep. . . Uncle Martin Wales, WWPB, Miami, has returned from his vacation and is starting a TV show Saturdays over WTVS, Miami, with a live band.

Larry Carothers, KMOX, St. Louis, reports that Brother Bob Hastings' Acorns Park near St. Louis took a beating in its last four weeks, even with names like Cowboy Copas, Hank (Sugarfoot) Garland, Kenny Roberts and Pee Wee King, because of heavy rains. The Roberts date was a reunion between the Coral star and the Lucky Penny Trio who worked together in Cincinnati several years ago. Roy Ayers, steelman with King, left for Army duty September 26. Carothers was voted the "voice with the plense and tease" by Milwaukee night phone operators, who were polled on the all-night show that came into the office. Carothers has been putting on shows with **Bill (Foggy River) Davis**, sergeant in special service at Army air field, Scott Field, Ill.

Cactus Jack Sizone is doing shows with George McCoy and his Square-D Boys, a unit from Donaldson Air Base, over WESG, Greenville, S. C. Slim Williams, the Coral warbler who spins 'em at KWBC, Fort Worth, reports that Ted Daffan has a show over KCUL, Fort Worth. . . Bill Sturdevant, the songwriter who played guitar with Jimmy Davis band a few years ago, is selling printing for a firm in Fort Worth.

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.

DRIFTWOOD ON THE RIVER	Ernest Tubbs	Decca 46377
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Davis is currently at WSM, Nashville. Uncle Dudley Hackworth, KTFS, Texarkana, Tex., reports that Eddy Arnold's date at the Arkansas State Fair was a big hit. . . Dottie Chacchi, the veteran record librarian at WMEX, Boston, wants pix of the stars for her station record library wall. She just received a big Autry show on the Columbia artist's recent birthday. . . Lee Stewart, WHAT, Philadelphia, has added a pop show on WDAS and also a one-hour daily h.b. show.

Al Morris, the new all night jockey at WVA, Wheeling, W. Va., reports that Cowboy Phil and the Golden West Girls are working a TV show over WDTV, Pittsburgh in addition to their Wheeling stints.

Clorence Kneeland, the Jewett City, Conn. spinner, thinks Jimmy Skinner's Capitol dishing of "Kentucky and You" will be a big number. . . Jim Farmer, WAGA, Atlanta, along with the TV Wranglers, Boots Woodall, the Smith Brothers and Paul Rice, are running tent shows at the South-eastern State Fair, Atlanta. . . Foreman Bill and the Bar Nothing Ranch Gang are working dates with Leffy Frizzell and will work with the Capitol Records caravan in October. Bill is still at KXOA, Sacramento, where he airs over four regional Mutual web stations in California.

John Utley, WFMY, Greensboro, N. C., needs records. He reports that a new local diskery, Robbins Records, has a new star singer in Percy Oramont. Eddie Boyie, KTKT, Tucson, Ariz., is moving to KRUX, Phoenix, Ariz. . . Mickle Evans, WTTM, Trenton, N. J., did a week of remote shows from the New Jersey State Fair late in September.

Joe Allison, the Capitol diskery who has been at WMAK, Nashville, for the past two years, has moved to WSM where he is doing emcee work on several live radio and TV shows. Allison broke in as singer and emcee with the Tex Ritter troupe. Johnson and Jack are set for the "Grand Ole Opry" October 20, with Rex Allen guesting on the NBC webber November 3. . . Murray Nash, Acuff-Rose

(Continued on page 41)

• Best Selling Retail Folk (Country & Western) Records

Based on reports received October 17, 18 and 19

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) Weeks (Week)	Record	Artist	Label	
12	1	1.	ALWAYS LATE	Leffy Frizzell	Capitol (3313-20837) - BMI
9	2	2.	MOM AND DAD'S WALTZ	Leffy Frizzell	Capitol (3313-20837) - BMI
15	3	3.	HEY, GOOD LOOKIN'	Hank Williams	MGM (451K-11000) - BMI
30	4	4.	COLD, COLD HEART	Hank Williams	MGM (451K-10904) - BMI
18	4	5.	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	Capitol (45148-0476) - ASCAP
4	10	6.	SLOW POKE	Pee Wee King	MGM (45148-0489) - ASCAP
26	6	7.	I WANT TO BE WITH YOU ALWAYS	Leffy Frizzell	Capitol (45142-20799) - BMI
3	8	8.	TRAVELIN' BLUES	Leffy Frizzell	Capitol (45142-20842) - BMI
1	—	8.	HEART STRINGS	E. Arnold	Capitol (45147-4273) - BMI
6	7	10.	UNWANTED SIGN UPON YOUR HEART	Hank Snow	Capitol (45148-0498) - BMI

Coming Up

1.	LONESOME WHISTLE	Hank Williams	MGM (451K-11054) - ASCAP
2.	CRAZY HEART	Hank Williams	MGM (451K-11054) - ASCAP
3.	SOMEBODY'S BEEN BEATING MY TIME	E. Arnold	Capitol (45147-4273) - BMI

• Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received October 17, 18 and 19

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) Weeks (Week)	Record	Artist	Label	
13	1	1.	ALWAYS LATE	Leffy Frizzell	Capitol (3313-20837) - BMI
11	2	2.	MOM AND DAD'S WALTZ	Leffy Frizzell	Capitol (3313-20837) - BMI
16	2	3.	HEY, GOOD LOOKIN'	Hank Williams	MGM (451K-11000) - BMI
7	4	4.	SLOW POKE	Pee Wee King	MGM (45148-0489) - ASCAP
19	6	5.	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	Capitol (45148-0476) - ASCAP
1	—	6.	CRAZY HEART	Hank Williams	MGM (451K-11054) - ASCAP
12	5	7.	MR. MOON	Carl Smith	Capitol (45142-20825) - BMI
6	8	7.	DOWN YONDER	Del Wood	Tennsee (45145-775) - ASCAP
1	—	9.	LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Capitol (45142-20862) - BMI
1	—	9.	TRAVELIN' BLUES	Leffy Frizzell	Capitol (45142-20842) - BMI

Coming Up

1.	SOMEBODY'S BEEN BEATING MY TIME	E. Arnold	Capitol (45147-4273) - BMI
2.	LONESOME WHISTLE	Hank Williams	MGM (451K-11054) - ASCAP
3.	HEART STRINGS	E. Arnold	Capitol (45147-4273) - BMI

LATEST RELEASE
IN THE MOOD—instrumental
EVERYBODY THINKS YOU'RE AN ANGEL
Capitol #1814 F1814

OLE RASMUSSEN
and his "NEBRASKA CORNHUSKERS"
FEATURED VOCALIST
TED WILDS

FIFTH YEAR
KXLA
PASADENA, CAL.

Capitol RECORDS

ALLAN BE PRAISED!
AT LAST WE HAVE A **HOT** FOLK RELEASE
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DEEJAYS — Thanks for your plugs — If you have not received your copy PLEASE WRITE US

THE BILLBOARD Music Popularity Charts

Country & Western (Folk) Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	POP	COUNTRY	FOLK
LEFTY FRIZZELL My Old Pal COLUMBIA 20841—Another Rodgers from coupled with Frizzell's way with the lyrics adds up to a solid piece of work. This one should score handsomely.		85	85	85
Brakeman's Blues Single from Frizzell's "Jimmie Rodgers" album proves that the life characterizer was a master at turning out country blues. Frizzell's charming, as usual, is first-rate.		82	82	82
CHUCK MURPHY Lay Something On the Bar (Besides Your Elbows) CORAL 60588—Here's a real romping, driving tavern novelty which could score easily enough in any disco market if it's sold on a planned exploitation basis. Could be a "sleeper."		82	85	80
Watin' for My Baby Murphy reels off a catchy, old-timey tavern ditty which could draw a play here-and-there.		73	73	70
GEORGE MORGAN I Wish I May, I Wish I Might COLUMBIA 20811—Strong sings with shaggy projection on an attractive ballad, based on the old rhapsody melody.		77	78	77
Broken Candy Heart A good country weeper is served up with feeling by Morgan.		75	76	74
LITTLE JIMMY DICKENS Poor Little Daxlin' COLUMBIA 20844—Dickens hands his usual bright chant to a cute stem done in the style of a hon-tono. Male vocal group and a couple of steel guitars add to the interest.		77	78	76
I've Just Got to See You Once More Little Jimmy is less effective on a weeper, the love's no mistaking the staff's dancing.		71	72	70
JEANNE McMANUS (Bob Simms Ork) Birds in' Butterflies CORAL 60589—Miss McManus sings a big league style on an excellent, folksy novelty ballad, with firm harmony, perhaps her own, on the refrain. Unfortunately, this was a cheap date—only suitable for accompaniment, and the lack of background is felt.		74	74	74
Why Dogtcha Love Me Anymore? Talented though offers an excellent demonstration of a good light novelty ballad. Again, lack of production holds this side back.		68	68	68
LULU BELLE & SCOTTY Saturday Nite Waltz MERCURY 6357—The country pair's charming on an okay new waltz ballad in the name. A honky piano bit adds color.		71	72	70
All Nite Long Some performance by the team detracts from a cute piece of material.		67	69	65
ROY KING Heartack and Blue MERCURY 6357—King gets to use his yodel on an okay weeper. He fails, however, to get much feeling into it.		67	69	65
Ramblin' Realize country blues gets a standard run-down from King.		64	66	63
SLIM WILLIAMS Half Way to Heaven CORAL 64111—Wilder delivers a mediocre performance of a fair country ballad.		65	65	65
That's All You Gotta Do Williams gets pop and waltz into this intriguing novelty, with cleverly developed lyrics and a lively melody.		NS	NS	NS
DICK POULTON-DICK DIXON (The Eagles-Flash Griner) You're Gonna Be Sorry CITATION 112—Good grade novelty ballad gets a rough-hewn rhythm receiving from a waltz-influenced, real warbler and most small combo.		60	60	60
You're Still Captain of My Heart (Bad White-Gilbert Sisters) Warbler and gal duo walk thru a lively waltz troubler. Like flip material in strong performance weak.		60	60	60

FOLK TALENT AND TUNES

Continued from page 40

reports that Bill Saunders, WOKO, Albany, N. Y., conducted a listeners' poll to see if the folks wanted to hear the standard disks or new numbers. Listeners voted by a ratio of 8 to 1 that they favored hearing the standard country hits over new ditties. Wonder what other jockeys have to report on this situation?

Tommy Duncan (Intro and Capitol) is doing an early-morning disk shot over WCTB, Madison, Calif. Buddy Hobbs (MGM) is also working an afternoon seg on the station. Chester (String Bean) Smith is doing the live shows with his San Joaquin Valley Boys.

Peanut Faircloth, who has been at WNEK, Macon, the past five years, where he did both d.j. and live stunts, has moved to WRDQ, Augusta, Ga. He reports that the Mercer Brothers, who have just had their first release on Colum-

bia, are now working at WMAZ, Macon, Ga. Ray Armand has joined WRL, Arlington, Va., as h.b. d.j. Connie B. Gay airs over the same outlet. Art Barrett, WSAP, Portsmouth, Va., is using an original theme, "The Art Barrett Stomp," recorded for him by Smokey McClennay, Dick Johnson and Pancake Norris. Sleepy Jeffers, d.j. at WTPJ, Charleston, W. Va., and wife, Honey, who works with him as a live talent team, are parents of a son, Randy Lynn, born September 21. Mack Hains, WCTT, Corbin, Ky., is working show dates in October with Jimmie Skinner.

Lloyd Hart, WTYS, Marianna, Fla., has started a Sunday morning gospel show. Earle Weckley, librarian at WSAV, Harrisonburg, Va., reports that they are seeking name talent for future barn dance jamborees at the station. Uncle Joe Johnson, WPAQ, Mount Airy, N. C., reports that the Skyline Boys (Abe), the Brammer Brothers (Mutual) and Johnny Talley and his boys (Tennessee) are working live shows at the station. Elmer Snodgrass and his gang, WAKE, Greenville, S. C., have started a kiddie club show from a local theater for a laundry sponsor. Verlin Mays, WPHG, Bristol, Va., is the father of a daughter, Elizabeth Ann, born recently. He does a three-and-a-half hour show daily over the station.

(Continued on page 110)

A double Barrelled



HIT!

"THE TALE A SAILOR TOLD"

and

ELTON BRITT

and

The Beaver Valley Sweethearts

RCA VICTOR 20-4324
47-4324



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Singing Trio

Heard Every Week Cast to Coast
LOOK UP ANTHONY BROW
Mgt.
Tom Diskin
1000 Fletcher Chicago 41, Ill.

THE BILLBOARD Music Popularity Charts

• Rhythm & Blues Record Releases

Boogie Woogie on a Saturday Night—Stevie Gibson (Savoy) V (45) 47-4294
 If You Love Me—The Royals (Dreams of) Okeh 6832
 I'll Be Waiting—Al Russell (I Couldn't) Okeh 6831
 I'm a Man of Experience—Charlie Harding (Fench Tree) Dec 48245
 I'm Comin' Home—Roy Stevens (Rolin) Stax 12126
 I'm Saver! All My Lovin'—John Greer (Have Another) V 47-4293
 So Alone—Joe Liggins (Oh, How! Specialty 413
 That Wild Black Engine—Charlie Monroe (You'll Find) V (45) 47-4292
 That's All You Gotta Do—Slim Williams (Half Way) Carl 64111
 There's Something 'bout Love—Delmore Brothers (The Girl) King 481
 The Sweet To Be Remembered—Cowboy Copas (Because of) King 3245
 You Did to the Mustard—Homer and Jetta (You're Young) V (45) 47-4290

Too Young—Homer and Jetta (Too Old) V (45) 47-4290
 Two Roads—Hankshaw Hawkins (Slow Poke) King 996
 What Else Can I Do—Esco Hawkins (I'll Love) Flyers 10029
 What's the Reason—Dickie Thompson (Whiskey and) Dec 48250
 Whiskey and Gin—Dickie Thompson (What's the) Dec 48250
 Why Don'tcha Love Me Anymore?—James McManus (Birds 'n' Corn) 1196
 You'll Find Her Name Written There—Charlie Monroe (That Will) V (45) 4291
 You're Gonna Be Sorry—Dick Position-Dick Dixon (You're Still) Division 1152
 You're Still Captain of My Heart—Dick Position-Dick Dixon (You're Gonna) Division 1152

RHYTHM AND BLUES NOTES

By HAL WEBMAN

The George Shearing Quintet, currently on an extended concert tour in support of Billy Eckstine, now is booked well into the spring. Shearing will set off on a series of location dates late in December, after he takes a couple of weeks' vacation following the completion of the concert trek. He opens in Philadelphia's Rendezvous on December 27 for Christmas and New Year's Day; he'll then return to New York for a series of MGM recording sessions. On January 7 thru 12, Shearing will play the Colonial Inn in Toronto; January 15-20, Lindsey's, Cleveland; January 25 thru February 7, Blue Note, Chicago; February 9-16, Riviera, St. Louis; February 21 thru March 15, Tiffany Club, Los Angeles, and on March 17 the quintet is due to play its first foreign date, a two-weeker in Honolulu. When Shearing gets back to the United States, he already has dates penciled in for San Francisco, Las Vegas and St. Paul.

Decca Records more or less killed three birds with one stone. The diskery last week inked and recorded three separate entities associated with the Horace Henderson Quintet, currently working in Chicago. The diskery sliced sides with the Henderson unit itself. The firm also made a pair of sides with Floyd Smith, who is guitarist with the Henderson band. Smith is a veteran musician and may be remembered by collectors for his decade-old Decca recording with the Andy Kirk orchestra, a guitar solo, "Guitar Blues." One of the sides he made is a sequel to the latter effort. Also signed and recorded was the thrush with the Henderson unit, Little Donna Hightower. She's a 17-year-old canary. Her first sides couple "Cry" with "I Ain't in the Mood."

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:

NEW BIRD OF LOVIN'.....Sassy 819
 Billy Wright

Count Basie is working his first engagement in years at the Savoy Ballroom in New York's Harlem this week. The engagement marks the Gotham debut of his new big band. From New York, Basie will head for Detroit's Paradise Theater and from there will move into the Midwestern one-night theater route beginning November 2. On November 16, Basie will play a concert in Buffalo, with Mary Lou Williams serving as an added attraction. . . . The Three Flames will open at the Bon Soir niter in New York's Greenwich Village on October 30 for a two-week engagement and options.

Oscar Peterson will head to the West Coast with his trio toward the end of January. At the moment Peterson is on the road with the "Jazz At the Philharmonic" package. Following that tour, he will form the trio and has been set in the East and Midwest for the month of December and part of January. . . . Warbler Horace Bailey, newly inked to a Coral Records' contract and with his first coupling due any hour, has been committed to Shaw Artists Corporation for booking management.

Hollywood
 Aladdin Records will record the Trumpeteers and Branch Gospel Singers on tunes for the Christmas market. . . . Lowell Fulson is town soon to sire more than a dozen sides for Swing Time. . . . Cousin Joe and Alonzo Stewart, of New Orleans, inked with Imperial. Diskery is holding back on disk session until January 1. . . . Lionel Hampton last week etched platters on the MGM label. Jesse Kaye supervised sessions. Floyd Dixon, Betty Jean Washington, Madeline Perkins, Smokey Linn, Maxwell Davis, Ernie Andrews, Duke Henderson, Charles Norris and Freddy Simon worked a recent "Midnight Matinee" at Olympic Auditorium. Shows, staged weekly, are co-sponsored by Hunter Hancock and Ray Robinson, local r. and b. disk jockeys.

• Rhythm & Blues Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	CHIT	CHIT	CHIT	CHIT
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Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

JOE LIGGINS (The Honey-rippers)
Oh, How I Miss You
 SPECIALTY 413—A fine, romping blues is warbled strong and true by an aching tenor. Excellent performance and strong beat should make this an important coupling. **84--84--84--84**

ROY MILTON (His Solid Senders)
Best Wishes
 SPECIALTY 414—R. M. sings soft and warm on this slow and easy blues with feeling, with opening strain reminiscent of "How Long" Combs In Top. **84--84--84--84**

Short, Sweet and Snappy
 Clean, neat and light-weight. **74--74--74--74**

ROY BROWN (Mighty, Mighty Men)
Bar Room Blues
 BE LADDE 3319—Brown does a powerful job on this medium tempo rocker, addressing his respects to a jug of wine, hand punches hard in back of the ear mighty shouter. **83--83--83--83**

Good Rockin' Man
 Ray belts out another in the good rocker formula and another rapped performance it is. **83--83--83--83**

DICKIE THOMPSON
Whiskey and Gin
 DECCA 48250—Thompson displays a smooth, knowing ballad style on another Ray's fine blues ballad. Thompson gets a load of feeling and meaning into a top rendition. **82--84--82--81**

What's the Reason (I'm Not Pleasin' You)
 Pearly tenor would never know his song, as Thompson converts into a shrill boogie blues with a new melody. He delivers, tho, as does the combo, for an effective novelty side. **77--77--77--77**

PRESTON LOVE
Twilight Blues
 FEDERAL 12043—Slow, poetic blues with a pulsing jungle beat and echo effects on the vocal; neat mood job. **77--77--77--77**

Unconscious Blues
 Pearly recorded jump blues has the band drawing out the singer. **40--40--40--40**

TAMPA RED
Boogie Woogie Woman
 VICTOR 6517-4245—Plains Red should have another winner in this hard-pounding boogie keyboard with plebeian combo or haze providing the only other solo. Good southern style display. **73--72--72--75**

I Won't Let Her Do It
 James teams with a combo to deliver a conventional blues that has humor and a somewhat different conception. Could do very well. **77--79--76--77**

THE BLENDERS
You Do the Dreamin'
 DECCA 48244—Group does a Mills Brothers in a frankly pop treatment of a pop ballad item. **72--72--72--72**

My Heart Will Never Forget
 Another pop styling of a pop ballad. **66--66--66--66**

THE SUGAR TONES
They Said It Couldn't Happen (But It Did)
 ONYX D-2600—Simple, old fashioned sentimentality is handled a capably delivery by easy male group. Tuna has some charm. **70--70--70--70**

The Buzzard and the Hawk
 Old hat material is more suited to pop than R&B. **60--60--60--60**

LOWELL FULSON
Stormin' and Ramin'
 ALADDIN 3104—Fulson gets off a fiery blues with his Southern chant and guitar styling. **65--65--64--66**

Night and Day
 More of the same. Tune is a blues original, not the Cole Porter standard. **65--65--64--66**

ALLEAN PHILLIPS
I Got It Bad
 REGENT 1040—Thrush in the Dinah Washington school does the Ellington torcher with force if not much finesse, but she's recorded badly, sounds muffled. **64--64--64--64**

You're for Me
 Miss Phillips drives nicely on this medium blues, with a new lyric setting to the old "Ain't Nobody's Business." Same lack of definition in the recording here. **67--67--67--67**

RED CALENDER SEXTETTE (Bob Williams)
Tabor Inn
 HOLLYWOOD 344—Slow ballad in a pop idiom, as Williams' chanting lacks presence and clarity, tho he has a good sound. **64--65--64--63**

September in the Rain
 (Maxwell Davis) **67--67--66--68**

IT'S A HIT!
 in New Orleans, Dallas and other SPOTS!

FATS DOMINO
ROCKIN' CHAIR CARELESS LOVE
5145

T-BONE WALKER
ALIMONY BLUES LIFE IS TOO SHORT
5153

IMPERIAL RECORD CO., INC.
 6425 HOLLYWOOD BLVD. • HOLLYWOOD 28, CALIF.

Breakin' for a HIT!!!
JOHN GREER
 with
"HAVE ANOTHER DRINK AND TALK TO ME" RCA VICTOR
 20-4293
 47-4293

The Big New Hits are on
RCA VICTOR RECORDS

The integrity and experience of
A SOLID NAME
 plus
 THE WORLD'S TOP ENGINEERS
 are
BEHIND YOUR LABEL!

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YOUR BEST BETS ARE ON Okeh

THE MASQUERADE IS OVER TALKIN' CHRIS POWELL 6818, 4-6819
 PLENTY OF MONEY GO! GO! THE TRENIERS 6804, 4-6804
 COCKTAILS FOR TWO WALKIN' HOME ARNETT COBB 6823, 4-6823
 WHISKEY AND GIN JOHNNIE RAY
 TELL THE LADY I SAID GOOD-BYE 6809, 4-6809
 OLD WOMAN BLUES HEY, LITTLE GIRL THE TRENIERS 6826, 4-6826
 JOE TURNER BLUES CHERRY RED JOE TURNER 6829, 4-6829

Okeh A PRODUCT OF COLUMBIA RECORDS, INC.

THE BILLBOARD Music Popularity Charts

Most Played Juke Box Rhythm & Blues Records

Based on reports received October 17, 18 and 19

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.

Table with 10 rows of music titles, artists, and chart positions. Includes 'GLORY OF LOVE' by Five Keys, 'T' 99 BLUES' by J. Nelson, 'SIXTY MINUTE MAN' by Dominoes, etc.

Music Timid on Christmas

Continued from page 13

annual entries made in specialty fields such as rhythm-and-blues and country-and-Western. They also do not cover those pop entries by the smaller diskeries.

The total of 53 recordings measures up as slightly more than half of the total number of etchings of new material sliced last year. Last year the major diskers, the same considered above, had 101 sides skedded for release at this time of the year.

The list of new Christmas songs, publishers, artists and labels is as follows:

'Ting-A-Ling-A-Jingle' (Vaughn Horton), Eddie Habert, Decca; Pinetoppers, Coral; Frank Luther, Decca; Ames Brothers, Coral. 'Christmas Chopsticks' (Regent), Guy Lombardo, Decca; Mel Blanc, Capitol; Mindy Carson, Victor; Frank Yankovic, Columbia. 'Santa Claus Polka' (Regent), Eddie Habert, Decca; 'May Every Day Be Christmas' (Preview), Louis Jordan, Decca; 'Eat, Eat, Eat' (Duchess), Danny Kaye, Decca; 'Grandfather Kringle' (Duchess), Burl Ives, Columbia; Kenny Roberts, Coral; 'Coming Down the Chimney' (Leo Talent), Gene Autry, Columbia; Guy Lombardo, Decca; Kenny Roberts, Coral. 'Uncle Mistletoe' (Broadway), Owen Bradley, Coral; Three Suns, Victor; Eddy Howard, Mercury. 'The Night Before Christmas, In Texas, That Is' (Bob Miller), Freddy Martin, Victor; Wilf Carter, Victor. 'Thirty-Two Feet, Eight Little Tails' (Miller), Harry Babitt, Coral; Gene Autry, Columbia; Dale Evans, Victor; Milton DeLugg, MGM. 'Santa Claus Looks Like My Daddy'

(Sam Weiss), Danny Kaye, Decca. 'Christmas Dinner' (Century), Tennessee Ernie, Capitol. 'A Rootin' Tootin' Santa Claus' (Kassner), Tennessee Ernie, Capitol; Tex Beneke, MGM.

Also 'I Was Santa Claus at the Schoolhouse' (Beechwood), Yogi Yorgesson, Capitol. 'Christmas Party' (Beechwood), Yogi Yorgesson, Capitol. 'I Tanti Walt Till Quithmath' (Hartley), Mel Blanc, Capitol. 'Christmas Is for Children' (Odette), Tommy Edwards, MGM. 'Kris Kringle' (Disney), Tommy Edwards, MGM. 'Santa Claus Parade' (Milene), Tex Beneke, MGM. 'Shake Hands With Santa Claus' (E. H. Morris), Milton DeLugg, MGM. 'That's What I Want for Christmas' (Irving Caesar), Lindsey Crosby, Decca; Toni Harper, Columbia.

Also 'Dear Mr. Santa Claus' (Hubert), Lindsey Crosby, Decca. 'It's Beginning to Look Like Christmas Again' (Plymouth), Bing Crosby, Decca; Perry Como, Victor. 'We Wish You a Merry Christmas' (Folkways), The Weavers, Decca. 'One for the Little Bitty Baby' (Folkways), The Weavers, Decca. 'Christmas Tree at Home' (Supreme), Guy Lombardo, Decca. 'The Christmas Ball' (Criterion) Bill Darnell, Coral.

Also 'Jingle Bells Around the World' (E. H. Morris), George Cates, Coral; 'Christmas Chant' (Hudson), Patti Page, Mercury. 'Christmas Bells' (Fillerdelphia) Patti Page, Mercury. 'Pony, the Puppy' (Broadcast), Gene Autry, Columbia. 'Suzy the Snowflake' (Hill and Range), Rosemary Clooney, Columbia. 'Little Red Riding Hood's Christmas Trees' (Roger) Rosemary Clooney, Columbia. 'Howdy Doody Christmas' (Children's Songs), Fontane Sisters. 'When Christmas Rolls Around' (Argyle) Eddy Howard, Mercury.

TV Is Spark

Continued from page 14

deal as previously reported, still is contingent on Decca's purchase of the personal holdings in U-I of Blumberg and two other major execs in the flickery, William Goetz and Leo Spitz. The stock purchase would require an outlay by Decca of somewhere in the vicinity of \$2,500,000.

The confirmation of the TV angle in the deal brought to the fore a new batch of speculation as to how the arrangement would work mechanically. With TV as the common ground, Decca, in an obvious influential position with its artists, has at hand talent and knowledge of a musical nature and U-I has at hand talent and knowledge of thesping and production.

The merger of ideas and talents would give the companies a well-rounded blueprint on which to build a TV production set-up, with filmed packages and possibly telecriptions the nucleus of the operation.

Off-Beat DJ's Eyed by WJZ

Continued from page 7

'That Wonderful Guy.' This show features a gent with an East Side dese-dem-dose speech, who also waxes amorous between records. Show might get a back-to-back airing with another potential deejay series, of which WJZ already has cut a sample. Time likely would be late Saturdays.

Other show would feature Sid Gross, who has a solid background on British Broadcasting Corporation and Radio Luxembourg as a deejay. Gross would do a humorous British-style take-off on U. S. jocks, and would use guests who are European jazz names. Gross currently is promoting a jazz concert series at the Adelphi Theater here. His show, like 'That Wonderful Guy,' would run 30 minutes.

2 Major Pubbers

Continued from page 13

had cut few, if any. Marks tunes over a period of months.

In a third case, a large firm has been tiffing with the a.&r. head of another diskery because of what it considers his cavalier treatment of its picture songs.

On the face of it, these look like cutting-off-noses-to-spite-faces routines, but eventually, the pubbers point out, the record company can suffer considerable annoyance by not being serviced. Sooner or later standards, special material, album numbers, etc., simply must be cut, and reporting and paying monthly (under pain of trip damages) could be inconvenient.

802-WPIX Set

Continued from page 13

range calls for the hiring of either three extra men, or the inauguration by the station of a name band policy in addition to the seven staffers. The name band would be changed weekly, and would broadcast daily. The station requested permission to change bands weekly without the necessity of giving eight weeks' notice. This in the event the station decides on the band policy rather than extra staffers. Local 802 is agreeable, but is asking that a 13-week cycle of bands be guaranteed.

Scale on the new contract has been upped for staffers from \$126.50 to \$131 per five day week. The new contract will run thru 1953, expiring the same time as network-musicians union pact.

5 and 10 LP's

Continued from page 14

items as Georges Enesco conducting his own 'Ostel for Strings in C' (Ernest Van Johnson) and Albert Spalding duetting on Brahms' Second and Third Sonatas, Kodaly's 'Harry Janos Suite' with Laszlo Halasz conducting, and a group of operatic arias sung by Astrid Varnay.

On the pop level, the firms selling low-priced disks continue regular releases of their "close to the original" versions of the hit platters. Most traders are in agreement that the low-priced firms are strengthening their foothold in the industry.

Kline Files 80G

Continued from page 14

dered, \$2,000 for expenses and \$7,500 for sales and resale.

Under a December, 1950, contract, Kline was hired to line up distributors for the firm in certain areas. He claims he was wrongfully discharged in March.

Lincoln has answered that Kline got together with George Busette, former vespee of the diskery, to bring a groundless litigation against Lincoln in order to hurt the firm. Lincoln claims they had the right to fire Kline because he was hired on a trial basis.

Kline has moved for a pre-trial examination of Lincoln execs.

Best Selling Retail Rhythm & Blues Records

Based on reports received October 17, 18 and 19

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.

Table with 10 rows of music titles, artists, and chart positions. Includes 'GLORY OF LOVE' by Five Keys, 'SIXTY MINUTE MAN' by Dominoes, 'I Can't Escape From You' by J. Turner, etc.

Advertisement for 'MY LITTLE BROWN BOOK' by Al Hibbler, Chess No. 1481, 45-1481. Features a large 'I LOVE YOU' graphic.

Advertisement for Aladdin Records featuring 'HAVE ANOTHER DRINK AND TALK TO ME' by Peppermint HARRIS, AL 3107, and other hits like 'GLORY OF LOVE' and 'SEVEN LONG DAYS'.

Advertisement for 'LITTLE SIDE CAR' by THE LARKS, Apollo 429, APOLLO RECORDS, 457 W. 45th St., New York 19, N. Y.

Advertisement for 'NOW DISTRIBUTING' featuring Gotham Records, United Record Dists., 4504 Cottage Grove Ave., Chicago, Ill., and Pan American Dists., 90 Riverside Ave., Jacksonville, Fla.

Advertisement for 'SO ALONE' by JOE LOGGINS, Specialty Records.

Advertisement for 'SHORT, SWEET AND SNAPPY' by ROY MILTON, Specialty Records.

A DECCA BEST BET

Silence Whorem

Sings

"LIES, LIES, NOTHING BUT LIES"



"TELLING ME YES --- TELLING ME NO" DECCA 27774 (78 RPM) - 9-27774 (45 RPM)

America's Fastest Selling Records

DECCA RECORDS



THE BILLBOARD Music Popularity Charts

Advance Record Releases

Records listed are generally approximately two weeks in advance of actual release date...

POPULAR

- Around the Sentimental Train—Sy Oliver (Kismet) ... Another Human Being of the Opposite Sex—Kitty ...

POPULAR ALBUMS

- Christmas in the Air Album—Voices of Walter ... Silent Night—Carol of the Bells ...

HOT JAZZ

- Autumn Leaves—James Moody (Shade of Blue ... Blue Note 1585 ...

HOT JAZZ ALBUMS

- Come On! A Star's Home Album—Slim Perkins ... Cannon & Stan's Home: We Can't Turn Out ...

CHILDREN

- All in Wonderland (Parts 1 & 2)—Ray Heatherton ... Christopher Columbus (Parts 1 & 2)—John ...

SPIRITUAL

- Come, Let's Go Back to God—Soul Stirrers Chq. ... Joy! Speciality 813 ...

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.

ONCE Jan Peerce Victor 20-4318

The Metapers error delivers a strong performance on a big ballad. The same-temperance should be sufficiently powerful to build this one into best-selling. His Billy Eckstine has a solid entry on this long on MGM Records.

JALOUSIE FLAMENCO Frankie Laine Columbia 39585

Laine's stylized chanting on the standard "Jalousie" has the familiarity of the long and up to potent war. Based on an exhilarating Spanish dance rhythm, "Jalousie" also combines familiarity with strong salesmanship for another strong entry.

• 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 the record retailers think tomorrow's hit will be:

1. OUT IN THE COLD AGAIN Richard Hayes Mercury 5724
2. THERE'S ALWAYS ROOM AT OUR HOUSE Gus Mitchell-Mitch Water D's Columbia 39595
3. JAZZ ME BLUES Les Paul Capitol 1825
4. UNFORGETTABLE Nat Cole Capitol 1808
5. BEYOND THE BLUE HORIZON Mace White-Miller D's Victor 4288

• 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 hit will be:

1. JAZZ ME BLUES Les Paul Capitol 1825
2. SOLITAIRE Tony Bennett Columbia 39555
3. DOMINO Tony Martin Victor 20-4343
4. UNFORGETTABLE Nat Cole Capitol 1808
5. I CAN'T HELP IT Gus Mitchell-Mitch Water D's Columbia 39595
6. ALABAMA JUBILEE Red Foley Decca 27810

• The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record operators think tomorrow's hit will be:

1. ROLLIN' STONE Perry Como Victor 20-4269
2. JAZZ ME BLUES Les Paul Capitol 1825
3. CALLA CALLA Vic Damone Mercury 5098
4. WITH ALL MY HEART AND SOUL Perry Como Victor 20-4269

• 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 hit will be:

1. ALABAMA JUBILEE Red Foley Decca 27810
2. POOR LITTLE DARLIN' Little Jimmy Dickens Columbia 20856
3. LET OLD MOTHER NATURE HAVE HER WAY Carl Smith Columbia 20862
4. TOO OLD TO CUT THE MUSTARD The Carlisles Mercury 6549
5. ME AND MY BROKEN HEART Carl Smith Columbia 20862

HERE'S HOW Today's TOP TUNES

The top 30 tunes each week from The Billboard

HELPS SALES

I am now receiving TODAY'S TOP TUNES with our name imprinted in 150 quantity. Please increase my order to 500 quantity.

Dahl Music Co.
Fergus Falls, Minn.



The Billboard, 2160 Patterson St., Cincinnati 11, Ohio 742

Send further notice please imprint and ship

copies of TODAY'S TOP TUNES for which I enclose \$

Weekly Twice Monthly Monthly

Send cash and we pay postage.

IMPRINT AS FOLLOWS:

NAME

ADDRESS

CITY AND STATE PHONE

Ordered by

Quantity	Price
10	\$ 1.00
25	2.50
50	5.00
100	9.50
200	18.00
500	42.00

PLUS POSTAGE

A GREAT NEW STAR ON DECCA RECORDS

Jerri SOUTHERN

"YOU BETTER GO NOW"

and **"BABY DID YOU HEAR"**

DECCA
27840 (78RPM)
9-27840 (45RPM)

America's Fastest Selling Records

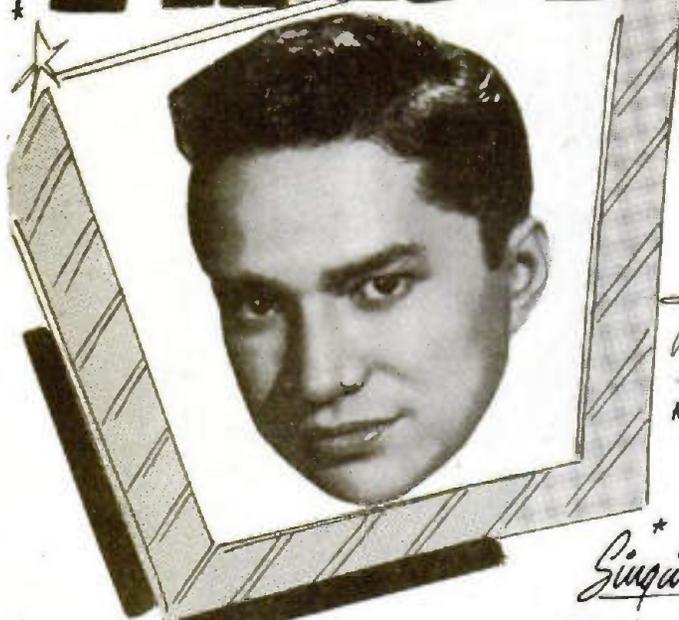
DECCA RECORDS

it's Simple Arithmetic...

A GREAT NEW ARTIST
 plus A GREAT TUNE
 equals A HIT RECORD *by*

NORMAN

KAYE



Singing..

"BLUE VELVET"

coupled with

"A PETAL FROM A
 FADED ROSE"

Capitol #1848



THE BILLBOARD Music Popularity Charts

Record Reviews

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

How Ratings Are Determined Records are rated four ways: (1) overall; (2) as to their value for disc jockeys; (3) for retailers; and (4) for reviewers. Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. N. S. indicates record is not suitable for a specific usage.

The Categories Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; interpretation, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's job performance potential, 10; exploitation (record adv'ts—promotion firm, local and other "blugs" 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	POPULAR
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ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
BING CROSBY (John Scott Trotter Ork)		
<i>Domino</i> DECCA 27830—Bing should ring the bell with his rendition of a striking waltz import with a Gallic-gypsy feel. The composition is heavy but Bing, singing at top form, should be in there with the big winners.		68--89--68--88
<i>When the World Was Young</i> Bing does splendidly by an unusual French, adapted to English poetically by Johnny Mercer. The recital verses make this a toughie commercially. But, the splendid rendition could tick up some action.		81--84--80--80
RED FOLEY (Nashville Dixielanders)		
<i>Alabama Jubilee</i> DECCA 27816—Foley is surely great as he lovelily unfolds a sock performance, that reminds of Bing, of an infectious oldie. Some sparkling bonus playing by Francis Craig gives the disk an extra lift. Could be big in both country and pop fields.		88--88--88--88
<i>Disie</i> Foley makes one of his rare deliberate pop style diskings on the anthem of the country disk area. Apart from Red, the diskling is strong in the heat department.		79--80--78--78
DORIS DAY (Paul Weston Ork)		
<i>Domino</i> COLUMBIA 36956—Doris should get her share of the anticipated action on this much-touted import. She delivers it with accent on melody and bypasses the verses.		86--87--87--85
<i>If That Doesn't Do It</i> Doris and Weston team to attempt a rhythm sequel to "Shanghai." The performance is exact on a frothy but not especially exciting ditty. Should draw gigs.		80--85--78--78
MARY MAYO (Al Ham Ork)		
<i>Domino</i> CAPITOL 10496—This is Miss Mayo's finest disc effort to date. She imparts much feeling to the French importation and should get a share of the heavy action expected on the song. Disk could establish Mayo gal among the fan champs.		86--87--86--85
<i>Find Me</i> Another good effort by Miss Mayo on a first-rate new ballad with a premium lyric and sensitive melody. It's just a bit too placid.		75--77--73--74
BING CROSBY (Jud Conlon Rhythmatics—John Scott Trotter Ork)		
<i>Christmas Is Killarney</i> DECCA 27831—One of the expiring late entries of last season is dated no more in a Bing-fully warm holiday style.		85--85--85--85
<i>It's Beginning to Look Like Christmas</i> A delightful Christmas tune by Meredith Willson offers something for the whole family. Bing does it in great spirit.		84--85--84--83
MARY MOONEY ORK (Tony Alamo)		
<i>Oh, Oh, Oh, What You Do to Me</i> MGM 1108—Alamo comes up with a stirring wailing of an infectious old-timey ditty from the "Swanee" score, a tune which has been much neglected. Could bring Mooney back alive on wax.		85--85--85--85
<i>I'm Gonna Send a Horseshoe Made of Roses</i> An excellent arrangement, coupled with a relaxed effort by Alamo and aided by Betty Harris, see us to a handsome production diting of a pleasant ditty. Diskling shows planning and should reap rewards for the effort.		81--83--80--80

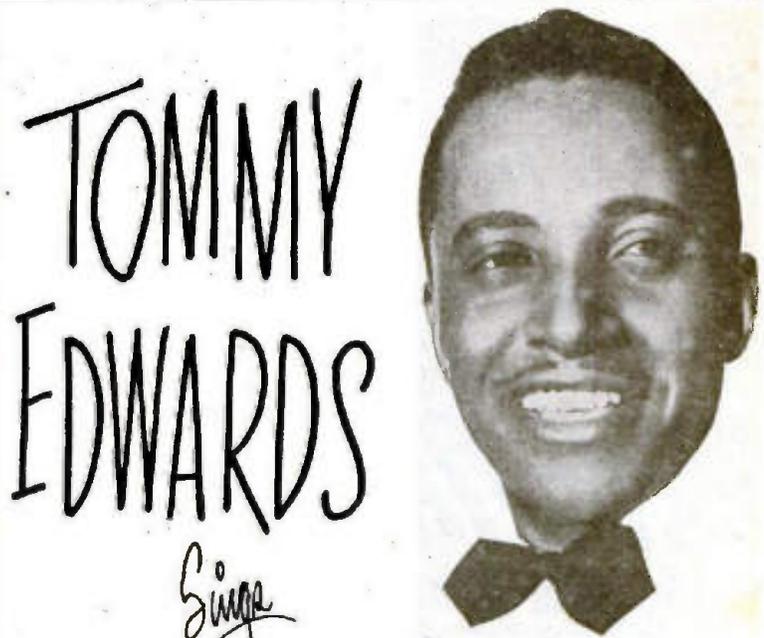
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ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
PERCY FAITH ORK & CHORUS		
Christmas in Killarney COLUMBIA 3555A—Another re-issue. Side, which appeared late in the season, was getting attention last year, might pick right up here.		85--86--85--84
Sleigh Ride One of last year's better winter sides is re-issued here. Figures to do seasonal biz.		82--83--83--80
RUSS MORGAN ORK (Morganaires)		
The Object of My Affection DECCA 1742—The imperishable Percy Tonlin ditty gets a fresh treatment. Trumpets are properly staccato, Morgan warbles it with lilt and charm.		84--84--84--84
Love Makes the World Go 'Round Song is an Oscar Strauss melody from the track of "La Strada," much processed from RKO. Lyric is by Gene Grier, Doris Cochran, and a very apt and literate job. Morgan and chorus do a fair presentation with a Victrola flavor.		78--78--78--78
DANNY KAYE (Vic Schoen Ork)		
Tonguetwisters DECCA 2782—An adaptation for pop purposes from a Gene Kelly flick bit, the charming theme of material makes a great vehicle for Danny Kaye. It should cover plenty of play.		84--86--84--82
Riley's Daughter Gritting ditty with full ballad flavor gets an exceptional go.		70--70--70--70
TOMMY EDWARDS (LeRoy Holmes Ork)		
My Concerto MGM 11077—Edwards, who has been attracting more than moderate attention for his intimate and distinctive singing style, continues to impress with a fine, warm job on a pretty but winds-up.		81--82--80--80
Solitairs The soulful qualities of Edwards' singing are hindered somewhat by a too heavy arrangement, which unnecessarily uses voices. He does a neat job with a ballad of appeal.		81--82--80--80
VAUGHN MONROE ORK (Moon Maids)		
Frosty, the Snowman VICTOR 14547-4219—Vaughn produces a simple, bounce rendition of a ditty which showed signs last year and could make the seasonal grade in the coming months. If it does, this version should get its share.		81--85--83--75
The Jolly Old Man in the Bright Red Suit Re-issue of Vaughn's feathery contribution to the Christmas season's novelty song. It's a cute, bouncy bit.		77--80--80--72
TOM HARPER (Buddy Cole Trio)		
Mom and Dad's Waltz COLUMBIA 3551—The projects this Lefty Fitzgerald item with a warm intimacy and charm. The song's a mighty potent item and could elevate this effort into a " sleeper."		81--84--80--80
That's What I Want for Christmas Teen-ager Harper's vocalizing remains a thing of wonder. Her truly mature, jazz-tinged style makes of this seasonal ditty a fetching effort.		77--80--75--75
NORMAN KAYE (Sid Feller Ork)		
A Petal From a Faded Rose CAPITOL 1848—A great ballad hit of a few years ago makes a fine vehicle for Kaye's warm, attractive pipes.		80--80--80--80
Blue Velvet Kaye does a warm job on the new ballad, with a beautifully controlled, fogbound intonation. Lead shows a real sound here.		77--80--77--75
FOUR JACKS (Lew Douglas Ork)		
Love Lies SHARP 48—Male quartet hits hard with a medium beat rhythm treatment of a fine sentimental ballad.		80--80--80--80
Forever Begins Today Five-voice number gets an okay barber-shop go.		70--70--70--70
PETE DAILY'S CHICAGOANS		
Chicken Rag CAPITOL 1870—Daily foregoes the two-beat style as the tenor sax carries the "Johnson-Rag" like melody and the group scapels the wash with it. Builds nicely. A good commercial disk.		80--82--78--81
Peggy O'Neil The two-beat instrumental on the familiar title should please the still growing list of collectors of Dixiana. It's typical of the group's previous releases.		66--67--64--66
ANNE SHELTON (Bernie Lande Ork)		
Don't Call Me Darling, My Darling LONDON 1046—An attractive melody with a folk-country feeling gives Miss Shelton a fine chance to display her warm pipes. This is one of her better disks in some time.		79--80--78--79
My Concerto The English singer now in this country does her usual fine work on a new "big production" ballad. The Lande writing is good.		73--75--70--72

(Continued on page 48)



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THE BILLBOARD Music Popularity Charts

Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	90-100 TOPS	80-89 EXCELLENT	70-79 GOOD	40-69 SATISFACTORY	0-39 POOR
● Continued from page 47							
AL MORGAN On <i>Roary Hill</i> DECCA 27624—A schmaltz ballad, with a love theme set to a religious background, is right down Morgan's alley. He makes an attractive vocal of it.		79--80--78--78					
Two Roads Morgan applies his dramatic schmaltz style to a fine country song, a ball more complex than most of its breed. The approach is quite uncomfortably overbearing.		75--75--75--75					
FREDDY MARTIN ORK (Murray Arnold) The <i>Night Before Christmas</i> VICTOR 185143-100—Arnold provides the talking vocal on a really clever and amusing seasonal novelty which places Santa in Texas without snow and riding a buckboard. If recorded, could attract attention, especially in Texas.		79--83--80--73					
Toy Piano Boogie Murray Arnold gets an opportunity to show off his tasty keyboard touch on an original instrumental of a light and fluffy nature.		71--75--69--69					
TONI ARDEN (Percy Faith Ork) On <i>COLUMBIA 59577</i> —Mrs. Arden does a strong and true job with one of the finest ballads of the day. Expert Faith's wailing rounds out a solid entry.		79--80--78--78					
Never She does another big ballad, this one from the "Older Girl" flicker, in a similarly bold style, with Faith again providing a potent backing.		79--80--78--78					
SARAH VAUGHAN (Percy Faith Ork) I <i>Ran All the Way Home</i> COLUMBIA 59576—Sarah, supported superbly by Faith's band, applies her talented tenor to an attractive Tin Pan Alley product. Result is a handsome platter.		78--80--78--76					
Just a Moment More She does a good job with a tasty Evans-Lyngston ballad. A cliffing trick, orchestrating Sarah's voice with the instrumental ensemble, goes the disk a lift in the middle.		78--80--78--76					
ROBERT Q. LEWIS (LeRoy Holmes Ork) <i>Vanilla or Chocolate or Cherry</i> WGM 3106—A real cute arrangement and a freshy ditty blend with Lewis' voice singing so much an exciting which should draw plenty of spins.		78--82--76--77					
Honey Robert Q. does an amusing take-off on April Stevens' sex class with a fine dancing the victim of his whimsy.		70--75--70--66					
YMA SUMAC <i>Najala's Lament</i> CAPITOL 7-1819—More vocal fireworks from the chanter. Drilling on this side leads a heavy assault. Strong disk for the Sumac fans.		77--77--77--75					
Birds The fabulous class of the Peruvian chanter get a powerful workout here. She ranges from contralto to coo-stra-stra separate and tosses in some birdcalls and grunts to boot.		75--75--75--75					
SY OLIVER ORK (Tuna Timers) <i>Aboard the Sentimental Train</i> DECCA 27809—Group does a slow, dreamy ballad in the style of "Sentimental Journey," set in one of Oliver's busy arrangements.		77--79--77--75					
Kissin' Bug Boogie Oliver treats the novelty as a medium beat, big-band swing boogie. He takes the vocal lead, with assistance from a mixed group. Side is good, but not enough to overcome the lateness of its appearance.		74--75--74--73					
JOHNNT DAVIS (Bernie Leighton Ork) <i>Smooth Sailing</i> MELROSE 504—Taking the Arnett Cobb gift cliché somewhat slower than the original, Davis does a smooth, stylized treat job, backed by a fine combo of top jazz men. BGM conception here; side could get attention.		76--78--76--74					
Whispering Combo barrows gimmicks from the recent Gordon Jenkins dialing. There are solos by Buck Clayton, Lilington, Peanut Huckel and Kai Winding. A good jazz side smartly dressed up with a couple of tricks.		75--75--75--75					
DUKE ELLINGTON ORK <i>Jumpin' Room Only</i> VICTOR 20-4281—Duke, never especially prided as a pianist, actually is one of the most potent rhythm drivers ever. His driving style usually overshadows his improvisation. Duke offers a demonstration here with rhythm section on a catchy trifle which will probably wind up a popular jamming riff a few years from now as a "G. Jam Blues" and other of Ellington's trifles. Could have a.B.B. value for the best.		75--78--75--72					
A Cathering in a Clearing One of several masters the Duke left behind at RCA is deservedly released. It's one of Ellington's "jungle music" pieces built on a spiritual-like riff with Cal Anderson providing a nice of assert plunger trumpet jazz.		70--73--70--68					

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ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
JOHNNY DESMOND (Tony Motola Ork) True Love MGM 11878—Ornamented tune in a warm ballad reading of an adaptation of "La Paloma." Simple, Simple, Simple A delightful, festive ballad; the melody is handled skillfully by Desmond.	75--75--75--75 74--77--73--72	
LEROY HOLMES ORK (Johnny Corvo) This Is the Time of the Year MGM 11880—An extremely gentle and sensitive new ballad is rendered simply and tastefully by Holmes' ork with Johnny Corvo handling the vocal most expressively. I Still Keep Dreaming Story on the routine dance band side is this evoking of an attractive, but little more ballad.	74--77--74--72 67--67--67--67	
ROY STEVENS ORK I'm Comin' Home KING 15186—Roy Stevens takes the lead on this sentimental ballad, sounding much like Russ Morgan. Group and ork do a fair job in back. Rollin' Stone Loud and bawdy, the pleasant pop-Western waltz a gang treatment. The tempo is racy; but with some spirit. Ork has a low-baritone sound, plus a bass sax underlining.	73--73--73--73 71--74--70--70	
CATHY COLE (Lew Douglas Ork) You Don't Seem to Care Anymore SHARP 41—Miss Cole does a stylish, lingering vocal on a slow treat. Louisville Lou Though done in a suave, favored rendition of the oldie, with a simple, appropriate melody.	73--73--73--73 68--68--68--68	
TEX BENKE ORK 'S Wonderful MGM 11879—Fine instrumental dance reading of the Gertrude standard, remixed in "An American in Paris," will provide delects with a good danceable item for the Benke band. Tennessee Central (No. 9) An effort to ring up a "Chattanooga Choo-Choo" fails for short of the mark as Tex does himself dirt with an unmeasured vocal.	73--78--70--70 65--65--65--65	
MARY SMALL (Vic Macey Ork) Domino KING 15129—In all, this is a sturdy disk of the active new ballad adapted from the French. Strong competition on the song could weep this version. I Like It, I Like It Miss Small does okay with a light novelty co-written by husband Vic Macey. Result is a pleasant disk.	72--77--69--71 69--71--64--71	
DICK TOOD (Song Spinners) Don't Cry, Little Girl DECCA 2413—Taste and the group combine in another neat effort. Material is an attractive Tin Pan Alley-type waltz. Nighty Night An easy love ballad is handed a smooth chant by easy Tood and the vocal group.	72--73--70--72 68--71--65--67	
ALAN DALE (Ray Bloch Ork) Sweet Jennie Lee ADVANCE 218—Combination on Dale's relaxed chanting. Ray Bloch's material ork, a head-up quartet gang-sing, spoken sides and the Walter Donahue dirty matter for a pretty funny disk, good for sales. Nina Nina Although Italian ballad, every one attract the Italian-sounding and humor. Dale does well enough with the lyrics in English and Italian.	72--75--70--72 64--70--62--60	
JOHNNY GREEN ORK (Trudy Erwin) Hello, My Lover, Good Bye MGM 11906—Green, currently head of the MGM empire music department, revises one of his loveliest compositions in a simple, tasty reading which suits a fine vocal by Trudy Erwin. This is a gal who should be heard more often. Easy Come, Easy Go Another Green standard is done by the composer-conductor-arranger- pianist in a strikingly simple instrumental setting.	71--75--70--67 68--70--68--65	
RUBY WRIGHT You Don't Know What You're Getting KING 15133—Much stronger than the "Big Side" is this rhythmic hand-clapper. Most groups men interest in the proceedings. What Do You Want to Make Those Eyes at Me For? Miss Wright, wife of her brother Barney Rapo, could attract some of her Clancy area fans with this routine bounce reading of the familiar oldie.	69--70--68--69 63--64--62--63	
BEACHCOMBERS (Leroy Holmes Ork) Heaven in Blue Hawaii MGM 11887—The vocal group displays a good blend in reading seem a not particularly fresh ballad about the land of pineapples. Lovely Hula Hands Maintaining the same Godfrey land mood, the group again does well in another lapped ballad.	67--69--66--66 65--65--65--65	
MAL THOMAS (Sal Vasts Ork) Don't Take My Heart SIL MAR 951—Thomas' singing is pleasing on an attractive new ballad. If the Rain Keeps Up Charles Thomas tries valiantly, but a near-impossible piece of material is too much in demand.	67--72--65--65 35--40--30--35	
VIVIAN GARRY-DICK TAYLOR ORK I Got a Kick Out of You SIVLARK 526—Very gal and the combo take the side at a fast clip to come up with a jazz format that may intrigue some of the neo lovers. Just Supposin' This is nothing more than an okay try at a light jump disk item. Neither Miss Garry nor the ork manage to make more of the ditty than what it is—routine.	65--67--63--64 61--62--60--61	
LINDY DONERTY Farewell to Yokohama CAPITOL 1814—Lucky hand-clapper doesn't get the ring treatment it requires. The Closer You Are Worster does a pedestrian job with a show-type ballad.	62--62--62--62 60--60--60--60	

(Continued on page 50)

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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.

ARTIST LABEL AND NO.	TUNES COMMENT	POPULARITY			
		POPULARITY	POPULARITY	POPULARITY	POPULARITY
HOT JAZZ					
JAMES MOODY Autumn Leaves BLUE NOTE 1585—Fine arrangement, employing the full verse, makes a handsome showcase for Moody's modern solo style on a Parisian beauty, tried here as a pop some months ago. Should prove a popular item in modern jazz sets.		78	85	80	70
Shade of Blue Moody, the former Dizzy Gillespie tenorist now residing in Paris, waxes out with a strings and woodwinds set on a rather impressive Latin-influenced French original.		65	65	65	65
JAMES MOODY September Serenade BLUE NOTE 1586—Moody, blowing cool-style tenor to a full string-woodwind backing, never played as well on record as he does on the striking mood tune. Made in Paris.		73	75	75	70
So Very Pretty Another catchy piece, this one of French origin, is played most attractively by Moody with a busy assist from the big en. Bossers particularly will be interested in coupling.		70	74	70	67
WYNTON KELLY Crazy He Calls Me BLUE NOTE 1580—The pianist does a lovely mood job with the very pretty ballad of a couple of seasons ago.		70	75	70	65
Summertime Kelly, much-lauded jazz keyboard specialist, offers quite a unique Latin-rose approach to the Gershwin classic. Guy should build a rapid retort following.		65	70	65	60
WYNTON KELLY Goodbye BLUE NOTE 1581—Kelly is strikingly similar to the Dave Brubeck line of thought, tho he seems to have a good deal more sensitive touch and technique. His reading of the Gordon Jenkins standard creates a warm mood.		68	70	68	65
Blue Moon Kelly, a much-heralded young jazz pianist, displays a striking style and a fertile imagination in turning down this great Rodgers-Hart item. Kelly falls into the intellectual jazz school which evokes a somewhat conception of the modern school with jazz ideas.		65	70	65	60

CHILDREN					
NORMAN ROSE-EGMONT LOWELL SINGERS Train to the Farm (Parts 1 & 2) CHILDREN'S RECORD GUIDO CRG-1019—Those who recall "Train to the Zoo" will know that this is an actively diskling well-tuned to the times and requirements of the preschool markets. Sound effects, story, songs all add up to some first-rate kid material. Should be a big item for the label.		85	85	85	NS

TOM GLAZER (Alan Bunce) Tom's Miccups (Parts 1 & 2) YOUNG PEOPLE'S RECORDS YPR-808—YPR execs may have come up with a real intriguing item for the market in this unusual piece of material based on such familiar sounds as hiccup, whistles, snoring, sneezing, yammering, etc. As noted on the cover, youngsters, for some reason, think these sounds are funny. In all, the disk is an entertaining item for the younger kids.		80	80	80	NS
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DENISE ALEXANDER-DAVID ANDERSON-NORMAN ROSE-LEE SWEETLAND The Fog Boat Story (Parts 1 & 2) CHILDREN'S RECORD GUIDO CRG-1027—Story is adapted from the Lucy Sprague Mitchell book "Here and Now Stories." The collection of tales in the volume are considered to be ideal items for the preschool set. In disk form, with four songs added, the tale of the boat could be of greatest interest to the early grade crowd.		78	78	78	NS
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LEONARD STOKES-GENE LOWELL CHORUS (John Clagg) Christopher Columbus (Sides 1 & 2) YOUNG PEOPLE'S RECORDS YPR-508—In addition to the label's "Fast and Furious" series is this well-told tale of Columbus's discovery of the New World. Crisp handling of the narration is adequate. Stokes singing with the Lowell chorus on these familiar sounding tunes is good. The preschool and early grades may like this if they're not fearing for history.		75	75	75	NS
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SPIRITUAL					
THE SOUL STIRRERS Joy, Joy to My Soul SPECIALTY 813—Male group maintains a good, best there a family type reading of an above-average gospel opus.		80	80	80	NS
Come, Let's Go Back to God As on the flip side, the group bands the religious ditty a reading well suited to the family trade. Lead tenor sparks the disk.		80	80	80	NS

P. Davenport 'L.A.' Leader

HOLLYWOOD, Oct. 20.—Pembroke Davenport, who has batted such musicals as "Kiss Me, Kate," "Out of this world" and "Three Wishes for Jamie" recently inked papers as musical director for the much delayed "My L.A." Davenport will also handle vocal orchestrations. Musical's producers, William Trenk and Harald Maresch, hoped to snare Robert Russell Bennett as arranger, but it was learned Bennett will be detained with the "Jamie" score in New York and will not be able to handle the upcoming show. If no name arranger can be secured, studio men will be used.

Show's co-cleffers, Paul Francis Webster and Sammy Faine, are wrapping up four extra tunes, two of which are "Civic Improvement" and "Something for the Books." Two others, one novelty and one Dixieland, were to be completed today. Composers' pact with My L.A. Ltd. makes it necessary for the score to be concluded by that date.

Latest to be mentioned for the fem lead are Mitzi Green and Lisa Kirk. The William Morris office here has already denied that Miss Kirk will appear in the original musical. Betty Garrett is still being considered for the role, which necessitates a great deal of acting as well as vocal ability.

Co-cleffer Webster said that the show will have to go into rehearsal by October 15 or pay additional rental on the Forum Theater. This fact, plus five weeks rehearsal time, places the opening around mid-November. Producers not too long ago tentatively set the preem for October. However, ads in the Playgoer magazine now read "A November Opening."

Buck Ram Debuts Combo on Coast

HOLLYWOOD, Oct. 20.—Buck Ram, composer of note for Tommy Dorsey, Duke Ellington and the late Glenn Miller, bows Tuesday (16) with his four-piece combo at the Tail Spin. Ram, who fronts a band for the first time, is in for four weeks with options. With the foursome is Jan Stewart, ex-Harry James chirp and more recently on KATV. Music Corporation of America is setting up a tour for Ram with tentative dates in Phoenix, Ariz., and San Francisco.

Group includes Paul Beaver, novachord; Bill Thompson, guitar; Steve Paetta, accordion; and Ram on clarinet, sax and electric piano. Ram specializes in what he calls mood music, also featuring new tunes by local cleffers. Ork broke in at the Blue Note, South Gate, Calif.

Orkster has 400 published tunes (ASCAP), with such pennings as "I'll Be Home for Christmas," "At Your Beck and Call" and "Twilight Time."

PHOTOELECTRIC MUSIC UNVEILED

DETROIT, Oct. 20.—Music by electric photography was seen here in a demonstration of the new Baldwin Photoelectric Organ at the Photographic Society of America national convention. Demonstrated by organist Don Miller, this uses photographic plates of high resolving power to control pitch and tone, and permits simulation of a wide variety of instrumental tones.

Sound is produced by light shining thru a large disk containing 8,500 small slots and revolving at 33 1/3 r.p.m. Mounted over this is a smaller disk explained as having "1,420 organ tones photographed upon it." Control is by a normal organ type keyboard. The light is picked up thru the slots by a photoelectric eye, and the sound effect amplified for the audience.

HERE'S THE ORIGINAL!

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EDITORIAL

On AGVA & Insurance

Ever since the American Guild of Variety Artists has received its autonomy from the Associated Actors and Artists of America, it has been involved in one mess after another. The latest involves the administration of the recently installed accident insurance plan.

An insurance plan for performers is excellent. But there is doubt whether the people handling it are as concerned about performers' welfare as they claim. Already the insurance broker has admitted paying AGVA employees varying sums to "collect the premiums." Already the insurance broker has volunteered to set up his own insurance company if the present underwriters cancel the present policy.

The AGVA board knows that, instead of following instructions to "investigate an insurance plan," the administration has signed what amounts to a 15-year non-cancellable deal with a broker.

Members, requesting to see actual policies, have been refused; agents and bookers responsible for paying \$1 per show per man, which authorities claim amount to nearly a million dollars a year, have also been shunted aside by "high pressure" methods. "Pay up and sign or you'll be blacklisted," is the edict.

Some board members, apparently looking for paid jobs, are keeping silent. The national administrator, his assistant, and the Midwest AGVA head are busily being evasive. What's happening in AGVA?

It is obvious that AGVA can't or won't clean its own house—thereby hurting its own membership, other talent unions and showbusiness in general.

It's time the Four A's stepped in and started taking action. If AGVA isn't pulled out of this mess, it may well be the last one it'll ever have a chance to get into.

Four Dukes, Clements Build a Nitery Click

DETROIT, Oct. 20.—Steady policy of building up show budgets is well under way at the Four Dukes Supper Club, following its acquisition and re-opening three months ago by new management under the management of Jerry Clements. Current emphasis is on record names, with Columbia's Champ Butler opening Tuesday (16) for a week stand as the first on the list. Mildred Bailey and Peggy Ryan open November 8 for 11 days on a double bill, and the management is currently dickering for Georgia Gibbs or Carmen Cavallaro.

The Four Dukes, male team who are a 10 year success story in Detroit in themselves, opened the spot, (ex-Palm Beach Garden) under their own name a couple of years ago, only to have it go into receivership last year. But they came back as a major long run attraction in the spot. The Dukes handle the backbone of the show currently, but are going on the road for three weeks in November, and will leave the first of the year for three months.

Ice Show Too

Shows budgets here run up to \$2,500, with a highly flexible policy, as outlined by Clements. Proposed policy may be a single name plus an ork, rather than the three acts currently offered. An ice show, not seen in a local night spot for several seasons, is planned for January. Topflight names will not be used at present, altho Clements is willing to spend the money when justified, in order to maintain a more consistent policy, without high peaks in name parties with an inevitable letdown to follow.

Typical all-out buildup was

Two Parties Eye Horseshoe For Re-Opening

NEW YORK, Oct. 20.—The Diamond Horseshoe is again being dickered for, this time by two separate parties. Herman Levin, co-producer of "Gentlemen Prefer Blondes," and Ned Schuyler, and also Murray Weinger.

Schuyler, who now has interests in other clubs besides the Miami Beach Copia City, plans to convert the room and change its name to the Chez Baker or Chez Josephine, using Josephine Baker as the main draw.

Other defendants are standing by, awaiting the court decision. Charges result over a dispute between SA and the defendant over screen rights to an upcoming M&L film. Ross will not complete answering the suit until the court has acted on the judgment.

given Champ Butler's opening by Columbia's manager, Lowell Worley, and by Butler's personal manager, Barbara Belle, who also handles Fran Warren. Appearances on the Eddie Chase jockey show on CKLW and on the United Foundation show at Olympia, headlined by Ed Sullivan were sandwiched into the opening night schedule.

The food angle is stressed by frequent references to service by the Dukes themselves, and comes as a natural to Clements, who also heads the Sutton and Clements chain of restaurants dotted around this area. One obvious result of the Clements touch was that the club moved into the black in September—the third month they had the spot.

2 Can. Houses Drop Acts for Name Bands

NEW YORK, Oct. 20.—Two top Canadian theaters will start using name bands November 20 after running with name acts heretofore.

The Casino Theater, Toronto, and the Seville, Montreal, have already started buying bands thru Roy Cooper, the booker, and have already set Woody Herman, Jimmy Dorsey and Louis Jordan. Herman will lead off the policy.

Each band will go in with three to four acts and will work a full week in each theater, with possibilities of holdovers if dates and business warrant. All deals will be made on a guarantee against a percentage, with the guarantees probably starting around \$7,500. The bands will be required to furnish the acts.

Martin-Lewis Answer Suit

HOLLYWOOD, Oct. 20.—Dean Martin-Jerry Lewis and York Pictures Corporation this week filed a cross-complaint for declaratory judgment in which the parties seek court aid in interpreting contracts. Move is part of an answer to Screen Associates' \$10 million damage suit and not separate action. Joe Ross, attorney for the defendants and York Pictures vicepres and secretary, expect a quick reply to the judgment within 20 days.

Other defendants are standing by, awaiting the court decision. Charges result over a dispute between SA and the defendant over screen rights to an upcoming M&L film. Ross will not complete answering the suit until the court has acted on the judgment.

AGVA Board Hears Charges Against Execs in Chicago

"Pay Off" and "Sellout" Hurlled But No Action Follows Insurance Snafus

Continued from page 1

term. Adler then threw a bombshell when he said the contract actually was for a three-year term with a 12-year option, without any cancellation rights by AGVA. He also said that, since the plan went into operation, AGVA had collected \$62,000 and paid claims of about \$30,000. Upon being questioned about the unequal loss ratio, he replied that the answers were "too technical."

Russell Swann and Rex Weber, latter the new AGVA treasurer, threatened at one time to resign. One board member characterized the insurance operation as the "Rape of AGVA."

Hush-Hush

The new president, George Price, galvanized the board, but he too was apparently overcome by some of the operations that were disclosed. He finally asked that everything remain status quo while the board went into secret session from which all but elected officials were barred. Before going into this hush-hush meeting, Price ordered everybody to say nothing to the press "because of the damage it might do."

Among the positive things being managed to do was to order fees for all representatives and officials which is estimated will cost about \$27,000 annually. It took no action on the charges that the attorneys were being by-passed.

Among the statements made by Price was one in which he said that in the future everything would go thru him, thereby superseding Dunn and Connors.

Adler Pays

In an interview, later, Adler said he was willing to set up his own insurance company and pay \$250,000 if Indemnity Accident Insurance Company of North America were to cancel its policy with AGVA. Adler also said he was paying \$650 a month to AGVA personnel for helping to collect the premiums. He also told a Billboard reporter that he had paid out \$14,000 in settlements, but that another \$26,000 in claims were being investigated. This was in variance with his statement before the board. Connors, in reply to a Billboard reporter's query about why insurance policies were not given to operators and bookers, said: "Night club operators and bookers are not the assured and have no interest in the policy any more than we would have in any policy they would have. This is a policy by AGVA for AGVA members."

Members have claimed they

have been refused any copies of the policy, quoting Connors as saying that the policy was between AGVA and the insurance company and not any individual members.

In the meantime, Naomi Horabin, Des Moines agent told The Billboard that State Insurance Commissioner Charles Fisher of Iowa ruled that the present insurance issued by AGVA is illegal.

A master policy on a franchise

Big Names Set For New Tampa 'Skyline Room'

MIAMI, Oct. 20.—Opening of the Skyline Room in the Bayshore Royal Hotel in Tampa, under ownership of Miami Beach bistro operators Norman Schuyler and Sam Barker, marks the Gulf City's first venture into the big-time nitery field.

First attraction, set for an October 25 debut, is Marlin Raye. Other names booked for dates in the Skyline Room include Sophie Tucker (February 1), Frankie Laine (January 24), the Three Suns, Rosemary Clooney and Ted Lewis.

Barker, founder and former owner of the Five o'Clock Club in Miami Beach, will be resident manager of the Skyline Room. Schuyler is present owner of the Five o'Clock.

Palace Bill Helps BO at Stem Combos

NEW YORK, Oct. 20.—Takes at the local film-flesh combo houses last week showed a strong tendency helped to a large extent by the success of the Palace's new two-a-day policy. Potential customers unable to get into the Palace, spilled over into other houses.

Radio City Music Hall (6,200) (Continued on page 52)

basis is illegal in Iowa. In order to legalize the insurance in Iowa, anyone paying for insurance must receive a certificate of policy from the insurance firm, Fisher said.

Late Friday (19), the question of the raises in salary were brought up again, tho being approved earlier in the week, and Russell Swann accused Connors of being "unfit to continue in AGVA." He charged that Connors had admitted to getting \$600 setting up the insurance and from Adler for helping out in "acceptance of that money makes him unfit to continue."

It was disclosed late Friday (19) that Vic Connors had received \$600 from Matthew Adler, the AGVA insurance underwriter. This was the first time this exchange of money between Adler and Connors had been revealed. Adler explained that the \$600 payment to Connors was for a large amount of outside work which Connors had performed in establishing the AGVA insurance program. The national board did not fully investigate the Adler-to-Connors payment, the matter being tabled until the next board meeting in New York during February.

Stork Score

Baker Yells, Org Protests, Winchell, Too

Continued from page 1

charged that she was given a brush at the Stork.

Gal singer, current at the Roxy, said she and party of three, Mr. and Mrs. Bessie Buchanan, Roger ("South Pacific") Rice and his wife, were admitted to the Stork's Club Room, Tuesday (16) ordered food and wine, but got only drinks. The waiter ignored them and, after frequent requests for service told the party that items ordered (shrimp cocktail and steak) were not available, they said.

After more waiting, Miss Baker got up to phone the new Deputy Police Commissioner, Billv Rowe, to complain about "discriminatory treatment." On the way to the phone, the waiter told them their food was being served. But they refused to eat, left \$30, and departed.

Sugar Ray Robinson, in a taped speech over WLII, the following night, threatened to resign from the Damon Runyon Fund "because Walter Winchell was there, witnessed this, and didn't raise a hand in stopping it." Winchell, reached at the Stork, said he was there, but was unaware of any unpleasantness. "I saw them (Ricos and Miss Baker) get up and leave the table and then come back. I thought they went to dance. If she (Miss Baker) had any complaints, why didn't she talk to me?"

"I'm appalled by the embarrassing statement by Miss Baker," Winchell continued, "but more appalled by her involving the Runyon Fund which has helped and is continuing to help the Negro people. I'll have something to say about it in my column in the next few days. It will be the Negro race that will be hurt by such misunderstandings."

The National Association for the Advancement of Colored People also jumped into the fray. They sent wires to the State Liquor Authority, Police Department and all the talent unions, urging that action be taken in regard to the "Stork Club policy of refusing service to Negroes."

Winchell was asked what he thought about these demands. "I don't care what they do about the Stork," he said. "Let them close it up. I'll go to Toots Shore's."

New York

Red Pollock, who just sold his Casablanca Hotel, Miami Beach, Fla., is in town looking for top talent for Ciro's, Miami Beach, which he just bought and plans to open December 20. . . . Billy Daniels opens at the London Palladium next April. . . . Friars are trying to line up a party to make a "Night at the Palace."

Spenser Hare, local p.a., is now an instructor at Brooklyn College, lecturing on publicity. . . . Julie Wilson has completed future hotel dates to take the lead in a London musical. . . . Billy DeWolf and Margaret Phelan will be on the same bill at Chicago's Palmer House next February. . . . Herman Levin, legit producer, is talking business with Billy Rose and may reopen the now-shuttered club as the Diamond Horseshoe.

Tony Bennett is booked into March 15 at \$3,500 a week. Year and half ago he was at the Greenwich Village Inn for \$125 a week. . . . Four Aces, instrumental group picked up in Philly a short time ago, is now getting \$1,500. Henny Youngman wants out from the Morris office. . . . More and more comics are complaining that top-grade special material writers sell

the same piece to more than one performer.

Henry Dunn resigned from the Friars in a huff because Lou Walters suggested that AGVA insurance be used for Adam DiCastano now in a hospital. . . . Myron Cohen, current at Bill Miller's Riviera, goes into the Paramount next. . . . Lenny Dilton left Lenny Green office and is booking Havana-Madrid and units. . . . USO has \$300,000 to spend for overseas shows for the next three months.

Broderrick Crawford will do personals all day at the Paramount Wednesday (17) to plug his flicker "The Mob." . . . Pearl Bailey will be the first headliner at the to-be-reopened Monte Proser's La Vie En Rose.

Larry Adler, American feature attraction of a big bill at the 5,000-seat K. B. Hall October 6, nearly packed the houses and scored a show-stop, having to beg off after holding the stage more than a half-hour. Other acts scoring hits were Krista and Krista, fern trapeze duo; Lord and Reeves, comedians; the Six Boxing Ladies, amateurish but hilarious com pugns, and Willy Sorenson's orchestra.

Extra Added

Versailles, New York (Wednesday, October 17)

Capacity, 300. Price policy, \$5 minimum. Shows at 8:30 and 12:30. Operators, Nick Prounis-Arnold Rossfield. Booking policy, non-exclusive. Publicity, John O. Malley. Estimated talent budget, \$2,500.

Shows with new people aren't new for cafes. But seldom has one come along with such freshness, zip, intelligent lines and spicy lyrics as George Hale's "All About Love." It's a musical with a strong storyline brought to life by some very clever youngsters, some who have worked as singles before, others having had parts in musicals.

Story is based on a blind date, with "mental asides" handled by cast who work behind the boy and girl. Idea, the not novel, is handled with dexterity, plus flashlights, baby spots and a new stage (behind the band) so it becomes one of the best pieces of stagecraft seen on a night club floor in a long time.

Outstanding was perhaps Beverlee Dennis who showed a vastly improved comedy sense plus some material that she made the most of. Her "I'm One of the Girls" had a yock in each line. Carmen Torres, who recently closed as a single here, is back in the show as the "other woman," with another opportunity to display her brilliant soprano voice. She now needs coaching in selling and posture. Her brilliant smile is used too infrequently. Audience, however, was enchanted by her voice and applauded strongly.

The cast of 13 highlighted Arthur Maxwell as the boy well cast opposite Connie Tower as girl in the case. Bill Norvas and Upstarts, Dee Arlen, Midge Parker, Frank Shaw and Don Patterson have seldom been seen to better advantage, proving that material plus talent still makes an unbeatable combo.

The interpretive dancing by Betty Lorraine, Chuck Brunner and Ernest Riehman was graceful and appropriate. Gena Rowland's "Hidden Voice" was amusing and piquant. But over it all was the sharp George Hale direction which gave body to a highly amusing miniature musical.

Irvin Graham's music and lyrics were appropriate. George Axelrod's and Max Wilk's dialog was plausible, intelligent and properly (Continued on page 56)

Night Club-Vaude Reviews

Cotillion Room, Hotel Pierre, New York (Tuesday, October 16)

Capacity, 285. Price policy, \$3-\$4 cover. Owners, Pierre Hotel. Booking, non-exclusive; Stanley Melba buying. Publicity, Kurt Hoffman. Estimated budget this show, \$2,000.

The new show at the plush Cotillion Room is bright and tasteful. Stanley Melba has booked in the DeMarecos, a class ballroom turn which thru the years continues to hold all its lustre, and a girl singer, Dana Gibson, making her first professional appearance. Within this bill there are a plethora of good things—fine and varied terpsichorean, informality, a touch of comedy, all of it nicely paced.

The DeMarecos, Tony and Sally, had to virtually beg off. Their routines included a flowing waltz, A gavotte, the mamba, a sinuous bolero, various novelties such as a waltz elog by Tony, and a splendid interpretation of "Crazy Rhythm" by the duo. The technical excellence of the couple remains, of course, the backbone of the act, but it is lifted above the usual standard by the showmanly touches worked into the routines. For instance, the dialog across the floor, Tony's mopping of Sally's brow, etc. Withal, there is the sense of complete dedication to the ballroom art and to the audience. Encores followed one after the other, each of the numbers highly stylized and picturesque. Truly a fine act, with the restrained Sally, in her Nettie Rosenstein gown, pictorially complementing Tony's Latin type.

Dana Gibson, a youthful, fresh-appearing thrush, opened the bill. She has somewhat the quality of a Discus, and uses much special material, some of it patterned on musical comedy tunes and some of it original as to both words and music. Her opener was "It's a Lovely Day Today," delivered in its straight version. Remaining numbers, such as "With a Little Indiscretion," "The Gibson Girl," etc., were all specially written (Continued on page 56)

Palace, New York (Tuesday, October 16)

Capacity, 1,700. Price range, \$1.20-\$4.80. Two shows a day. RKO chain booker, Dan Friendly. Producer, David Bines. Music by Don Albarz's house ork.

Continued from page 3

between costume changes for the star. The fact that the lyrics took the audience into its confidence was in itself a masterful piece of stagecraft. It was a rib, but a rib so original it brought solid laughs.

Max No Sensation. Other new act on the bill was Max Bygraves, a London importation. A well set up, good looking chap, Bygraves was apparently suffering from too much doctoring of material. Using a lot of bits and props plus a pianist who played straight, comic was far from the sensation advance reports claimed for him. Yet, with proper material, Bygraves should make it. There was no doubt that he knew his way around the stage.

Show started with the Lungs, three boys and three girls, in their double tandem teeterboard act. Their three high catches, a blindfold chair catch, and a comedy finish drew solid applause.

Doodles and Spider, record act, last caught at the "Blue Angel," got yocks for their middle and end. Their opening was too disorganized and left a feeling of confusion. Breathe, covoring around by the two with no visible change in the "voices" made the opening unbelievable. But as they got into their act they became better, finally ending way ahead.

Joe Smith and Charlie Dale did their classic "Dr. Kronkhit" number to whole-hearted laughs and applause. When the lines "I'm the doctor, who are you" and the reply "I'm dubious" and the doctor's answer, "How do you do Mr. Dubious," hit them, the audience shrieked with glee. Sure, the lines were familiar. The hep mob knew them almost by heart. But that made them so much more delightful. Original idea was to bring Smith and Dale back as the Avon Comedy Four doing the restaurant scene. But it ran so long it was changed back to their classic "Dr. Kronkhit" routine.

The Szonys, Giselle and Francois, working in the four spot, almost stopped the show. The brother-sister dance act was staged so well and did such a fine job they had a difficult time getting off.

But dominating it all was Judy Garland, with her swirling skirts, hair flying, arms and legs akimbo, belting out song after song. It will be a long time before another singer with the same drive, same aplomb and same showmanship will be seen at the Palace.

Olympia, Miami (Wednesday, Oct. 17)

Capacity 2,170. Four shows daily. Price range, 62 cents-\$1.03. House booker, Harry Levine. Show played by Les Rohde's house band.

Sparked by "Here Comes the Groom," which did big on its initial run in Miami current Olympia show is due for a pick-up after last week's below-par program. The bill is entertaining, from Billy Gilbert's fractured English and sneezes to funny canine capers by the Gaudsmith Brothers' poodles.

Gilbert started off solo, later working with a femme stogee, and ended with a vocal parody on "Too Young." In between he microphoned his well-known sneeze routine for plenty of mitt-clapping gesundheitls from the audience.

Co-headliners are The Beachcombers, a potent vocal group of three men and a gal. They capped a solid round of applause for their pop and Hawaiian harmonies. Rolly and Bonnie Pickert opened the bill with a fast-tap routine. On the call-back they hit the stage on stilts for an okay hand. They were followed by Harry Steffen with a "magic-harp" steel guitar on which he plunked out sounds resembling wood-wind, an SOS from a ship, a telephone conversation, and a dive-bomber for an interesting novelty. The Gaudsmith freres and their pair of poodles jumped right into

Four Dukes Supper Club, Detroit (Tuesday, October 16)

Capacity, 400. Shows at 9:30 and 12. Price policy: 75 cents-\$1 admission week-ends, no minimum. Operators, Jerry Clements (manager) and Russ Dawson. Booking, non-exclusive. Estimated talent budget, \$2,000.

The show here is traditionally built upon the Four Dukes, male comedy foursome, who do a couple of long turns, with tall Danny Giannaris doubling as emcee. With one at the floor piano, they give with vocals, dialog, mimicry, gags, gabbing with the house, improvisations and impersonations. They have a strong following, catering cleverly to it by mixing the old with the new.

Champ Clark, new Columbia Records artist, headlined with a pleasing youthful style in a notable diversification. He showed a distinctive way of using his hands and body to establish his personality. He used an effective rummantle bary style in "Summer Time" and moved easily into a fast, catchy "Down Yonder" for a closer. Clark seemed to hit his peak with the lilting "Younger Than Springtime."

Jean and Stan Kayne, comedy vocal team, were pleasing in a show obviously overloaded with singers. The girl is pert and zestful, while the boy has a near-unique ability for mouth contortion, coupled with actual mouth fluter.

Dave Martin's orchestra (8), heavy on the brass, does both show and dancing chores competently. Haviland F. Reves.

Mocambo, Hollywood (Tuesday, October 16)

Capacity, 226. Prices, \$1.50 cover. Shows at 9:30 and 12. Owner-operator, Charlie Morrison. Press, Charlotte Rogers. Estimated budget this show, \$2,250. Estimated budget last show, \$2,500.

Herb Jeffries' suave song styling kept a packed house enthralled for 30 minutes. Working in a striking garb of velvet V-cut jacket and black slacks, the singer belts across almost a dozen tunes, all to big hands. Jeffries displays more poise and know-how.

Opens with the classic "Basin Street" and hand-mikes thru "Baby, Won't You Please Come Home," "Jump for Joy" and a new ditty, "You're So Lovely." His wide range is shown to advantage in seguing from "Be My Love" to "Old Man River." In the next to closing he holds them spellbound with a medley of well-known ballads.

Jeffries' entrance was achieved with the singer changing off stage and gradually walking to the floor. His exit was the reverse, fading into darkness on the final notes of his now-standard version of "Flamingo." Dance beat is supplied by Eddie Oliver's ork and the Latinaires, former cutting the show in sleek fashion. Joe Bleeden.

Paramount, New York (Wednesday, October 17)

Capacity, 3,654. Price, 55 cents-\$1.50. Chain booker, Harry Levine. Show played by Boyd Reburn's ork.

is her closing take-off on Louis Armstrong's trumpet playing. She'd probably do much better simply by walking off to a round of laughs which she apparently gets at the drop of a gag.

Bud and Cece Robinson, a young and fresh looking terp team, demonstrated a genial, enjoyable act which should find its way into many an opening slot in the coming years.

Boyd Reburn's crew opened the show with a Latin rhythm demonstration, set in phosphorescent costuming, which modulated into an overlong swing deal on "Carioca." Band had nothing else of its own to do, but played an exceptionally fine show. Pic, "The Mob." Hal Webman.

slapstick for a fast and entertaining act for both kids and adults. Herb Rau.

Chicago, Chicago (Friday, October 19)

Capacity, 4,200. Price policy, \$5 to 98 cents daily. House booker, Harry Levine. Show played by Gay Claridge house band.

After a two-week experiment with the "Roarin' Twenties," miniature musical which brought lukewarm response, the house roared back with a strong act lined-up and found place jammed for the first show. Backed by a well-publicized pic, "Place in the Sun," bill features as its topper Patti Page, who has plenty of looks to back up the voice.

Show opened with the blow Henry Trio, three lads who (Continued on page 57)

The London Palladium (Monday, October 15)

Capacity, 2,422. Prices, 49 cents-\$2.03. Twice nightly shows. Moss Empires chain booker, Val Parnall. Chief of Production Department, Charles Henry. Press Representative, John A. Carlson. Show played by the Woolf Phil-lips Rocksels Ork.

When the average Englishman thinks of Gracie Fields he sees her huddled in a shawl stamping about the stage in the clogs of her native Lancashire making fun of her "betters" in between reaching incomparable high notes that seem to go clear up to Heaven. It was something of a shock then, to see a tall dignified-looking grey-haired woman glide on stage for this last two weeks of the Palladium's 1951 vaudeville season and launch into a program that might have come straight out of "Kiss Me Kate."

Every now and again the halo do, was forgotten, the twinkle came back and the full-blooded (Continued on page 57)

Advertisement for Ben Vost and The Guardians at the 1650 Bway, New York. Includes text: Opening Soon THE GUARDIANS 5 O'CLOCK CLUB, Miami Beach. Danny Ferguson and his Society Orchestra at the Washington-Youare Hotel. Music Corp. of America.

Advertisement for Comedy Material Fun-Master. Text: For All Branches of Theatricals... FUN-MASTER... "The Original Show Biz Gag File"...

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Advertisement for Mervin Shiner and Jolly Joyce. Text: Mervin Shiner Get His Latest Routine on "Memorial of Machine Bird Mill" with "Ball & Chain Boogie" JOLLY JOYCE 2085 Paramount Theatre Bldg. New York City. LA 6-9449

Large advertisement for McCormicks and Bill Jacoby. Text: The McCormicks and Bill Jacoby Introduce "Hilda Star" & Elmo-X Snood. Includes photo of the performers and contact information for Jack Tierney at 1114 1/2 Aqua Vista, North Hollywood, Calif.

Hocus - Pocus

By BILL SACRES

ROBERT A. NELSON, of Nelson Enterprises, Columbus, O., gets back into harness this week after a month in the hospital for a foot operation. His lovely girl Friday, Betty Michaels, handled the business details during his absence.

From Paul M. Bruun's "Bruun Over Miami" column in The Florida Sun of Miami Beach, Fla., we learn that our good friend, Rajah Rabold, has been elected to a three-year term on the National Board of the American Guild of Variety Artists. Bruun speaks of Rabold as "a tremendous asset to the actors' union." He continues with "Rajah has a lot of business ability and possesses a sense of fair play. It is men like Rabold who will aid AGVA in gaining more and more respect and to ultimately reach the desired position which is merited."

Thomas the Magician (Thomas Henricks) netted a rave in Celestine Sibley's column in The Atlanta Constitution of October 12 on his recent performance at the Atlanta Biltmore Hotel before some 500 4-H boys and girls. Lauded specifically was Thomas' deftness and charm in presenting one of the little girls present with a live rabbit.

Sydney Levine, Montreal card expert, is back in the Canadian metropolis after three months as manager of Sunshine Camp for Kiddies at St. Margarets, Que. It marked his eighth season at the spot in that capacity.

Dr. Jack presented a magic lecture at Werdermann's Hall, 160 Third Avenue, New York, last Wednesday night (17), with John Werdermann serving as host at a pre-lecture dinner and a wind-up midnight snack.

Toledo Magicians' Society presented its seventh annual show at the State Theater, Toledo, October 9. A special matinee for some 400 children from Toledo children's institutions netted a story by Dick Roberts in The Toledo Morning Times of October 10. Among those who showed their wares for the kids were Radio the Wizard, Little Fox the Magician, Carlo, Charles the Magician, and Miller, clown trixster.

Max Terhune, vent, magician and cowboy film star, is in Hollywood working on a new picture.

Marvin Roy is working the Texas territory for Music Corporation of America.

Jimmy Hume will soon launch a new novelty and magic shop in Palm Springs, Calif.

HAL HAVILAND, trixster and paper-learning expert, opens November 12 at McVan's Night Club, Buffalo, where John Sims, Australian comedian-magician, wound up a six-week stand last week.

Bill and Ruby Hewitt (Ching Ling and Soo) are back in Dallas after a summer in New York and Philadelphia. They report that they revamped their turn considerably during the sum-

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mer with a number of Percy Abbott's small illusions. The latter's Sawing A Woman in Half, using a patron as the subject, is being especially well received. The Hewitts say, they will work club dates in the Dallas sector until January 5, when they will hop into Juarez, Mexico, for six weeks before moving into Florida for the tail end of the winter season. The Hewitts are loud in their praise of the September issue of The Sohinx. "It's the best issue since Doc Wilson had it, and John Mithoand deserves a pat on the back, if you can give it to him," write Bill and Ruby.

The Lippincotts (Mal B., Maxine and fairytale Francine) typewrite from Dallas under date of October 10: "We closed five weeks of fairs and theaters thru Missouri with four-day stand at the Kieckhefer Theater, Springfield, Mo., and two private entertainments in the same city. Then a jump to Texas for a string of one and two nighters, opening in my home town, Henrietta, Tex., October 8. I was born there, my parents left there when I was 7, and this was my first visit back. My father was a partner of the late Tex Rickard, and when I was a small boy Tex was city marshal of Henrietta. In Rola, Mo., we played day and date with the county fair, with the 20th Century Shows on the midway. We were at the Rollamo Theater and fared quite well. In Dallas we have the Texas State Fair to buck (I wonder if anyone will know we are here?). Prior to our trek thru Missouri we were in Kentucky four months, all theaters, and 16 days at Fontaine Ferry Park, Louisville, our 11th season there. Our theater dates thru Kentucky during the hot summer were surprisingly good. Three spook shows thru Central and Western Kentucky since early spring—Silkini, Bill Neff and us. Same applied to Central and Southern Missouri, with Card Mondor's spookier in the Commonwealth theaters, and Brandon playing the Fox houses. Silkini is slated for some of the same houses in "December" while at Flat River, Mo., we were visited by Bryan Woods, whose vaude-circus unit under canvas was playing the territory."

Tisches Lease AC Hotel

ATLANTIC CITY, Oct. 20.—Swank beachfront Ambassador Hotel, which less than a month ago was purchased for \$3,200,000 by betmen Harry Katz and Edward Margolin, was this week lease giving Katz and Margolin \$13,000,000 in rentals.

As operators of elaborate mountain and seashore resort hotels, the Tisch boys loom big in the music and entertainment-buying field. Both Ambassador and Traymore here operate class supper clubs and swank cocktail lounges.

Judy Garland

Continued from page 1

were to do their original Avon Comedy Four act, and two boys were hired to complete the quartet. Because of running time and difficulty with props, the two boys were let out, getting two weeks' salary, and Smith and Dale are doing their "Dr. Kronkheit" sketch.

Of the four acts on the bill, two, the Langs and Szonys, will drop out after three weeks because of other commitments. How long Miss Garland will stay is a subject that RKO officials shy of. They're quite cheerful about the outlook; they point to daily street lines and watch with fingers crossed.

Capacity at the Palace (1,690 seats) is estimated at between \$50,000 and \$53,000. So far every evening show has been capacity. Very few advance seats have been sold for weekday matinees, but street lines have been so big that practically all matinees have been at near-capacity.

Danes Object To AGVA Fees

COPENHAGEN, Oct. 20.—The Danish Artists Federation, grouping circus, vaude and cabaret performers, has appointed Willy Manley, of the Three Manleys, to confer with officials of the American Guild of Variety Artists about reprisals envisaged against the American org if announced new initiation fees, dues and assessments are to be applied to members of the D.A.F. working in America.

In view of the fact that members with paid-up cards in AGVA are only required to pay a monthly fee of five Krone (about 75 cents) to the D.A.F. while working in Denmark, the Danish org feels it would be highly unfair to ask Danish acts working in America to pay the high fees announced by AGVA to go into effect November 1.

Should Manley fail to secure a satisfactory agreement with AGVA, the D.A.F. plans to put the matter before the International Artists Congress, with headquarters in Holland, proposing that all American acts working in Europe be obliged to pay sums equivalent to those announced by AGVA to European federations.

Manley, currently working in Canada, is an official of the D.A.F. and also active in the International artists group.

Caught Again

Blus Angel New York: The sharp increase in business is still in effect here, tho with the exception of Betty George, every act is doing a repeat. Miss George out of "Two on the Axis" is a gorgeous brunette. Her voice will probably never sell a million records, assuming she records, but enough. Actually Miss. George has a pleasant, if not a distinguished, voice. Her material consists mostly of show tunes and of course the "True to You in My Fashion" which she did in the road company of "Kate." There was little doubt how the audience reacted. They thought she was wonderful.

Stan Freeman is a brilliant pianist and almost an equally brilliant satirist. His lyrical improbabilities delivered in a gravel-like voice interested them. His opening is a little too fast, taking the audience a little time to catch up. But once he had them he held on. Doodles and Spider, a holdover, doubling into the Palace, are much more effective in a small room like this than in a theater. They just about broke it up.

Kay Ballard, a trimmer, repeater here, showman, trimmer chassis and a lot of new material. Her pliable mug, saucy caricatures and steady building made her a close runner-up to Freeman.

Bill Smith.

LATIN QUARTER, NEW YORK: This reviewer has caught Sophie Tucker time and again. But seldom was she a better performer than on Sunday (14), her opening night. Toting a parasol covered with orchids, Miss Tucker came on to tremendous hands and when she walked off it was to mingled cheers and tears with ringers on their feet yelling themselves hoarse.

Using the skill of years, Miss Tucker sang-lit her way thru her typical "advice to lovelorn" lyrics with the able assistance of Ted Shapiro on piano; then threw in tear jerkers for pace changers. Her "Golden Jubilee" enabled her to philosophize on showbiz in general and on specific personalities in particular, also permitting her to do take-offs on Richman, Cantor, Durante, etc. But by far her finest new number, clefted by Jack Yellen, was "Sabbath Lights." When Soph was in the second chorus, haxies started to rear for wet eyes. When she finished, there was hardly a dry eye in the house. The number is a nostalgic memory of Friday night candle lights and a story of the rose colored past of parents long dead. With it there was a plea for tolerance. The whole thing was wrapped up in Miss Tucker's inimitable style that gave the Yellen lyrics depth and touching significance.

Holdovers

The rest of the show that preceded Miss Tucker is basically a (Continued on page 55)

Burlesque Bits

By UNO

Bonnie Blue, who just completed a tour as feature on the Ohio circuit, is in New York to undergo a nose operation. . . . The Oxford Plainfield, N. J., and the Strand, Perth Amboy, N. J., shuttered October 20 after four weeks of try by Al Dow and Sid DeMay of a burly policy via a three and four-day stand. . . . Delilah Wilde migrated from the dance line at the Hudson, Union City, N. J., to a specialty strip at the Club Rio, Bridgeport, Conn., opening October 15. . . . June Marsh has her right wrist in a plaster cast as the result of a fracture sustained in a fall. . . . Niki Vela, first time strip with the Hyatt-Rio unit on the Hirst circuit, is a graduate from niterites in which her last engagement was at the Three Deuces, New York. . . . Harry (Eppie) Oakene, manager of the Hudson, Union City, took his Third Degree in masonry in Humboldt Lodge, No. 512, on October 17. A dinner and entertainment followed the rituals. Among those participating in the latter were Sam Flash, Phil Crawford and the Parker Brothers. Also attending were Marty Knopf, treasurer and most of the out front Hudson staff. . . . Beverly Reynard moved into Talk of the Town nitery, Tucson, Ariz., last week. . . . Bobbi Bruce, a Jack Montgomery discovery, opened at the Palace, Buffalo, October 18, in featured spot.

Madge Carmyle is recovering at her home in New York from a plastic surgery operation performed last week in the Medical Arts hospital. . . . Jack Diamond and Mandy Kaye and Morris Lloyd were among a long list of entertainers at a Gay 90's party held on October 13 at Tupper Lake, N. Y., by members of the 52 Association of New York, Inc., for the benefit of Sunmount Veteran Administration Hospital. Nathan East is proxy and Mortimer Knapp, executive director of 52. . . . Nick and Bessie Elliott, bookers, double celebrated their 46th wedding anniversary and latter's birthday at their daughter, Martha Berliant's, home in Baldwin Harbor, L. I., on October 14. . . . Mrs. Mollie Minsky is in the Lenox Hill hospital, New York, about to undergo a minor operation. . . . Sally and her monkey are headlining at Minsky's Riata, Chicago. House played a Black and White show the week of October 18. Another, week of November 1, will include Jack Montgomery's "International Strip Tease Contest" featuring Celeste Revere, Toye Ching, Solo O'Riley, Sisi Tazania and L. Bop. . . . Embassy, Rochester, on the Jack Kane circuit folded October 18 on account of lack of biz. . . . Torchy Wakefield is new at the El Rancho, Los Angeles. . . . Sheridan Dale, ditto, at the Romance, San Diego.

Noma Miles and Jo Jo Jordan closed three weeks at the State, Vancouver, B. C., operated by Charlie Nelson and Issy Walters and shifted to the Rivoli, Seattle, where they wind up October 17 and fly to Honolulu to open there for Alfred Jensen. An auto accident in Portland, Ore., had Noma laid up for two weeks. . . . Dancing teacher Lucille Wray's costumer, Gene Eugene, family name, Vincenzo Cannalongo, also a costumer for Tira and many others in the profession, died October 10 from a stroke in his New

York apartment. . . . Diane Shaw, featured with the Billy Hagan unit, is doing an authentic West Indies calypso dance, the only one of its kind on the Hirst wheel. . . . Mary Lou, Jo San and Carroll Kimm are the current strips at the Grand Central Tavern, St. Louis, where Lawana Rumba and Lucille are the emcees and the Lee Woods Trio comprise the org. . . . Stripper Eileen White is attending the Gagwriters Institute comedy development center at the Malin Studios, New York, Wednesday nights when she is in Manhattan. Last Wednesday of every month is "Ladies Night" at that comedy clinic. . . . Garden of Allah, Seal Beach, Calif., is temporarily closed. . . . Happy Hyatt, comic, exited from his Hirst wheel unit on October 13 for a brief visit to his ailing mother in Baltimore. . . . New cast at Minsky's Riata, Chicago, includes Joe DeRita, Wauneta Bates, Irving Benson, Danny Jacobs, Sunny Knight, Flash O'Farrell, Tony Baldwin, Bob Goodman and Baby Lightning.

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Sides and Asides

Sherwood Resigns Post With Living Theater . . .

Robert E. Sherwood has resigned as national chairman of the Council of the Living Theater, the organization to promote legit. Sherwood's year term had about expired anyhow. Exec. director Gerald Goode is mulling possible replacements. Goode's term has been extended from November 1 to January 15. The council will inaugurate drives in Pittsburgh, Cincinnati, Cleveland, Columbus, O., and possibly Louisville from October 28 to January 15 via newspaper ads, direct mail and publicity.

Eye Beatrice Straight For 'The Grand Tour' . . .

The Playwrights Company is considering Beatrice Straight for the leading role in Elmer Rice's "The Grand Tour," which will be their third production this season. They expect to open "Tour" in New York before Christmas after local previews instead of out-of-town try outs.

Subber to Produce Sherlock Holmes Play . . .

Saint Subber will produce Edward Chodorov's "My Dear Watson," which is based on the Sherlock Holmes stories. He asks Basil Rathbone to take the role of Holmes, a characterization with which Rathbone is already well familiar. Saint Subber expects to start rehearsals November 12. Maurice Evans has asked Robert Newton, British character actor, to take a major role in Elma Hagan's "Ceremony of Innocence." Both are in Hollywood busy with the filming of "Androcles and the Lion." Joel Wymann's "Dinosaur Wharf" will open at the National on November 8, but will have to vacate under any circumstances by December 7, since that is when "The Constant Wife" with Katherine Cornell will move in. . . . Doretta Morozov is in Hollywood again, and Stephanie Augustine is again substituting for her in the cast of "The King and I." Hank Levy is the press agent for "My L. A.," which will open at the Forum, Hollywood, November 28.

"Joan" Hauls 246 Week, New Plays Coming . . .

"Saint Joan" grossed \$24,000

BROADWAY SHOWWAY

Performances Thru October 20, 1951

DRAMAS

Table listing Broadway plays and their performance counts. Includes titles like 'A Sleep of Prisoners', 'Affairs of State', 'Buy Me Blue Ribbons', 'Diamond Lil', 'Faithfully Yours', 'Glad Tidings', 'Lace de Her Petticoat', 'Love and Let Love', 'Remains to Be Seen', 'Saint Joan', 'Staley 22', 'The Moon Is Blue', 'The Rose Tattoo'.

MUSICALS

Table listing Broadway musicals and their performance counts. Includes titles like 'A Tree Grows in Brooklyn', 'Boys and Girls', 'Borstel Canadian', 'Call My Name', 'Gull and Gulls', 'Music in the Air', 'Seventeen', 'South Pacific', 'The King and I', 'Two on the Aisle'.

COMING UP

Table listing upcoming Broadway plays. Includes titles like 'The Fourposter'.

last week, which is maximum while Theater Guild subscriptions are in effect. . . . Len Smith Jr., who was assistant stage manager of "Mr. Roberts," expects to make his entree as a producer later this season with a comedy, "Hoist the Green Sail," by Norman Brooks and John Gerstlad. Neither author has had a work on Broadway yet. . . . Cathy O'Donnell last week withdrew from the cast of Carl Leo's "Never Say Never," claiming that script revisions have made the role "unsuited to her." Producers Albert Rosen and Lee. (Continued on page 57)

Out of Town Review

BAREFOOT IN ATHENS

(Opens Monday, October 15)

Locust Street Theater, Philadelphia

A drama by Maxwell Anderson. Produced by the Playwrights Company. Directed by Alan Anderson. Settings and lighting by Boris Rossio. Costumes by Bernard Rudofsky.

When it comes to playwrighting, there is no question but that Maxwell Anderson has the stuff. While "Barefoot in Athens" may not place on top of the heap among the 28 scripts which have come from the playwright's pen, it's a beautiful and provocative piece even if not great. For reading, it's a cinch to monopolize the attention of the reader with enough lapses into sheer poetic prose to soar the spirit to great heights. However, when it comes to playing out the play, there's all too much still to be desired. . . . Turning back to the fifth century B.C. with Athens for the setting, Anderson has created a word picture of the domestic and philosophical phases in the life of Socrates. As a word picture it lacks not for words, altho the picture lacks movement. It's Socrates' unyielding search for truth without which there can be no meaning to living. He is ever refusing to compromise where truth and freedom are concerned, ever winning philosophical bouts with his questions-and-answer musings, ever refusing to sacrifice principle for money or luxury—even refusing to wear sandals. As the barefoot Athenian wit and philosopher, he confuses his countrymen but wins over the King of the Spartans—providing stimulation for the town prostitute but failing to satisfy his own wife.

Big Scenes

However, it's not until one of the final two scenes when Socrates rises to his own defense of truth in open court that the play takes hold. And again in the final prison scene the play moves when he turns down a chance for freedom without individual freedom of conscience and drinks the hemlock, as his wife sobs up his philosophy of life and liv'g in reciting the famous Socrates prayer. . . . The dialog and situations are all of modern designs and in the modern idiom—even to the choice of the salty language. And while it's centuries ago, Anderson draws a powerful parallel that's as modern as today's world struggle between Democracy and Communism, which is identified here as despotism.

Jones' Socrates

Barry Jones brings out the zest and zeal of Socrates. The large cast goes thru all the words but with little opportunity for animation or projection. Pressing hard, but with distinction that overshadows the central character until the court scene are Lotte Lenya, who wins sympathetic support as the philosopher's wife, and George Mathews as the towering and despotic King of Sparta who describes himself best as "stupid." Alan Anderson, son of the playwright, handles the direction, but fails to establish a running pace. Costumes and settings are both authentic and in good taste. Obvious is Anderson's intel-

STAR BILLINGS NO POSER NOW

PHILADELPHIA, Oct. 20.

The billing bug was licked by Robert Cummings and Ann Sothern of "Faithfully Yours," just departed from the Forrest Theater. Their contracts promised each of them top billing—an obvious impossibility. So, in half of the promotional material, Cummings' name appears first; in the rest, Miss Sothern's. Six positions also alternate in newspaper ads. However, billing was not as important to another Hollywood citizen—Dane Clark, preening at the Walnut Theater in "The Number." He reportedly turned down star status in the newspaper ads. Pointing out that for years he played supporting roles in the movies but won a box-office popularity poll, Clark mused: "Lettering doesn't make a star; the audience does. If the play is good, there'll be praise enough for everybody."

NIXON RAVE

Pitt Legit Debut Gets Hot Sendoff

PITTSBURGH, Oct. 20. — The second season of the new Nixon Theater got started Tuesday (16), with all three Pitt critics embracing "Peter Pan" in Verona Lake and Lawrence Tibbett. Producer Peter Lawrence has come up with two worthy substitutes for Jean Arthur and Boris Karloff. The pair, aided by a cast that might have been selected by Barrie himself, gives the show a spark that should provide for Pittsburgh citizens nostalgic memories for years to come. Outside of a few stagehands coming onstage a little too soon before the final scene, the show moved along with spit polish precision and spread the aura of Never, Never Land all over the 1,700-seat house.

The Nixon is looking forward to a big season this year, with 15 shows already set, compared to the dismal 11 played last season. Coming in next Monday (22) is the postponed "Black Chiffon," with Sylvia Sidney in the part vacated by the ailing Matly Christians. Definitely booked with dates set are "Autumn Garden," October 29; "Oklahoma," November 12; "Darkness at Noon" and "Season in the Sun," November 26. Other shows booked but without definite dates are "Kiss Me, Kate," "Rose Tattoo," "Moon Is Blue," "Mr. Roberts," "Candida," "Mer ber of the Wedding," "Bell, Book and Candle," "Happy Time" and "Staging It."

Gabe Rubin, owner of the house, is currently trying to fill in an additional five weeks. He stated that all the shows booked seem strong enough, since none is likely to fold on the road and fall out—a repeated occurrence that made last season so disastrous. Len Litman.

Dramatic & Musical Roles

Autumn Garden (Playhouse) Wilmington, Del., 26-28. Barefoot in Athens (Locust St.) Philadelphia. Bell, Book and Candle (Great Northern) Chicago. Black Chiffon (Nixon) Pittsburgh. Candida (Overbrook) Mt. Airy, N.C. Cocktail Party (Curray) San Francisco. Darkness at Noon (Colonial) Boston. Death of a Salesman (Cleveland Dunes and Dotts (Orpheum) Kansas City. Day, opens Oct. 22, Detroit. Kiss Me Kate (Gaiety) Washington. Mer ber of the Wedding (Stranger) Chicago. Mr. Roberts (Shubert) Detroit. Moon Is Blue (Forrest) Philadelphia. Non Is Blue (Harris) Chicago. Oklahoma (Max) 177 St. Montreal. Paint Your Wagon (Shubert) Boston. South Pacific (Shubert) Chicago. Top Banana (Shubert) Philadelphia.

Broadway Openings

A SLEEP OF PRISONERS St. James' Church

A verse drama by Christopher Fry. Staged by Michael MacQueen. Lighting by Abe Feder. Business manager, Harry Essex. Stage manager, Peter Vaughn. Press Representative, Wilford Keefe and David Tibbet. Presented by Luther Greene. Pvt. David King. . . . Leonard White. . . . Donald Barron. . . . Stan Baker. . . . Joseph Adams. . . . Hugh Pryor. . . . Tim Meadows. . . . Christopher Fry's long one-acter, "A Sleep of Prisoners," was written as a contribution to the Festival of Britain. It was written to be played in a church under the auspices of the Religious Drama Society of England. So now St. James' Church at Madison Avenue and 71st Street has temporarily turned playhouse, with three of the original, British cast to English settings from the chance. As an experiment never so far as this reporter's memory serves attempted before in this country, it is interesting and arresting. Theatricaly, it is elusive and frequently obscure. No one disputes Fry's poetic facility with words and images. (Continued on page 57)

'Faithfully Yours'

Continued from page 3. In the original French. Certainly it has the Gallic flavor of tony-turvy marital morals and a hefty emphasis on the pleasures of the bedroom. However, what the Bush-Ficketts have labored to cast to English settings from the contrived, flimsy farce, which begins slowly and reaches no climax of hilarity, relying on forced situations and acting to keep it going in between. "Faithfully Yours" conceit rests on the sudden interest of a lady 10-year-married matron content in psychoanalysis. The gal conceives that her normal husband is headed for a nervous breakdown and engages a mental expert to treat him by proxy. Her efforts to delve into her spouse's psyche convince the harried lad that she is getting on the potty side herself, resulting in some fairly obvious farcial situations. The top comic point is reached when the play, on the advice of the medico, encourages her ever-loving husband to temporary dalliance with one or another of her three gal friends, in order to effect his release from an "obsessional neurosis." That the doctor is something of an expert on dalliance himself is something that the lady doesn't realize. However, all matters are satisfactorily if somewhat deflatedly resolved at the finish, with the quite normal couple about to retire to their own private box.

Hollywood's Ann Sothern and Robert Cummings return to legit to co-star in these psychotic shenanigans and it must be reported that they team up in a highly satisfactory manner. Miss Sothern's straight playing is a good backdrop for Cummings' frequently over-farical clowning. The latter, however, cannot be blamed for a certain amount of ebullience, since it is the only attack possible to a nonsensically unbelievable script. Both of them manage to inject more than considerable petulance into a pair of ridiculous characters. Incidentally, Adrian has outlived Miss Sothern with a succession of costume confections which are eye-poppers for the fem pre-sitting contingent.

Production-wise, Richard Kraemer has given "Yours" heavy cream treatment. There is a lush penthouse setting by Paul Morrison and the supporting cast is exceptional all down the line. Philip Borneuf gives the wifish medico suavely heehee under tones and there is an excellent contribution from Victor Wood as a slightly bewildered butler. Other good performances, mostly bits, stem from Doreen Lang as an equally bewildered secretary, and from Florence Sundstrom, Beverly Whitney and Barbara Brandess MacLean as the three gal friends who are amenable to a short bedroom interlude. It appears that Richard Whorf has whipped everything up to the fastest pace that the scripping allows. But the unfortunate result is that "Yours" still seems all too frequently forced in places. To repeat: It must be a lot funnier in French. Bob Francis.

BUY ME BLUE RIBBONS Empire Theater

A comedy by Sumner Locke Elliott. Staged by Cyril Ritchard. Box and music by Jack London. General manager, Albert Rosen. Stage manager, Allen Colburn. Press representative, Wolfe Kaufman and Ben Karzavich. Presented by Jay Robinson. Maura. . . . Kate Harrington. . . . Norma Casack. . . . Cynthia Latham. . . . Daly Bala. . . . Edith Markey. . . . Lis Kendall. . . . Audrey Christie. . . . Jordan Bala. . . . Jay Robinson. . . . Prof. Oscar Minrod. . . . Wells Richardson. . . . Victor Hatfield. . . . Gavin Gordon. . . . Camilla Ransome. . . . Vicki Cummings. . . . Alvin Bala. . . . Jack Hartley. . . . Hance Pake. . . . In a measure, "Buy Me Blue Ribbons," a comedy presented by Jay Robinson and featuring Jay Robinson, may be taken as autobiographical. At least, Stern rumor has it that young Robinson, having raised the best of the backing last season for the revival of "Green Bay Tree" with himself cast in the No. 2 role, withdrew at the last moment on the grounds that the role wasn't suited to him—or he to it. It is further understood that young Robinson passed on this experience to Sumner Locke Elliott, playwright from Australia, and the latter has then contrived a farce paralleling this and surrounding incidents. It is called "Buy Me Blue Ribbons."

So this time around young Robinson is in the position of producer with a play from which nobody can tell him to get out. He's the guy. It's his dough—his show—and that's it. As a matter of fact, it could have been quite a good comedy script. Elliott has a way with amusing, fantastic dialog, and has dressed up the thinnest of plots via individual characterizations. Obviously, Robinson accepts fun poked at himself. He plays an impossible, effeminate braf, an ex-child-movie-star, attempting a belated comeback by buying control of Broadway production. If he had what it takes, actor-wise, to put it across, "Ribbons" might have enough to stand up to Stern competition, as a pleasantly contrived little farce. Certainly the Robinson bankroll has surrounded "Ribbons" with top support. It is considered to have some such stable ladies as Audrey Christie, Vicki Cummings and Edith Markey, not to mention a sock character assist by Philippa Bevans, engaged in these proceedings. And on the male side, Gavin Gordon and Jack Hartley give matters a (Continued on page 57)

'Love and Let Love'

Continued from page 3. skill to keep it moving uncluttered to its final curtain. It is a play which takes a while to get started, but midway finds its legs and moves right along. Naturally, the news about "Love" is that it brings Ginger Rogers back to Stern legit after 21 years. She plays a dual role, that of an actress of 29 and her slightly older sister. It is not a particularly exacting chore, and on its merits rates the star no huzzahs as an outstanding comedienne. Vocally she is not too strong and her timing is not above average, but she has a decidedly winning quality which projects across the footlights to the same degree that it emanates from a screen. And she still looks 29 in a variety of Jean Louis' theatrical, but handsome, creations. Support-wise, Paul McGrath is a tower of strength as the middle-aged, she thinks she loves, holding the comedy to an even keel. . . . Helmore, likewise, turns in another top drawer job as the young medico whom the finally recognizes as the only man in her life. Old hands like these can usually be counted on to keep a comedy pot abolling. There is a further good contribution from Helen Marcy as a superlatively eager secretary and David Perkins lends some amusing moments as a septuagenarian butler. Anthony Farrell has endowed "Love" with a handsome library set by Ralph Alsward for them all to work in. Likely, the Rogers fan-belt will blow a lot of customers Plymouth Theater-wards to see her in the flesh—or rather in the Louis wardrobe, when they feel rewarded. "Love" is a frothy bit of nonsense, but it has a lot of polish. Bob Francis.

ARENAS AND AUDITORIUMS

New IAA Members Listed; KC Aud Tabs Busy Month

By DAPHNE (DEE) POLE
MEMPHIS, Oct. 20.—Charles A. McElravy, secretary of the International Association of Auditorium Managers, announced the addition of seven new members

Duke, Vaughan, Cole Do 15G in Cincy 1-Nighter

CINCINNATI, Oct. 20.—With prices scaled from \$1 to \$2.50, the Duke Ellington-King Cole-Sarah Vaughan revue pulled 9,849 paid for a gross of \$14,811 in a one-nighter at Cincinnati Gardens Wednesday night (17). Gross and advance sale was the largest ever pulled by a one-nighter attraction at the Gardens. Box-office success was attributed by Gardens execs to the reasonable box-office tariff. Other top one-nighters at the Gardens in the past played to a \$3.50 top.

In addition to the Ellington and the Cole Trio and Miss Vaughan, the talent lineup included Timmie Rogers, Stump and Stumpy, Patterson and Jackson, Peg Leg Bates, and the Marie Bryant Dancers. Local press gave the unit rave notices.

Canton Rental Schedule Set

CANTON, O., Oct. 20.—Rate schedule for the new Memorial Auditorium was announced this week by Ralph D. Smith, manager.

Commercial concerts and theatrical attractions will be charged \$400 per evening show and \$150 per matinee. Discount may be allowed for charity events, and prices include use of main floor equipment.

Conventions and expositions will be charged \$300 per single day and \$250 daily for contracts for five days or more. For local basketball, the rate is \$125 nightly or \$75 for afternoons, plus costs of removing floors. Commercial boxing and wrestling will be charged a minimum of \$250 or 10 per cent of the gross. Commercial basketball events will be assessed \$200 per night plus floor costs. Commercial events using the arena alone will be charged \$200 per day.

Schools and institutes may rent the building for cultural events for \$250. Rental to churches, hospitals and non-commercial schools for free admission events will be a minimum of \$100. Non-commercial schools may rent the building for commencements at a \$200 rate, which includes chairs on the main floor.

A charge of \$50 per day will be made for putting in and removing equipment used in theatrical performances. Stagehands and electricians will be hired by the leasing organizations.

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this week. They are Don Myers, manager of Fort Wayne, Ind., aud.; William H. Duggan, manager Portland, Ore., aud.; Jerry Donovan, Miami; Jack Mankey, Galveston, Tex.; William B. Stark, Syracuse, N. Y.; Canton, O., and Rea Scheusslet, Mobile, Ala. McElravy, former manager of Ellis Auditorium in Memphis, has been succeeded by Chauncy Barbour, but retains an office in the building and, with the Early Maxwell & Associates office, promotes most of the auditorium bookings.

Full K. C. Schedule
KANSAS CITY, Mo.—Municipal Auditorium here completed one of the biggest September aud schedules in the country last month. It included "Holiday on Ice," October 1-8; plumbers convention (8), "Youth for Christ" (9), "Illinois Jacquet" dance (10), Hadoac Caravan (13), furniture show (14-21) and 11 additional exhibitions between September 15 and 30.

Sell Out for Amateurs
MEMPHIS.—Advance sale for Ted Mack's "Original Amateur Hour" sold out all seats except for a few in the gallery for the performance at Ellis Auditorium here Thursday (18). Eleven acts were chosen to appear on the ABC-WMPMS broadcast and two were selected to perform after the broadcast with acts from the program's touring unit.

Plan Shakespeare Event
MEMPHIS.—A Shakespeare Festival is in the making here, with production of a Shakespearean play scheduled. Edward J. Meeman, of the Press-Scimitar and Memphis State College, organized the program, which will be held at the collage auditorium.

Ballerinas Tumble
DETROIT.—Four members of the "Ballet Russe de Monte Carlo" took not-so-graceful tumbles during their opening performance at Masonic Temple here and repeated the unscheduled exhibition at the second show. C. W. Van Lopik, Temple manager, said the trouble was caused by a high polish on a new type of linoleum installed on the stage recently.

Detroit Theater Reopens; Starts Auditorium Policy

DETROIT, Oct. 20.—Downtown Theater opens tomorrow under a new policy calling for auditorium-type operation. First attraction will be the "Grand Ole Opry," with Ernest Tubbs and Stringbean. It will mark the first time the hillbilly show has played a local theater. Previously it has appeared at Michigan State Fair and the Masonic Temple.

The Downtown had been closed since Easter. Maurice and Sidney Wagner, new operators, made the switch in policy.

Palace Helps Stem

Continued from page 51
seats; average \$120,000 did \$167,000 for its second week of "American in Paris" plus Les Diagonas and Tony Starman after a \$158,000 opener.

Received 16,000 seats; average \$70,000 did \$94,000 for its second week with Josephine Baker plus "Millionaire for Christy."
Paramount (3,854 seats; average \$65,000) exited with \$60,000 for the third and final week with Tony Bennett, Louis Prima and "Flying Leathernecks." New show has Frankie Laine, Les Paul and Mary Ford, Jean Carroll, Boyd Raeburn and "The Mob."
(Palace gross story on Page 1.)

Caught Again

Continued from page 53

holdover. It has the same flash, lots of girls, tumult and comedy and still makes for one of the best all round night club shows now playing the Stem.
Jack Kilby, boy production singer, a handsome lad, showed a fine big bary. Les Pablos' dead pan comedy novelty is better than ever. Gloria Leroy's act has im-

Hygeia Debut Crowd Up 25%; Skeds Classes

SALT LAKE CITY, Oct. 20.—Ice skaters jammed Hygeia Iceland's opening night, Friday (5). The rink began its instruction classes Monday (8), and reservations on hand already indicate class attendance will run well ahead of those last year.

Closed since the end of April, Hygeia now is open to two skating periods for the public. First period is two hours in the morning from six to eight, the second runs from 8 to 10:30 p.m. The rink began its instruction classes Monday (8), and reservations on hand already indicate class attendance will run well ahead of those last year.

Mrs. Hoggan announced recently that the rink's professionals again will be headed by Ray Herzog, equally at home on blades or wheels. Also in the pro lineup are Neal Wood, Audrey Planty and Joyce Phillips.

The rink is open air with a 200 by 85-foot skating area. Adjoining Hygeia Ice Company's main plant, ice for the rink is provided by the master plant's freezing system. Ice is protected from heat by early fall sun by Figure Club Rink will be open longer hours during the day, Mrs. Hoggan said, when colder weather begins.

Iceland is the home of three skating clubs in the Salt Lake City area, including Salt Lake Ice Skating Club, Utah Figure Club and Westch Skate Dance Club.

Regular admission fees are scaled down thru Iceland's policy of issuing 510 script books for \$9. The rink is in its third year.

Classes will begin work immediately on numbers for the rink's annual spring show.

Aud-Coliseum Plans Okayed By Charlotte

CHARLOTTE, N. C., Oct. 20.—Plans for a \$3,000,000 auditorium-coliseum have been approved by city council here and preparation of final working drawings has been ordered.

Proposed structure will include an arena with a minimum of 10,000 permanent seats and space for an additional 2,500 chairs, plus an auditorium with 2,500 seats.

Plans for the central section of the auditorium were patterned after the Peabody Auditorium, Daytona Beach, Fla., while the front entrance, lounge and stage facilities were modeled after those of Dade County Auditorium, Miami. Auditorium is expected to cost \$1,000,000.

The coliseum will be 324 feet in diameter and will cost about \$2,000,000. Both buildings will be on Independence Boulevard. Parking for between 1,500 and 2,000 automobiles will be provided, according to the plans.

Conducting Survey At Lynchburg Aud

LYNCHBURG, Va., Oct. 20.—Professional auditorium consultants, aided by members of the Booster and Lions clubs and members of city council, conducted an arena survey here last week. City council approved \$1,200 to cover costs.

Nathan Podoloff, chairman of the consultant board of the International Association of Auditorium Managers, reported to City Manager Arthur S. Owens that several days would be required to complete the survey.

proved considerably since last caught. Her eccentric terps and high kicks are now liberally flavored with amusing lyrics which she does in acceptable fashion. Bolianno Ivanco Ford, the European adagio act, had them gasping, and Char Chase's detached strip was as funny as ever.
Art Warner's show cutting was as skillful as ever. Bill Smith.

Control of Hub Bruins To Garden Corporation

BOSTON, Oct. 20.—After five months of blowing hot and cold, the Boston Garden-Arena Corporation purchased controlling interest in the Boston Bruins hockey team for an estimated price of \$500,000. The deal was made public October 12 following a day-long series of meetings which found Walter A. Brown re-elected president and general manager of the Garden in the morning and named president of the Bruins in the afternoon.

Brown has had his eye on the Bruins for a long time. Rumors of the impending sale were floating around the Hub for months. Control of the Bruins means that the Garden, seating 13,000, can arrange schedules to fit in with their other attractions.

There are 27,200 shares in the Bruins outstanding, and the deal gave ownership of 16,320 of them to the Garden. Weston Adams, whose late father, Charles F. Adams, founded the Bruins and brought major league hockey to Boston, was reported to have owned about 58 per cent of the Bruins stock. Art Ross, who remains as general manager of the club, is reported to own 22 per cent, and Ralph Burkhardt 9 per cent. The remaining 11 per cent is divided among minority stockholders.

The Garden, owned by the Boston & Maine Railroad, has a lease, signed in 1929, which expires May 31, 1953. The Garden refused to close the Bruins deal until a new lease could be signed. The B. & M. agreed to a 20-year lease, effective last June 1, and that paved the way for the Bruins negotiations. Minority stockholders have until October 25 to sell up to 60 per cent of their stock, if they so desire.

The Garden-Arena Corporation now controls almost all inside events in the Hub. Mechanics Hall, only other large-capacity

seating inside spot, has not had much success with sports events in recent years.

New officers elected by the corporation at a special meeting, held the day of the Bruins sale, were: President and general manager, Walter A. Brown; treasurer, Arthur C. Wise; secretary and clerk, Charles G. Keene Jr.; vice-president and assistant treasurer, Edward J. Powers; assistant to the president, Thomas J. Kinsley; director of public relations, Leslie J. Stout. Directors: Walter A. Brown, Joseph F. Conway, Frederic C. Dumsine Jr., Robert M. Edgar, Sheldon H. Fairbanks, Edward S. French, Charles G. Keene Jr., Edward J. Powers, E. Ray Sparr, Bayard Tuckerman Jr., Robert S. Weeks, Laurence F. Whittemore, Arthur C. Wise and William J. Bingham.

AOW Kicks Off Racing League, Preps Hockey

PATERSON, N. J., Oct. 20.—The America on Wheels racing league opened its season October 13 at Paterson Arena by setting records both for patronage and the number of competitors involved, reported Jack Edwards, AOW director of speed.

The Paterson club, regarded as an underdog because of heavy personnel losses from last year's team to the armed forces, pulled a surprise by finishing first in the contests with a total of 71 points. Runner-up was Twin City Arena, Elizabeth, N. J., with 40 points.

The America on Wheels Atlantic Roller Hockey League kicks off tonight with the Reading (Pa.) Destroyers meeting the Bayonne (N. J.) Barons at Boulevard Arena, Bayonne.

A 30-game series is to be played, with the winner receiving the Jack Edward challenge trophy. A newcomer to the league is the Baltimore Bears club under coach George Taylor. Additional members of the league are the Paterson Cardinals, Elizabeth Black Hawks and Flinham Park Stars. A regular Wednesday school for hockey referees and judges is being conducted by Jay P. Edwards, son of Jack Edwards.

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Drivin' 'Round the Drive-Ins

THE POPULARITY of drive-in theaters and regular motion picture houses will be put to test in the coming November elections when 49 communities in 31 counties in Pennsylvania will conduct local option elections on the question of Sunday motion pictures. According to Rev. Melvin M. Forney, Philadelphia, who is the general secretary of the Lord's Day Alliance of Pennsylvania, the large number of small communities voting on the Sunday movies is "due to the popularity of the drive-in theaters." He pointed out that the only communities of any decent size voting on the question are Norristown, Lansdale, Lewisburg, and Berwick. Most of the other towns do not have a regular movie house, but all have drive-in theaters within the limits of their borders. The Philadelphia clergyman added that the Lord's Day Alliance already has begun to battle for the defeat of the Sunday movies question in all of these communities.

CALEDONIA PARK DRIVE-IN and Cross Keys Drive-In, located in townships near Gettysburg, Pa., last week were warned that any further showings of movies on Sundays will be followed by prosecutions not only for violations of the law against Sunday movies but for conspiracy. The two open-airers thus far this year have paid a total of \$2,500 in fines for showing Sunday movies, at the rate of \$50 per Sunday, and the district attorney said he had found a remedy for the frequent expressions of contempt of the law and that it was his purpose to use it. Recently, in near-by Franklin County, Harold Kassen, manager of the Sunset Drive-In, and two employees were arrested and held under \$500 bond each for a hearing on a conspiracy charge. On the charge of operating the drive-in on Sunday, Kagen pleaded guilty and paid a fine of \$50 and costs. The penalty for a violation on the conspiracy charge, however, is a \$500 fine or two years in prison or both.

ANTA to Produce Own Shows

FERRED, and a play for Helen Hayes is being sought. In the event Miss Hayes finds no play suitable, a program of one-acts or another original script is under consideration. Each play will run two weeks at the Playhouse, with a week's break-in at the New Parsons Theater in Hartford, Conn.

Scales for tickets will remain the same as last year, with the subscriptions for the series running just half of the former tab, since there will be only five productions instead of 10. Again kept at non-profit prices, the bites will be for subscriptions: \$15, \$12.50 and \$10 for evenings and matinees; \$20, \$17.50 and \$15, opening nights (Wednesdays). The financial success of the upcoming series might very well hinge on the decision due Monday (22) from the Finance Council, according to another ANTA spokesman. Last season's final balance actually ran \$19,412.73 to the good, but the necessary ballyhoo costs and the purchases of stage equipment, etc., amounting to about \$53,000, robbed up the profits and ran the operation into the red about \$2G. According to brochures distributed by ANTA's Fund Raising Committee, further Playhouse renovations will be provided for by funds from the campaign. But whether or not this will now include stage equipment and further ballyhoo is the decision the Council has to make. At any rate, since the purchases of last year were written off in toto, Whitehead should start with a clean financial slate.

Workshop Plans
The second phase of Whitehead's announcement dealt with the establishment of the workshop, which will take the place of the Academy, announced at the

fund campaign kick-off as being scheduled for opening this fall. Last June one of ANTA's executives in describing the aims of the campaign, stated that the money would go for various projects but "most important is the Academy and the expansion of services and memberships." This now seems to have slipped from priority position, perhaps due to more important issues arising in the interim. And, the definite funds have been earmarked for the Academy, there, no doubt, is not a sufficient amount in the coffers to open this year. The workshop, however, is not to be construed as the Academy, according to Whitehead. The workshop will consist of young professionals selected via weekly interviews and auditions by Whitehead, Harold Clurman and Stella Adler. They will work for a few hours a week in the beginning, gradually developing (perhaps in three years) as a resident ANTA company. The scholarships have been provided for in the fund raising campaign, it has not yet been decided whether these professionals will be eligible, since they will in no sense be students. It is thought that such money may be held up until next year when an actual Academy is established.

Miss Adler will be in charge of the workshop, and for her services ANTA has granted her space where she will hold her private lessons. Conflicting reports on whether scholarship money could be awarded for applicants to Miss Adler's private school assure that this matter has not yet been decided.

Paris Peek

By ANNE MICHAELS
Continued from page 2

at 6:30, as Miss Hirt told The Billboard, are what the actors would call "plays of their hour of liberty," that is, devoted to more or less "different" works in which the actors and directors of the group could themselves experiment.

Six Belgian actors have started a "floating theater" on the Seine. First program is Thornton Wilder's "The Happy Journey," a music hall turn of Godinet's, and a pantomime called "Le Jour De Noces" (The Wedding Day).

Raymond Rouleau returns to Paris in December after directing "Gigi" in New York. This has been a famous French novel and film, the Colette work has never been staged in France. Rouleau hopes to rectify this when he returns, fitting it in amidst his busy schedule of two films, the stage presentation of "Anna Karenina" and a hoped-for production of Arthur Miller's "Death of a Salesman."

Le Jazz Hot and Other Night Club News

The "Vicux Coumbier" this winter should become the haven of jazz fans. Mezz Mezzrow into the Boite, still playing one of the best jazz clarinets around, is backed by Claude Luter's orchestra, now in Paris after a triumphant summer season in Juan le Pins. Luter, whose style is modeled after Johnny Dodds, has begun to be a name in himself, especially since his orchestra has been working with Sidney Bechet. Bechet is an American but joins them at the niterly later in the season to make quite a trio for jazz lovers.

The Bernard Brothers, at the Drap D'Or, leave soon for Hollywood to star in a Republic film. Charlie Beal, one time pianist for Louis Armstrong, opened his own club in Montparnasse, calling it the Piano Room. Colette Fleuriet, of the Folies Bergere, to America November 17 to go into Lou Walters' Latin Quarter. Angie Gould singing at the Club De L'Opera songs from "Kiss Me Kate" which are evidently not supposed to be sung here, yet. Edith Piaf recovered from her car accident, recorded "Pas D'Amé (No Soul)" by Henri Coulet and Norbert Glanzberg, and "Je Hais Les Dimanches" ("I Detest Sundays") also, the song with which Greco won the Piaf Prize at Deauville. Next month Piaf reopens in La Petite Lill at the ABC and starts work on a film for Diamond-Berger, called "La Fille Eliza" (The Eliza Girl).

London Dispatch

By LEIGI'VANCE
Continued from page 2

fully in sympathy with the children's desire for a good healthy Western... or clowns."

Royal Vaude This Year

Almost All British... Highlight of the vaudeville year here is always the Royal Variety Performance, to be held this time at the Victoria Palace, on October 29. Choice of artists this year include several surprises. One newcomer is 21-year-old Sally Ann Howes, daughter of comedian Bobby Howes. Also on the Royal list, Pearl Primus, Gracie Fields, Patricia Morrison, Cicely Courtneidge, Florence Desmond, Vera Lynn, Carroll Gibbons, Jimmy Edwards, Anona Winn and about 20 more. This is an almost all-British company for the first time in years.

Funfair Gross Down

As Rival Closes... Biggest attendance at the Festival Funfair was on September 22. On that day 173,867 people clicked thru the turnstiles. Then, a couple of weeks back, the South Bank Exhibition closed, and the public kept away from the Funfair, leaving it at a loss. Average daily attendance dropped to between 17,000-20,000. Business got so slack directors met this

Roadshow Rep

BRUNK'S COMEDIANS, with eight weeks of their season still to go, are chalking up the biggest tour since the war, Henry L. Brunk, owner-operator, advises from Clovis, N. M. He said that business during the rainy spring tour was fairly good, but since June 15 each date has averaged near-capacity, with banner business setting new highs all along the line. Slim Williams, the Darktown Deacon, letters that while playing Lake Charles, La., recently he met Robert Erskine Kerr, minstrel fan and collector of rare songs and minstrel programs and pictures. "I have a collection of photos, programs and copies of original manuscripts of Stephen Foster's melodies that is worthy of any museum or institution of arts," Slim writes. "He also possesses the only book of its type that I know of or that can be found in the U. S., called Monarchs of Minstrelry. We were successful with the 'Yes Sir, Mr. Bones' picture during the Lake Charles run."

ALLEN FAMILY PLAYERS are booking sponsor dates in the East. Dighton, Mass. is their home base. D. M. Roberts reports from Jackson, Vt., that he has been getting good business with his solo show, which he has been operating around Northern New England. He plans to move into Northern New York soon before working his way back into established territory in Ontario. Roberts is an old time minstrel singer, who first appeared with Lucier's, H. Henry and I. W. Marshall minstrels as well as with various one-day stand roadshow. He plays numerous church and sponsor dates each winter. Elroy Carr writes from Walker, Mo., that he met some shows in that sector during the past summer. He worked a platform-museum attraction in the Northwest to fair returns. Capt. George Moore, who has had his solo and lecture show in Washington and Idaho for the past two years, is moving toward Florida where he plans to winter. Moore carries a number of feature pix which he uses to augment his flesh presentation.

ALLAN CARLEY, one-time roadshow and rep performer, has been playing school dates out of Atwood, Kan., to fair returns. He has a busking and museum show the past summer. E. E. McNally, former orchestra leader of a number of minstrel shows, is promoting amateur minstrel shows in New England. Leon Long visited the Silas Green Show at Jackson, Tenn., and the Rabbit Foot and Georgia minstrels in Arkansas recently and reports that all were doing well. "We have been trying to get on with school dates the past month, but the gross in most cases has been small," letter Al and Ida Ross from Sheldon, Ia. "We have been working everything that we can get and have picked up some good outside dates that have paid well, however. We

have a few dates booked from last winter and we will promote them later. We plan to try out the hobby and antique show idea at a few of these spots but there is not much promise of doing much business since this sector is not interested in this type of show. We learned that last winter."

IRVING SIEGEL, accordionist-songwriter and veteran repster, is making a personal appearance tour of several States. Ernest Tipton, who was a member of Billroy's Comedians in 1931, is a motion picture projectionist in Gostonia, N. C. He would like to know what has become of Jimmie Doss, Cal West, Bonnie Mack Spiegel, Bryant, Tom Hutchison, Billy Van Allen, Tom Shean, Billy Wohle, Norvel Roberts and the rest of the gang that tramped with Billroy's that year. Dr. Frank Mogar, currently in Idaho with solo show, will move toward Washington and Oregon where he has some holiday spots booked. T. M. Curry writes from Maypearl, Tex., that the past summer's business for his platform show was only fair. "Texas has slipped for small shows and tent-peg is as dead as I can be," Curry writes. "For one thing, the banging away at audiences with concession pitches sickened any customer who wasn't an altogether yokel. Along with all the boob Toby's that sprung up it was too much for anyone who had been more than a bicycle jump away from the bushes. There is a good chance for entertainers of the solo variety but they must be smart performers who will keep their stuff up to-date and who will buy material. Almanac jokers won't succeed. I plan to try a store-museum show for the winter and will move out of Texas soon."

IRVING REYNOLDS is promoting hobby shows in small towns in the Sayre, Pa., area that reported good business. Dan Rankin, hypnotist and solo worker, is in Klamath Falls, Ore., and working his way Eastward. He spent the summer working outdoors in Northern California with a novelty busking-type show. Robislaw Brothers are planning to try the hobby show idea along with an indoor fair promotion opening around Birmingham, N. Y. They plan to tackle small towns at first and will carry some feature 16mm. pix as part of the performance. J. H. Maverty, writing from Providence, R. I., queries concerning the whereabouts of Charles Hammond, old-time hoop roller, who was with various 10-20-30 shows in the East. Hammond's birthplace was Schuylerville, N. Y., but he made his home near Boston during his tramping days. Jay Griford writes from Memphis that he worked fairs and outdoor spots in Central Tennessee the past summer to fair business despite the fact that competition was plentiful.

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A Sleep

Continued from page 54

nor in this instance his reverent mood. He is concerned with humanity's frustration following a centuries-old policy of ruling. His protagonists are four soldiers imprisoned in a church. They bicker and quarrel among themselves in their bitterness and despair, and sleep between to dream of themselves and one another. Their dreams sit... from recollections of the Old Testament, of Cain and Abel, David and Absalom, and Shadrack, Meshach and Abednego. The point of each dream is likely intended to illustrate the fact that man hasn't done much about improving his relationships over the centuries. There is a note of hope in the play's ending when Fry puts some eloquent words into the mouth of the philosophic one of the four, and in churchly surroundings it all sounds sonorously significant. But much of the time the author seems to be thinking out loud to himself, with results that range from diffusion to confusion.

It seems to one reviewer that actors Leonard White, Donald Harrison and Stanley Baker do much better by Fry's allegorical drama than the poet has done himself—and this despite the vaulting spaces above St. James' chancel which frequently rattle their words about liking popping corn. They give the drama verity and vigor. And Michael MacDowell's staging is enormously effective. Since the players are on stage at all times, four rough bunks are utilized to enable them to merge reality into the dream sequences. The effects achieved, backed up by Abe Feder's highly skillful lighting, are really startling.

But over-all, "Prisoners" is Fry at his worst. The words come pleasantly on the ear, but there is just too big an assortment. Perhaps "Prisoners" should just be read, in order to figure out which way Fry is going through. As an unusual experiment it is interesting, but it is not something to set a precedent for taking the theater to church. Bob Francis.

Blue Ribbons

Continued from page 54

vigorous lift. Each and all of them are fine players and more than live up to past performances. For the record this reporter found Miss Cumming's contribution outstanding, because it was so off the expected beam.

Role Too Much

But despite support, young Robinson is still too young—or too inexperienced—to register, and without warm projection of its key character, the play falters. He has, on occasion, done supporting or minor stunts which have been pretty good, but he is far from set to project a major assignment (witness "Gayden," a couple of seasons back). This reporter has an idea that if Director Cyril Richard (who has done a bang-up job) and the aforementioned ladies and gentlemen of the cast had been consulted, "Ribbons" would have had another actor in the key role. But you can't fight the producer. Bob Francis.

London Palladium

Continued from page 52

raspberry which used to be Gracie's signature tune came back. Maybe the high-notes were fewer than they used to be, the movements less exuberant, but the technique and warmth was still there.

It's not many women who plainly will never see fifty again who could even dress in a diaphanous pink tulle gown spattered with roses cut for a teen-ager. It's Gracie's magic that she could come on like that and be greeted with shrieks of "Ullio, luv" and "Give us a song, Gracie."

For thirty minutes exactly she gave them song and then, to the stroke of the clock, closed her act with "The End of the Day."

That wasn't good enough for the gallery. She was called back to sing two more songs despite her "Eee, you'll get me the sack." One thing she proved—nine-tenths of her voice is still there and ten-tenths of her charm. But where, oh where is that cheeky guttersnipe who made mud-slinging such an art? Tonight we saw Miss Gracie Field appearing in person. What we really wanted was for Our Gracie to sit down and "ave a coop of tea with us." The rest of the bill was well

Sides and Asides

Continued from page 54

ter Meyer still expect to bring the comedy to the Stem November 20 with a still unchosen replacement. ... Lehman Engel has been appointed musical director of "A Month of Sundays," the musical that will star Gene Lockhart. ... The Actors' Fund has received \$13,917 from the money-raising campaign carried on in the summer theaters by the Stock Managers' Association.

Producers Sign Papers For Stars and Scripts...

Phil Foster has been raised to star billing at "Borscht Capades." Joel Grey, the 19-year-old comedian who was in "Borscht Capades" on the road and left it to appear in Warner Bros' "About Face," returned to the east of the revue last week. ... Howard Erskine and Michael Abbott are signing papers to produce Jane Hinton's "Obbligato" which was adapted from the French novel "Le Ombre" (A Shadow), by Paul Valier. Judith Anderson will be asked to consider the leading role. ... Richard Gaines, who has been in Hollywood these six years, will have a role in Clare Boothe Luce's "Child of the Morning." ... Leo G. Carroll has signed for a major role in John Patrick's "Lo and Behold," which the Theater Guild will produce. With Burgess Meredith directing, the play will start rehearsals next week and start tryouts at the New Parsons, Hartford, Conn., November 15. ... Broadway opening of "Gigi" has been pushed back to November 24. With Marjia Scott replacing Eleanor Lynn. "The Number" has been postponed opening at the Biltmore until October 30.

Chicago, Chicago

Continued from page 52

a variety of tunes on a variety of gimmick harmonicas with a variety of results. The group closed with a Spike Jones take-off which brought a good laugh.

In the second slot is Ray Malone, who got plenty of attention here as a member of the "Broadway Open House" video cast. A top tapper, Malone ties in a few vocals and some comedy with his dance routines, then includes a production number based on the "Dinky" story. The dancing clicked with the audience, but the comedy and production number, despite some byplay with the audience, didn't go over too well. Closer was straight dancing reminiscent of the tele show and the Malone who drew raves for those chores.

Bernie, a Favorite

Al Bernie had the audience tied up from his entry with his stories and apings. Bernie is more effective on the boards than on tele screens. However, with many teen-agers in the audience he kept his stuff clean and still drew heavy applause.

Miss Page came on to a fine hand and played to her kid followers, presenting a mixture of some of her current disks, including "Detour" and "And So to Sleep Again," with some slightly older numbers like "Mockin' Bird Hill." Gal has a pleasing manner and could hardly get off after a half-dozen numbers.

Norman Weisler.

Mineola Sets

Continued from page 53

first edition of the paper came off the press in 1934.

Dance classes are now under way at Mineola under the direction of Mrs. Gladys and George Werner and Jean Van Horn, from 8:45 to 8 p.m. Advanced classes are held Tuesdays, beginners' classes on Wednesdays.

above average. Here were the Arnat Brothers doing their "Birds Courtship" act again, so charmingly it seemed as if no one had ever heard it before. The Five Smith Brothers seemed to be enjoying some private family party but enough of their voices could be heard to catch some of the fun. Wilson Keppel and Betty proved what a ridiculous thing it is to say "I'm a body" when exposed to the floods without a protective covering of wet white. And "Monsewer" Eddie Gray continued to feed corn to the stails. Leigh Vance.

The Final Curtain

ALVING—Theodore.

Formerly a member of the Copenhagen Zoo October 9 in Lynby, Denmark. He retired in 1940 after 10 years as head of the zoo.

IN LOVING MEMORY Of My Dear Wife and Pal of Thirty-Eight Years

STELLA EDNA ACKLEY Who passed away October 25, 1950. ANSON V. ACKLEY

BAYLEY—Edward Leona.

65, retired actor who toured the country with stock companies from the early 1880's until 1914. He was married to Lina O. October 18. Bayley, whose professional name was E. Baylie Lorenz, retired from the road after his wife's death in 1931, and returned to Lima, Okla. on July 28, 1948. He married Nettie Edwards, who had been queen of the night life during the oil boom at the turn of the century. She died about a year later, leaving him net to estate estimated at \$100,000.

BRICE—William, Jr.

72, long associated with the Bedford County and Clearfield County fairs, both in Pennsylvania, October 14 at his home in Bedford, Pa. (See Fairs Department for details)

BURST—Gordon P.

68, retired actor, October 17 at his home in Bridgeport, N. Y. After several seasons in vaudeville he switched to Broadway's legit houses, appearing in "A Connecticut Yankee," "John Ferguson," "The Merchant of Venice," "Romeo and Juliet," "The Dephnia" and "Twelfth Night" with Broadway's "Big Six" stock role came in "Parade" in 1933.

CAMERON—Robert.

Billboarder formerly on the road with circuits and president of Local 15, IATSE, Springfield, Miss., recently at his home in West Springfield.

CAMPBELL—Marrie C.

41, at his home in Greenville, S. C. following a year's illness. He was well known through the South as an advertising promoter and he also pitched mud along the Eastern Coast for many years. His widow, Louise, three sons, Morris, Doc and Mickey, and two daughters, Jennie and Joyce, survive.

CARLSTEDT—Water W.

23, vice-president in charge of engineering for the Don Lee Broadcasting System, October 13 in Los Angeles. He joined Don Lee in 1934 and served as general chairman and in 1948 was appointed chief engineer for all radio activities of the network. Later he received the post he held at his death. His widow, a son, his mother and a sister survive.

CLARK—Hannah Wright.

wife of Donald Clark, well-known retired black-tie waiter, comedy singer and clown of Springfield, O., at Delray Beach, Fla., September 13. Remains were sent to Kennett, Pa., her former home for burial.

CODONA—Abelede (Lala).

55, member of the famed retail team of the Flying Codona, October 12 in Long Beach, Calif. A native California, she retired from the circus in 1938. Survived by his widow, Anita; daughter, Mrs. Louis Fisher; and a sister, and three sisters. Interment in All Souls Cemetery, Long Beach.

COOKE—Jesse M.

53, stevedore and boxing agent, October 8 in Dallas after a heart attack. Survived by a brother, Harry.

DOOLEY—Arthur E.

55, emcee and French-Canadian comedian who has been in vaudeville and radio and interplay through New England, October 13 at his home in Providence. He was a member of the famous "Quintet of Variety Artists." His widow, mother, two sisters and three brothers survive.

DYER—John E.

67, actor, October 12 in Detroit. He went on tour with the "Amateur" company about 1904 and appeared in many legitimate and musical productions, including "The Gentleman from Amsterdam," with Douglas Fairbanks, and "Rumbo." He was in vaudeville for about seven years, playing straight in a comedy team with Frank Fay. He was in number of films in the early '30s and in recent years appeared in commercial films produced by Jam Handy Organization and Ross Roy in Detroit. Survived by his widow, Mollie, a brother, William, and a sister, Mrs. May Hancock. Interment in Grand Lawn Cemetery, Detroit.

EDLSTEIN—William.

60, theatrical manager in the U. S. and Canada, October 10 in Beverly Hills, Calif. An Englishman born in Bolton, England, he played the country in 1916. He was associated with the late Florenz Ziegfeld and such vaudeville performers as Alvin Karpis, Gene Burns and Allen, and Leon Brod. Survived by his widow, Rebecca, and daughter, Mrs. Arthur Friedman. Interment in Forest Lawn (Glendale) Memorial Park.

EDWARDS—Dr. John Barrett.

69, musician and cellist, October 12 in Allentown, Pa. He played after an illness of three months. He played for a time with the Lafayette Liric Symphony Orchestra, Allentown. His widow, Phyllis E., a daughter and two sisters survive. Services and burial October 16 in Allentown.

EISLER—Paul.

75, composer and former conductor for the Metropolitan Opera Company, October 10 at his home in New York. He received his musical education at the Royal Conservatory of Music in Vienna. He was studied composition with Anton Bruckner and Johannes Strauss. He came to America by sea as a conductor at Riga and Vienna, where he made his musical debut as a pianist in 1884. He joined the Met in 1904 as an assistant conductor and remained with the company to the post-war period, until 1929, with the exception of three

years spent in Vienna just before World War I.

As a composer he was best known for his work as accompanist for such names as Enrico Caruso, Geraldine Farrar, Johanna Gadski, Frieda Hempel and Eugene Ysaye. He also made a world tour with leaders Dupon shortly after 1900. During the 20 years preceding his final illness he resided in California, writing and orchestrating movie scores. As a composer he was best known for light and comic opera and many songs. His operas included "Spring Brides," "The Sentinel," "In the Year 1916" and "The Little Minnow." Survived by two sons, a sister and five grandchildren.

FRANCIS—Patrick E. (Jack).

79, former Hollywood writer, October 15 at his home there. From newspaper work he went to Hollywood years ago and was associated with Winfield R. Sheehan, then general manager of Fox Studios. His widow, two sisters and a brother survive.

GREEN—William Hallen.

87, pianist, October 15 in Chester County Hospital, West Chester, Pa. Until his retirement in 1932 he operated a school of piano in Philadelphia. Services and burial October 16 in West Chester.

GUINAN—Thomas J.

film exchange representative, October 8 in Dallas. He was home office rep for the RKO film exchange. Prior to joining RKO he was branch manager for Warner Bros. in New Orleans, a traveling auditor for Columbia Pictures out of New York, general sales manager for the Big Four Picture Corporation and home office field representative for Eagle-Lion Films. His widow, two brothers and a sister survive.

JOHNSON—Beryl.

77, well-known Danish clown, October 6 in Copenhagen.

JUDS—John Warren.

Paigant director, October 10 near Klamath Falls, Ore. (Details in General Out-door section.)

In Memory of MAX LINDERMAN

SHOWMAN, PARTNER AND FRIEND

FRANK BERGEN

WORLD OF MIRTH SHOWS

MURRAY—Thomas.

47, Side Show talker, October 17 in Los Angeles. He worked with the Clyde Braxley, Cole Bros and Russell Bros' circuses. His widow survives. Interment at Showman's Rest, Evergreen Cemetery, Los Angeles.

OATES—Thomas F.

54, co-operator with his brother, John F., at Oates Tavern, North Providence, R. I., night spot, October 16 at his home in that city. Survivors include his widow, a daughter, son, three sisters and a brother.

RAICE—Frank E.

31, charter member of International Alliance Theatrical Stage Employees, Boston local, and for 65 years a participant in Providence theaters and with road companies. October 14 in Warren, R. I. He retired six years ago. His widow, a daughter and a brother survive.

In Memory of My Beloved Husband

D. C. (Mac) McDaniel

Bertha (Gyp) McDaniel

Died in Spartanburg, S. C., Oct. 24, 1933

In Memory of My Beloved Husband

AGNES MORRIS

Who passed away Oct. 30, 1949

CHARLES C. "DOC" MORRIS JACKIE MORRIS

In Memory of

RUBE NIXON

Passed away October 16, 1948. He is still just away. Miss you more at this time, O. Loving Wife

VERNA NIXON

In Memory of

FRANK BERGEN

WORLD OF MIRTH SHOWS

In Memory of My Dear Husband

GEORGE YAMANAKA

Died 1942, Oct. 25, Columbia, S. C. Lucy Yamanaka

In Memory of My Beloved Husband

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WORLD OF MIRTH SHOWS

In Memory of My Dear Husband

GEORGE YAMANAKA

Died 1942, Oct. 25, Columbia, S. C. Lucy Yamanaka

IN LOVING MEMORY of Our Beloved Daughter GLORIA SADLER ALLEN Who Passed Away October 29, 1943 THE SHIP I am standing upon the seashore. A ship at my side spreads her white sails to the morning breeze and starts for the blue ocean. She is an object of beauty and strength, and I stand and watch her until at length she is only a ribbon of white cloud just where the sea and sky come to mingle with each other. Then someone at my side says, "There! She's gone!" Gone where? Gone from my sight—that is all. She is just as large in mast and hull and spar as she was when she left my side, and just as able to bear her load of living freight—to the place of destination. Her diminished size is in me, not in her, and just at the moment when someone at my side says, "There! She's gone!" there are other voices ready to take up the glad shout, "There! She comes!" And that is dying.—LEONARD LYONS, in "The Reader's Digest."

BILLIE and HARLEY SADLER

DALLAS RECORDS TUMBLE AS ATTENDANCE TOPS '50

Sunday (14) Crowds Spend Freely To Rack Up New One-Day Mark

DALLAS, Oct. 20.—State Fair of Texas, aided by ideal weather, continues to race ahead of last year's record run and thru Thursday (18), its 13th day, counted 1,867,831 front-gate patrons, compared with 1,732,496 to the same point in 1950.

Not only was the nation's biggest fair breaking records at the turnstiles, but Sunday (14) turned out to be the biggest money day on record. As anticipated, expo did not top its one-day attendance mark of 289,507, set on the second Saturday last year. The 254,601 count Sunday (14), however, was registered without any kind of football game, which usually contributes to big single-day crowds here.

S. B. Cox, secretary of the fair, said Sunday's crowd was the biggest he had ever seen on the fairgrounds at one time in his 18 years with the event. Crowd was an all-day throng as opposed to football crowds which come and leave early. Fair hit mid-week doldrums midway of second week, but final week-end was expected to assure that fair would match last year's record attendance of 2,176,519.

Big-Money Day

Kids' Day, Friday (12), was big-money day for ride operators. Joe Murphy reported his five rides in the 11-ride kiddie town rode 50,000 during the day. Sammie Bert's Roller Coaster operated at capacity. About 25,000 kids saw a free fireworks show staged by Theatre-Duffield Fireworks, Inc., Chicago, in the Cotton Towel at night.

Saturday (13) was day of the annual Texas-Oklahoma football

Game. Game, as usual, was a sell-out. R. G. McElven, Cotton Bowl concessionaire, sold 50,000 bottled drinks, 30,000 cup drinks, 17,000 hot dogs, 8,000 sacks of peanuts and 2,000 bags of popcorn to more than 76,000 people in the bowl. Hot weather cut down hot-dog consumption and crowded aisles also cut down sales.

Big crowd Sunday (14) fell only 12,722 short of matching the record single-day crowd last year. Fair execs considered it a better showing, actually, since attendance was not hyped by football or other special attractions. Officials thought perhaps heavy publicity given to the Texas-Oklahoma football traffic jam on Saturday (13) made some folks wait and come on Sunday instead. However, the second Sunday is a traditional day for

country people to attend the fair. It was the best money day in history for shows, rides, food and special attractions.

About 30,000 attended the free show in the Cotton Bowl on East Texas Day, Tuesday (16). Show featured 10 high-school bands, including the nationally famous White Oak Band; precision marching group, the Apache Belles from Tyler Junior College; Eddy Arnold, Guy Willis and the Oklahoma Wranglers, blackface comics Jam-Up and Honey, and Theatre-Duffield fireworks. Same type show with Frank Sinatra drew only about 12,000 last year.

Wednesday (18) was Music Festival Day, with 23 bands, 13 choruses and 7 orchestras skedded

(Continued on page 62)

N. Y. Rodeo Loses Early Gains as Run Dips 10% Under '50

Garden Execs Hope to Contract Roy Rogers to Build Gate in '52

NEW YORK, Oct. 20.—World's Championship Rodeo appeared to be headed for another limping run to the corral this week, as business going into yesterday's matinee (19) was about 10 per cent off the same period during 1950, but a hopeful note for the future was sounded in the report that Roy Rogers again would be sought for the star attraction niche.

Confidence that the event would measure up to last year's run was not too high at Madison Square Garden, site of the rodeo, because the advance sale for the week-end as of yesterday afternoon was none too strong. Rodeo officials were wishing for foul weather that would drive New Yorkers into the arena, instead of the spring-like conditions that existed thru most of the run. Even if the take from the shows today and tomorrow (21), the final day, brought this year up to last, the picture still would be dim. The 1950 gross was down about 15 per cent from 1949, so even-up biz this year would be strictly relative.

Top Cowhand Needed

In the face of dwindling revenue from the rodeo, which is an enterprise of the Garden corporation, arena brasshats, Ned Irish and Gen. John Kilpatrick, plus rodeo officials, reportedly feel that a return of top-drawer movie cowhand Roy Rogers will put the event back on its feet. Gene Autry was used as the name last year, but he was not too happy about accepting the assignment, finally giving in to persuasion. As noted, 1950 business was not good.

As the attraction preceding Autry, Rogers and the Sons of the Pioneers presented a Western program that went well with children, whom the rodeo must entice to have a winning run. While there is no contract between the Garden and Rogers, Art Rush, the cowboy's manager, is reported to have promised that Rogers will return to the event in 1952. His coming also would mean the use of the musicians and his horse, Trigger. A possibility is the appearance of Rogers' wife, Dale Evans. She is easily identified with boots and saddle, but the numerous western flickers made with Rogers before their marriage.

Altho praising Vaughn Monroe and his company, rodeo officials do not feel that he fits in with the pattern of the event, consequently cannot be counted on to draw heavily. An attempt was made to westernize the crowd by having him enter in cowboy trappings on a horse, while his orchestra and vocal groups remained in standard garb. What customers were in the Garden for his stunt, which began Monday (8) and ends tomorrow,

liked his performance, but there just were not enough of them.

Lone Ranger Okay

The story was different with Trace Beemer, radio's Lone Ranger, who with his horse Silver and Indian sidekick Tonto, was the main attraction from the start of the rodeo until Monroe took over. A potent lure where the kids were largely concerned, the Ranger was largely responsible for a reported \$25,000 jump in business during his tenure over the comparable stretch in 1950. All matinees during his term

(Continued on page 60)

Hamid Threatens to Close Steel Pier to AGVA Acts

Continued from page 1

talent union's members and use the quarter-million-dollar annual budget to secure other entertainment features.

The action on the part of the union followed that organization's unsuccessful attempt to disrupt the performance of the Hamid-Morton Circus under the sponsorship of the Shrine's Lu Lu Temple last week in Philadelphia. Not a single performer walked out on the circus, altho the union called a strike and members of the Philadelphia local picketed matinee and night performances thruout the week.

Hamid, who is here to supervise the presentation of grandstand talent booked thru his agency, George A. Hamid & Son, at North Carolina State Fair, termed the union "unethical" and "vindictive." The Hamid-Morton Circus is owned by the National Production Company, a Florida corporation, and the Steel Pier is owned by the Abel Holding Company, and Hamid disclaimed any relationship whatsoever between the two organizations, while admitting that he is an officer and director of both.

"The Steel Pier is the only establishment in America that has continuously used vaudeville for over 40 years, presenting some of the greatest artists in the country, including Gus Van, retiring president, and Georgie Price, president-elect of AGVA," Hamid said.

"If Vic Connors and Henry Dunn, dictators of AGVA policy, wish to place Steel Pier on the unfair list and so deprive hundreds of performers from playing the famous showplace, then they are doing our profession and everyone in it an injustice," Hamid said. "If AGVA directors confirm that the Steel Pier is classified as un-

DALLAS CROWDS BEAT '50 MARK

DALLAS, Oct. 20.—Daily attendance figures for the first 13 days of the State Fair of Texas, with '50 comparisons, follows:

Table with 2 columns: Date and Attendance. Rows include Saturday (14), Sunday (15), Monday (16), Tuesday (17), Wednesday (18), Thursday (19), Friday (20), Saturday (21), Sunday (22), Monday (23), Tuesday (24), Wednesday (25), Thursday (26), Friday (27), Saturday (28), Sunday (29), Monday (30), Tuesday (31), Total.

N. Y. PICTURE

Rodeo Video Okay for Acts, Not for B. O.

NEW YORK, Oct. 20.—Proceedings during seven of the last eight nights in the run of the New York Daily News, picked up the tab. The outlet made the deal with Garden bigwigs Ned Irish and Gen. John Kilpatrick. The rodeo was offered from 9 p.m. to 10:25 p.m. starting Monday (15) and ending tomorrow (21), with the exception of last night (19).

WPIX television station of the New York Daily News, picked up the tab. The outlet made the deal with Garden bigwigs Ned Irish and Gen. John Kilpatrick. The rodeo was offered from 9 p.m. to 10:25 p.m. starting Monday (15) and ending tomorrow (21), with the exception of last night (19).

WPIX bought the rodeo time as part of package deal with the arena that saw the stations get 75 evenings, including horse and dog shows and hockey and basketball games. The some of the cowboys involved in the rodeo and others connected with the event felt that televising the proceedings was in the nature of giving away a commodity that also is being peddled. Irish and Kilpatrick were high on the merits of video. The sum paid by WPIX for the time was not revealed.

Televising of the rodeo began (Continued on page 60)

Chicago Rodeo Matches '50 First 7 Days

Sacco Kid Rides Get Good Play, Rack Up Big Gross

CHICAGO, Oct. 20.—The second annual edition of the Chicago Rodeo, thru Thursday (18), was matching its '50 predecessor, attendance-wise, but advance ticket sales for the week-end indicated the final count might beat last year.

Event, which is sponsored by Stock Yards interests and held in the 8,500-seat International Amphitheater, opened Thursday (11) and will wind up with Sunday's (21) matinee, after five afternoon and 10 night performances.

Produced by Leo Cremer, Big Timber, Mont., 114 contestants have been entered in addition to contract performers. A total of \$18,435 in prizes will be paid, and the events are being run under the Rodeo Cowboys' Association. Stock brought here by Cremer includes 150 bucking horses, 35 calves, 65 huls, 55 steers and 90 head of saddle horses.

Harpo Featured

In addition to the contestants, Harpo Marx and the Henricks Troupe are featured along with trick riders Jean Allen, Ruth Meriam, Faye Blessing and Nancy Bragg. Clowns are Wiley McCray and Zeke Bowery and a trampoline act which includes some of the former Bounding Olympians is being billed here as the Cremer Ranch Rascals. Barbara Autry also performs her trick riding routine, and a 12-person mounted quadrille is an added attraction. Cy Nallion is announcer.

Kid rides, spotted in the west (Continued on page 60)

Insurance Only AGVA Lure for Circus People

CHICAGO, Oct. 20.—Except for its insurance program, the American Guild of Variety Artists has nothing to offer circus performers. Vic Connors, AGVA national representative, conceded here Friday (19).

Immediate objective of AGVA is to urge performers with circuses not now carrying AGVA insurance to join the union in order to support its insurance program.

Meanwhile, he said, AGVA plans to push for an extension of the insurance program to booking offices, outdoor circuses and other indoor circuses.

Shows now covered are Polack Bros., Tom Paeks and Orrin Davenport. Connors said AGVA's timetable calls for extending the insurance program to other outdoor circuses first, because the union feels its best hold lies with them. Second, he said, will be the booking offices serving fairs. "That's a big enough bite," Connors declared, and other shows, including outdoor circuses, "will be approached much later."

Auto Crash Fatal To John W. Judd, Pateant Director

PORTLAND, Ore., Oct. 20.—John Warner Judd, executive director of the patent, "Wagons West," presented at the 1951 Pacific International Livestock Exposition, died Thursday (18) in an auto crash in Southern Oregon.

Wreckage of Judd's car was sighted in a canyon 200 feet from the highway, 40 miles north of Klamath Falls. Still breathing when found, Judd had apparently spent the night in the canyon, trying to build a fire for warmth and to attract aid. He was en route to California after his show, staged by Geller Productions of Hollywood, closed here Saturday (13).

Papers on his body gave his address as 232 East Allegheny Avenue, Emporia, Pa.

Macon Event's Grandstand, Midway Jump

First Four Days Net Hikes in All Depts.; Weather Perfect

MACON, Ga., Oct. 20.—Starting with 16,000 attendance on Monday (15), the gates of Georgia State Fair were running ahead in records for the first four days.

Ordinarily, Monday is the lightest day of the week, but this year, due to a special school holiday, fair moved its Children's Day to the opening spot, and the turnout was surprisingly large.

With total of more than 70,000 registered at the outside gates at the end of the first four days, E. Ross Jordan, veteran general manager, predicted a new record for the event. Gate prices are the same as in recent years, but auto parking charge was upped from 25 cents to 35 cents.

Commercial Exhibits Out

For the first time in the fair's history several commercial exhibits were turned down as all space had been sold two weeks before the opening, Jordan said. Always strong in the livestock department, fair this year put added emphasis on agricultural exhibits, with 19 counties represented, compared to 16 last year and an average of 11 over the last 10 years.

Grandstand show, featuring a George A. Hamid revue, was running about 50 per cent ahead of last year. Midway grosses for the Cettin & Wilson Shows were up 18 per cent.

John Sandrock Dies After Race Crash

MUSKOGEE, Okla., Oct. 20.—John Sandrock, 23, Tuscumbia, Ariz., auto race driver, died here Saturday (16) of injuries suffered in a race crash at Oklahoma Free State Fair, September 30.

He is survived by his widow, Gertrude, and two children. Burial was in Tuscumbia.

CLOSE-UPS: PETE SIEBRAND

Paired Carnival, Circus Into Profitable Combo

By HERB DOTTEN

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

PETE SIEBRAND first introduced his combination carnival-circus in 1935. Ever since his Siebrand Bros' Circus and Carnival has prospered. For years it has been entrenched in Arizona, New Mexico, Idaho, Utah, Colorado, Wyoming, Nevada and Montana. Now Pete maintains that similar type operations might well be the answer to the problems of some owners in other sections of the country.

The carnival-with-circus proved the answer to Pete's problems back in the mid-1930's. Until then Pete had confined his operations to the traditional carnival pattern



PETE SIEBRAND

—with rides, shows and concessions. But it wasn't quite enough, Pete figured, to do the trick out in his territory. What was needed, he thought was an attraction strong enough to swell turnouts at a show lot to proportions beyond that which the normal complement of rides, shows and concessions would yield.

A circus, he decided, would do the job. He believed it would aid in the advance build-up, attract other than carnival patrons to the show lot, and attract people from considerable distances, an important factor in view of the wide-open-spaces thru the show's territory.

He framed an open-air circus, the type he still uses. Show (Continued on page 69)

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Dallas Records Tumble

Continued from page 58

for concerts on the grounds all day and a big free exhibition plus fireworks in the bowl at night.

Fair had well-nigh perfect weather thru Thursday (18), with the exception of mid-northerly opening day, Saturday (19). Cold weather and rain for east for Wednesday night (17) failed to materialize and sunny skies seemed assured for remainder of the run.

High-school football games were scheduled for the Bowl Thursday and Friday nights. Friday (19) was High-School Day. It was also a Statewide Rotary Day, with Grove Patterson, editor in chief of The Toledo (O.) Blade, sketched as principal speaker in the auditorium.

Football sellout seen. Football game Saturday night (20) between Southern Methodist and Rice Institute took an added luster with SMU's defeat of Notre Dame and Rice's victory over Navy. Neither team had been well regarded in the Southwest Conference race, but the hullabaloo over the Notre Dame win by SMU probably will contribute to an excellent crowd for the game. Tilt could draw as many as 65,000, and a sellout is not impossible.

Sunday (21) is final day of the fair and the expo will sponsor an innovation in the form of a State-wide religious festival in the Cotton Bowl at night. The Dallas Morning News is co-sponsor. Dr. Norman Vincent Peale, nationally known writer and radio personality will be principal speaker, and a 940-voice choir will sing. Admission to the fairgrounds will be free after 6 p.m. Sunday (21), first time in history the fair has had a free gate. Festival had remarkable publicity not only in The Dallas News but in papers far and wide in the Southwest. Fair execs point out that the fair for the first time is seeking to make a contribution to the spiritual welfare of patrons as well as in livestock, agriculture, recreation and sports.

New livestock pavilion has resulted in heavy attendance at all livestock contests. For quarter ending Saturday (18) and Sunday (19) the 3,200-seat pavilion had turnaway crowds. Cutting-horse contests were skedded for the final week-end, and Western Day, Saturday (20), will feature a

big cowboy carnival free in the pavilion at night.

Aud Attractions
"Guys and Dolls" auditorium attraction, is keeping pace with business the first week, running only slightly behind the record-breaking 1950 show, "South Pacific." Thru Wednesday (18), attendance in the 4,301-seat Auditorium had averaged about 4,000 a night, with four complete sellouts Friday (12) and Saturday (13) and Sunday (14) matinee and night. For Saturday night and Sunday matinee 220 extra chairs were added in the Auditorium, giving the house an all-time record attendance for these two performances. Last year only 175 extra chairs were added for the biggest performances of "South Pacific."

Box office had the biggest day Monday (15), doing about \$9,000 business for current and future performances. Remaining performances are near sellouts, with only cheaper seats left. Thru 16 performances of the 24, gross was \$175,925, but show had well over \$200,000 in advance sales in till when show started, and Auditorium manager Charles R. Meeker Jr. predicted net would hit close to \$280,000 by end of the run.

"Ice Cycles" was doing even better, with a sellout week-end that topped attendance records for any indoor show of any type previously given in Dallas. For five consecutive nights performances starting Friday (12) and for matinee and night performances Saturday (13) and Sunday (14), the ice arena sold out its 6,560 regular seats and an additional 405 extra seats plus standing room for a per-performance record of 8,055 and an over-all attendance of 30,275.

The Aut Swensen Thrillride had made its nut by the end of the second week-end. Hav-a-Tampa cigar factory in the Foods Building had just about run thru its supply of cigars brought from Tampa for sale at the fair. Cigar firm brought 7,000 souvenir boxes to the fair and sent for an additional supply when the exhibit sold more than 1,000 boxes of 10 cigars at 75 cents each on Sunday (14). Factory is set up to make 12,500 cigars a day at the fair.

N. Y. Rodeo 10% Under '50

Continued from page 58

well attended, and Friday thru Sunday business (5-7) was particularly strong. However, the cash gain reportedly was lost when Monroe replaced the Ranger. Originally, the Ranger had wanted to come in for a week, but the garden thought that two weeks would be needed to make an impression. The deal was settled when 12 days were decided on, enabling the attraction to catch two week-ends.

Rogers can return to the event if he chooses because the Ranger and Monroe were brought in on a one-run basis.

Two main factors conspired to hurt the rodeo this year. The weather remained over-warm and potential patrons sought the outdoors to catch the last good days before winter closed in. The three-day play-off for the National League baseball pennant and the ensuing six days of World Series competition here doubtless sapped the desire and the ability of many to attend the rodeo. Discussing the effects of weather on the event, one rodeo spokesman held that if the competition was staged in November, when raw days would second customers into the Garden, the gross would be a lot higher. However, with present commitments to other sports interests and shows for use of the arena, there seems little chance of a switch in dates for the rodeo.

Publicitywise, local newspapers have not been too generous with the production. Ironically, the biggest break of this year's run came too late to be of much help. The current issue of Life magazine has rodeo contestant Casey Tibbs on the cover. The cover story follows him around the competitive circuit and includes three five-page local shots and a full-page picture of Tibbs on horseback moving along Broadway. The fact that he is competing at the Garden is mentioned in the text of the piece. In past years, to exploit the event, a stage coach hauled by four mules and driven by three cowboys were sent thru the streets here, with a public-address system providing rally for the rodeo. While mayor of New York, the late Fiorello La Guardia put thru an anti-noise ordinance that stilled the p.a. pitch. Rodeo officials see little sense in

spending \$40 daily to put the coach on the streets if the public's ear as well as eye cannot be caught.

Rodeo Video Okay

Continued from page 58

each evening following the Excess Baggage dog act being presented as a break between the various events. Included in the screening were Capt. William Heyer and his dancing horse, Starless Night. Both attractions were set for the rodeo run thru local talent agent Frank Wirth, and original contracts stipulated that they would not appear on TV while the rodeo was in progress. However, when WPLX picked up the TV time, they sought Heyer's act and got it for a reported \$700 for the seven nights, with Garden officials' consent. In addition to Starless Night and the regular rodeo contests TV viewers also got a look at Everett Colborn's troupe going thru a well-executed square dance on horseback.

Friday night was eliminated from the rodeo TV schedule due to existing contracts which have boxing matches in the Garden each week at that time for several months of the year.

Chicago Rodeo

Continued from page 58

hall of the big building, and booked in thru Tommy Sacco, Chicago, have been doing excellent business. During the 20-minute intermission on Sunday (14) the layout grossed \$182, according to Sacco. That night, the devices kept operating long after the big show had ended.

Ride Line-Up

Line-up here includes ponies, which are earning top money, and kiddie devices as follows: Merry-Go-Round, Jeeps, Elephants, Planes, Fire Engine and a Train. A photo gallery is also operating and grossing well.

Publity, which has included several television breaks as well as good newspaper and radio coverage, is being handled by Pickard-Morrison & Associates, this city.

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1 Cards, heavy white, black each \$16.75. No duplicate cards. Three sets complete with Calling Numbers. Fully Card, 33 cards, \$3.50; 50 cards, \$4.75; 100 cards, \$6.50; 150 cards, \$8.25; 200 cards, \$10.00. All cards from 100 to 2000 in 100's. Fully Calling Numbers 24, Wood Calling Numbers 35, Painted Fully Card, 140 Colored Heavy Cards, 23, same weight as #1, in Green, Red, Yellow or 66 per 100. FULLY CALLING, No. 1 Size, \$10.00, 140 cc.

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HATTIESBURG, Miss., Oct. 20.—The Ringling-Barnum Dixie swing paid off with hefty takes at most spots this week. High

Most Alabama Towns Produce For King Bros.

FLORENCE, Ala., Oct. 20.—King Bros. Circus continued to win generally strong business in Alabama this week, with most stands coming thru with near-capacity houses.

A near-capacity matinee and full night house turned out here Tuesday (18). Haleyville came up with two three-quarter houses, although the farm yield in that area was not good. Fayette (11) dipped King to a half house in the afternoon but produced a straw at night. Weather generally has been good, but the morning and evening at Fayette were chilly.

An elephant truck overturned near Selma and one animal was injured. Matinee at Selma drew near capacity and the night show was full on Tuesday (9).

Chattanooga Crowds Weak For Terrells

CHATTANOOGA, Oct. 20.—Chattanooga Police Circus, staged here (5-7) by Tom and Janelle Terrell, played to weak attendance at all six performances and reported a slow advance sale but a large program book. Competition came from Polack Bros. coming date plus local football games and the World Series.

Buck Steele was equestrian director. Jay Craven had a 10 piece band and J. S. Russell played the organ. Mrs. Terrell helped with announcing duties. Clowns were Bill Ayers, Happy Rube, Harold Simpson, Bernard Beggett and Carl Davis. Duina Zucchini came from her Nashville home to appear with the Zucchini acts. Her husband, Jack, and Josh and Lillian Kitchens visited. Program included Hables, trampoline; Four Merrills, balancing; Harter's Dogs, ponies and monkeys; Steele High-Jumping Horses; Hubbers (Glen Martin), bar act; Merrills, perch; Zachin's, trampoline; Harter's Dogs; Carmita, sway pole; Steele's riding mechanic; Flying Zachin's, and Egle Zachin, cannon act.

Kelly-Miller Closer Skedded for Sunday

TRENTON, Tenn., Oct. 20.—Al G. Kelly & Miller Bros. Circus will close its season Sunday (28) at Idabel, Okla., with a matinee only and jump from there to Hugo, Okla., winter quarters.

The closing date this time is in contrast to the show's 1950 experiment in staying out until early December, and it is earlier than Kelly-Miller's usual mid-November finale. The show's final week will be in Arkansas except for the last stand. It will play Sunday (21) across the river

West Bros. to Tyler

TYLER, Tex., Oct. 20.—West Bros. Circus, operated by Julian West, will play here November 9 under Junior Chamber of Commerce auspices. Acts are to include the Craigs, rolling globe; Adrian Troupe, and Jean Latour, acrobat.

point was the night show Monday (15) at Mobile, Ala., when hundreds were turned away. Show also scored heavily on the second day (14) at New Orleans.

Lafayette, La., on Wednesday (10) added up two three-quarter houses in cool weather. At Baton Rouge (11-12) the show bucked football games on both nights but still registered near-capacity for all four performances. New Orleans was good on Saturday (13) despite college football, but the real power there showed up on Sunday, when the top was packed.

Trains were three hours late in arriving at Mobile Monday, but the matinee was only an hour late and it drew a three-quarter house. Tickets windows were closed down early at night as the turn-away crowd more than filled the top. Lot was the paved parking area adjacent to Mobile Stadium. Ringling followed Polack Eastern (1-4) and was a week ahead of Kelly & Morris, which will play suburban Prichard.

Gulfport, Hattiesburg Big In Gulfport, Miss., Tuesday (16), the show had a three-quarter matinee and 95 per cent evening crowd.

Hattiesburg, Miss., on Wednesday (17) had a three-quarter afternoon and near-capacity night house. It was the first time R. B. had made it since 1947. Kelly & Morris comes in Saturday (20).

Joseph P. White, 27, was killed when he fell under a trailer while assisting in the show's move from the lot. Ronald Brightman, 21, another workman, received a foot injury when he was struck by a pole at Hattiesburg.

The stand at Orlando, Fla., November 16, will be under auspices of the Goodfellows, Inc., and the Chamber of Commerce will assist in promotion of advance ticket sales. Show has contracted to give the auspices 20 per cent of the proceeds above the first \$20,000.

Hawaiian Show Opens Strong

HONOLULU, Oct. 20.—E. K. Fernandez circus opened a four-day run at the Maui County Fair here Thursday (11) to a sellout crowd of 3,500. The engagement is Fernandez's 29th at the Hawaiian annual.

Announcer for the show is Phil Escalante. Clowns include Abbie Goldstein, Mark Anthony, Bobby Kaye, Robbanio, Charin, Pooe and Blackie Leon. Ray Aguilera's band includes Karl Wurmund, Gian Bass, Fidel Cervantes and Billy Toad.

Attractions include Slide Show illusion and a vaude show with Earl Nickel, emcee; Joan Barton, puppeteer; Betty Yeaton, acrobat, and Penny McGuigan, tapster.

from Memphis at West Memphis, Ark.

Season's route will total 7,382, with an unusually long hop of 118 miles scheduled for Glenwood, Ark., Thursday (25).

At Trenton, Kelly-Miller was eight days behind Campa Bros. and in the height of the harvest season. The show drew a half house for the matinee and a straw house at night. Change in lots was made on show day, Wednesday (17).

Dyersburg, Tenn., was worth a near-capacity matinee and a full night house to Kelly-Miller. Stand was played Tuesday (16). Fulton, Ky., a Sunday (14) matinee-only stand, drew a straw house.

The opera made a good impression at Dresden, Tenn., Saturday (13), pulling an overflow matinee and near-capacity night house. Lot was about one mile from town. Lexington, Tenn., (11) gave two near-capacity houses.

GREATEST SHOW RELEASE SET

HOLLYWOOD, Oct. 20.—Release of "The Greatest Show on Earth," movie made on the Ringling-Barnum show, has been set for March 15 by Paramount Pictures. However, no site for the premier of the film has been announced. Sarasota, Fla., home base for the Ringling show, is seeking the premier.

HOSPITAL BENEFIT

Ringling Trek Ends Nov. 19 At Sarasota

SARASOTA, Fla., Oct. 20.—Ringling Bros. and Barnum & Bailey Circus will close with two performances at its winter quarters here November 19. The stand will be a benefit for the Sarasota Hospital Fund.

Route of the show has been set for Tampa, Fla., for some time, and the final stand was not decided until this week.

Total mileage for the season, as railroad contracts for the final month now stand, will be 17,209, but a minor reduction is expected to be made thru a change in contracts. Last year's mileage was 15,932.

The circus also gave final performances of the season at Sarasota in 1945, 1946 and 1947.

Hagan-Wallace Strong in Ala.

THOMASVILLE, Ala., Oct. 20.—Hagan-Wallace Circus won a near-capacity matinee and an overflow night house here Saturday (13) under American Legion auspices.

The show had a 60 per cent matinee and three-quarter night house at Demopolis, Ala. (11), under Lions Club auspices. Appearance at Ringling-Barnum and King Bros. show within 50 miles and the recent Alabama and Mississippi State fairs were believed to have limited attendance there.

Rogers Closes To Big Houses

FORT MYERS, Fla., Oct. 20.—Rogers Bros. Circus won two near-capacity houses on the last day of its season. The show played under Lions Club auspices Saturday (13) before going into winter quarters here. The show opened late in March and operated under auspices this season.

Last winter Owner St. Rubens put out a tour of Florida prior to the regular season.

Jacobsen, Kayda Afternoon Okay At Cedar Rapids

CEDAR RAPIDS, Ia., Oct. 20.—Charles Jacobsen and Al Kayda's indoor show, Circus Corporation, played to a three-quarters matinee and meager night crowd at Memorial Coliseum here Sunday (14). The house seats about 3,100.

Show was sponsored by the Knights of Columbus. Promotion included program book and sale of tickets to auspices members and businessmen.

Acts included Hop Henry, dogs; Keller's Knock-Arounds; Wally Wallace, clowns; Craigs, roly-boly; Eilston, wire and trampoline; Whirling Aces; Claires, juggling and balancing; Poodles Hanneford and Co., bareback; Captain Richards' elephants; Millers, chair pyramids; Bobo, juggling clowns; seals, and Bedells, telecabroad.

COLE-WALTERS WINS AT NIGHT IN ARK.

Farmers Harvest in Afternoons, Show Reaps in Evenings; Missouri Okay

HEBER SPRINGS, Ark., Oct. 20.—Cole & Walters Circus has played to generally strong night business and half houses at matinees thru Missouri and Arkansas. Saturday matinee business usually has been big.

Don McLaughlin, business manager, said a tentative closing date had been set for early November. Show was four days ahead of Campa Bros. here Tuesday (18) under American Legion auspices. Matinee was a half house and the night house was near-capacity.

Clinton, Ark., on Monday (15) bettered the average for matinees by tabbing a three-quarter house, and the night show drew a full one. Lions Club was auspices.

Harrison, Ark., the Saturday (13) stop, scored twin capacity houses in good weather at the fairgrounds lot. Trip to the town square by the elephants was canceled because of the distance.

Flippin, Ark., first stop in the State for Cole & Walters, was played Friday (12) to a half house at the matinee and a hefty straw at night.

2 Off in Missouri

Only weak stands in the show's Missouri itinerary were Ava and Cabool, where harvest season was blamed for lack of attendance. More than 1,400 caught the show at Gainesville, Mo., which has a population of 253. The matinee there was weak because school was in session, but the night house was strong.

Cole & Walters was a factor in Arkansas' second series of circuses this fall. Also making recent or future dates in the State were Campa, Kelly-Miller, Wallace & Clark and Biller Bros. before the latter closed. Beatty, Polack, Rogers and Hagen Bros. were in at approximately the same time earlier.

McLaughlin said that Jack and George Bell, musicians and bandmasters, have taken over the con-

cessions. Frank Ellis, who had the concessions most of the season, returned to Emporia, Kan. Ralph Bliss, lithographer, became ill at Rich Hill, Mo., and is recuperating at the Jeffia Hotel, St. Louis, where McLaughlin visited him recently.

Campa, KM Ban Paper Pulling

OSARK, Ark., Oct. 20.—Agents for Campa Bros. Circus and Al G. Kelly & Miller Bros. Circus have agreed that neither will pull the other's paper during the remainder of the season, it was learned this week. The show played conflicting dates at several Tennessee spots recently.

The pact was signed by Charlie Campbell, special agent for Campa, and Al Linderman, K.M. brigade agent. Campbell joined the Campa show recently. He was with Hagan-Wallace earlier in the season.

Campa Bros. has been using two airplanes for advertising at each stand. One is equipped with loudspeakers and the other tows a large aerial sign. Heralds are thrown from both planes. The Campa planes were in the air over Winchester, Tenn., recently when the show day and dated Kelly-Miller, and the Kelly-Miller plane was not used there.

Hubler Sells, Kuhn Reopens Eddy's Show

DAYTON, O., Oct. 20.—Martin Bros. & Capt. Eddy's Trained Wild Animal Circus has been named Capt. Eddy's Circus and was scheduled to open in the South this week. George Hubler said here that he had sold his interest in the show to Eddy Kuhn, wild animal trainer.

Hubler and Kuhn framed the show early this season and suspended operations to play separate dates during the fair season. Hubler said the sale marks only change of policy and that he will retain the concessions on the show. He expects to divide his time between the show, dates booked for his bar and trampoline acts and work for the Carl Taylor Agency, Dayton.

In the transaction, Kuhn acquired a Dalmatian dog act, light plants, canvas, seats, sound system, trailer, seal wagon and other show property.

BEATTY TOUR CLOSÉS; ACTS AT ALBUQUERQUE

ALBUQUERQUE, N. M., Oct. 20.—Clyde Beatty Circus closed its 1951 season here Saturday (13), and split into two sections to prepare for winter dates with Orrin Davenport and to open winter quarters in California.

The final days in New Mexico brought top-notch business at a long of the three stands. After a two jump from Bunge, Tex., the Beatty show played Belen, N. M., on Thursday (11) to a light matinee and a one-quarter night house. Santa Fe was next, giving two full houses on Friday (12). Show played a new lot there. The wind-up at Albuquerque brought two more capacity houses to put the

final touches on what has been a good season for the circus. Beatty animal act, horses and elephants will remain at New Mexico State Fairgrounds here until the Davenport dates start. The acts will be with Davenport at Wichita, Kan., November 4-11, and Kansas City, Mo., the week of November 12. Meanwhile, most of the show equipment left Sunday (14) for the West Coast in charge of George W. Smith.

Gil Gray indoor Circus will follow Beatty into Albuquerque, playing under Shrine auspices October 23-25.

Gentry Rites At Bloomington

BLOOMINGTON, Ind., Oct. 20.—Funeral services were held here October 10 for Frank Gentry, last of the four brothers who operated Gentry Bros. Circus, who died at the Elks' Home, Bedford, Va., October 6. He was manager of one of the shows at the time there were four Gentry units. In recent years he had been a Justice of the peace here.

Powtucket Lot Lost

PAWTUCKET, R. I., Oct. 20.—Loss of the circus grounds used here this season by Kingling-Barnum was foreseen this week when plans for building a truck terminal on the site were announced. Other construction ended use of the old city-owned lot, and Ringling this season used the Pawtucket land rather than an East Providence location used in 1950.

Nunley's Happyland, 250G Indoor Kid Spot, Opens Big

Heated Building Shelters Rides, Insuring All-Weather Operation

BETHPAGE, N. Y., Oct. 20.—Nunley's Happyland here, largely a product of the efforts of the late William Nunley, well-known ride operator in the East, opened Columbus Day (12) to capacity business, and the park shapes up as one of the biggest and best enterprises yet built for the kiddie trade.

Construction and location are the two most impressive features of the spot. With the exception of miniature train and boat rides, everything in the set-up is enclosed by a building 160 feet long and 126 feet wide. The structure has concrete flooring, concrete block walls and a roof supported by steel beams. The ceiling is of sound-absorbent material.

The plant is laid out more or less in rectangular style. The entire front and much of the sides of the building, which is painted white, are plate glass. An Allan Herschell Carousel, three abreast and equipped with rings, is spotted far enough up front to be prominent to passers-by. Arranged in orderly fashion toward the rear of

the structure are a Herschell Sky-Fighter, Buggy and Fire Engine rides from Pinto Bros. and a Water Boat from A. B. Schiff. The outside boat ride came from W. F. Mangels. Management plans to add another major ride in the future.

Near Housing Development

The location of the park at the intersection of Hempstead Turnpike and Route 107 on Long Island is a natural. Practically within halving distance is Levittown, one of the nation's biggest postwar private housing developments. It is estimated that 16,000 families reside there, representing a total of

40,000 people, more than half of whom are children. A good draw for the park is a shopping area nearing completion across the highway from Happyland.

The bow of the park probably marks the first time that a kiddie spot of such size in the East has been established for all-weather operation. Heat during the winter will be supplied by a number of hot air circulators in the ceiling. Several public park-type benches are placed throughout the building, and modern rest rooms are at one side.

Of considerable interest to young (Continued on page 95)

FORESIGHT PAYS OFF

BETHPAGE, N. Y., Oct. 20.—Foresight was a watchword with the late ride operator William Nunley, guiding force in the construction of a newly opened elaborate kiddie park here named Nunley's Happyland. Norman Russell, present half-owner of the spot, backed the idea with evidence this week in commenting on how the park came into being.

When the New York World's Fair ended a decade ago, Nunley secured the plate glass doors used by the French Pavilion at the exposition and stored them. A few years back, when the international situation began to grow tense, he purchased several rides and held them, thinking that possible war production might slow down ride makers.

Today, glass doors form the entrance to Happyland and most of the rides at the spot are those that Nunley purchased well before starting work on the park. To top it off, a Merry-Go-Round organ that has been in the Nunley family 36 years is a principal point of interest at Happyland.

Jersey Resort Group Seeks More Ad \$\$

Execs Report '52 Takes Increased From 20 to 50%

WILDWOOD, N. J., Oct. 20.—Albert H. Johnson, president of the New Jersey Resort Association, announced an all-out effort will be made to increase the State advertising budget from its present \$17,000 to \$300,000 in the future. Action was taken here last week at an association meeting attended by 75 executives affiliated with New Jersey's resort industry. Group's initial purpose is to promote the resort industry in the State.

Representatives from virtually every resort community in the State reported increased business in their respective communities amounting to 20 to 50 per cent over the previous year. Keynote of the meeting was sounded by Paul King, board chairman of Freeholders of Atlantic County, who labeled a proposed \$75,000 advertising budget for the State as "ridiculous."

King pointed out that tourist trade during the past summer is estimated to have exceeded a billion dollars. "For the State to spend only \$75,000 to advertise, with only \$17,000 earmarked for resort advertising, is silly," he said.

He pointed out that New Jersey ranks 43d among the States in the amount of advertising money to promote the tourist industry—an industry which brings some 200,000,000 people to New Jersey each year. "We are losing business to Florida," he said, "and to other resort States with adequate advertising budgets, not because we haven't the facilities, but because we are failing to tell the prospective tourist about it."

King further pointed out that nearly half of New Jersey's total income is derived from the tourist trade.

200G Fire Razes Units At Md. Spot

NORTH BEACH, Md., Oct. 20.—A \$200,000 fire destroyed a number of amusement enterprises at this shore resort Wednesday night (18). Local police said they suspected arson.

Only a couple of concrete walls remained to show the location of the arcade operated by Joe and Abraham Roe. Across the street another major unit, Uncle Billy's, owned and operated by Charles E. Nelson, also was destroyed. Roses lost their arcade, casino, snack bar, musical bar, and a number of pinball machines.

Ocean Beach 1952 Budget Set at 123G

NEW LONDON, Conn., Oct. 20.—Operating budget for 1951-52 of Ocean Beach Park, city-owned and-operated park, will be \$123,349.52.

New London's Board of Finance and City Council has approved the budget, termed a "tight budget," and sent it on the Ocean Beach Park Board.

SKEE-BALL

Reg. U. S. Pat. Office
America's Favorite Skill Game for
Parks, Resorts or Location.
Capacity 80 Games Per Hour.
5c or 10c coin slots optional.
PHILADELPHIA TOBACCO CO.
130 E. Duval St.,
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COMPOUNCE BEATS 1950 BY 25-30%

Norton Credits Folk Music, Weather, Employment for Winning 106th Year

BRISTOL, Conn., Oct. 20.—Lake Compounce closed its 106th consecutive season October 1, with grosses running from 25 to 30 per cent ahead of last year. Julian H. Norton, secretary, said liberal use of folk music together with good week-end weather and improved employment conditions in the area were largely responsible for the increases.

The Down Homers, five-man folk music group, topped the impressive attendance record of last season, Norton stated. The unit was featured at Compounce each Sunday as a free attraction. Con-

tinuous 10-p.m. shows ran from 2:30 to half-past, and included a repertoire of songs, comedy and novelty numbers.

The musicians this summer started shows on both television and radio on the National Broadcasting Company network. For the past five years, the Down Homers were featured daily on WTIC, Hartford. They also record for King Records. Each member does comedy and plays five or six instruments, Norton stated.

Eight name bands were booked during the Compounce season, but only Stan Kenton and Vaughn Monroe drew outstanding crowds. For the season, name bands did slightly better than last year at Compounce but the grosses remained only fair.

Russ Schurer and orchestra, however, did exceptionally well on Saturday nights, according to Norton. It was Schurer's 13th season at Compounce and attendance figures were well ahead of last year.

Compounce booked an unusually heavy schedule of picnics and outings, with several major industrial and large family groups included, Norton reported.

Funspotters Making Ready For Chi Meet

CHICAGO, Oct. 20.—First rush of hotel reservations for the annual National Association of Amusement Parks, Pools and Beaches convention at the Hotel Sherman here November 25-28 was received this week, and Paul Huedepohl, NAAAPB secretary, reported widespread interest in the meetings.

Reservations for space at the NAAAPB trade show also continue to come in and promise a sellout, Huedepohl said. Bill Schmidt, of Riverside Park, here, and Huedepohl have conferred regularly on plans for the convention. Schmidt is program committee chairman. Vernon L. Platt, Somerton, Pa., head of the pools program committee, has reported his line-up is nearly completed.

Manitoba Spot Sets Improvement Plans

LOCKPORT, Man., Oct. 20.—E. J. Casey's Rendezvous Park here played to good business this season and has sketched plans for major improvements for 1952, it was announced last week.

Casey, who also operates a carnival in Canada, said he was incorporating his funspot organization this fall in order to ease operating procedures.

With the likelihood that Winnipeg Beach will close its midway and beach attractions next season, Casey said he expects to have the only park in Manitoba, Canadian Pacific Railway, owner of park and beach facilities at Winnipeg Beach, has announced plans for dismantling the spot and selling the site for use as a residential subdivision. The closing may be graduated, it was said, over a period of years, with the golf course remaining in business for four years because of a lease.

Does Sunday Business
Casey said that his park was successful this season in operating on Sundays in the dominion. Major rides at Rendezvous this year included Ferris Wheel, three-abreast Merry-Go-Round, Loop-o-Plane, Flying Saucers, Boomerang and Caterpillar. Kiddie units were Merry-Go-Round, Plane, Air Train, Jeep, Boat and a hayrack ride. The Plane and Boat rides are home-made models and the Miniature Train formerly was at the old Happyland Park, Winnipeg. The hayrack is rented out, Casey said.

Two shows also are in the spot. Casey operates the Funhouse and leases the Crazy House. Eleven games, galleries and food concessions were operated.

Free Hot Water
In addition, there were 30 picnic tables, seating 14 persons each (Continued on page 95)

Rocks' Spot Holiday Biz Proves Fair

NEW YORK, Oct. 20.—Rockaways' Playland here colored only fair business on Columbus Day (12), but with the weather excellent for the next two days, did well over last week-end (13-14).

Playland execs announced that James Meisel has resigned his post as park manager, and Lowell Young, former superintendent, has been moved up to replace him. Harold Alexander has been selected as purchasing agent.

At present, the section of Boardwalk bordering the park is being renovated, and a new floor is being laid in the Penny Arcade. Panoramic photo murals of the park are being ordered for the arcade building, and devices there will be renamed. The Love Meter will be dubbed the Geiger Counter.

Gotham Tabs 12,000 Acres For Play Area

NEW YORK, Oct. 20.—The 12,000 acres of water and marshy land comprising the Jamaica Bay area of this city were announced this week as ready for conversion to a recreational area. No time limit was set for the project, but several years work is envisioned. Guiding force behind the move is Robert Moses, city park commissioner. When completed, the area will contain beaches, public parks, playgrounds, offer boating, fishing and a wildlife preserve and is seen as the greatest resort of its type in any of America's large cities.

Greatest obstacle to development of the area was pollution of the waters due to vast quantities of sewage dumped there. Four sewage disposal plants were allocated to the region by the city and pollution has been all but eliminated. Eventually, the area will be serviced by trains hooked into New York's rapid transit system. Numerous highways already are in existence.

Moses, the prime mover behind Jones Beach and scores of other recreational developments here, thought that the Jamaica Bay project would be the most important addition to the city's recreational system yet made.

High Quality
KIDDIE RIDES
ROTO WHIP — SPEED BOATS — PONY CARTS
CAPPONG HORSE CARROUSEL
(Illustrated Circulars Free)
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The Billboard's
Annual Outdoor
Convention Number
PULLS . . . and PULLS . . . and PULLS
Extra Returns for Advertisers!!!
DATED NOVEMBER 24
OUT NOVEMBER 20

Barron Sets Up Walterboro Zoo
WALTERBORO, S. C., Oct. 20.—Arthur Bauer, owner of the Lafayette Grill and Plantation Inn here, and Dale Barron Monday (15) completed negotiations for the erection of a permanent zoo on land adjacent to the Inn. Barron announced this week. The zoo will be set up by Barron who will combine his two Wild Life units and add several head of lead stock. As part of the deal, Barron has the use of a 20 by 100-foot building for storage and a work shop. He says that his No. 1 Wild Life Show is routed to close at Houston Fair, October 27-November 10, and move directly here. Barron said he plans to feature the sale of birds, monkeys and other small pets at the zoo. Barron's contract and options assure him of the use of the grounds here for the next five years. He said that he will send out one Wild Life unit and a Girl Show for fair dates only in 1952.

ATLANTA DRAWS 642,000 AT GATE

Cavalcade Tabs 161G, Kochman Earns 21G as Crowd Builds 27%

ATLANTA, Oct. 20.—Final attendance figures for Southeastern "Fair a Ganza," held here September 27-October 7, as released by President Mike Benton this week, revealed a total of 642,000 persons for the run, representing a gain of about 27 per cent over

the 1950 edition.

The fair had clear weather for the 11 days. Cavalcade of Amusements, holding down the midway, scored with business that was 10 per cent above the take of last year's show, and the gross for rides and shows was \$161,813.56. The money made by Jack Kochman's auto thrill show during 10 night shows and four afternoon performances hit \$21,328.68.

A giant balloon parade during opening day of the fair drew 250,000 spectators to the downtown section. Grandstand attractions were booked thru the George A. Hamid office, New York, and pyro displays were presented by the Fireworks Corporation of America each night of the run. The Woman's Home Exposition Building and the Youth Education Building proved to be top features.

William Brice, Pa. Fair Exec, Passes at 73

BEDFORD, Pa., Oct. 20.—William Brice Jr., 73, long associated with Bedford County Fair and for some time linked with the Clearfield (Pa.) Fair, died at his home here Sunday (14) after a long illness.

Born and educated here, he assumed posts with light, lumber and rock firms and became half-owner of a local newspaper. His career with the Bedford County Agricultural Association spanned 43 years. During that time he and his brother, Albert, brought the annual to a position among the State's finest agricultural institutions.

He served as manager of the event, and in 1939 he was elected president of the Pennsylvania State Association of County Fairs. Previously, he had served as the group's vice-president and as a member of the executive committee for 10 years. In 1944 he

(Continued on page 95)

Trinity, Tex., Event Opens With Free Gate

TRINITY, Tex., Oct. 20.—Trinity Valley Exposition, which opened here Wednesday (17) for a four-day run, finally decided on a free gate after see-sawing back and forth several times. Managed by Paul Crutchfield, the annual has had a paid gate for several years. United Exposition Shows are providing the midway attractions

NOW BOOKING ACTS
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West Coast Acts Wanting to Come East for Fairs, Theaters, etc. Contact Mr. Westlake, Lido Hotel, Hollywood, Calif., Nov. 1-11.
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NATIONAL HOME SHOWS INC.
America's Outstanding Trade Exposition Organization
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Sponsors, Show Managers, Space Salesmen, Exhibitors, Write:
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ACTS WANTED
Now contracting Acts of all kinds for our 1952 Fairs and Celebrations. Long Season—Short Jumps.
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ACTS FOR WEST COAST FAIRS AND OUTDOOR CIRCUSES
JOHN H. BILLSBURY
1400 N. Vine St. Hollywood 28, Calif.

VOTERS IGNORE FAIR PLATFORM

DALLAS, Oct. 20.—Ben Ramsey, Texas' lieutenant-governor, visited the State Fair of Texas and had a few words to say about the fair in his home town of San Augustine. "Our fair kinda played out," he said. "A fellow ran for county commissioner on a platform promising to let everyone in the fair free. He got five votes, so they thought they'd better call it off."

GOOD WILL

Press Party Ups Publicity For Raleigh

RALEIGH, N. C., Oct. 20.—A sumptuous press party accelerated newspaper and radio coverage of North Carolina State Fair which opened here Tuesday (16). Always aware of the value of good public relations, Dr. J. S. Dorton, manager, has parried editors and reporters prior to the opening of the event. He manages here at Charlotte and Shelby. Event, held in a downtown club

(Continued on page 95)

Montreal Plans '53 Exposition

MONTREAL, Oct. 20.—Preliminary plans for the organization of an annual exposition here, with the first one tentatively sketched for 1953, are being discussed by Montreal city officials and business interests.

If plans materialize, the annual probably would be held the last 10 days in June and the first four in July for a total of 14 days. The first year, all activities, with the possible exception of an administration center, would be in rented tents.

Two locations have been mentioned. One in the district of St. Sulpice with the other on the outskirts of the city where property would be less expensive.

Ideal Weather Aids Anderson In Record Run

ANDERSON, S. C., Oct. 20.—Current edition of the Anderson Fair, which ends here tonight, is the most successful in the 32-year history of the event, officials reported. Ideal weather prevailed throughout.

Attendance has been up daily, beginning with the Monday (15) opening. A 10-cent boost in the general admission price to 60 cents did not seem to meet with any public resistance.

World of Mirth Shows on the midway reported earnings running considerably ahead of last year and predicted that the handle for the event might set a record if today's business follows the pattern.

Children's Day, Tuesday (16), was reported the biggest in fair's history. Crowds had formed to buy tickets to enter the grounds at night long before there was any evidence of the thinning out of daytime patronage.

Meetings of Fair Associations

Western Fairs' Association, Hotel del Coronado, Coronado, Calif., November 13-15. Louis S. Merrill, 1015 24th Street, Sacramento, general manager.

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 3-3. William H. Clark, 360 Walnut, Franklin, Ind., 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, Governor 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.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 20-22. Harry B. Kelley, Hillsdale, Mich., 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. C. Heaton, 30 N. 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.

Raleigh Hurdles 400,000 Mark

All Units Share Success as Ideal Weather Attracts Record Crowds

RALEIGH, N. C., Oct. 20.—With only today's crowds to be counted, there didn't seem to be any doubt that North Carolina State Fair would note an attendance well above the 400,000 mark, supporting the pre-opening prediction of Manager Dr. J. S. Dorton. Thru yesterday the event, the 98th in a series, had averaged better than 80,000 daily, and the average can be expected to be boosted considerably today with the continuation of the good weather that has

prevailed thruout the week.

All fair departments are riding the crest, Dorton said. Grandstand shows, including George A. Hamid's revue, "Fantasies of 1951," and thrill shows staged by Jack Kochman and Joie Chilwood have attracted excellent crowds. A novel milking contest, in which Gov. Kerr Scott, and L. Y. Ballantine, commissioner of agriculture, were the sole contestants, peaked the grandstand and necessitated a.o. signs for the first time on a Thursday in the history of the event. Harness racing program drew an excellent field.

Earnings of the James E. Strates Shows on the midway were reported considerably ahead of last year. The turnout of thousands of school children from every corner of the State boosted the fun zone's take.

All Space Needed

Exhibits are just about double last year and premiums offered total about \$38,000, a new high for the fair. Every available foot of space on the 200-acre plant had to be pressed into service.

A severe drought, which for a time threatened the staging of the annual until fair execs pointed out that the fairgrounds contained adequate water for the staging of the event, has held thru fair week with the exception of a slight

(Continued on page 92)

Portland Gate Up 9 Per Cent, Arena Dips 30%

PORTLAND, Ore., Oct. 20.—Unofficial tabulation this week showed attendance at the 41st Pacific International Livestock Exposition up 9 per cent over 1950. Total paid general admissions were reported as 59,770 for the eight-day show, which closed Saturday night (13).

The arena, however, was reported down an estimated 30 per cent from last year, with a paid total attendance of 25,156. The combined horse show and rodeo of former years was replaced by a historical pageant, "Wagons West," staged by Geller Productions, Hollywood. Last year's horse show and rodeo operated at a \$20,000 loss, Manager Walter A. Holt recalled. He noted that the pageant, presented by 800 local amateur actors, cost less than the attraction of former years.

Holt was not prepared to say whether the exposition would return to the old policy of horse show and rodeo or seek a new type attraction to pull crowds

(Continued on page 95)

Macon Opener Draws Throng

MACON, Ga., Oct. 20.—Biggest crowds in the history of the event got the Georgia State Fair off to a record-breaking start here this week. Weather was good thruout the week and crowds have remained on the grounds until late at night.

Spending has been excellent, judged by the reports of the Cettlin & Wilson Shows on the midway, whose execs said fun zone earnings are running considerably ahead of 1950.

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TOP PROMOTIONAL SHOWMAN
Commercial queen contest director will consider proposition for the 1952 season and is available for interviews.
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WILLIAMS & LEE WANT FOR OUR 1952 FAIRS
Clean, high-class Acts that have good equipment and wardrobe. No others need apply. Can use Single, Double, and Troupes of all kinds. Mail photos, salary and full details. Address:
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Extra Returns for Advertisers!!!
DATED NOVEMBER 24
OUT NOVEMBER 20

Dallas Midway Enters Final Week-End Up 20% Over '50

Shows, Rides, Games, Eat-Drink Concessions Share in Upturn

DALLAS, Oct. 20.—State Fair of Texas midway this week maintained its increase over 1950 as the expo neared its final week-end. Fred Tennant Jr., midway superintendent and concessions manager for the fair, said shows, rides, foods and all concessions were doing well. Tennant said midway gross was running close to 20 per cent over 1950.

Sunday (14) was big money day on the midway, as on the rest of the fairgrounds. Gross for shows alone Sunday totaled \$25,731, Ray Marsh Brydon, midway show contractor, reported. Brydon said Thursday (18) that if business keeps up and weather holds, shows would gross close to \$200,000.

Brydon's top three shows thru Wednesday (17) were Peep Show, Joe Selortina's Desira girl show, and Glenn Porter's Side Show. Brydon changed the name of the Latin Quarter to Peep Show after Diane Ross left. Brydon brought Rita Cortez in to replace Diane

Ross. Divens show left the midway after the second week-end and was replaced by a Jig Show.

Elmer Velare said that but for the cold and wind opening day of the fair, Saturday (6), Sky Wheels receipts for that day would have set an all-time one-day record, eclipsing this year's total at the Canadian National E-hibit, Toronto. Sky Wheels grossed \$3,180.60. Saturday (6) still was the biggest day for the Sky Wheels at the fair so far, with approximately 10,000 riding. About 9,000 rode Sunday (14), fair's biggest attendance day. Total riders thru Wednesday (17) were about 62,000, with total receipts of \$18,500 thru Tuesday (18).

Sky Wheels are getting 30 cents this year as against 25 cents in 1950. Velare said receipts so far have been better than last year

at all fairs he has played—Illinois State Fair, Tennessee State Fair and Canadian National Exhibition.

Sammie Bert's Roller Coaster carried about 83,000 thru Wednesday (17), operating at capacity on all big days. About 3,000 rode on a half-day, State Fair Key deal on Dallas Day Wednesday (10) this year, compared to about 2,000 last year. Coaster's total last year was about 109,000. Bert's fair-ground busses had carried 78,000 thru Wednesday (17).

Kids Day Friday (12) was best for ride ops, and everybody did good on big Sunday (14).

Vendors find that Confederate flags are selling briskly. One stand alone reported sale of about 500 on Sunday (14). Approximately 10 stands on the grounds are

(Continued on page 70)

Strates Tags Solid Earnings at Raleigh

Record Take Seen Possible as Fine Weather Sends Gate Over 400,000

RALEIGH, N. C., Oct. 20.—A record gross for James E. Strates Shows on the midway of North Carolina State Fair as predicted likely as the annual headed into its final sessions today with total attendance almost sure to go well above 400,000.

Aiding the earning capacity of the fun units has been ideal weather which greeted the opening, Tuesday (16), when a record number of school children were on hand. A light sprinkle Thursday night (18) did nothing to deter the enthusiasm or size of the crowds.

Shows, with their multiple earning units, are in an excellent position to rack the most lucrative earnings of their season, surpassing even the lengthier stanzas at New York State Fair, Syracuse,

which also included a lucrative Labor Day play.

Shows, earnings also were aided considerably this year by the elimination of the old poultry and industrial buildings as part of the fair's building program. Structures formerly created a serious pedestrian bottleneck at midway and grandstand entrances, and while everyone who wanted to undoubtedly get thru to the shows and rides, they certainly didn't get in where they could spend their money as fast as they and show officials would have liked.

Units moved here without incidents from Rock Hill (S. C.) Fair and all equipment was up and ready to go on Monday night. Units were lighted up so that visiting newspaper and radio personnel could gather the shining details when they attended a press preview held in Jack Norman's girl show tent.

Terrill Jacobs Wild Animal Circus is being given considerable publicity in the fair's advertising, as is Nate Eagles Hollywood Midway Revue.

Strates org. has had an excellent fair season and the returns here are expected to add the gravy to winter bank rolls.

Marks Okay At Greenville

GREENVILLE, S. C., Oct. 20.—Balmey weather thruout the week aided John H. Marks Shows in scoring fair midway grosses at the American Legion-sponsored Greenville Fair.

Dates in the Carolinas have reportedly paid off well for Marks.

EASTERN OUTLOOK

Likely Date Changes Blur Booking Picture

NEW YORK, Oct. 20.—A more interesting booking season appeared in the offing with the reported switch to the third week in September, 1952, by Atlantic Rural Exposition, Richmond, Va., and the rumored interest in new dates by several other Southern annuals.

Northern annuals cannot be regarded as exactly static either, since several important spots have been rumored as interested in switching dates. However, it is more probable that the Northern events, at least the important ones, will stick to their present dates.

Prospect of changes in the scheduling of choice events will lead to great anticipation by operators who feel that time switches would be favorable to them in that they would have a shot at dates otherwise denied them. For operators accustomed to regarding their route as "solid" and to their liking, switches that would disrupt their scheduling could cause many an anxious moment.

Tagged in Advance

For the past several seasons most of the big events have been pretty well tagged even before the last one closed its gates. Much of the static quality has resulted from the fact that there have been

no few railroad shows to play the number of annuals in the South that have long been accustomed to harboring wagon units, not so much because of their size, but because of their late scheduling. Then, too, all railroad shows have been excluded from bidding for at least one, and usually many more, choice spots because of conflicting dates.

The South Carolina State Fair, slated for next week in Columbia, caused a number of events in the State to avoid the week this year. Columbia switched its dates due to calendar variations, said to occur only once in every six years. Event will likely back to its old week next season, thus causing additional switching by other annuals.

Once again the exorbitant payments, both in straight buys and percentage-wise, made by many truck orgs for late dates, have caused grief that would even overshadow the joy and exultation that went with the signing of pacts last winter. Bum weather and business that was frequently below expectations, gauged usually by the cost of the contract, have turned what looked like bargains during the booking season into costly luxuries.

WOM Heads for Anderson Record

Bigger Crowds, Fine Weather Aid In Building Midway \$ Increases

ANDERSON, S. C., Oct. 20.—Midway grosses at the Anderson Fair were reported considerably ahead of last year by Frank Bergen, general manager of the World of Mirth Shows, as the annual headed into the final days of operation here this week. The weather has been ideal beginning

with the Monday (15) opening, and prospects are good that the attendance stimulating pleasantness will continue thru tonight's closing.

Attendance at the fair has been considerably ahead of 1950 despite a boost in the cost of general admission from 50 to 60 cents. Bonner crowds are expected today.

All units have benefited, Bergen said, pointing out that considerable recent industrial expansion in the area has boosted local economy and provided the public with many more dollars for recreational spending. A continuation of the spending pace yesterday and today would possibly result in an all-time record on the midway here, Bergen said.

Last week at Winston-Salem (N. C.) Fair extremely cold nights sliced the earnings slightly. The weather was unusual and unfortunate in that it held many prospective patrons from visiting the new plant and also sent many others seeking warmth immediately after the night shows.

Show train got an excellent move in here from Winston-Salem and all units were up and ready to go on Monday night. A long haul for the wagons worked out well and resulted in the saving of considerable money.

Personnel is looking forward to a usual big date next week at South Carolina State Fair, Columbia. Prospects there for attendance and earnings are the best in several years, it is reported.

L. Harvey Cann, general representative, was in the hospital here for a day for a check-up.

A NEW SWITCH IN SHOW MOVES

MACON, Ga., Oct. 20.—Southern Railway's crack Kansas City-Florida special was sidetracked for the 35-car Celin & Wilson Shows' train on the 296-mile jump here from Spartanburg, S. C. Georgia State Fair execs here had enlisted aid of top railroad officials to get a fast move Sunday (14) so the midway could open Monday noon.

In making the move thru the Atlanta yards, the Florida special was held up 10 minutes so the show train could move ahead on the single track line to Macon.

Wallace Ends Okay Can. Tour At Simcoe

SIMCOE, Ont., Oct. 20.—Jimmy Sullivan's Wallace Bros. Shows closed a successful Canadian tour at Simcoe Fair here last week. Shows utilize the local fairgrounds as a winter quarters and all equipment was stored here.

Attendance at the fair was reportedly up 40 per cent and midway earnings soared accordingly. Results of this year's annual were held to be remarkable in view of the fact that the recently concluded Canadian National Exhibition is not far distant and attended by most, if not all, of the Simcoe event's patrons.

Spartanburg, Macon \$\$ Climb for C&W

Special Promotions Heighten Interest, Increase Spending for All Midway Units

MACON, Ga., Oct. 20.—A sizable increase in midway earnings had been registered by Celin & Wilson Shows by mid-week at Georgia State Fair here. A continuation of good weather thru the remaining days will almost certainly zoom the fun zone's grosses well ahead of last year, show officials said.

Big earnings here follow a 10 per cent hike registered last week at the Spartanburg (S. C.) Fair. Latter event picked up momentum toward week's end, Good weather prevailed thruout.

Richmond W. Cox, shows publicity director and a native of Spartanburg, staged a couple of stunts that heightened interest in the fair and midway doings. The first was a repeat of the successful confederate money exchange used previously at the Atlantic Rural Exposition. Taking advantage of the current revival of ex-rotter pride in rebel heritage, Celin & Wilson execs increased midway attendance and spending by accepting confederate currency in exchange for rides. Participating patrons also can be expected to be loaded with good money and thus they spend freely, grosses indicate. In effect the ruse amounts to a coupon deal.

Wiro Service Covers

The other stunt had Divens, underwater Posing Show feature, taking a bath on Main Street. This was accomplished by having the firemen open a fire hydrant. Both stunts rated considerable publicity. Staging of the confederate money stunt in Richmond rated

Associated Press coverage. Wirephotos were reproduced by papers in Greensboro, N. C., and Columbia and Anderson, S. C.

Jerry O'Brien, scenic artist, has all units palatial and decorated. The wagons and show train have been lettered.

At Spartanburg, Judge Hughes and members of the Orangeburg (S. C.) Fair visited, as did executives of the Anderson (S. C.) Fair.

New Meridian, Miss., Fair Clicks; Business Good for Gooding Greater

MERIDIAN, Miss., Oct. 20.—Gooding Greater Attractions, managed by Ralph Andress with Hal Efort as general agent, reg- istered excellent grosses here thru Thursday (18), fourth day of the New Meridian Fair and Cattle Show, and indications were that the show would wind up with a thumping gross for the spot by tonight, when the fair closes.

Fair itself has been drawing good crowds, particularly at night, and has been getting strong support from newspapers, school officials and agricultural leaders. Situated on a former ball park, the fair has a stand with a capacity estimated at 2,500. Night barrels were so large that start-line Tuesday night (18) two performers were given nightly in front of the stand.

Ernie Young, Chicago booker, has the grandstand show, a revue, with a 16-girl line, plus acts which include the Belmonts, jugglers; Vikings, acrobats; Buddy and Jean, roller skaters; Nowak and Fay, knockabout; the Griersona Family, the act; Gabriel and Nemethy, pereh; and Costello and His Hollywood Dogs.

Heavy Investments

Fair board, which is headed by Charles Buckwalter, president, with C. B. Rawlings as secretary, invested heavily in transforming the ball park into a fair site. New construction included four cattle buildings and 13 eating places, built of concrete block, that are operated by church and other civic organizations. In addition, fair has three large tents that are used to

house agricultural, commercial and automobile exhibits.

Livestock show is the largest ever held here, with the fair gaining out \$8,000 in premiums.

Strong support and the equally strong attendance at the fair thru the first four days is regarded by showmen as indication that the annual will continue to grow and that it should be a good one from a midway standpoint.

Gooding Greater came in here from Columbus, Ga., where it had provided the Chattahoochee Valley Fair with a record midway take. Gross for the Gooding rides and shows in that spot topped by 20 per cent that of another show last year. Morris Lipaky and Harold (Buddy) Padlock had the concessions at Columbus. John Galligan has the concessions here.

Midway Confab

A reunion of Wisconsinites at the Bradford, O., Pumpkin celebration included Ed and Ruth Rutkowski, who had their Mechanical Show there; Arthur Schraudenback, caramel corn; Red and David Thornberry, concessions, and Elsie and Lew Christensen, aerialists, free act. . . . W. A. and Hazel Davis took delivery of a new house trailer after closing with Brodbeck Shows. They will winter in Wichita, Kan.

E. H. Broome, manager of Page Bros' Shows, is in a Franklin, Ky., hospital. . . . Tommie Davis returned to the Midway of Mirth Shows in Lake City, Ark., after being hospitalized for some time. His daughter and son-in-law are with him. . . . Louis J. Berger writes from Mobile, Ala., that he recently signed with the American Legion Post there to sponsor the Cavalcade of Amusements for a week's stand beginning November 12. Shows will use Hartwell Field baseball park, marking the first time that a carnival has played the location.

Gene Stapleton advises from Beaumont, Tex., that Children's Day, Saturday (13), there proved a winner for all midway units on Hennes Shows. He said that some of the rides had people lined up from one side of the midway to the other waiting their turn to purchase tickets. Stapleton said that the Lash LaRue Western Show opened at 11 a.m., and played to capacity houses until the fireworks broke up midway business at 11:15 p.m. The Tabu Show followed LaRue in top grosses, with Evelyn West's show running a close third, Stapleton said.

Doc Hall, who is doing the 24-hour man's chores for Ringling-Barnum circus, curds from Tuscaloosa, Ala., that while he was in Mobile recently he met Louis J. Berger, Walter B. Fox and Al Treadway. The last-named is assistant advertising manager for station WALA and an old friend of Hall's. . . . Zola Williams reports that her Picture Show was the top-money getter on the Hennes Shows midway at Alabama State Fair, Birmingham. . . . Frank W. Peppers advises from Geneva, Ala., that his Alabama Amusements, now operating in that State, have no connection with any other show of a similar name. Org derives its title from Alabama Amusement Park, which Peppers operates at Camp Rucker, Ala., during the winter.

N. L. (Lee) Creson, owner-operator of Lee Amusement Company, writes from Quincy, Fla., that his show chalked up good business at Baldwin County Fair, Robertsdale, Ala., recently. Date marked show's second year at the

fair and business was up about 20 per cent over 1950. Creson says that he will end his 1951 tour at Tallahassee, Fla., November 3, and again winter in Montgomery, Ala., where he maintains permanent quarters. . . . Van Tankersley, who had been off the road the first part of the season is a recent addition to the Midway of Mirth Shows with his cookhouse.

Eddie Edwards, chief electrician with the World of Mirth Shows for many years, is employed now in a similar capacity at North Carolina State Fair, Raleigh. Eddie is busy at the fair, heading up a crew of 10, only about four months a year. The rest of the time he and his wife, Ada, live and farm a number of acres at Zebulon, N. C. Altho several miles from the nearest town, Eddie reports that his home has all the conveniences found in city dwellings, and, in addition, its own artesian well with an unlimited supply of water, a most important asset currently as the area is undergoing a severe drought.

Willie Lish, novelty salesman, stopped off in Raleigh en route to New York after scoring a solid week's business at the Columbus (Ga.) Fair. Columbus earnings were the best ever garnered at the spot, which he has played for years, Willie reports. Willie stuck to his travel schedule, in a hurry to get to New York where a program deal with the picture, "Quo Vadis," was awaiting him. . . . Louie Kane, cookhouse operator, catered a dinner for Gov. Kerr Scott and other State dignitaries while playing North Carolina State Fair.

Tex Sherman, who was in advance of Jack Kochman's Hell Drivers, has returned to Miami for the winter. . . . Ep Glosser, who was with Blue Grass Shows this season, has signed with the org for 1952. . . . Mr. and Mrs. Phil Cook have returned to Miami where they will winter.

Dick Dillon had his "Working World" exhibit on display in Raleigh, N. C., recently under auspices of the Shriners. Unit next goes to Durham, N. C., and then to other Carolina spots, working under auspices and for donations.

Mary and Russ Lloyd and Tex and Audrey Fetta have gone to Biloxi, Miss., where they will winter. Tex recently presented his wife with a new trailer, while the Loyds are awaiting delivery on theirs. . . . After closing at the Bloomsburg, Pa., Fair as caller on Harry Agne's bingo on the King Reid Shows, Daniel H. O'Connell took over the managerial post at the Francis Hotel, Ashland, O.

SLA Nominating Committee Names Jessop for President

CHICAGO, Oct. 20.—S. T. (Sid) Jessop, of the United States Tent & Awning Company, Chicago, this week was nominated for president of the Showmen's League of America. James P. Sullivan, Wallace Bros' Shows of Canada, was named for first vice-president; C. J. Sedlmayr Jr., Royal American Shows, second vice-president, and Al Wagner, Cavalcade of Amusements, third vice-president. Jessop, Sullivan and Sedlmayr are at present first vice-president, second vice-president and third vice-president respectively of the League.



S. T. (SID) JESSOP

Walter Z. Driver was again nominated as treasurer, and Joseph L. Streiblich, as secretary. Edward Murphy was named by the committee as a candidate for a five-year term as trustee.

Board of Governors
Candidates for the board of governors include William T. Collins, Melvin L. Harris, Maurice Ohren, Paul Olesky, William Carsky, M. J. Desjardis, Sam Gordon, Herb Dotten, Joseph (Murphy) Glaciero, Emeric Mendelson, Rube Liebman, George B. Flint, Phil Cronin, John W. Galagan, Max Brantman, Fitzie Brown, William B. Moore, Alvin C. Beck, Ned E. Torti, Thomas D. Hickey, Elmer Byrnes, William Cowan, John M. Duffield, John J. Gallagher, K. H. Garman, Harry (Irish) Goughn, Jack Gilbert, Max Goodman, Morris A. Haft, Maxie Herman, Ben Byman, George W. Johnson, William Kaplan, Edward Levinson, Dave Malcolm, Charles Owens, Harold Paddock, Harry Ross, Jack Ruback, Robert Seery, Edward Sopenar, Albert J. Sweeney, James E. Strates, J. C. (Tommy) Thomas, M. M. (Nell) Webb, Ben Weiss, O. J. Weiss, Charles Zemater, Harry J. Taylor and James Campbell.
Members of the nominating committee include Morris Lipsky, Bob Parker, William E. (Bill) Snyder, William Kaplan, Charles Zemater, Elmer Byrnes, Ed Sopenar, Al Sweeney, Mel Harris, Petey Pivor, William T. Collins, Paul Delaney, William H. Green, Manuel Blasco and Al C. Beck.

Royal Exposition SHOWS

Georgia State Negro Fair, Macon, Ga., October 29 to November 3rd; then American Legion Carnival, Pelham, Ga., in the heart of town.

Want Colored Revue with or without outfit. Dancing Girls for Girl Show. Must be able to cut it. Anna Lee, why not make this spot? It surely will be big. Want Minaret Show with own outfit. Yellow, will you be there?

Will book all kinds of Hanky Pank Concessions, Ball Games, Guess Your Age, Rotaries or Diggers, if you are permitted to operate in Georgia. All contact

J. P. BOLT
WAYNESBORO, GA., FAIR This Week.

American Midway Shows

Can place for Corpus Christi, Tex., Nov. 1 through 11; Valley Mid-winter Fair, Harlingen, Tex., Nov. 17-24; Lions Annual Fiesta, Brownsville, Tex., Nov. 26-Dec. 2.

SHOWS—One or two high-class Shows, must be first class. No Girls, please. CONCESSIONS—Any Stock Concession that works for and puts out stock. Sorry, no Stores in Harlingen or Brownsville. Want two live Agents for straight Wheels at Harlingen and Brownsville. RIDES—Can use Spitfire, C.Cruise, Scooter, Looper, Caterpillar or Rocket. We have exclusive independent midway contract in Harlingen and Brownsville. Can use Pitchmen, Demonstrators, Food, Drink, or what have you? All write:

DON M. BRASHEAR, MGR.
Waco, Tex., this week; Corpus Christi, Tex., Nov. 1-11.

EASTERN CAROLINA AGRIL. FAIR

Florence, S. C., October 29 to November 3 inclusive

SUMTER COUNTY FAIR

Sumter, S. C., November 5 to 10 inclusive

ALL HANKY PANKS AND EATING AND DRINKING STANDS OPEN AT ALL FAIRS.

NOW BOOKING ATTRACTIONS FOR NEXT SEASON.

All Address

CETLIN & WILSON SHOWS

Albany, Ga., this week.

RIDES FOR SALE

1948 OCTOPUS—This ride cannot be told from new, \$6,000.
CHAIRPLANE—18-foot tower, new motor, v-belt drive, steel fence, ticket box; this ride new 2 years ago and is in first-class shape, \$1,500.
WRESTLING RING—All steel tubing construction; every part interchangeable; never been used; ring, 14x14.
TRANSFORMER—100 kw. with a 50 per cent overload capacity 2,300 to 4,800, \$1,100. All above can be seen at Winter Quarters all set up and operating.

RIDE OWNERS

We will paint your Merry-Go-Round Horses, Cresting, Redecorate your Ferris Wheel Seats and guarantee a paint job better than original.
We can undertake a few jobs now. If you want any work done now is the time.
We can arrange to transport both ways at 30 cents per mile.

Contact

ROLAND CHAMPAGNE—Continental Shows

3 Courtney Lane, Lowell, Mass.

Phone, after 5 P.M., 36594

Paired Carnival, Circus Into Profitable Combo

Continued from page 59

wagons doubled for stages and the wagons, together with side wall enclosed the area.

The idea eluded from its inception. The circus gave the carnival much publicity it had never before received. New patrons came to the lots. And folks came from greater distances.

For about seven years Siebrand's organization grew slowly, but in 1942 it started to expand a continued its growth thru this season. At the peak of the 1951 tour the organization carried, in addition to the circus, 20 rides, 6 of them kiddie devices, and 10 shows, plus concessions.

The circus performance, which ran about an hour and a half, was priced at \$1. This season's bill included two elephant acts, three pony acts, a perch act, juggling, several wire acts and clowns.

Still Date Value
The circus has its great value at still dates, relatively little important at fairs. Aim is to have the circus break even for the season. Pete says that should suffice, for his gross on midway attractions meanwhile will have soared because of the larger crowds.

At still dates, the Siebrand combination works behind a 14-cent gate. To the show the still dates are far more important comparatively than they are for most carnivals. For Pete points out, many of his still dates approach his best fairs, profitwise.

Thus, Pete doesn't have anywhere near the dependence on fairs that most shows do. In fact, he claims his show would have a successful season if it didn't play a single fair.

The Siebrand operation, apart from the circus attraction, is noteworthy also because of the high mobility of its show equipment and the provisions it has made to cut down sharply its tear down and set up time. This is vital anywhere but particularly so in the area his show plays, for the jumps usually are big. Rarely does the show have a jump of less than 150 miles and one jump from Idaho to Albuquerque to the New Mexico State Fair is 850 miles.

Longest Jump
The longest jump the show ever made was for Forsythe, Mont., to Lamesa, Tex., 1,400 miles. It was made in three days back in 1935 when show's rolling stock was not nearly as good as in recent years.

There now are close to 40 semis under the Siebrand banner and of that number all but four are in use when the show is in operation, either as the base for a ride, show front, concession or entrance arch.

Pointing up the mobility and ease of setting up and tearing down is the way the Scooter ride is framed. Its platform is built in four sections on as many semis and it requires little time to line the four sections together, lash them with cables and have the ride up and ready to go.

A keen knowledge of the show's territory, built up by Peter over the years, has given the show what

amounts to a dry weather route. The show, for instance, stays out of Utah until after June 15 and doesn't go into Montana before July, thus ducking rain. That's one reason the show gets in and out fast; there's never the problem of a mired lot. That's the reason, too, the circus does not work under canvas.

Averages 36 Weeks
The Siebrand route averages about 36 weeks, with the season opening in February and ending in November. Of those weeks, 14 are devoted to as many fairs. The show winters in Phoenix, where Pete, his family and many others on the show maintain homes.

It required a number of years to work out the show's present territory. In all, the show has played in 18 States. Now it holds its dates to seven States. Some of its biggest spots are Great Falls, Billings, Butte and Missoula, all in Montana.

Now 59, Pete gained his first knowledge of the carnival business thru his late older brother, Richard, who had gone into the ride business in 1902 when Pete was 10 years old.

In 1916, Pete and another brother, Hiko, started his show and played in five States. It was a silly show and operated as such until 1932. Pete, in common with other operators, had his headaches but the turn for him came in 1935 when he introduced the circus.

As the show prospered, Iowaborn Pete acquired considerable land holdings in Montana, and he now holds title to 400 acres of good farm land in that State.

Reviews Carnival Biz
In reviewing his many years in the carnival business, Pete recalls the time in the late '30s when his show was quarantined in Denver when a few members were stricken with smallpox. No one was permitted to leave the lot for three days.

One of Pete's joys is that he gave North Dakota-born Lawrence Welk his start. Welk, Pete recalls, was given a job as a musician with one of the Siebrand back-end units, and from the start, Pete says, he had Welk tagged as a corner. One of Pete's delights this season was occasioned when the two renewed friendships at a fair at which Welk played.

Several key men on show have been associated with Pete for years. Frank (Polack) Scerbs, Harry Lucas and J. J. Bolston, all concessionaires, have been with him for over 25 years and one circus performer, Harry Clark, dog and pony act, has been with him 16 years.

Pete's wife travels with the show. His son, Frank H., works in the office, and a daughter, Mrs. Arthur Parkinson, also is on the show. His nephew, W. R. Siebrand, does most of the building under Pete's direction.

Pete is a member of the Showmen's League of America, Pacific Coast Showmen's Association and Arizona Showmen's Association.

BLUE GRASS SHOWS

WANTED WANTED

For the FIFTH ANNUAL TWO-STATE COLORED FAIR
AUGUSTA, GA., OCT. 29-NOV. 3

CONCESSIONS

SHOWS

FREE ACT

Don't miss this date. Get your winter bank roll here. Plenty of money, everybody working. We hit the pay days just right.

All Address: C. C. GROSCURTH, Mgr.
Barnesville, Ga., this week.

Can place Legitimate Merchandise and Hunky Pank Concessions of all kinds, Cookhouse, Grab, Hot Dog on a Stick, Custard, Jewelry, etc.

Can place Minstrel or good Colored Girl Show, Motordrome, Snaker Midgat, Side Show or any good Bally or Grind Show with own equipment. Liberal percentage.

Will place another outstanding High Act for this date. Salary must be reasonable.

HAYWOOD SHOWS

WANT FOR ALL WINTER'S WORK

Hanky Panks all open, winter privilege. Agents for office owned Concessions, S.H.R. Pin Store, Razate and P.C. Dealers. Hunky Pank Agents, come on Agents for Ball Games, Shows of all kinds, small P.C. Franchise Boutions, contact at once. Clarence Morton, come in. Have good deal for small Cookhouse. Have opening for Second Men on four Rides. Will place Long and Short Range Gallery, Wire or come on. Zumbie, La., this week. Coahutta, La., Oct. 29-Nov. 3.

PAUL H. MILLER WANTS AGENTS

For Six Cots, Buckets, Swings, Three More Spots in the Heart of the Cotton.

ADDRESS c/o

J. A. GENTSCH SHOWS
Liberty, Miss. (Fest), Now, Indianola, Miss. to follow.

WANTED

Help for Concessions, want 200 No. 3 Wheel Forsters, Bows and Arrow, or Show at winter rate. Just recently produced another bow, come on for sale. Merry-go-Around, Illinois, a No. 3 Wheel Forster, Pin Store, Trucks and Semi, other Show Equipment; all priced right for cash. Address:

R. LEFKWIGHT
Turkey, Texas, this week.

FOR SALE—KIDDIE RIDES

M.T.O. 18 Steamroller, Engine and 3 Cabs, 120 feet of track. Merry-go-round, Illinois, also. 3 Pin Store, Electric Motor, new Trip, new Platform, new paint. Chair, 8 ft. tower, will carry teen-agers, speed restricted 1 h.p. electric motor, motor, all first class condition. Price \$4,500.00 takes all.

By: C. Box 2 SPINGER
Brownsville, Texas

AT LIBERTY FRANK GASKINS

General Agent, Assistant Manager, 33 years' experience. Familiar with South, Central and West Western States. Have some good connections. FRANK GASKINS
New Royal Hotel, Jackson, Miss.
(Phone: 4-8177)

PIERSON'S Avocado Trailer Park

1170 N.W. 79th St. Miami, Fla.
SHADY, CLEAN AND QUIET
Reservations Advised
Alton & Doty Pierson, Owners-Manager

FOR SALE

Allen Harnwell Ideal Streamlined Merry-go-round 36 Revs. small horse and 2 Charlets, 26 ft., Sabrad, Complete with electric power unit, Merry-go-round and sidewalk, ticket office, all necessary crates and tools. Price \$1,200.00. Will send photo of Drome on request. Write or wire.

3526 W. Lake St. Chicago, Ill.
Phone: NEVADA 6-6008

FOR SALE

Monkey Motor Drome, complete with 3 cars, a monkey (the best), new top, new front, usable arena, arena, two new monkeys in cars. Price \$1,200.00. Will send photo of Drome on request. Write or wire.

CARL GEORGE
South Sioux City, Nebraska

PLASTER

Load your trucks here for Plaster. Bright colored, heavily finished plaster, 10,000 pieces in stock. Cash and carry. Large. See specs. 12.
Phone: Gainesville, Georgia 586-20
FLETCHER SHIRLEY
Route 21 Alto, Georgia

FOR SALE

CASH
1 Ell Wheel #3, 1 22 Ell Little Beauty Merry-go-round, also Ride-O and 25 ft. Smith & Smith Chairpines. Have trucks for sale. Address:
MAXIE PARK
Route #10, Box 549 on Highway 77,
Watts, Charlotte, N. C.

RESERVATIONS NOW BEING ACCEPTED

FOR THE

THIRD ANNUAL BANQUET AND BALL

OF THE

GREATER TAMPA SHOWMEN'S ASSOCIATION

PALM ROOM, TAMPA TERRACE HOTEL,
SUNDAY NIGHT, FEBRUARY 10, 1952

(The Night Preceding Gasparilla Day)

RECEPTION AND DINNER — EIGHT P.M.
DANCING UNTIL ??? A.M.

Tickets, Including Tax — \$10.00 Each

HARRY B. JULIUS, Chairman

COMMITTEE

TOM ARGER GEAN BERNI

J. C. (TOMMY) THOMAS ROBERT L. LOHMAR

Makes Checks Payable To

GREATER TAMPA SHOWMEN'S ASSOCIATION
910 WEST CASS ST., TAMPA, FLA.



WANT FOR TERRELL COUNTY FAIR, DAWSON, GA.;
FOLLOWED BY SUWANNEE COUNTY FAIR, LIVE OAK, FLA.

Legitimate Stock Concessions of all kinds. All Hunky Panks. All Eating and Drinking Stands. Good opening for French Fries, Scales and Age. SHOWS—Mechanical City, Big Snake, Wild Life, Arcade, any Shows not conflicting. RIDES—Will book Fly-o-Plane, Loozer, Kid Train or Cart Ride. Any major Rides that we don't have. Can use Ride Men to drive sem on all Rides.

All replies J. L. KEEF
Ft. Worth County Fairgrounds, Abbeville, Ga.

DALE BARRON WANTS

Show Painter, fast letterer. Join now for two months' work. Comfortable quarters and good show. For Sale: 30x60 Hip Roof Top, 10 ft. Wall, No stakes or poles. A season's wear left in this one. Made by U. S. Tent. Will buy large and small cage or lead menagerie animals. Send pictures and rock bottom prices in first letter if you want to sell. Will lease from Nov. 15 until April 1, elephant for bally purposes, at Waterboro, S. C., Zoo.

HOUSTON, TEX., FAIR

Oct. 27 thru Nov. 12; then Wallerboro.



WANT NOW AND FOR FOLLOWING FAIRS

DUBLIN, GEORGIA, AND BRUNSDIDGE, ALABAMA

Motordrome, also Side Show, Animal Show or any Show not conflicting. Concessions, Custard, Snowballs, Pronto Fries, Candy Apples, French Fries, Hunky Panks. Can place Ride Help who are Semi Trailer Drivers. All replies to Cordick, Ga., now; Dublin, Ga., next week.

ANCHOR TENTS



CONCESSIONS, BINGO TENTS, RIDE TOPS,
MOTORDROMES, SHOW TENTS

ANYTHING IN CANVAS

Florida Approved Plasterwork Materials Available. Tents and Booths for Events and Local Celebrations. NO CHANGE IN MANAGEMENT FOR FIFTY YEARS. 3 DAYS' SHIPMENT ON MOST SIZES

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

WILL BUY FRENCH FRIES TRAILER

For Cash—No Junk

SID GOODWALT

Care of National Showmen's Ass'n, New York, N. Y.

FOR SALE!
The following Show Equipment—All priced at rock bottom prices at a fraction of their original cost. Must be seen to be appreciated. Interested buyers can examine the property at our Manchester, Vermont, Winter Quarters. This is surplus equipment for which we have no further use. Our plans for expansion of the King Reid Shows in 1952 make this room necessary at our quarters here.

—RIDES—
1. 18-Car Ride-O, wonderful buy for Park or Beach. This impressive, large capacity Major Ride will give your Park the "Big League" appearance. Mechanically perfect. All new walk, platform and ramps. All new landing. New wheels and bearings on cars. Electric motor used only one month in park. Cost now—\$16,500. Price now, with all cars completely factory conditioned and refinished—\$3,500. 1 brand new 24 passenger Chairplane, 18-foot tower. Used less than one season. Not to be confused with the type of worn-out Chairplane occasionally advertised for sale by junk dealers. Complete with motor, cost now—\$1,750. Used one season. Our price—\$500 cash. 1 Crowley Hook and Ladder Fire Engine Ride. Crowley tractor in perfect condition. Used one season. Includes trailer, motor, constructed and refitted in gold leaf. Cost now \$2,250. Will sell for \$1,000 cash. 1 Electric Plane. Perfect airplane. Manufactured by Seeburg. Particularly suitable for Arcade or Pan House. Completely refitted, ready for customer operation. Tandem wheels. Tandem seats in perfect shape. Built to our specifications in 1944 at a cost of \$4,100. Will sell for \$900 cash. 2 25-hp. Westinghouse Light Plants. Gasoline powered 110-220v. All Labeled engines. One unit had run for one half operated 75 hours. Absolutely perfect condition. Will sell for \$1,000 cash. 2 Army Trailers for above light plants. Four tandem wheels. Can be drawn behind straight jobs. Pottle bomb and ball and wheel hitch. Prices each with four tires complete \$400 apiece. 1 30-foot specially constructed superbly streamlined semi-trailer with under-water mermaid illusion by stainless steel tank. Magnetically demagnetized drive front built on trailer. Ready to operate in 30 minutes. A real money-maker for a capable couple. Room in front end of trailer for sleeping accommodations. This beautiful unit cost now over \$4,000. No tractor included. Will gladly book on the King Reid Shows for next season. Complete with ticket boxes, bank machine and stool for \$1,500.

BARGAINS FROM OUR CANVAS LOFT:
1. Khabi Merry-Go-Round Top for 40-foot Spillman machine. \$75. 1 flameproof blue Merry-Go-Round Top for 40 ft Spillman machine. \$100. 1 50-ft. Round Top Blue Ring Khabi Top in two pieces. Our bargain price, \$100. 1 Khabi Slide Show Top, 2x7x7. Our bargain price, \$150. 1 Blue Slide Show Top and Wall complete. Size 7x7. \$150. 1 Khabi Show Top, 7x7x2. Used one season. Bargain price, \$125. 1 Khabi Show Top, 7x7x2. A real buy at \$75. 1 Khabi Show Top, 3 pieces 2x6x6. Excellent condition. Bargain price, \$125. 1 Blue Office Fly, 2x2x2. Worn out good. Will sell for \$50.

SPECIAL!
Music rolls for Tangley Calliophanes. Very difficult to obtain. We have a few extra rolls at \$20 each.

If you are interested in properly priced used Show Equipment, send for our micrographed list of property we are selling this Fall.

KING REID, Winter Quarters, Manchester, Vermont

VIRGINIA GREATER SHOWS
The Show With The Proud Reputation

Want for DILLON, SOUTH CAROLINA. DONA FIDE FAIR, First Fair in Twelve Years, October 29 to November 3; followed by Wadesboro, North Carolina.

Want Candy Floss, French Fries, Custard, Novelties. All Hanky Panks open. Want Wild Life, Unborn, Snake Show, Girl Show, Funhouse, Clinton, North Carolina this week.

NOW BOOKING FOR 1952

All mail and wires to Wm. C. "Bill" Murray.

GLADES AMUSEMENT CO.
Opening for the Winter, October 29th

All contracted get in touch. Will book or lease Ferris Wheel, have opening for small Animal Show; also few Hanky Panks one of kind only.

JERRY SADDLEMIRE, MGR.
Phone 2074. P. O. Box 191. La Belle, Fla.

P. S.: Tiny, Blackie here waiting for you.

ATTENTION MEMBERS OF THE ARIZONA SHOWMEN'S ASSN., INC.

1951-1952 dues are now due and payable. Please send your check or money order at once to DON MANNING, Treasurer, Phoenix, Arizona. Club room: now open. Note—Any showman wishing to join write for application. Dues \$10.00 per year.

Cracks 20 Big Shows, Arizona State Fair, Nov. 3 thru 12

MARION GREATER SHOWS

Manning, S. C., Clarendon County Fair and Exposition, week Oct. 29-Nov. 3; Chester, S. C., Chester County Fair, Nov. 5 thru 10; Monaca Corner, S. C., Berkeley County Fair, Nov. 12-17; Camden, S. C., Kershaw County Fair, Nov. 19-24. Will book for these four Outstanding County Fairs, Legitimate Concessions of all kinds. Also Showmen with Outstanding Attractions, contact. All replies Marion Greater Shows, Aiken County Fair, Aiken, S. C.

MARION H. SPILLERS, Owner; F. E. SPAIN, Bus. Mgr.

HEDY JO STAR WANTS

For Burlesque Show in Big Top. All winter's work in Army Compa. top pay, Drummer, Piano Player, Dancing Girls, Specialty Acts, Blues Singers, Stripper to lecture. Address Augusta, Ga.

ATTENTION, MR. STONE

Will buy Popcorn Trailer for cash. Must be in good condition.

SID GOODWALT
Care of National Showmen's Assn. New York, N. Y.

TWO SEWING MACHINES AND STANDS FOR SALE
FOR SEWING NAMES ON HATS

Machines, Motors and Stands in Good Condition. Will Break in Buyer to Operate.

JOHN COLLURA
408 BROOKLYN, N. C., MO. HA. 7555

STOCK TICKETS

One Roll \$ 1.50
Five Rolls 7.50
Ten Rolls 15.00
Five Rolls 22.50
100 Rolls 40.00

ROLLS 2,000 EACH

Machine \$ 10.00
Roller 5.00
Arch 3.00
Reserved Seat 2.00

THE TOLEDO TICKET COMPANY
114-116 Erie St.
Telogo Ticket City 3, Ohio

Rome, Ga., Kind To Youngs RC After Long Hop

ROME, Ga., Oct. 20.—After a 735-mile move from Muskogee, Okla., Eddie Young's Royal Crown Shows opened here Monday with ideal weather, plenty of people on the midway and free spending at Coosa Valley Fair.

Tuesday was kids' day and schools were dismissed at noon. Tuesday night an all-time midway gross was established, according to fair officials. Rides won the bulk of proceeds, with shows a close runner-up. Concession business was brisk.

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Wednesday was Farmer's Day and Gov. Herman Talmadge was greeted on the midway by Dolly Young, who has been acquainted with him for 10 years.

Breaking in a new fairgrounds this year has been profitable for both the fair and the midway, it was reported. A former airport at Rome has been taken over by the fair, and additional space was allotted to the carnival.

Eddie Young, shows' general manager, has recovered from a virus infection which had him under the weather for a week.

Dallas Midway

Continued from page 66

vending Confederate flags. Banners sell for 50 cents.

Visitors to the midway, as reported by Joe Murphy, have included: Bill Carskey, Casey Concession Company, Chicago; Art Briesse, Thearle-Duffield Fireworks, Chicago; Jimmie Johnson, Playland Park Company, San Antonio; Jay Kline, Kline Amusements; Roy B. Jones, Pepsi-Cola Company, Dallas; Bill Collins, W. T. Collins Shows, Minneapolis; Jack Byerly, Eyerly Aircraft Company, Salem, Ore.; Ned Tortl, Wisconsin Deluxe Company, Milwaukee; Al Baysinger and Clinton Holt, Baysinger Shows, Hot Springs.

Also Harry Mamsch, rides owner, Chicago; Glen Hyder, Waco Fall Festival, Waco, Tex.; Frank Joerling and Bob Robbins, The Billboard, Mr. and Mrs. Tony Martone, Playland Shows, Kansas City; J. W. (Patty) Conklin, Brantford, Ont.; Ida Cohen, Chicago; Jack Ruback, Alamo Exposition Shows; Harry Ball, Ponchartrain Beach, New Orleans; and Bob Letta, Wyoming State Fair, Casper.

WALTER HALE HAS FOR SALE

Completely Equipped "STRIP-FINA" SHOW

Played to capacity at Dallas. Fair consists of Brand New Nude Girl Front, 30 ft. high, Neon sign "STRIP-FINA", New 18x50 Square, Speakers, Gun in Fish, Bomb Illusion, Ticket Box, and 3 40x60 Girls Blow-Up. Wiring Lights, Switches, Scotch Tape, and Best Hat. Takes everything. Wire WALTER HALE, 225 W. Clarendon Drive, Dallas, Texas. Phone: W1 0106.

WANTED GRIND STORE AGENTS

for Mobile, Alabama. Opening October 24, two weeks to follow. Come on, don't wire or write.

O. J. WEISS

Cavalcade of Amusements

ATTENTION IRVIN GLASS

Let me hear from you AT ONCE

JIMMIE FERENZI

c/o Lawrence Greater Shows High Point, N. C.

FOR SALE

Bingo, 16x32, fair shape, K-5 International with 16-ft. van body. Sell separate or together. Cheap.

B. V. BRIGGS
801 D St., S.E., Ardmore, Okla.
Phone 3707-1

GOLD MEDAL

LEGITIMATE CONCESSIONS OF ALL KINDS FOR

HOUSTON COUNTY FAIR, DOTHAN, ALA.

and

BAY COUNTY FAIR, PANAMA CITY, FLA.

Can Also Use Penny Arcade

Wire **JOHN DENTON, Marianna, Florida**

MARKS SHOWS

MILE LONG PLEASURE TRAIL

Want For

GREENWOOD, SO. CAR., FAIR, Week of Oct. 29th

CAMDEN, SO. CAR., FAIR, Week of Nov. 5th

Legitimate Merchandise Concessions of all kinds; no exclusives. Can always place capable Ride Help on all Rides. All replies to

MARKS SHOWS

This Week **MONROE, N. C.** Then As Per Route

P.S.: Now booking Shows and Rides for season of 1952. Good propositions to capable operators.

ELBERTON, GA., FAIR

58,000 PAID, 1950

OPEN MIDWAY—WEEK OCT. 29-NOV. 3

CONCESSIONS: Will place Skillo, Wheel, Raffle, Roll-down, Honky Panks, Ears, Drunks, Novelty, Mini Camp, Ball Games, Short Range, Long Range, Pop Corn, Candy Apples. SHOWS: Can place Girl Show, Life, Monkey, Drome, Jig Show. RIDES: Will place Kid Rides (Eula, answer), Tilt, one Wheel (Scott, answer), any Flat Rides. FOR SALE: Two 75 Kw. Transformers, complete with Switch Boxes. Used one week in past two years. Carried as emergency. Have Diesels. FOR SALE: 64-Foot Girl Show Front mounted on Semi, \$500.00. Building new Front reason for selling.

Write—Wire—or Call

ROSS MANNING

Francis Marion Hotel Charleston, S. C.

DUMONT SHOWS

Hinesville, Ga., Oct. 27 to Nov. 3

Big Soldiers' Pay Day

Want Concessions—Ball Games, Balloon Dart, Penny Pitches, Custard, Cotton Candy, Duck Pond, Hoop-La, Short Range, Long Range, Fish Pond, or any Legitimate Concessions. WANT Girls for Girl Show. All address

LOU RILEY
Sylva, Ga., week Oct. 22 to 27.

C.A. STEPHENS SHOWS

Wanted for ALACHUA COUNTY FAIR & LIVE STOCK SHOW at Gainesville, Fla., Oct. 29-Nov. 3

SHOWS: Monkey, Wild Life or any worthwhile Grind Show. CONCESSIONS: Working for stock, Lead Gallery, Water, Glass, Novelties, Pitch-Tilt, You-Win and Gadgets. RIDES: Place Second Men who drive; Foreman for Chairplane. Moultrie, Ga., this week.

MARIO ZACCHINI SHOWS

Opening Nov. 5th, Clearwater, Fla., and all winter's work to follow. Want to buy No. 5 Ell Wheel. Will book one or more Flat Rides not conflicting. Also Shows with own equipment. Can use Hanky Panks of all kinds. No flats, no grill, no gypsies. Contact

MARIO ZACCHINI
1620 10th Ave., Tampa, Fla. Phone 417374. No collect wires or phone calls.

FALL FESTIVAL AND FLOWER SHOW

PLYMOUTH, N. C., Week of October 29

WANTED: Ball Games, Grab, Fish and Duck Ponds, Cork Gallery, Penny Pitch, Glass Pitch. All concessions open except Bingo and Custard. Wanted: White Girl Show, money getting Shows that don't conflict. Truck and Tractor Drivers. All replies to

GEORGE CLYDE SMITH SHOWS
Fairgrounds, Suffolk, Va., this week; Plymouth, N. C., next week.

Club Activities

Showmen's League of America

170 West Washington, Chicago.

CHICAGO, Oct. 20.—President Lou Keller was in the chair at the regular meeting Thursday (18), assisted by Walter F. Driver, treasurer, and Joe Streibich, secretary. First Vice-President S. T. Jessop was out of town on business.

Jack Hawthorne is still in the hospital. Frank Ehrenz is up and around, and Clifford H. Darling is reported on the mend.

Membership applications of Frank L. Trenker and Harvey Earlin were accepted. Maurice (Lefty) Ohren was appointed chairman of the President's Party to be held November 25. William Carsky was named co-chairman. Attending their first meeting of the season were Lefty Ohren, William Carsky, Elmer Byrnes, Ben Young, Ray Oakes, Pete Norman, Al Kaufman, Harry Taylor and Donald McLaren. Jacob Goldfarb, a new member, was introduced.

Miami Showmen's Association

238 West Flagler Street.

MIAMI, Oct. 20.—Notices are being mailed to all members informing them that the first meeting of the regular season will be held November 13. Donations for the building fund are coming thru in good style.

Louis Schinkel, who died at Mount Sinai Hospital October 10, was buried in Mount Nebo Cemetery. Charles Freidman, who died October 12, was buried in New York. Mrs. William Tucker returned home Sunday (14) from Chicago where she attended her father's funeral.

Members visiting the clubrooms were Sam Crowell, Ernest Buzella, Louis Shaflin, John C. Weiss, William A. Rossier, James A. Snyder, Sol Cook, Johnny Appelbaum, Albert Cherner, Harry Katz and Henry Palmer. Al Sweeney left Chicago for Shreveport, La. Callers this week included Harry Duncan, Benedetto Frenna and Dick Ware.

From the Lots

Mid-Way of Mirth

LAKE CITY, Ark., Oct. 20.—Shows have six more weeks to go. Pat Bales joined recently with six concessions and Abe Bell came out with two. Mrs. Bell left for Milwaukee to visit their daughter, Edith.

Charlie Kalkie's short range gallery continues popular. Mrs. Esther Speroni has been in and out of the hospital several times since coming to Arkansas. However, she's with the shows at this writing. Frank Lavall plans a trip east to visit relatives when the shows close.

Curley Lively's concessions are doing well. Mr. and Mrs. Carl V. Ope report a good season with their bingo and penny pitch. Jimmie Rogers and family and Melvin Rogers visited relatives in Little Rock recently.—ROSE DAVIS.

Fire Destroys Midgets' Home

CANTON, Pa., Oct. 20.—Fire of undetermined origin Sunday (14) destroyed Hillside, the home here of Casper and Mab Weis, retired theatrical midgets who had appeared with Singer's Midgets, Ike Rose's Midgets and other midget troupes over a span of years. Total loss was estimated at \$50,000.

An old landmark, the house was the former home of the late Fanny Davenport, famed tragedienne and sister of the late Harry Davenport, featured movie player. It was built in the 1880's and sold to Mr. and Mrs. Weis in 1910. Since his retirement from show business Weis had worked at his home as a watchmaker.

Occupants and neighbors removed most of the furniture and watch-making equipment, a collection of old clocks and a piano once used by Gen. Tom Thumb, another noted midget. The owners, however, lost much of their theatrical records and equipment, along with clothes and furniture on the second floor. Mrs. Weis also lost considerable money.

Salt Lake Cele Drops \$2,027

SALT LAKE CITY, Oct. 20.—Days of '49, annual celebration here of the arrival of the first Mormon in Great Salt Lake Valley, wound up with a deficit of \$2,027.88, according to the event's financial report.

Major events included a rodeo for five days, a pageant in the Mormon Tabernacle, with Lew Ayres serving as narrator, a parade, queen coronation and a luncheon. Rodeo gross ticket sales amounted to \$26,361.33 from which a profit of \$2,620.59 was realized. Earl Hutchinson Rodeo Association received \$10,641.31 for performers and stock and prizes totaled \$7,524.

Adopts Amusement Tax

BUCKINGHAM, Va., Oct. 20.—Buckingham County's Board of Supervisors has adopted an ordinance imposing a tax of \$500 for the first day and \$100 for each additional day on any carnival or trained-animal show which operates in the county.

FOR SALE

Mar-Craft Kiddie Boat Ride. Needs new Kiddie Steam. Motor needs overhaul job. Ticket Box. New type Snow Cone Machine. This equipment stored at Wheeling, W. Va. Contact

DEWAYNE W. MCLENNAN

410 ARCADE BLDG. ST. LOUIS 1, MO.

FOR SALE

FLY-O-PLANE
In first-class mechanical condition and can be seen in operation on Marlin Shows. Priced reasonable.

Speedy Merrill

John Marlin Shows, at per route.

CAPELL BROS.' CIRCUS

WANTS
Family Acts, White Face Clown, Banner Men, Circus Cook, Music Joints, Out until mid-December, then indoor dates. Hank Castle, contact. Address:

DOC CAPELL

Jackson, La., Oct. 25, Greensburg 35.

CRAFTS 20 BIG SHOWS

NOW BOOKING CONCESSIONS FOR
ARIZONA STATE FAIR (Phoenix)
and
NATIONAL ORANGE SHOW, SAN BERNARDINO
MARCH 6 TO 16, 1952
CRAFTS 20 BIG SHOWS
7288 BILLAIRE ST. NORTH HOLLYWOOD, CALIF.
PHONE SUNSET 2-1311

ROYAL DUKE SHOWS

FIVE WEEKS IN AUGUSTA, GA., AREA. CENTER OF THE H-BOMB PROJECT, WITH TWO ARMY PAY DAYS
Want set Kiddie Rides, Merry-Go-Round, Tilt and ride net conflicting. SHOWS: Place Minstrel, Snake Show, Motor Drone, Side Show, A-1 Girl Show. Can give revue all winter's work. CONCESSIONS: Place Cookhouse, Custard, Popcorn, Candy Apples, Age, Scale, Ball Games, Glass Pitch, Penny Pitch, Water Joints, any and all Hunky Panks. Positively no flats. HELP: Can always use good Carnival Help, Ride Men, Semi Drivers, Dancing Girls. All address Royal Duke Shows, Augusta, Ga.
P. S.: Can place Bingo. Will give you five real weeks.

HELLER'S ACME SHOWS

JACKSONVILLE, N. C., BIG ARMY BASE PAY DAY WEEK, OCT. 29-NOV. 3, THEN THE BIG LEGION ARMISTICE DAY CELEBRATION, NOV. 5-10. Town decorated, Fireworks, Parades. Biggest Armistice Day Celebration in North Carolina. Then Augusta, Ga., two weeks, then Florida. WANT Shows and Concessions of all kinds. Custard and Eating Stands, Popcorn and Candy Apples, Short Range and Long Range Galleries, Candy Floss, all kinds of Hunky Panks. Special inducement to two Girl Shows; these spots want them. Can always use good Ride Men. Address HARRY HELLER, Gen. Mgr. BEAUFORT, N. C. this week.

INTERSTATE SHOWS

WANT FOR CLAY COUNTY FAIR, FORT GAINES, GA., OCT. 29-NOV. 3
Shows: Will book any non-conflicting Grand Shows. Want organized Minstrel Show, Ride Help: Can place Foreman and Second Men on all Rides. Concessions: All Concessions open. Want Man and Wife to take charge of up-to-date Cookhouse. Want to book Bingo for the balance of season.
All replies to H. B. ROSEN, Mgr. AMERICAN CIVIC FAIR, AMERICUS, GA.

WARNER BROS.' SHOWS

WANTED
Popcorn, Lunch Stand, any kind legitimate concessions. Fun House, Kiddie Rides. Out all winter. Pearl River, La.

CAVALCADE OF AMUSEMENTS

WANT FOR LIONS' FALL FESTIVAL, PRICHARD, ALA., OCT. 26-NOV. 4 (Suburb of Mobile)
Will sell "as" or Class Pitches. Want Concessions of all kinds, no exclusive. Can place Shows of all kinds with own equipment. Especially want Girl Show with or without equipment.
Address AL WAGNER, Mgr., Mobile, Ala.

A.M.P. SHOWS

WANT WANT WANT
Dorchester County Colored Fair, St. George, S. C.
Colored Girl Show and Minstrel Show, Side Show or any other Show of merit. CONCESSIONS: All Concessions open, no "no" except Popcorn, Bingo and Cookhouse. Jim Kern wants Colored Agents. All replies to A. M. PODSOBINSKI, Saluda, S. C. this week; St. George, S. C., next week; then the big Armistice Day Celebration.

LONE STAR SHOWS

SUMNER, S. C., OCT. 22-27
CONCESSIONS—Hunky Panks of all kinds, Balloon Darts, Ball Games, Six Cats, Buckets, Country Store, Ring Games, Coke Bottles, Age and Scales, Blisterkin and Checkhouse. SHOWS—Can place Shows with own equipment. "Twin-Dine" Minstrel, Motorcycle, Want two Girl Shows for Army Camp next week. HELP—Can always place good, sober, reliable Ride Help who can drive some. Want General Agent who knows Florida. Address all mail and wires to J. R. McSPADEN, Owner, BILL PORTER, Bus. Mgr.

The Billboard's

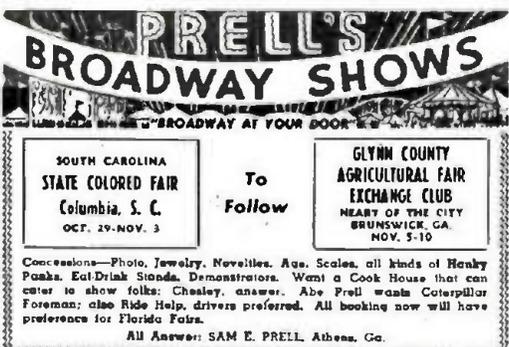
Annual Outdoor Convention Number

PULLS . . . and PULLS . . . and PULLS
Extra Returns for Advertisers!!!

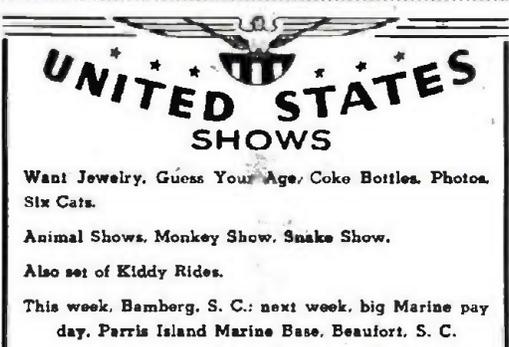
DATED NOVEMBER 24
OUT NOVEMBER 20



Evans' New Cigarette Wheel
NEW FLASH! TOP EARNINGS!
Great new fast playing cigarette wheel. Plenty of punchy appeal! 40" wheel operates an excellent percentage, gives you from 2 to 5 packages of cigarettes on every spin, with ball indicator adding live action thrill! Beautifully colored, mounted on nickel-plated stand at about 45 degree angle. Evans quality built to give you many seasons of big earnings. This is the right one! Don't wait!
IDEAL FOR FAIRS, HOMECOMINGS, REUNIONS, BAZAARS, ETC.
Write for information and latest catalog
H. C. EVANS & CO.
1556 W. Carroll Ave.
Chicago 7, Ill.



PRELL'S BROADWAY SHOWS
BROADWAY AT YOUR DOOR!
SOUTH CAROLINA STATE COLORED FAIR
Columbia, S. C.
OCT. 29-NOV. 3
To Follow
GLYN COUNTY AGRICULTURAL FAIR EXCHANGE CLUB
MEET OF THE CITY
BRUNSWICK, GA.
NOV. 5-10
Concessions—Photo, Jewelry, Novelties, Age, Scales, all kinds of Hunky Panks, Eat-Drink Stands, Demonstrators, Warm a Cook House that can cater to show folk; Chasler, answer. Abe Prell wants Caterpillar Foreman; also Ride Help, drivers preferred. All booking now will have preference for Florida Fairs.
All Answer: SAM E. PRELL, Athens, Ga.



UNITED STATES SHOWS
Want Jewelry, Guess Your Age, Coke Bottles, Photos, Six Cats.
Animal Shows, Monkey Show, Snake Show.
Also set of Kiddie Rides.
This week, Bamberg, S. C.; next week, big Marine pay day, Parris Island Marine Base, Beaufort, S. C.

B. & H. AMUSEMENT CO.
KEN-PENN AMUSEMENT CO.
Combined for Balance of Season
Barnwell County Colored Fair, Barnwell, S. C., Oct. 28-Nov. 2; Pee Dee Aert. & Educational Exps., Florence, S. C., Nov. 5-10; Sumter County Colored Fair, Sumter, S. C., Nov. 18-17.
Everything open except Custard and Glass Pitch. Can use a limited number of Grand Shows, Earl Dickson, Sam Falco, contact: Harry Hartwell, wire Mickey Davis. RIDES: Train and live Pony. SHOWS: Monkey, Snake and Wild Life. All replies: **W. E. HOBBS, Mgr.** **EARL MILLER, Bus. Mgr.**
SPRINGFIELD, S. C., ALL THIS WEEK.

BARNEY TASSELL UNIT SHOWS
WANT FOR THE NEXT FOUR WEEKS, THEM INTO FLORIDA
Rides of all kinds, Shows of merit and all kinds of Concessions. No Girl Shows or gift of any kind.
P.S.: Can place Help in all departments. Must drive semi-trailer. No booze hounds tolerated.
WRITE THIS WEEK, CHADBOURN, N. C.

The Billboard's Annual CHRISTMAS MERCHANDISE Special

A listing of Over 1,400 Fast-Moving, High-Profit Gift, Novelty and Premium Items Designed to Eliminate Buying Headaches: to Have More Selling Time for Bigger Christmas Profits.

On the following pages, The Billboard presents its annual Christmas Merchandise Section. It is brimming with hundreds of novelty, prize, premium and promotional offerings well suited to Christmas gift selling.

The manufacturers, wholesalers and jobbers represented in these pages are leaders in the novelty gift merchandise field. Each of them give you the benefit of extra low cost on all merchandise plus a selection of offerings that are real winners for peak Christmas gift sales.

**How to Conserve Time in Buying.
Have More Time for Selling!**

Now you can forget the tedious hours of pouring over catalogs and the endless volumes of sales literature and put an end to the time-consuming interviews with novelty salesmen. Use this remarkably complete Billboard Christmas Merchandise Special to set up this year's Christmas selling campaign. Every conceivable kind of gift merchandise is represented here. It's low-priced, it allows for high profits, and it's fast-selling. You can save time and trouble and practically guarantee Big Christmas volume by ordering your Christmas merchandise from these valuable listings.

**A Host of New Supply Sources
Gives New Wide Selectivity!**

Many buyers are strapped by the lack of adequate sources of supply. Thus they find themselves unable to shop around, to get the best assortment at the best possible price. In this Merchandise Section you can select from the best deals offered by over 400 sellers; select for sure winners at the lowest price!

**The Billboard—A Trading Post
For Premium and Gift Merchandise!**

Every weekly issue of The Billboard carries many offerings of new and promising merchandise as well as numerous items which have successfully stood the test of time. There must be a reason for this—and there is! Results! Results! Outstanding sales results for suppliers of every description

achieved thru reaching a big live buying market not adequately covered by any other publication.

The Billboard reaches auctioneers, sales agents, pitchmen, novelty and variety stores, gift shops, farm markets, etc. Manufacturers use the Merchandise pages of The Billboard to acquaint present jobbers with promising new items, to inform dealer outlets of new products and encourage their purchase thru recognized jobbers. Manufacturers also pitch in with jobbers on co-operative advertising efforts as well as line up new jobber outlets in new territories.

And The Billboard's weekly publication schedule assures blanket coverage of the trade with sales announcements in literally a matter of days!

**Perfect Timing
For Peak Selling!**

Suppliers in this Merchandise Section well know the problems of timing in getting maximum results from Christmas sales efforts. That's why each one is carefully geared up to handle your orders swiftly, to get the merchandise back to you in jig time. Thus, you have plenty of time to check sales, to reorder on the best-selling, highest-profit items with time to spare, to catch the tremendous last-minute Christmas buying market!

**The Billboard Protects Its Readers.
Stands Behind Its Advertisers!**

Most of the companies whose wares are listed in these pages are long-time Billboard advertisers. They are aware of the value to themselves of The Billboard's active buying market. Naturally, they take pains to guarantee satisfaction on the part of the buyer.

Yet, The Billboard cannot possibly check the service reputation of every advertiser. As extra insurance for buyers, The Billboard goes to great lengths to see that no advertised product is misrepresented. Letters of complaint on any misrepresentation should be addressed to Merchandise Buyers' Department, The Billboard, 2150 Patterson Street, Cincinnati 22, O.

CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers
RATE: 15¢ A WORD—MINIMUM \$3
 All Classified Advertisements will be accepted for remittance in full.
FORMS CLOSE
THURSDAY NOON IN CINCINNATI
 FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 21, early in the week.

ACTS, SONGS & PARODIES

BEST COMEDY VALETTE—"SHOWMAN" (since collection listed 1952) 1952 Edition, 21 complete, Suburban, 3138 Cabana, 21 South Hillwood, Calif. **027**

DISTINCTIVE PARODIES—"WHILE YOU DANCED, DANCED, DANCED" (Tom Young), 81 South Hillwood, Calif. **027**
 Grand Central Station, N.Y.C.

"EMCEE" MAGAZINE—CONTAINING Band Novelties, Parodies, Comedies, Jokes, etc. Subscription, \$2.00; add \$1 for four gas-packed back issues. Emcee-B, P. O. Box 383, Chicago, Ill. **027**

FOUR HIGH-YOCTANE COMEDY NOVELTIES for male singers, comers, tested material, single copies \$1.10 each. **027**
 Springer, Box 13, Bethpage, N.Y.

QUICK WIT—HOW TO GET LAUGHS every four weeks, including 1951 Edition, 101, King, Bank Co., 1712 Boston, Roxbury, Mass. **027**
 R.D. Texarkana, Tex.

BENNETT'S XMAS CARDS OFFER—\$10 value, 100 Builders, 111 East 10th, 1 and 2, 81, Dearl, Houston, 22, Six Parades, 22, George, Springfield, 1613 E. 29th St., Houston, Tex. **027**

WANTED—PUBLISHER FOR "GONNA" (and the "G" Named Law), a comedy "humor" from the hills, now a success, featured Author, Hugh Miracle, Clarksville, Ark. **027**

AGENTS & DISTRIBUTORS

A DOLLAR BILL BRINGS YOU P.P. 38 Famous Jack "A" Comic Xmas Cards; every body wants one. Tom M. Woodward, Box 203, Dayton, O. **027**

ADENTS, SALESMEN, MITMINKEN, TRICK STOPS, novelty stands, etc. Profitable, list, 1951 Edition, Novelty Fun Cards, Novelties, Tricks, Specialties, samples, list free. National Specialty Sales, 15 East Third, Cincinnati 2, Ohio. **027**

AMAZING ATTRACTIVE TALKING XMAS CARDS, 25 copies, \$1.00; 100 copies, \$3.00. Send for sample. Everyone who writes "Hello" to you. National Specialty Sales, 15 East Third, Cincinnati 2, Ohio. **027**

ART STUDIES THAT ARE DIFFERENT—10 beautiful album sample album, \$1.00. Large selection, quantity prices. Jay's, 200, Dayton, O. **027**

ARTISTS MODEL CHRISTMAS CARDS—new, exciting, unusual. 8 assorted samples, 1951 Edition, Novelty Fun Cards, Novelties, Tricks, Specialties, samples, list free. Write your printed stationery. Powers, 111 East Third, Dayton, O. **027**

BIGGER PROFITS—KODENIK BISH—new, exciting, unusual. 8 assorted samples, 1951 Edition, Novelty Fun Cards, Novelties, Tricks, Specialties, samples, list free. Write your printed stationery. Powers, 111 East Third, Dayton, O. **027**

BRAND NEW—COMIC ART TRAYS, high quality cartoon in white and gold with terrific cartoon in color. Size 3 1/2 x 4 1/2. 100 copies, \$1.00. 500 copies, \$5.00. 1000 copies, \$10.00. Write for price list. Knickerbocker, 1000 N. Broad St., Columbus 4, Ohio. **027**

CAPE—OVERSEAS STYLE, COTTON, 100% wool, 100% made in U.S.A., \$1.00. 500 copies, \$5.00. 1000 copies, \$10.00. Write for price list. Knickerbocker, 1000 N. Broad St., Columbus 4, Ohio. **027**

CORDED NEWS HEADQUARTERS—Amirah, Combs, Handwritten, Pocket Knives, Stationery, etc. Write for price list. Knickerbocker, 1000 N. Broad St., Columbus 4, Ohio. **027**

COLLECTOR—PLEASE WRITE WHAT YOU collect, get something different from India, Thailand, gift samples, \$1.00. 100 copies, \$5.00. 1000 copies, \$10.00. Write for price list. Knickerbocker, 1000 N. Broad St., Columbus 4, Ohio. **027**

COPIK TRIFLAR TICKETS—A NEW FIVE LAUNCH, one sample free. 1000 copies, \$10.00. 5000 copies, \$50.00. Write for price list. Knickerbocker, 1000 N. Broad St., Columbus 4, Ohio. **027**

COSTUME JEWELRY—SELL THESE PART—new, exciting, unusual. 8 assorted samples, 1951 Edition, Novelty Fun Cards, Novelties, Tricks, Specialties, samples, list free. Write your printed stationery. Powers, 111 East Third, Dayton, O. **027**

DECALCOMANIA TRANSFERS—NEW OFFER in small quantities, quick delivery. Write for price list. Knickerbocker, 1000 N. Broad St., Columbus 4, Ohio. **027**

DO YOU NEED MONEY?—\$10.00 FOR selling only 50 boxes of 100 cards. Write for price list. Knickerbocker, 1000 N. Broad St., Columbus 4, Ohio. **027**

DOUBLE ENDF BLADES—\$6.00 FOR 1000. Write for price list. Knickerbocker, 1000 N. Broad St., Columbus 4, Ohio. **027**

ENTICING ARTISTS MODELS—PHOTOGRAPHED as you like them in unusual costumes. Write for price list. Knickerbocker, 1000 N. Broad St., Columbus 4, Ohio. **027**

FAST SELLING QUARTER ROSEBUDS—Gaglets, 1000 boxes, \$10.00. Write for price list. Knickerbocker, 1000 N. Broad St., Columbus 4, Ohio. **027**

FINEST EXTENSION OPTICAL CENTER—For business, novelties for gift selling, quantity discounts. Eastern Trading Co., 3074 Broadway, New York, N.Y. **027**

FOOTBALL CONCESSIONAIRES—1000 boxes, \$10.00. Write for price list. Knickerbocker, 1000 N. Broad St., Columbus 4, Ohio. **027**

HANDKERCHIEFS—SWISS KNOTTED—Gifts and sale man. All states. Write for price list. Knickerbocker, 1000 N. Broad St., Columbus 4, Ohio. **027**

HIPPOCAMPUS—GIFTS, JEWELRY—ON usual terms. Write for price list. Knickerbocker, 1000 N. Broad St., Columbus 4, Ohio. **027**

ROSEMARY MANUFACTURERS' GLOVES—Ladies' sheer Nylons, good grade, \$8.00. Write for price list. Knickerbocker, 1000 N. Broad St., Columbus 4, Ohio. **027**

TOPPERS—GIFTS, JEWELRY—ON usual terms. Write for price list. Knickerbocker, 1000 N. Broad St., Columbus 4, Ohio. **027**

WANTED—FIRST WIFE—WIFE OF THE YEAR. Write for price list. Knickerbocker, 1000 N. Broad St., Columbus 4, Ohio. **027**

MAKE PERFUMES FROM OUR CONCENTRATES at home, profitable business. Information free. Mer. Assoc., 315 Broadway, New York, N.Y. **027**

NEW IN IRING RELIGIOUS STATUARY—Lamps, 815 copies, sample \$1.00. Write for price list. Knickerbocker, 1000 N. Broad St., Columbus 4, Ohio. **027**

PAPERMEN—NEW TRADE PAPERS, never worked. Publisher, 315 Broadway, New York, N.Y. **027**

"PARTY NAPS"—COMIC NAPS FOR taverns, restaurants, clubs, etc. Write for price list. Knickerbocker, 1000 N. Broad St., Columbus 4, Ohio. **027**

"QUICK SALE" BARROOM COMEDY NOVELTIES—1000 copies, \$10.00. Write for price list. Knickerbocker, 1000 N. Broad St., Columbus 4, Ohio. **027**

REALLY COMIC XMAS CARDS—PAST 1951 Edition, 101, King, Bank Co., 1712 Boston, Roxbury, Mass. **027**

RELEASERS, DISTRIBUTORS—PAST 1951 Edition, 101, King, Bank Co., 1712 Boston, Roxbury, Mass. **027**

SALESMEN, FITCHES—BELL AMAZING new, exciting, unusual. 8 assorted samples, 1951 Edition, Novelty Fun Cards, Novelties, Tricks, Specialties, samples, list free. Write your printed stationery. Powers, 111 East Third, Dayton, O. **027**

SELL NEW-USED CLOTHING FROM home, bulk store, New York, N.Y. **027**

SELL SPARKING HOLIDAY SIGNS to stores, Christmas, New Year, etc. Write for price list. Knickerbocker, 1000 N. Broad St., Columbus 4, Ohio. **027**

SHIPFLEET IMPORTED STAINLESS STEEL—1000 copies, \$10.00. Write for price list. Knickerbocker, 1000 N. Broad St., Columbus 4, Ohio. **027**

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SANTA BUYS HIS XMAS GEM!

5 in 1 SCREWDRIVER KIT!
EVERY MECHANIC, HOME OWNER, CAR OWNER, NEEDS one — WANTS one — BUYS one!

Sells On Sight!
EVERY MECHANIC, HOME OWNER, CAR OWNER, NEEDS one — WANTS one — BUYS one!

EVERY MECHANIC, HOME OWNER, CAR OWNER, NEEDS one — WANTS one — BUYS one!

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EVERY MECHANIC, HOME OWNER, CAR OWNER, NEEDS one — WANTS one — BUYS one!

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Brand New Watch Specials!

Men's 7 JEWEL WATER-RESISTANT SHOCK-RESISTANT WATCH \$6.50

- Exceptional value
- Fancy matching expansion band
- Sweep second hand
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14 K. Gold-Plated JEWELLED WATCHES

Complete with Fancy Matching Expansion Band Special \$4.75

- Brand new Jeweled movement
- Cadmium dial
- Sweep second hand
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- Removable pins
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CLOSE-OUT SPECIAL LADIES' JEWELLED WATCH

Now \$7.00 ONLY each

- Small dial
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- Beautifully beveled with \$49.50 retail price
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BRAND NEW—NOT RECONDITIONED WRIST WATCHES

Jeweled Shock-Resistant Watch complete with band, only \$3.75 each

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- Volume seller
- Cadmium dial
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WRITE FOR OUR NEW WHOLESALE CATALOG

25% with order, balance C.O.D.

MARVEL WHOLESALE WATCH CO.

237 N. 7th St., St. Louis 1, Mo.

DIRECT From Manufacturer 'ROYAL' The King of Them All

- Precision
- Flash
- Quality

Beautiful three-piece, hooded, 100% mechanical pen, mechanical pencil and guaranteed ball pen. Available in many colors. Attractively boxed.

Gr. \$45.00 Sample \$4.50

25% Deposit, P.O. Order, New York

Send for free catalog or complete line. Offer ends on \$75.00 G.P.

MODERN PEN MFG. CO.

395 Broadway, New York 13

Phone Canal 6-8016

LET MIDWEST BE YOUR PLUSH AND DOLL HEADQUARTERS

We will NOT BE UNDERBIDDERS on Plush Toys, Boutis Dolls or Jewelry.

- 25¢ Glamour Girl Dolls..... \$30.00 Ds.
- 35¢ Poodles & Assorted Bears..... 21.00 Ds.
- 35¢ Majorities, Assorted Colors..... 21.00 Ds.
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- 16¢ Poodles & Assorted Bears..... 13.50 Ds.
- 16¢ Sweetheart Dolls..... 13.50 Ds.
- 16¢ Plush Boutis, Assorted Colors..... 6.50 Ds.

25% Deposit, P.O. Order, New York

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119 Valley St., Dayton 4, Ohio

FUR COATS JACKETS CAPES & SCARFS ALL GENUINE FURS

Our new 1952 Silver Fox is our greatest variety of furs for you. We have styles All sizes. Write for FREE CATALOG COMPLETE with guaranteed or money refunded. Grand display.

H.M.J. FUR CO.

150-W. 31st St., New York

MAKE PERFUMES FROM OUR CONCENTRATES at home, profitable business. Information free. Mer. Assoc., 315 Broadway, New York, N.Y. **027**

NEW IN IRING RELIGIOUS STATUARY—Lamps, 815 copies, sample \$1.00. Write for price list. Knickerbocker, 1000 N. Broad St., Columbus 4, Ohio. **027**

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REALLY COMIC XMAS CARDS—PAST 1951 Edition, 101, King, Bank Co., 1712 Boston, Roxbury, Mass. **027**

RELEASERS, DISTRIBUTORS—PAST 19



Buy where I do



SELF-STARTING ELECTRIC SHIP CLOCK

Here's a clock with eye appeal. Shaped like the old Spanish galleons, with all sails set. Highly polished walnut finished hull holds large clock. Chrome sails and wheel, 20 1/2" wide 17" high.

No. 1409 .. each, \$7.95



LADIES' 5-PC. JEWELRY SET

Magnificent set that every woman will love. Includes necklace, bracelet, earrings and brooch, all dramatically set with brilliantly colored stones. Plenty of flash. Sails lined velvet-lined box.

No. 7605 . . . set, \$2.95

PREVORE INFRA-RED MIRACLE BROILER

Modern fast-cooking broiler. Triple chrome plated on heavy gauge steel. Won't blow fuses. Separate drip pans, 2-heat cord set.

No. 4727 .. each \$6.95



CHROME MARINE TABLE LIGHTER

Trim, nautical table lighter with universal appeal—just spin the wheel and it lights. Extra large fuel capacity. 5" high—individually boxed.

No. 9132 — \$5.95 list
\$3.60



KNIGHT-IN-ARMOR TABLE LIGHTER

Unusual, dramatic number! A decorative masterpiece—precision made in every detail. Touch the visor cap and helmet snaps open, lighting instantly. Chrome with black finish. Polished cushioned plastic base. 8" tall.

No. 9130 \$8.95 list
each \$5.40



5-TUBE SENACK CLOCK-RADIO with WAKE-UP and MUSICAL ALARM

Modern eye-catching cabinet makes this a big hit! Max 5-tube radio with built-in antenna, Senson Automatic Electric Clock, dynamic speaker. 11 1/2" x 25 1/2" x 4 1/2". Jet Black or Ivory.

No. 8875 .. each \$18.95



All-Metal PLANTER'S LAMP With PLANT

A sure-fire winner! All metal, finished in gold and copper. Comes with plant as shown. Unusual parchment shade in chartreuse and red. 24" high.

No. 2602, \$14.95 List
each \$7.95



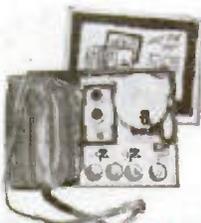
GREAT LAKES LEVEL WIND CASTING REELS

No. TR-97—RELIANCE—made of sturdy brass, including levelwind screw. Smooth running gears. Tenite plastic side plates.

Individually boxed,
each \$1.95

No. TR—WHIRLWAY—all-metal reel, a terrific value! All working parts made of brass. Extra spen-action in metal spool and gears. 100-yd. capacity.

Individually boxed, \$2.50



COMPLETE 12-PIECE CAMERA PHOTO KIT

Consists of 1 Camera, Flash Attachment, Zipper Camera Bag, 4 #25 Flash Bulbs, 2 Batteries, 1 Roll 350 Film, Instructions and Utility Box.

No. 8507—Insta-Flash
Camera .. each \$7.45

No. 8508—Imperial Syn-
chronized Camera,
each \$8.95



ISLANDER UKE and GODFREY SONGBOOK

Terrific hit everywhere. Arthur Godfrey's songbook and endorsement makes this a success. Professional felt pick. All weather polythene cover. Hand-somely boxed. Retail for \$5.95

No. 8801 .. each \$3.50

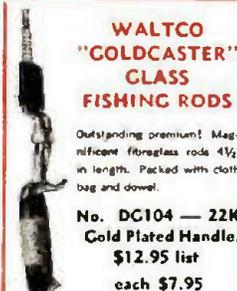


GREAT LAKES 4 1/2-FT. STEEL FISHING RODS

Sensational value! Chrome Vanadium steel tipped rod with sturdy wire-wound stainless steel line guides. Aluminum offset handle. Universal ring-type reel-lock. Plastic display case.

No. C-214 1/2-P Champion
gray stripe finish,
each \$2.75

No. M-234 1/2-P Michigan,
ebony black enamel finish,
each \$3.50



WALCO "GOLDCASTER" GLASS FISHING RODS

Outstanding premium! Magnificent fiberglass rods 4 1/2" in length. Packed with cloth bag and dowel.

No. DG104 — 22K
Gold Plated Handle,
\$12.95 list
each \$7.95

No. DLP102—Aluminum &
Tenite handle, \$10.95 list,
each \$6.75

No. GL101 — Pistol Grip
Handle, \$9.95 list,
each \$5.95

2-SIDED TAFFETA DOUBLE BED COMFORTER

Rich looking saten quilted comforter, floral pattern one side, solid on the other. Double bed size. A gift with plenty of flash. Retail for \$20.95. Sample \$8.50

No. 6950, Lots of 6, \$7.95



JERRY MAHONEY VENTRILQUIST DUMMY

Deluxe promotional item! 24" tall dummy with movable head and mouth, exact replica of Jerry. 2-piece flannel suit, white shirt, shoes, and accessories. Individually boxed.

No. 4301, each \$4.45

FIRST DISTRIBUTORS

1750 W. North Avenue, Chicago 22, Illinois

Dickens 2-0500

...from "FIRST"



16-PC. STARTER DISH SET
Dramatic 22K gold stamped border design. Colonial picture. 9 saucers, 4 plates, 4 cups, 4 deserts in attractive 2-tone display box.
No. 5850.....Set, \$4.50
No. 5852—32-pc. set in colorful set-up display box.....\$8.50



BOWLING BALL BAR

Lift the top and you have a hidden bar. Same size as a regulation bowling ball. Has 6 gold rimmed glasses and dummy whiskey fifth. Walnut grained plastic construction. Retail for \$8.95.

No. 9601.....each \$5.85

No. 9602—MUSICAL TYPE... plays a tune when the bottle is lifted. Retail for \$12.95.

Only \$7.95



A.C. GILBERT American Flyer "ELECTRIC TRAINS"
Sensational, nationally advertised "American Flyer" Electric Train Sets... the ideal premium or gift item.

TRAIN SET COMPRISES:

Atlantic Locomotive and Tender. Locomotive puffs Smoke and has Choo-Choo sounds. 16" long. Hopper Car, gray, 6 1/2". Box Car, red, 7 1/2". Red Caboose, 6". 75-Watt Transformer—Uncoupler—12 sec. Curved Track—Track Terminal—Smoke Capsule and Funnel. Illus. Train Book.
NO. 501-T, \$25.00 List..... Complete, \$15.97

FREIGHT OUTFIT INCLUDES:

"Pacific" Type Locomotive and Tender with Smoke and Choo-Choo. 17 1/2" long. Box Car, with yellow finish and intricate detail, 7 1/2". Hopper Car, with gray railroad finish. Simulated hopper doors, 6 1/2". Red Caboose with capsule, grab rails, etc. 6". Smoke capsule and funnel. 75-Watt Transformer—12 sec. Curved Track—2 sec. Straight Track—Remote control Uncoupler—Track Terminal—Illus. Train Book.
NO. 4904-T, \$33.50 LIST..... COMPLETE, \$21.67

DIESEL SWITCHER SET CONSISTS OF:

General Motors Diesel Switcher. Has illuminated number box on nose. Measures 10 1/2" long. Box Car, in railroad red, 9 1/2". Automobile Unloading Car, remote controlled, 7 1/2". Illuminated Caboose, in red, 6". 12 sec. Curved Track—4 sec. Straight Track—75-Watt Transformer—Remote Control Uncoupler—16 Track Locks—Track Terminal—Illus. Train Book.
NO. 5112-T, \$47.00 LIST..... COMPLETE, \$29.97

S-P-E-C-I-A-L-S

ELECTRICAL APPLIANCES

Stock No.	Description	Retail	Dealer
4200-1115	DOMINION POP-O-MATIC TOASTER	\$17.95	\$11.74
4200-1601	BREW-O-MATIC—Automatic Coffee Maker	16.95	11.35
4200-2101	FRY-O-MATIC DEEP FRYER—Extra large, with spout	23.95	15.54
4225	CAPITOL AUTOMATIC TOASTER—Brilliant chrome finish	14.95	8.95
4300-2201	HANDY-HOT ICE CREAM FREEZER	18.95	12.12
4300-2700	HANDY-HOT JUICER—For oranges, grapefruit, etc.	14.95	10.21
4400-953	KNAPP MONARCH POWER MIXER—With all attachments	39.50	26.33
4400-16200	KNAPP MONARCH HEATER—Popular bowl w/rotator	6.95	6.63
4400-27511	KNAPP MONARCH HEATING PAD—E-way switch	5.95	3.97
4400-22554	KNAPP MONARCH ELECTRIC BLANKET—72"x84"	39.95	26.63
4400-40503	KNAPP MONARCH LIQUIDIZER & MIXER—All vegetables, etc.	37.50	25.00
4400-17501	KNAPP MONARCH TRAVEL IRON—Complete with cord & case	8.95	5.97
4610	VOLKANO LANTERN—Sealed beam light lens battery	7.95	4.95
4625	DELTA POWER KING—Lantern with mile long beam lens battery	6.50	4.50
4725	BREVOR ROUND ELECTRIC BROILER—Highly polished aluminum	9.95	5.75
4760	SPEERT SUN LAMP—Infrared & ultra-violet, portable	14.95	9.50
4765	MESCO ELECTRIC CASEROLE—2 heat roaster	12.95	7.95
4788	NELSON WAFFLE MAKER—Highly chromed, dial indicator	9.50	5.25
4790	BETSY BOES SEWING MACHINE—Handy utility size, with case	22.95	14.95

ELECTRIC CLOCKS

1101	MASTERCRAFTER SWINGING CIRCULAR CLOCK—Seasons illuminated	\$14.95	\$ 8.97
1108	MASTERCRAFTER MERRY-GO-ROUND CLOCK—Colorful motion	15.95	9.57
1204	HOME SWEET HOME CLOCK—Cottage size, grand-mother mechanism	16.95	10.11
1211	KITTEN CLOCK—Mounts on wall or table, eyes move, tail wags	13.95	7.95
1418	BOWLING MANTLE CLOCK—Bowling and pins in gold finish	12.95	6.55

TOYS

3401	GILBERT #61 ERECTOR SET	\$12.95	\$ 8.64
3405	GILBERT #7 CHEMISTRY SET	9.95	6.64
3410	GILBERT #8 MICROSCOPE SET	8.75	5.84
3440	MINIATURE SEWING MACHINE—Actually sews, 2.95	2.95	1.95
3345	RUDOLPH THE REINDEER—Large 24" inflated toy, cowboys	2.95	1.95
3465	ROCKING ELECTRIC CAR—Remote controlled, battery operated	5.00	3.50
3150	BUSH DOLLS—30" high—Cowboy, Drum Major, Panda, Dog, etc.	6.00	3.50
3315	REAL SKIN MAMA DOLLS—24", with wigs	8.95	4.65
3355	COSTUMED DOLLS—In 24"x24" window display box, motorized	6.00	3.50
3352	SMALL COSTUMED DOLLS—10"x10" display box, motorized	1.95	12.00 Ds.
3425	ELECTRIC POP CORN JUNIOR—Exact copy of store model, 20"	14.95	9.97

MISCELLANEOUS

2478	REVOLVING CHRISTMAS TREE LAMP—12 1/2" high	\$ 6.95	\$ 3.95
6888	PRESERVED JELLIES—8 Haven, 8 one-pound jars, Xmas gift boxed	6.95	4.25
5201	CHROME BARREL CORDIAL SETS—With six glasses	9.50	5.25
5202	CHROME COCKTAIL SET—6 chrome glasses, shaker, tray	22.50	9.55
5301	HEALTHY-METER SCALE—Famous brand	6.95	4.50
5475	JUICE KING—One stroke orange juicer, white enamel & chrome	5.95	3.97
5326	SILEX COFFEE SET—With tray, colorful plastic trim	6.95	4.64
5015	POKER CHIP RACK—Complete with 200 chips	6.95	3.50
7180	4 PC. DOMINION TOWEL SET—Colorful applique, gift boxed	4.95	2.75
7112	BOWLING BALL BAGS—Canvas	4.95	2.95
7113	BOWLING BALL BAGS—Nylon	7.95	4.25
7114	BOWLING BALL BAGS—Leather	11.75	4.95
5712	12 PC. ENTERPRISE ALUMINUM POT & PAN SET	89.95	12.95

WHOLESALE ONLY... Minimum Order \$20
TERMS: 25% Deposit, Balance C. O. D.

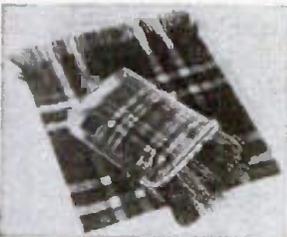
Please include sufficient postage on parcel post shipments. Add 20% Federal Excise Tax on all Clocks and Jewelry unless purchased for resale. If purchased for resale, please enclose certificate.

FRINGED ROBE IN ZIPPER TRAVEL CASE

Outstanding gift item! Multi-purpose robe, 75% wool, 25% rayon for strength. Has deep, rolled fringe. With transparent, waterproof plastic zipper case. Measures 50x60".

No. 26-4

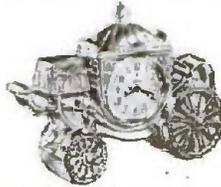
\$10.00 List, each \$6.95



VICTORIAN COACH ELECTRIC CLOCK

Different! Colorful reproduction of a Victorian coach with electric clock. In antique bronze or gold with red and green trim. 13" wide, 9 1/4" high. Terrific appeal.

No. 1615.....each \$5.40



POLISHED CRYSTAL LAMP—29" high

Beautiful polished crystal lamp with twelve 3 1/2" long, full cut, non-breakable prisms attached. Plain silk shade. Top corded ruffing in red, blue or green. Matching braided trim. Sample \$6.25.

No. 2806

Lots of 6, each \$5.50



GILBERT ALL-PURPOSE ELECTRIC HAND CLEANER

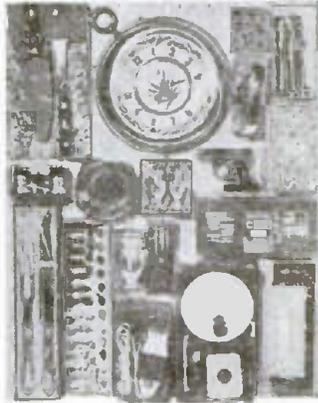
Outstanding item—thoroughly cleans hard-to-get-at places big vacuum cleaners can't reach. Powerful dirt getting suction. Has dynamic air-cooled guaranteed Gilbert motor. Black vacuum bag, green Hammettoid finished motor and hardware. Retail for \$16.95.

No. 4700-B112,
each \$10.30

MERCHANDISE BOARD

Assorted and numbered gifts for incentive plans, shuttle game prizes, etc. Attractively mounted on display board. Items vary periodically to maintain interest. Includes gifts like quality electric clocks, knife sets, cameras, etc. Satisfaction guaranteed! Retail value over \$65!

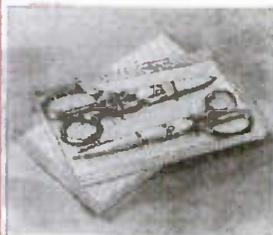
No. K3012
per board, \$37.50
Other boards from
\$19.95 to \$69.50



SELF-SHARPENING HOME-MAKERS' SHEAR SET

Handsomely packaged set, including dressmaker's shears and utility shears. Magnetic points, hollow ground, chip-proof handles. Utility shears opens bottles, cuts meat, cloth, etc. Sample \$1.75 set.

No. 5695, Lots of 6,
\$1.50 set



HUNDREDS OF OTHER SELECT ITEMS IN STOCK

We have the complete RCA Victor, General Electric, Arvin, Dominion, Gilbert, Handy-Hot, Knapp-Monarch and Jewel radio, television and appliance lines. All Barron, Clinton, Lucic, Rubin and Marmon watches. Elgin American and Evans lighters and compasses. Ocean City, South Bend, Great Lakes, Walrus and Richardson fishing equipment. Schick and Remington electric razors. McCrover Sportswear, Anson and Spangus cameras. Beacon Blankets. Household gift items by Kromes. West Bend Aluminum, Juice King, Sales, Neuse and Echo. Also Smith-Corona typewriters.

SEND IN YOUR NAME FOR OUR MAILING LIST—FOR YEAR 'ROUND SAVINGS!

THIS IS IT!

The Doll Sensation of 1951

Bonnie Babe

Here's a superior doll for play value and sales value! Full-proportioned vinyl head and latex body, foam-rubber stuffed, with coo-voice, attractively dressed with diaper, NINON DRESS and taffeta bedjacket with ruffle-lace trim. Saran braided lockets. Full body size—13½"; over-all size 16½".



Also available for Immediate Delivery
2 Related Specials For Extra Profits!

\$27 DOZ.
Sample \$2.75 ea.

**DOLL-E-
HICHAIR**



All metal construction. Completely assembled with movable food tray. Height—18½". Width—8½". Depth—9". Will hold up to 20" doll.

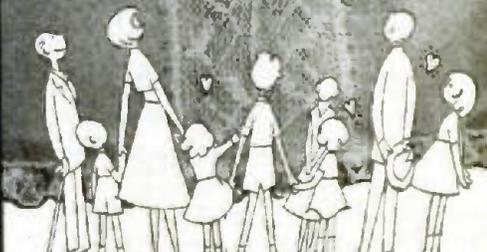
\$13.80 DOZ.
in ½ dozen lots
Sample \$1.50 Ea.

**DOLL-E-
BED & MATTRESS**



All metal construction. Length over-all—19¾". Width over-all—10¾". Height over-all—9½". Mattress is air-inflated, pink washable plastic.

\$28.00 DOZ.
in dozen lots
Sample \$2.85 ea.



*This is your handy Order Blank
Clip and mail now!*

TERMS
25% Deposit
Required
Balance COD

EXHIBIT SALES CO.

LOmbard 3-1068

423 Market Street

Philadelphia 6, Pa.

Enter my order for

_____ BONNIE BABE-BBI DOLLS

_____ HICHAIRS _____ BED AND MATTRESS

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Ship FOB via Parcel Post Express Truck

Cash enclosed \$ _____ Balance COD \$ _____

- TOP QUALITY
- LOW PRICED
- MODERN DESIGN
- 17-JEWEL WATCHES

A Complete Line of Nationally Advertise Watches by pierce...Manufacturers



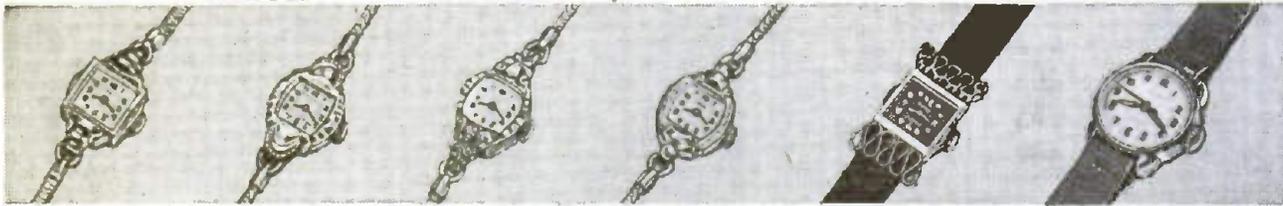
pierce Men's or Ladies' Watches are beautifully gift-packaged for top display. Unrivalled elegance and unequalled quality at the right price:



CHAMPION
17 J Antimagnetic Calendar Watch—gives Date, Day, Month and moon-phases in Chrome/Stainless Steel Case with Strap.
Retail Price: \$65.00
Your Cost: \$25.50
PIERCE-O-DATE
Same as Champion in Yellow/Steel Back Case.
Retail Price: \$71.50
Your Cost: \$29.50

ALL WATCHES PICTURED ARE INDIVIDUALLY PACKAGED WITH BEAUTIFUL GIFT BOX AS SHOWN COMPLETE WITH RETAIL PRICE TAG.

LORD DELANO
17 J Antimagnetic movement in Yellow R.G.P. thin model case—Expansion Bracelet to match.
Retail Price: \$85.00
Your Cost: \$27.00



LOIS
17 J Antimagnetic movement in Yellow R.G.P. case—Snake Bracelet to match.
Retail Price: \$47.50
Your Cost: \$18.00

LIOO
17 J Antimagnetic movement in Yellow R.G.P. case—Chain Bracelet to match.
Retail Price: \$47.50
Your Cost: \$18.00

GAIL
17 J Antimagnetic movement in White R.G.P. Case—Chain Bracelet to match.
Retail Price: \$49.75
Your Cost: \$19.25

GRACE
17 J Antimagnetic movement in White R.G.P. Case—Chain Bracelet to match.
Retail Price: \$47.50
Your Cost: \$18.00

LADY LEE
17 J Antimagnetic movement in Yellow R.G.P. Case—Cray Stone Set Dial—Suede Leather Strap.
Retail Price: \$65.00
Your Cost: \$22.00

WAC
17 J Antimagnetic movement in Chrome Steel Back Case Nurses' watch—Water, Shock and Dust Resistant—Radium Dial—Sweep Second Hand—Filled with Strap.
Retail Price: \$47.50
Your Cost: \$20.75

WAVE
Same as WAC in Yellow Gold Filled Steel Back Case.
Retail Price: \$57.50
Your Cost: \$24.50



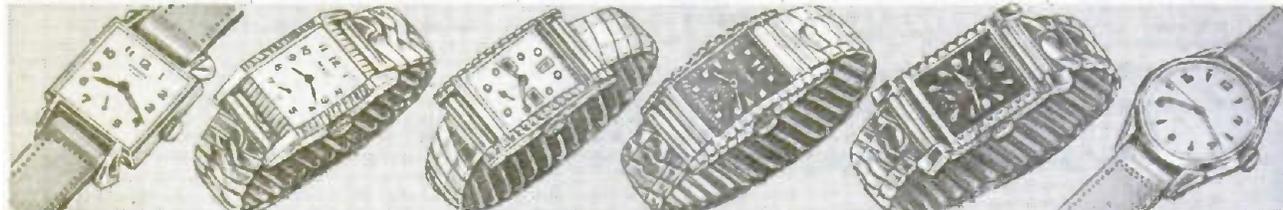
JANE
17 J Antimagnetic movement in White R.G.P. Hand Set Rhinestone Rhodium Finished case—Snake Bracelet to match.
Retail Price: \$47.50—Your Cost: \$17.50

CLAUDIA
17 J Antimagnetic movement in White R.G.P. Hand Set Rhinestone Rhodium Finished case—Snake Bracelet to match.
Retail Price: \$57.50—Your Cost: \$19.25

PENNY
17 J Antimagnetic movement in Yellow R.G.P. Case with white ornament and 5 hand set Rhinestone Set dial—Expansion Bracelet to match.
Retail Price: \$71.50—Your Cost: \$25.50

ADELE
17 J Antimagnetic movement in Yellow R.G.P. set with colored stones in case and dial—Chain Bracelet to match.
Retail Price: \$65.00—Your Cost: \$23.25

RUBHEART
17 J Antimagnetic movement in Yellow R.G.P. Case set with 2 rubies and ruby set dial—Expansion Bracelet to match.
Retail Price: \$65.00—Your Cost: \$22.00



ARON
17 J Antimagnetic movement in Yellow R.G.P. case—fitted with Genuine Leather Strap.
Retail Price: \$34.75
Your Cost: \$15.50

CROSBY
17 J Antimagnetic movement in Yellow R.G.P. Case—Expansion Bracelet to match.
Retail Price: \$49.75
Your Cost: \$19.25

SYONEWALL
17 J Antimagnetic movement in Yellow R.G.P. Case with Ruby & White Stone dial—Expansion Bracelet.
Retail Price: \$57.50
Your Cost: \$19.25

ROSS
17 J Antimagnetic movement in Yellow R.G.P. Case with Gray Rhinestone Set dial—Expansion Bracelet to match.
Retail Price: \$57.50
Your Cost: \$19.25

PONYIAC
17 J Antimagnetic movement in Yellow R.G.P. Case—Black Tube Set Rhinestone dial—with matching Expansion Bracelet.
Retail Price: \$65.00
Your Cost: \$22.00

COLONEL
17 J Antimagnetic movement in Chrome/Steel Back Case Water, Shock or Dust Resistant in addition to being Automatic (self-winding)—Radium Dial—Sweep Second Hand—fitted with leather strap.
Retail Price: \$57.50
Your Cost: \$24.25

BRIGADIER
Same as above except Yellow/Steel Back Case.
Retail Price: \$65.00
Your Cost: \$23.00

COOK BROS., 816 W. MAXWELL ST., CHICAGO 8, ILL.

I am enclosing \$..... (25% deposit). Please ship me the items checked for balance C.O.D., F.O.B. Chicago.

I am enclosing \$..... (payment in full). Please ship me the items checked prepaid.

Terms: Net F.O.B. Chicago. 25% With Order, Balance C.O.D. If Not for Resale, Add Fed. Excise Tax.

Quan.	Item	Quan.	Item	Quan.	Item
.....	CHAMPION	WAVE	ROSS
.....	PIERCE-O-DATE	JANE	PONTIAC
.....	LORD DELANO	CLAUDIA	COLONEL
.....	LIOO	PENNY	BRIGADIER
.....	GAIL	ADELE	DONALD
.....	GRACE	RUBHEART	BURT
.....	LADY LEE	ARDIN	SPORTSMAN
.....	WAC	CROSBY	NAVIGATOR
.....		STONEWALL	SKYSKIPPER
.....		RECORDER

Ship to: _____

NAME _____

ADDRESS _____

CITY _____ STATE _____



DONALD
17 J Antimagnetic movement in White R.G.P. Case with sapphire and rhinestone dial—Expansion Bracelet to match.
Retail Price: \$57.50
Your Cost: \$19.25

BURT
17 J Antimagnetic movement in Yellow R.G.P. case—hand carved numerals on bezel—Black Dial Suede Leather Strap.
Retail Price: \$65.00
Your Cost: \$23.00

SPORTSMAN
17 J Antimagnetic movement in Chrome/Steel Back Case—Water, Shock and Dust Resistant—Radium Dial—Sweep Second Hand—fitted with Strap.
Retail Price: \$34.75
Your Cost: \$15.50

NAVIGATOR
17 J Antimagnetic Chronograph Watch in Chrome/Steel Back 2 Button Case—Tachometer, Stop Watch and Tachometer—50 minute recorder 1/2 second fitted with Genuine Leather Strap.
Retail Price: \$65.00
Your Cost: \$27.50

Same as Navigator but Water Resistant.
Retail Price: \$85.00
Your Cost: \$31.50

Same as above but Water Resistant and Yellow/Steel Back.
Retail Price: \$100.00
Your Cost: \$35.25

WHOLESALE ONLY—IF NOT FOR RESALE, ADD FED. EXCISE TAX.

WHOLESALE ONLY COOK BROS.

NEW 17-JEWEL Watch Ensembles and Fine Watches since 1883.

- PRE-TIMED BY ELECTRONICS
- NATIONALLY ADVERTISED
- BEAUTIFULLY GIFT-PACKAGED
- LIFE-TIME WARRANTY

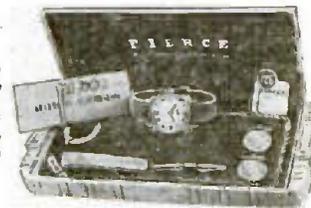
pierce Men's or Ladies' Watch and Jewelry Ensembles beautifully gift boxed.
Priced right for top profits and quick sales! Jewelry included in ensembles is of highest grade and quality.



BRUCE

17 J Antimagnetic movement in Yellow R.G.P. Case with Wide Mesh Bracelet to match—Rhinstone Dial combined with Key Chain, Tie Clasp, Cuff Links and Collar Stay. Retail Price: \$125.00

Your Cost— **\$27.25**



DUKE

17 J Antimagnetic movement in Yellow R.G.P. Case with Genuine Suede Leather Strap—Jewelry consisting of matching Key Chain, Cuff Links, Tie Clasp and Collar Stay. Retail Price: \$125.00

Your Cost— **\$28.25**



PIONEER—17 J Antimagnetic movement in Yellow R.G.P. Case with Rhinestone Dial—Yellow Gold Filled Expansion Bracelet to match—Jewelry consisting of Tie Clasp, Cuff Links, Collar Stay and Key Chain. Retail Price: \$100.00

Your Cost— **\$24.25**



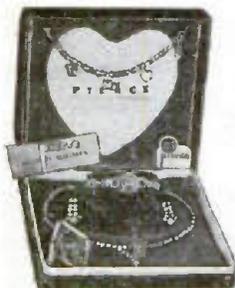
S-179—17 J Antimagnetic movement in Yellow R.G.P. Case—Dial set with Rhinestone and Ruby—Yellow Expansion Bracelet to match—Ruby Jewelry to match consisting of Key Chain, Cuff Links, Collar Stay and Tie Clasp. Retail Price: \$100.00

Your Cost— **\$24.25**



ALTON—17 J Antimagnetic movement in Yellow R.G.P. Case—Leather Strap—with Key Chain, Tie Clasp, Cuff Links and Collar Stay. Retail Price: \$65.00

Your Cost— **\$19.25**



MY HEART—17 J Antimagnetic movement in White Rhodium Finished case with hand set rhinestones—matching bracelet with hand set rhinestones—Jewelry consists of earrings and necklace of rhinestone plus picture frame and charm bracelet. Retail Price: \$125.00

Your Cost— **\$27.00**



CLAUDE—17 J Antimagnetic movement in White R.G.P. Case set with rhinestone and sapphires in case and dial—steel Expansion Bracelet to match—White Jewelry set with sapphires consisting of Key Chain, Cuff Links, Collar Stay and Tie Clasp. Retail Price: \$125.00

Your Cost— **\$25.95**



RIVIERA—17 J Antimagnetic movement in Rhodium Finished cover watch with hand set rhinestones and bracelet to match, Necklace and earrings in hand set rhinestones to match. Retail Price: \$125.00

Your Cost— **\$28.25**



R-111—17 J Antimagnetic movement in White Rhodium Finished case with hand set rhinestones—Black Silk Cord—necklace and earrings of rhinestone to match. Retail Price: \$100.00

Your Cost— **\$21.75**



LENOX—17 J Antimagnetic movement in Yellow R.G.P. Case with matching Expansion Bracelet, combined with Key Chain, Cuff Links, Collar Stay and Tie Clasp. Retail Price: \$71.50

Your Cost— **\$23.00**



RUBETTE—17 J Antimagnetic movement in Yellow R.G.P. case set with (6) rubies—Rhinestone and ruby dial—fitted with Yellow Expansion Bracelet and matching yellow ruby and rhinestone necklace and earrings. Retail Price: \$125.00

Your Cost— **\$25.50**



FRAZER—17 J Antimagnetic movement in Yellow R.G.P. Ruby and Rhinestone Case—Dial set with Ruby and Rhinestone with yellow gold filled expansion bracelet—matching jewelry consisting of Key Chain, Cuff Links, Collar Stay and Tie Clasp. Retail Price: \$125.00

Your Cost— **\$25.50**

WHOLESALE ONLY—IF NOT FOR RESALE, ADD FED. EXCISE TAX

COOK BROS., 816 W. MAXWELL ST., CHICAGO 8, ILL.
 I am enclosing \$..... (25% deposit). Please ship me the items checked for balance C.O.D., F.O.B. Chicago.
 I am enclosing \$..... (payment in full). Please ship me the items checked prepaid.

Terms: Net F.O.B. Chicago, 25% With Order, Balance C.O.D. If Not for Resale, Add Fed. Excise Tax.

Quan.	Item	Quan.	Item
.....	BRUCE	CLAUDE
.....	DUKE	RIVIERA
.....	PIONEER	R-111
.....	S-179	LENOX
.....	ALTON	RUBETTE
.....	MY HEART	FRAZER

Ship to: _____
 NAME _____
 ADDRESS _____
 CITY _____ STATE _____

816 W. Maxwell St.
 Chicago 8, Ill.

Write for
 Free Folder

The Nation's Finest Collection of DOLLS AND JEWELRY SETS

Sensationally priced
For a BIG Christmas!



WANDA, The Walking Doll

A remarkable creation appealing to young and old alike. 18" tall. She walks, stops, turns unaided for more than two minutes. Beautifully dressed in Blinn lace trimmed costume. Sarah hair can be combed, washed and waved. Made of unbreakable plastic.

SPECIAL PRICE . . . \$81.00 Doz.
Sample . . . \$8.50



BROTHER AND SISTER DOLL

No. 228G (Sister) No. 228B (Brother)
The cutest combination you ever saw. 27" tall. "Brother" dressed in pin corduroy overalls and cap with plaid rayon shirt; "Sister" dressed in pin corduroy skirt and hat with plaid rayon blouse. Rubber arms and legs. Composition head. They cry and have sleeping eyes.

SPECIAL PRICE . . . \$54.00 Doz.
Sample . . . \$5.20

"NOW I LAY ME
DOWN TO SLEEP..."



THE LORD'S PRAYER DOLL

Particularly timely because of its Christmas appeal. 21" tall. Nylon dressed beauty actually recites the Lord's Prayer. Mohair wig. Life-like rubber arms and legs.

SPECIAL PRICE . . . \$44.00 Doz.
Same as above dressed in taffeta . . . \$75.00 Doz.
Sample . . . \$7.00
Name as above, 24" tall, dressed in nylon . . . \$7.00
SPECIAL PRICE . . . \$74.00 Doz.
Same as above, 24" tall, dressed in taffeta . . . \$81.00 Doz.
Sample . . . \$8.00



INFANT DOLL

No. 190-49—A cooling, gurgling little darling. 18" tall. All rubber. Dressed in glasser, cotton flannel shirt and receiving blanket, tied with satin ribbon.

SPECIAL PRICE . . . \$37.50 Doz.
SAMPLE . . . \$4.25
No. 910—Same type Infant Doll, 16 1/2" tall, with rubber head, arms and legs and cotton filled body.
SPECIAL PRICE . . . \$30.00 Doz.
SAMPLE . . . \$3.50



TWIN DOLLS

No. 190-65—Cute little likes that are fast sellers. 18" tall. All rubber. Plaque clothes decorated with silk ribbon.

SPECIAL PRICE . . . \$45.00 Doz. Set
Sample Set . . . \$4.50

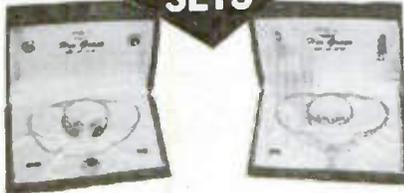


SCOTTIE DOG

No. 100—Large size. Rolling eyes. Two tone rayon plush. Cotton stuffed. Satin ribbon bow.

SPECIAL PRICE . . . \$13.00 Doz.
Sample . . . \$1.50
No. 99—Medium sized Scottie, same as above.
SPECIAL PRICE . . . \$18.00 Doz.
Sample . . . \$1.75
No. 975—Small sized Scottie, same as above.
SPECIAL PRICE . . . \$4.50 Doz.
Sample . . . \$1.00

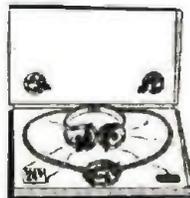
EXQUISITELY DESIGNED COSTUME JEWELRY SETS



Detache set, Necklace, Bracelet and Earrings. 24K Gold Plated. Linked chain. Silk lined gift box.
SPECIAL PRICE . . . \$36.00 doz.

Necklace, Bracelet and Earring Set, Rhodium finish setting. Sealed petite crystal rhinestones. Individually pronged. 100% rhodium.
SPECIAL PRICE . . . \$48.00 doz.

FOR RESALE ONLY



Necklace, Bracelet and Earring Set. 24K gold plated. Linked chain. Silk lined gift box.
SPECIAL PRICE . . . \$30.00 doz.



TEDDY BEAR

No. 113—28" tall. Rolling eyes. Two tone rayon plush. Cotton stuffed. Satin ribbon bow.
SPECIAL PRICE . . . \$33.00 Doz.
Sample . . . \$3.50
No. 916—Same as above, 12" tall.
SPECIAL PRICE . . . \$2.00 Doz.
Sample . . . \$1.25



SKIPPY DOLL

No. 334—Any child will be delighted with this exquisite 24" tall creation. Exceptionally beautiful plastic face. Gaily decorated with leatherette applique, gold buttons and gold braid. Flash-like rubber arms and legs. Available in WHITE or COLORED skin.

SPECIAL PRICE . . . \$45.00 Doz.
Sample . . . \$5.00
No. 324—"Bonnie Doll," same as above dressed in Scotch Plaid Costume, at the same price.

MAJORETTE

No. 111—30" tall. Two tone rayon plush. Cotton stuffed. Exceptionally beautiful plastic face. Gaily decorated with leatherette applique, gold buttons and gold braid.
SPECIAL PRICE . . . \$37.50 Doz.
Sample . . . \$4.50
No. 350—Same as above, 14" tall.
SPECIAL PRICE . . . \$13.00 Doz.
Sample . . . \$1.50

PLUS ALL THESE NEW DOLL CREATIONS!

No. 900 "BRIDE DOLL." 22" tall, dressed in beautiful brocade bridal gown and full length veil . . . \$108.00 Doz.; \$10.00 sample.
No. 1000 "BRIDE DOLL." same as above, 16" tall . . . \$60.00 Doz.; \$6.00 sample.
No. 1050 "BRIDE'S MAID DOLL." 16" tall. Exquisitely gowned in assorted colors . . . \$60.00 Doz.; \$6.00 sample.
MUSICAL BRIDE & GROOM. 7" tall. Plays wedding march and revolves. . . \$66.00 Doz.; \$6.50 sample.
BRIDE DOLL UNDER CANOPY, tastefully dressed in brocade satin gown. . . \$76.00 Doz.; \$7.50 sample.
MUSICAL CHARACTER DOLLS. 7" tall. Play "Happy Birthday," "Jingle Bells," etc. . . \$39.00 Doz.; \$4.00 sample.
No. 2010 "FIVE VOICE DOLL." 27" tall. Mohair wig. Sleeping eyes. Flesh-like rubber skin. Beautifully dressed . . . \$84.00 Doz.; \$8.00 sample.
No. 2300 "SWEET GIRL DOLL." Saran wig that can be combed, washed and waved. Sleeping eyes. Flesh-like rubber skin. 20" tall. . . \$100.00 Doz.; \$9.50 sample.

No. 2000 "PRINCESS DOLL." 19" tall. Mohair wig. Sleeping eyes. Flesh-like rubber skin. . . \$75.00 Doz.; \$7.25 sample.
No. 499 "BABY DOLL." 18" tall. Mohair wig. Sleeping eyes. Flesh-like rubber skin . . . \$37.50 Doz.; \$4.00 sample.
LARGE GLAMOUR BED DOLL. 32" tall. Rayon satin lace trimmed gown with 34" sweep. . . \$45.00 Doz.; \$5.00 sample.
ROBERTA BOUDOIR DOLL. 28" tall. Heavy rayon satin, lace trimmed gown with 34" sweep. . . \$45.00 Doz.; \$5.00 sample.
No. 100/60 MIDGE FORMULA SET DOLL. 10" tall. Rubber. Coos, Drinks, complete with formula making equipment. . . \$27.00 Doz.; \$3.00 sample.
"ANNIE OAKLEY" or "BILLY THE KID" DOLL. 12" tall. All rubber. Dressed in character. . . \$18.00 Doz.; \$2.00 sample.
"SUN BONNET SUE" DOLL. 8" tall, unbreakable plastic, hair wig, gaily dressed in transparent celluloid carrier with gold braided handle . . . \$7.50 Doz.; \$1.00 sample.

- ★ GOLD OR SILVER LOVING CUPS . . . \$22.50 Gross
- ★ CONFEDERATE FLAGS . . . \$22.50 Gross

25% Deposit Required With All Orders; Bal. C.O.D., F.O.B. Phila.

KIM & CIOFFI

912 Arch Street, Philadelphia, Pa.

Market 7-2283



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BIGGEST HOLIDAY
MONEY-MAKER
YOU'VE EVER SEEN

Again, this season, Pee-Wee Pete, the world's most unique drink dispenser, will break sales records! Copied from the famous Mannekin Fountain in Brussels, Belgium, Pee-Wee was given his name by our G.I.'s of World War II.

Not Plastic! Not a Toy!

Pee-Wee Pete is as much fun as a good toy, but he is practical! He's made of shiny bronze, mounted on a polished aluminum base and fits all standard size carbonated beverage bottles for use in home and lodge bars.

FOKS CAN'T RESIST HIM! HE'S THE "LIFE OF EVERY PARTY"

Pee-Wee was made for the gaiety of holidays. He sells on sight to both party givers and gift givers from Thanksgiving thru New Year's at drug stores, cigar counters, depots, men's and specialty shops. He lives every party by his amusing method of dispensing mix for drinks. He "limbles" the mix, or "cascades" it might be more expressive!

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Place your order now! We ship same day order received! Window and counter displays will pay off in BIG PROFITS! Individually boxed! Usually retails \$2.95 vs. Dealers' price, \$21.60 doz. Sample, \$2.50.

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 for
GIFTS! SOUVENIRS!
SPORT! DRESS!

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NEW! NOVELTY SHOCKING BOOK

Ideal for offices, homes and conventions. Leave one on desk or table, curious victim will pick up and "You'll Wish" Near Him scream. They get Harmless Shock.

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- SELF-CONTAINED MECHANISM
- REPLACEABLE BATTERY
- FITS INTO POCKET OR PURSE
- WELL CONSTRUCTED TO LAST YEARS
- ASSORTED TITLES

SAMPLE \$2.00 PREPAID.
 PRICE \$18.00 DOZEN

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 Send for FREE Illustrated Catalog Today.
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PUSH SALE OF THE DURAMATIC PROCESS LETTERS
 We have a dozen colors now—all samples free. Everything of low wholesale.
 Special Deal on QUICK VULCANIZING MACHINE for Fall & Winter—OPERATORS, STORES, SHOPS, etc.

Letters now can be used on Felt and Cloth Hats and Caps of every type, shawls, ponchos, neckties, tee shirts, ribbons, etc. Everything can be dry cleaned and laundered without harmful effects.

DURAMATIC IS ABSOLUTELY GUARANTEED

With DURAMATIC you are NOT limited, you can sell all types of Hats and Caps with NAMES! THE BRILLIANT GLOW letters are terrific this season. Electric Iron Workers, contact us. All Hats and Caps at WHOLESALE to Durable customers. For real sample Hat with NAME, send dollar deposit, or ask for FREE samples of DURAMATIC letters. Contact us by AIRMAIL right away.

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6"x10" \$ 1.00 Doz. 12"x18" \$ 1.50 Doz.
10.50 Gr. 20.00 Gr.

Write for complete Flag and Banner Price List.
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Mdse. Topics

From All Around

Plastic Service Company announces a new line of "animated" novelties for the car, with suction cup attachments, that include Bubu the Zulu, Spooky the Skeleton, a Sko Show line of 12 numbers, and "Lady Godiva."

Avon Pen Products Company, Inc. has introduced a new line of gift pen-pencil sets to retail at \$1. The firm offers a choice of fountain pens with regulation or hooded points or ball point pens, both with matching mechanical pencils in assorted colors.

Club Razor Blade Manufacturing Corporation is offering its Speed-way safety razor blades in packs to retail for 40 cents.

Ferber Pen Corporation has a new low-priced pen called the Presdon Vu-Riter in assorted plastic colors to retail at 25 cents. The transparent barrel comes completely filled with permanent blue ink.

United Arvin Corporation has put on the market a new salt and pepper shaker novelty in fiesta colors to retail at 39 cents. Two kittens labeled "salt" and "pepper" seated on a matching color stand comprise a set.

Oxwall Tool Company, Ltd. is offering a six-piece screwdriver kit including plastic handle of unbreakable, sockproof, non-inflammable amber material with flanged aluminum screw chuck. The interchangeable blades are designed for use by electricians, mechanics, service men and householders.

Doval Sales Company's new mechanical pencil with clip retailing at 25 cents is designed to appeal to the school trade. The items come carded at \$10.50 per gross. In bulk lots the price is \$9.75 per gross.

Shorbert Manufacturing Company has introduced its 1952 line of costume jewelry in two, three and four-piece sets that are said to be of exclusive design. The line is priced for the premium and novelty fields.

Nosey Clown is a new 13-inch clown doll with latex body, cooing voice and a nose that lights when the body is squeezed. Associated Toy & Doll Factories has dressed the item in satin clown suit and cap. Price to jobbers is \$19.50 per dozen.

HELP YOURSELF TO FAST SALES \$27.00

dozen 20% with order
 Sample \$3.00 prepaidd.
 Send cash with order.

Yes, this large 18" eye-catching, lustrous 6-petalled, 6-petaled, Dynamic Plastic is made for fast sales and fast turnover. Comes with 3 detachable servers in attractive colors of yellow and green.

INDIVIDUALLY BOXED
ROBEL SALES CORP.
 Dept. B
 344 Canal Street New York 13, N. Y.

PARTY HATS
 At Jobbers' Prices

Buy your party hats direct from manufacturer at jobbers' prices. Made of best quality crepe paper. Comes assorted colors, trimmed with gay decorations. Buy your stock now for the fall festivities. Ideal for fairs, carnivals, Concessions, Halloween Parties, etc. American Made. C. \$2.95; 10 Cr. \$21.50

Prices F. O. B. Le Center

TYRONE MFG. CO.
 LE CENTER, MINN.

For Imported Mechanical Toys

Write to
ANDREWS & GEORGE COMPANY, INC.
 1416 Alaskan Way Seattle 1, Wash.

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Presenting the
NEW DANCING BALLERINA

The "Ballerina" clock beyond compare. Ballerina is beautifully carved and pivoted in a mirrored hall to the preflight of musical accompaniment. Clock, music and dancer operate on separate control switches. Since Swiss Music Box works electrically, it does not require winding. United self-starting clock with Westminster design and pager. 12" wide and 18 1/2" tall.

\$970 \$10.80 Ea. in Doz. lots
 Samples \$12.00 Each

If not for resale, add Federal Excise Tax. New Fall Catalog Now Ready.
 Write for yours today!
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CUTLER & COMPANY, INC.
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Sensational Value BALL POINT PENS
RED HOT SELLER!

FAMOUS ARILEE PENS
\$13.25 Per Gross
1/2 Gross \$7

REAL FLASH! Stunning Colors!
 Hooded Cap with Grip, Smooth Writer, Retail Value \$4.00

Full Pen visible ink supply and Metal Cap and Clip
 SPECIFY ASSORTMENT DESIRED
 25% Deposit, Balance C.O.D.

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FACTORY CLOSE OUTS
HYDRAULIC BUMPER JACKS
 Lst \$12.95; wt. 13 lbs. SAMPLE \$3.25. Doz. \$2.75 ea.; per 100, \$2.50 ea.
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 About 5 sq. ft. each. Assorted Colors and Sizes. Made of Sheep Skin. Packed 60 Skins to Bundle.
 50c each; lots of 600 skins, 45c each
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 4' Long With Offset Reel Seat (Guaranteed)
 Sample \$2.99; dozen, \$2.50 each; by the 100, \$2.35 each
 All F.O.B. Quakertown, Pa. 25% Deposit Required. Write

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\$19.20 Doz.
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 Bracelets \$4.50 Doz.
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SAUL DE SARETZ
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GENUINE CHINA TABLE LAMPS

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No. 1234 and 1234-1234-1234

OTHER LAMPS FROM \$1.95 UP
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TEAR GAS

A REAL SURE-FIRE SELLER!
THUGS AND THIEVES BEWARE!

This tear gas pearl gun discharges smothering clouds of tear gas to instantly stop, stun and incapacitate the most vicious man or beast. An effective substitute for dangerous fire-arms; causes no permanent injury. Proved in stores, banks, Autos and homes to protect Life and Property. No gun required. Handle as a profitable side line; watch it grow. Start Now! Send \$6.25 for complete demonstrating outfit of Automatic Pearl Gun with 18 demonstrations and 3 powerful Tear Gas Cartridges, guaranteed. Thousands in use. Order your outfit TODAY! Not sold to minors. **HARRIS SUPPLY CO.**, Dept. BB-1027, St. Paul 4, Minn.

FLASH! BRAND NEW! GETS YOU NOTHING BUT MONEY

Sterling Beats Prices Down!

ALL SETS WITH EXPANSION BRACELETS

GREATEST EVER IN STERLING HISTORY

Profits Guaranteed — Exquisite Castume Jewelry Sets With Expansion Bracelets. Master Crafted in Beautiful Designs. Superb White Satin Packaging. Greatest Flash and Value of All Times.

FAST SALES

Style-Guild jewelry creations sparkle with glamour! Your jewelry sales will expand like magic!

Space does not permit us to show 3 other styles, including Sim. pearl designs in Gold. Samples upon request.



IMPORTED HANDSET STONES

EXPANSION BRACELET & SET—75150

Charming five-piece set, fashioned from hand-set stones in rhodium fin. crystal. New jewel-trim expansion bracelet. Also available in 14-k yellow gold fin.

\$3.50
set



6

PIECE
MATCHED SET

\$3.50
set

Hot Sterling Special!



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EXPANSION BRACELET AND SET—75151

Delicately designed in assorted colors. This flattering style in five delightful pieces. Floral pattern of hand-set stones in Hamilton gold-pl. sets.

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YOUR CHOICE OF ANY

\$3.50
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1 EACH SAMPLE OF THE FOUR CREATIONS SHOWN, \$16.00 POST PAID

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Complete with \$39.95 price tags. Packed 12 ass. boxes to the carton.

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Old-world loveliness! Six-piece set, elegantly gold plated and set with regal imported stones.



TRADITIONAL BOW KNOT DESIGN

EXPANSION BRACELET AND SET—75153

Imported crystal baguettes and stones. Rhodium fin. Jewel expansion bracelet. Movable pendant highlights this feminine creation. Also available in 14 kt. yellow-gold fin.

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**No. 450
Mahogany Finish
Bowling Clock**

Figure and pins in highly polished gilt metal. Large dial. Very noisy. Self-starting United movement.

Sample Lots of 6 \$7.00
\$7.25 or more



**No. 195
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HURRICANE
LAMP**

\$1.30 ea.
\$15.00 per doz.

Distinctive, attractive lamp for any purpose. Beautiful on a mantle, piano, in the bedroom. Ideal for prizes.

1/4 frosted glass shade, clear crystal crimped top, 15 1/4" high. Available with Ruby shade and Ruby prisms. Specify color.

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\$8.50
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**HULA
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Lots of 6 or more \$8.75

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Original, Attractive 4-Piece Jewelry Sets in Rhodium-White and 24 Kt. Gold-Plated.

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!!EVERY DAY!!**

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A Real
Money
Maker
\$4.50
doz.**



Gold finish. White brilliant center. Red sides.

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Full
of Life!
First
Brill-
lancy
\$3.85
doz.**

Gold finish. White brilliant center. Red sides.

The Original Ex-O-Flex
OVERHAND-EXPANSION
MASSIVE IDENT. BRACELET
Nickel Silver Finish
Formerly \$18.00 Doz.
NOW \$9.50 Doz.—\$108 Gross



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WATCH BANDS**

Finest Stainless Steel—Yellow Gold Plate Tones and Swartzburg Chrome.

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A PUSHOVER AT THIS NEW LOW PRICE!

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**TOY
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REAL ACTION PROGRAMS



Featuring GENE AUTRY—WOODY WOODPECKER—ANDY PANDA and many more favorites.

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SENSATIONAL VALUE

Beautiful 2 piece set. Placard point fountain pen, surmount pencil and precision ball pen. Assorted colors. Attractive box.

PER GROSS \$39.00
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Phone Pens Sell Like Wildfire!
Combination ball pen and fountain. \$42.00 gross
New 1951 Vac-u-fill \$36.00 gross
Fountain Pen.

Two-Piece Set, \$36.00 per gross. Send \$5.00 for the Complete Sample Set.

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CONCESSIONERS, NOVELTY SHOPS

3-PIECE PEN SET



Consisting of ball point pen, fountain pen and pencil. In beautiful box. Beautiful gold embossed \$7.50 trade comes with set.

\$4.00 per doz.
\$42.00 per gr.

Beautiful, Gorgeous Christmas Corsages \$18.00 to \$24.00 gr.

They are made up beautifully

CHRISTMAS RED WAX DAHLIAS

Per 100, \$3.50
Per 1,000, \$30.00

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\$16.00 Dz.
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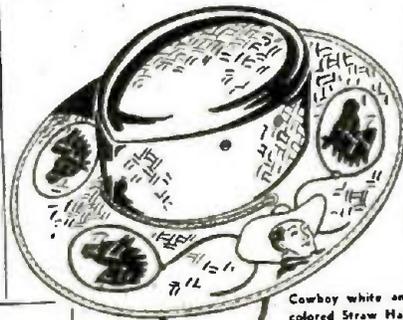


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DOZ. \$4.50 GR. \$51.00

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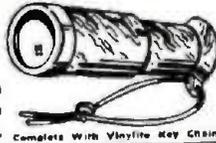


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10 Different Styles

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The Telescope in which you insert your own pictures. \$7.00 Per Gr.



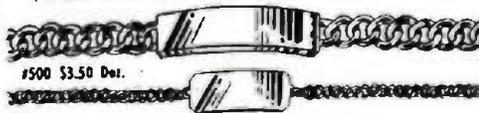
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Eye-Appealing Per Dz. \$11.00 Sample \$1.50

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Nickel Silver, beautiful curved name-plate identification bracelets. You can put your name on this bracelet. Heavy strong link chain—sister hook catch.



#500 \$3.50 Dz.
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30" High, Bears, Sweetheart Dolls, Dream Majors, Policemen, Cowboy and Jeckey Girls. These plush toys are the hottest selling items around.

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Cinderella Dolls and Bride Dolls 36" \$42.00 Dz.



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Contains of 4 card holders, secret pocket and Bifold all in one. Every one in an attractive box.



Dz. \$5.50

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We have the latest and flashiest Jewelry Sets in America. Punchboard operators, valets and concessions can clean up with these flashy sets. Each one boxed in a beautiful plush box, silk lined. Our sets are the real McCoy.



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All sets for resale only



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Ladies' 24-carat, gold plated Locket and Chain. BOXED—PER DOZ., \$15.00
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Terrific assortment. Ladies' very fine gold-plated Scatter Pins. 1 in a set. \$4.00 Per Dz. Sets
These are gorgeous.

ELECTRIC DRY SHAVERS Confederate Flags, 12" by 18" with stick. \$1.85 ea. in lots of 6 \$2.00 doz. \$21.00 gr.

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Beautiful 5-piece set Pen, Pencil, Ball Point Pen, Knife and large Flashlight Key Chain. Complete in beautiful box with price tag. \$9.50 dz.

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In luxurious gift box, consisting of new high-grade nationally advertised watch, gold plated case and expansion watch band to match. Lustrous gold plated cuff links, key chain and tie holder. Written guarantee. Complete box and jewelry set.



\$9.50 each set \$1 additional for samples



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Fastest-selling item in the country. Silver and gold plate.

\$21.00 gr.

NEW Kiddie Felt Mats with Pompons and sun-glo fluorescent trimmings. Gr. \$27.00. Without Pompons. Gr. \$24.00.

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FELT CREW HATS Assorted beautiful colors with Pompons and new sun-glo fluorescent trimmings. Gr. \$36.00

Confederate Hat

This Confederate hat is the rage of the country and selling like wild-fire.

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#36 Paddle Balloon

Mottled. Blows up to about 2 feet.

\$7.00 GR.

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High-Hat Feather Dolls: 4" Per Gr. \$ 9.00 6" Per Gr. 13.50 7" Per Gr. 15.00 12" Per Gr. 39.00

SMALLEST LIGHTER in the world



For Ladies and Men. Beautiful Chrome finish. Dz. \$2.00

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High-Hat Monkeys. Per Gr. \$7.80, \$10.80, \$18.00, \$21.00.

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Jumbo White Fox Tails With Comic Cards	Dz. 4.50

Felt Comic Hat Bands	Per 100 \$ 1.50
Plush Dolls, Bears and Jeckey Girls	Doz. 36.00
Red, White & Blue Batons With Final and Bells	Gr. 13.00
Imported Japanese Beads for Gownways	Gr. 2.50
Water Beach Big nose!	Dz. \$175. Gr. 18.00
Maple Walking Parade Cans	Per Gr. 30.00
Lancette Batons	Per Gr. 15.00
Long Lash Whips	Per Gr. 13.50
Confetti—50 Lb. Carton	5.00

Complete line of New Year's Merchandise. Horns, Hats, Serpentes and Noise-Makers.

Special Rubber Football

that you can inflate Per Gr. \$9.00

FOOTBALL MERCHANDISE

Football Players, small size	Per Co. \$12.00
Large size	Per Co. 21.00
Gold-Plated Footballs	Per Co. 4.00

Lucky Rabbit's Foot Key Chain	Per 100 \$ 4.00
Jumbo Rabbit's Foot Key Chains	Per 100 5.00
Bibson, any color—50 yards	1.00
50 Ligne Bottom	Per 100 \$2.00; Per 1000 17.50

WIND-UP MECHANICAL TOYS

These mechanical toys are sold at less than cost

Walking Seal and Ball, large size	Dz. \$ 4.50
Walking Seal, large size	Dz. 4.00
Walking Seal, medium size	Dz. 3.00
Mechanical Cowboy and Spinning Lariat	Dz. 31.00
Mechanical Santa Claus on Sled	Dz. \$4.00; Gr. 45.00
Mechanical Boy on Bicycle	Dz. 2.80; Gr. 21.00
Mechanical Merry-Go-Round With Tuba Player	Dz. 2.75
Jumping Fur Dog & Rubber Ball	Gr. 31.00

JEWELRY

Beautiful 4-piece fine rhinestone sets. Per set \$2.75
5-piece Jewelry sets in gorgeous gift box. \$36.00 Dz. sets
Remember Assortment—Send for Catalog

\$6.00 DOZ.
\$69.00 GR.
SAMPLE SET \$1.00
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.

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.

SPECTACULAR VALUES!!!

Just Received—Large Quantity



Jumbo Aladdin Table Lighters
\$9.00 Doz
~~\$90.00~~ Gross



CAMERA LIGHTER
\$200/50
\$7.20 Doz.
~~\$75.00~~ Gross



BOOT LIGHTER
15825 Western Boot Table Lighter.
\$7.20 Doz.



AUTOMATIC PENCIL LIGHTER
\$4.50 Doz.
~~\$42.00~~ Gross
Genuine Mother of Chrome Finish



#1396 LAMP STYLE TABLE LIGHTERS
\$6.00 Doz.
~~\$54.00~~ Gross

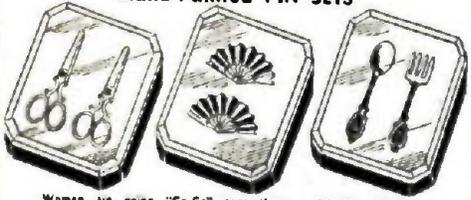
AUTOMATIC PENCIL LIGHTER
\$7.20 Doz. ~~\$72.00~~ Gross



#1396 LAMP STYLE TABLE LIGHTERS
\$9.00 Doz. ~~\$90.00~~ Gross

#100/40 GIANT PORCELAIN TABLE LIGHTERS
\$9.00 Doz. ~~\$90.00~~ Gross

LATEST JEWELRY FAD... Hand-Painted PIN SETS



Women are going "Go-Go" over these perfect hand-painted miniatures. Twenty different styles with safety catches. Each set in sparkling plastic gift box. Sells on sight!

\$5.40 Doz.
~~\$54.00~~ Gross
50¢ post-age for sample parcel

!! LOWEST PRICE SPECIAL!! Imported Fine Quality EXPANSION WATCH BAND



Highly Chrome Plated

1 Gross Lots	5 Gross Lots	Simple Dozen
\$42.00 Gross	\$39.00 Gross	\$3.75

A SPECTACULAR & TERRIFIC LEONARDO PEARL CREATION...



Consisting of a fine quality, indestructible 3-strand "imitation" pearl necklace with radiant rhinestone clasp, put up in attractive parcel-lined metal powder box. Those who know will use the Leonardo Pearl every time. "There must be a reason!"

The Greatest selling number in the country— one operator alone sold 3,000 last week!
Add \$1.00 for postage.
NOTE THIS ROCK-BOTTOM LOW PRICE!

\$12.00 Doz.

WRITE FOR HOLIDAY GIFT LIST!

IMPERIAL MERCHANDISE COMPANY

893 Broadway New York 3, N. Y.

you haven't LIVED till you've seen...

MODELS Paradise

A NEW EXPERIENCE IN RARE BEAUTY MOVIES

8 mm. 50 ft. \$3
16 mm. 100 ft. \$5
COLOR SLIDES 5 1/2x2 1/2 to set \$2
PHOTOS 8 1/4x5 1/2 to set \$2
OR SEND 25¢ for sample photo and illustrated folder.

JAY ROSS
13563 Ventura Blvd., Dept. 88
Sherman Oaks, Calif.

Sensational Savings

Men's Chain Idents—
Chrome Expansion Watch Bands—
Men's Expansion Watch Bands—
Men's Expansion Watch Bands—
Men's Expansion Watch Bands—

NEEDLEBOOKS
70 Goldens w/ Threader... \$10.00 Doz.
60 Goldens w/ Threader... 9.00 Doz.
40 Goldens w/ Threader... 8.00 Doz.
10 Army Navy Needlebooks... 3.00 Doz.

LIGHTERS
Midget Chrome Lighter... \$3.50 Doz.
Midget Pearl Lighter... 3.50 Doz.
Midget Pistol Lighter... 3.50 Doz.
Large Pistol Lighter... 3.50 Doz.
Large Gold Pistol—Pearl Handle... 4.00 Doz.
Large Success Lighter... 4.00 Doz.
Automatic Table Lighter... 9.00 Doz.

WALKING ANIMALS
Large Silver Walker... 4.50 Doz.
Large Silver Elephant... 4.50 Doz.
Large Walking Chimpanzee... 4.50 Doz.
Small Walking Bear... 2.50 Doz.
Jumping Rabbit... 2.00 Doz.
Jumping Dog... 2.00 Doz.
Hula Hula Dancer... 3.00 Doz.

KNIVES
3 Blade Pocket Knife... \$3.50 Doz.
4-Blade Scout Knife... 3.50 Doz.
2-Blade Pocket Knife—Aust. 2.75 Doz.
6-Pc. Star Handle... 2.00 Doz.
Kitty Set, Per Set... 2.00

SPECIALS
Mechanical Pencil—gross—
Ball Pen w/ cap and clip... 35¢ Doz.
Landscape Lighter... 75¢ Doz.
25¢ doz. with all orders, bal. C.O.D.

ROYAL SALES COMPANY
156 West 23rd St., New York 11, N. Y.

MIRACLE CROSS
and St. Christopher
KEY MEDAL
Most timely item in years! Lord's Prayer appears clearly, distinctly with intricate magnificent design. Individually boxed.

MIRACLE \$7.20 Key Chain \$5.40
CROSS Doz. MEDAL Doz.

NEW FALL CATALOG READY
New line-up of Watches, Silver, Jewelry, Aluminumware, Housewares, Dish & Cutlery. Send for copy NOW!

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P D Q—World's Greatest PHOTO BOOTH CAMERAS

Dependable —
8 1/2 x 11 in. 1.5 sec. DIRECT VIEW PORTS. Picture taken in 3 min. view. Camera fits in 21" cabinet for any size photo booth. Attractive, easy to transport and quick assembly. Removable film. Fully guaranteed.

Also portable camera. Write for details

P D Q CAMERA CO.
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Sell Tinsel Xmas Signs

70 Signs, Homes, Of Fine and Clear, are an excellent of Christ, and your young children's eyes. Mother dear, metallic foil metallic streamers and monies. Marvellous full or spreading, more market. Order your samples TODAY!

TERRIFIC 25¢ TO \$100 SELLERS FOR THE CHRISTMAS SEASON!

3 Metallic Foil Xmas Streamers, 13x48 \$1.00
2 Mother of Pearl Xmas Signs, 7x12 \$1.00
5 Ultra-Blue Tinsel Xmas Signs, 11x12 1.00
10 Ultra-Blue Xmas Signs, 7x12 1.00
10 Ultra-Blue Xmas Comedy Signs, 7x12 1.00
10 Ultra-Blue Xmas Signs, 7x12 1.00
10 Ultra-Blue Xmas Signs, 7x12 1.00
10 Ultra-Blue Religious Signs, 7x12 1.00
10 Ultra-Blue Signs, 7x12 1.00

L. LOWY
812 Broadway, Dept. 437
New York 3, N. Y.

GUARANTEED SALES
HAS JUST RECEIVED A MOST BEAUTIFUL AND COLORFUL NEW LINE OF

MOSAIC JEWELRY

PRICES RANGE FROM:
Brooches, Necklaces, Bracelets, Earrings & Earring Sets, \$6.75 to \$13.50 doz. \$6.75 to \$15.00 doz. \$6.75 to \$36.00 doz.

Genuine Imported Butterfly Wings are used exclusively in the manufacture of the exclusive Guaranteed Sales line of

BUTTERFLY WING JEWELRY

\$4.20 DOZ up to \$36.00 DOZ.

Available in necklaces, bracelets, brooches, earrings, compact, ring, cuff buttons, tie slides, etc. About 400 different and fast-selling repeat styles that are sweeping the country like a tornado.

NEWER THAN NEW!
We are again proud to be the first on the market with the best value in gems. Our Exclusive

Flowered Turquoise Jewelry,

Also Coral Combined With Turquoise

These turquoise repeat and repeat items available in hundreds of varied styles. Imitations of hand-made gem—rhodium finish silver metal—traded with turquoise in Necklaces, Chains, Pins, Earrings, Cuff, Clip and Tag Bracelets, etc. Earrings in either button or hanging styles.

ALL AT \$6.75 DOZ.
Turquoise rings with adjustable shanks—\$4.50 Doz. Sample of any of above—\$1 each.

GUARANTEED SALES
brings you boxes full of profit
Beautiful Hand-Made

Pin & Earring Sets

Set in boxed in 8 cranning styles each with full color range. Retail price marked \$5.95. Additional Sets Up to \$60.00 Doz.

Your Coat **\$13.50 Doz.** Individual **\$4.50**

Be sure to try our \$25.00 or \$50.00 complete assortment of jewelry. Money refunded when merchandise is returned if you are not satisfied.

We stand behind our name—No Sales Final—Money back guarantee on all purchases within 10 days if not satisfied. State your business—10% discount with order, balance C.O.D.

GUARANTEED SALES
2 East 23rd St., Room 202
New York 10, N. Y.

PHONOGRAPHS

AT TRAFFIC BUILDER PRICES + QUALITY + STYLE

DEAN claims no "firsts" nor "awards." Just a good phone priced for profits!

• Finest Parts Used • Tested • Guaranteed U.L.

BUY DEAN

Prime manufacturers of Phonographs. High in Quality—Low in Price.

Write to George H. Pass, president, for new catalog and name of representative or distributor nearest you.

DEAN 35 Fifth Avenue
Brooklyn 17, N. Y.

OVER 600 PINS AND IDENT FOR ENGRAVING

ENGRAVERS & DEMONSTRATORS
Send for catalogue. State your business.

DEXECO, INC.

Manufacturers of engraving jewelry
191 SOUTH STREET PROVIDENCE 3, R. I.

SILVER PLATED 32-Pc. SERVICE FOR EIGHT

8 Knives 8 Soup Spoons 30 Sets
8 Forks 8 Teaspoons \$5.10 or More
\$2.00 Sample Set \$5.50 Set

34-Pc. SERVICE FOR EIGHT

8 Knives 8 Soup Spoons 30 Sets
8 Forks 8 Teaspoons \$5.50 or More
\$2.00 Sample Set \$6.00 Set

Chest as Illustrated
No. 1025 Each \$1.00

ROHDE SPENCER CO.
223-225 W. Madison St. Chicago 6, Ill.

IT'S "SUPREME" FOR CHRISTMAS!

COMBINATION
ROTISSERIE
AND BROILER

Triple chrome on heavy range steel. Largest size made. A "Supreme" flameless drip pan. Special EXTRA 2500 in 1/4 in. cuts. Won't blow fuses.

\$28.50
EA.

In Lots of Six
SAMPLE \$30.00



DOLLIE BRAIDS DOLL

Genuine NYLON braids, trimmed with satin ribbon bows. Magic skin. Beautifully dressed, individually boxed, 12 to master carton.

\$27.50
DOZ.

Sample, \$3.00

IMMEDIATE DELIVERY!

1/2 Dep., Bal. C.O.D., F.O.B. N. Y.
WRITE—WIRE—PHONE YOUR ORDERS!

SUPREMIUM MANUFACTURERS

300 10th Ave.,
New York, N. Y.
ORPhone 5-4799

the NEW action toy!

WONDER DANCERS

TELEVISION OPERATORS

Sters Demonstrators—Pitchmen

- Here is an attractive item that will get you action now.
- Here is the time for best results because of television shows featuring puppets. Simply mention they operate like them and the kiddies put on their own show at home.
- Dancing Doll idea—here is the package you have been waiting for. Complete in every way. Ready to sell.
- This item must not be sold for less than 30 cents. We suggest 50 cents.

Sample Packed: 3 for \$1.80
\$1.00 Per Gross
1/3 Cash, Balance C.O.D.
Packed 6 Gross to Case
JAYSTIK SALES CO.
877 Ashland Ave. Atlanta, Ga.

THEY DANCE!

GIFT CATALOG NOW READY

WRITE FOR YOUR COPY AND
STATE TYPE OF BUSINESS

- 42 Inch Outdoor Electric Candles
MAB00—Pair \$6.33
 - Electric Wreaths
MA1115—Each78
 - Flameproof Roping—Red
or Green
 - MA310—60 Yard Bundle55
 - New Year's Horns
MA100N—Gross 5.35
 - 50-Pc. Nobe-maker—Asst.
MA2—Each 3.25
- 25% deposit with all C.O.D. orders.

JOBBER-DISTRIBUTORS

Terrific Flash & Values in Real Fur & Phox
Stuffed Toys for the Christmas Season



22X 12 1/2" Real Fur bear, seal, colors. With plastic harness, \$16.98 \$15.00 ea. With bright colored ribbon. To receive FREE Catalog you must state nature of your business.

ACE TOY MFG. CO.
122 West 27 St., New York 1, N. Y.

LEVIN BROTHERS

Established 1866
TERRE HAUTE, INDIANA

Sub Sales Without

Holy Miracle CROSS

With Magnified Lord's Prayer in Center of Cross

Now, ready for lamp, date, delivery. Like great new seller in ready for your holiday gift!

Each Cross is imported. French rhinestone on 84 blended with unaltered crystal. Emerald, ruby or all crystal.

RUSH ORDERS NOW

7.20 DOZEN \$81.00 GROSS

25% with order, balance C.O.D. Write for novelty catalogue and prices.

BENGOR PRODUCTS
18 W. 32nd St. New York 10, N. Y.

LITTLE SQUIRT

This sensational seller is a copy of the famous Minkette statue in Brno, Czech Republic. Dressed in a beautiful, light blue dress. Made of plastic individually packed in a most appealing box. Orders shipped same day received. \$4.00 doz. P.O.B. N. Y. or green. Sample \$ for 11 doz. 25% on all C.O.D. orders. 25-10 days to reach you. UNIVERSAL SPECIALTIES CO., 513 Fifth Avenue, New York 17, N. Y. Murray Hill 7-4700

'SELL'ational

COLORFUL
BALL PENS
Unbelievably Priced
Irresistible sellers at their low, low price. In an assortment of lively metallic colors, they'll give months of writing pleasure. These are handsome pens for you. Each with metal refill. Add 2¢ filling for above pens, \$5.00 per 100.

Everyone's Going Pioneer

With these New Sensational GENUINE RACON Frontier HATS

Selling like wildfire from every man and boy loves these Pioneer style hats for hiking, hunting and all-round outdoor wear. Available in small, medium and large sizes. They make terrific holiday gifts.

\$4.98 Seller
\$24 Doz.
Samples \$1.50 each.

Quality WINDPROOF LIGHTERS

Compare in looks and performance to much more expensive lighters. Sturdily constructed in heavy steel plate with collapsible windproof shield. Big holiday sellers.

\$10.80 DOZ.

Confederate Pennants & Flags

IT'S THE LATEST RAGE IN THE SOUTH

Confederate Pennants

7" x 11" \$10.00 per 100
12" x 18" \$12.50 per 100

Confederate Flags (with streamer)

4" x 6" —80¢ doz. \$9.00 gross
12" x 18" —\$2.40 doz. \$27.00 gross

Write for Flag Prices Without Stocks

Confederate ARMY PEAK CAPS
Net \$2.00 Retailer
12 assorted sizes to dozen. \$9.60 doz.

Write for complete novelty prices list with order, business card.

BENGOR Products
18 W. 32nd St. New York 18, N. Y.

Sure-Fire Sales Getters!

17 JEWEL QUALITY WATCHES
FOR THE QUANTITY PREMIUM BUYER

COPIES OF VERY EXPENSIVE WATCHES
ALL CASES R.G.P., STEEL BACK, SWISS STRAP

135 \$14.75
136 \$14.75
137 \$14.75
138 \$14.75
139 \$14.75
140 \$14.75
141 \$14.75
142 \$14.75
143 \$14.75
144 \$14.75
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196 \$14.75
197 \$14.75
198 \$14.75
199 \$14.75
200 \$14.75

TRICO'S XMAS CATALOG NOW AVAILABLE

Remember Trico's Policy—Money Back For Refs. Only 25% with C.O.D. Orders. Refill in 10 days postpaid.

75 WEST 47TH ST., NYC TRICO WATCH TIME Judson 6-3154

Remember Trico's Policy—Money Back For Refs. Only 25% with C.O.D. Orders. Refill in 10 days postpaid.

ONLY WE CAN OFFER YOU THIS FINE MERCHANDISE at these LOW PRICES HOLIDAY SPECIALS

Our assortment of Necklaces and Earrings sets, each in a beautiful gift box. These sets are Gold Plated with a 14K Gold Finish. Set with the finest marking stones.

\$21.00 Doz.

A. LEONARD CO.

51 Boston St., Providence, R. I.

2 1/2" x 4" Compass Bracelet Very Attractive Gift. Plated in 14K Gold Finish. Individually Carded.

\$5.50 #L 40 INDIVIDUALLY CARDED

MAKE \$50 A DAY

Selling our exclusive line of Rhinestone jewelry!

HERE'S a brand new fast moving line! Get on the band wagon now! THERE'S NO COMPETITION!

EVERY conceivable is in a beautiful and practical jewel box. IT SELLS ON SIGHT!

WRITE TODAY FOR FREE DETAILS

"EXCLUSIVE DISTRIBUTORS OF JEFFORD CREATIONS"

O. FAUST
123 N. 8TH STREET, DEPT. B1
PHILADELPHIA & PENNA.

WRITE TODAY FOR FREE DETAILS

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!

CONFEDERATE REBEL NECKTIE

A proven best seller. Read LIFE, Oct. 15th issue, pages 65 & 66. Finest quality neckwear with woven REBEL FLAG. TERRIFIC sales for tourist, football games, conventions and gifts.

\$8.75 per doz. Sample \$1.00.
25% Deposit, Balance C.O.D. Jobbers, write.

GLENCO SALES
P. O. BOX 835 BLUEFIELD, W. VA.

SENSATIONALLY PRICED

PRECISION MADE
ELECTRIC SHAVERS
\$1.95 EA.

In Dot. Lot.

Individually packed in beautiful and selling counter box with \$19.50 price tag. Each equipped with simulated skin mesh.

Terms: 25% Deposit, Balance C.O.D. 1000 units \$17.00 \$17.00.

NATIONAL DIST. CO.
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GET MORE BUSINESS AT LOWER COST WITH HALVORFOLD!

In demand by those who know and appreciate the best, the old and reliable line of LEATHER GOODS by HALVORFOLD is now available for GOOD WILL and ADVERTISING GIFTS. Over 4 years' experience in manufacturing enables us to offer the best at rock-bottom prices. Many famous circulate order HALVORFOLD products every year as gifts for special friends. Write us now for catalog and other details.

JOBBER-DISTRIBUTOR-SALESMEN everywhere will quote.

HALVORFOLD-KWIKPRINT COMPANY
Dept. 34, 700 East Union Street, Station G Jackson, Mich.

WATCHES
Bulova—Elgin—Seorus
Waltham—Genoa
Expertly Reconditioned.
Send for FREE Catalog

PLYMOUTH JEWELRY CO.
Dept. B, 143 Canal St.
New York 13, N. Y.

YOU'RE MISSING SOMETHING

Only \$10.95 Retail

Your Price \$7.50 and Less

100 Christmas volume available to you. One Los Angeles Dept. Store sold over 1000 units this year. Many other outlets sold more than 2000 units each. Plenty of virgin territory—set your share of this vast market for the EAGER BUYER.

HEAVENLY hairbrush set. Full 2 1/2-inch cut, tempered comb blade, rap fence, indestructible gauge. Retail \$10.00 and \$7.50 for demonstrator. We prepare all shipping costs. Satisfaction guaranteed. Write for free details.

SIERRA TOOL COMPANY, Inc.
18747 Chandler Blvd.,
North Hollywood, Calif.

BRAND NEW Chronograph & Stop Watch

RED HOT ITEM

\$5.00 plus 15% tax, 25% over, bal. C.O.D.

Precision time-keeper. Swivel dial. Swivel band. Push button stop and start.

KANE WATCH CO.
104 Canal St., Dept. 401
New York 1, N. Y.

RUGS, \$32.50 ea.

Buy DIRECT from Reliable Importer. Glowing Oriental Reproductions, heavy, heavy, heavy. Buy them now. See \$100.00 Per Foot Quality. Woven through to back of durable, fine selected Rayon Cotton Yarn to give years of Wear. Greatest Money-Maker today. ALL SIZES AND COLORS. No stock. No order. No hold-up within 3 days. Write TODAY for free wholesale price list and catalog. 25% deposit with order. Balance C.O.D. if not retail.

LO-US TRADING CO.
Dept. B-37, 1637 Locust St., St. Louis 3, Mo.

CLEAN UP WITH PLASTIC BAYON TOWELS

Powerful Quick Demonstration
Grease, Ink, Water, Floor, Rust, Oil, etc. out in cold water. Use over and over. Package holds 4 10" x 10" Towels. \$1.50 per 100. Send \$1 for sample package & Towels. Big profits every year. All orders 50% deposit. Balance C.O.D.

SUBBHAM PRODUCTS
424 6th St. South St. Petersburg, Fla.

Attention Demonstrators and Engravers!

EXPANSION IDENTS
(IN TRANSPARENT TOP BOXES)

7.20 =

SEND FOR FREE CATALOG STATE YOUR BUSINESS

• KEY CHAINS (Assorted Designs) • TIE SLIDES
• IDENTS • LOCKETS • STONE SET CROSSBARS

See for a \$5.00 Assortment of Brand Merchandise Today.
SUA IDENTS, ASSORTED SIZES, 118 Pkts. and up.

FRISCO PETE "FOR SAME DAY SERVICE" Call FRANKLIN 2-7567
"FOR SERVICE THAT CAN'T BEAT" 604 606 W. LAKE ST. CHICAGO 6, ILLINOIS

MANUFACTURER'S XMAS SPECIAL

70% Wool Felt Quality Twill
XMAS STOCKINGS **BLIMPS**

12" size \$90.00 12" size \$86.40
Cuffed, with long handles 17" size \$182.00 18" size \$172.80

Put names on these for a TERRIFIC Holiday business. Samples of Stockings or Blimps, \$1 each. Terms: 25% with order, balance C.O.D. We also manufacture Christmas Cards, Caps, 100% Wool Felt Wreathings.

THE FIELD COMPANY 360 S. Los Angeles St., Los Angeles 13, Calif.

100 BALL POINT PENS
IMPRINTED with YOUR NAME or AD

100 for \$9.50, 250 for \$23.50, 500 for \$46.25, 1,000 for \$90.00, 2,000 for \$170.

Money Back Guarantee. 25% with order, balance C.O.D. Minimum order 50 for \$5.00.

A Terrific Xmas Gift and Goodwill Business Builder!
Give your Customer Something to Remember You By!

IDEAL M.O. SERVICE, Dept. BB 1133 BROADWAY NEW YORK 10, N. Y.

LARSON JEWELRY CO., INC.
51 So. Main Street, Attleboro, Mass.

Our regular QUALITY line is available for the holiday season. New customers: Order our representative \$10.00 sample assortment.

NOVELTIES JEWELRY

Hamid Threatens
• Continued from page 58

that the union either could not, or would not, render.

Commenting on the \$125 wage minimums for singles contained in the code, Hamid said that George A. Hamid & Sons does not have a single act of any kind that earns less than twice that amount. In view of their earnings, and the fact that they could not be considered a group of underprivileged people, Hamid said they could well afford to pay for their own insurance, if they wanted it.

"In my opinion, unless AGVA, its members and board of directors correct their aims and use good judgement and not be misled by Vic Connors and Henry Dunn, they soon will find out that instead of helping performers they may ruin the last remaining field for variety artists," Hamid said.

Free Sample!
FAMOUS 7 1/2 LB.
ALL-RUBBER
DOOR MAT
MAKE \$650 PER MONTH

If you are in the business of selling for profit, then this ad is for you and you alone. This history making offer is made for one reason only—so you can see and feel this famous product before you Personalized Door Mat. You pay only postage and handling, \$1.00. We will send a full color perfect stock sample in a beautiful color (no black samples allowed).

GIANT 18"x28" SIZE

THE GORDONS
BRICK RED POWDER BLUE
"LAC" OR "CARMEN GREEN"
SOLID COLORS

4,000 Rubber Scraping Fingers
FAMOUS MITCHELL PERSONALIZED MAT
SELLS FOR \$3.45

You hold a big name—15 letters max. For instance: "Tom and Mary," "The Jones," "The Jones."

A Big Volume Big Profit. Nationally Advertised Item.

PLEASE ENCLOSE THIS COUPON
R. L. MITCHELL RUBBER CO.
Attn: Ray Mitchell, Dept. B-10
2118 San Fernando Road
Los Angeles 45 Calif.

Please send my sample, order book and price list enclosed to 81¢ cover postage and handling. I understand that I will be under no obligation.

Name _____
Address _____
City _____ State _____

NEW! KNITTED TIE & BELT SETS

In a Choice of 6 Sparkling Colors

Selling Like Wildfire

It's the latest rage. These smart matching Belt and Tie Sets are getting more requests. And why not? Their value packed with quality, beautiful knit in choice of Rust, Grey, Red, Navy, Green. Join the sales parade now in time for big \$24.00 gift buying. Order before now. 25% deposit with C.O.D. orders.

\$24.00 Each belt is adjustable to a 7" shoe—small, medium or large.

SCHAFFER Originals, Inc.
18 West 15th St.
New York 10, N. Y.

IDEAL GIFT ITEM
TWIN HURRICANE LAMPS

Each lamp 6" high, white base with glass chimney, complete with burner, gas and beautifully gift boxed.

Two dollar value and worth every cent of it.

Dozen pair, \$7.00; 3 doz. pair, \$22.00; sample pair, \$1.00

Postage extra. No catalog, order from this ad. Satisfaction guaranteed.

KEYSTONE SERVICE
LOWELLVILLE, OHIO

NYLONS AT WHOLESALE
Guaranteed FIRST QUALITY—FULL FASHIONED Beautifully Based Exclusive BETTY JANE LEGMOLD Styling

51 Gauge—15 Denier . . . \$ 9.40 Doz
51 Gauge—20 Denier . . . 10.20 Doz
51 Gauge—30 Denier . . . 9.80 Doz
Black Seam . . . 9.80 Doz

5% DISCOUNT ON 5 DOZ. OR OVER
Sizes 8 1/2 to 11—Neutrl. Beige and Suntan

HOUSEHOLD MART
157 St. Nicholas Ave., Dept. BB
Brooklyn 37, N. Y.

GIVE TO THE RUNYON CANCER FUND

FUR COATS
JACKETS—CAPES

Large assortment of NEW 1951-52 outstanding creations. Perfect quality. Excellent workmanship. Distinctive fur of popular prices. EASY EXTRA MONEY in jobs spare time selling furs to your friends and neighbors. Send TODAY for our New Illustrated Catalog and Price List. It's FREE.

S. ANGELL & CO. Manufacturers
224 W. 37th St., (Dept. B-3), N. Y. 1, N. Y.

Pitchmen: Pick up fast bucks Extra Easy with PIONEER Qualatex Christmas Balloons

Two color Santa Claus prints, 1000's
Toss ups—1000
No. 9-X 1000
No. 11-SK Round
No. 11-SK Round
Toss ups—1000
No. 9-X 1000
No. 11-SK Round
Toss ups—1000

People buy their kids everything in sight at Christmas time! Float these bright shiny PIONEER Qualatex Santa Claus balloons—watch 'em sell fast! No effort. Kids yell for them—parents are pushovers for quick sales! Easy to blow up. Stay fully inflated. Red and green. Terrific for department store operators. Order from your wholesaler or write us today!

The PIONEER Rubber Company
107 Twin Road • Willard, Ohio

BIG MONEY IN SWISS WATCHES
MAKE UP TO 100% PROFIT
Sell Our Low Priced Watches (Retail Below \$10)

• Brand new watches only
• All watches carry one year's service guarantee certificate
• Wholesale only, no retail.

Men's sweep second Radium Dial in chrome case with pushpins. \$2.25
Same! With 7 JEWELS. \$4.25
SHOCK RESIST; Add 30¢ to above price.
CHRONO-STOP with 1 pushbutton sweep. Radium chrome case with pushpins. \$3.75

Ladies' (Nurses) sweep second Radium Dial in chrome case with pushpins. JEWEL MOVEMENT. \$4.10
Same! (Nurses) With 7 JEWELS. \$4.90
CALENDAR for next JEWEL sweep second. Radium Dial with AUTOMATIC WINDOW, in chrome case with pushpins. \$3.95

Dealers only. Send today for FREE catalog. Please state with request that you intend to use any merchandise purchased from us FOR RESALE ONLY. Genuine leather straps 1 1/2 each. Minimum order, 1 dozen of the same type or assorted.

TRANSWORLD TRADING CO. 565 5th Ave., N. Y. 17

THIS IS IT!
HIGHLY STYLED—GLAMOROUS—BEAUTIFULLY LUSTROUS
3 STRAND PEARL SET in large, round, satin lined box

Necklace is set off with fiery rhinestone clasp with matching earring and earring.

• THIS SET TESTED AND PROVED SENSATIONAL SELLER
• 500 PRICE TAG AND GUARANTEE INSIRT
• SPECIALLY PRICED FOR FAST ACTION
• SMART STYLES

Be convinced—Send \$10 for different styles to see if you like any of our 1000's here if not satisfied.

7711—\$42 doz. POSTAGE EXTRA
5% Deposit. Balance C.O.D. Satisfaction Guaranteed

PARIS PEARL CO. 799 Broadway, New York

CLOSEOUT SPECIALS

CAMERA LIGHTERS \$4.00 Dz.
Cowboy Hat Lighters 4.50 Dz.
Fable Lamp Lighters 4.50 Dz.
Automobile Lighters 4.50 Dz.
Table Lighter (Horn) 2.20 Dz.
WRIST LIGHTERS 21.40 Dz.
Above Lighters cannot be replaced at double the price! (Special Glass in power) 5.00 Dz.

Ph Tape Measures. \$10.00 Gr.
Miniature Cup & Saucers. 15.00 Gr.
Mechanical Toy Assortment. 18.00 Gr.
Dancing Couple. 15.00 Gr.
Porcelain Figurine. 15.00 Gr.
Above Mechanical Toys \$25.00 Gr.
Clever Marble Ball, Elephant, Gortilla, Beesing, Dog, Baby.

ACME NOVELTY CO. 712 SO. LOS ANGELES ST. LOS ANGELES 14, CALIF.

GERMAN IMPORTATIONS

No. 6610 Attractively Colored DWARF MUSICAL CHAIRS. 6 1/2" high packed 15 per one assortment. Each one different. \$6.60. P.O.B. Chicago.

Merchants sending cash with order. Kindly include shipping charges.

GIFT SHOPS Send for latest catalog of German Importations and get on our mailing list for new items always coming in.

LEO KAUL IMPORTING AGENCY, INC. 2353M E. 75th St. Chicago 49, Ill.

MEXICAN IMPORTS

TYPICAL MEXICAN BLOUSES, ASST. STYLES \$30.00 DZ.
TYPICAL MEXICAN WOOL JACKETS, ASST. COLORS 75.00 A.
TYPICAL MEXICAN APRONS, ASST. COLORS 9.00 DZ.
EXTRA LARGE SKELETONS, 1 GR. TO BOX 8.00 CR.
LARGE FUR & WIRE MONKEYS, 1 GR. BOX 11.00 CR.
MEXICAN HEAVY RINGS, ASST. 60.00 CR.
TULE BABY CHAIRS 9.00 DZ.

Feather Cards, Novelties, Curios, Pottery, etc.
25% With Order, Balance C.O.D. Price List on Request.

F. L. DE ANKOS
904 SCOTT STREET LAREDD, TEXAS

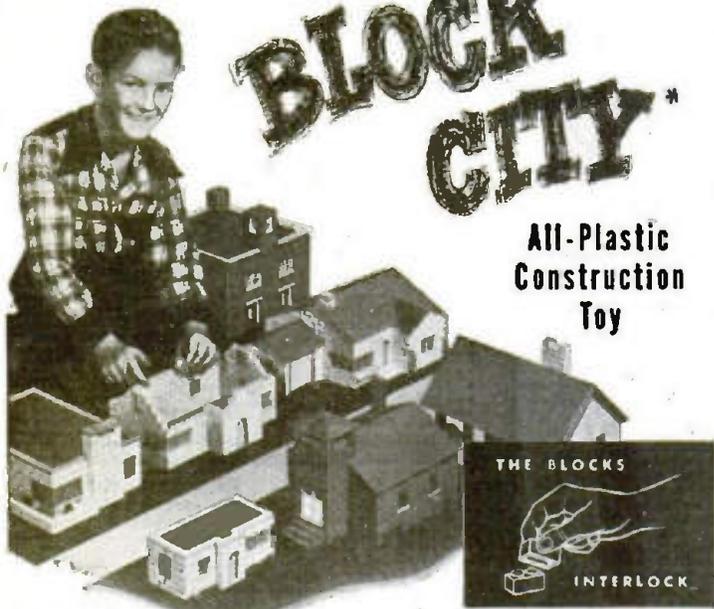
4 in 1 CATHOLIC PRAYER SCROLL \$1

First time shown. Remarkable 3" pocket prayer kit every Catholic wants. 50" scroll with duty and important prayers in Spanish or English; rosary, color picture of Blessed Virgin in beautiful transparent plastic. Gift boxed. Retail \$1.50. Sell at \$1.00. Money-back guarantee.

STEPHEN PRODUCTS CO. Dept. B1, 1947 Broadway, New York 23, N. Y.

STORE DEMONSTRATORS, FARM WORKERS, PITCHMEN!

HERE'S THE PERFECT DEMONSTRATOR ITEM FOR THE XMAS SEASON . . .



All-Plastic Construction Toy

Complete with Building Blocks, Doors, Windows, Coping, Roofing Material, etc.

Make Sturdy Scale Models of Homes, Stores, Churches, — Any Type of Structure

TRADE MARK

IT'S THE FASTEST-SELLING KIDDY ITEM TODAY!

America's Newest Construction Toy is sweeping the country with sales results out-pulling other toys of this type. A simple demonstration will bring you top profits. CASH IN ON THE BUILDING BOOM with the most realistic building set on the market.

FOUR MODELS AVAILABLE

JOBBERS, DISTRIBUTORS, SALESMEN

Write for Quantity Discount Prices Today. There are many good un-covered territories still available.

RETAIL PRICE
\$2.95 - \$4.95
\$7.50 - \$15.00



Write for Special Demonstrators Discounts

PLASTIC BLOCK CITY, INC. 4223 W. LAKE STREET, CHICAGO 24, ILLINOIS



SAMPLE PIECE \$10.00

A REAL RED HOT ITEM

Positively the quickest and the greatest money-maker you ever handled. Most beautiful cloth you have ever seen for men and women's suitings and topcoats. 3 1/2 yard lengths by 60" wide. Enough to make a suit or topcoat for anyone. Average selling price \$35.00.

Lots of 50 pieces or more, \$5.00 a piece.
Less than 50 pieces, \$5.50 a piece.
25% Deposit, Balance C. O. D.

Regardless of what you have sold you never handled anything as hot as this. I promise you your repeat orders will be 50 at a time in less than 10 days.

Average sales 15 to 30 a day, with plenty of repeat sales. Cabardine, Houndstooth, checks, solids, Sharkskin in all shades and colors. This ad has made a lot of money for a lot of men and women from all over the States.

IT CAN PRODUCE FOR YOU

Send in your order for free sample cuts of cloth. If they are not all that hot as they are and you do not sell them in the first 24 hours of calls, ship them back to me and I will refund your money.

New England Merchandise Co.

13 THORNDIKE STREET

TEL. 34791

LOWELL, MASSACHUSETTS

A NATURAL MONEY-MAKER for Salesmen—Concessionaires—Wagon Jobbers Pitchmen—Prize-Winners

5 in 1 Glamour Kit!

BUILT-IN FLASHLIGHT—STURDY COMPACT LIP-SYCKE BRUSH—CIGARETTE CASE—CIGARETTE LIGHTER. Beautifully designed lightweight case, an assorted colors. Ideal for GIFTS — LOADED WITH SALES APPEAL.

NO LUXURY TAX Item.

HOTTEST SALES SENSATION WITH BIG PROFITS

Retail Price \$6.95, send \$2.95 for prepaid sample.
Price Per Doz., \$29.95. Gross, \$729.00.
1/2 deposit with order—Balance C.O.D.
Jobbers' Inquiries Invited.

PAUL COHEN CO., INC.
5831 W. 3rd St. Los Angeles 36, Calif.

SPECIAL LOW PRICES

3 pc. boxed Pen Sets, \$2.75 ea. sets: Ball Pen, Gift Cap, \$14.00 ea.; Cigarette Lighters, \$14.00 ea.; Cigarette Lighter, \$14.00 ea.; Novelty, plastic, \$14.00 ea.; Pearl Neckties, 1 strand, \$1.25 ea.; 2 strand, \$2.50 ea.; 3 strand, \$2.75 ea.; Toy Banks, \$6.00 ea.; Cigarettes, 24 each; Barber Combs, \$2.00 ea.; Pocket Combs, \$1.00 ea.; Flashlights, metal, \$4.00 ea.; Plastic Hair Brushes, \$2.75 ea.; Wire Wrist Bands, metal, \$1.00 ea.; Windproof Cigarette Lighters, \$7.50 ea.; Atomizers, \$15.00 ea.; Shaving Brushes, regular \$4.00, retailer, \$3.00 ea.; Alarm Clocks, \$1.00 each; Razor Blades, \$2.50 per 100; Camera Lens Cigarette Lighters, \$7.50 ea.; Billions, \$1.25 ea.; Pocket Keyes, \$7.50 ea.; Zipper Wallets, \$4.00 ea.; 1000 silver stems, law pens, 25% deposit on all C.O.D. orders.

PAUL COHEN CO., INC.
5831 Broadway New York 3, N. Y.

Raleigh's Big Gate

Continued from page 65

drizzle Thursday (18) night. The spattering of rain apparently did not affect attendance in any way. A multi-million dollar expansion program is already under way here with two dormitories of the Youth Center, which can house 120 boys and girls, already completed in a wooded area in back of the race track. The manager's quarters and clinic are also in use and the cafeteria-recreation center in only partial use because of the delay in getting kitchen equipment.

Coliseum Started
Work is also progressing on the \$1,353,051 coliseum that will seat 9,500 and be available for use 52 weeks a year. The structure—the most modern of its kind in America—will be supported by 90-foot high concrete arches from which cables will be swung to support the roof without a pillar to obstruct the view. It is being built on 25 acres which front on U. S. Highway 1 which the fair has secured thru another State agency. It is scheduled for completion in June of next year. The first of five new livestock exhibit buildings is also under construction.

Old poultry, dairy, swine and industrial exhibit buildings have been torn down to make way for new structures. Improvised quarters had to be devised for the showing of some stock this year.

A new grandstand entrance, made possible thru the razing of the old poultry and industrial buildings, eliminates a former serious bottleneck at the entrance to the grandstand and midway. Visitors, who had previously built concessions into decorative pylons, this year added several huge umbrellas supported on six-inch metal poles. Space beneath these awnings, which will later be provided with motors and be made to revolve, is sold either as a whole unit, halves or quarters. They will be permanent features and be spotted at intervals of about 100 feet to break up the solidness of the pavilion that is included in the fair's "new look" plan.

BELOW COST!

(Offer Good Until Oct. 31)

\$7.35 each

17-Jewel WATCHES

Record: lowest in Brand New 1950 Class B Dial

15-Jewel WATCHES

Pully Guaranteed Like New Blue-Steel Dial without Adjustment Cost.

Ass'y. of 6—Min. Order

\$9.75 each

BRAND NEW 17-JEWEL INKA BLOC ANTI-MAGNETIC WATERPROOFS

Never Before Offered Anywhere Below Importers' Price

Lots of 3 or more Regular Size \$28.50 retail

We Carry a Complete Line of National Advertised Watches and Jewelry — Write For Special Bargain Catalog. 25% deposit with order, bal. C.O.D.

WHOLESALE ONLY

J. ENGEL & SON
59 E. Madison Chicago, Ill.

World's Famous PERFUMES

THAT SELL AT \$3 TO \$6 per 1 1/2 oz. dram BOTTLED FOR YOU perfectly by GUARANTEEING the quality of the PERFUMES that we DESIRE YOU TO TELL THE DIFFERENCE in beautiful gold-top 1 1/2 oz. bottles—only

\$7.00 DOZ. TREASURES

In immediate sales and for most Gifts. Sample Bottle \$1.00. Credit account first down order. Money back on all orders.

EXCLUSIVE IMPORTS, Dept. BB-2
1100 So. Wabash Ave., Chicago 5, Ill.
4844 Fountain, Hollywood 28, Calif.

JEWELRY RIOT!

RHINESTONE SCATTER PINS (Gift Boxed)

HIGH STYLE EARRINGS (Carded)

SMARTEST LINE YOU EVER HANDLED
PRICED FOR QUICK PROFIT.

\$45.00 Gross Each (Minimum Order 1 Doz.)

800 PER YOURS

We will send you prepaid sample assortment of 3 doz. beautiful jewelry for \$80.00. MONEY BACK IF NOT CONVINCED.

PARIS PEARL CO.
299 Broadway New York 3, N. Y.
GRAMERCY 7-7595-4

MIRROR FINISH NICKEL PLATED 5 SPORTS CHARM BRACELETS

ACTUAL SIZE—3 TIMES LARGER

2400—6 FOOTBALL BRACELET
2400—6 BASKETBALL BRACELET
2400—6 ROLLER SKATE BRACELET

\$3.25 Dozen **\$36.00** Gross

No Less Than 1 Doz. Sale of any Number. Write for new catalog. State Business. 25% Deposit With Order, Balance C.O.D.

SALPRO COMPANY
1844 S. 55th Ave., Cicero 10, Ill.

SENSATIONAL VALUES

New Look and Old Gem Watches as low as \$9.95. \$250

Reconditioned and Swiss Watches our specialty. Send for FREE Catalog.

ADMIRAL SALES CO.

Wholesale Diamonds & Watches Jewelry
104 So. 7th St. Philadelphia 5, Pa.

WANTED

Unusual Toys & Gift Novelties. Send Samples and Information to **THE PURPLE COW** 412 N. 5th St., Las Vegas, Nevada. Jobbers & Distributors of the Unusual!

Big Profits

Own your own business, home based, no inventory, no office, no salary, no expenses. Sample with a \$1.00 deposit.

Wart Mfg. Co.
303 Debrau St. Brooklyn 2, N. Y.

TABLES & STEEL OR WOOD CHAIRS

Fastest or Non-Fading. Prompt delivery, minimum order 4 doz. Ask for prices, full number needed. **ADRIANBACK CHAIR CO.**

1100 W. 9th St., Dept. 4, ALI 8-1288

WE MANUFACTURE SHRINE CIRCUS PEZ

Novelty Pezes for All Occasions. Perfectly Block—Lasts into next Decade.

THE G. B. FIELD CO.
2127 E. 9th St. Phone: 6558

PARIS PEARL CO.

SIMULATED PEARLS

1 Strand \$1.20 per doz.
2 Strand 2.40 per doz.
3 Strand 3.60 per doz.

(Minimum order 6 dozen)

25% Deposit, Balance C.O.D.

PARIS PEARL CO.
299 Broadway New York 3, N. Y.
GRAMERCY 7-7595-4

Attention! Novelty Stores!

Rush \$2.00 for samples of 15 Fast Selling MAGIC YACHT. Retail Value about \$4.00. STATE LINE OF BUSINESS AND USE FOR L.A.R.D.E. WHOLESALE CATALOG N.Y.

D. ROBBINS & CO.

137-B W. 42nd St. New York 18, N. Y.

PHOTO FOLDERS

3x4, 3x5, 3x5-1/2—\$25 per 1,000. 4x6, 4x6-1/2—\$35 per 1,000. Printed or Cover. Name of Camp, Studio, Fair.

SOUVENIR & TRAVEL STATE DECALS

for windshield, luggage. All states. No stamp. No demand. No return. Send 25¢ for samples and list.

BRISTOW NOVELTY CO.

Box 182, Dept. 4, Owensboro, Ky.

GIVE TO THE RUNYON CANCER FUND

1100 W. 9th St., Dept. 4, ALI 8-1288

WE MANUFACTURE SHRINE CIRCUS PEZ

Novelty Pezes for All Occasions. Perfectly Block—Lasts into next Decade.

THE G. B. FIELD CO. 2127 E. 9th St. Phone: 6558

The Sensation of the Xmas Season!
Gerry's Creations
SIMULATED, LUSTROUS, DOMESTIC ALABASTER
PEARL SETS

Each stone, each pearl a perfect, high-gloss vision of beauty—a sure-fire sale to every customer that uses these sets!
 Three different sets, each containing:
 NECKLACE, BRACELET and EARRINGS



SENSATIONAL PROMOTIONAL

Beautiful 3-strand Pearl Necklaces with glittering rhinestone clasp. Can be retailed for as low as \$1. Wrapped in a tissue-lined folding envelope with our guarantee slip. Can be sold to auctioneers, agents, premium houses.

CATCHING TO THE JOBBING TRADER. JOBBERS WRITE FOR OUR UNUSUALLY LOW PRICES FOR PROMOTIONAL DEALS. 25% deposit with order, balance cash or money order C.O.D.

GERRY'S CREATIONS

311 Fifth Ave. New York, N. Y.

- DISTRIBUTORS
- WAGON MEN
- AUCTIONEERS
- SALESMEN

STOP

YOU CAN'T MISS with



AUTO SAFETY LITE

- Fits Any Cigar Lighter
- 50-Watt Six-Volt Bulb
- 15 Ft. Rubber Cord
- Non-Clare Reflector
- Safety Grip Handle
- 1000 Hr. Bulb
- Standard Easy Open Guard
- Push Thru Socket
- A Full Size Light—Not a Toy
- Individually Boxed

\$1.30 ea. in gross lots \$1.40 ea. in dozen lots Sample \$2.00

MEMCO ELECTRICAL PRODUCTS NEW ENGLAND MERCHANDISE CO. 15 THORNDIKE ST. B. LOWELL, MASS.

JOBBERS—WAGON JOBBERS

Bargain Buys in Dolls
 White and Colored Snow and Eve Dolls, Rubber Arms and Legs, \$2.75, \$4.50, \$6.25, \$8.00, \$10.00, \$12.00, \$14.00, \$16.00, \$18.00, \$20.00, \$22.00, \$24.00, \$26.00, \$28.00, \$30.00, \$32.00, \$34.00, \$36.00, \$38.00, \$40.00, \$42.00, \$44.00, \$46.00, \$48.00, \$50.00, \$52.00, \$54.00, \$56.00, \$58.00, \$60.00, \$62.00, \$64.00, \$66.00, \$68.00, \$70.00, \$72.00, \$74.00, \$76.00, \$78.00, \$80.00, \$82.00, \$84.00, \$86.00, \$88.00, \$90.00, \$92.00, \$94.00, \$96.00, \$98.00, \$100.00

Simulated PEARLS

1 STRAND 1.50 Doz.
 2 STRAND 3.00
 3 STRAND 4.50
 DROP EARRINGS (Asst'd.) 2.00-
 25% Deposit Balance C. O. D.
ELVEE MANUFACTURING CO.
 866 SIXTH AVE. NEW YORK 1
 Murray Hill 6-4177-B

MECHANICAL TOYS

Celluloid Wagging Tail	Doz.	Gr.
Puppy	\$1.00	\$10.00
Jumping Fur Dog	2.75	30.00
Bagging Fur Dog	2.75	30.00
Jumping Fur Squirrel	4.50	47.00
Jump Fur Dog w/Rubber Ball	2.00	20.00
Metal Hopping Chick	1.00	10.00
Plush Wagging Seal, Revolving Ball on Nose	4.25	48.00
Large Clever Walking Bear	4.25	46.00
Large Santa on Sled	6.25	72.00
Small Santa on Sled	4.00	43.00

1941 PARADE ITEM
 Plastic Fur-Trimmed Santa, large \$27.00
 Plastic Fur-Trimmed Santa, small 16.50

25% Deposit, Balance C.O.D.
Schattur Novelty Co.
 102 Park Row New York 7, N. Y.

BEAUTIFUL CROSS

When you place the center of your eye you see the LORD'S PRAYER clearly and distinctly. Set with 72 brilliant rhinestones, platinum finish, with 18 in. chain.

RETAINS 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 price \$1.00.

PROVIDENCE RING CO.
 49 Westminster St., Providence, R. I.

3-PC. RHINESTONE SPECIAL
 8x4x1/2" BOXED SETS
 Glamorous necklace with matching bracelet and earrings. Large sparkling rhinestone 4x4x1/2" style!
 1311F—\$39.00
 Same as above in 2-pc. sets. Earrings and necklace.
 \$30.00

Other boxed sets starting at \$10.00. Send for samples and new catalog. Write, wire or call WALTON 2-2330.
Superior Jewelry Co.
 726 Sanson St., Philadelphia 6, Pa.

Genuine Cowhide Bags
 HAND-CARVED! HAND-LACED!
 Stock Up Now for Christmas Profits!

1. Two roomy, convenient side pockets zipper compartments; durable suede-like lining. Suggested retail, \$25. Smaller version of above.....	\$14.25 9.90
2. Adjustable strap; two roomy side pockets; well zip compartment; durable Suede-Mo lining. Suggested retail, \$30. Smaller version of above.....	\$13.25 9.00
3. 14-in. zipper top; large zip pocket inside; three inside pockets; Suedette lining. Suggested retail, \$30. Smaller version of above.....	\$12.75 8.75
4. 10" unlined.....	4.50
5. 8" unlined.....	2.85
6. 6" unlined.....	2.35

Genuine Hand-Carved WALLETS \$2.85

MONEY BACK GUARANTEE IF NOT COMPLETELY SATISFIED! ORDER BY MAIL. Send check or money order in full confidence. Postpaid if remittance sent in full, or send 25% deposit, balance C. O. D. For resale. DON'T DELAY! SEND YOUR ORDER TODAY!

Atlas Novelty Mfg. Co., 1128 16th Street - Denver 2, Colorado

MAKE MONEY BY BUYING DIRECT FROM FACTORY

NOVELTY BRACELET, the Harmonica, #160 \$4.00 Per Doz. Each on Card
NOVELTY BRACELET, the Lighter, #163 \$4.50 Per Doz. Each on Card

These Bracelets are made of Heavy Curved Chain. Plated in 14K. Gold finish and in Night Nickel.

The Harmonica is A Real Harmonica—Miniature Style. The Lighter is A Real Cigarette Lighter—Miniature Style.

2442 3-Football Bracelet, Carded 25.00 Cr.
 2450 3-Football Bracelet, Carded 25.00 Cr.
 451 Double Heart Pin with Football Drop 18.00 Cr.
 452 Single Football Bracelet 18.00 Cr.
 Men's Torcets, Nickel Finish 18.00 Cr.
 Ladies Torcets, Nickel Finish 18.00 Cr.
 Junior Jewelry, Nickel Finish 18.00 Cr.
 Lockets with Pin, Gold 18.00 Cr.
 Hand Painted Combs & Gold Plated 18.00 Cr.
 Necklaces & Earrings set—the finest! Each set in a beautiful giftboxed box 21.00 Cr.

Deposit With Order, 51 Russell St. PROVIDENCE, R. I.

A. LEONARD COMPANY

MECHANICAL TOY SPECIALS

SANTA ON SLEIGH
 With Sleigh Bell (Approx. 7" Long)
 \$4.00 Doz. \$3.85 Doz. in Gr. Lots

WALKING DACHSHUND
 Plush Covered (About 7" Long)
 \$4.25 Doz. \$4.00 Doz. in Gr. Lots

FUR JUMPING DOGS, good quality, \$2.75 Doz.—\$2.60 Doz. in gross lots
 PLUS COVERED HOPPING SQUIRRELS \$2.75 Doz.—\$2.60 Doz. in gross lots
 LARGE WALKING BEARS, plush covered, double action—\$3.80 Doz. in gross lots
 LARGE CIRCUS ELEPHANT, plush covered, performing on hind legs—\$4.00 Doz.—\$3.75 Doz. in gross lots
 1/2 Deposit with order, balance C.O.D.
F.O.B. New York City.
 Sorry, No Catalog.

COHEN BROTHERS

139 Canal St. New York 13, N. Y.

HOTTEST ITEM IN YEARS
CONFEDERATE FLAG DECALS \$27.50

10c Retail per M
 Finest production! Glossy, lacquer finish! Also complete set of 1000. Stock signs, buttons, etc. Government property of assorted samples! \$36
 Merchants Helms Station Bronx 32, N. Y. C.
 BOX 58

MAKE UP TO \$40 EVERY DAY!

That's what you'll be saving when you line up with our company—full or spare time. We pay you every day for listing delinquent accounts for collection—secured from doctors, dentists, business firms, merchants, etc. No selling, demonstrating or collecting. Chance to become District Manager. **WRITE TODAY!**—If you are between 30 and 65, both men and women wanted. United Financial Service of America, 247 Plymouth Bldg., Minneapolis 1, Minn., Dept. 236.

GIVE TO THE RYUNTON CANCER FUND

GET TOP MONEY MAKING ACTION with "BUBBLE GARDEN" LAMP

TERRIFIC PREMIUM! Perfect for any promotion! Gorgeous, real multi-color flowers, permanently preserved for EVERLASTING BEAUTY—sealed INSIDE a crystal-clear bubble of glass! A 20-inch high lamp that inspires action on sight!

IMMEDIATE DELIVERY! Packed 4 Lamps complete with artist color shades, in special damage-resistant shipping. TERMS: 25% cash, bal. C.O.D. F.O.B. Chicago.

DISTRIBUTORS—Write for complete information. Many other top-flight premium items at low prices—write!

EXCLUSIVE MANUFACTURER'S REPRESENTATIVE
EMBASSY DISTRIBUTORS, Inc.
 2619 W. DIVISION ST., CHICAGO 22, ILLINOIS Telephone: EVerglades 4-4010

CLOSING OUT!!

\$38,000 OVERSTOCKED INVENTORY

578 Electric Clocks, Colonial, Panther, Windmill, etc.	\$ 3.45 Ea.
73 Cr. Ass'd Lighters, Values Up to \$8.00 Ea., New	5.50 Ea.
700 3-Pc. Knife & Cleaver Sets, Reg. \$1.75, Cut to	1.25 Set
420 7-Pc. Knife & Cleaver Sets, Reg. \$2.50, Now	1.70 Set
285 10-Pc. Knife & Cleaver Sets, Reg. \$3.75, Now	2.75 Set
840 26-Pc. Set, for 6 Florette Silver Plate, in Tarnish Proof Chest with	3.85 Set
167 Cr. Novelty China Salt Pepper Sets, Reg. \$3.00, Now	15.00 Cr.
900 Dc. Expansion Watch Bands, Chrome, 5" Type & Fancy	3.15 Doz.
2300 Three-Piece Necklaces & Earring Sets, Aqua, Ruby, Etc., Sets That Formerly Sold for Much More, Satin Boxes, High Tops	10.50 Doz.

MECHANICAL TOYS

Stinky Skunk	\$3.80 Doz.	Walking Bears	\$3.00 Doz.
Medical Banjo Player	5.50 Doz.	Syllabary Player	5.00 Doz.
Hopping Fur Rabbit	3.50 Doz.	Circus Elephants	3.80 Doz.
Shooting Soldiers	4.25 Doz.	Hopping Squirrel	3.00 Doz.
Heckey Player	2.75 Doz.	Hopping Fur Dogs	3.00 Doz.

10% Discount in 10 Dozen Quantities
 10 Dozen Assortment Only **\$35.00**
 (one dozen each of above)
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Salesboard Sidelights

Empire Press, Inc., Chicago, is getting steady results from its doubleheader line of boards, the Empire and Mercury models. Joseph Zimmerman reports prospects for fall and winter business are encouraging. Empire recently took over the Mercury line and enlarged its production facilities so that the dual output is going along smoothly, it was announced.

Irv and Mort Secore, Secore & Secore, Chicago, state their Scatter-Ball unit has brought inquiries from many operators new to the firm. It is available on nickel, dime and quarter play. . . . Rake Coins, Philadelphia, has been getting plenty of action on the deal it recently set up especially for board and premium companies.

At Harlich Corporation, Chicago, Sam Feldman, sales manager, has been busy coping with a general increase in business from several sections of the country. Some of this gain he attributed to the seasonal pick-up but added there was also a noticeable increase of interest in the firm's varied line of products. From St. Louis, officials of the R. C. Walters Manufacturing Company report operators are going for the special offer on firm's Get-the-Money cabinets. Best sign, they point out, is the quick repeat business on the cabinets.

Portland Gate

Plans for 1952 are headed by those for constructing an open-air swimming pool, with depths ranging from three to nine feet. Diving facilities and other equipment will be included.

In addition, the attraction area is to be black-topped, a large sign is to be erected at a near-by highway junction to direct patrons to the park, and a new front and direction board will be built at the exit end of the grounds. Housing for the Boomerang and Merry-Go-Round are planned. Casey also expects to add more lighting equipment, build 20 more picnic tables and install additional water heating devices.

Plans are being made, too, for inauguration of a daily free act schedule and regular name band program. Picnics, it is planned, will be booked daily for June, July and August, and Casey has announced plans for selling the picnics early.

next year. He commented that horse shows and rodeos had been in a decline as crowd-pullers in this sort of enterprise. Pageant, with John W. Judd, New York and Hollywood, as executive director, had its biggest single performance crowd opening night with 4,349 paid admissions. Biggest day, however, was Sunday (7) when matinee and night performances pulled a total of 5,906.

In general admissions, Sunday (7) was biggest day with 13,002. Final Saturday (13) with 6,366 thru the outside gate failed to match the 10,135 for the opening Saturday.

The big 11-acre P-I building next will turn to basketball games. Holt said some games are scheduled for the next few weeks involving college, high school and semi-pro teams.

TURKEY PUSH CARDS

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SALESBOARDS

Closeout Sale—15% Discount 400 1/2 Dollar Board . . . Prof. \$18.95 \$16.95 200 1/2 Dollar Board . . . Prof. \$15.00 \$13.00 1000 1/2 Dollar Board . . . Prof. \$20.00 \$17.00 1000 1/2 Dollar Board . . . Prof. \$20.00 \$17.00 1000 1/2 Dollar Board . . . Prof. \$20.00 \$17.00 1000 1/2 Dollar Board . . . Prof. \$20.00 \$17.00 DELUXE SALES CO., BLUE EARTH, MINN.

Because of recently stepped up output, W. H. Brady & Company, Chippewa Falls, Wis., now is offering its Turkey Push Cards on an immediate delivery basis. Firm also has a wide assortment of straight and skip number models with or without names or seals.

Manitoba Plans

and equipped with large umbrellas. Five picnic tables were built in a circular fashion around trees. Five grills for outdoor picnic cooking are provided. Fresh hot water is offered for picnickers, and the park maintains septic tanks and waterworks.

The layout has a 1,000-car parking lot which is surfaced with stone and gravel. A combination dance hall and roller rink, with 13,000 square feet of floor space, is leased out. There is a wading pool for children and five cages for such animals as bears, rabbits, badgers and porcupines.

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In addition, the attraction area is to be black-topped, a large sign is to be erected at a near-by highway junction to direct patrons to the park, and a new front and direction board will be built at the exit end of the grounds. Housing for the Boomerang and Merry-Go-Round are planned.

Casey also expects to add more lighting equipment, build 20 more picnic tables and install additional water heating devices.

Plans are being made, too, for inauguration of a daily free act schedule and regular name band program. Picnics, it is planned, will be booked daily for June, July and August, and Casey has announced plans for selling the picnics early.

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Raleigh Press Party

Continued from page 65

Last year, was held in Jack Norman's Girl Show top on James E. Strates Shows Monday night (15). Sawdust and canvas atmosphere proved a hit with the nearly 200 guests on hand and it is likely to be set in similar surroundings in the future.

Picnic-style tables and chairs filled the area normally occupied by seats. Guests served themselves from an elaborate buffet and then watched a lengthy show emceed by talent booker George A. Hamid, following a musical program by Charlie Basile and his band. Dorton and L. Y. Ballantine, commissioner of agriculture, welcomed the guests. Gov. Kerr Scott was absent in Winston-Salem, N. C. where he participated in a ground-breaking program for the new Wake Forest College with President Truman.

Talent included two numbers by the Roxettes, 18-girl line, abbreviated because of stage limitations; Nate Eagle's midgets; John Barry, vocalist; Gonzales Sisters, dog act; the Great Lester, magician; Pauline Leslie, prima donna; Ladd Lyon, ballroom dancer; Lenzy Branch, vocalist; Dick Ryan and Hirohito's horse and Carl Thompson's two-headed cow.

Roxettes are Mabel Ren, Marlene Miller, Marilyn Homer, Joan Sommerhalter, Argie Lekas, Norrinne Burmaster, Sharlene Alaverly, Grace Johnson, Adrienne Harrison, Melva Paine, Viet Lor, Carolyn Delight, Joan Garsner, Mildred Lengale, Mary Brudy, Loretta Lynn, Joyce Hector and Jerry Salema, captain.

John W. Fox, fair publicity director, and Starr DeBelle, Strates tub-thumper, supervised arrangements.

Arrowhead Event Sets Grandstand

HOLLYWOOD, Oct. 20—"Hollywood Variety Revue" this week was signed as grandstand attraction at Houtz set on Fair, Arrowhead Park, October 29, November 4. Booked thru the John Billisbury office, unit will be produced by Nick Boila.

Talent line-up includes Elva Laun Dancers (7), Alfonso Berge and Company (8), Four Maxellos, Will and Gladys Aherne, Lyons, Lamar and Poppy, and Rosalie and Paul Vincent.

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Nunley's Kid Spot Opens Big

Continued from page 64

patrons is one of the few antique Carrousel organs in the country. The organ was hand-carved in Germany in the 19th century and supports a stage on which nine toy musicians in period dress perform in time to the music. The device has been in the Nunley family for 36 years.

Arcade games line the walls of the building and are controlled by George Clary, Ted Mischler and James Meisel, former manager of Rockwax (N. Y.) Playland. Ten Skee Ball alleys are banked against the rear wall, and the Happyland management is considering adding either one or two shooting galleries. The some of about 33 games were obtained thru different suppliers, the majority came from the Mike Munves Corporation, New York.

Searched for Bite

Some two-and-a-half years ago Nunley began a search for a suitable site on Long Island for a year-round moppet spot. He finally hit on the present plot and went ahead on the project with Norman Russell, a builder who had been his friend for many years and his business associate for five years. A permit was obtained from Oyster Bay townships after six months of red tape, and construction began July 10, 1950, a bit before National Production Authority rules hit. The work was completed in about a year, with Nunley selecting most of the rides. Russell estimates the cost of building, land and equipment at \$250,000.

Nunley's death in April of this year caused some delay in finishing the project, but when settlement was made Russell kept his half interest in the park, while the other half went to his partner's widow, Mrs. Miriam Nunley.

Refreshment Building Adjoins

A refreshment building, separated from the ride structure by a narrow concrete walk, is 108 feet long and 55 feet deep. It was constructed in conjunction with the park building and is of the same general appearance. The refreshment building was leased to Max Landers and a group of associates under the corporate title of Jolly Rogers, but to date, work on the project has lagged.

A short flight of stairs at the rear of the building leads to the manager's office, which is half-enclosed in plate glass. Ride tickets are sold from two booths, one at the front and the other near the back of the structure. The price on all devices to children under 12 is 9 cents. Adults pay 12 cents plus 2 cents tax for the Carrousel. Cut-out figures of elms are scattered thruout the building and outside on the grounds.

Flashed With Neon

On the outside, a legend in neon tubing reads "Nunley's Happyland." It is flanked by the words "Carrousel" and "Kiddie Rides." The two sides of the park fronting on the highways are fenced with split rails, while the other two are edged by storm fencing. Almost the entire four acres of the site are paved, and parking room is ample. Also on the grounds is a house which will be used by Lou Nunley, Happyland manager, and his family. Licent married a niece of Nunley's and has been in the amusement business for about three years, assisting Nunley while he was alive. At present, old hands who had been with Nunley are manning Happyland until license can be trained. A permanent staff of eight is envisioned, dressed in shirts bearing the park title.

Stacey H. Widdicombe Jr., who is handling advertising and promotion for the park, said that ads have been run in five weekly newspapers and one daily in the Long Island radio spot announcements concentrated on the weeklies because he feels they are the true community journals and Happyland is anxious to identify itself with the community. Along these lines, a local councilman and his wife were guests at the opening of the park. Local radio spot announcements over WJLL also were taken. Widdicombe has plans to work with fraternal organizations and to stage several days a year when kids

from charitable institutions and hospitals would be given free rides.

Daily operating hours at Happyland are from 1 p.m. until business slacks off at night. On the week-ends and holidays, play starts at 10:30 a.m. Although the first week's take was good and a solid winter run seems in the making, next summer may bring some headaches which stem from one of the spot's best features—location. Most kiddie park operators in the metropolitan area have found that the gross drops as beach weather approaches. Happyland is in the extensive Long Island beach area and, in addition, Levittown offers residents 10 free swimming pools and wading pools for children. However, the Happyland management can only wait and see on that angle.

William Brice

Continued from page 63

was re-elected president of the State association for his fourth consecutive term.

For a number of years he also was associated with the Clearfield County Agricultural Association. Under his guidance the fair became top-notch.

His first wife died in 1934. Survivors include his second wife, three daughters, a sister and two brothers. Services were held here Tuesday (16). Interment was in Bedford Cemetery.

MERCURY BOARDS NOW IN PRODUCTION

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MCM CONVENTION DRAWS GOOD EXHIBITS, FEW OPS

All Major Music, Game, Premium Firms Represented at Omaha Show

By NORMAN WEISER

OMAHA, Oct. 20.—The Midwest Coin Machine Convention, 11th regional Northwest operator conclave to be held since 1936, concluded its two-day run here Tuesday night (16) with the distinction of having pulled one of the strongest exhibit line-ups in coin machine

Electro-Counter Bows New Coin Machine Device

CHICAGO, Oct. 20.—Formation of Electro-Counter Company and introduction of its new electric counting device for coin machines was announced this week by Richard Abraham, president. Counter lists for \$3, with quantity discounts, and features patented stainless steel and nylon construction.

Counting wheels cannot be moved manually, as the nylon gears and wheels are permanently locked in position. Shafts are of stainless steel, the ratchet of phosphor-bronze, while the exterior housing is plated. No die cast parts are used, Abraham stated. Counter may be used on equipment operating on AC or DC. It measures 2 1/4 by 1 3/4 by 1 1/4 inches.

Electro-Counter, 549 West Randolph Street, reports it has had the counter under test for several months and has contracted to supply the unit for a number of coin machine manufacturers as factory equipment.

NCMDA Holds General Fall Meet in Chi

CHICAGO, Oct. 20.—National Coin Machine Distributors Association held its fall meeting at the Bismarck Hotel here Monday (15). It was divided into two sessions, a general membership meeting in the morning and a series of closed committee meetings in the afternoon.

Key developments of the day were a unanimous agreement to go ahead with promotional activities discussed at the summer convention, a re-statement of opposition to trade shows, suggestions for new amusement products and the future of the distributor in the stepped up national mobilization program. Following all business sessions, NCMDA called on amusement game manufacturing plants in the Chicago area.

Winter meeting of NCMDA has been tentatively set for Miami Beach, Fla., January 7-9.

PHOTO GALLERY MCMC SOUVENIR

OMAHA, Oct. 20.—A personal touch was added to the Midwest Coin Machine Convention at the Paxton Hotel here this week when First Distributors, Chicago, set up a camera at its exhibit, and offered visiting operators a photo of themselves. Firm used the photo gimmick instead of the souvenir giveaway for the first time, and reported operators all requested extra prints to be sent to their homes.

Joe Kline, partner in First Distributors; Mal Finke, head of the premium division, and Marshall Black handled the exhibit as well as the photo work.

convention history and one of the weakest operator turnouts ever recorded.

With the bulk of the pre-convention planning obviously devoted to lining up exhibitors, little effort was made to promote operator attendance or to build a business program which would attract operators. As a result, the convention found every music machine manufacturer and all major game firms and premium companies represented on the floor (see separate stories, this issue) and an operator registration that reached only 105 just a few hours before the conclave ended.

The official convention program listed only two open meetings for operators, and only one of these, a luncheon session Monday, was actually held. No meeting was held to air such subjects as dime play, the Office of Price Stabilization negotiations on the proposed copyright legislation, all problems now of vital importance to coin machine operators.

American Shows Shuffleboards, Scorer at MCMC

OMAHA, Oct. 20.—American Shuffleboard Company, Union, N. J., this week offered operators at the Midwest Coin Machine Convention a preview of its new Bank-Shot shuffleboard and electric coin-operated scoreboard (The Billboard, October 20). Firm also debuted its side-cushion conversion for use on standard boards.

Bank-Shot, set on multiple dime play, introduces a new phase of shuffleboard play, making for greater skill. Weights must be banked in order to score. Too, side pockets are marked at each of the four corners of the board which offer player opportunity to score five points, and, if the puck is a "hanger" in any one of the pockets, the score automatically doubles. The playfield, Jack Weiss, American representative in this area stated, includes climatic adjusters and is made of laminated maple.

Cushions used are similar to those installed on a billiard table. They cover about one-half the length of each side of the board and are centered.

The Bank-Shot scoreboard allows for scoring of from one to four players in a standard game. In order to score a second game, additional coins must be inserted. Scores are registered by means of buttons controlled by players.

VOLTS AND DUTY

It Costs More to Operate in Canada

NEW YORK, Oct. 20.—Voltage problems are not the only ones that plague operators of games and music in Canada. With their equipment pegged almost entirely to American equipment, high custom duties add substantially to machine costs and push further ahead the break-even point that must be reached before profits can be earned.

Saul Mintz, of the Toronto Coin Machine Exchange, here this week on a buying trip, threw new light on operating conditions in Canada, which for the first six months of this year imported more than \$1,000,000 worth of coin machines from the United States. A substantial operator by Canadian standards, Mintz runs some 30 phonographs and more than 100

pin games in the Toronto area. In business for 20 years, he also manages a jobbing firm and two summer arcades in Sunnyside Beach, Toronto.

70 Per Cent Duty
The import duty on juke boxes and amusement games is 70 per cent, Mintz noted, but in many cases that 70 per cent figure is deceptive. Importers are required to pay that percentage on the list price of new equipment and on a rigid scale of depreciation values for used machines. Customs authorities have ruled that games, for instance, depreciate 20 per cent for the first year and 10 per cent each year thereafter.

Thus, duty on a three-year-old jukebox is 50 per cent.

MOA President
A scheduled meeting of all attendees for Tuesday afternoon was canceled and only two of the six sponsoring State associations held their own meetings, the hosting org. Nebraska Automatic Phonograph Operators' Association, Inc. and the South Dakota Phonograph Association.

Only other planned activity of the two-day meet was handled by Columbia Records, which brought ops and retail record people in Omaha together at a cocktail party Monday night to meet Doris Day, named sweetheart of the Midwest Coin Machine Convention. Miss Day also appeared at the banquet.

Some Good Points
In some respects the convention was adjudged a success by those attending. The exhibits were excellent, and included much new equipment. While these exhibits were, in the main, handled by distributors, practically every major coin machine manufacturer was represented by executive personnel.

Another feature which drew praise from those in attendance was the appearance at the banquet of the Omaha city councilmen and their wives, and Richard Collins, sheriff, and Mrs. Collins.

While the operator attendance was extremely poor, exhibitors found quality was there, and all (Continued on page 104)

Old Law Rules Out Ore. Tavern Games

Technicality Holds Jukes, TV, Radio Only Entertainment Okay Under Knox Act

PORTLAND, Ore., Oct. 20.—Following a ruling by State Atty. Gen. George Neuner that public places licensed under the State's Knox Law may not permit entertainment, the Oregon Liquor Control Commission this week issued an order banning pinball games, diggers, shuffleboards and punchboards from every tavern in the State, effective December 31.

The ruling was prompted by Portland City Commissioner J. E. Bennett, who had charged that the liquor commission was not following the 16-year-old Knox Law to the letter. Bennett contended that only radio, juke boxes and television were the specific amusement devices permitted by law. Meanwhile the commission's counsel, Gerald J. Norville, explained that the Neuner ruling was not one of the legality of amusement machines but merely classified them as forms of entertainment not permitted under the Knox Law.

In part, Neuner's ruling stated: "There is no doubt in my mind that permitting persons to congregate on licensed premises for the purpose of playing pinballs, diggers or punchboards for amusement or otherwise would conflict or be contrary to an entertainment expressly permitted in the (Knox) Oregon Liquor Control Act."

Rally Opposition
Meanwhile, game operators moved to oppose the most serious threat to their livelihood in the State's history. At a meeting of the coin machine men of Oregon in the Multnomah Hotel Wednesday night (17), members representing all sections placed conduct of the campaign in the hands of the association's board of directors, William Goebel, president, stated. Members voted not to make public details of the campaign at present but it was indicated that action would develop along two lines—legal, and co-operation with other industries due to feel the pinch of the liquor commission's order.

Chief among the operators' allies (Continued on page 104)

EDITORIAL

It's More Than Exhibits

It takes more than exhibits to make a convention successful. The Midwest Coin Machine Convention in Omaha last week brought home this fact more eloquently than words possibly could do.

The exhibits in Omaha were excellent—better than those at any previous regional convention, and as good as some of those at past national shows. There was plenty of new equipment in the music and game fields to attract operators—but the bait didn't work. The reason it didn't work was simple—operators were not pre-sold on the convention.

As was pointed out by The Billboard in its September 21 editorial, it costs operators money to attend a convention, just as it does manufacturers. They must be convinced they will get their money's worth before they will take the time away from their routes. The best way to sell operators, experience has shown, is to offer them a well diversified program which will give them a chance to exchange ideas for increasing their income, tell them what their industry leaders are doing to help their business, and bring them up to date on the serious problems facing an industry in the midst of an emergency.

Op Program Lacking
No such program was either set up or planned by those charged with putting on the Omaha meet. This, despite the fact that the industry faces such major issues as OPS and copyright legislation. The issues were there. So were the men who could discuss them. But nothing happened.

Only two open meetings were set up in the convention programming—and only one of these, a luncheon session, was held.

It was obvious that too much effort was spent persuading exhibitors to show at the convention, while little effort was made to set up a program which would draw operators. The registration of slightly more than 100 operators was proof.

The 1951 Midwest Coin Machine Convention will long be remembered for the lesson it offered the industry—it DOES take more than exhibits to put on a successful convention.

CMI Readies First '52 Show Mailing

170 Booths Available; Contracts Will Reach 1,200 Prospective Exhibitors

CHICAGO, Oct. 20.—Mailing of 1,200 exhibit space applications and floor plans for the 1952 International Coin Machine Convention will be started next week, it was announced by Coin Machine Institute, sponsor of the show. A total of 170 booths will be available for the convention scheduled February 4-6 at the Hotel Sherman here.

CMI announced the contracts will be mailed to vending, music and amusement game firms in addition to allied companies within the industry. As signed con-

tracts are returned they will be stamped with time of arrival. Following approval by the convention committee, space will be allotted to exhibitors with priority based solely on the time the contract was received. This will give all companies an equal opportunity to secure choice space. Previously, CMI members had first choice on exhibit space.

Slagger Mailing
To insure equality in the space reservations, CMI plans to stagger the over-all application mailing so that virtually all companies will receive their applications at the same time. The show committee pointed out firms wishing to reserve rooms at the Sherman for exhibits, demonstration or entertainment purposes must first have booth space confirmed.

CMI headquarters pointed out it is mailing out the show information to all potential exhibitors, but since the undertaking is of wide scope some firms may be inadvertently overlooked. Therefore it asks any booth prospect which has not received a contract by the end of October to write, wire or phone CMI headquarters at 134 North LaSalle Street, Chicago.

Coinmen planning to attend the convention should write direct to the Sherman or any other Chicago hotel for room reservations.

Pittsburgh Coin Adds Mdse.

To Jukes, Games

PITTSBURGH, Oct. 20.—Pittsburgh Coin Machine Exchange is branching out from the merchandising of phonographs and amusement games and is adding three merchandising fields, according to Meyer Popkins, president.

So far Popkins has added four new lines: appliances, novelties, TV and Coradio. He will promote all except the coin radios via two methods: (1) The "party plan," and (2) by contacting outside salesmen. The party plan will enlist women who are leaders in their communities and who will make their homes available for a display and demonstration of the new lines at cake and coffee parties.

With its tri-State distributorship of Coradio, Pittsburgh Coin Machine has established its first contact, putting in 60 units at a new motel west of Crafton, Pa.

New Pittsburgh Airport Opens Operator Bids

PITTSBURGH, Oct. 26.—Allegheny County commissioners began signing up concessioners for Pittsburgh's new Greater Pittsburgh Airport this month, extending operators the opportunity to fill out blanks for space for their machines on the premises.

"The county is not too much interested in candy machine operation because there will be candy shops on the premises," Director John S. Sweeney told The Billboard. "We might advocate soft drink machines. There will be time to consider this matter before December 1."

"We believe in the 10-cent drink," Sweeney said. "So interested operators should make a survey of the situation at the airport: (1) Determine where to place machines; (2) what commission should be paid the county, and (3) add business background, including business volume developed."

County is asking 50 per cent of the gross take from each vending machine installed on the premises. It is estimated on that basis commissions will run a minimum of \$30,000 annually, and that "take" from the total concession will be \$150,000 yearly.

Steffens Named Vending Field Adviser to DPA

WASHINGTON, Oct. 26.—F. C. Steffens, vice-president and general manager of National Receptors, Inc., St. Louis, has been appointed adviser to the Defense Production Authority for the vending machine industry.

A major part of Steffens' business background is his direct association with the automatic merchandising industry as a manufacturer of equipment and accessories. He helped organize and support numerous efforts to improve manufacturing standards and pioneered in the establishment of service organizations to provide technical instruction to users of vending equipment.

Conn. Cig Price Ruling to Hold

BRIDGEPORT, Conn., Oct. 26.—Atty.-Gen. George C. Conway this week advised the State Department that it must enforce the State's price-fixing cigarette law regardless of the federal ban on price hikes. "The law was passed by the Legislature, signed by the governor and is on the book," he said. "That means we are obliged to enforce it."

Conway's opinion came as many stores appeared generally.

NAMA BANQUET PROGRAM

No Speeches; Reynolds Sponsors All-Fun Event

CHICAGO, Oct. 26.—National Automatic Merchandising Association announced the all-entertainment program this week for the annual banquet which will climax the 1951 convention and

Cadbury-Fry Dark 10c Chocolate Bar for U. S.

NEW YORK, Oct. 26.—Cadbury-Fry of America, Inc., announced the parent firm's dark chocolate bar, dime size, soon will be introduced in the U. S. A. sweetened, molded bar, which is said to have been one of the company's top selling items for the last 50 years, it was formerly available only in England.

C. S. DARLING, SCHREIBER FORM ICE CREAM PANEL

DETROIT, Oct. 26.—C. S. Darling, executive director of National Automatic Merchandising Association, and G. R. Schreiber, coin machine editor of The Billboard and editor of its sister publication, Vender, will make up a two-man panel on automatic merchandising of ice cream during the International Association of Ice Cream Manufacturers' convention here October 22-24.

Ice cream vending will be the third subject during the merchandising sessions scheduled for Tuesday (23) in the Italian Garden of the Book-Cadillac Hotel.

Oxygen Bar Co. In Production On 'Air' Vender

SAN ANTONIO, Oct. 26.—Formation of the Oxygen Bar Company to manufacture an oxygen vending machine was announced this week by Joseph B. Burns, president, and Wilson W. Petty, executive vice-president. Firm has started production on the unit, to list at \$295 f.o.b., and reports that 100 pilot models are in operation in this area. Output of the machine, which has a plastic-covered wooden cabinet and uses a minimum of metal in its mechanism, can reach 100 units a week, according to Petty.

Cabinets are being fabricated by a local furniture manufacturer, while a sub-contract has been let with a New Orleans firm for supply and assembly of functional mechanisms. A similar contract is also being negotiated with a Chicago company.

The Oxygen Bar, which is 27 inches wide, 23 inches deep and

Borden, Arctic Vendor Co-Op on New Product

CHICAGO, Oct. 26.—The Borden Company and Arctic Vendor Sales Company, as the result of a co-operative program evolved during recent weeks, have announced the introduction of a new ice cream novelty package and a special vender to accommodate the product.

Borden's Chicago ice cream division is packaging chocolate covered ice cream Bon Bons, five individual bell-shaped pieces to a dime package, under license in this area by the Bon Bon Corporation of California, and Arctic Vendor has designed special Bon Bon racks for its ice cream bar machine.

Moving to make the new package immediately available as a

exhibit in Cleveland November 12-15. It will be held in the Grand Ballroom of Hotel Hollenden Thursday, November 15. There will be no speeches nor business discussions.

Main feature of the banquet, sponsored for the second successive year by the R. J. Reynolds Tobacco Company, will be Victor Berge, pianist. In addition to keyboard comedy, he will include several classical selections. The Four Woodsons, dance and acrobatic team, will round out the entertainment. An eight-piece orchestra will furnish the dinner music.

Tables are being assigned in order of reservations, according to Bernard N. Osmond, chairman of banquet arrangements.

Popcorn Fades as Vender Item; Behind Scenes Story

92,500 Vender, Warmer Production Down to Trickle During 1951

CHICAGO, Oct. 26.—While popcorn has increased in popularity as a national snack item during the last six years, a corresponding growth in the automatic merchandising of this product has not materialized. Early postwar activity, quickly followed by heavy promotion of manual counter warmers in 1948-'49, has dwindled until today popcorn accounts for a small portion of overall vending volume.

Examination of the vender-counter warmer promotion activity during the 1947-'49 period indicates some of the reasons contributing to the decline of popcorn as an operator item. Also, a survey of current production in this field shows further reason for its present status.

Factors Cited

The following factors were mainly responsible for the initial fall-off in machine installations:

1. Distressed equipment, resulting from too-heavy and indiscriminate placement of equipment in all types of locations, with little regard by individual promoters as

DuGrenier Continues Direct-Sale in East

NEW YORK, Oct. 26.—Almost a month after the reappointment of James H. Martin Company, Chicago, as Midwest distributor of its cigarette vender on an operator-only sales basis (The Billboard, October 8), Arthur H. DuGrenier, Inc., has made no move to change its direct sales policy in other areas.

Altho DuGrenier officials would not comment on their plans when contacted by The Billboard this week, firm's distributors here and

to the sales potential. Thus, the majority of installations so set up and sold contained a prohibitive number of sub-marginal locations, with the end result being the failure of entire routes.

2. Advent of manual counter warmers, which were much less expensive.

3. Non-materialization of a machine production and allied commonsense promotion in 1949, scheduled by most manufacturers but actually put into effect by only one or two.

Warmer Setbacks

Following the development of the warmer business in 1948, which grew into a 50-50 operator-location ownership market, this phase of popcorn merchandising began to receive setbacks. This occurred when operators found competition from packaged pretzels, potato chips and similar items. When commission route drivers of such companies found their terrain, small grocery and other customers adding counter popcorn units, they were empowered to counter the higher commissions offered on bulk

in Baltimore indicate there is no intention of abandoning their present sales program.

Meanwhile, James Martin reported receiving and shipping numbers of DuGrenier cigarette machines to operators in his eight-State Midwestern territory. However, DuGrenier equipment had not been pushed on the direct sale level by the former distributor, Gordon B. Sutton, in that area. Trade speculation is rife on the outcome of a similar move to recapture operator business in the Eastern States, where the direct-to-location plan has been most heavily pushed.

Martin has scheduled a showing of the DuGrenier cigarette vender in his booth at National Automatic Merchandising Association exhibit in Cleveland next month (12-18). His own candy machine—also DuGrenier-built—will be featured. Along with the present cigarette machine, Martin indicated that he will introduce a new idea in cigarette vending developed by DuGrenier. Details were withheld pending the exhibit.

Danish Trade Show Features Coin Venders

COPENHAGEN, Oct. 26.—Vending machines occupied considerable space at the Danish Products on World Market Trade Show, held at the Forum October 11-21. Soren Wistoft & Company and the Wittenborgs firm, leading Danish manufacturers of cigarette and merchandise venders, both have large displays, as has the Solbjerg firm, which exhibits a popcorn machine and ice cream dispensers.

Soren Wistoft is showing three large cigarette and cigar vending machines and three merchandise venders. The tobacco units are of varying capacities but all have identical mechanical elements. The merchandise machines, suitable for food or other items, come in three sizes, holding from 12 to 30 cubicles each. All are for outdoor service.

Wittenborg's booth displays four different sized cigarette and cigar machines and three merchandise venders. The firm also is showing a coin chute with a slug detecting device.

Danish cigarette and merchandise machines are adaptable for

corn sales by raising location percentages on their own products.

Altho the earlier high concentration on both popcorn venders and warmers has largely disappeared from the larger cities, both are continuing to chalk up favorable sales volume in the smaller towns and in rural areas. This is especially true where indiscrimi-

(Continued on page 100)

Labor Survey Shows Industry Earnings Rise

WASHINGTON, Oct. 26.—Earnings in industries producing materials for items sold thru vending machines remained fairly steady during May, June and July, it was revealed this week in a Department of Labor survey. During the three-month period average weekly earnings rose sharply, however, in the beet sugar industry, and slightly in the bottled soft drink and cigarette industries. Cane sugar refining wages dropped during the period while earnings in confectionery and cigar industries remained stable.

Weekly Averages

Beet sugar average weekly earnings were \$64 in July, \$61 in June, and \$51 in May. For bottled soft drinks, weekly earnings averaged \$57 for July, \$55 for June, and \$53 in May. Cigarette industry weekly wages averaged \$56 in July, \$55 in June, and \$51 in May.

Weekly average earnings in cane sugar refining plants tumbled from \$74 in May to \$66 in June, and \$63 in July. Confectionery firms' average was \$48 in July, \$49 in June, and \$48 in May. For the cigar industry the average was \$39 in July, \$38 in June, and \$37 in May.

Nedick's Sees Venders Aiding New Bev Sales

NEW YORK, Oct. 26.—Nedick's, Inc., due for a complete overhaul under new management, is looking to venders as an important market. This was made clear by Walter S. Mack, former head of the Pepsi-Cola Company, who was elected president of the quick lunch and orange drink chain this week.

With the development of a new pulpless orange drink, Nedick's seems ready to reach for a share of the vending business for some

(Continued on page 99)

BUILDS FUTURE JUKE PATRONS VIA GUM UNIT

OMAHA, Oct. 26.—Building new juke fans for the generation to come, Hymie Zorinsky, head of H. Z. Distributing here, had an eye and ear catching gimmick on display at the Midwest Coin Machine Convention this week.

Attention-catcher was a Silver King ball gum vender which, upon insertion of a penny, not only delivered the goods, but played a short tune via a music box mechanism activated when the lever was pulled.

Now the kids will not only get their gum—but some music at the same time.

Set Nat'l Popcorn Week Oct. 21-31

CHICAGO, Oct. 26.—National Association of Popcorn Manufacturers, Inc., has announced industry-wide celebration plans for National Popcorn Week, October 21-31, which marks the 321st anniversary of the introduction of popcorn in America.

According to research developed by the National Geographic Society for NAPM, popcorn was introduced to the English colonists at their first Thanksgiving feast in Jamestown in 1630 by an Indian chief.



Victor's TOPPER DELUXE WITH SIDE DISPLAY WINDOWS. Also Available in Double, Triple and Revolving Super Market Units. VICTOR VENDING CORP. 5701-13 W. Grand Ave. Chicago 29, Ill.

W. Va. Cig, Soft Drink Tax Receipts

CHARLESTON, W. Va., Oct. 20.—State Tax Department announced that revenues of \$542,442.64 in September from levies totaling 4 cents a pack on cigarettes were "about average." The figure compared with receipts of \$188,497.81 for September, 1950, when the tax amounted only to 1 cent per pack. The additional 3 cents in tax, effective last July 1, was imposed by the 1951 Legislature. Meanwhile, the department said that the State's new penny-a-bottle soda pop tax, also effective July 1, had brought in \$896,315.03 in net collections thru September 30. The soft drink tax is expected to produce \$400,000 a year, it was stated.

Peter Paul Grants Employee Pay Hike

NAUGATUCK, Conn., Oct. 20.—Peter Paul, Inc., announced wage increases of 6 cents an hour for production and comparable increases for office personnel this week. Increases, determined by regulations of the Wage Stabilization Board and effective October 8, will apply to employees in the Naugatuck, Philadelphia, Dallas and Oakland plants.

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 quality discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

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

Table with columns: Issue of, Price, Issue of, Price, Issue of, Price, Issue of, Price. Lists various machine models and their prices across different issues.

Sydney Acts On Vender Tax

SYDNEY, N. S., Oct. 20.—City council this week ruled that all types of vending machines must pay a \$25 license fee. Action enforced the city bylaw, in effect for several years, which calls for the annual levy on all types of coin equipment, but up to this week had been collected on games only.

After sanctioning the vender levy for 1951, the council agreed to petition the provincial assembly when it meets in annual session next spring to repeal the coin machine tax. Several aldermen went on record regarding city taxing of vendors unfair "as they constitute a public service."

It was disclosed during the council session that cigarette vendors would be installed in Sydney for the first time within a few weeks.

WRITE FOR CATALOG

On Bulk Venders, Merchandise Games, Etc.



TOPPER DELUXE 12 or 18 Models. Advise when ordering. \$14.95 per unit. Cost of \$56.80. Complete Vender Line in Stock.

COPPER CHARMS

Large size, new series, 1,000... \$3.95. Hand-painted imported Charms... \$1.25. For Wishes, 2 Gross... \$2.50. Stone Set Rings, 1 Gross... \$2.95. 1000 per unit... \$3.95.

STANDS

All steel... \$3.25 each. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.

We are factory distributors of VENDING MACHINES. One Third Deposit on All Orders.

PARKWAY MACHINE CORP.

715 River St., Atlanta, Georgia

VICTOR'S MODEL

Only \$12.75 Each. 124 or more. Sample \$12.75. Glass or Plastic. 12 or 18. EQUALLED FOR VENDING: BALL GUM, CANDY PEANUTS, CHAMPS, GUMMED PEANUTS, ETC.

LOWEST PRICES ON BALL GUM, CANDY CHAMPS, etc. We stock all parts and supplies.

"TRY THE BEST, TRY VICTOR'S" WRITE TODAY! H. B. Hutchinson Jr., 840 North Ave., N. E., Atlanta, Georgia.

Profit-Making Combination For Wide-Awake Operators

MODEL 49 1 1/2 - 5 1/2 - 10 1/2

The record breaking earnings being reported by operators using Model 49 have never before been approached by any bulk vender. It makes no difference what product you use, sales shoot up in locations as soon as a 49 is installed, and they stay there. Why? Sales appeal... eye-catching beauty... tempting merchandise display... clean, sanitary globe... all combine to sell the Model 49 and its merchandise to the public. It makes them want to patronize the machine and they do.

1 1/2 Selective TAB GUM VENDER. The Select Tab Gum Vender has everything operators want in a gum vender... big capacity... fast service... simple construction. It has been designed not only for mechanical perfection, but to sell gum, its striking appearance and tempting wide-open display of many varieties of gum creates an irresistible urge to patronize this machine. And that's why every time you use a Northwestern Selective Tab Gum Vender for replacement on your route, the sales will jump two to three times... and stay there!

FREE! You're enjoying reading "The Northwestern" which contains news, photos and helpful information for the operator of bulk vending machines. Write for your free copy today.

THE NORTHWESTERN CORPORATION

707 Armstrong Street Morris, Illinois

30 DAY MONEY BACK TRIAL

THE YEAR'S GREATEST VENDORS Northwestern MODEL 49. Outstanding MODEL 49. 12 or 18. PRICES: Less than \$15 \$17.25. Less than 100 \$17.15. 100 or more \$16.95. Seasonal TAB GUM. PRICES: Less than 25 \$22.95. Less than 100 \$24.95. 100 or more \$24.95. 18-COLUMN 1 1/2 SELECTIVE. Complete Line of PARTS, SUPPLIES, STANDS, GLOBES, BRACKETS, CHARMS, Etc. TIME PAYMENT PLAN AVAILABLE. TRADE-INS ACCEPTED. 173 OGDEN, BALANCE C.O.D. P.O.B. Factory.

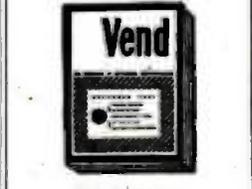
MERCHANDISE. ADAMS, All Flavors, 100 Count... \$1.02. WIGLEY'S, All Flavors, 100 Count... \$1.06. FRUIT CHARMS, Assorted, 100... \$1.00. SUGAR, 700 Count... \$1.20. HERSEY'S, 700 Count... \$1.20. MINIMUM ORDER: 25 CENTS of Any Assortment.

NORTHWESTERN SALES AND SERVICE COMPANY MOE MANDELL. 438 WEST 42nd STREET, NEW YORK 18, N. Y. (Kitchener 4-0142). 4105 161st AVENUE, BROOKLYN 14, N. Y. (Edney 8-3400).

Save at Least Part of Each Week's Earnings—Buy U. S. Savings Stamps and Bonds

From LITTLE ACORNS might INCOMES grow! ACORN ALL-PURPOSE VENDOR. The only completely different acorn... mechanism slides into place—no screws! Vends all bulk mints, 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. Featuring the sensational new WHITE FLASH BRUSH HOUSING. DISTRIBUTORS: Choice Territories Still Open—Write: Wm. Phoenix & Midwest, 1247 5th Ave., St. Louis, AT 1-6471. Pacific Coast Distributor: Operators Vending Machine Supply, 1073 Grand Ave., Los Angeles.

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.



"The Magazine of Automatic Merchandising"

"Vend contains more 'real meat' than almost any trade magazine I have ever read. And I take a lot of such magazines, about 20 in all."

ARCH C. RIDDELL, Pasadena, Calif.

VEND 748

2160 Patterson St., Cincinnati 22, O.

Please enter my subscription to VEND Magazine for One Year for which I enclose \$3.

Name

Address

City

Set New Calif. Firm

SACRAMENTO, Oct. 20.—Flower Merchandisers, Inc., has been granted a charter here to deal in vending machines of all kinds in Los Angeles County.

Canteen Dividends

CHICAGO, Oct. 20.—Automatic Canteen Company of America declared a 2 3/4-cent quarterly dividend on preferred and 25 cents on common stock.

CIGARETTE MACHINE BARGAINS

- 35 Col. Yeatons, used 4 mos. \$57.50
17-Col. DeGruyer, 2-1 57.50
8-Col. Rowe Imperial 69.50
7-Col. National 9-30 75.00
19-Col. National 9-4 79.50
6-10-Col. Rowe President, cut down 85.00
11 Rowe Penny Inserter, All 77.50

Automatic Sales Co. Lock Box #67 Beaumont, Texas

TOPPER DELUXE. With Plastic Side Display Window. Case of 4 \$64.00 Single \$14.99. COMPLETE VICTOR LINE IN STOCK! CHAMPION NUT & CHOCOLATE CO.

YOU REALLY SCORE WITH TOPPER. The Operator's Choice Machine. CONFECTION SALES CO. 10006 St. Clair Ave. Cleveland 5, Ohio

BRAND NEW LUCKY BOY VENDORS. Lots of 4 \$9.75 EACH. LLOYD MFG. CO. VALLEY STATION, KY

ACORN ALL PURPOSE NUT MERCHANTS. Available Now! WHITE FLASH BRUSH HOUSING. COIN MACHINE EXCHANGE 1012 Milwaukee Ave. Chicago 22, Ill.

GRIFIN DISPENSER. Distributors & Operators Now Available. AUBREY STEMLER DIST. CO. 1888 Laurel Terrace Dr. Buena Vista, Calif.

Oxygen Bar Co.

53 inches high, was initially introduced as an experimental machine early last summer. Burns installed the first model in a military bus station in San Antonio.

The oxygen is delivered to the customer thru a rubber tube; a rubber funnel is shaped to receive a conical paper cup with the bottom removed, which is placed over the customer's nose and mouth for inhalation.

Burns states that a whiff of pure oxygen provides quick relief from drowsiness, fatigue, nervousness and other symptoms of overwork or overindulgence in food, drink or smoking.

Further development of the oxygen vending idea is being conducted by the Institution of Inventive Research, under contract

Conn. Cig Price

to be disregarding the State law which makes it illegal for retailers to sell cigarettes at less than a 4 per cent mark-up.

The State law, effective October 1, means that cigarettes bought by retailers at a wholesale price of \$1.78 a carton cannot be sold to customers at less than \$1.86.

Conway declared that a showdown between the OPS and the State tax agency over the cigarette law could end in judicial action or possibly an agreement between the two agencies.

The Connecticut Retail Grocers and Marketmen's Association has asked Senators McMahon and Benton and Cong. A. A. Ribicoff to get the OPS to relax its ruling.

with Oxygen Bar Company, in an effort to develop other medical and beneficial uses for the unit, Petty told The Billboard.

Venders Aid Sales

years the company, under its previous ownership, sponsored modest experiments in automatic merchandising, both via single-portion can and cup-throw equipment.

At first, said Mack, the company will sell its new drink to operators of pre-mix machines, such as the Snively. He indicated, however, that tests were being made with sirup machines and that the new beverage, in concentrated form, could be dispensed thru such coin equipment.

The Nedick's program includes modernizing the approximately 90 stores wholly owned by the company, as well as setting up a franchise plan for new stores under the Nedick name "across the nation."

SMOKESHOP "612" PACK CAPACITY. The NATION'S FINEST CIGARETTE VENDOR. AUTOMATIC PRODUCTS CO. 250-B West 57th St., New York 19, N. Y. Phone 7-3123

Paul A. Price Co. 220 Broadway, New York 38, N. Y.

See You in Cleveland! NOVEMBER 12-13-14-15 THE MOST IMPORTANT CONVENTION in the HISTORY OF OUR INDUSTRY!

What's new in equipment and methods? What's the wage, tax and profit picture for '52? How about the availability of materials and supplies? How about the cost of merchandise? Service? What are the industry leaders thinking? Saying? Doing?

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

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

CLEVELAND HOUSING BUREAU 511 Terminal Tower Cleveland 19, Ohio. Thomas B. Hangerford Chairman 1951 N.A.M.A. Convention & Exhibit

5th ANNUAL CONVENTION & EXHIBIT CLEVELAND PUBLIC AUDITORIUM

NATIONAL AUTOMATIC MERCHANDISING ASSOCIATION The National Trade Association of Merchandising and Service Vending Machine Operators, Mfrs. and Suppliers. 7 South Dearborn Street, Chicago 3, Ill. Financial 6-0370

CHARMS—Proven Sales Boosters. Write for Complete Price List. Karl Guggenheim inc. 33 UNION SQUARE • NEW YORK 3, N. Y.

BOOST PROFITS TO A NEW HIGH! NEW Northwestern '49 Special. NORTHWESTERN 10-COLUMN SELECTIVE TAB GUM VENDOR. RAKE'S VENDING CANDIES. RAKE'S BALL GUM VARIETIES. RAKE'S PISTACHIO NUTS. RAKE'S ACCESSORIES & EQUIPMENT.

RAKE COIN MACHINE EXCHANGE

OUR PRICES ARE STILL LOW! CIGARETTE MACHINES. CANDY MACHINES. SPECIAL \$75.00. SPECIAL \$85.00. UNCONDITIONALLY GUARANTEED. CONVERSIONS. ANY MAKE OR MODEL CIGARETTE VENDOR TO 25c OR 30c VENDING

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

WHAT ARE YOU VENDING?



ADVANCE
is the Vender for You!

The 1-column model (Hitchcock) vends flat cartons up to 3 1/2" x 2 1/2" x 3 1/4" long—or round cartons up to 1 1/2" diameter x 3 1/4" long. The 2-column model handles round cartons up to 3 1/2" diameter x 3 1/4" long.

Regularly furnished for 1c, 5c, 10c or 25c operation. Separate cash box—and Advance Cold Detector 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., BROOKLYN 25, N. Y.
President 2-2900

Nothing Finer or Simpler to Handle
"SILVER-KINGS"
For Large Profits—Long Life Business



5c
PESTACHIO BUT
VENDOR
"CHARM KING"
BALL GUM
VENDOR
NEW
ROTARY
"SUPER-VENDOR"

VENDS NEW LARGE SIZE 7c "SUPER-GUM" (100 to the Pound) of regular 10 1/2" lbs. Nut and Ball Gum, Candy, Cherm, Vendors, 1c-5c U.S. and Foreign Coins, "Hot-Hot" Vendors. Designed for large quantities are offered at low...

\$10.00 in quantities
SILVER-KING CORP.
622 Diversy Parkway Chicago, Ill.

GET NEWER CHARMS

Lowest prices from America's largest Charm manufacturer.
Over 40 new and different varieties of Charms.
Our prices are lower! Send 35c for complete samples.

PENNY KING CO.
415 Neptune Street
Pittsburgh 20, Pa.

2,000 ASSORTED CHARMS

15 Different Items—everything you make—in plastic and plated mixture.
WORTH MORE—SPECIAL DEAL
2,000 for \$10
P.O. Box, Jamaica, N. Y.
Immediate delivery.

EPHY

Samuel Ephy & Co., Inc.
91-15 164th Place, Jamaica 2, L. I., N. Y.

Popcorn Fades as Vender Item

Continued from page 97

mate promotional selling was not undertaken three or four years ago, and where there is not the stiff competition from packaged trade-named snack items.

A survey of current manufacturing activity in the popcorn machine field reveals that while a minimum of 12 firms were producing venders three years ago, not one reports doing so now; while 11 companies turned out counter warmers three years ago, only one firm reports production today.

A check of the 14 firms in the vender-warmer field in 1949 (many produced both types) indicated that approximately 92,500 manual and coin models had been turned out up to that time. The actual number of these units now

in operation is problematical, but an approximation would be 55,000 to 65,000.

Among the vender manufacturers, which up to last year had produced a cumulative total of 57,300 units (of the 92,500 vender-warmer total) Auto-Vend, Dallas, leads with production in excess of 32,000 machines. Currently, while new popcorn vender production is stopped, Auto-Vend has been selling new Pop Corn Sez machines from inventory. Listing for \$198.50, these are the last units of the production runs which ended in 1950. Altho now engaged in aircraft production, Auto-Vend is currently renewing used Pop Corn Sez venders which it repurchased and is marketing them. In the warmer field, the single

firm reporting current activity is ABC Popcorn Company, Chicago. The largest producers of warmers (ABC built 22,500 of the total 31,200 warmers produced), it has turned out to date in 1951 over 2,800 of its French Boy warmers listing at \$51.50. Curtailed output, due to materials restrictions, will reduce production in the months ahead.

Victor Vending Machine Company, Chicago, altho discontinuing its Hot-Pop warmer, can assemble between 200-300 more units from parts on hand. Nepecon Poppers, Los Angeles, reported withdrawing from the field after an unsuccessful attempt to produce and sell the units in quantity.

The 10 remaining firms which have introduced postwar popcorn venders and warmers failed to respond to queries on current activity. They are:

Atlas Manufacturing & Sales Company, Cleveland; Bonanza, Ltd., Los Angeles; Electro-Serve,

Danish Trade Show

Continued from page 97

American use as they operate with either 25-ore or 25 one-krone coins, both of which are about the same size and weight as a United States quarter. The machines are of solid metal and glass construction and designed for outdoor placement. Coin chutes may be adjusted to take either the 25-ore or the one-krone coin and also can be set to accept from one to three of either coin.

Inc., Peoria, Ill.; Hawkeye Novelty Company, Des Moines; King Kernel, Inc., Chicago; Popperette Sales Company, Chicago; Pronto Popcorn Sales, Inc., Boston; Styton Corporation, Los Angeles; Kunkel Metal Products Company, Los Angeles, and Viking Tool & Machine Corporation, Belleville, N. J.

A Partial List of Nationally Famous Brand-Name Products Advertised in Vend...

- AMEND'S CHUCKLES
- BEIGH'S CANDY BARS
- CADBURY FRY CHOCOLATE BARS
- CANADA DRY FOUNTAIN SYRUPS
- CHASE & SANBORN COFFEE
- CLARK BARS
- COCA-COLA
- CONTINENTAL CAN CUPS
- DIXIE CUPS
- DR. PEPPER

- ESKIMO PIE ICE CREAM BARS
- HENRY HEIDE CANDIES
- HERSHEY CHOCOLATE BARS
- HIRES ROOT BEER
- HOLLYWOOD CANDY CO. BARS
- LILY-TULIP CUPS
- LUCKY STRIKE CIGARETTES
- MARS, INC., CANDY BARS
- MASON'S CANDY PRODUCTS
- MAXWELL HOUSE COFFEE
- NABISCO PRODUCTS
- NECCO CANDIES
- NESTLE CHOCOLATE BARS
- OLD GOLD CIGARETTES
- ORANGE CRUSH BEVERAGES
- PALL MALL CIGARETTES
- PEPSI-COLA
- PETER PAUL'S MOUNDS AND ALMOND JOY
- PLANTER'S PEANUTS
- PONDO'S TISSUES
- WALTER BAKER CHOCOLATE
- WILBUR-SUCHARD CHOCOLATE BARS
- WRIGLEY'S CHEWING GUM
- ... and others

V

END recently carried the first in a series of advertisements featuring

KOOL CIGARETTES

More and more, the top national brand names are making a stronger and stronger bid for the valuable volume of the vending market, clearly illustrating the recognition and prestige the automatic merchandising industry has achieved. It is truly a proud tribute to the industry's growth, strength and stability. It is added proof of the ever-growing importance of vending in the national merchandising picture.

Another Feather in YOUR Cap ... and Ours!

Why

do all of these experienced million-dollar advertisers choose VEND exclusively to deliver their sales messages to the automatic merchandising industry. Here are the answers—simple as A-B-C—and as powerful as the vending industry itself:

- ... VEND'S readers represent the largest, most powerful group of operators in the world, covering an estimated 95% of the buying power of the entire industry!
- ... VEND holds its readers year after year—and continually adds new readers—with practical money-making, money-saving ideas that hundreds of operators have already put to use to make more vending profits!
- ... VEND serves ALL branches of the industry—operators, suppliers, jobbers and manufacturers—and ALL phases of vending whether cigarettes, candy, soft drinks or any of the newer, up-and-coming products like coffee, ice cream and milk.

- ... VEND's monthly column—on Tobacco Products, on Beverages, on Candy-Gum-Nuts, on General Trade News—keep operators up to the minute on important trade developments... its every-month TRENDS feature is the industry's forecaster, with news of general business conditions and developments and how they apply to vending... the NEW PRODUCTS SECTION announces, describes and illustrates new equipment, parts, supplies, services... and the popular AUTOMATIC LETTER BOX serves as the industry's mouth-piece.

Every day, every week, every month, more and more people in vending are finding out that it's smart and profitable to "team up" with VEND... as a reader... as an advertiser... or both!

Now... here's an outstanding opportunity to put **VEND** on **YOUR PROFIT TEAM**, and on a special **Good-for-10-Days-Only LOW-COST TRIAL OFFER** that saves you exactly 50%!

GOOD FOR 10 DAYS ONLY: MAIL TODAY!

VEND.
The Billboard Publishing Company,
2160 Patterson St., Cincinnati 22, Ohio.

Gentlemen: I want the next 8 ISSUES OF VEND, including the BIG, CURRENT OCTOBER DIRECTORY NUMBER and the VALUABLE NOVEMBER NATIONAL AUTOMATIC MERCHANDISING ASSOCIATION CONVENTION ISSUE, on your special half-price trial offer! My dollar is enclosed.

NAME

FIRM

ADDRESS

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Start to get VEND right now... in time for the BIG CURRENT OCTOBER DIRECTORY ISSUE... in time for the VALUABLE GIANT NAMA CONVENTION NUMBER (November)... and for the NEXT SIX PROFITABLE, IDEA-PACKED ISSUES—all for just a single dollar bill!

You Pay \$1...
SAVE \$1.00
For the next
8 BIG ISSUES
Act Now!



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Cincinnati 22, Ohio

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Supplies in Brief

Sales Report

WASHINGTON, Oct. 20.—Confectionery and tobacco products sales at the wholesale level were up 8 and 5 per cent, respectively, during the first eight months of 1951, compared to the corresponding period of 1950, Department of Commerce reported. Confectionery wholesale sales during August were up 6 per cent from August a year ago, and up 8 per cent from July of this year. Tobacco products sales at wholesale during August rose 2 per cent above those in August, 1950, and shot up 9 per cent above July, 1951 sales.

August 30 inventories of confectionery were 8 per cent above

those at that date a year ago, but down 2 per cent from inventories at the end of last July. Inventories of tobacco products at the end of August were 7 per cent higher than a year ago and 6 per cent higher than supplies at the end of July this year.

More Nuts

WASHINGTON, Oct. 20.—Walnut production for 1951 was estimated by the Department of Agriculture to be approximately 103,000,000 (M) pounds, compared to the 86,290,000 (M) pounds produced last year. The department this week also fixed salable percentage of in-shell walnuts to 80 per cent and surplus percentage at

20 per cent for the 1951-'52 marketing year.

CCC Rates

WASHINGTON, Oct. 20.—Commodity Credit Corporation loan rates by grades for 1951 tobaccos are now available, the Department of Agriculture announced. Grade rates for burley tobacco range from 16 to 70 cents per pound; for fire-cured from 14 to 60 cents; for dark air-cured from 15 to 52 cents; and for Virginia sun-cured from 15 to 48 cents per pound. The 1950 burley rates were from 14 to 67 cents; fire-cured, 13 to 56 cents; dark air-cured from 13 to 48 cents; and Virginia sun-cured 12 to 48 cents.

Cuban Tobacco

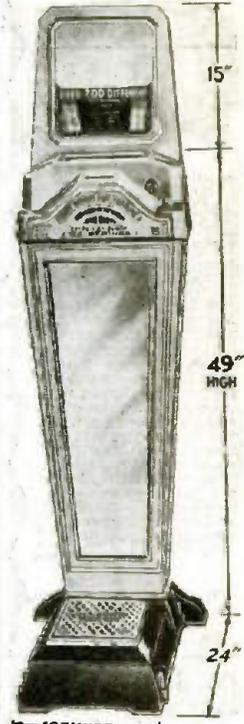
HAVANA, Oct. 20.—The value of exports of leaf and processed tobacco during the first seven months of this year amounted to

\$21,982,053, compared to \$14,726,768 during the same period the preceding year; an increase of \$7,255,285, it was reported at the General Division of Statistics of the Ministry of the Treasury.

The value of unprocessed tobacco exported during the seven months of the year amounted to \$18,508,098, and that of processed tobacco, \$3,473,955.

The United States was the principal buyer of cigars and leaf tobacco; cigarettes were exported to Central and South American countries. Europe also purchased 1,851,326 cigars last month and 103-200 cigarettes.

Average price obtained for cigars—19 cents U.S.A.; 13 cents other countries of America; 17 cents Europe and 22 cents other countries of the world. Prices obtained for stemmed leaf tobacco—\$3.13 per kilo U.S.A., and \$3.03 per kilo other countries of the American continent.



15" WIDE
49" HIGH
13" WIDE

WEIGHT 165 LBS.

\$25 DOWN

Balance \$10 Monthly

400 DE LUXE PENNY FORTUNE SCALE

NO SPRINGS

WRITE FOR PRICES

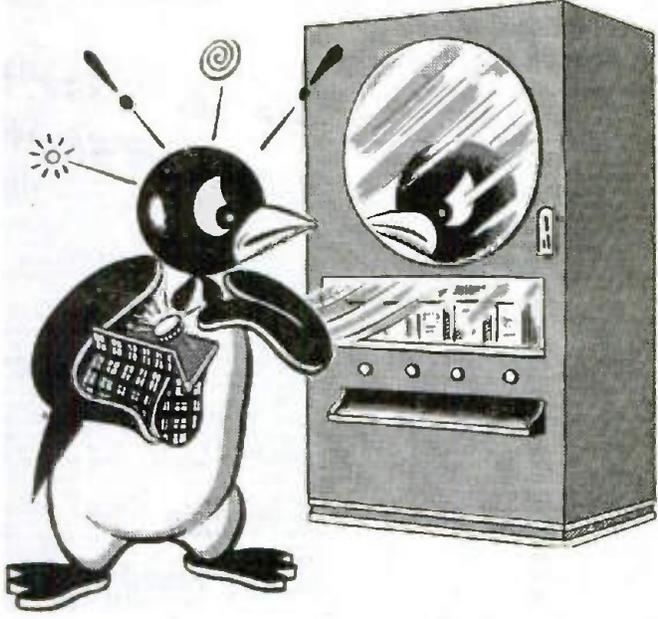
LARGE CASH BOX HOLDS \$65.00 IN PENNIES

Invented and made only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 3-2772
Cable Address: WATLINGITE, Chicago



WILLIE THE PENGUIN SAYS:

Kool-smokers want Kools!

Other brands will not do.

So a Kool-less machine

Means a sales loss to you!

BROWN & WILLIAMSON TOBACCO CORPORATION LOUISVILLE KENTUCKY

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 Make for Mach.

Write for Catalogs and Merchandise List.

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NORTHWESTERN SALES & SERVICE

1194 TREMONT ST., BOSTON, MASS.

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VEEDCO SALES CO.

2124 Market St., Philadelphia 3, Pa.
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GIVE TO THE **RUNYON CANCER FUND**

MUSIC MACHINES

AMI Unveils D-80; Production Starts

Hold First Showing at Midwest Coin Show; Deliveries Begin in One Month

OMAHA, Oct. 20.—AMI this week unveiled its new 80-selection 45 r.p.m. phonograph at the Midwest Coin Machine Convention here and reported the unit is now in production. Deliveries will start in three weeks.

The Model D-80, unlike the 40-selection 78 r.p.m. Model D, features a moving chassis and stationary records. Cabinet is basically the same in both models, but the selector panels are different. In the 80-selection unit, the panel features individual buttons for each selection, and selections play in sequence. Thus, the A side of a record may be in the No. 3 position, while the B side would be No. 4 on the panel.

Special programming is also possible with the 80-selection panel, with categorical breakdowns—pop, classical, hillbilly, etc. Because the playing of records on the 45 r.p.m. unit is in sequence, this special programming is possible. The one-button operation

also tends to permit faster play. The Model D-80 will be available in bleached mahogany or demitasse mahogany. Unit is 30 inches wide, 28 inches deep, 60 inches high and occupies 5 square feet of floor space. Machine weighs 285 pounds.

Also on display at the convention were the AMI Model D 20 record, 40-selection 78 r.p.m. unit in both the bleached wood and mahogany cabinets and an AMI hideaway.

Displayed by Mayflower Distributing, St. Paul, and Paster Distributing, Omaha, the units were explained to operators by William Fitzgerald, AMI advertising manager, and Al Mason, both of Grand Rapids, Mich., and Ed Ratajack, Western sales head who headquarters in Chicago.

Set Lines for Battle Over Juke Measure

Continued from page 14

man, counsel, Michigan Automatic Phonograph Association; Miss Isabelle Marks, Decca Records, Inc.; Wilbur A. Osterling, RCA Victor Records; Walter G. Douglas, board chairman, Music Publishers' Protective Association; Theodore Kupferman, chairman, copyright committee, Federal Bar Association of New York; Amy W. Klingmann, Music Publishers' Association of U. S.; Hammond Chaffetz, counsel, Automatic Phonograph Manufacturing Association; Franklin Waldheim, Society of Independent Motion Picture Producers; Herman Finkelstein, counsel, ASCAP, and Vincent Wasilewski, National Association of Radio and Television Broadcasters.

Evans Bows 2 New Jukes at MC Meet

Add Non-Coin Concert Master, 45 R.P.M. Constellation to Line

OMAHA, Oct. 20.—H. C. Evans & Company this week displayed for the first time its new Concert Master, non-coin operated 20-record, 40-selection phonograph (The Billboard, October 20), and a 45 r.p.m. Constellation at the Midwest Coin Machine Convention at the Paxton Hotel here.

The Concert Master, Lester Rieck, manager of the phonograph division of Evans stated, will list for \$297.50, and will be ready for delivery within four weeks. The 45 r.p.m. Constellation, also featuring 20 records and 40 selections, is now in production and deliveries have already started.

The cabinet design for the Constellation is the same as that of its 78 r.p.m. counter-part, while the Concert Master mechanism,

also playing 45 r.p.m. disks, is housed in a dark mahogany cabinet, with a colored cloth behind a simple in-line metal grill. Only three control knobs, arranged like those on a home television or record player console, are used. Unit features cancel and repeat controls so that any given record may be replayed without completing its disk cycle. Third control activates or de-activates the machine.

Opens New Locations

Rieck stated that the Concert Master is being offered operators as a rental unit for either homes or regular locations in the latter group, firm is pushing the idea the phonograph can be used to open many new type locations. Because the Concert Master plays a two-hour program without repeating, use of the unit in such spots as mortuaries (with religious music), hospitals and small shops is possible.

The 45 r.p.m. Constellation shown marks the first time Evans has housed such a mechanism in its juke box. Previously, a 45 r.p.m. kit was made available to operators who wished to convert 78 units.

Seeburg Color Select-o-Matic Shown at MCMC

OMAHA, Oct. 20.—Shown as part of the Atlas Music Company, Des Moines, display, the "war model" Seeburg 100 selection Select-o-Matic in color was featured at the Midwest Coin Machine Convention at the Paxton Hotel here this week. Two models on display both used 45 r.p.m. records.

The phonographs, while closely resembling the standard Select-o-Matic, proved one of the attractions of the convention. One model featured a soft green, the other a rust finish.

Engineering know-how developed substitutes for some critical materials used in the standard models, and has so integrated the substitutes (in some cases operators believed these to be superior to the original metals) that to the average eye few are noticeable. For example, one of the pieces most noticeable is the use of a plastic guard over the edge of the record, instead of a metal guard.

Colors tend to attract immediate attention to the machine, yet are so soft they blend into practically any decor.

Phil Moss, head of Atlas in Des Moines, and B. Luchman were in charge of the display.

So. Dakota Ops Meet in Omaha; Set Promotion

OMAHA, Oct. 20.—The South Dakota Phonograph Association, one of the six State organizations which sponsored the Midwest Coin Machine Convention here this week, held its quarterly meeting at the Paxton Hotel Tuesday (10), with Mike Imig, president, conducting the session. The group also had one of the largest turnouts at the convention.

The association confined most of its two-hour session to promoting juke box play. A special presentation of the Hit Parade service was made to the group, which voted to test the service in the State.

Discussions were held on dime play and the Office of Price Stabilization. Imig reported the

MOA EXECS MEET; OK '52 CONVENTION MARCH 4-6

Chicago Gets National Meeting; Plan Strong Agenda to Attract Ops

OMAHA, Oct. 20.—With Office of Price Stabilization and proposed copyright legislation problems facing the music machine industry, the board of directors of the Music Operators of America convened here Wednesday in semi-annual meeting to be brought up to date on these subjects, and to approve the 1952 MOA convention in Chicago, March 4-6. George A. Miller, president, conducted the session.

The 1951 MOA convention closed on a note of indecision regarding a '52 national conclave. The emergency period, it was pointed out, made it inadvisable to definitely announce the 1952 meeting. Subsequent events, however, made it clear that such a gathering was essential, the board and Miller reported and, with tentative reservations already made at the Palmer House, it was decided to officially approve the holding of a convention next spring.

Miller pointed out that even the manufacturers would be hard hit from present indications, in the

output of new equipment next year, the seriousness of the economic situation, plus the many na-

FITZ BLITZES PRIZE AWARDS

OMAHA, Oct. 20.—Conventions and their opportunities for souveniers and prizes, and providing a musical education for William Fitzgerald, AMI advertising manager. At a recent convention in Chicago Bill walked off with one of the grand prizes, a television set.

At the Midwest Coin Machine Convention here this week, Fitzgerald stopped at the Decca exhibit, picked up a key from a stack of hundreds of keys, only a few of which would work, and opened the firm's Treasure Chest gimmick. He then drew for his prize and came up with the No. 1 award a 45 r.p.m. record player.

MONI Elects First Execs at Oct. Meet

Lindelf President; Set Up Official Assn. Headquarters

CHICAGO, Oct. 20.—Music Operators of Northern Illinois, with an almost 100 per cent membership turnout for its October meeting Wednesday (10), discontinued its previous informal organization, elected officers, and announced the setting up of an official association headquarters. Since its formation four years ago, the group had met monthly in dinner-discussion sessions, had no regular executive staff, and was held together by a common-consent director.

New MONI officials are Robert Lindelf, General Music Corporation, Skokie, president; Andy Hesch, A. H. Entertainers, Arlington Heights, vice-president; Bruno Manardo, East Music Company, McHenry, assistant vice-president, and William Nylon, Western Automatic Music, Chicago. Association headquarters have been set up at 8000 Lincoln Avenue, Room 2, Skokie.

Dime Play Report

Election of officers occupied the major portion of the meeting, but members discussed dime play and progress of the membership drive initiated last month (The Billboard, September 22). Dime three-for-a-quarter play has become the rule rather than the exception thru the Chicago metropolitan and suburban areas, it was pointed out

The October meeting, held at the Haptburg Inn outside suburban Des Plaines, will be followed by the first meeting under the new executive set-up November 14. Site will be announced shortly.

MAPOA Seeks Juke Ruling From OPS

DETROIT, Oct. 20.—A move to seek exemption of juke boxes from government price regulations was launched here thru the Michigan Automatic Phonograph Owners' Association, following discussions of association leaders with local officials of the Office of Price Stabilization. The medium to be used is a detailed brief prepared by Irving B. Ackerman, counsel of MAPOA, setting forth the position of the industry and the reasoning for special consideration. Brief is signed by Morris A. Goldman, president of MAPOA.

Relief sought is for "the business or service of rendering musical entertainment by coin-operated phonographs thruout the

national problems which face the music machine operator made a 1952 meeting imperative. A strong program of operator meetings will be set up for the convention so that all music operators will be able to participate in the sessions designed to cover each of the problems involved, as well as general operating subjects.

Org Activities

Miller, who was released from the hospital after a three-hour check-up only a few days before coming east for the meeting, revealed the MOA has been active in both the OPS and copyright situations.

Miller advised operators of music equipment they could not go to dime play until the nickel price was decontrolled by the government agency. He said every effort was being made to present the case of the operator to the responsible officials, and it was hoped that a favorable ruling would be handed down soon.

Canadian Juke Route Bought By Andrews Co.

TORONTO, Oct. 20.—New money is being brought into the coin-machine industry in Canada with the purchase of a major route by the English firm, Duncan Andrews Company.

The route which runs 165 miles from Toronto to Kingston and

(Continued on page 106)

Rock-Ola Shows Lino-Selector At MCMC Meet

Production Skeds Not Decided; See Rocket Juke Line

OMAHA, Oct. 20.—Shown to distributors several months ago at a special meeting in Chicago, the Rock-Ola Lino-Selector 50-selection wall box was formally presented to the music machine industry during the Midwest Coin Machine Convention at the Paxton Hotel here. Unit was featured by H. Z. Vending in its booths, with Arthur Weinand, vice-president and director of sales for Rock-Ola, on hand to explain features of the unit to visiting operators.

The Lino-Selector is a three-wire box wherein patrons line up any one of 50 selections with the corresponding selection button in order to get their selection played. Unit can be set to operate on any combination of 5, 10 or 25 cents. Selections are listed on cards which can be turned by the patron so as to line them up with the selector buttons located along the side of the box. The final page of the selections can be used by the location to advertise food, or any other product.

Plan Output

Weinand said the Lino-Selector is not yet in production, but will be within a few weeks.

Also on display were the Rock-Ola Super Rocket '52-'50 phonographs, including a 45 r.p.m. version.

At the conclusion of the convention here, Weinand said the Lino-Selector and the Super-Rocket line would be unveiled for Eastern operators at a special showing at the Commodore Hotel, New York, November 2 and 3. Latter day is the date of the New York association's annual dinner.

Nebraska Ops Meet; Discuss 10-Cent Play

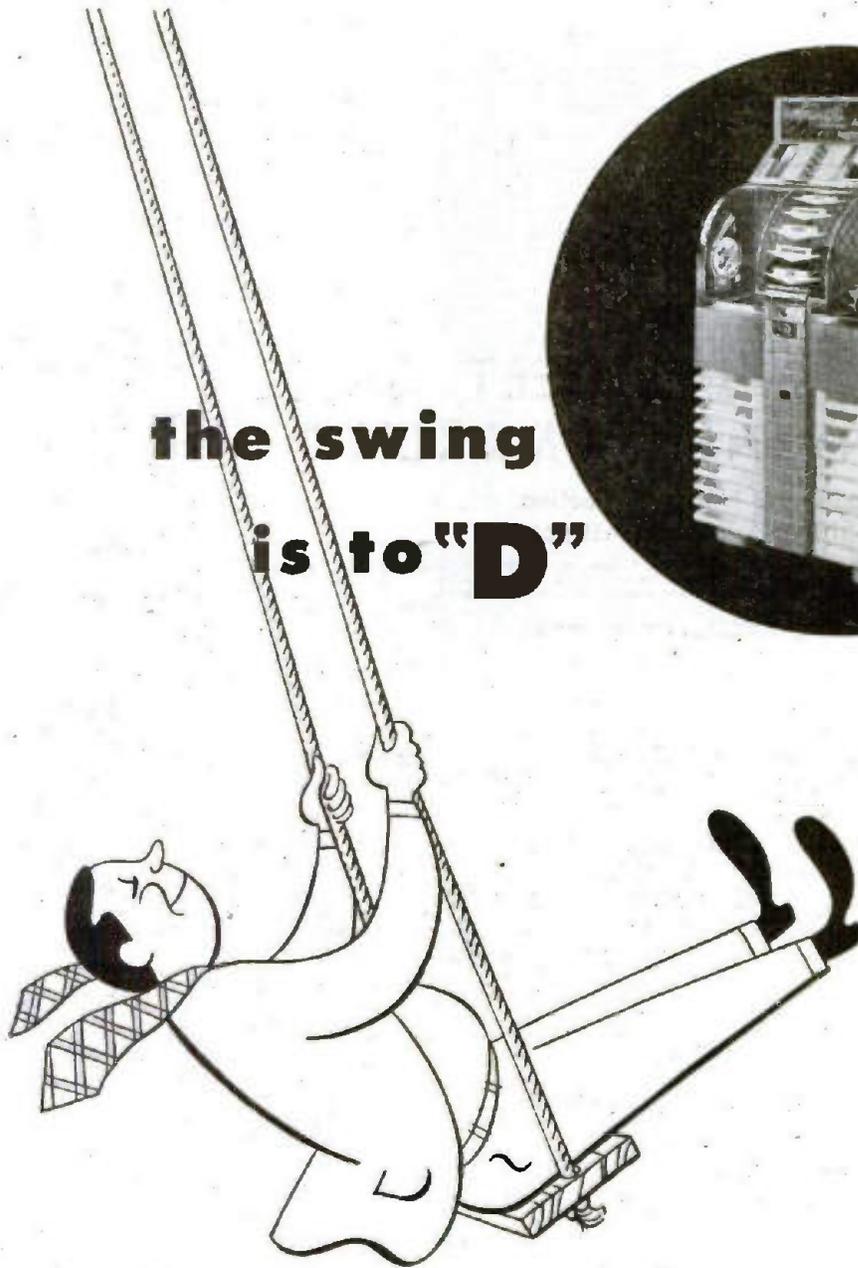
OMAHA, Oct. 20.—Meeting in conjunction with the Midwest Coin Machine Convention, the Nebraska Automatic Phonograph Operators' Association, Inc., one of the sponsors of the MCMC, and acting as host for the visitors, held its own meeting at the Paxton Hotel Monday (15) afternoon. Jerry Witt, president, conducted the session.

Major subject during the meet-

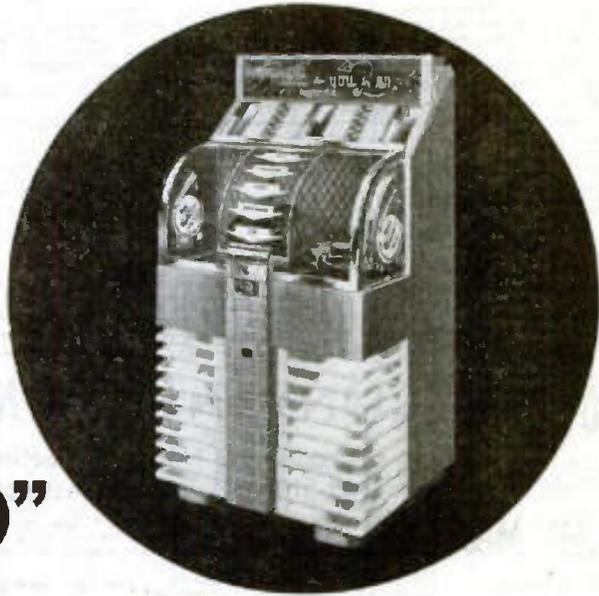
(Continued on page 106)

(Continued on page 106)

(Continued on page 107)



**the swing
is to "D"**



AMI *Incorporated*

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

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 this 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.

AIREON	Issue of Oct. 20	Issue of Oct. 13	Issue of Oct. 6	Issue of Sept. 29
Blonde Barber	\$125.00	\$150.00	\$150.00	\$150.00
Coronet	49.00	49.00	49.00	49.00
Deluxe	49.00	49.00	49.00	49.00

AMU	Issue of Oct. 20	Issue of Oct. 13	Issue of Oct. 6	Issue of Sept. 29
Hideaway	299.00	329.50	299.00	295.00
Model A	399.00	399.00	399.00	399.00
Model B	399.00	375.00	399.00	399.00
Model C	399.00	399.00	445.00	499.00

FILBEM	Issue of Oct. 20	Issue of Oct. 13	Issue of Oct. 6	Issue of Sept. 29
Hideaway	195.00	195.00	195.00	195.00
Mantra	195.00	195.00	195.00	195.00

MULLS	Issue of Oct. 20	Issue of Oct. 13	Issue of Oct. 6	Issue of Sept. 29
Constellation	124.50	124.50	169.50	169.50
Emerald	34.50	34.50	39.00	39.00
Throne	34.50	34.50	39.00	39.00

PACKARD	Issue of Oct. 20	Issue of Oct. 13	Issue of Oct. 6	Issue of Sept. 29
Monarch	124.50	139.00	124.50	139.00
7	149.00	149.00	79.50	79.50

RISTAUCAI	Issue of Oct. 20	Issue of Oct. 13	Issue of Oct. 6	Issue of Sept. 29
15	60.00	60.00	60.00	60.00

ROCK-OLA	Issue of Oct. 20	Issue of Oct. 13	Issue of Oct. 6	Issue of Sept. 29
Commande	39.00	39.00	39.00	39.00
Playmaster	64.50	69.00	64.50	69.00
Super '40	49.50(2)	49.50(2)	49.50	49.50(2)
38	39.50	39.50	39.50	39.50
1418	49.50	49.50	49.50	49.50
1422	119.00	119.00	125.00	129.00
1426	169.00	159.00	169.00	159.00
1428	185.00	185.00	179.00	179.00
Counter Model	299.00	299.00	299.00	299.00
1950 50 Selection	650.00	650.00	650.00	650.00

SEEBURG	Issue of Oct. 20	Issue of Oct. 13	Issue of Oct. 6	Issue of Sept. 29
Classic	49.50	59.00	49.50	59.00
Colony	49.50	59.00	49.50	59.00
Emmy	49.50	59.00	49.50	59.00
Gene	49.50	59.00	49.50	59.00
Hi Tone	169.50	179.00	169.50	179.00
H-146 M Hideaway	229.00	259.00	229.00	259.00
H-246 M Hideaway	199.00	229.00	199.00	229.00
Hi-tone ES	59.00	59.00	59.00	59.00
La Bay	59.00	59.00	59.00	59.00
La-Tone	59.00	59.00	59.00	59.00
Major	49.00	49.00	49.00	49.00
Regal	49.00	49.00	49.00	49.00
406 Hideaway	249.50	249.50	249.50	249.50
146	195.00	145.00	195.00	195.00
146 M	150.00	189.00	150.00	189.00
146 S	150.00	150.00	150.00	150.00
147 M	169.00	169.00	169.00	169.00
147 S	169.00	169.00	169.00	169.00
148 M	325.00	349.00	325.00	349.00
148 M1	329.00	349.00	329.00	349.00
148S	325.00	325.00	325.00	325.00
148S	79.00	79.00	79.00	79.00
1941 RC Special	249.50	249.50	249.50	249.50
1947 RC Special	274.50	274.50	274.50	274.50
8800	85.00	85.00	85.00	85.00
9000	45.00	45.00	45.00	45.00

WURLITZER	Issue of Oct. 20	Issue of Oct. 13	Issue of Oct. 6	Issue of Sept. 29
500	\$39.50	45.00	\$35.00	39.50
500	49.00	49.50	49.00	49.00
500	39.50	39.50	39.50	39.50
600R	49.00	49.00	49.00	49.00
600R	49.00	49.00	49.00	49.00
516	79.50	79.50	79.50	79.50
700	69.50	75.00	69.50	75.00
750	109.00	109.50	100.00	109.50
750 E	89.50	89.50	89.50	89.50
780	79.50	79.50	79.50	79.50
800	89.50	89.50	89.50	89.50
800	69.50	74.50	69.50	74.50
850	75.00	79.00	75.00	79.00
850	35.00	59.00	35.00	59.00
950	74.50	74.50	74.50	74.50
1015	169.50	175.00	169.50	175.00
1017	185.00	195.00	185.00	195.00
1080	199.00	199.00(2)	210.00	250.00
1100	344.50	369.00	344.50	369.00
1100	374.50	374.50	374.50	374.50
1250	449.00	495.00	449.00	495.00
Victory	529.50	550.00	529.50	550.00

• Classical Reviews

Continued from page 14

LISZT: THE BATTLE OF THE HUNS—SYMPHONIC POEM NO. 11—MUSIC PHILHARMONIC ORK. Kurt Eichhorn, Cond. (1-10')

AND TASSI-LARENTI: TULLIUM—SYMPHONIC POEM NO. 2—MUSIC PHILHARMONIC ORK. Adolph Mennerich, Cond. (1-12')

Mercury (33) MG 10083

Mercury, with this LP, continues its series especially devoted to bringing to market all 14 of Liszt's symphonic poems. Liszt has been a much under-rated composer with regard to his orchestral abilities; he has been marked a link between Berlioz and Richard Strauss. His music for the most part has been ignored save for the popular "Les Preludes" and "Mephisto Waltz." It is true that much to Liszt's symphonic poems is verbose, weighty and even crude. But there is much in them that is quite remarkable, particularly with regard to his amazingly modern and striking orchestral colors and his vital original conception of symphonic structures. For this alone is the Mercury series a worthy project. The current LP is perhaps the most rewarding in the group issued to date. "The Battle of the Huns" is based on a mural by the German painter Knabach and depicts the furies of war with an ending representing a brilliant motif of victory. It could be a popular concert piece if it were heard through and this discing could bring it to attention. It is played with clarity and power by the Menich group under Kurt Eichhorn. "Tasso," the coupling, is a relay to a 16th century Italian lyricist. There are elements of power here, but generally this is one of those Lucilian epic longer on word than on invention. It is played well by the same orchestra under Adolf Mennerich. Recordings are good with the accent on the music. These will appeal to customers who go for Wagner and Berlioz.

GREAT TENOR ARIAS—Justi Bjorling

RCA Victor OR-Release Columbia 67

Sevillan, Conds. (1-10')

Victor (33) LHM-107

Lovcomello, I. Pizzetti—Vesti la giubba; Mascagni: Cavalleria Rusticana—Addio alla Madre; Giuseppe Verdi—Salut, demeure; Puccini: La Boheme—Che gelida manina; Bizet: Carmen—Flower Song; Meyerbeer: L'Africain—Overture

The staple quality of these arias needs no comment; Bjorling, whose vocal equipment is first-rate, does them with affection and sincerity, the like performance are not heard elsewhere. The album should have catalog worth for the title and for Bjorling's professional readiness, with orchestra backing.

MCM Convention

Continued from page 96

reported business had been sustained despite the limited turnout.

Public Relations Talks

At the Monday luncheon session, Tom Crosby introduced Hiram De La Vez, Washington, who addressed those in attendance on public relations. La Vez, who heads the Washington Music Guild, stressed the importance of having a public relations program, then illustrated his talk with an air-check recording of the Guild's tie-in with disk jockey Eddie Gal-laher. He offered operators various ideas on the type of public relations program they could use in their own ballrooms, and gave them tips on how to go about lining up newspaper and radio tie-ins.

Dick Steinberg, who followed La Vez, also spoke on public relations, explaining the preview program and Hit Parade promotion which his organization uses in New Jersey.

George Miller, speaking at the banquet, gave the operators and visiting officials an insight into the tough job facing operators of music equipment in the immediate future. He reported that manufacturers had told him new equipment would be cut "from 35 to 65 per cent" next year and outlined the rising costs which have hit the industry. He stressed that the national average per-machine-per-week is now only \$7.

Dime Play

Speaking for himself, rather than as MOA president, Miller said that in his opinion dime play, which is not legal until the per-play price is decontrolled, is not the complete answer to raising the income of the operator. He said that new location commission agreements should also be used, citing the manner in which the California organization worked under the Un-fair Trade Practices Act in that State.

Entertainment program, featuring Preston Love's orchestra, presented by King Records, and local radio talent, followed.

No 1952 Plans

While no official meeting of the executives of the sponsoring organizations was held during the conclave, it was learned by The Billboard that the Minnesota group plans to conduct the 1952 convention, moving it back to the Twin Cities, where a registration of 500 operators was chalked up last year. Official action will not be taken, however, until after the CMI and MOA conventions in Chicago next year.



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.

ROCK-OLA MFG. CORPORATION
800 North Kedzie Avenue
Chicago 51, Ill.

Old Law Rules

Continued from page 96

It is expected to be the Tavern Owners' Association of Oregon, many of whom rely upon coin machines for a portion of their income. At the group's headquarters no announcements were made but conferences with legal counsel were under way.

Organized labor also stepped into the issue when the Portland Central Labor Council voted censure of the ban after spokesmen for the bartender's union pointed out that thousands of jobs were at stake. Another group, music operators, also cleared by the ruling, recognized a threat to their business in that the possible folding of some taverns would deprive them of locations. Discussion of the issue is on the agenda for the next meeting of the Oregon Music Association.

MOTOR CITY BARGAINS!!!

WRITE-WIRE PHONE

SEEBURG
148ML, Blonde . . \$319
1475 \$169
147M \$189

SEEBURG HIDEAWAYS
Postwar
H146M . . . \$189
H246M . . . \$219
H148M . . . \$249

WURLITZER
1015 \$179
3020 Wallboxes,
5-10-25 . . \$33

WURLITZER
1250 \$429
1100 \$375
1017 Hideaway,
30-wire
adapler . \$229

MUSIC SYSTEMS, Inc.
Detroit, Mich. 10217 Linwood
Cleveland, Ohio 2600 Euclid
Grand Rapids, Mich. 245 N. Division
Toledo, Ohio 1302 Jackson

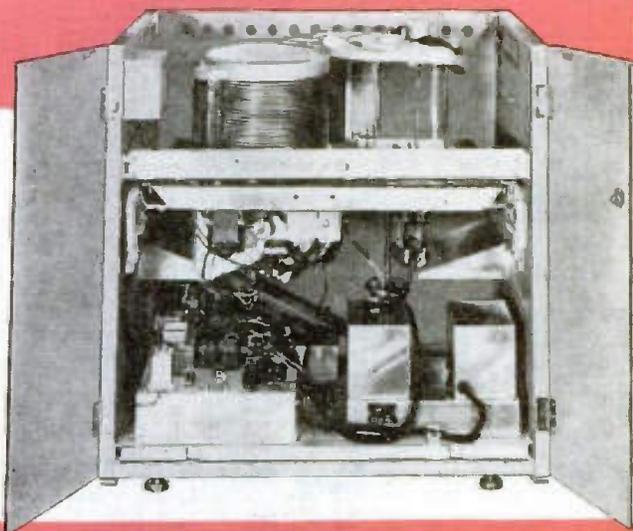
SEEBURG
Wireless, 5c,
Postwar \$12.50

IMMEDIATE DELIVERY 1/2 Deposit Balance C.O.D.

GOING GOING GOING

**WE HAVE A LIMITED
NUMBER OF WURLITZER ALL-SPEED
HIDEAWAYS**

**UNTIL GOVERNMENTAL
RESTRICTIONS ON MATERIAL
LIMITATIONS ARE REVISED OR
REMOVED...THERE WON'T
BE ANY MORE**



**ACT NOW- LAND THE BEST HIDEAWAY SPOTS
... MAKE REAL MONEY**

The production run on the Model 1217 Hideaway has been completed and a limited number of these Wurlitzer All-Speed units are available to operators. Material restrictions prevent further production on this model and the remaining few will be allocated to our distributors across the country.

Before it's too late line up these busy locations that lock room for a juke box but will pay off handsomely with a "Wurlitzer

Engineered Music System", built around a Wurlitzer All-Speed Hideaway. Remember! These Model 1217 Hideaways operate from Wurlitzer 48 Selection Wall Boxes through Wurlitzer Speakers—play 48 selections—can be quickly converted from 78 to 45 or 33 $\frac{1}{3}$ RPM records.

The supply is LIMITED. No more can be built. This is your tip to TAKE ACTION and MAKE MONEY...NOW.

USE FLEXIBLE, ECONOMICAL WURLITZER WALL BOXES AND SPEAKERS

You can use Wurlitzer Wall Boxes and Speakers separately or combined by means of the Adjustable Plaque shown here. They're eye-catching, coin catching quality units that quickly pay for themselves and then go on to produce important profits in any hideaway spot. See and hear them in action at your Wurlitzer Distributor's NOW!



WURLITZER
MODEL 5110 12
DE LUXE SPEAKER



MODEL 5100
SPEAKER

MODEL 4187 8 10-25¢
WALL BOX
48 SELECTIONS

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, N. Y.

AWARD PLAQUE

Okinawa Cites MOA for Juke, Record Gifts

OAKLAND, Calif., Oct. 20.—The Music Operators of America this week was awarded a handmade plaque by the Okinawa government in recognition of the action of the California music guild which donated two phonographs and 800 used records to the leprosy sanitariums on that Pacific island. Award was made by Lieut. Col. J. McGee to George A. Miller, MOA president.

The citation, written in Japanese, read: "For exceptional kind consideration and assistance to our underprivileged people we hereby commend the Music Operators of America for their kind sympathy." It was signed by the Okinawa welfare group and carried the official seal of the

South Dakota Ops

Continued from page 102

Music Operators of America were expecting a ruling from OPS soon on their fight to have juke play decontrolled. The copyright legislation picture was also explained.

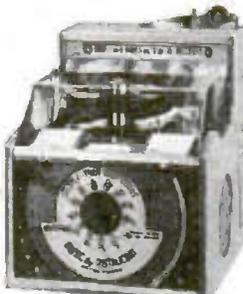
Group voted to hold its next meeting early in January in Moberge, with Harold Scott, SDPA secretary, hosting. This will be the annual meeting at which officers will be elected.

Okinawa government and Gov. Taira San Chiji.

In a letter to Miller, Colonel McGee said he had received a great deal of favorable comment as a result of placement of the two juke. They were being used for such purposes as to provide music for church services, in hospitals, and for general entertainment of children and adults confined to the sanitarium.

Significant comments, according to Colonel McGee, were: "Your juke boxes help fight Communism."

"We learned about democracy from the juke box."



New Routes — More Profit!
Small Spots Are Paying Off

RISTAUCRAT S-45

Day by day the Ristaucrat S-45 is receiving more attention from Operators who have found that the small locations can pay off! Collections are steady and profitable, because the S-45 requires little attention and practically no servicing. Try the S-45 in small spots for NEW profits . . . contact your distributor today.

A Few Distributorships Available

RISTAUCRAT, INC.
1276 E. WISCONSIN AVENUE APPLETON, WISCONSIN

HERE'S HOW Today's TOP TUNES

The top 30 tunes each week from The Billboard HELPS SALES

I am now receiving TODAY'S TOP TUNES with our name imprinted in 150 quantity. Please increase my order to 500 quantity.

Dahl Music Co.
Fergus Falls, Minn.



Quantity	Price
50	\$ 1.00
100	2.00
250	3.50
500	5.50
1000	9.50
2000	18.00
5000	42.00

PLUS POSTAGE

NAME _____
ADDRESS _____
CITY AND STATE _____ PHONE _____

Ordered by _____

VOX JOX

Continued from page 32

Clyde Buttor, WJBM, New Orleans, has added another new show, a night time seg of "Butter, Sugar and Spice."

Art Labos, KXLA and KGJF, Hollywood, has signed new pact which gives him a \$250 weekly guarantee plus a percentage, as compared to his previous rate of a flat \$170.

Dick Smith, ex-WMTW and WCSH, Portland, Me., has joined WORC, Worcester, Mass.

Ed Wolpert, ex-WROV, Roanoke, Va., is new staffer at WFPG, Atlantic City.

Russ Bonasso, WPDJ, Clarksville, W. Va., leaves the station this month to become information specialist for Veterans Administration hospital.

Bee Peterson, 15-year-old galk deejay, has a daily teen-age show over KDDX, Dickinson, N. D., and is currently planning to schedule a teen-age dance every Saturday and broadcast the event via her show.

The number requested most by her listeners during the week, says Bee, is used as the theme the following week.

Jay McMaster, WMEJ, Boston, may be the busiest deejay in the Hub City, what with a nightly remote broadcast; two or three weekly "Record Hops," another deejay show "Sport Matinee" and his roller skating club.

Jim Stewart, WCAD, Gadsden, Ala., has launched a new nightly session, tagged "We've Got a date." The title stems from station call letters.

Doug Taylor and frau Willie subbed for Ray Perkins, KFEL, Denver, while the latter was on two weeks' military duty as reserve officer.

Ad Lib Cuttings

Nick Barry, WCMW, Canton, O., will wed rival station's women's editor Janet Gillespie (radio tag Carol Adams) WHBC, Canton.

Poika ork leader and deejay Victor Zambranski on extended tour thru Canada.

Jerry Leighton, Huntington, W. Va., has a new telephone giveaway, and sponsored by two local newspapers. Gimmick, which now has an \$80 jackpot, also utilizes news sheets in the contest.

Diskier Digs Dealers

"Let's face it," writes John Wriabley, WFGM, Fitchburg, Mass., "record shops (indirectly) are our bread and butter. If the kids don't buy the records, we're spinning. Regional distributors begin wondering if they should keep on supplying us with free releases. Let's follow thru. Lots of lost sales here because 50 per cent of the kids who rush in to buy a new record (immediately after they've heard it over our station) change their minds when they have to wait weeks for a dealer to get the platter in stock."

What to do? Try this—it works. Have weekly or semi-weekly meeting at your studios with representatives of all local record stores. Audition all your new hot releases and advise them which disks received the big "first" public reaction. Then let them place their orders by wire or phone. Under this system, our little record shop (in the middle of nowhere) now receives new releases just as soon as the metropolitan shops do. Four area distributors by the regional distributors as 'up to the minute'; the dealers make money, and everybody loves you!"

PLASTIC and BUBBLER TUBES

Wur. 1915 curved	5.75
Wur. 1915 sized	4.50
Bubler Tubes, Wur. 1918	12.00
Bullit Dames, Wur. 1188	16.00
Wur. 758-top, right or left	8.25
Cylinder Rainbow Color Plac.	1.50
Wur. 1615 & 1160	1.50
Plastic Oil-segment	1.00
hodie for above, Pink	1.00
Blue Mirror Segment	.75
64-67-68 per source	.25
White Mirror Strips, Wur.	.25
1916 Double Strips	.25
Magic Distaste (Adhesive for All Mirrors)	1.25
1/3 Depot—Baltimore C.O.D.	
ROEPEL DISTRIBUTING CO.	
477 North Ave., New York 17, N. Y.	

MAPOA Seeks Juke Ruling

Continued from page 102

of these phonographs thruout the country such control would impose an unnecessary administrative and enforcement burden upon the Office of Price Stabilization."

It is maintained by the MAPOA that the inclusion of this field under price regulation was not part of the intent of Congress in passing the original Act.

Classical Costs
The petition pointed to a marked increase in the playing of operatic and classic numbers and that these are made possible by operators only at a constantly increasing cost.

Continued operation at 5-cent play is economically impossible, it is argued. The industry is furnishing employment to many thousands of workers in varied fields across the country, but "we simply cannot continue" under the 5-cent order.

Relief at the earliest possible moment it is contended is imperative, to keep the operator in business. It is pointed out that operators have co-operated fully with all law-enforcement bodies, and that "with very few exceptions, if any, the price of pay in the phonograph has not been increased in this area."

Per-Unit Gross
Coming down to economics, stress is laid on the average gross of a machine—\$7 weekly. Admitting that a few machines will take in several times that amount, the fact that this is an average is emphasized. This means that the vast majority take is much less to offset those that run far above the average, it is further pointed out.

The special position of the juke box operator as the one controlled figure in the field of show business is given prominence in the MAPOA petition. General Overriding Regulation 14, for instance,

exempted specifically actors and actresses, entertainers, and musicians, among others. Reasons for their exemption were substantially the same as those presented by MAPOA in behalf of juke box exemption—slight effect upon the cost of living, and excessive administrative burden.

Others Exempted
"Since these show business groups are exempted, practically all musical entertainment is exempted, except that rendered by the members of petitioner, "the brief sets forth." For instance a band or an orchestra in making a phonograph record which is ultimately purchased by the members of petitioner does not come within the terms of the Act, yet if our members play that record upon one of their phonographs under the present regulation, they are within the terms of the Act and can charge no more than 5 cents per play for such records."

The brief was addressed to the national OPS Director, Michael V. DiSaile.

Neb. Ops Meet

Continued from page 102

ing was the discussion of dime play and the Office of Price Stabilization. Members voted to work closely with the OPS to try to get the per-play price decontrolled and instructed its attorney to proceed along those lines. Association, a member of the Music Operators of America, will also help the national organization's attempt to remove controls from juke play prices.

The matter of pending copyright legislation in Washington, D. C., was also discussed at length.

Bid for '52
Members, many of whom voiced their disappointment in the small number of operators attending the convention, said they would like to bid for the 1952 convention, and, if successful, would start promoting attendance as soon as the dates were set.

NAPOA execs, in addition to Witt, who attended the meeting and the convention, included Howard Ellis, secretary-treasurer, Omaha; H. W. Marble, vice-president, North Platte; Richard E. Taylor, Lincoln; Ruff Hopp, Hastings; C. R. McKee, Grand Island; George Milburn, Scottsbluff, and C. H. Casey, Laurel, directors. Group before adjourning voted to hold its next meeting December 2 in North Platte.

Canadian Juke Ops

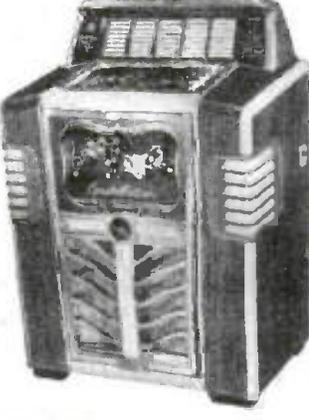
Continued from page 102

which it is proposed to extend some 100 more miles to Montreal, was taken over from Baldwin International, which recently was purchased by its president, Reg C. Gilchrist.

Jack Campbell, formerly with Baldwin, has taken over operation of the new company.

The route has been built up over the past five years and features Seeburg machines exclusively. There are now about 100 machines on the route.

This Is THE ONE for The Money!



EVANS' 20/40 CONSTELLATION

Now, more than ever, your best buy in phonographs! Still costs less gives you everything you need to make money consistently—profitably. You can depend on Constellation trouble free performance, years-ahead appearance and Quality that has YOUR future in mind!

Look at, listen to Constellation at your Evans Distributor or write Factory direct.

H. C. EVANS & CO.
1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS
See Evans' Profit Stimulator on page 115

City Officials Attend Detroit Operator Meet

DETROIT, Oct. 20.—Five of the nine members of the Detroit Common Council were guests at the monthly meeting of the Michigan Automatic Phonograph Owners' Association at the Maccabees Building this week. They included President Louis Miriani, John A. Kronk, James A. Garlick, Edward Connor, and the lone feminine member, Mary V. Beck.

The turnout of members was exceptionally large, and they were allowed to present a cross-section of the special problems of the coin machine industry to the city officials. "All appeared to have a good time, and voiced their appreciation of the invitation extended, so that they could learn first hand the trials and tribulations of the coin machine operators," MAPOA counsel Irving B. Ackerman said.

THE WORK BENCH

Keep Juke Cabinets Looking Attractive

By HOWARD P. SCHLEY

A brand new juke box can become old looking in a surprisingly short period, especially a box installed in certain types of locations. To preserve the value of his machines and keep up their money-making ability, every phonograph operator should have shop facilities for refinishing juke box cabinets. This is especially true of cabinets with a natural wood finish, many of which use a transferred grain effect which requires special treatment.

Considerable protection can be given a new cabinet by applying a heavy coat of paste wax. But nothing can really protect the finish from scratches, burns and similar abuse. For that reason, the operator should have a refinishing program which can be maintained with a minimum amount of expense.

Such a program is outlined in the following paragraphs—a program which does not tie up the equipment for a great length of time and will last a good while. Naturally such a quick method does not give quite as good looking a job as a more elaborate hand-rubbed finish, but it will prove ample for most operators.

First it is necessary to remove all the old finish from the cabinet. If the mechanism is to be removed for overhauling, the cabinet should be worked over at that time. Glass, metal and plastic trim should be removed or masked with heavy paper fastened with masking tape. A good varnish remover is the easiest way to take off the old finish. Some of the newer products in this line are easy to use and give fine results if they are used as directed. Most of these removers contain wax, and after using them it is necessary to remove the waxy residue with turpentine or solvent.

After the old finish is removed, any scratches, burns or other blemishes should be carefully removed by sanding. Sometimes it is necessary to reglue portions of the veneer or to patch places where the wood is broken or chipped. The main thing to re-

member in this type of work is that the finished job can look no smoother, nor better, than the prepared surface. Patches can be stained to match the remainder of the wood, using an oil stain.

When all patching and touch-up is finished, the entire surface should be roughed slightly with medium grade sandpaper, and a filler applied. A paste filler is the easiest to use. It should be rubbed in, according to directions, and allowed to dry as recommended by its manufacturer.

The easy finish to apply is lacquer which dries rapidly, gives a hard surface and is not overly expensive. Clear lacquer comes in gloss, semi-gloss and dull, and the operator can decide which type of finish he wants. High gloss is preferred by many, but others favor a dull finish.

Lacquer should be sprayed in fairly thin coats, but covering well. Most manufacturers recommend two hours between coats. Usually three coats will give the desired finish. Be sure to wipe off any accumulated dust or lint before each coat.

Remember when spraying lacquer to allow plenty of ventilation and guard against fire.

In larger shops, it is a time-saver to prepare several cabinets for spraying at the same time.

Several phonograph manufacturers have used a grain transfer which is applied to the cabinet in sheets. When this finish begins to show signs of wear, it may be patched by new applications of the transfer in worn spots. Covering an entire cabinet requires considerable skill, but it can be done.

Remember, in refinishing wooden cabinets the finished job can look no better than the prepared surface. Take enough time with the sanding and patching. The results will be worth the effort.



Give your Secretary AN UNDERWOOD ALL ELECTRIC

...Then watch her speed and efficiency increase

Her fingers will virtually fly over the electric keyboard. Yes, even the carriage returns electrically at the touch of a key. And not only original letters, but carbon copies are sharp and clear. She can make as many as you need... at a light finger touch.

Arrange for a demonstration today to see this Underwood wonder of typewriter engineering. Textile Building, Fourth & Elm Sts. Cincinnati, Ohio



TYPEWRITER LEADER OF THE WORLD

Sales and Service Everywhere

NEW SHUFFLE GAMES Chicago & Player League Alley United & Player Shuffle Alley Bally Shuffle Line	GOTTIEB ROSE BOWL WRITE FOR PRICES Seaburg Shoot the Beer \$725 Exhibit Dale Gun 85 A.M.I. Model "A" 350 1922 Rock-Ola 150 Bally Champion 140 Crickets 110
RECONDITIONED 5-BALLS Fighting Irish 4125 Red Shoes 135 Yel Scarf 110 South Pacific 95 Conasta 75 Sweet Time 121 The Thing 95 Sharpshooter 45 King Arthur 125 Judy 65 Black Gold 45 Pin Bowler 125	RECONDITIONED SHUFFLE GAMES United & Player 575 United Player 245 Economy League Bowler 280 Economy Big League Bowler 295 Bally Hook Bowler 375 Chicago Trophy Bowl 145 Chicago Bowling Classic 145 United Shuffle Bluser 125 Universal Super Twin Bluser 135 Williams Double Header, late mod. 135

Write for List of Our Up-to-the-Minute PREMIUMS

ARCADE & Location Equipment

BASEBALLS

All Stars, Williams	150.00
Dot-A-Scare, Evans	WRITE
Battling Practice, Scientifc	85.00
Heavy Miter	100.00
Like-A-League	95.00
Play-It-Sure & B. M.	100.00
Star Series, Williams	155.00
Texas League	95.00
Western Baseball Deluxe	95.00

FREE 14 Page, 100 Illustr. Catalog

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577 10th Ave. (at 42d St.)
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SEEBURG DISTRIBUTOR

OFFERS A-1 USED PHONOGRAPHS

Model 147M	439.00
Model 145S	370.00
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Model 146A	375.00
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Model 146E	350.00
Model 146F	350.00
Model 146G	350.00
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Model 146I	350.00
Model 146J	350.00
Model 146K	350.00
Model 146L	350.00
Model 146M	350.00
Model 146N	350.00
Model 146O	350.00
Model 146P	350.00
Model 146Q	350.00
Model 146R	350.00
Model 146S	350.00
Model 146T	350.00
Model 146U	350.00
Model 146V	350.00
Model 146W	350.00
Model 146X	350.00
Model 146Y	350.00
Model 146Z	350.00

W. B. DISTRIBUTORS, INC.
 1017 Market St., St. Louis, Mo.

After the old finish is removed, any scratches, burns or other blemishes should be carefully removed by sanding. Sometimes it is necessary to reglue portions of the veneer or to patch places where the wood is broken or chipped. The main thing to re-

NATIONAL COIN MACHINE EXCHANGE

1411-13 OVERSEY BLVD (Phone: BUckingham 1-8486) CHICAGO 14

YOUR RELIABLE DISTRIBUTOR

LATEST GAMES Bally Bright Spot 34 and 104 Play United King United County Fair 6 Player Surf, Alley Williams Sork Plus	THIS WEEK'S SPECIALS! Chicago Coin \$70.50 Puckal Pates 75.50 Dale Guns 75.50 Reconditioned and refurbished ready for immediate operation.	CLOSE-OUTS South Pacific Lucky Irvine Rio Shorter Dream Williams George One-Ball Close-Outs Ture Kings Citation Winner Champion
--	---	--

We Will Pay Top Dollar for Late Gottlieb Games!

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

Terms: 1/2 Dep., Bal. C.O.D.

AUTOMATIC COIN MACHINES & SUPPLY CO.

TELEPHONE: Capitol 7-8244

4135-43 ARMITAGE AVENUE - CHICAGO 39, ILLINOIS

for better buys buy McGinnis

YOU CAN DEPEND ON ROY FOR QUALITY RECONDITIONED EQUIPMENT

MERRY WIDOW	575.00	SEBENADE	575.00
COVER GIRL	24.50	EY. LOUIS	57.50
CATALINA	25.50	CAMEL CARAVAN	25.00
FLOATING POWER	48.50	SUMMERTIME	20.00
HAWAII	19.50	TANITI	19.50
KILBOY	16.50	THRILL	27.50
MANHATTAN	28.50	TRADE WINDS	24.50
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MONTBERRY	22.50	VIRGINIA	39.50
ONE-TWO-THREE	49.50	PUNCH	145.00
PARADISE	35.00	CHAMPION	145.00
		CITATIONS	45.00

WE SHALL BE PLEASED TO DEMONSTRATE THIS NEW EQUIPMENT

KEENEY'S LITE-A-LINE - KEENEY'S ELECTRIC CO.
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 ISLAND - PENNY LEADER

ROY McGINNIS CORP.

2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800

Century Music Hosts Ops at Grand Opening

BUFFALO, Oct. 20.—Century Music Distributors, newly appointed representative for Wurlitzer equipment here, celebrated its grand opening Saturday (13) with an open house which attracted operator visitors from as far as Rochester and Erie, Pa., according to Manager Phil Mills. Firm has represented Wurlitzer since August 30 this year, but a major refurbishing of headquarters at 1221-23 Main Street made it impossible to hold a formal opening early.

Century plans to supplement its improved showroom, office, service and parts facilities with new field aids for Wurlitzer operators. Mills said a series of service schools in strategic locations throughout the territory, to better acquaint operators with the mechanical and electrical functioning of the new phonographs, will be undertaken immediately.

Op Visitors

Among the operators attending the formal opening were Joe and Ed Pouthler, Charles Catalano, Ben Kulick, Herman Glaser, Harry Bruck, Frank Arnold, K. Mugridge, Bob Scott, Paul Crouse, of Lewis Music Company, Tonawanda; Lester Weintraub, of Music Company, Joe Fisher, Fred Muelier, J. Lundgren, Fredonia, N. Y.; Ed Reich, Norman Steinke, Bill Nisbet, Empire Vending Company; Tom Wolfe, Al Bolts, J. Pasquarella and Tony Serranni, Galeton, Pa.

On hand to greet visitors for Century Music were Mills, Steve Yukelic, Walter Ogarek, Charles Duggan, Dick McCann, Ed Clinton, and John Pillon, counsel for the firm. John Bilotta, Wurlitzer distributor for the adjoining Eastern territory, was also a visitor. The Wurlitzer Company was represented by Ed Wurgler, general sales manager; Bob Bear, Max Waters, Joe Hadlicka, A. D. Palmer Jr., Al Dietrich, Lou Draper, Hi Turner, Elmer Frank and various members of the engineering and production staffs.

WHEN YOU BUY AT PURVEYOR YOU KNOW IT'S

SHUFFLE GAMES Rock-Ola Shuffle Lane Rock-Ola 50 Series Series Cash Trolley Bowl Coin Bowling Classic Univ. Twin Bowler Univ. Shuffle Bowl Conversion United Shuffle Allie Exhibit Strike	99.50 95.00 39.50 69.50 149.50 135.00 99.00 59.00 59.00 39.50 99.50	UNIV. Twin Bowler, Flying Pin & Top Condition \$129.50 18-30-32 Pin, Rock-Ola Shuffleboard Good Condition Each \$119.50	SHUFFLEBOARD SUPPLIES Shuffle Game Wax, Case (12) \$ 5.00 Fast Wax, case (12) 4.50 Pucks (set of 8) 12.00 Score Sheets, 16 pads 7.50 Fluorescent Lights, pair 17.00 Used Wall-Type Scoreboards 17.50
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Write for Quantity Prices

Genoa Baseball \$ 99.50
 United Signet 95.00
 Geneo Glider 30.00
 Economy League 260.00
 Williams Double Header 125.50
 National Wide Range Ball 34.50
 Extra Special—Only 1 Available

Seaburg B Wireless Wall Beers
 \$5.50 per box

Premium! Write for List

PURVEYOR SHUFFLEBOARD CO.

4322 N. Western Ave.
 Chicago 18, Ill.
 Juniper 8-1814

Subscribe Now!

52 BIG ISSUES, \$10

Including 8 Special Issues

I've just discovered something important! The BILLBOARD is extremely interesting when read from cover to cover. Keep up the good work!

Radio Station WKAL
 Louis A. Barile
 Rome, N. Y.

The Billboard

New Contents for Billboard After 50-Year Run

THE BILLBOARD
 2150 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues.

Name

Address

City

Occupation

BRAND NEW—1-WAY PROFITS!

ADVANCE 4-PLAYER REBOUND CONVERSION FOR SHUFFLEBOARDS

WRITE, WIRE, PHONE FOR PRICES

JUMBO PIN CONVERSIONS (8 1/2-INCH PINS) \$29.50

WRITE FOR LIST OF CLOSE-OUTS—ALSO RECONDITIONED EQUIPMENT

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

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 of the same price, frequency with which the price occurred is indicated in parentheses. Where quality discounts are advertised, as in the case of bulk orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

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

Table listing various arcade equipment such as Astrology Scaler (ABT), Atomic Bomber (Wintecop), Bag-A-Bunny, Baseball (Bally), etc., with prices and issue dates.

Intro 4-Player Conversion for Shuffle Games

OMAHA, Oct. 20. — Advance Four-Player, a conversion unit which, when attached to a regular shuffleboard, cut down to game proportions, turns the board into a four-player amusement game...

Forms Twin Firms Serving Coin Biz

NEW YORK, Oct. 20.—Western Vendors, Inc., and Western Premiums opened for business here this week at 649 10th Avenue.

Volts and Duty

Continued from page 56. Old pin is taken on 60 per cent of the original list tag, whereas the going price among U. S. jobbers might only be about 15 or 25 per cent of the original list.

Calendar for Coinmen

- October 22—Phonograph Owners' Association, monthly meeting, Broadway Hotel, East St. Louis, Ill.
October 23—Amusement Machine Association of Philadelphia, Broadwood Hotel, Philadelphia.
October 25—Connecticut State Coin Association, semi-monthly meeting; site to be announced.

HIDEAWAY SPECIAL advertisement featuring a large graphic and text: 'figure it out for yourself how much you'll save by ordering this Hideaway Special. Then phone, wire or write your order today.'

PRE-WAR PHONOGRAPHS advertisement listing various models like Wurlitzer '700', Seeburg Hi-Tones, Rock-Ola '39, etc., with prices and contact information for Shaffer Music Co.

Subscribe Now! 52 BIG ISSUES, \$10 Including 8 Special Issues. Radio Station WKAL, Louis A. Bartle, Rome, N. Y. THE BILLBOARD 737 2160 Patterson St., Cincinnati 22, Ohio

for IMMEDIATE SERVICE Contact
WORLD WIDE
 YOUR EXCLUSIVE DISTRIBUTOR
 for EXHIBIT, KEENEY, ROCK-OLA, WILLIAMS

Sensationally New
WILLIAMS SPARK PLUGS
 Small selection cheaper. Right bumper bumpers, seven coin over switches. (Pippers—4) Score or Fun Skill—4 or 5. Thrills—Free Play—4 or 10¢ plus.

KEENEY'S & PLAYER
LEAGUE BOWLER
 1 to 6 Players per game. Large (Lumbo) 18" pins—8" or 9" lengths. New cabinet design.

WILLIAMS SUPER
WORLD SERIES

ROCK-OLA
"52-'50 PHONOGRAPH

Most profitable game on location. Most exciting! Balls Put Out! All the Thrills of actual baseball! Plenty of color action!

Easily changeable to any combination play—New beautiful cabinet design—Modernistic coloring top and bottom—75 or 45 RPM.

RECONDITIONED **SHUFFLE GAMES**

United TWIN 44 ALLEY BBL. \$215 Williams DELUXE BOWLER \$45
 United TWIN SHUFFLECADE \$75 KeeneY DOUBLE BOWLER 135
 Universal DELUXE TWIN BOWLER 185 Williams DOUBLE HEADER 175
 Universal HI Score BOWLER 175 KeeneY LEAGUE BOWLER 275
 Universal SUPER TWIN BOWLER \$125

MISCELLANEOUS EQUIPMENT

Seeburg SHOOT THE BEAR \$315 EXHIBIT DALE GUN \$80
 STAR SERIES \$95 Wurlitzer 1013 \$175
 Baker KICKER-BATCHER, New \$372

RECONDITIONED **5 BALL GAMES**

RAO AOP \$138
 PINKEY 121
 GEORGIA 110
 BB TOP 112
 BARNACLE BILL 90
 BUFFALO BILL 95
 BLACK GOLD 85
 BOWLING CHAMP 95
 BIG TOP 80
 BANK-A-BALL 110
 GRAND AWARD 40

BUCCANERS \$85
 COLLIER DAZE 95
 CAMEL CARAVAN 125
 DALLAS 95
 DREAMY 118
 EL PASO 90
 FLOATING POWER 65
 FOOTBALL 90
 FIGHTING IRISH 810
 HOT ROD 95
 OIN RUMMY 125

MERCURY \$95
 OLD FAITHFUL 95
 ROUNDUP 80
 ST. LOUIS 95
 SHARPSHOOTER 95
 SHANTYTOWN 118
 SOUTH PACIFIC 110
 TUMBLEWEED 110
 THREE FEATHERS 95
 TBI SCORE 110

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 44 or 50 play. Very Sociably Priced.
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 The sensational small music box on an EXCEPTIONAL PRICE. Limited quantities. Write—wire—phone for price.

FREE PLAY **MULTIPLE GAMES**
 KeeneY LITE-A-LINE
 Bally BROADWAY
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 Universal 5 STAR

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 1013 WURLITZERS 225.00
 147 SEEBURGS 248.50
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 311 8TH AVENUE, SO. NASHVILLE, TENNESSEE
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THE BILLBOARD Index of Advertised Used Machine Prices

• Shuffle Games

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

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

	Issue of Oct. 20	Issue of Oct. 13	Issue of Oct. 6	Issue of Oct. 29
ABC Bowler (KeeneY)	\$65.00	\$65.00	\$65.00	\$65.00
ABC (United)	\$75.00			
Age Bowler (Chicago Coin)		149.00/p	149.00/p	149.00
Baseball (Chicago Coin)				34.50
Baseball (Genco)	99.50	99.50	99.50	
Baseball (National)	34.50	34.50		
Beetle-a-Matic (Exhibit)	24.50	24.50	34.50	55.00
Baseball (Exhibit)	39.00	50.00	35.00	55.00
Bowlette (Gettling)	55.00	69.50	69.50	75.00
Bowling (Rock-Ola)			84.50	
Bowling Alley (Chicago Coin)	49.50	55.00	39.50	59.00/p
			59.00/p	64.00(2)
			64.50	69.50
Bowling Classic (Chicago Coin)	135.00	139.50	125.00	135.00
	145.00	150.00	139.50	139.50
			141.00	
Bowling League (Genco)	24.50	35.00	24.50	35.00
			34.50	35.00
Deluxe Bowler (Williams)	45.00	49.50	45.00	69.50
			65.00	
Deluxe Twin Bowler (United)			199.00	
Deluxe Twin Rebound	199.00			
(Universal)	199.00			
Double Bowler (KeeneY)	135.00(2)	155.00	155.00	150.00
Double Header (Williams)	124.50	110.00	124.50	125.00(2)
	125.00(2)	125.00(2)	149.50	149.50(2)
Double Shuffle Alley (United)	199.50	199.50	75.00	79.50
	75.00	79.50	75.00	90.00
Double Shuffle Alley Express Rebound (United)	229.50	185.00	229.50	185.00
Duck Pin (KeeneY)		145.00	149.50	185.00
Four Player Shuffle Alley (United)	285.00	285.00		295.00
Glider (Genco)	30.00(2)	39.50	30.00(2)	39.50
Hi Score Bowler (Universal)	185.00	175.00	185.00	175.00
Hook Bowler (Bally)	275.00(2)	275.00(2)	275.00(2)	275.00(2)
King Pin (KeeneY)	265.00(2)	265.00(2)	265.00	265.00(2)
League Bowler (KeeneY)			275.00	275.00
League Bowler (4 Player Rebound) (KeeneY)	275.00	275.00	275.00	275.00
Lucky Strike (KeeneY)	75.00	75.00	75.00	75.00
Pin Ball (KeeneY)	24.50	45.00	24.50	34.50
Shuffle Alley (United)	24.50	29.50	19.00	34.50
	29.00	39.50(2)	39.50(3)	29.00
	39.50(3)	45.00/p	45.00/p	39.50(2)
	85.00/p	59.50/p	59.50/p	45.00/p
	59.50/p	59.50/p	59.50/p	29.50(2)
Shuffle Alley Express	199.50	199.50	199.50	199.50
2 Player (United)	49.50	49.50(2)	49.50	49.50(2)
Shuffle Alley Express (United)	69.50	69.50	74.50	74.50
	74.50	129.50	74.50	129.50
Shuffle Baseball (Chi. Coin)	95.00	95.00	95.00	95.00
Shuffle Bowler (Exhibit)	59.50	59.50	59.50	59.50
Shuffle Bowler (Bally)	25.00	29.50	28.50	34.50
	44.50	45.00	43.00	49.00
	49.50(2)	69.50/p	69.50/p	49.50
Shuffle Bowler (United)	24.50	24.50	19.00	19.50
Shuffle Cade (United)	295.00			
Shuffle Champ (Bally)	85.00	89.00	75.00	89.00
			89.00	89.00
Shuffle Jump (Rock-Ola)			19.50	
Shuffle Lane (Rock-Ola)	35.00	39.50	39.50	25.00
Shuffle Line (United)	24.50	24.50	24.50	34.50
Shuffle Pin (California)	25.00			
Shuffle Skill (United)			44.50	19.50
Shuffle Slagger (Bally)			135.00	
Shuffle Slagger (United)	129.50	135.00	110.00	129.50
			129.50	125.00
Single Bowler (Williams)	28.50	28.50		
Rebound (United)	149.00	199.50	149.00	199.50
			149.00	199.50
Shoe Alley (United)	69.50	100.00	109.50	80.00
	189.50			189.50
Speed Bowler (Bally)	45.00(2)	49.50(2)	39.50/p	39.50
	54.50	59.00	49.50	69.50
	64.50	79.50	59.00	79.50
			79.50	99.50
Strike (Exhibit)	99.50	125.00	99.50	99.50
Super Shuffle Alley (United)	28.50	45.00	28.50	49.50
	49.50		19.00	49.50
Super Twin Bowler (Universal)	115.00	135.00	135.00	145.00
	139.50	145.00	135.00(3)	145.00
The Pin (KeeneY)	24.50(2)	24.50	34.50	21.50
Trophy Bowler (Chicago Coin)	145.00	149.50	145.00	149.50
	160.00	160.00	160.00	149.50
Twin Bowler (Universal)	49.50	65.00	49.50	65.00
	69.50	69.50	69.50	69.50
	89.50	129.50/p	89.50	129.50(2)
	129.50/p	129.50/p	129.50/p	129.50/p
Twin Shuffle Alley Rebound (United)	215.00(2)	175.00	225.00	210.00
	234.50	234.50	209.00	210.00
Twin Shuffle (Williams)	24.50	25.00(2)	24.50	25.00
	28.50	28.50	25.00	34.50
Twin Shuffle-Cade (United)	275.00(2)	275.00	275.00	275.00

FOLK TALENT AND TUNES

Continued from page 41

Sheldon Horton, WJSW, Saxton, Pa., is doing a Saturday show, based on the top hits from The Billboard. Johnny Rion, WIBV, Belleville, Ill., reports that he has written a new song, "Cell 24," recorded on Embassy label by Sonny Polk. Al Rogers, KGNC, Amarillo, Tex., has signed a year's pact with a local store to do daily live shows with his band.

Jimmy Osborne, WKLO, Louisville, has just inked a five-year pact with King. He has been with the Cincinnati diskery the past four years. Johnny Harper is taking over the three-hour rustic disk show over KRLD, Dallas. He will also emcee a part of the "Big D Jamboree," held Saturday nights at the Sportatorium, Dallas. Al Turner, promoter of the Jamboree and d.j. at KLIF, Dallas, and Treon Lea Mullinax are mapping wedding plans.

Artists' Activities

Hank (Domino) Thompson and his Brazos Valley Boys just completed a 35-day tour of the Coast area, with Americana Corporation handling the tour. Junket was longest done by any country artist in that area in the past two years. Steve Stebbins, of Americana, has purchased Terry Franston's management paper from Faber Robinson, and Preston inked immediately with Cliffie Stone, both for TV and radio. Stebbins has also inked Eddie Kirk (Capitol). He has left Stone and is forming his own band. He will have Jack Lloyd and Skeels McDonald (Capitol) as his featured vocalists. Deacon Kirk and his crew will be the house band indefinitely at Harmony Park Ballroom, Anaheim, Calif., where he'll work Friday and Saturday and tour the remainder of the week. Kirk is doing a daily d.j. shot over KXLA, Los Angeles. Jean Martin, formerly with Capitol's Nashville office, has joined Frank Kelton's Kenny Music, Nashville.

The Stewart Family (4 Star) is still at KCLN, Blytheville, Ark. Group includes Pappy Stewart; Bethel; and Janet, his two daughters; Buddy Brown, his son-in-law, and Baba Howard, his sister. Betty Johnson, one of the Johnson Family (Columbia), working over WBT, Charlotte, has finally cut her first sides as a single. June Carter, of the Carter Sisters and Mother Maybelle, WSM, Nashville, is sporting a diamond but won't name her fiancée. Pee Wee King, Redd Stewart and the Golden West Cowboys cut their first e.s. in Chicago recently for Standard Transcriptions. The Victor group had several offers but selected Standard. King and the band worked the governors' convention at Gallatinburg, Tenn., recently. They accompanied Gov. Gordon Browning to Tennessee, who did "The Tennessee Waltz." Frank Kelton, of Kenny Music, Nashville, reports he has set "Borrowed Angel" with Decca, done by Anita Kerr's Singers; Seventh and Union by Hank Garland (Decca), and a ditty by Betty Johnson on Columbia.

Wade Mainer (King) is working at WSJS, Winston-Salem, N. C., with his Sons of the Mountaineers. He has been away from radio for a year, since leaving Decatur, Ga. Fred Roden, the top record retailer of country disks in the Canadian territory with his shop, The Record Corral, Toronto, reports that Alberts Slim (E. C. Edwards) was mistaken for country with Wilf Carter (Montana Slim) recently in this column. Our apologies in both fine artists. Steve Sholes, Victor's h.b. and Western a.d.r. chief, has inked Johnny Lee Wills' band, last with Bullet. Elton Bidwell is back in Germany entertaining the Chefs Atkins, the great h.b. guitarist, cut some multiple dub guitar sides for Victor in New York and worked sides with Texas Jim Robertson.

Coven Expands Ware's Space

firm head, announced Wednesday (17). Coven explained the move in keeping with a plan to maintain an unusually large inventory in the new and used equipment in the face of anticipated new game shortages in the near future. One of the features of the added warehouse space is the installing of equipment to make amusement game parts which already are in short supply.

CHICAGO, Oct. 20.—Coven Distributing Company has expanded its warehouse facilities by 5,000 square feet, Ben Coven,

Sons of the Pioneers are in the midst of a two-week stay at the Riverside Hotel, Reno, Nev., closing October 31. Les Willard, manager of Jack Rowe and the Wichita Mountain Boys (Decca), reports that the group has just finished their tour at the Bridgeport Club, Dallas, and are now touring the Southwest.

Coinmen You Know

Chicago

Coin Machine Institute's 1952 show committee reports there is quite a scramble for the 170 booths available for the convention (the contracts will not be mailed to potential exhibitors for a few days. John Fickert, formerly with CMI, is now in Saigon, Indo China, as information officer with Voice of America.

United Manufacturing Company not only formally introduced its County Fair at the Midwest Convention in Omaha but previewed its new 8-player shuffle game with the formica playfield. Meanwhile, Sales Manager Billy DeSelm reported interest in the County Fair game was already at high pitch based on advance orders.

At World Wide Distributors Al Stern, Len Micon and Monty West have been busy with a steady run of visiting operators who have been interested in the new Rock-Ola music box as well as new and used games. Meanwhile, Samuel Rosenblatt, who joined the staff recently, has been giving a good account of himself in the field.

Bill Ryan, sales manager for Williams Manufacturing Company, was back from the Midwest convention, with the encouraging news that the Spark Plugs game was well received by visiting operators at Omaha. Frank Mancuri, Exhibit Supply, continued a road trip to Dallas which he interrupted for the Omaha show. Joe Calderon, Trans-World Trading Corporation, reports that he has received inquiries from foreign firms on the Buckingham counter model beverage unit. His firm is world exporter for the product which is made by Modern Refreshers, Chicago.

In addition to having its usual wide assortment of used games, Empire Coin Machine Exchange also has seven games on display at its headquarters. Gil Kissel and Howe Freer, report business has been on the increase for the past few weeks, with late model used games benefiting most by the new activity.

Officials Sam Wolberg and Sam Gensberg, Chicago Coin Machine Company, feel they did operators a real service by coming up with the formica top for the 8-Player Bowling Alley. Reports from op-

erators who have had the game for a few weeks stress the fact that the formica playfields have shown no wear despite constant play.

From D. Gottlieb & Company the news is all in favor of Rose Bowl, firm's newest five-ball game. Sol Gottlieb made a trip to the Omaha convention where operators gave a good reception to the game. Meanwhile, Alvin Gottlieb states orders continue to come in on a stepped-up basis.

Paul Crisman and Tom King, King & Company, execs, will be at the Northwestern Corporation booth at the NAMA convention in Cleveland November 12-15. In addition, they will have a suite at the Cleveland Hotel where the welcome flag will wave daily.

Pittsburgh

Jim Ferice, of Ellwood City, has started an organization of operators in Beaver, Lawrence and Mercer counties. Frank Miksic, of Johnstown, Pa., along with another op, has bought an interest in a factory making an angle eliminating a process in corner stripping of plastics.

Charles Sheftic, of Boswell, Pa., owns a drive-in theater and reports its volume is holding up far into the fall season. Henry Walkuski is operating Henry's Vending at Lawrenceville.

Lou Fleck, back from California, purchased Moskowitz Cafe, Carnegie, Pa. Art Phillips, from the Kentucky-Tennessee area, is making his home at Rosslyn Farms. Melvin Berman, field manager, Tri-State Automatic Candy Corporation, reports the firm has branches in Syracuse, Albany, Huntington, with quite a few dealers and drive-ins for locations in this district. W. F. Hamel, divisional sales manager, Cole Products, Inc., out-of-town over a long week-end.

Outside of a ball game or a fight, says Andrew Yech, of the Frank Leon organization, people are tending to tire of TV. His biz is improving, he said. Bob Stanton, of Stanton Distributors, reports that quite a few of the ops operate hot dog steamers in restaurants, taverns and theaters.

Charles Feldman, manager of records for Hamburg Bros., handling RCA Victor, says that possibly half the coin phonographs at locations along the Pennsylvania Turnpike feature semi-classical music.

Raymond Watts, sales manager, Mills Automatic Merchandising Corporation, reports that although a rainy day can be good for a theater's business, it also can be bad for vending. People stop buying, evidently to catch up on essentials, and sometimes they don't go back to buying again. Latest trip of Harry Rosenblatt, manager, Banner Specialty Company, took him from Sharon, Pa., to Lock-haven.

Morris Vinocur, of Monarch Music, doubts that the bill introduced by Representative Berman in Washington to set up royalties on "juke uses of popular disks" is justifiable. Congress, Vinocur says, wants to get as much logical revenue as possible from any source, but if it sees that the proposed bill works a hardship by requiring more than the present 8 per cent tax, it will study the proposal rather than pass it.

Sidney Weinstein, of Sidmor Vending, is perturbed that his alling foot will not permit him as yet to visit New York or Chicago in search of merchandise. New Yorkers, Sam Vulkan, of Branton Watch Company, and Louis Fried-

MCM Convention Notes

Manufacturer and distributor representatives began arriving in Omaha early Sunday. Among the early arrivals were Sol Gottlieb, D. Gottlieb & Company; Sam Lewis, Chicago Coin; Johnny Casola, United Manufacturing; Gary Sinclair, Wuritzer; Bill Fitzgerald, advertising manager, and Ed Ratajack, Western sales manager, AMI; Frank Mancuri, Exhibit; Dick Guetsen and Gail Halliday, Permo; Joe Cohen, Ristaurant; Les Rick and Bill Hood, H. C. Evans & Company, and Bill Ryan, Williams.

Distributors were also out early to get exhibits in order or to meet with old friends. Joe Kline, Mal Finke and Marshall Black had the First Distributors exhibit up by early Sunday afternoon despite the fact it was one of the most elaborate of the premium displays. Herb Parkins, aided by his brother, Joe, of Oklahoma City, also was set up early, then made arrangements to have his Tru-View color television on display starting early Monday.

Sam Deutsch, Sioux Distributing, Minneapolis, spent most of his time in the Ristaurant booth, having taken over that line in the Northwest. Al Mason, A.M.I.'s crack engineer, explained all the details of the Model D-80 to Herman Paster and the latter's Omaha manager, Allan Nilva, with Ratajack and Fitzgerald lending an assist. Mitch Lazarus, head of Mitchell Company, Minneapolis, displaying premiums and recalling his pioneer days in that end of the biz up his way.

Lou Casola, from Rockford, Ill., spending time with brother Johnny for a change. Lou also managed to huddle with Hymie Zornitsky, head of H. Z. Vending, on business. Hymie not only hosted visitors at his display, but held open house at his Omaha headquarters during the three-day session. Les Montooth, Peoria, Ill., operator and head of the association there, talking with the Nebraska association execs, including Jerry Will, Howard Ellis and Harry Marble on some new ideas for programs during their local gatherings.

Two distributors, Clayton Nemeroff, Monarch Coin, Chicago, and Harold Lieberman, Minneapolis, getting together on the exhibit floor, while Jonas Bessler, of the Lieberman op, met with Bill Gillis a few

feet away. Tom Crosby, head of the Minnesota op, slimmed down somewhat, reported he will go into a hospital in a few weeks for some surgery. Later hopes to be able to make another European trip. M. M. (Doc) Bergson, Harmony Music, Minneapolis, displaying his Spin-O piece and reporting feeling better after a long illness.

Hirsh de La Vies, Dick Stejberg, Larry Marvin and George A. Miller, in for the dual purpose of attending the convention and the MOA meet, were all favorites with the visitors. La Vies goes in his usual form with many stories and gimmicks to liven up otherwise dull moments. Sid Levine, MOA attorney, also in for the national org's session, was hidden behind a giant corsage (handed out to the ladies at the banquet) while seated at the head table.

Dave Johnson, Sioux City, Ia., operator, brought his charming wife along for the trip, then planned to continue on for a look at one of the major football games to be played in the West over the week-end. Dave reported his basketball team, which has played, and beaten, some of the top ones in the country in previous years, goes into training for the 1951-'52 season in a few weeks. The team carries the name of the Johnson Jukes.

Ken Ferguson, Stillwater, Minn., who staged previous conventions in the Twin Cities, in as a spectator here and enjoying himself for a change. C. M. McKee, Grand Island, Neb., recalling he operated the first two Mills music machines to come off the production line. They still work, he claims. Vic Weiss and Billy Knapp, Allied Coin, who also exhibited premiums at the show, reported they had chalked up some good business and renewed some old operator acquaintances while in town.

Mike Imig, Harold Scott and Norman Gefke, heading the delegation from South Dakota, all had their wives along for the convention. The girls took time off to look at some of Omaha's stores while the men folks looked over the exhibits. Chas Pierce, head of the Wisconsin association, and Mrs. Pierce were also on hand. Clint, who is mayor of his home town, was scheduled to stay thru Thursday and attend the MOA meeting, of which he is a director.

man, of Louis Watch Company, in town. M. J. Ballinger, of Acme Vending Company, wondering if fall-winter TV program improvements will restrict the nice rise music machines have shown recently. Joseph McGlenn, active with general business. Glen Gillette reports it is somewhat difficult to find people willing to undertake vending training to replace routemen (mechanics) lost to the armed services. Lester D. Wynick, partner, Coin Machine Agency, reports partners

Harry Rosen, president of Allegheny Cigarette Service Company, Wilkingsburg, Pa., is gaining new locations by dividing his force into five teams and staging a 10-week contest ending November 1 with a TV set going to the winner and cash prizes to others. (Continued on page 112)

GUARANTEED USED ONE BALLS

Ready for Location at Lowest Prices

TURF KING	\$299.50
WINNER	199.50
CHAMPION	99.50
PHOTO FINISH	99.50
CITATION	74.50
GOLD CUP	64.50
JOCKEY SPECIAL	54.50

1/2 deposit with all orders.

SICKING, INC.
America's Oldest Distributor
Established 1895
1401 Central Pkwy.
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Watch for GENCO'S Sensational 8 PLAYER SHUFFLE GAME!



"Central Ohio Coin Quality Buys"

United—COUNTY FAIR United—ZINGO Keeney—LITE-A-LINE Bally—CONEY ISLAND Bally—BRIGHT SPOT	GOTTIEB'S ROSE BOWL WILD WEST Now Delivering	SHUFFLE ALLEYS NEW Keeney—6 PLAYER Chi. Coin—6 PLAYER United—6 PLAYER Same—SHUFFLE TARGET
New WINNERS FUTURETY TURF KINGS	15 TURF KINGS LIKE NEW \$295.00 EA.	ONE BALLS WINNERS PHOTO FINISH CITATIONS CHAMPIONS GOLD CUPS

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CENTRAL OHIO COIN MACHINE EXCHANGE
523 S. HIGH—COLUMBUS 15, OHIO

SEEBURG 146 147 148 HIDEAWAYS	A. M. I. MODEL "A" MODEL "B" MODEL "C" HIDEAWAYS	WURITZER 1015 1100 1250 HIDEAWAYS
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With Constellation \$175.00 Packard Manhattan \$150.00
 Exhibit Sh-Shooter 195.00 Exhibit Cue Pad, FL Same 249.50

We Are Music Specialists . . . BUY WITH CONFIDENCE!

ATLAS MUSIC COMPANY
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Vital Statistics Deaths

Frances Syracuse, 75, mother of Tony Syracuse, owner of the Circuit Music Company, Detroit, October 10.

Jacob Seung, 90, in New York October 12. He was the father of Barney Schlang, treasurer of Local 784, International Brotherhood of Electrical Workers, the union covering phonograph operator employees in New York. Survivors include his widow, Rebecca, and nine children. Burial was in Montefiore Cemetery, Queens.

"TRAP THAT FOOTBALL" — New 1952 Game!



TEN BALLS FOR 5c

\$139.50

BRAND NEW 4 FT. LOW DIBET "DIB" TYPE "MUT" FAST... make some true spirit instead of paying 5 times as much for new games. Thrilling action in true with the... features displaying college pennants to harmonize with the spirit of football and showmanship in this crowd catcher. Game consists of ten FOOTBALL TOUCHDOWN TRAPS, synchronized with the electric overcoil up to ten million high score. Ten balls for 5c. When player traps the ball, trap bounces out, ball is out of sight and automatically registers points. High value prize can be set for high score of ten Touchdown Traps, as illustrated on machine. Replenish in required. Built with automatic FEED AT AVERAGE RATE. This can easily be changed if not wanted. Definitely a game of skill and faster than ordinary games. Quality throughout. Newly manufactured. Guaranteed. No repair. Any handyman can understand it. Popular size 20x24 in. Send full amount of \$139.50 deposit and balance C.O.D.

Webb Corp. 4955 WEST CHICAGO AVENUE CHICAGO 21, ILL. Phone: COLUMBUS 1-0740

WEBB CORP.

4955 WEST CHICAGO AVENUE CHICAGO 21, ILL. Phone: COLUMBUS 1-0740

Coinmen You Know

Continued from page 111

Joseph Blomstein and Monroe Greenha have been out on the road over their territory, making personal contacts with the trade, and report that biz is picking up.

Frank Serochak, of West Newton, in town... Frank Chappin, of Jeannette, reports the glass factories are doing good biz.

Al Klodall's son, Carl, is doing well in the Navy OCS... Erv Gurney, a World War II vet, is awaiting a call from the reserves.

John Walsh, free lance mechanic, is keeping busy... Joseph Vinsak, of East Pittsburgh, has had coin-operated radios (C-Radio) in his Earl (formerly the Seventh Avenue) Hotel for a couple years, and reports they are

consistent coin pullers.

Al and Jack McCauley, of Swaisviale, Pa., were in town purchasing new equipment; they are consistent merchandisers.

Jim Massario reports his drugstore music is holding up well... Jim McKool, of Windber, Pa., in the mining area, reports that play in that territory is holding up well.

Glenn Mowry, head of Gem Vending Company, now is wholesaling novelty merchandise (wallets, key chains) off a truck in addition to his other activities.

Hartford, Conn.

Abe Fish, owner of General Amusement Game, Hartford, and president of Connecticut State Coin Association and his fellow CSCA officers have been doing much association traveling. The other night, Abe and a number of men went over to Torrington for a regional meeting. A few nights later, a crew, including Abe, sat in on a meeting of the Westchester County, New York, Operators Guild.

Joe Fica, Torrington coin operator, and Mrs. Fica have moved into a new home... Sol Getzlieb, of Goffish, Chicago, visited Abe Fish's office the other day... Look for Lou Chack, of General Amusement Game, to sport some new winter duds one of these bright fall mornings.

Ralph Colucci, of Seaboard Distributors, local coin machine distributors, was in New York for a few days on company business... Canteen Company here continues to stress traffic safety rules in smartly worded slogans, posted conspicuously on their machines.

A Connecticut restaurant customer was fined \$20 for breach of the peace when he smashed the juke box with a bar stool. The man, arrested in New London, said that his former wife played a record in the juke box that he didn't like.

Milwaukee:

Two coin operators from Kenosha—Louis Albasante and Leo Spitzer—motored into the Beer City to buy some records and make the rounds of distributors. Lee Spitzer, who runs North Shore Novelty, Kenosha, reports that games are getting plenty of play in all of his locations. Boosting the totals in recent months, according to Lee, is the fine selection of premium goods his locations have been offering for high score prizes.

Leon Dealy and Pop Warner, who are remembered by music men thruout the State as having pioneered hostess machines here a decade or so back, have gone into the restaurant business... New sales manager at A. S. Goodrich jobbing and distributing firm, is Jack Harrigan, who came here from New York. Bob Bailey, who formerly held down the sales boss' desk, is now handling inside chores as firm's treasurer.

Reggie Freeman, Racine operator and roller rink impresario, is vacationing in Florida. Holding the fort in his absence are Red Barrett and Johnny Brannan. Business, they assert, has been good in recent months.

National Tobacco's Jerry Sher has left his National Avenue headquarters to journey down to Oklahoma. A while back Jerry invested in some oil wells and since then has had to put in a lot of time and effort to keep tab on things down there. Most recent reports have it that the well is coming thru in fine fashion.

Wayne Candy Company sales rep. Don Reynolds, who just completed a week's work in Milwaukee area is headed for Minnesota. Reynolds reports that vendors are doing a bigger job than ever with his Wayne Bun bar, which retails for a dime.

Jack Wille, who formerly covered this area for Planters Peanuts, now travels Wisconsin and Upper Michigan for Hollywood Candy.

Cigarette vending routes of the Badger Tobacco firm have reportedly been sold to the Sam London Music Company. According to reports the routes will be under the control of Perry London.

Detroit

Mrs. Jessie Senkel, of Anchorville, is taking over the Shaw Self-Serv. Laundry at New Baltimore and rechristening it New Baltimore Self-Serv. Laundry. Former owners were Mr. and Mrs. Russell Shaw... Leo Weinberger and James De Monaco, of the Belle Isle Amusement Center, East Side Arcade opposite the site of old Riverview Park, bought out the downtown Playland Arcade on Monroe Avenue, established about six years ago by Harry Lewiston and Archie Gay. They have closed the site, which is to be taken over for other purposes, and are disposing of the arcade equipment. Lou Wamsch, head of Music Systems, returned to Chicago to get additional new Seeburg equipment to meet demand in this area.

Belle Music Corporation has bought out the equipment of Cass Music Company, according to Arthur Cyrowski, Belle president, and is expanding operations. Concentrating on the East Side with a few centralized downtown locations as well, the firm is moving its headquarters and central exchange from the Music Hall to 1416 Eastwood Avenue.

George Gregory, who was the owner of Cass Music Company, which specialized in the penny serenade installations, chiefly in the Cunningham drug chain, is retiring from business here following sale of equipment, and is going South, where he plans to establish a motel. It is understood the Cunningham units will be replaced with 5-cent play wired music installations.

William Mihal, who is recognized as the world's amateur long-distance walking champion, has entered the vending machine field in partnership with Leonard Farber, a salesman. They started the Olympic Vending Company at 2299 Monterey Avenue, and already have established a diversified route, with the bulk of operation concentrated in penny venders. They have placed about 50 ice cream venders on location and plan to expand in this field to possibly triple the number. Most of the Olympic spots have been secured by establishing new locations, Farber said, marking a genuine expansion of the market potential for the vending business. They also have a number of cigarette venders.

Philadelphia

David Rosen & Company, music machine and record distributor, played host at a press and music jockey reception in behalf of Mercury songbird, Patti Page, coming to town last week for an engagement at the Mastbaum Theater. Harry Rosen, who heads the firm's record department, which includes handling the Mercury label, handled the introductions for a well-attended party at the Ritz-Carlton Hotel... Marshall Seeburg, head of the Chicago music machine company bearing his name, stopped off in this city for a visit with his friends Federal Judge J. Cullen Ganey and insurance broker H. C. Heerman before departing for a trip to Europe.

Miami

Willie Blatt, Supreme Distributors, was drawn by lot as the new member of the executive board of the Amusement Machine Operators' Association of Dade County and will serve for four months, replacing Herman Perin.

Some 30,000 members of the American Legion and their wives here for the national convention proved a potent shot in the arm for coin-operated machines.

Red Gurkin, of Belle Glade, Fla., who purchased Glades Music Company from A. I. Davis, was in town on a buying trip... Ed Hancock, Advance Music Company, is vacationing... Ozzie Truppman, Bush Distributing Company, has joined American Legion Post No. 98, Coral Gables, where he makes his home.

Miami is developing its own coin row these days. Within the radius of less than a mile in the Northwest section are Bush Distributing Company, Taran Distributing, Superior Amusement Company, Supreme Distributors, C. & L. Amusement Company,

EMPIRE

AT YOUR SERVICE... World's Largest Selection of Coin Operated Machines

BRAND NEW CLOSEOUTS!

Bally Turf King	\$443.00	Chi Horse Shoes	\$361.50
Un. Team Hockey	139.50	United Shoe Alley	319.50
Chicago Trip	160.00	Un. High Score Bowler	261.50
Univ. Youth Tavern	369.00	Un. Bowling Champ, 3-stor. conv. for Shuffle, NEW	\$199.50

5-BALLS

United County Fair	129.50	Univ. 2 Star	129.50
Bally Coney Island	129.50	United 2-4-6	129.50
Wms. Spark Plus	129.50	Out. Res. Bowls	129.50
Joker	129.50	Playtime	129.50
Shoe Shop	129.50	Round Up	129.50
Spot Bowler	129.50	Bowling Champ	129.50
Four Manometer	129.50	St. Louis	129.50
Beckette	129.50	Majors of '49	129.50
Triquet	129.50	Big Top	129.50
Mad. Sc. 60%	129.50	Belts and Sashes	129.50
Playng Sappers	129.50	50 Mch. 50%	129.50
Dis. Pinball	129.50	Buttoms	129.50
Georvia	129.50	Knockout	129.50

ARCADE

Mute Volcano	99.50	Grish, 25'	99.50
Free War	99.50	Chin. Kickst.	99.50
Ball Champ	99.50	St. Joe, New	99.50
Ch. Pistol	99.50	Ch. Pistol	99.50
Wms. Star	99.50	Series 15 W	99.50
Ath. Scale	99.50	Univ. 2 Star	99.50
Televis. & Film	99.50	Wm. Star	99.50
Jack Rabbit	99.50	Chick. Sam.	99.50
Rebut	99.50	Chick. Sam.	99.50
GOALIE	99.50	Scientific	99.50
Pokerino	99.50	Ten Hells	99.50
Ball	99.50	Shut Out	99.50
Exhibit Girls	99.50	Flux Hockey	99.50
Ch. Hockey	99.50	Majority 15-Way	99.50
Poker and Joker	99.50	Ch. Hockey	99.50
Shepman Art	99.50	Ch. Coin Bank	99.50

GENCO GLIDER 39.50

CHALLENGER 24.50

SMOKESHOP 612

CUSTOM 229.50

ACORN VENDOR 19 or 36

ACORN 36 CHRM 18.50

ALICE 36 BENTON 14.50

FRANKS 36 11.50

BIVERS 36 11.50

S.K. HOT HUT 12.50

W. 45, 16 or 17.50

U-SALE 12 49.50

DE LUXE 12 24.50

M. W. TAB 12 12.50

33 BALL GUN 12.50

FRANZWAY BUFFET, Sandwich 12.50

Turf King \$345.00

Winner \$74.00

Champion \$176.00

Photo Finish \$137.50

CITATION \$134.50

Gold Cup \$64.50

Jockey Special \$44.50

Special Entry \$44.50

Victory Special \$49.50

MUSIC

Egypt Constellation	119.50
Chiclin	119.50
Band Box	321.50
Wurlitzer 1815	350.00
Wurl. 1817	350.00
Hiwayway	357.50
Wms. Music	357.50
St. H. New	357.50

DIGGERS

Events New	3295.00
Puffover	895.00
Hollycane	275.00
Claw Adm.	175.00

TEXAS OPERATORS

We will take Turf Kings and Lot 3 Balls in trade on Shuffle and Arcade Games. Send List.

WANTED TO BUY!

UNITE ABC, BRIGHT LIGHTS, ARCADE EQUIP., 4 PLAYER - SHUFFLE

Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. CHICAGO 21, ILL.

EXHIBIT'S

Big Bronco

Pony Express

Shipments can still be made for the big holiday season ahead.

EXHIBIT SUPPLY CO.

4218-30 W. LAKE STREET CHICAGO 24, ILLINOIS

Ace-Saxon, Inc., J. & M. Vending Company and Modern Vendrinks Company. Newest members of the family are Supreme American Music Company and American Operating Company, who are next-door neighbors. Supreme American Music Company, formerly Supreme Music, is headed by Milly Green, Hyman Darling and Dave Brown. American Operating Company is headed by Gene Lane and Buster Anzell.

Greater Miami's juke boxes cooled off considerably during the World Series, when most people were glued to their radios. TV of the baseball games was denied this section which still hasn't been linked up to the trans-continental coaxial system.

Hyman Guberman, shop man at Taran Distributing, is whiling away his vacation sharpening up his pinocchio game with his cronies at Miami Beach, Fla. Guberman and his wife, Rose, celebrated their 40th wedding anniversary recently.

George P. Carvasio, Southern Phonograph Company, reports that although because of You continues to do peak business on his route, two "sleepers" are attracting a great deal of play. They are "Roman Guitlar" by the Harmonicists and John Gordy's "Salty Dog Rag." George had some extra time to indulge in his hobby of stamp collecting when a leg injury bedded him for a couple of weeks.

Oznie Truppmann, Bush Distributing, says the company is getting an unusual number of visitors and mail inquiries from Peru and Chile, countries hitherto not active in the coin machine field. Ken Willis is on a selling trip thru North Florida and Georgia. Taran Distributing is awaiting delivery of United's new County Fair number, according to Sales Manager Eli Ross. Jimmy Bird, Advance Music Company, checked out of the hospital after a minor operation.

Birthday greetings went out from the "Ace-Saxon Family" to Mrs. Nellie Sadler, wife of Broward route salesman James Sr.; Thomas Williams Jr., son of Thomas Sr., who has charge of the Ace-Saxon boat, and Edward Vines, husband of Helen, office clerk.

Several Miami coinmen got together recently for a fishing junker and caught a mess of mackerel in the Gulf stream. In the party were Lenny Bailler, Taran Distributing; George P. Carvasio, Southern Phonograph; Harry Silverman and Eddie Daddis, Ace Music.

Personnel at Taran Distributing received invitations to attend the wedding of Sam Taran's daughter, Geri Lois, to Marvin Lieber at the Sherry-Frontenac Hotel, Miami Beach, November 3. All the guys and gals are making feverish preparations to wear their finest duds at the ceremony and dinner.

Frank Balkas, Southern Phonograph helper, was among those honored at a dinner given for members of the championship softball team representing St. So-

phia Greek Orthodox Church. . . . here for a few days last week before taking off on another business trip. He headed for the West Coast.

Florida's nickel-a-pack cigarette tax brought in \$1,397,392 during August, the State beverage department reported. The figures compared with \$1,276,255 collected in August 1950. Included in the various cities' shares of the August collections were Miami \$165,844; Miami Beach, \$40,839, and Jacksonville, \$103,222.

Mobilization activity continues in the area. The government has announced reactivation of the wartime Navy blimp base at Richmond, 20 miles south of Miami. Its status will be that of a Navy auxiliary field.

George MacLean, who operates Fun Arcade in downtown Miami, says the rifle range is drawing the most business. Recently returned from Korea but not yet discharged from the service, MacLean is a captain in the army but has been relieved of his combat duties due to an injury. Although more service men are noticeable downtown these days, MacLean reports the Arcade has been relatively quiet.

Indianapolis

Mrs. Blanche James, James Music Company, is vacationing in Fresno, Calif., where she will remain with her sister for 30 days. Edward Shaffer and J. L. McClelland, district sales manager for Seeburg, visited at the Shaffer Music Company office.

Used and trade-in phonographs are piling up at several distributors here. The demand for obsolete machines is off. In several instances units have been used for repair parts, and the rest of the box destroyed. Later models are in better demand and ops are gradually replacing obsolete types.

Operators buying equipment and records at the James record shop were Bud Adair, King Automatic Company, Elwood, Ind.; Maurice Mosier, of the M. & M. Music Company, and John Fara, operator and owner of the Melody Music Company, Westville, Ill.

Juke box burglars raided two restaurants Monday night. Locks were jimmed and parts of wall boxes were stolen.

New York

Jim Meisel, former manager of Rockaway Playland; George Clary and Ted Mischler are operators of the arcade concession in Nunley's Happy Land, just-opened funspot in Bethpage, L. I. They have about 45 coin amusement pieces working the place. Lester Paul and Moe Bitter were busy supervising alterations to their new jobbing premium store on Coin Row.

Saul Mintz, Canadian operator of games and juke, dropped in on West Side Distributing last week to ink a sales deal with Harry Berger. Mintz crosses the border to visit with supply sources about once every five years. . . . Low Jaffe, assistant to Anthony Caruso in charge of sales at Eastern Electric, stepped

here for a few days last week before taking off on another business trip. He headed for the West Coast.

Dave Simon, United's agent here, and his staff received a trailer load of the new De Luxe Shuffle Alley's Monday (15), but the six-player games moved into the hands of jobbers and operators almost before the day was out. The units feature high-score counters and extra-large fly-away pins. . . . Barney Sugarman is back at Runyon Sales still nursing a bad cold.

Nash Gordon, manager of the Automatic Music Operators' Association, is promising a topnotch roster of entertainers for the group's 14th anniversary affair to be held at the Commodore Hotel November 3. . . . Arthur Harman and his brother, Albert, of Boro Automatic Music, have moved into new homes—Arthur in Manhattan Beach and Albert in Brooklyn.

Lucky Skolnick, of Empire Automatic, is the proud father handing out cigars to his operator friends. A son was born to his wife, Dorothy, Thursday (18). . . . Abe Lipsky, sales exec at Young Distributing, reports a pick-up in export business the past few weeks. . . . Joe Hirsch, manager of the Associated Amusement Machine Operators of New York, is expected back early next week from a visit with Chicago manufacturers.

Rowe vice-presidents, Jack Mill, Charles Brinkman and Bern Bernard will be in Detroit next week to attend sessions of the dairy convention. The firm's milk machine will not be exhibited but dairymen are expected to discuss the role of venders in milk distribution.

Morris Golick, newly elected president of the New York Candy Club, presided at a testimonial dinner honoring the group's past president, Sam Dublin, at the Park Sheraton Thursday (18). About 75 candy executives attended.

Dave Low reports doing a

healthy premium business among operators via his new firm, Ace Trading. But he predicts volume will pick up when he introduces several exclusive items under his own Supreme label. . . . Jack Mitnick, AMI district manager, leaves next week on another field trip to the manufacturer's phone distributors.

FOR SALE
Like New—Lock Bar Type
50 Mills Single Slot Standard, E.A. . . . \$12.50
1 Mills Single Slot Standard \$9.50
1 Mills Double Slot Standard \$4.50
2 Mills Triple Slot Standard \$36.00
2 Mills Valley Tourist Standard, Complete, E.A. \$48.00
C. & L. DIST. CO.
734 W. Alabama Street, Chicago, Ill., Tel. Phoenix L.V. 9-666—L.V. 9-711

OPERATORS!
See our 2 page ad on PREMIUMS and XMAS MERCHANDISE on Pages 74 and 75 in this Issue!

RECONDITIONED 5 BALLS
SATISFACTION GUARANTEED

FINKY	1125
SWEETBART	125
K.C. JONES	125
KNOCKOUT	118
SIM BUMMY	118
2 SHOOTERS	118
SOUTH PACIFIC	119
HARTY TOWN	107
TUMBLEWEED	107
TAHITI	106
KING ARTHUR	105
UTAH	94
SHARP SHOOTER	94
MARYLAND	95
MERCURY	95
BOSTON	87
DOUBLE SHUFFLE	75
JUST B	75
ST. LOUIS	75
TELECARD	75
BIG TOP	75
TAMPA	75
MAJORS OF '49	75
ADVANTAGE	69
SABINA	69
ONE-TWO-THREE	69
SCREWBALL	69
GRAND AWARD	69
KING COL	69
MARDI GRAS	69
ALL BARS	69
ALICE IN WOND.	69
SHARON	69
KANCO	69
MONTY BEE	69
SHOOT STOP	69
COVER GIRL	69
SHIMON	69
VIRGINIA	69
CRAZY BALL	69

SHUFFLE GAMES
SATISFACTION GUARANTEED
Completely Reconditioned
All Playing Fields Reconditioned

UNITED

4 Player Shuffle Alley RESOUND	6885
TWIN Shuffle Alley RESOUND	318
SINGLE Shuffle Alley RESOUND	149
SHUFFLE SLUGGER	138
DOUBLE SHUFFLE ALLEY	75
SHUFFLE ALLEY EXPRESS	69
SHUFFLE ALLEY Physics Plus	69
SHUFFLE ALLEY	69

KEENEY

LEAGUE BOWLER	6365
DOUBLE BOWLER	138
LUCY STRIKES	75
ABC BOWLER	64

BALLY

MOON BOWLER	6375
SHUFFLE CHAMP	69
SPEED BOWLER	69
SHUFFLE BOWLER	69

CHICAGO COIN

TROPHY BOWL	6140
BOWLING CLASSIC	138
BOWLING AALEY	69

UNIVERSAL

HIGH SCORE BOWLER	6375
SUPER TWIN BOWLER	135
TWIN BOWLER	68

CHINCO

BOWLING LEAGUE	6335
SLIDER	35

WILLIAMS

DOUBLE HEADER	6125
DELUXE BOWLER	63
TWIN SHUFFLE	35
TWIN SHUFFLE	35
BOTTLED BOWLETS	64

TERMS 1/3 Deposit, Balance Sight Draft
1748 W. North Avenue • Chicago 22, Illinois • Dickson 2-0500

SUPER SPECIALS!!

Unit, 5-Star	575.00
Keeney 11-in-1 Line	Write
Bally Bright Lights	Write
Write Shoe Drive Mech. Black and Brown	79.50
Wm. Quarterback	84.50
Wm. Star Series	89.50
2-2 Bowl, 9 Roll M.	97.50
Bally Speed Bowler	64.50
Bally Shuffle Bowler, P.P.	49.50

MID STATE CO.
2367 Milwaukee Ave., Chicago 47, Ill.
Tel.: Dickson 3-3644

The Billboard's
Annual Outdoor Convention Number
PULLS . . . and PULLS . . . and PULLS
Extra Returns for Advertisers!!!
DATED NOVEMBER 24
OUT NOVEMBER 20

NEW! DE LUXE KEENEY'S 6 Way BOWLER
6 COINS-10c PLAY-60c PER GAME!

Destined for a Long Run of Rich Operating Profits!

★ Up to 6 PLAYERS EACH GAME!
★ LITE-UP PINS by the Originator, J. H. KEENEY & CO.
★ Modern Streamlined Wings Protect LITE-UP Pins
★ Super Deluxe Cabinet finished in maroon, light speckled green and rich ivory colors.
★ SIDE-GUARDS same appearance as a conventional bowling alley.

Brand New! Keeney's SILENT PLAYFIELD!
This important silent play feature is made possible by the use of reinforced Masonite under conventional plywood playing area. Eliminates audible sound of hitting puck. Greatly operating innovation in bowling games.

New! FASTER PUCK RETURN!
• 20 - 30 SCORING
• SCORES ALL SPLIT SHOTS - STRIKES - SPARES
FULLY AUTOMATIC!

Install KEENEY'S 6-WAY BOWLER today!

Order FROM YOUR KEENEY DISTRIBUTOR
J. H. Keeney & Co. Inc.
3840 W. PULASKI STREET, CHICAGO 26, ILLINOIS
Get in line now with 6 WAY BOWLER for tomorrow's profits!

GOTTLIEB



ROSE-BOWL

THE BIG GAME OF THE YEAR!



TREMENDOUS NEW TIE-THI-SORE IDEA!

TERRIFIC TOUCHDOWN ACTION!

EXCITING MULTIPLE SCORING OPPORTUNITIES !!

Player, representing HOME TEAM, plays to tie VISITOR'S SCORE shown on light box at start of game . . . wins Replays on tie score . . . earns additional Replays for extra touchdowns!

Thrilling, razzle-dazzle play provides sensational scoring shots! All Bumpers, Roll Overs and Buttons GAIN YARDAGE, as shown by progress of football on light box! 3 "POP" BUMBERS—2 FLIPPERS—2 CYCLONIC BUMPERS for fast, flashy "ball handling"!

ROTATION SEQUENCE lights TOUCHDOWN KICKOUT HOLES for Replays . . . 2 TOUCHDOWN ROLL OVERS . . . "BACKFIELD" SEQUENCE lights 2 SPECIAL ROLL OVERS for Replays!

IT'S A TRIPLE THREAT FOR TOP EARNINGS RIGHT FROM THE KICKOFF!

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1140-50 N. KOSTNER AVE. CHICAGO 51, ILLINOIS

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NOW IS THE TIME TO SAVE with LONDON'S NEW LOW PRICES and TOP QUALITY!

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Seeburg M146M or M246M Midway	\$164.50	Wurlitzer 1108	\$374.50
Seeburg M147M Midway	189.50	Packard Manhattan	124.50
Wurlitzer 1015	199.50	Allis Condellion	124.50

PRI-WAR PHONOGRAPHS

Seeburg M1 Tons	49.50	Wurlitzer 708	177.50
Seeburg Colonels	59.50	Wurlitzer 706	69.50
Seeburg BR-ars	49.50	Rock-Ole 1415	49.50
Wurlitzer 730	109.50	Rock-Ole Super	49.50
Wurlitzer 500 or 499	79.50	Rock-Ole Playmaster	64.50
		Billy Emerald or Thrasher	24.50

ACCESSORIES

W1-154 Wireless Seeburg 51 Bonus	\$17.50
Packard Boxer	18.50
SWTL-54 Wired Seeburg 31 Bonus	39.50
3140 Wurlitzer 4p-10c Boxes	29.50
3423 Wurlitzer 4c Boxes	19.50

SHUFFLE GAMES

Shuffle Express	\$49.50
Chicago Coin Bowling	EACH
Universal Twin Bowler	EACH
Quincy Bowler	EACH
Speed Bowler	EACH
Date Gun	\$69.50
All Star Baseball	99.50

NEW GAME SPECIALS

Tri-Score	WRITE
Star 'n' Go	WRITE

WRITE

3 COMPLETE HOSTESS SYSTEMS—UNITS OF 10—MAKE AN OFFER!

Ten Pins	Take Your Choice	Pin Bow
Shuffle Alley	\$24.50 EACH	Shuffle Bowler
Bowling League		Shuffle
Shuffle Lane		Twin Shuffle

NEW LOW PRICES!

Cinderella	\$39.50	Monterrey	\$79.50	Camel Caravan	\$69.50
Black Gold	39.50	SummerTime	39.50	Three Feathers	49.50
Saratoga	49.50	Virginia	29.50	Pleasing Power	49.50
Wagon	29.50	Tennessee	29.50	Champion	49.50
Triple Action	29.50	Dallas	49.50	Lamba	59.50
Happy Widow	29.50	Maryland	49.50	Morocco	69.50
Screw Ball	39.50	Lucky 13	79.50	Swanee	99.50
Trade Winds	29.50	Rondeau	79.50	Alice in Wonderland	29.50
Spin Ball	39.50	Major League Base	39.50	Lord	39.50
Cream Ball	29.50	Ball	39.50	Lady Robin Hood	29.50
Catalina	29.50	Moon Glow	39.50	Humpty Dumpty	29.50
Sherry	29.50	Amusee	69.50	Tellerard	49.50
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TERMS: 1/3 Deposit, Balance C.O.D.

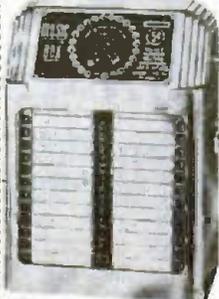
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HOLLYBONES
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Williams Jockey	IMMEDIATE DELIVERIES	Williams Sparkplug
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Bally Coney Island	ChCoin 6 Player Alley	Keoney 6-Way League

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New 55 rpm. 10 Selection Phono. Write for Price.

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Lyon's Drink Machine
Seeburg Shoot The Bear
Seeburg 100 Selectomatic
Exhibit Six Shooter
Exhibit Gun Patrol
Seeburg 100 Wall Boxes
Bally Bright Lights

SPECIAL Wurlitzer Model 1250
Brand New Write for Price.

YENDERS LARGE STOCK OF USED RECONDITIONED EQUIPMENT. ONE BALLS, FIVE BALLS, SHUFFLE GAMES, ARCADE, MUSK. WRITE, WIRE OR PHONE FOR PRICES.

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Seeburg 146 S OR M \$150.00	Seeburg 148 S OR M \$325.00	Wurlitzer 1015 • \$175.00	Seeburg FW156 Seeburg's World Record Spray Cover \$15.00
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IMMEDIATE DELIVERY—WRITE! PHONE! WIRE!
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DRAMATIC SKILL!



RACING THRILLS!

3 SENSATIONAL PLAY-PRODUCING FEATURES:

3 SELECTIONS for 1 COIN!
With... Place... Show! If selected "Win" horse comes in first, RACE CONTINUES until place and show horses finish in order!

CHANGE SELECTION IN MID-RACE!
If original selection is out of the running, player may make a winner out of another horse by shooting Rollover! through SELECTION CHANGED

RIOTOUS RACING ACTION!
8 THUMPER BUMPERS and 7 ROLLOVERS send actual Miniature Horses and Jockeys galloping down the track inside the backboard to thrilling photo finishes!

PLUS HIGH SCORE!

SPARK PLUGS—
Your Best Bet...
Across the Board!

SEE IT—BUY IT
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NOW!



CREATORS OF
DEPENDABLE
PLAY APPEAL!

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EVANS' PROFIT STIMULATING COUNTER GAMES

NOT COIN OPERATED!
TAX FREE!
NO LICENSE REQUIRED!

BING—BEAT-THE-DEALER

Good for Clubs, Fraternal Organizations, Club Counters or wherever people congregate!

Write for descriptive literature.

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SEE EVANS' CONSTELLATION AD, PAGE 104

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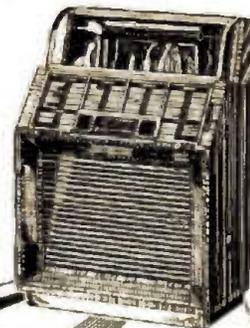
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