# NOVEMBER 3, 1951 Union's Insurance Probed, Contrasted With Britain's **AGVA** Project's "NO" FOR AN ANSWER HERE'S WHAT **\$12** Dues Gets

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

**Full Coverage** And Benefits

## Performers May Get **Extra Protection** For Small Payments

(ABC)

## By JIM McHUGH

NEW YORK, Oct. 27 .- In contrast with the insurance plan of the American Guild of Variety Artists, with a premium cost that could conceivably run as high as \$182 a year per individual member, the Variety Artists' Federation of England gives its members a 100-pound (\$400) travel-accident policy free with the payment of his \$12 annual dues, plus a 75pound-plus life insurance policy in effect six months after joining. While the VAF policy does not cover the artists while performing, it does protect him when he is traveling on a passenger train, whether he is on pass or a paying customer; a tramcar, omnibus or cab operating as public conveyances; an omnibus hired or operated privately; or a private motor car providing that the conveyance engagement. Payment is made if death occurs within 30 days after (Continued on page 61)

Hamid Won't Meet AGVA POLICY PROVIDES FOR With Dunn, Boston

turned down an invitation to of AGVA's lack of power in the meet with Boston's Central Labor so-called outdoor field. Union and Henry Dunn, adminis-Circus in Boston next month.

to attend a confab at which Dunn would be the only AGVA exec.

NEW YORK, Oct. 27.—George ago. Not a single performer A. Hamid, local booker, this week walked out, a terrific indictment

Hamid this week said that he trative secretary of the American had suggested several months ago Guild of Variety Artists, presum- to Dunn and Vic Connors that ably to discuss the scheduled ap- union execs meet with producerspearance of the Hamid-Morton bookers in planning accident insurance for AGVA members. He Hamid told circus agent Carl said that the plan to secure insur-Sonitz, who is handling the ad- ance for performers, who could vance in Boston, that he would not secure coverage on their own be glad to meet the Hub's union because of the dangerous nature representatives and the full board of their work, was a good one, but of the AGVA, but declined flatly not as it has been handled up until now. Hamid also said that most AGVA called an unsuccessful bookers would probably willingly pay a part of the insurance premium if the performer contributed the remainder. This cost would have to be passed on to the buyer, he said. However, he is not willing to commit himself on this until such time as the insurance situation has been thoroly studied and a better policy obtained. Hamid's principal objection to are more disk buyers among TV the policy content, as he underis used in traveling to or from an set owners than non-tele follow- stands it, is that performers are ers, according to a survey by Tele- not covered during rehearsal Que for KLAC-TV Research Di- time. This, he said, is the most pubbery (see separate story) uses rector Joe Coffin. Survey indi-cates a basic change in disk pro- career. Substantiating this, he brief. They require only simple motion procedures are in order said he had canvassed the na- props. Here are a few culled from with platter manufacturing con- tion's leading bookers of thrill the 10 furnished for the tune, centrating on the tele medium, attractions and determined that "Longing for You." which according to this research not one person booked by them firm's analysis reaches the lion's had been killed, or even seriously ble large trailer-truck — sign share of the disk buying public, t least as far as the Los Angeles formance from last Memorial Day in uniform and cap is at wheel. until the present time, with the Lighting low, flashed by lights According to the survey, 70.5 per exception of Selden, the Strato- now and then, signifying move-

NEW YORK, Oct. 27 .- The American Guild of Variety Artists insurance plan, backed by a group policy issued by Indemnity Insurance Com-pany of North America, covers AGVA members on their way to a job, while working and until they return home.

Premiums are levied against bookers and employers ranging from \$1 per man per show on club dates to \$3.50 per week per man on weekly dates.

The policy provides that a member shall get up to 150 weeks' disability at \$50 a week if disabilities are incurred while on a job or going to or from a job.

Intentions Okay, **But Not Method** 

PRICE: 25 CENTS

ABP

## Policies in Dark, **Certificates** Not **Filed With States**

## By BILL SMITH

NEW YORK, Oct. 27. - The American Guild of Variety Artists' Accident Insurance plan, which was described as "illegal" by the Iowa State Insurance Department, has now become the cause celebre for many rank and file members, and the subject for further investigation by at least two

Mills Records **80** Gospeliers In the Hills

NEW YORK, Oct. 27.-Indeed the music world revolves in peculiar ways. Time was that the Broadway publisher had but to walk around the corner in pursuit of his material. Some years ago, when the mountain folk began to take a hold on the pop Honor Roll of Hits, the Broadway pubbers tried taking to the hills, with but a smattering of success. Latest wrinkle in the search for material developed in the past month when Mills Music general professional manager, Sidney Mills, undertook a mission into the South to look for material and exponents of authentic gospel and spiritual chants and sermons.

Mills got back to his Brill Building roost last week with (Continued on page 16)

## FCC Refuses Censor's Whip Vs. Barry Gray

WASHINGTON, Oct. 27 .- For the second time in two weeks, Federal Communications Commis-Rep. Albert P. Morano (R., Conn.), machine that's pulling nickels as Coy said he would consult WMCA fast as any 1951 descendant.

strike against the Hamid-Morton Circus in Philadelphia two weeks

**Tele Owners Favor Disks** 

HOLLYWOOD, Oct. 27 .- There market is concerned.

(Continued on page 18) sphere Man.

It also provides for medical and surgical expenses up to \$1,000. It pays for various disabilities up to \$7,500 for complete disability or death.



NEW YORK, Oct. 27 .- TV production idea service being developed by Howard S. Richmond

(1) Cardboard cut-out to resem-(Continued on page 17)

other State insurance policing bodies.

> See editorial, "4-Point Insurance Plan," in Night Club-Vaudeville Department, page 53, this issue.

According to insurance experts, the policy issued by Indemnity Insurance Company of North America has many things to recommend it. The chief objections were not to the policy, but to the way the insurance plan was installed and run. Experts claim that, under basic insurance law, each assured must receive a copy of the policy. They also say that most states require a certificate be filed with the State Insurance Board if any members covered by (Continued on page 53)

# Radio to Sell Self on Shows In Two States

NEW YORK, Oct. 27 .- In another agressive move to sell radio, broadcasters in Michigan and Texas are setting up State-wide broadcasts, highlighting the role radio performs in public service. Texas show kicks off Sunday (28) from Shamrock Hotel, Houston. Michigan Association of Broadcasters' airer will be recorded at WWJ, Detroit Friday (2), for rebroadcast by all Michigan stations Saturday (3) from 8 to 8:30 p.m.

The Houston program will be carried by all but five Texas stations, and the Liberty Broadcasting System also will feed it coast to coast from 4 to 4:15 p.m. Sunday (28). Broadcast will honor National Radio Week. In attendance will be a gathering of Texas radio men there for Broadcast Music, Inc. (Continued on page 10)

## Faceless TV Bennett Does a Frank Costello

WASHINGTON, Oct. 27. - TV Capitol Theater here doesn't per-

Klavan assured viewers that the

# **Record Companies Oppose** Juke's Royalty Payments

Juke of 1905 **Gets Big Play** 

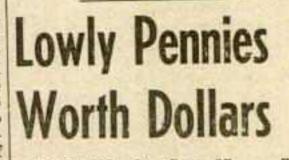
NEW YORK, Oct. 27 .- It may sion Chairman Wayne Coy dis- be an industry axiom that newer Columbia. claimed authority to censor radio phonographs build collections, but and TV programs, and referred one location here has dug back complaints to the broadcaster for into the dim past to bring out of action. In a letter this week to retirement a 46-year-old music

Greenwich (Conn.) Time, that Jahn's ice cream parlor since early R. Bryson announced that the in circulation to meet the rising

proposed legislation to extract would impose a charge of 2 cents sel for the Automatic Phonocopyright royalty payments from for each phonograph record for each week it is used in a coinoperated machine. Raine's testimony was a significant departure from four years ago when the diskeries took a neutral position at Congressional hearings on the Scott Bill which also proposed to widen the Copyright Act so as to cover juke boxes. Raine's testimony was presented in behalf of RCA Victor Records, Decca Records, MGM Records, Capitol and

Altho Raine struck the sole dissenting note in a day-long hearing in which the American Society of Composers, Authors and Publishers led a parade of in New York about complaints by The nickelodeon, a Seeburg supporters for the Bryson Bill, Bernard Yudain, editor of the Model "G," has been working subcommittee chairman Joseph

WASHINGTON, Oct. 27 .- For | jukes. The diskeries' opposition | ment of further hearings until the the first time in the prolonged was voiced by Kenneth Raine of next session of Congress was controversy over juke box royal- Columbia Records, at the House agreed upon by the subcommittee ties, major record companies this Judiciary Subcommittee's hear-week took a firm stand against ing on the Bryson Bill which after Chauncey Carter Jr., coun-



LORAIN, O., Oct. 27. - The Cigarette Company here, hard put to round up enough pennies to keep its odd-cent vending route audiences saw only the hands of running smoothly, has come up singer Tony Bennett when he apwith a profit lure to attract the peared on the Gene Klavan show precious coppers. It will pay Monday (22) over WTOP here. \$102.50 for the coins in lots of Bennett's contract with Loew's \$100 worth.

There are not enough pennies mit a TV appearance.



THE BILLBOARD

November 3, 1951

#### By JOE CSIDA -

Dame 15 years ago. He was heavy- got up, still applauding. Awkward day out for pay, eventually feels shouldered, thick-necked, still seconds went by, with the ap- insincere using those same words hard-jawed. He stood at the cen- plause, almost but not quite dyter of the long table in the Per- ing. Haverlin started to sit down. roquet Suite at the Waldorf As- But Harlow stayed up, and Hav-toria and talked about the abso- erlin got up again. And then quite lute urgency for his listeners and suddenly, in small patches, the the world to get back to spiritual guests stood up and the applause the implements for conveying power of prayer and the need for seconds, at a volume heard only everyone to love his fellow. There after the curtain's come down on male and distaff, who will sweet- a new Commerce Department rewas none of the preacher's fiery a great play. exhortation, no bellow or bombast. He repeatedly and nervously I got to thinking about this pe-picked up and tossed down a book culiar episode. It demonstrated of matches and he talked in a soft clearly, I think, an odd characvoice. He had the breathing diffi- tertistic about people in show to be. culty common to men who smoke business. They're deep-down betoo much. He almost threw away lievers in the things the McCutthe more potent of his lines.

GENERAL NEWS

the table I listened an looked at be found dead than displaying the hundred or so radio and music any of these real emotions. men who had come to this Broadmixed and constantly changing. Puzzlement was often dominant, that what's-this-guy-selling look. Sometimes a flicker of understanding. And often, a fleeting, uneasy, almost guilty look took possession.

The man looked like he might The guests all applauded, but did singer crooning sweet or impashave played guard for Notre not rise. Then BMI's Roy Harlow values. He stressed the great swelled, and held for maybe 30 your feelings.

On the way back to the office cheon man was talking about, Sitting two places from him at most of them. But they'd rather

Sure, you get a Berle doing a cast Music, Inc., luncheon. The 24-hour marathon for the Damon expressions on their faces were Runyon Cancer Fund, which, tho a fine thing, must be admitted to be an exhibitionistic kind of fishbowl philathrophy. But the average show guy or gal who hands a buy his mother a beer if the old hard-up buddy a tough-to-spare lady were dying of thirst. sawbuck, does it grumpily, not For any in the last two cate-because he isn't happy to help gories who have strayed in on this

the Layman's movement - had plainly, unabashedly do good, just say or do something nice to finished. BMI President Carl Partly, of course, it stems from or for somebody you know. Some-Haverlin, sitting at his left and at a fear of being stamped cornball. thing real unexepected. See what my right, rose and applauded. Partly it's due to the fact that a happens.

Washington Once-Over

- By BEN ATLAS -

sioned words of love, day in and insincere using those same words when the real deal develops.

The same holds true for a stage or screen player who has emoted thru a thousand tender takes. Those become stock-in-trade words. Not

I know scores of performers, heart and honey every casual ac- port which reveals that retail per quaintance, but who wouldn't call capita sales in the Far West their own sweetheart anything reached \$1,024 in 1948, as combut Elsie or Jack or whatever the pared with the national average natural, given monicker happens of \$890. This top level sales

that everybody in show business flow of income into the area over performs a daily round of good the two decades between 1929 deeds in a heart-of-gold-buriedbeneath-that-rough-exterior manner. Show business has its share of characters who won't put a dime in the basket in church on Sunday unless the fact is threesheeted on the chapel's stained glass windows. It also has a quota of the kind of guy who wouldn'

For any in the last two cate-The speaker—I caught his name as Speer, a James McCutcheon, Inc., vice-president whose avoca-tion is heading a group called



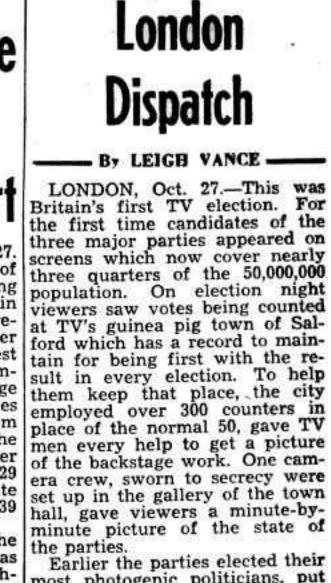
WASHINGTON, Oct. 27. -Best frontiers for expansion of the amusement world, including radio and TV, are mapped out in change on the Coast results from I certainly don't mean to imply a 227 per cent increase in the and 1949. Income growth rate for the nation as a whole was 139

per cent during the period. Next to the Far West, the biggest income growth rate was the 215 per cent for the Southwest, and the 212 per cent in the Southeast. Income growth rate in New England and the Middle Eastern sections lagged at 95 and 99 per cent respectively. The latter two regions, which today account for one-third of the country's manufacturing, are still under healthy expansion, but move ahead less rapidly than other regions. A population growth in the Far West of 777 per cent over the two decades, as compared to a national average of 23 per cent, was a major cause of the Coast's climbing income.

NAACP Pitches

Affaire Baker

Up to Unions



most photogenic politicians, put them on the screen for a 20-minute spot which they could use as they pleased. It wasn't until the Socialists came on the following night that their candidate, former Attorney General Sir Hartley Shawcross, showed the fire viewers were waiting for. But a newspaper poll conducted afterwards found no "floating" vote captured by any of the three speakers. Most Britains seemed to have switched on for a laugh and weren't as influenced by their charm as the politicians hoped.

## **Rank's Figures Show Pix** In Britain Recovering . . .

After a shaky period in the year 1948-'49 which threw the industry into a turmoil, British films seem to be on the road to recovery. Take the Rank organization, biggest British company. At the 14th annual general meeting of Odeon Theaters and subsidiary companies chairman J. Arthur Rank had these encourag-

WASHINGTON, Oct. 27.-Con- ever happen that one record will said he'd been writing songs 12 gress's long-mulled move to put have two smash hits?" the years before he had a successful an end to federal amusement ex- Congressman asked. Raine said one published."

cises and let the States have exclusive right to that source of revenue is a step nearer as result of creation of Capitol Hill's first took the witness stand, he got a

Chairman Robert L. Doughton sentative Angier L. Goodwin Office of Price Stabilization in (D., N. C.) of the House Ways and (R., Mass.). "At the restaurant the agency's decision this week Means Committee, in announcing where I've been having dinners," to fashion a tailored ceiling price establishment of the new committee, indicated he was in dead earnest about getting something done. The committee is under instruction to file a report before the wind-up of the next Congressional term.

## **Congressmen** Learn of Facts of Disk Life . . .

Klieg lights and crowds were missing from the House Judiciary Subcommittee's hearing this on the other surface. "Does it ago in which Oscar Hammerstein comers.

exploratory committee this week. surprise plug from Repre- tionally favorable break from "the tunes most frequently play- OPS's move came less than a ed on the juke box include a month after its first meeting with couple written by you — "Belle, Belle, My Liberty Belle,' and 'My Truly, Truly Fair.'" Merrill industry's case across to OPS is glowingly thanked the lawmaker D. C. legalist Henry Cohen, counand added, "Forgive me, sir, if sel to newly formed diskery last year you had to listen too association. Don't expect quick frequently to 'If I Knew You results from anti-trust division in Were Comin' I'd've Baked a its current prosecution of baseball

Cake.' Power of TV as an opinionweek on the Bryson copyright moulder came in for recognition staff cuts. Lot of Justice Departbill, but the few spectators who at the hearing. Chairman Joseph ment nabobs don't know it yet, trickled in got pretty good en- Bryson (D., S.C.) listened atten- but the anti-trust division got tertainment from a galaxy of tively to a witness' argument for nicked to the tune of \$500,000 in showbiz witnesses. Best chuckle the bill to force juke payments the latest appropriations law. tomarily have an obscure melody Sullivan television show not long newsreel is being offered to all

its current prosecution of baseball leagues on restrictive TV charges. Anti-trust is due for some heavy

came during deftly-handled testi-mony by Kenneth Raine, of Co-tunesmiths have to "starve" a Company is quietly putting steam lumbia Records. One of the sub-committee members told Raine he always wondered why disks that's right" interjected Con-a pace-setter for the movie inwith a hit tune on one side cus- gressman Bryson, "I saw an Ed dustry as well as for TV. The

said the Congressman to Merrill, regulation for phono records. Television Authority and the American Guild of Variety Artists to take "Whatever action they deemed wise" against the "Stork Club" television program, now sponsored by Liggett and Myers for its Fatima cigarette division. (Continued on page 15)



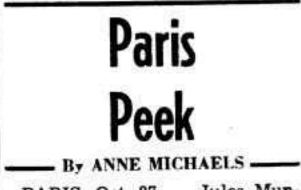
WASHINGTON, Oct. 27.-The Salary Stabilization Board, which held a two-day closed hearing in New York this week with a panel of showbiz representatives, indicated here that it hopes to issue a policy statement within a month on the extent to which salary controls will affect professional talent under salaries and fees. The Board panel was urged at this week's meeting to avoid implanting arbitrary controls on so flexible an industry as show business talent.

The panel covered radio, TV night club, screen and stage talent. A position against arbitrary controls was taken unanimously by spokesmen for talent buyers, booking agents and performers.



k	
	Burlesque
	Carnival
	Circus
	Classified Ads
	Coin Machines
	Fairs and Expos
-	Final Curtain
1	General Outdoor
-3	Honor Roll of Hits
1	Legitimate
	Letter List
3	Magic
n	Merchandise
	Music
	Music Charts
	Music Charts
n	Music Machines
	Night Clubs
с	Parks and Pools
	Pipes for Pitchmen
n	Rinks-Arenas
	Roadshow-Rep
	Routes

NEW YORK, Oct. 27 .- The Na- ing figures for shareholders: tional Association for The Ad- net profit for the year of \$784,000 vancement of Colored People this and a further reduction of \$8,600,week requested Actors' Equity, 000 in bank loans, meaning a (Continued on page 59)



PARIS, Oct. 27. - Jules Munshin left for America to do a TV show with Frank Sinatra. Munshin came to this country to star in the Ray Ventura film, "Monte Carlo Baby." Due for New York release in January the film turned out well, and when he returned to Paris he formed, along with Ventura and Producer-Director Lester Fuller, his own film company to make TV movies for America, in Paris. Three halfhour programs, called "An American in Paris," already have been completed. The films are about an American who wants to become indoctrinated in the French way of life, with Munshin, the American, singing three songs in each. Munshin told The Billboard, he believed TV's future lay in films made especially for the medium, and this was the work he wants to do. He will return to Paris in the spring to continue filming the series.

## Of Music, Films and New Latin Ballet . . .

Jean Pierre Melville to film Moliere's "The Bourgois Gentle-69 man," with Maurice Chevalier in the leading role, and a possibility 66 of Marlene Dietrich as his part-74ner.... Ludmilla Tcherina. ("Red Shoes," "Tales of Hoffman") to play Mary Stuart in an English 60 technicolor film. . . . Anatoe Litvak in Paris to produce a film. . . . The 32 56 Marbeuf movie house had a spe-79 cial midnight show to broadcast 55 the news of the British election. . . . 74 Four young newsreel film men 16 have put together a documentary 20 called "Intimities." The picture includes shots of the Aga Kahn playing golf, the Count of Paris 53gardening, and Andre Claveau 65 78 cleaning his house. . . . Jerome 58 Medrano introduced into his cir-59 cus one of the most original orks

HOLLYWOOD, Oct. 27. - tract did not call for reopened (the higher of the two) with the renewal negotiations between the up this fall. major studios and the Internation&l Alliance of Theatrical Stage Unions Say They Aided Employees. Fear that inflationary forces may send the cost of living industry in Need . . . spiraling even higher has caused member locals within IA to hold up signing a new two-year contract with the studios until an escalator clause protecting members is inserted.

Earlier, IA and the studios had agreed to terms of a two-year agreement. Later this week, however, business managers of 15 IA locals notified IA International's Roy Brewer that they would not present the studio contract to their memberships for ratification unless the escalator issue is cleared up. This matter, how-ever, should be settled within the next week.

Cost of living increases have long been a smouldering coal within the ranks of the film unions. A year ago, the unions pitched the studios for a volun-

Climbing cost of living here is wage negotiations and that the per week increase not to exceed the prime stumbling block to matter will be considered when \$18.50. Studios will grant em-

**Picture Business** 

By LEE ZHITO

Unions, however, argued that the then existing contract was Freeman, head of the Association drawn up at a time when motion of Motion Picture Producers picture producers were operating leaves soon for New York to dis in the red and that any wage increase concessions made to the employers were granted with the realization that the industry was going thru one of its bleakest periods. When the unions last year pitched for a voluntary pay boost, they contended that company earnings were hitting postwar peaks and producers could afford to kick thru with more coin. The feeling prevails that the film unions previously had tied their own hands in being able to protect their wage from cost of living increases, and they don't want

to get caught napping again Studios were quick to recognize

for each .8 of a point increase in the living cost index once it goes above 5 per cent of its present level. Agreement was also reached for a health and welfare fund to be jointly supervised by both the employers and the union. Frank cuss with IA Prexy Richard Walsh final wrap up of the contract and clear up any differences or ap prehensions concerning the esca lator provisions.

## Warner's "Starlift" Credit to Stars . . .

A glimpse of the job the film industry has been doing in providing entertainment for hospitalized vets and servicemen in general is offered in Warners tuneful, talentful "Starlift." Pi features Doris Day, Gordon Mac Rae, Virginia Mayo, Gene Nelson and Ruth Roman appearing a



## November 3, 1951

## THE BILLBOARD

GENERAL NEWS

# **ROUPERS-SOLDIERS** Here's USO's Sked as Called for by U.S.A.

## By BOB FRANCIS

NEW YORK, Oct. 27.-Acting n summons of Washington's top brass, Abe Lastfogel, board chairnan of USO-Camp Shows; James Sauter, prexy, and Lawrence Phillips, exec v.-p., were called to conference last week by Assistant Secretary of Defense Anna M. Rosenberg. USO-Camp Shows has touched off a program that will take 101 entertainment units to military installations globewide over the next year. So show business rides again, but this time round they are not only happy volunteers, but virtually "commanded" into service. Mrs. Rosenberg laid it on the line that overseas commanders are urgently demanding more live entertainment for our men, and tossed the problem into Camp-Shows' lap. (This column appears once each The answer is immediately forthcoming with the dispatch on November 5 of a six-man unit, "Swingin' Jamboree," comprising Oscar Pettiford and His All-Star command, which includes the Pacific islands and Korea.

On the day after, a second unit takes off for Alaska, a Western hillbilly show titled "Hoe-Down Round-Up" featuring Sam and Betty Tenner, rope spinners; the Corkran Sisters, songstresses; Chubby Roe, guitarist comedian; Leonard Fargoni, fiddler; Johnny Curtis, bass viol, and Smily Argo, accordionist.

November 16, a variety line-up departs on a trek covering Labrador, Greenland, Iceland, England, France, North Africa, Trieste and the Azores. Isolated military spots in occupied Germany and Austria will also be visited. The unit includes Jack Powell, novelty drummer; Paul LePaul comedy magician; Dorothy Wenzell, emsee and tapster; Bill Roberts, inchanteuse, and Evelyn Hamilton, \$9,600,000. accordionist.

five performers, but casts double on the European treks. No legit units are planned under the present schedule.

## **Holiday Units**

A major item on the agenda are four special holiday units which will tour in all areas between December 20 and January (Continued on page 57)



## -By SYD STOGEL

month.)

ROME, Oct. 27. - Do Italians spend too much of their anemic income on entertainment? An Dixieland Band to the Far East Italian national weekly put that query to a number of prominent statesmen, educators and critics and the consensus of replies was practically a unanimous "Yes." . . This unexpected, widespread interest in Italian show business is due to the annual stastistical report on the amusement industry here compiled by the Italian Society of Authors and Publishers. According to the ISAP report, which was released a few weeks ago, Italians spent \$24,000,-000 more for entertainment in 1950 than they did the year before. This happened despite a rise in ticket prices, taxes, unemployment, cost of living, etc. Some of the more pertinent facts disclosed by the report are:

Biggest money draw in Italian show business is the motion pic-ture, which stands in a class by itself, \$101,600,000. Next in line manufacturers and Gillette about Marciano bout, the balding Joe memory be that of the Louis in strumentalist; Conway and Parks, Negro comedy terp duo: Tommy Negro comedy terp duo: Tommy Sol,000; theater (legit, opera con-which airs the "Greatest Fights". treating, counter-punching bout, Trent. puppeteer: Virginia Sellers, certs), \$12,000,000, and sports, film series, paid a tiny fraction of used his left almost exclusively, Best movie town in Italy is Rome, where 55,000 film performances were given and 55 mil-Milan is the top city in Italy for theater and sports box office Italians spent more for amusements in 1950-\$120,000,000, plus \$64,000,000 on gambling—than they did for rents, and they spent twice as much of their income for three weeks (12-week tour) to the entertainment in 1950 than they

# **Highlight Reviews**

# LEGITIMATE

# "Fourposter" Triumph Cheered as **Cronyn-Tandy-Jose Ferrer Success**

## By BOB FRANCIS

1925. Its vignette marital ups-and-downs embrace notions which Tandy) Cronyn make their Stem originality rests on the fact that fully auspicious one it is.

With "The Fourposter," so titled he has managed his opus in terms Cronyns tested "Fourposter" for because its focal point is a huge, of two characters-a neat trick some 10 weeks on the Silo Circuit, canopied bed. Mynheer Jan de drama-wise, if you can do it. He brought over the author from Eu-Hartog has little to say that hasn't has done it-and successfully. But rope for rewrite and finally enbeen said previously on a stage. It the success is primarily due to gaged Jose Ferrer for pre-Broadis a loosely joined saga of domes- the efforts of two very fine players way directorial polishing. The retic push-and-pull on the part of a who, under fluent direction, bring sult is a chucklesome excursion incouple, spanning a 35-year period to his bedroom conversation piece to domestic felicity, offering no from an 1890 wedding night to a tremendous warmth and depth. particular excitement, but in the

have been familiar components of debut as a husband-and-wife team, various dramas and comedies. In under the auspices of the Play- the Barrymore Theater, New consequence, de Hartog's claim to wrights' Company, and a wonder- York, Wednesday, October 24. The

(Continued on page 57)

"The Fourposter"; reviewed at

# TELEVISION

# Joe Louis Film Following Fitecast A Video Lyric, Point-Counterpoint

Joe Louis fought a TV double | partisans of the old champ. ly ripping the head off Max again what made him so great. Schmeling in that violence-

## By SAM CHASE

header Friday (26) night, and it It was sage programing to pair every moment, inflicting the most was quite a revelation. Viewers these two events. Altho the execs severe ultimate damage with the who caught the Louis - Rocky responsible had no way of fore-Marciano bout via the National telling how the Marciano bout less appendage against Marciano. Broadcasting Company's TV web would wind up, they unwittingly It was a dull fight, apart from the witnessed the dramatic spectacle presented the viewers with the eighth - round knockdowns, conof the greatest heavyweight of saddest night in Joe Louis' long trasted with one of the flaming them all ending his career on the career coupled with his most gloring's apron in the eighth round. rious. Louis fans, dismayed at his This event was followed by a film real-life loss, at least were given cient, even if events of the past of the Louis of a decade ago near- the consolation of seeing once few months had not been, to make

ing in constantly, the aggressor same right hand which was a usemoments of fistiana.

The combination was suffithe most ardent Louis fan want to The contrast between the two plead with him not to enter the

## Old Hands

Practically all mentioned above are old hands who have already lion tickets sold. played Korea and know the ropes. Two other units, with make-up yet incomplete, are skedded to receipts. start a domestic hike to isolated troop spots on November 8, with another to follow a week later. Camp Shows' 1951-1952 pro-

gram calls for two shows every Far East and Korea; one show did before the war. every three weeks to Alaska (seven-week tour); one show every three weeks to Labrador, Pix Sail Right Along . . . Europe, etc. (nine-week tour): one show a month over five winter months to the Caribbean (threeweek tour), and three shows every six weeks to isolated installations in the States. Current set-up calls for variety units of

Founded 1894 by W. H Donaldson

Publishers Roger S Littleford Jr.

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# Legit Season Starts High,

Altho the Italian legit season opened only a few weeks ago, it looks as if the season's outstanding hit has already arrived. Last year's smash hits (with critics as well as b.o.) were Arthur Miller's "Death of a Salesman" and Tennessee Williams' "A Streetcar Named Desire." This year the favorite seems to be Elmer Harris' "Johnny Belinda," which opened at the Valle Theater The Amusement Industry's Leading Newsweekly Tuesday (23) night. The Harris play preemed in Milan at the Manzoni Theater a few weeks ago and won unanimous critical acclaim. British star of the show, Sorrel Carson. got 30 curtain calls, a record for theater-wise Milan. Of the male lead, Camilio Pilotto, one critic said: "Last night he confirmed once again that he's the most spontaneous, most significant and most vigor-

ous of our stage actors." Italian film production is still

in high gear. In the first 9 months of this year the Italians have canned an even 100 pix. Of the hundred, 30 are comedies, 12 adventure stories, 7 musicals, 45 dramatic tales and the rest on general subjects. . . . Rome's film colony turned out "en masse" Tuesday (23) to honor RKO Veepee Phil Reisman at a cocktail shindig at the Grand. . . . The government reports that Italian (Continued on page 59)



that amount for the Louis- looked positively gigantic in size far better fight with an infinitely Schmeling film showed a lithe, more satisfying ending, at least to lean Louis, with curly locks, mov-

Joe Louis vs. Rocky Marciano and "Greatest Fights of the Cen-Schmeling print, and supplied a next to his young opponent. The tury" (TV), NBC-TV, Friday (25), 10 to 10:45 p.m. EST.

# NIGHT CLUB

# Russell Nype Needs No Analyzin' As Mpls. Finds Him Tantalizing

## By JACK WEINBERG

Nype's pipes are good as he proved to a capacity audience with 10 songs done easily and effortlessly to terrific mitting. He touched it off with the tune "You'll Never Walk Alone" which brought the house down.

His easy-going, vocalizing was

## his scene from the flicker "Good- audition won him the part in the bye, Mr. Chips" that topped his 25-minute stanza here. Nype's pipes are good as he "Make Believe," both from "Showboat" are handled well, while he gave an impish flavor to specialties like "When I'm Not 8:30 and 11. Management, Rad-Near the Girl I Love," "Happy Go

Lucky," "Another Human Being" and "The Girl Is You and the Boy Is Me."

Herb Watters, on loan to Nype extremely effective with tunes from Janis Paige, handles the like "It's a Lovely Day" and piano accompaniment excellently. "You're Just in Love," from "Call Carl Sands' ork made up of three

Altho Russell Nype, fresh out Me Madam." He took the audi- sax, one trumpet, drums, bass of and heading back for the "Call ence into his confidence very and leader on piano, does fine Me Madam" cast, has built his nicely, first telling and then job cutting the show and playing youthful fame as a singer, it was showing how his "If I Love You" for dancing. Sands handles the introduction and close-off for the Nype appearances.

(Wednesday, October 24)

Capacity 150. Price policy, this show only, \$1 cover. Shows at isson Hotel Co., owners: John L. Hennessy, president; John Daniels, Jr., general manager; Harvey McKinley, room manager: Marjorie Lundberg, publicity. Booking by Martha Hamilton. Estimated budget this show \$2,750.

# TELEVISION

# Halley Caught With Richards Down Gives WOR-TV Bill a Sock Debut

## By JUNE BUNDY

This local press panel program originally broken by The Bill- ceived this info with non-commital sparked some lively fireworks on board's Lee Zhito several years attitude, similar to that exhibited the show caught when Rudolph ago.)

Halley, ex-Kefauver crime com- Unfortunately, the newsmen apmittee gravel-voiced counsel-star, parently didn't get info on Ellis' now candidate for prexy of city charges before the panel show he thought the city council and council, was questioned by four started. Consequently, the fire- other legislative bodies should be New York newspapermen. Ses- works discussion wasn't touched televised, opining, "People should sion was immediately preceded by off until the program was almost have the right to see those proceeda broadcast for Joseph T. Sharkey, over. However, in the brief time ings." However, he added, "Use (rival candidate for the post) dur- allotted, the show fairly crackled of television must be appropriate ing which attorney Emil K. Ellis with flustered denials and expla- in the particular hearing." If questioned Halley's association nations on the part of Halley, with the late George A. Richards, whose usual poker face was actu- with like-caliber performances, the

by Halley himself during the famed Kefauver hearings.

Earlier Halley told the men that "Press Confereence" can follow up

.



# **TELEVISION-RADIO**

## THE BILLBOARD

Wee Watters Get Into Affil. Act

## 39 Smallies Join Four Networks; WINC Status on NBC Points Trend

NEW YORK, Oct. 27 .--- When watt, one station: 500-1000 watts. the National Broadcasting Com- three stations; 1000 watts, nine pany this week signed WINC, stations; 1,000-5,000 watts, one Winchester, Md., as a premium station; 5,000 watts, 11 stations; affiliate of its radio network, it 5,000 watts daytime, one station; pointed up a situation increas- and 50,000 watts, two stations. ingly apparent since the begin-ning of this year. As part of their activity to meet the inroads being made by TV, the four radio networks quietly have been lining leads the way here with 20 weeup small-wattage stations, espewatters added, while the Columcially in comparatively tiny combia Broadcasting System has munities, to help give increased added eight, the American Broadcoverage in AM-only areas. casting Company seven, and the National Broadcasting Company four. The only two 50,000 watters

Since January 1, a total of 68 affiliates have joined the four webs either as new or as replacement stations. Of these 68, more than half are 250-watters. The breakdown of new affiliates follows: 250 watts, 39 stations; 500-watt daytime, one station; 500-

# TV COURSE U. of Miami **Gives Spanish Class on WTVJ**

MIAMI, Fla., Oct. 27. — The University of Miami — WTVJ "telecourses" have resumed, marking the second year of co-WRC, Washington; one 500-1,000; 5,000. and WTJV in presenting instructional courses to South Florida televiewers. The telecourses are programed Tuesday and Thursday afternoons. Subject of opening day's session was "conversational Spanish." Selection of this subjectwhich will be continued for the following twelve Tuesday sessions-was made by TV viewers during the summer months. The station reminded listeners about the upcoming series and asked for their preference in subject. The first six weeks of the Thursday sessions will be de-voted to "Civil Defense," which the University will produce in cooperation with the Dade County Civil Defense Commis-Unique public service angle for sion. This telecourse will be followed by an 11-week course on music appreciation. A one-dollar registration fee mailed to the University of Miami's Evening Division en-titles televiewers to a 17-page simplified vocabulary of mostused Spanish words, and a list of frequent conversational verb forms. Similar mailing pieces are used for the other courses.

Communications to 1564 Broadway, New York 19, N. Y.

# RADIO DEAD? NOT IN H'W'D

HOLLYWOOD, Oct. 27 .--Talk about radio's superiority, car sets alone in this area outnumber tele set ownership. This nugget of information was tossed out by KNX Sales Promotion Manager Sherrill Taylor as a fact unearthed by Pulse in the station's continuing battle for radio sales.

According to the Pulse sur-vey, KNX nighttime programs alone reach more families in L. A. during the average quarter-hour seg than 95.1 of all nighttime TV programs locally. Pulse found KNX reaching an audience of 97,754 homes during an average 15-minute seg as opposed to 55,002 homes reached in an average quarter hour by TV, allowing the Columbia Broadcasting System's owner-operated station to reach an audience 78 per cent greater than the L. A. tele outlets. Who said radio was dead?

**CBS** Retains Most of Color Staff

250 watts, has pacted one 500 day-time, two 500-1,000; four 1,000, one 1,000-5,000, three 5,000. NBC's list includes four new NEW YORK, Oct. 27.-The cessation of the manufacturing of color sets by CBS-Columbia and the consequent ending of its color programing has resulted in only four CBS employees in its color division losing their jobs. Prac-tically every one of the other been shifted into black and white.

# **RADIO AFFILIATES' LINE-UP** SHOWS BY NETWORKS, WATTAGE

NEW YORK, Oct. 27 .- With 68 stations signing new affiliation pacts with the four radio networks since January 1, the accent has been on 250-watters (see other story this issue). A complete list of new affiliations follows:

November 3, 1951

#### ABC:

250 Watts: WGVA, Geneva, N. Y.; KATY, San Luis Obispo, Calif.; WNAT, Natchez, Miss.; WJEJ, Hagerstown, Md.; WNEX, Macon, Ga.; WROV, Roanoke, Va.; WMID, Atlantic City.

1.000 Watts: WSAT, Salisbury, N. C.; WNXT, Portsmouth, O.

5,000 Watts, days: KSOO, Sioux Falls, S. D.; 5,000 watts: WGAF, Valdosta, Ga.; WSMB, New Orleans; WAAB, Worcester, Mass.; KSO, Des Moines. 50,000 Watts: WLAW, Boston-Lawrence, Mass.; KSCJ,

Sioux City, Ia.

### CBS:

250 Watts: KFPW, Fort Smith, Ark.; WELM, Elmira, N. Y.; KMBY, Monterey, Calif.; WARK, Hagerstown, Md.; KEYY, Pocatello, Idaho; KVMV, Twin Falls, Idaho; WFPG, Atlantic City.

500 Watts: KID, Idaho Falls, Idaho.

1,000 Watts: KERG, Eugene, Ore. 5,000 Watts: KOOK, Billings, Mont.; KRNT, Des Moines; WNAX, Yankton, S. D.

Wattage Uncertain: WAKE, Greenville, S. C.; WKXL, Concord, Mass.

NBC:

250 Watts: WJIM, Lansing, Mich.; WBML, Macon, Ga.; WNHC, New Haven; WINC, Winchester, Va. 500-1,000 Watts: WSCR, Scranton, Pa.

100 Watts: WSLS, Roanoke, Va.; WGFG, Kalamazoo, Mich. 5,000 Watts: WDSU, New Orleans.

## MBS:

MBS: 250 Watts: WBIW, Bedford, Ind.; WSAL, Logansport, Ind.; WCFV, Clifton Forge, Va.; WKBI, St. Marys, Pa.; WBIZ, Eau Claire, Wis.; KDSJ, Deadwood, S. D.; KENA, Mena, Ark.; WJBB, Haleyville, Ala.; WCOH, Newman, Ga.; WEAR, Pensa-cola, Fla.; WHAW, Weston, W. Va.; KOKO, La Junta, Colo.; WJJM, Lewisburg, Tenn.; KFMO, Flat River, Mo.; WLAR, Athens, Tenn.; WPOR, Portland, Me.; WIRO, Ironton, O.; WEVE, Eveleth, Minn.; KIFI, Idaho Falls, Idaho; KLIX, Twin Falls, Idaho Falls, Idaho.

500-1,000 Watts: KNEB, Scottsbluff, Neb.; KLFY, Lafayette, La.

500 Watts, daytime: WDXE, Lawrenceburg, Tenn. 1,000 Watts: KOJM, Havre, Mont.; WLIN, Merrill, Wis.; KIUP, Durango, Colo.; KWIK, Pocatello, Idaho.

1,000-5,000 Watts: WMUR, Manchester, N. H.

5.000 Watts: KWHN, Fort Smith, Ark.; WWDC, Washington; WABB, Mobile, Ala.

## the start of the year are 5,000-QUICK SHIFT Breakdown of additions has ABC adding, besides its seven 250-watters, (of which four were replacements) two 1,000, one new and three replacement at 5,000, one 5,000 daytime, and the two replacement 50,000-watters. CBS has added seven new and one replacement 250-watters, one 500, one 1,000, one new and two MBS, in addition to the 20 at

operation between the University two 1,000; and one replacement color employees at the web has

# **Thrower Bows** Out of ABC

NEW YORK, Oct. 27. - Fred Thrower, vice-president in charge of TV sales at the American Broadcasting Company, resigned this week. He had been with the web since it was the Blue Division of the National Broadcasting Company. Thrower is taking an extended rest in his home State of Florida and is weighing several offers.

The web is known to be confirst of the year. Ed Friendly probably will head national TV sales in the interim.

# **Deal Near on Gargan Series**

NEW YORK, Oct. 27.—General cy, Raymond Spector, has criti-Foods this week was reported cized as being of poor quality. A web. closing a deal to sponsor the Bill number of key markets could not

# 'MARCH OF TIME" LEADS PARADE Successful Bally of "Crusade" Films Via Pubserv Angle Copied by Others

## By JUNE BUNDY

Mutual Leads

Each web has added more 250-

watters than any other kind. The

added were replacement stations which have joined ABC-WLAW

in Boston-Lawrence, Mass., and

KSCJ, Sioux City. Otherwise,

the strongest new affiliates since

watters.

replacement 5,000.

NEW YORK, Oct. 27 .- "March of Time" sparked its successful sales drive for local sponsorship unique public service angle for video advertisers. Gimmick has proved so popular as sponsor bait, that other film packagers are already making plans to develop similar educational - promotion campaigns.

Under the "March of Time" set-up, every "Crusade" sponsor is allowed to keep films for 30 days following local tele-showings, during which time they may lend the reels gratis to schools, clubs and other civic groups. Films are screened with commercials intact, thus affording full recognition of sponsor's public service gesture; while, at the

audiences for the series on TV.

Stunt is an outgrowth of "March of Time's" regular public service screening program, which has been active in schools thruout the U.S. for several years. In line with this sponsors find it easy to make tie-ups with local educational institutions on strength of "March of Time" public service reputation, and on the fact that the outfit backs up every screening with promotional ma-terial specifically designed for educational use.

In addition to school screenings, "March of Time's" public rela-tions director Phil Williams has arranged showings for 25 air bases; Ohio posts of the American Legion; staffers of Bell Telephone Company; and at the Aluminum Corporation of America.

In connection with a "Crusade" contest conducted by the series' Philadelphia sponsor, Williams is currently escorting groups of high school students around New York's United Nations building. Stunt offers flying trips to New high school student essays on 'Crusade.'

Meanwhile Sterling Television, TV film distribution outfit here, is set to launch a new educational film series, in co-operation with the National Parent Teachers Association. Package of 40 shorts

Sad Tuesdays, No Bankroller

the Columbia Broadcasting Sys-tem. As a result, it has cleared Fink, for its Hinds' Honey and Albia Broadcasting System's TV "Yours Truly, Johnny Dollar,"

This leaves the Tuesday 3:15- Q's Waxworks."

## same time, building additional | includes products made by McGraw-Hill and Young American films. Julian Bryan, producer of the award-winning documen-tary film "Boundary Lines," will travel with the series, and make personal appearances at local PTA meets when films are screened locally on TV. Sterling will back him up with extensive promotion, and expects the combination pitch to prove a potent buy. sales factor in helping stations No sell the series to local sponsors. imums have been finalized.

# Web May Shave **Time Minimum**

NEW YORK, Oct. 27 .-- Columbia Broadcasting System brass this week was considering plans for reducing minimum requirements for advertisers wishing to purchase time on the web.

The web's present network deal for advertisers, of course, already contains some of the elements the National Broadcasting Company recently proposed in reshaping its network in an effort to make it more attractive as an advertising

No details of the CBS new min-

# **Radio 1-Shotters Cause Loud Boom**

## All Webs Make Single Stanza Shows Available in Pontiac Saturation Drive

NEW YORK, Oct. 27.-The era of one-shot sales of radio shows Company, the firm bought the 8 on all four networks came into to 8:30 portion of "Stop the Mu-York as prizes for best full bloom this week when the sic" on two successive weeks. The Pontiac division of General shows are on December 2 and 9. Motors set plans for a saturation campaign on all webs for the deal with the Mutual Broadcastfirst week of December, to plug its new models. The Columbia Broadcasting System, with singleairings of two whodunits already sold to Pontiac, immediately threw open all of its sustainers for advertiser acquisition on a similar basis.

With "Inspector Hearthstone" and "Broadway Is My Beat" already set by Pontiac, CBS expects show for its saturation drive. The the firm to add two more one- sponsor may use Skelton in Jantimers, possibly in January, when uary instead. a similar follow-up campaign is expected. Other CBS shows now NEW YORK, Oct. 27.—Lehn & Fink, for its Hinds' Honey and Al-mond Cream, this week canceled "Bride and Groom" on the Colum-bis Proceeding System's TV "Big Time," "Romance," "Mr. Chameleon," and "Robert

On the American Broadcasting

Previously, Pontiac had set a ing System for two editions of "Nick Carter." These are for December 2 and 9.

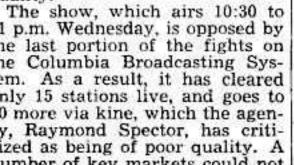
The Pontiac buy on CBS orig-. inally was to have been for the Red Skelton show. However, four other sponsors already had picked up one-shot editions of Skelton during December, thus blocking Pontiac from using the comic's

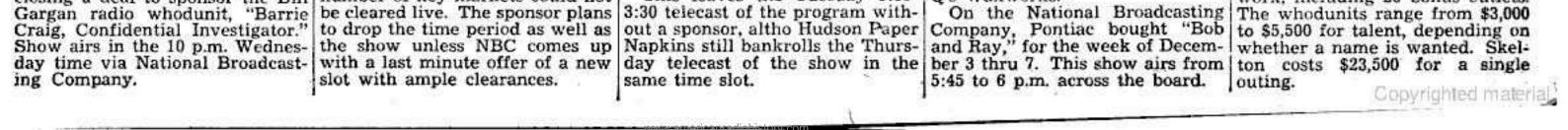
The move by CBS, making oneshot sales a matter of open policy, gives potental bankrollers a considerable margin of choice, depending on how much they have to spend. Thus, "Robert Q's Waxworks" sells for only \$600 for talent on the 30-minute show, plus \$11,934 for a 145-station network, including 20 bonus outlets.

# Kine, Market **Troubles May** Nix Martin TV

NEW YORK, Oct. 27. — The Freddy Martin TV show was on the verge of cancellation this week by Hazel Bishop lipstick. The last show is expected to be the No-The web is known to be con-sidering several top execs from outside ABC to fill the vacancy, with the post likely to go to an agency man, sometime around the first of the year. Ed Friendly position, lack of live clearance in key markets and poor kinescope quality.

The show, which airs 10:30 to 11 p.m. Wednesday, is opposed by the last portion of the fights on only 15 stations live, and goes to 30 more via kine, which the agen-





November 3, 1951

## THE BILLBOARD

# NCAA ON GRID-DLE?

# **Key Games Slap** 'Hurt-Gate' Theory

NEW YORK, Oct. 27. - Some teams were unbeaten and top conearly indications are that the Na- tenders for the Big 10 title. Both tional Collegiate Athletic Associa- years the game was played at tion controlled video plan (de- Champaign, Ill., and both years the signed to demonstrate how drastically TV hurts school grid gates) rains all day. may boomerang and knock the whole NCAA Control movement than this year, the game drew 53,right in the head.

Two key games this year have already proved the NCAA theory poppycock. The Syracuse-Illinois game of several weeks ago, which COSTLY NEWS was not televised at all, is the first graphic demonstration that the NCAA'ers may have been talking thru their hats. With no football telecast in Syracuse at all the day of the game, and in spite of the fact that the game marked the first appearance of a Big 10 team in Syracuse, the contest drew only 23,000 people to Syracuse's 39,000 capacity Archibold Stadium. Of this 23,000, about 9,000 represented student season tickets, so that without any competition from TV. this key game really attracted only a feeble 14,000 gate. Weather was fine and Syracuse is a hot football city.

## **Reverse** Picture

An example on the other side of the coin is the recent Illinois-Wisconsin game. Conditions surrounding the meeting of these two schools this year were virtually the same as in 1950, except in one film exclusively slanted for Paimportant respect. In 1951 the game was telecast on a nationwide hook-up. Otherwise both

# **Banks Buy** WFIL Local Vote Returns PHILADELPHIA, Oct. 27.-

weather was poor, with heavy

In 1950 with less TV coverage 930 people, while this year's contest played to 56,207 people, a healthy increase.

# **Olds** Spends Extra to Feed West Coast

NEW YORK, Oct. 27. - Oldsmobile is paying an extra \$5,000 weekly for talent costs to feed its TV news strip to KTSL-TV, San Francisco, live. Budgeted at \$10,000 a week, the additional 5G is paid out mainly for talent who get 50 per cent of their original fee. The news show sometimes cific Coast audiences is employed on the presentation.

The reason that the news show does a live repeat (and it is the sole show to have that distinction) is that news loses its timeliness when fed via delayed kine. By telecasting the show live, last minute news events can be inserted and special treatment of news can be achieved to make it of special interest to audiences in the Far West.

The Oldsmobile Video news-casts the program for the Pacific

H'W'D FALLS ON PIOUS FACE, TV GETS UN FLICK

NEW YORK, Oct. 27. -Movies may be "better than ever," but Hollywood's public service policy could stand some improvement, according to the films and visual information division of the United Nations. In anticipation of UN Day Wednesday (24), the organization planned to let movie theaters across the country screen the UN's new one-reel documentary, "The Grand Design," next week at no cost to the exhibitor.

. However, deal hinged on major studios' consent to assume comparatively minor cost of supplying prints to theaters. Magnates agreed that Norman Corwin's script round-up of UN's six-year history was commendable, but nixed print deal, because they were afraid of "setting a precedent" in future public service relations. Consequently, picture will make its debut on television next week instead, as an introduction to televiewing of the General Assembly in Paris. Sterling Television Company here handles exclusive video distribution UN films.

**Music May Nick** 

Canada's Radio

For \$500,000

# TV NIGHTMARE Stars Shine by Day, **Fade After Dark**

NEW YORK, Oct. 27.-If the examples of Kate Smith and Garry Moore are any criteria, successful daytime TV personalities will have to develop a new approach to the medium if they are to duplicate their successful Miss Smith, who is sro in her hour-long afternoon strip via the National Broadcasting Company, and Moore, who also has clients waiting for an opening on his Columbia Broadcasting System strip, both are having their troubles after the sun goes down.

The Kate Smith "Evening Hour," in the October 3 log of American Research Bureau, showed a 17.3 rating against the 39 racked up by CBS's Arthur Godfrey. Some of the four sponsors of the Smith show, which airs 8 to 9 p.m. Wednesdays, already have written letters, complaining sharply about the general quality of the program. Norge, which has the second half hour on alternate weeks, this week pacted a renewal. Reynolds Metals, which has the first half hour alternate weeks, is expected to follow suit next week, while Congoleum - Nairn and Revlon, which come up shortly, also will sign new deals. However, all four bankrollers virtually were committed to ride the show until the spring, so this is no measure of their estimation of their investments.

The Smith stanza is one of TV's costliest, running to almost \$60,-000 in time each week. In terms of sheer cost-per-thousand return, TORONTO, Oct. 27.-Composthe sponsors feel they are not ers, Authors and Publishers of doing as well as they should. Canada, Ltd., expect revenue of Despite the talent cost, they comover a half-million dollars in 1952 plain that they are not getting from Canadian radio stations, some of the top NBC names they should their application for a new were told they could expect as (Continued on page 17) regular guests.

Thus, Jimmy Durante recently turned down a bid to appear on the show, stating he had sufficient problems in working on his own show. Negotiations now are under way for Jackie Gleason to appear as a weekly feature of the show showings in the evening hours. starting next fall (see other story this issue).

5

Another beef is with the dramatic portions of the Smith show. Feeling of the bankrollers is that the sketches are too brief, and generally not too well scripted. In toto, one of the agency men, whose client is on the show, said the Smith show is too ramblingly reminiscent of a daytime stanza, and has not been built into a strong enough entity with a sufficiently potent format to provide formidible competition to Godfrey.

The case of Garry Moore is even more direct. Moore uses the same talent stable which works his afternoon strip: Durward Kirby, Ilene Woods and Ken Carson. The flavor and formula are almost identical with the daytime (Continued on page 59)



NEW YORK, Oct. 27.-Plans are under way to reorganize the Authors' League under looser lines and to bring the Screen Writers' Guild into the fold as a member unit. The AL council will meet around November 15 to discuss several plans which would give more autonomy to such member orgs as the Radio Writers' Guild and the Mystery Writers' Guild. Screen Writers Guild is an associate with much more autonomy. Most important, such a reorganization is likely to settle the differences between the RWG, the SWG and the Television Writers' Committee as to which group is to have jurisdiction over the video scripters. Conflict threatened to split the AL wide open when a petition was filed with the National Labor Relations Board by 60 scripters, many of whom are RWG members. RWG has consented, under pressure from the AL, to ask them to withdraw their request. The exact details of the reorganization haven't been worked out, but various unions will present their ideas at the confab and out of the discussion is expected The next week will tell the tale to emerge a working arrangement for Lewis, whose contract comes that will make for harmony

Local and foreign election returns take major attention of the WFIL stations here-both AM and FM. For the second consecutive year, four local banks will combine to than the show's time in New carry sponsorship of the local York via CBS-TV. election returns on November 6 on WFIL. With the city government reorganized under a new city charter and a heated election ALCOA Signs for coming up for major and other offices, local election takes on special interest.

With the city room of The Philadelphia Inquirer, owner of the WFIL stations, as the focal point, November 6 election returns will start at 8 p.m. and run Aluminum Corporation of Ameruntil all major contests are in. ica this week purchased "See It The sponsor combine includes the Now," the video version of last Philadelphia Savings Fund Society, Western Savings Fund Columbia Broadcasting System. Society, Beneficial Saving Fund Society and the Germantown Savings Fund Society.

#### **British Voting**

On Thursday (25) night, WFIL-TV showed two top correspondents of the Inquirer-Ivan H. Peterman, from London, and Errill Panit, in the station studios, discussing up-to-the-minute developments in the election contest between Prime Minister Clement Attlee's Labor party and Winston Churchill's Conservative party. Peterman in London used trans-Atlantic telephone for the voice pick-up, with motion pictures and stills supplementing his report for the visual aid. A radio report on the election was made at midnight over WFIL. The TV show slotted at 11:15 p.m. for 15 minutes.

## NO SMEAR

# Innuendoes Slapped by FCC Ruling

WASHINGTON, Oct. 27.-In a firmly worded statement, the System's TV web. Federal Communications Com- Lever thus beca mission this week re-affirmed its policy of ignoring innuendoes to follow him into daytime TV. against broadcast applicants.

this week to Daylight Broadcast- cision. ing Company, Inc., for a new standard station in Sheffield, sion to film Godfrey is a wrong Ala., the FCC dismissed charges one. Not only would costs be inbrought by two other broadcast- creased, but the sponsor believes ing companies against Daylight's that unless the filming were to

Coast at 11-11:15 local time and is seen there three hours earlier,

# **CBS** 'See It Now'

NEW YORK, Oct. 27. - The season's "Hear It Now," from the The corporation's initial venture into TV, "See It Now," will get under way Sunday (18) in the 3:30-4 p.m. slot.

The 25G weekly news documentary will be co-produced by Ed Murrow and Fred Friendly, with Murrow to be featured as editor. Fuller & Smith & Ross are

the agency. CBS-TV is also hopeful that ALCOA's buy of the 3:30-4 p.m. slot will help nail down Coca-Cola's purchase of 4-4:30-on Sundays for Andre Kostelanetz. The two shows would give the web a solid hour of sponsored programing around which to build a Sunday afternoon schedule.

# **Godfrey Seg of** Lever Interest

NEW YORK, Oct. 27. - Lever Brothers this week tentatively ordered the 10:15-10:30 a.m. strip on the new Arthur Godfrey simulcast daytime TV program. Program is to begin January 7 over the Columbia Broadcasting

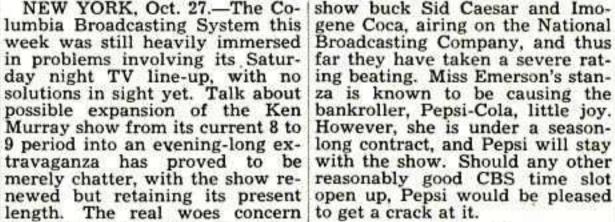
Lever thus became the first of Godfrey's daytime radio sponsors Other morning clients are consid-Granting a construction permit ering him, but have made no de-

Lever feels that the initial deci-

Emerson, Lewis, Allen Give CBS-TV Sat. Blues

length. The real woes concern to get a crack at it. the shows that follow-Faye Emerson's "Wonderful Town," Robert Q. Lewis' "The Show Goes On" and Steve Allen's "Songs for Sale."

The Emerson and Lewis stanzas and first half of the Allen



## Lewis' Deadline

(Continued on page 59) within the union.

# Walt Craig to Produce New Lee-Blaine Seg

NEW YORK, Oct. 27.-Walter Craig, AM-TV chief of the Benton & Bowles agency, will produce the new Pinky Lee-Vivian Blaine video show, which finally has been set for the 7:30-7:45 slot on the National Broadcasting Company, Mondays, Wednesdays and Fridays. Procter & Gamble sponsor, with November 26 the debut date.

Program will be a situation comedy with songs, scripted by Johnny Greene and Lee Wainer. Harry Lubin's ork will back up the duo. Show is skedded to air transcontinental.



NEW YORK, Oct. 27.-General Mills and C. A. Swanson, which alternate in sponsoring the sec-ond half-hour of the Ted Mack "Family Hour," this week were

# Three Ex-Color Shows To CBS on Monochrome

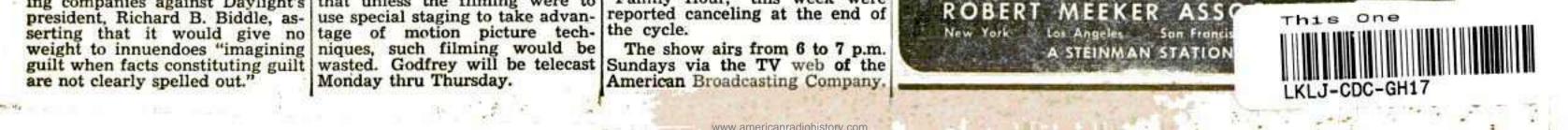
lumbia Broadcasting System this week decided to program three of its discontinued color video shows on its black and white network.

About the first week in November, Mel Torme goes into the 3:20-

NEW YORK, Oct. 27 .--- The Co-| Bil and Cora Baird will also be featured in a puppet show titled "The Whistling Wizard." Program begins Saturday November 3, 11-11:30 a.m.

"Broadway's Best," the hour 4 p.m. across the board slot and stanza which was to be produced "Mike and Buff" into the 2:45-3:15 in color by top producers in the afternoon time period as a strip, entertainment world, is too costly unless the schedule can be juggled as a black and white show to be to insert the show 15 minutes later. sustained unless it can be sold first.

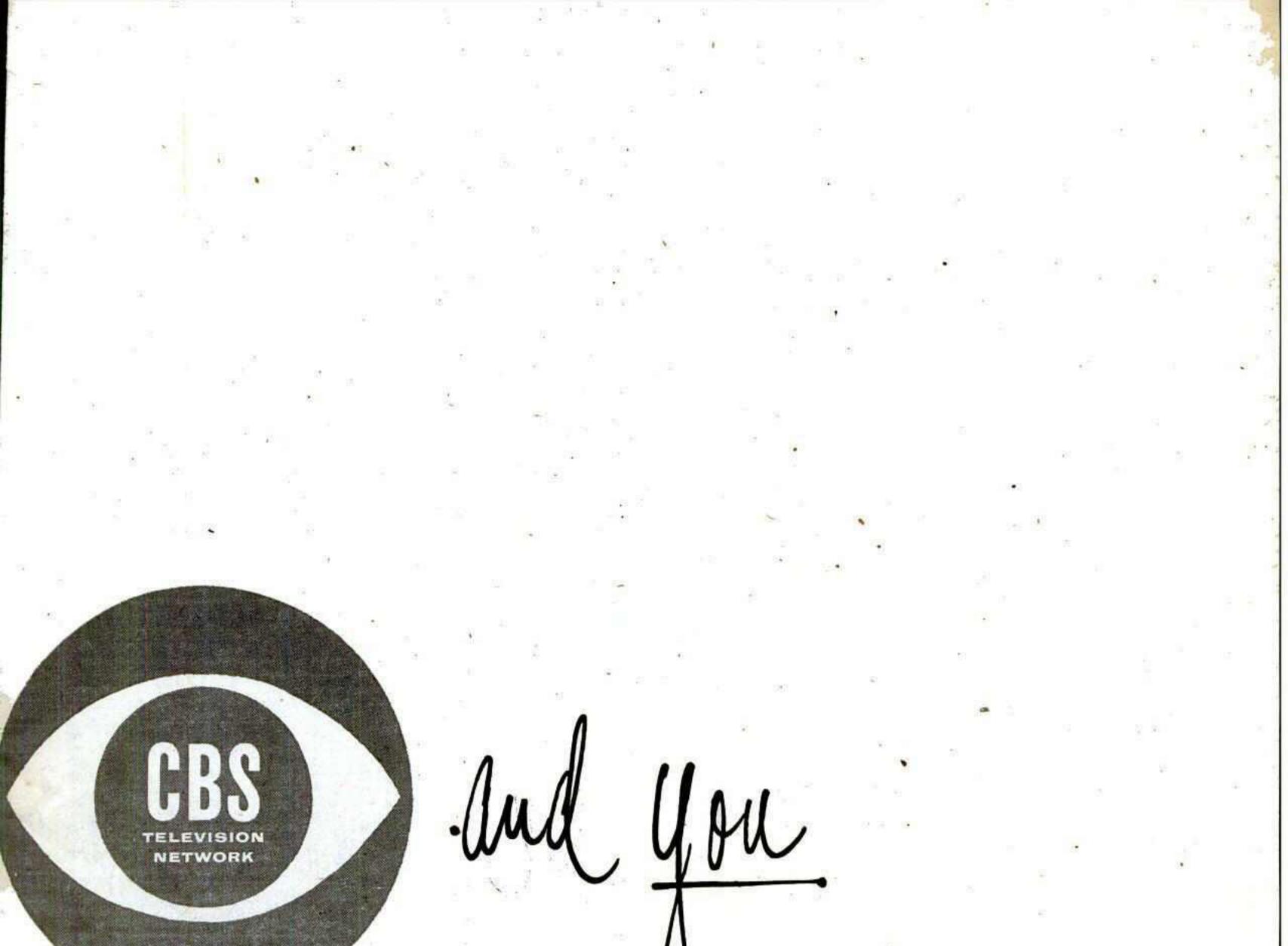




the

Says Variety: "<u>The Egg & I</u> will have little difficulty building a sizable midday audience . . . most viewers will be presold . . . should easily nab a sponsor within a few more airings." Says The Billboard: "the Grade A label predominant . . . humorous and heartwarming, undeniably rates attention from sponsors. It should get and hold an audience."





All eyes are on this CBS Television Package Program, dressed up with all the topnotch showmanship, cast, and production values that make CBS Television the place both audience and advertisers choose . . . where <u>6 of television's 10</u> most popular programs originate . . . where average ratings āre higher than on any other network. (Trendex, Oct. 1-7) Here's one show where you concentrate on selling your <u>product</u>, not the show itself. That's already been done. <u>The Egg & I</u> is already beating all the competition in its time period. And because it takes full advantage of one of the biggest box-office titles in modern book and motion-picture history, it's midday television's top sponsor opportunity.



THE BILLBOARD

November 3, 1951

# **TV Industry Gets** Wilson Green Light

and the state of the state of the

TELEVISION-RADIO

## **Defense Mobilizer Okays Color Research, Full Production Skeds**

new groundswell for black-white be well consolidated in the black-TV appears assured along with white set production market and stronger-than-ever prospects for will be joining the procession for future compatible color TV as compatible color standards. If result of a confab this week by such a development takes place, Defense Mobilizer Charles E. of course, FCC will, have no Wilson with two dozen represen- choice but to establish a single tatives of the TV industry on system and cast out the presently Wilson's recently declared ban on authorized standards. Compatible Columbia Broadcasting System's color enthusiasts are predicting color sets production (The Bill- that FCC will do that even if board October 20).

8

Industrialists came away from the meeting not only with a goahead from Wilson for continued color TV research and experimentation which will clinch the chance for future Federal Communications Commission approval of a compatible color system. They also got assurance from Wilson that there will be no deeper inroads on materials for monochrome TV sets and equipment if a declared war can be prevented. In fact black-white TV has full encouragement to boom to the extent that "manpower and critical materials will permit any industry to boom,' a spokesman said.

Compatible color's future is viewed as clinched by the prospect that millions of more blackwhite color sets will be on the market by the time FCC is next asked to okay standards. Meanwhile, there will be no Columbia color sets. Industrialists who conferred with Wilson were more than elated by the defense mobilizer's sharp withdrawal from his earlier threat to put color TV experimentation on ice for the duration, along with Columbia color set production. It is taken for granted here that when the emergency is over, FCC will have no choice but to okay standards for what is sure to be a perfected compatible system, with Radio Corporation of America already 4A's at War Again Over regarded as in an advance stage of progress, and with others racing along at a fast gait. The National Television System Committee, an industry-wide group, is planning to continue its research into compatible color which it has been strongly espousing for commercial use, and ated Actors and Artistes of Amerthe committee, with FCC's encouragement, is expected to con-tinue coordinating the efforts of tion of Radio Artists this summer all companies in the field of at its Cleveland convention voted experimentation and research. to merge with Television Author-Among the outstanding pioneers With the initial TVA convention in the field along with RCA are General Electric, Philco, Du Mont to be held here December 7, 8 and and Hazeltine. As the result of the Wilson con- to a meeting of the exec board of ference, FCC is planning to make no change in its present policy postponement of the TVA conof temporary licensing for color vention. Actors' Equity too has experimentation. FCC as well as manifested its opposition to a Office of Defense Mobilization is merger between AFRA and TVA. uncertain as to the timetable for the emergency, but color TV is Eastern talent unions, observers now considered to be at least see the usual struggle for power two years off commercially, even between executives running the if a major war can be avoided. respective unions. AGVA claims It is expected that if Wilson's that TVA has gone back on its timetable for "getting over the intention of forming a one-card hump" of critical supplies can be union. TVA, blocked by the reached by mid-1953, FCC will be Screen Actors' Guild refusal to faced with petitions at that time amalgamate, would be effecting a for compatible color standards. In industry circles here some observers are even speculating the problems of all 4A members

WASHINGTON, Oct. 27 .- A that Columbia by that time will CBS dissents.

Wilson was accompanied to this week's confab by National Production Administrator Manly Fleischmann. Industry representatives who attended included: Frank M. Folsom, RCA; W. A. MacDonald, Hazeltine Electronics Corp; Dr. W. R. G. Baker and Robert Estes, General Electric Company; Dr. Allen Du Mont, Du Mont Laboratories, Inc.; Frank Stanton, CBS; Paul Porter and Richard Hodgson, Chromatic Television Laboratories; Richard A. Graver, Admiral Corporation; Arthur Matthews, Color Television, Inc.; Benjamin Abrams, Emerson Radio and TV Company; Fred Gluck, Fada Radio and Electric Company; John A. Rankin, the Magnavox Company; W. L. Viergever, J. Meck Industries, Inc.; Robert W.Galvin, Motorola Corporation; William Balderston, Philco Corporation; J. Friedman, Trav-ler Radio Corporation; H. A. Gumz, Webster-Chicago; F. M. Sloan, Westing-house Electric Corporation; Er-nest Kohler, R. S. Sherwood, Hallicrafters Company; Robert Alexander, president, Wells-Gardner Company; L. M. Clement, Crosley Corporation and Louis A. Movine, secretary, Paramount Film Distributing Corporation.

ity, the video performers' union.

AGVA is to present a resolution

Behind the battle between the

UNDERWOOD

# CANDIDATES ADD Reject Motion for Oral SOFT-SHOE ACT **Briefs on TV Allocations** TO TV ROUTINE

NEW YORK, Oct. 27.-Preelection rivalry for gratis TV time will reach some kind of climax next month if plans jell for three leading candidates for president of the New York City Council to guest on Sammy Kaye's TV show, "So You Want to Lead a Band," Saturday night, -November 3. Candidates are Rudoph Halley, Acting Mayor Joseph T. Sharkey and Republican Representative Henry J. Latham.

In view of precedent set by Michigan Gov. G. Mennen Williams' appearance on a recent Kaye program, band leader's office thinks the trio guest shot will quite likely go thru. Latham, who has al-ready accepted Kaye's bid, will augment baton-swinging on the show with some fancy pianistics and a soft-shoe routine, a la Pat Rooney, according to the talented politico's flack.

# Lyons TV May Get Lever Bit

NEW YORK, Oct. 27.-Lever Bros. this week reported buying into the Ruth Lyons TV show on the National Broadcasting Company. Program airs from noon to 12:30 across the board. Lever is said to be picking up at least two quarter-hours weekly.

The show currently has one quarter-hour weekly sold to Campana, Penick & Ford, and Corn Products, with Heublein in on an alternate-week basis.

WASHINGTON, Oct. 27 .- In a high-frequency Channel 3 as-Communications Commission this non-commercial use. week blocked the first attempt by an applicant to switch to oral argument. The commission denied that it wasn't convinced that a motion by Cornell University to argue orally Cornell's counterproposal to FCC's TV table of allocations. Cornell wants very-

W. McCluskey, Moore Moved Up by WLW-T

CINCINNATI, Oct. 27. - William McCluskey has been appointed administrative assistant to John T. Murphy, vice-president in charge of television operations for Crosley Broadcasting Corporation. Simultaneously, Murphy announced the appointment of George P. Moore Jr., as sales manger of WLW-T, the position from which McCluskey was promoted. McCluskey has been widely known as the director of WLW Promotions, Inc., which he headed until he joined the staff of WLW when it went on the air commercially as Ohio's first television station in February, 1948. He was appointed sales manager on WLW-T in August, 1949.

Moore was formerly with Frederic Ziv, Inc., and later became vice-president of Audio which is claimed to be the sta-Electronics, Inc., local Muzak operation. He also was sales execu- nated show. tive for three years with WSAI The program, developed by when that station was opened David Harriss, WNHC-TV protive for three years with WSAI and operated by Crosley.

show of determination to stick to signed to Ithaca. FCC's proposed its "paper" hearing procedure on table calls for assignment of ultra-TV allocations so as to hasten the high-frequency Channels 14 and end of the TV freeze, the Federal 20 there, with 14 reserved for

The commission, in turning down Cornell's motion, declared written documents already filed failed to furnish all necessary information and evidence on the subject. Whether new demands for oral arguments will be raised elsewhere and whether FCC will be able to hurdle them is still an uncertainty. Briefs filed in the allocations hearings soared to a total of 1.225 this week, the final week of filing initial statements. Majority of the briefs involve dogfights over the remaining VHF channels, with most of the TV prospectors shunning UHF for VHF.

# **TV PLUGGERY** Conn. "Songs For Sale" Set By WNHC-TV

NEW HAVEN, Oct. 27.-WNHC-TV, operating on Channel 6, is launching a new program, "Song Premier." on Wednesday at 8 p.m., tions most ambitious locally origi-

duction director, will feature three new songs each week. A group of impartial judges will select the songs to be introduced each week. Every 13 weeks, the weekly winners will compete for top honors, and the winning song will be

**AFRA-TV Merger Plans** 

NEW YORK, Oct. 27 .- Internal wouldn't be solved by such a warfare once again has broken merger, it could be construed as a out between the Eastern Associ- step toward eliminating duplication of services between radio ica unions over the question of a and TV performers.

> It is obvious to the trade that were AFRA and TVA to be merged, their combined voting power would certainly dominate the Eastern 4A unions. Thus some observers see the AGVA and Equity opposition crystalizpendent unions.

# For CBS Films

**Ritz Bros. Set** 

HOLLYWOOD, Oct. 27. - TV film series featuring the Ritz Corbo. Brothers is being negotiated for Columbia Broadcasting System by the net's Hollywood programing veepee, Harry Ackerman. Deal is being advanced with the plan to air the series of 30-minute comedies by next fall. Production budget on the series will range from \$15,000 to \$20,000.

TV at the comics, it will go along vision editor of the Bridgeport with the brothers' preference for Daily Post and the Sunday Post, ing against what they consider a filming. Once negotiations are resigned this week and on October threat to their existence as inde- completed, web will film a pilot 31 will become news editor of the reel.

# "March of Time" Plans **3 New TV-Film Series**

NEW YORK, Oct. 27 .- "March | lic first. Sports shorts will feature of Time's" future television plans complete film histories of varinclude three new film projects: a ballet series; a sports feature; and a story-behind-thenews show. Half-hour series will probably be sold via the same strong promotional pitch and local sponsorship set-up Time utilized so successfully for its "Crusade In the Pacific" package. However, "March of Time" execs won't push any of the new shows, until "Pacific" has reaped full benefits of its first video run.

Many of the ballet segs have already been filmed, so this series will probably reach the pub-

ious U. S. games, and will be spotted immediately preceding sports events in question—foot-ball, baseball, basketball, etc. Details of the news series are still under wraps, but execs say it will follow "a new concept of the story-behind-the-news angle in documentary films."

All three video packages will be handled by the "Pacific" production team consisting of pro-. Feldkamp. Duo also made ing System. "March of Time's" initial video Show is not set, but will be click, "Crusade in Europe."

published and given full metropolitan promotional treatment. Tom Romano will emsee the program, and the songs will be sung by Barbara Bush and Johnnie

# **Clark Quits** B'port Post

BRIDGEPORT, Conn., Oct. 27-W. Rockwell (Rocky) Clark, for While the web has pitched live the past 17 years radio and tele-

Elm City Broadcasting Company, New Haven, Conn., operating both a television and radio station here. Prior to his position on the Post, he was radio editor for three years on the Bridgeport Times-Star.

Fred H. Russell, for the past 17 years dramatic critic on the same paper, has taken over Clark's assignment and will edit a combined column of theatrical, radio and television.

# Kellogg Eyes 5 Min. on CBS

NEW YORK, Oct. 27.-Kellogg's was on the verge of pacting for a five-minute radio strip across the board at the week-end. ducer Arthur B. Tourtellot and Time is set to the 3:55 to 4 p.m. assistant producer - writer Fred strip on the Columbia Broadcast-

either Galen Drake or news.

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

YPEWRITER LEADER OF THE WORLD

**Radio Outlets** Triple in 9 Yrs.

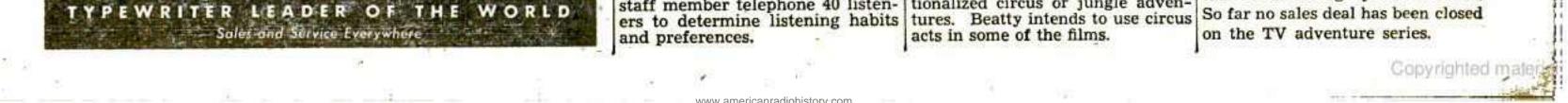
WASHINGTON, Oct. 27 .- The number of radio stations has tripled during the past nine years, and average yearly income has risen from \$144,000 to \$160,000 during that period, Harold E. Fellows, President of the National Association of Radio and Television Broadcasters, said this week in citing the continued progress of broadcasting.

staff member telephone 40 listen- tionalized circus or jungle adven-

# **Commodore to Feature Beatty in Jungle Pix**

HOLLYWOOD, Oct. 27.-Clyde No writers or directors have Beatty will be featured in a series been set for the series, with Comof 26 circus-jungle half-hour TV modore Prexy Walter White planfilms to be produced on a \$500,000 ning on hiring free-lance scripters budget by Commodore Productions. and meggers for individual epi-Complete series of 26 will be film- sodes. White will supervise proed between December and March, duction. at which time Beatty returns to the road with his touring circus. into the TV film field. Commodore Fellows suggested that twice a Each half-hour seg will consist of is currently handling Beatty's Mu-

This marks Beatty's initial step year stations should have every a complete story, drawn from fic- tual Broadcasting System airshow.



# VIDEO'S CODE QUESTIONED Some Execs Worried **At Policing Aspects**

NEW YORK, Oct. 27. - Some | mendous investment. casters in Chicago. One industry lie with the Federal Communicaleader remarked that it is theoret- tions Commission. Code or no, RKO-Pathe lot in Culver City. ically possible for one license they rebut, an operator can lose aired unintentionally or by acci- moral acceptability. dent.

Responsibility for programing, he said, in a sense is being taken EVERYBODY'S A WINNER out of the hands of the individual operator and placed in the purview of the NARTB's Board of Review. This too, he felt, could be dangerous if one or more members of the committee had a political ax to grind. Every operator now will have his license on the line, and a slip, whatever his intention, could cost him a tre-

# "VIOLETS" CUT WWJ-TV Snips Melody for **Its Suggestion**

DETROIT, Oct. 27.-WWJ-TV pulled the Wayne King show off the air last night when "Sweet Violets" was played. A placard was used regretting the necessity "to interrupt this program temporarily in the interest of good taste," and audio was killed for the duration of the song. After "Violets" the show resumed.

Harry Bannister, station manager, indicated this was not an

# Dorso Sales Rep RCA Gross Hits New High For Perry Mason But Net Drops \$15 Mil

With Procter & Gamble bank-

holder to call another up on his license if the FCC holds that rolling "Mason" on radio for the charges, even if some material to his operations are sufficiently be- past eight years, Dorso will give which there was objection was youd the pale in the sense of P&G first refusal on the TV version.

# 'Mystery Melody' Gimmick **Revealed as Come-On Pitch**

CHICAGO, Oct. 27.—The spon-sor of a "mystery melody" pitch which was being carried on 16 Ocean" and received the standard Chicago area stations got religion letter of congratuations plus check. this week after a newspaper story disclosed that the pitch was business and mail response fell strictly a come-on, with every- off drastically. body "winning."

Sponsor is House of Television, which was incorporated last July and has built up to four stores on the strength of the "mystery mel-ody" pull. Common tunes were played, with listeners identifying

Harry Belcastro, president of House of Television, said he would

continue the pitch, but would give certificates only to valid winners. WGN, the largest Chi station carrying the commercials, had them getting merchandise certifi-cates worth \$100. A Daily News article appeared.

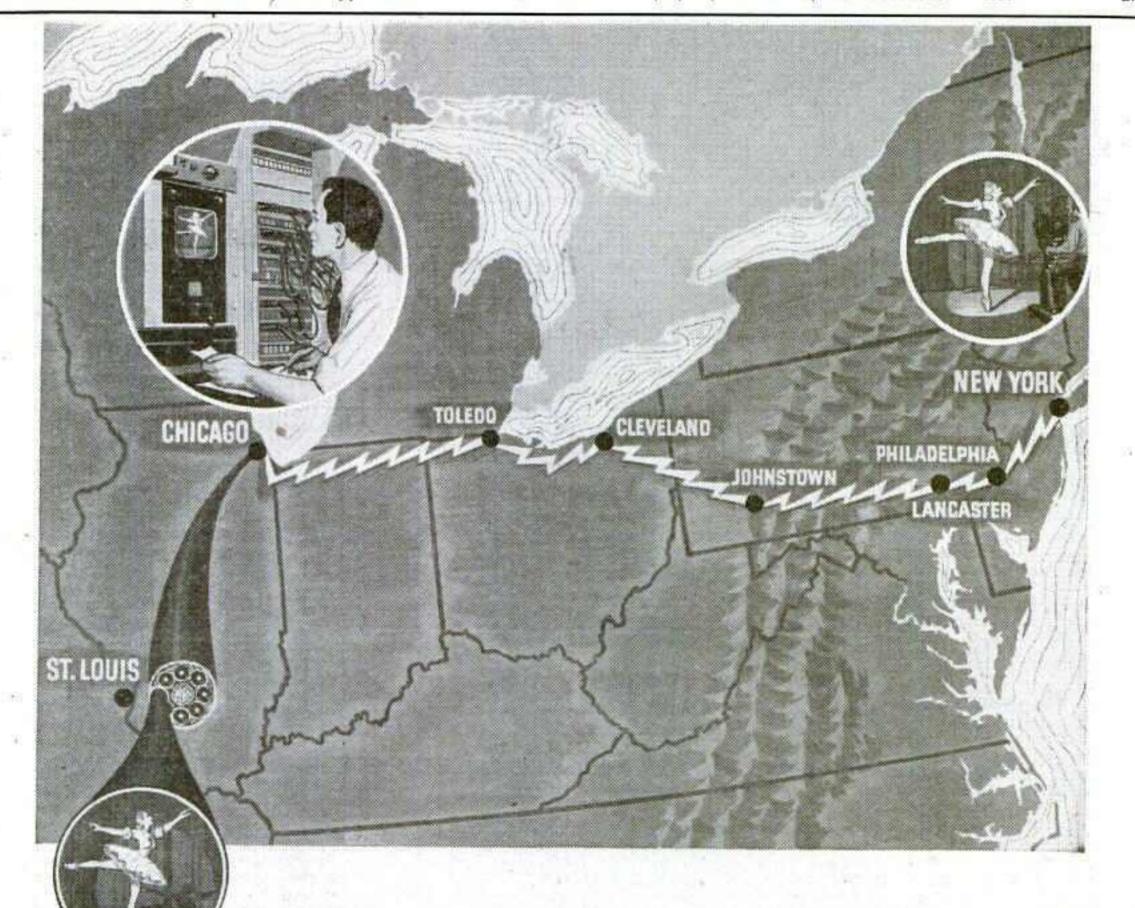
NEW YORK, Oct. 27. - Altho riod as provided in the new tax HOLLYWOOD, Oct. 27.—Dick Radio Corporation of America's laws, were \$18,356,841 as com-Dorso, who recently resigned as gross volume on sales of products pared to \$33,384,637 for the same United Television Productions and services for the first nine 1950 period. Net earnings ap-T' execs here were questioning Others, however, took a more veepee, is back in the TV film months of 1951 hit an all-time high plicable to common stock, after picture as exclusive sales rep for of \$421,281,782, net profits and net payment of preferred dividends for enforcement aspects of the new video code promulgated last week by the National Association. The decision about withdrawais week by the National Association. of Radio and Television Broad- of license privilege continues to Bing Crosby unit. Shooting will corresponding period in 1950. Net per share for the same strength kick off within three weeks at the profits, after reflecting the in- in 1950.

creased federal taxes for this pe-' Consolidated statement follows:

	1951	1950
Products and services sold\$1 Cost of operations1		\$146,957,033 122,726,039
Profit before federal taxes on income.\$ Federal taxes on income	5,540,480 2,887,000	\$ 24,230,994 11,808,000
Net profit for the quarter\$ Preferred dividend	2,653,480 788,239	\$ 12,422.994 788,201
Balance for common stock\$ Earnings per share on common	1,865,241	\$ 11,634,793
(13,881,016 shares)	.13	.84

## For the nine months ended September 30-

Products and services sold		\$395,741,391 336,408,754
Profit before federal taxes on income. Federal taxes on income	37,851,841 19,495,000	59,332,637 25,948,000
Net profit for the nine months Preferred dividend	18,356,841 2,364,681	33,384,637 2,364,603
Balance for common stock Earnings per share on common	15,922,160	31,020,034
(13,881,016 shares)	1.15	2.24



early application of the industry code not yet adopted, but of the station's own code, which he characterized as probably more severe, tho less specific. The ex-ception was taken to "Violets" because of the prevalence of ob-jectionable versions, so that "it is immediately suggestive."

## "Ideas" Too

"I've Got Ideas" has also been censored by the station on radio and video in the past. When "Lights Out" used "Ideas" as background music recently, audio was cut off, but video not touched.

About 100 phone calls were received, asking what happened to "Violets," but there was no ad-

verse reaction. Bannister strongly approved the industry code. "I hope nobody will be allowed to operate who doesn't enforce it. There's no reason why anyone should ever cross the line in television, when there are too many people, espe-cially children, in the home who may be offended or embarrassed,' he said.

# File for New **Radio Relays**

WASHINGTON, Oct. 27. -American Telephone and Telegraph Company yesterday filed with Federal Communications Commission application for a \$6,100,000 expansion of radio re-lay channels between Pittsburgh and St. Louis in order to replace existing TV service channels between Dayton and Columbus, Ohio, and to handle a growth in phone message traffic over the whole area.

# Govt. Denies 2 New **B'cast Installations**

WASHINGTON, Oct. 27 .- In its final ruling on builders' applica-tions for fourth quarter 1951 ap-plications for scarce materials, National Production Authority today permitted 68 projects thruout the country, and denied per-mits for 365 others, including a TV signal sought by Television Service Company of Wyoming Valley, Wilkes-Barre, Pa., and a \$37,700 radio station sought by G il a Broadcasting Company, Winslow, Ariz, Thirty-five of the Winslow, Ariz. Thirty-five of the constrution projects approved

## PUTTING YOUR SHOW ON THE ROAD

Building the pathways for television takes time, toil and money. Every one of the more than 23,500 existing channel miles was a new challenge to the imagination and skill of Bell engineers. Take, for example, television transmission between New York and St. Louis.

From New York to Chicago, engineers plotted, scouted and tested possible Radio-Relay routes to find the one that would span forests, mountains and cities-and would carry microwaves around reflective surfaces

of lakes and plains. Radio-Relay stations were then built about every twenty-five miles - some 200 feet high.

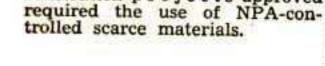
At Chicago, video signals are switched to a coaxial cable and go underground through the hard limestone bottom of the Kankakee River, the sticky blue clay of the Kaskaskia ... across the Mississippi ... under the city of St. Louis for 20 miles to the broadcasting station.

Planning, building and maintaining television pathways for the nation

is costly and complex, calling for continued investment of money, special equipment and trained personnel. The present value of this network, provided by the Long Lines Department of the American Telephone and Telegraph Company is nearly \$85,000,000.

Yet the cost of this service is low. The Telephone Company's total network facility charges average about 10 cents a mile for a half hour of program time, including both audio and video channels.





## **TELEVISION-RADIO**

## THE BILLBOARD

1.

# Radio to Sell Self on Shows in Texas, Michigan

## Continued from page 1

Clinic and the 13th District Na-| Berlin to Red-controlled countries tional Association of Radio and in the near future.

Televison Broadcast confab in ta Falls, Tex.

take place during the fourth annual convention (2-3) of the working in a Flint, Mich., auto, Michigan Association of Broadcasters, will be carried by all 69 stations in the State, via use of American Broadcasting Company's line facilities thruout Michigan.

Public service value of radio will be stressed by building show around Radio Free Europe. Show also will be taped and beamed over Radio Free Europe from

# Expect Early Inking of Jackie **Gleason by NBC**

NEW YORK, Oct. 27.-Negotiations between Jackie Gleason and the National Broadcasting Company for the comic's TV services continued this week with an early inking expected. Gleason is signed for the remainder of this season to Product Advertising Corporation for its "Cavalcade of Stars" show on Du Mont. He probably will get an NBC deal calling for a specific number guest shots for this season and an exclusive tie-up from next fall on.

The "Cavalcade" deal permits Gleason to make guest appear-ances elsewhere, and he already has done so quite frequently on tion permit for an FM station in tion permit for an FM station in tion permit for an FM station in and Lester Gottlieb, head of its

In addition to WWJ talent, pro-Houston this week. Program will gram will feature Gen. Lucious D. feature NARTB Prexy Hal Fel- Clay, national chairman of the lows, BMI Prexy Carl Haverlin, Crusade for Freedom and former and Kenyon Brown, president and military governor of Germany; and general manager of KWFT, Wichi- statements by displaced Europeans now living in Michigan. Latter Michigan broadcast, which will group includes the former prime minister of Lithuania, who is now plant. Production is under super-

> NO LICENSE Court OK's Reject of Pastor's Bid

vision of WWJ's Donald DeGroot,

one of the association's directors.

WASHINGTON, Oct. 27 - U.S. Circuit Court of Appeals here this week affirmed a Federal Communications Commission decision denying permits for standard and FM stations to a Knowline and Affil Units to FM stations to a Knoxville, Tenn. minister, Rev. J. Harold Smith, on the grounds that the facts of his stock assets had been misrepresented, that he used "intemperate" language in broadcasts, and that he had attempted to institute "economic boycotts" of persons who did not cooperate with him Map AM Plans as he demanded.

In an opinion by Judge Wilbur K. Miller, the court upheld FCC's of the Columbia Broadcasting finding that Rev. Smith and his System's radio network will go wife, stockholders in the Inde- all out to present the web's strong pendent Broadcasting Company, plans to sell the medium at four had purchased all the preferred meetings of the CBS Affiliates and most of the common stock in Advisory Board. Attending the the company although Independ- conclaves will be Howard Meigent had represented that stock han, president of the radio web; would be sold to someone else or Lou Hausman, veepee and direcon the open market. The com- tor of its advertising and propany had applied to FCC for a motion; Bill Schudt, national di-

# TR'ATLANTIC TV? H'W'D FAVES HOLD OWN ANYWAY, IT'S A FACSIMILE!

NEW YORK, Oct. 27. -Closest thing yet to trans-Atlantic television will take place on the "Tex and Jinx" show here next Thursday (1), via WNBT, New York. Jinx is flying to London on Wednesday for the opening on Thursday of "South Pacific." The local cast, including Roger Rico and Martha Wright, will gather before the cameras here at NBC's Hudson Theater.

When the TV show goes on the air at 6 p.m., the curtain will just have come down on the London preem of "South Pacific." Jinx and Mary Martin will be connected by telephone with Tex and the New York cast, and both ends of the conversations will be heard by viewers. Visual portion of the program will include telephotos of the London performance, received by Tex during the show, which will be flashed on the air immediately.

# Hear CBS Brass

NEW YORK, Oct. 27.-Top brass

# **Gotham Microwave Has** Little Effect on Kine

heaval in the local TV rating struc- have little effect. ture expected by some once New York-originated shows hit here live via microwave is not evident York origination, occupies the top in Tele-Que's first rating since the Gotham show invasion. With few Cooley Show." Red Skelton skyexceptions, local faves still hold their own against their high- the first month, showing the power voltaged competitors, and micro-

# SPARE THE ROD **TV Board Tags** 4 Kid Shows Objectionable

CHICAGO, Oct. 27. - Four TV kid shows were classified as objectionable by the television review board here this week, the "Howdy Doody," "Captain Video,' "Foodini" and "Space Patrol."

The board is sponsored by TV Forecast, local magazine. It is composed of nine of the most prominent clergymen, clubwomen i and educators in the city.

Adult shows classified as objectionable were "Bride and Groom," "Eloise Salutes the Stars," "Juvenile Jury," wrestling, Milton Berle, Stork Club, and "What's My Line?" There was no explanation given of the reasons for the ratings.



HOLLYWOOD, Oct. 27. - Up-| wave as opposed to kine seems to

Milton Berle, altho seen here via kine a week following his New rocketed to fourth place during of net caliber programing. However. Skelton is a Hollywood origination and isn't involved in the old argument that New York shows would dominate the local ratings if they were seen live rather than kined. Microwaved "Show of Shows" is at the bottom of the stack.

Local tastes still prefer the programing fare of the indies and show continuing strong leanings for movies, wrestling and TV films, Tele-Que's October rating is as follows:

1.	Texaco Star Theater-	
39	Texaco Star Theater- Milton Berle	42.4
2.	Spade Cooley	41.3
3.	The Movies, "The Story of	1100000
	G.I. Joe"	39.6
4.	Red Skelton	35.9
5.	Bandstand Revue	38.7
6.	Frosty Frolics	38.4
7	Ina Ray Hutton	33-1
8.	Film, "Highway 13"	
	(Wednesday)	31.7
9	The Ruggles	29.6
0.	You Bet Your Life-	
	Groucho Marx	29.4
1	The Lone Ranger	27.0
2.	Million Dollar Movie, 2 KLAC	26.6
3.	Harry Owens	26.1
4.	City at Night KTLA	25.5
5.	Wrestling (Thursday) ETLA Charlie Chase Comedy KTLA	25.0
б.,	Charlie Chase ComedyKTLA	24.8
Τ.	Your Saturday Night	
	Movie, 1	24.1
8	Alan Young	22.9
9.	Wild Bill HickokKTLA	20.3
0,	Beat the Champ	20.2
1.5	Fireside Theater KNBH	19.9
22	Divis Showboat	
3.	Jungle Adventure	19.2
4,	Tim McCoy (live)KTLA	18.9
5.	Beulah	18.5
	Tim McCoy (film)	18.4
	Hometown JamboreeKLAC	18.2
	The Comics	18.2
	Movie Classics	18.0
	Hollywood OpportunityKTLA	16.2
	Hollywood Opportunity KTLA Million Dollar Movie, 1 KLAC	15.6
	Wrestling (Friday)	15.5
	Maor Feature TheaterKTTV	15.0
	Your Show of Shows KNBH	15.0

deal offers him only a fraction of his potential income under terms developing in the NBC negotiations. Reports have it that one of the complicating factors in the talks thus far has been a stand taken by Gleason's representatives from Music Corporation of America.

MCA is said to be demanding its full commission as packager of the entire show if NBC should air a separate stanza starring Gleason. The web for its part is reported holding out for a house-built show with a commission to be paid only for Gleason personally. A similar wrangle over Spike Jones and Abbott and Costello is believed to have been one factor which made NBC decide to use them on a rotating basis rather than fronting their own shows. Several stanzas already on NBC are known to be interested in Gleason's services. One of these is the Kate Smith "Evening Hour," which would like Gleason to appear weekly, starting next fall.

# Harvard Axed, **Princeton Okay** For Gridcast

NEW YORK, Oct. 27 .-- Westinghouse this week received special dispensation from the National Collegiate Athletic Association for a last-minute switch in one of the games to be televised today (27). NCAA has permitted the sponsor to air the Princeton-Cornell fracas to certain Eastern and Southern cities on the National Broadcasting Company TV Harvard-Dartmouth game, originally scheduled.

a non-contract basis. It's known that city. Judge Miller also cited programing operations. that Gleason's current Du Mont FCC's finding that Independent called "Radio Bible Hour."

Initial meeting will be in Cofailed to reveal business interests lumbus on October 31, to be folof Rev. Smith in the Southern lowed by Salt Lake City Novem-Bible Institute, and a program ber 14; New Orleans December 10 and Kansas City on December 13.

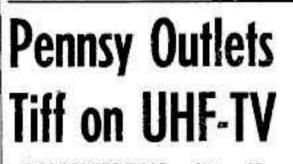
# MINN. THROWN FOR LOSS **Grid Telecast Halted By Local Studio Strike**

MINNEAPOLIS, Oct. 27.-Min- set-up, only NBC station affili-nesota television viewers were ates carry the video grid games. cheated out of their only chance WTCN-TV, the other channel in to view the University of Minne-sota football team on video be- ing up the Gophers, also films of may last indefinitely. NARBA cause of a strike that went into its each Saturday's game are shown second year at KSTP-TV.

pany had skedded the Minnesota- Monday night. Nebraska homecoming grid hassle in Memorial Stadium here Oct. 20, with KSTP-TV technicians handling the cameras.

But the Twin Cities affiliate of NBC has been barred from the University of Minnesota stadium since a year ago because of the station's labor difficulties with the radio technicians' local. Result-no teevee of the Gophers, with the station offering, instead, the Indiana - Ohio State game from Columbus.

Because, under the National Collegiate Athletic Association



WASHINGTON, Oct. 27. — Eastern Radio Corporation, licensee of WHUM, Reading, Pa., this week denied charges brought by WEEU, Reading that Eastern seeks a permit for an experimental this week was dickering with a hookup. This will replace the TV station in order to "get its foot in the door" of commercial TV

only one home game commitment munications Commission to dis- Executives' Club November 15. could be made by any one school, miss WEEU's petition seeking FCC The Starlight Room of the Wal-Princeton was permitted to sell denial of Eastern's application for dorf-Astoria is being taken over Hour," series of 13 composed of rights to this tilt. The first an experimental permit, and for the occasion, which falls on shows pulled from last year's Princeton game of the year, charged WEEU with a "deliberate the exact day, 25 years later, "Bigelow" and "Silver" theater

over the latter station by Gopher National Broadcasting Com- Head Coach Wes Fesler every

KSTP-TV, which has been rhubarbing with the technicians since early, 1950, has had a rash of difficulty of late, with many broken windows and other damage to station property occurring mysteriously in recent weeks.

At the recent convention of American Federation of Radio Artists held here, local union members were considering asking the national org to do something to prevent KSTP AM, FM and TV from receiving network shows participated in by AFRA members. Nothing official has come of that proposal, however.

NEW YORK, Oct. 27. - The

# **Junior Freeze**'

WASHINGTON, Oct. 27 .- Federal Communications Commission this week ruled that until the coming into force of the North American Regional Broadcasting Agreement no new assignments for AM stations will be granted, which may cause "objectionable interference' to stations of other North American nations.

In a terse three sentence dissent from the rule, FCC Commissioner George Sterling said it is "unfair" to hold up applications "for the indefinite period of time which may be involved."

still awaits approval of the Senate Foreign Relations Committee. Until NARBA's ratification by the U. S. and other signatory nations, FCC's order provides that "no assignment for a standard broadcast station will be made which would be inconsistent with the terms of the agreement." FCC also ruled that on an interim basis no station assignments will be made that would cause objectionable interference with stations in North American nations not signatory to NARBA so long as such countries continue to offer the same protection to U.S. stations.

# Merlin Replaces Wolff as "lvy" **Series Director**

NEW YORK, Oct. 27.-Young & Rubicam this week came up with a satisfactory directorial replacement for Nat Wolff on Schlitz' "The Halls of Ivy." Recently made veepee and TV production supervisor of Y. & R., Wolff was loath to leave the Colmans without a strong megger. The new director of the show is Milton Merlin, a former scripter on the situation comedy.

Wolff therefore moves into the Y. & R. Hollywood operation beginning November 1 and is expected to headquarter here beginning the first of December. Reports that Y. & R. would lose the Schlitz account if a satisfactory replacement for Wolff wasn't found were not accurate. The fact is that Y. & R.'s TV activities are of much more importance to the client than its radio property, "The Halls of Ivy," which just scraped thru with a renewal. The Colmans and Don Quinn have a great TV potential which is another reason for its renewal.

# JOCK GOES FOR GOPHER GULCH

CORPUS CHRISTI, Tex., Oct. 27. -- You may not believe it but there actually is such a place as Gopher Gulch, Tex. Skeptics may contact Honorary Mayor Barrett Pierce, who doubles as top disc jockey at KWBU, Corpus Christi.

Pierce had long been praising the scenic grandeur of, "This thriving metropolis known as Gopher Gulch, Tex." The good-natured ribbing actually drew tourists and many true Texas gentry. So, the other day, at special ceremonies which were broadcast on his "Barrett Pierce Show," the gent was made honorary mayor for "meritorious achievement and con-

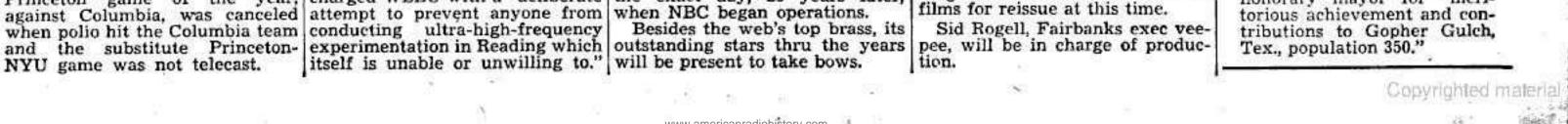
# BIRTHDAY **Radio Execs Club Honors** NBC's 25th

National Broadcasting Company number of its top radio luminaries for one to take over the

Fairbanks Bows **Flicker Series** 

HOLLYWOOD, Oct. 27.-Jerry Fairbanks will start cameras rolling next month on a new series of 13 half-hour comedies and dramas featuring stage and screen names. Series will be called "Academy Playhouse" and will be aimed at local and regional spon-sorship. Release of first film will be available for January.

New series will provide the Altho NCAA's rule was that munications Commission to dis-nly one home game commitment munications Commission to disduction, and "Hollywood Half films for reissue at this time.



# CBS RADIO, 1951-CBS RADIO, 1951-the biggest gest gestthe biggest gest gestthe biggest gestthe biggest gestthe biggestthe biggest</

Today, with media competition keener than ever, there's specia significance in the leadership of CBS Radio....Here are the sum totals of advertisers' investments

of any network

IISLUFY

28% bigger than the second network this year -6% bigger than CBS Radio last year

in network radio this year:

1951 ADVERTISING TOTALS FIRST 8 MONTHS, PIB

CBS Radio..\$48,106,085 Network B.. 37,537,629 Network C.. 21,870,502 Network D.. 11,537,124

NAIAD



# Short Scannings

## **News** and Notes From All Around . . .

Plans for a radio relay system between Pittsburgh and St. Louis were revealed in an application filed before the FCC October 25. . . . Linkage would be to Columbus and Dayton, O., and Indian- cisco. apolis radio relay now in exist- Ceremony to Mark ence. . . . The Alfred I. Du Pont Awards Foundation has created scholarships and fellowships for future winners of its public service awards in radio and TV. . . . in 23 markets.... Hans Schwieger, of KTSL, Los Angeles, to KNXT conductor of the Kansas City and the moving of the transmitter Candies this week was ready to Symphony Ork, began his own to Mount Wilson. . . . RCA will 15-minute TV show on WDAF- equip the first TV station in the

be installed in the Indiana Thea- equipment is being used for a TV ter, Indianapolis, by November station in Sao Paulo, Brazil. . . 15. . . John D. Held. former The ABC network station clearsenior staff director at WATV, ance department is being sepa-Newark, N. J., has joined the radio TV department of Ketchum, MacLeod & Grove, Pittsburgh ad agency, ..., Cine-Video, Produce agency. . . . Cine-Video Produc- Alfred Beckman supervises both tions, headed by Garo Ray, has departments. incorporated in Connecticut. National Television Broadcasting.

Inc., has been chartered as a Delaware corporation. . . . WJBK-TV, Detroit, is now programing an hour and a half of religious presentations on Sunday, mornings. ... Vitamin Corporation of America has renewed its Tuesday night wrestling on KPIX, San Fran-

KTSL's Switch-Over . . .

Frank Stanton, New York CBS prexy, and Jack Van Volkenburg, prexy of the CBS-TV division, Station Distributors has sold will participate in ceremonies "Football This Week" to Prestone Sunday (28) to mark the change TV there on Thursday (25). Large screen theater TV is to in Cuidad Trujillo. . . . Du Mont Broadcasting System's TV web

Robert Simpson has joined (Continued on page 60) William Esty.



# TV WITH ROOM ONLY 50 CENTS

PHILADELPHIA, Oct. 27. -No danger of Communism flourishing in a town like this where even the most impoverished can enjoy the best, as witnessed by these words stretching across a banner in front of a flophouse in the waterfront section of town-"Rooms: 50 cents a night; \$2 a week; television."

# Plan for CBS Candy Carnival

NEW YORK, Oct. 27 .- M. & M. purchase the Sunday 12:30-1 p.m. time period on the Columbia for a program to be titled "Candy Carnival." Show is to be a halfhour small sized version of CBS-

This would be the first big network TV purchase by M. & M. Candies thru its new agency,

# Air Checks

## **BAB** to Conduct Special Radio Survey . . .

Broadcast Advertising Bureau, Inc., will conduct a special study on the effectiveness of radio copy, with current plan calling for a special pilot study to be made in Seattle, Wash. Survey will be conducted with co-operation Boston's WHDH of Advertising Research Bureau, Inc., Seattle Station KOMO and local department store, Bon Marche. Copy checked on pilot study will be prepared by three nationally known brands of women's hosiery.

## **RCA** Thesaurus

## Releases Spark Sales . . .

Radio Corporation of America's Thesaurus releases of "The Wayne King Serenade" and "The Hour of Charm" have sparked more than \$880,000 in time sales and talent fees for subscriber stations. Sales were made in less than five months. . . . American Chicle Company will sponsor "Bobby Benson and the B-Bar-B Riders" over the Mutual Broadcasting System, beginning Sunday (28) at 4:45 p.m. Nine-week campaign will carry thru to December 23. . . . WOR, New York, has landed two new sponsors-Cudahy Packing Company, will sponsor a news program with Harry Hennessy across-the-board beginning November 5; and the Bryer Pharmacal Company will sponsor "Dr. Damrau's Health Talk" on Sundays, effective No-vember 7. . . WFPG, Atlantic City, is another radio station with the S.R.O. sign out, in spite of TV's penetration. Station, this week, advised that it is completely sold out on Sunday, Monday, Tuesday, and Wednesday evening with commercially sponsored programs.

## Hall Succeeds Maguire

## In CBS Radio Post . . .

ager of CBS's TV station rela- accidents causing pileups in

assistant to J. B. Elliott, veepee in charge of RCA's Consumer Products.... Avner Rakov upped to program manager of Westinghouse radio stations WBZ, Boston, and WBZA, Springfield, Mass., succeeding W. Gordon Swan. who will now devote full time to TV as program manager of WBZ-TV.

## Issues Survey Report . . .

Boston Station WHDH reports that 57 per cent (of 5,996 families listening to their radios out-of-home, listen most to WHDH, according to an out-of-homelistening survey conducted by Pulse this summer, in the Boston metropolitan area. Of 6,263 fami-

(Continued on page 57)

# NOVEL TWIST **Newsreels Buy Film Sequences** From TV Firm

NEW YORK, Oct., 27.-Dynamic Films, TV film firm, scored a picture beat on the theater newsreel firms with footage shown via newscasts on the Columbia Broadcasting System. Five theatrical newsreel outfits have bought Dynamic's shots and utilized them in their theater releases. The companies are Universal, News of the Day, Pathe, Paramount and Fox Movietone News.

The shots were made October 14 at the 100-mile National Sportsman Stock Car Race at Langhorne, Pa. The event turned out to be one of the most spectac-Ed Hall, eastern division man- ular within memory, with three

\*overage WWJ families, 1940 931,922 TV families, 1950 508,000 exclusive radio families, 1950 896,300



Tom Maguire as sales service manager of CBS's radio web. Maguire resigned to join Maxon Agency. . . . George T. Laboda appointed assistant to director of radio and TV for the Colgate-Palmolive-Peet Company. . . Daniel P. Weinig, ex-staffer at WELI, New Haven, Conn., has joined radio sales staff of Katz Agency, station rep, in New York office. . . William E. Boss, ex-field sales rep in up-State New York for RCA Victor Home Instrument Dept., appointed staff

# **TV** Sets Drop 21% From '50

WASHINGTON, Oct. 27.-TV set production tumbled 21 per cent during the first nine months of this year as compared to the output in the same period of 1950, and radio set production dropped 5 per cent over the same period, the Radio-Television Manufacturers Association reported today. TV set output over the period this year was 3,970,857 as compared to the 5,028,200 that rolled out of factories in the 1950 period. Production of radio sets in January-September this year was 10,077,-478 as compared to 10,638,800 last year.

September TV set output was (Continued on page 57)

# **Pulver Moves** To Lever Bros.

NEW YORK, Oct. 27.-Stanley Pulver, chief time buyer and manager of the TV department for Dancer, Fitzgerald and Sample, will move over to Lever Brothers shortly where he will be-come media manager-radio and TV. Anton W. Bondy remains as media manager-print for Lever Brothers.

Pulver and Bondy actually will split duties formerly held by George Durham, ex-advertising manager of Lever Brothers. Pulver is a veteran time buyer who

tions department, has replaced which 10 drivers were injured.



HOLLYWOOD, Oct. 27 .--George Shupert, after 12 years with Paramount and its TV subsid, this week joined Eddie Small's Peerless Television Productions, Inc., TV film distributing firm, as New York sales veepee. Shupert resigned his Paramount Television Productions, Inc., program-sales exec post to accept the position in Small's newly formed firm. Shupert was on the Coast this week to huddle with Small.

Firm, according to Shupert, will handle Small's theatrical film product for distribution to tele outlets, in addition to making its distributing facilities available to other movie makers as well as TV film producers. Small last week sold 25 theatrical films to Station KTTV here for their first run at \$125,000.

Burt Balaban was named to replace Shupert in the programing side while John Howell will take over sales and merchandising.





Under supervision of famous James J Kriegsmann.

FIRST IN DETROIT

**Owned and Operated by THE DETROIT NEWS** 

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV



November 3, 1951

## THE BILLBOARD

17

# Cap Exec Sees **Yuletide Sales** Over '50 Mark

HOLLYWOOD, Oct. 27 .--- Yule-tide season disk sales will boom beyond last year's peak, according to Capitol veepee and sales chief, Bill Fowler. Diskery exec bases his opinion on in-person observations made during a two-week cross country junket.

Fowler feels retailers are going beyond last year's limits in properly merchandising disks. This, he finds, is particularly true of department stores in handling kidisks. As a result of diskery encouragement, stores are now spreading kidisk beyond the limits of the record department. Last year, Fowler said, stores found this paid off and are now planning to carry it thru on a much larger scale.

Kidisks now will be handled in heavy traffic areas of stores, in addition to the record department, and with particular emphasis on having them located in toy departments, kid wearing apparel sections and wherever else youngalone, Fowler feels, will pay off Brown on tenor. in substantial sales increases. In addition, Fowler is generally optimistic about the over-all disk sales potential for the forthcoming season. Fowler remains here for another week prior to returning to his New York headquarters.

# Sales Up 29% On Book Disks

handling the line. Profits, how- a mailing of 10 TV song producever, are claimed to be only tion ideas or suggestions to be "slightly larger" than those of the used in connection with the preprevious year because of in- sentation of "Longing For You." creased costs. en" kidisks during the year ended on "Rollin' Stone," October 1 against 28 disks issued Always" and "Flamenco." The the previous year.

# "DOWN AMONG" OLMAN'S PAST NEW YORK, Oct. 27.-Every now and then the song-

writer aspects of Abe Olman, general manager of the Big Three pubberies, comes to fore. In recent years, these have revolved primarily around one of his biggest standard songs, "Down Among the Sheltering Palms." The song was a major revival effort about two years ago. This week, the song became a movie title for a 20th Century-Fox musical extravaganza which until now has been known as "Friendly Island."

# l eagarden to Debut Combo

Teagarden next week will unveil warning read, "in an effort to ac-his own jazz combo at Hollywood quire the United States renewal Boulevard's Roya Room. Group copyrights . . . which the writers was formed since Teagarden bowed have no . . . right to assign or from the Louis Armstrong combo. transfer." The letter concludes With Teagarden's trombone in the with the advice that the firm will fore, it will be flanked by Marvin take the necessary legal steps to Ash's Steinway, Charlie Teagar- protect its rights. den's trumpet, Ray Baduc's drums, sters are sure to congregate. This Ray Leatherwood on bass and Pud declined to say which pubbers

Corporation.

# **Bourne Warns He Owns Rights** To Renewals on Pre-'33 Songs

# **Domestic and Foreign Ramifications** Argued, Challenged From Many Angles

## **By JERRY WEXLER**

NEW YORK, Oct. 27.-A letter sent this week to other music publishers by Bourne, Inc., warning them to keep hands off Bourne renewals, has stirred considerable reaction in the trade.

The Bourne letter advises that the firm owns the United States renewal copyrights for all songs acquired prior to 1933, and for many acquired after that date; and that the firm owns the rights for the rest of the world for the life of the writer plus 50 years.

". . . Certain publishers are HOLLYWOOD, Oct. 27. - Jack continuing negotiations," the

Saul Bourne, head of the firm, had been attempting to pick off Group was signed for three "his" renewals, but said that this months with options. Teagarden is was a third or fourth warning, handled by Associated Booking and that the letter had gone out

all tunes acquired by Bourne be- renewal are irrelevant; he points fore Songwriters' Protective As- out his contracts clearly and simsociation contracts were used, ply state that the writer hereby meaning prior to 1933. The assigns the right to the renewal a provision assigning not only factor could be the failure of the the original rights for the initial publisher to fulfill his contract, copyright as well.

The validity of such an assignment has been challenged-by the renewal by virtue of an ascontract.

Bourne contends that the chal-. to all publishers. He explained lenges of consideration and the

that the letter had reference to conveyal of the right to apply for Bourne contracts before this date copyright, without qualifications. (and some afterwards) contained He says that the only voiding copyright period, but the renewal and he challenges any parties concerned to show that he has failed to carry out his obligations.

The publisher makes another trade attorneys, by SPA and by interesting point, one which has individual cleffers, Billy Rose never been tested, but which inamong them. Rose and co-writer evitably must be: Regardless of Cliff Friend for example, have the correctness of his claim to the been claiming the renewal copy-right on "You Tell Her, I Stutter," American renewal copyright via the original contract, Bourne says, originally copyrighted by Bourne he owns the copyright for the rest in 1922. Bourne claims he owns of the world for the life of the writer plus 50 years-the prevasignment in the original contract lent copyright period outside the (The Billboard, April 7). Rose's United States. When he originally claim has three bases: lack of con-sideration: alleged illegality of the conveyal of a "statutory and copyright both here and abroadpersonal right" and alleged failure abroad standing for 50 years plus of the publisher to fulfill his the lifetime of the writer in al-contract. courts eventually bear out his claim insofar as the U.S. renewal is concerned. Bourne says, there (Continued on page 30)



# Pubbers Puzzle Pop TV Promotion, **Try Mailings on Production Ideas**

NEW YORK, Oct. 27. - The promotion and exploitation of the country contains a return en- among TV programers whose Simon and Schuster book-disk pop songs on television has been firm this week released partial a major problem to the publish-results of a sales survey taken ing fraternity An intensive largeresults of a sales survey taken ing fraternity. An intensive large-during the 12-month period end- scale effort to systematize and by Richmond after much con-break thru with songs. ing October 1. The "Little Gold- clarify the promotional tech- sultation with Ted and Doris en" firm reports a 29 per cent niques required for the promotion Steele, who perform locally over increase in sales of its 25-cent of pops is being done by the WPIX; Al Jarvis, KTAL-TV, kidisk line and a 10 per cent in- Howard S. Richmond pubbery. Hollywood, and others who are crease in the number of outlets The firm late this week sent out faced with the problems inherent Similar mailings will go out S. & S. released 24 "Little Gold- within two or three weeks "Always, "HIT PARADE" mailing to program and produc-

NEW YORK, Oct. 27.-The tion execs at TV stations thruout ment of an entente cordiale Other Aids

When reaction to the initial schedule of rates be approved by

in the visual presentation of tunes on local stations, where budgets are low. These mailings will be only the beginning of a generalized TV service, which has as its ultimate objective the establish-

BMI CAVALCADE

NEW YORK, Oct. 27. -

Broadcast Music, Inc., which

lately has been clicking

strongly with its pops, tallied

an outstanding score this week on the Lucky Strike "Hit Parade." The first four

positions were grabbed by

BMI tunes. "Because of You"

(BMI) topped the list. Sec-

ond was "Cold, Cold Heart"

(Acuff-Rose); third, "I Get Ideas" (Hill & Range), and fourth, "It's No Sin" (Algon-

quin).

bery will make necessary adjust-TV production aids. One of these may be the establishment of a TV film service-a sort of gimmicked film which the TV jockey ways.

Recently, Broadcast Music, Inc., and a dozen publishers including Southern Music and E. B. Marks collaborated in the preparation of "TV 3ketch Book," a tome conof them with two sets of producdelayed and is now scheduled to be shipped in two weeks. The Richmond venture, however, departs in several ways from the BMI book. The Richmond plan and presentation of pops, rather than standards. It presents 10 or 12 ideas for each tune rather than only two. It is intended to be continuous, and only one facet of a general programing service. This generalized service mirrors to some degree Richmond's thinking with regard to AM broadcasting. Last year, for instance, the publisher experimented for 13 weeks with a "record aid" service for disk jockeys.

Standard tunes have been used to a much greater extent than pops on TV. Such pops as are telecast by local TV shows are those which have already become (Continued on page 43)

**De Mille Pic to** 

Be Cut by RCA

NEW YORK, Oct. 27.-A deal

has been arranged by Paramount

Pictures, its Famous-Paramount

publishing affiliate and the RCA

which are being used in the sound

track of the coming Cecil B.

DeMille super special flicker,

"The Greatest Show on Earth."

Movie is based on circus life and

in its cast includes Victor record-

Album From

the Copyright Appeal Board. mailings are gauged, and following further conferences, the pub-

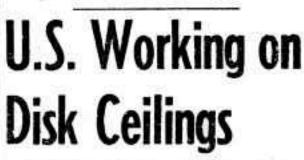
Under a new schedule of rates to be set with the Board next ments and seek to set up other week, CAPAC seeks from private radio stations (1) 2¼ per cent of their total commercial revenue: (2) eight tenths of a cent per person in Canada for music perwill be able to use in various formed on a sustaining basis.

From the CBC, CAPAC seeks the same percentage of its commercial revenue, but 1 cent per person in Canada for music performed on a sustaining basis.

Computation of what each of taining some 45 standards, each the private stations would contribute to the fund for payment of tion notes. This job has been the royalties for the sustaining music would be left to the stations themselves to be worked out thru their own organization.

Plan for radio is similar to that worked with the night clubs in is concerned with the promotion Canada. Under the arrangement with CAPAC, the night clubs pay 11/2 per cent of what they spend on entertainment.

In 1951, CAPAC expects to collect something over \$100,000 from the clubs. This will more than double the money formerly collected from the clubs under the old plan.



WASHINGTON, Oct. 27.-Office of Price Stabilization is working on a tailor-made price ceiling for disks, the agency announced this week, but since the new order will not be ready in the immediate future, a supplementary price rule was issued Monday (22) to bring prices of all disk makers at the same level. OPS explained that one manufacturer, who produces 5 per cent of the nation's disks, last winter announced price increases several weeks after similar announcements by competitors and had, therefore, been forced by the general price freeze to set prices at lower levels.

This week's order gives relief to this manufacturer and others in similar positions by permitting them to determine prices on the basis of those announced between December 19, 1950, and January 25, 1951, so long as they were to become effective by February 15.

# REALISM, SCHMALTZ, GLAMOUR **TV Production Ideas Spell** All Moods for Song Plugs

## Continued from page 1

shot of driver. . . . He looks at or wall shows quick passage of watch as announcer on cab radio few hours. Fire (superimped) says, "Your serenade by night ... time 4 a.m. We continue with your favorite records in a moment." Piano noodling ... then driver sings softly ... "Longing for You." (2) Long shot of double picture (2) Long shot of double picture (3) Long shot of double picture (4) Long shot of double picture (5) Set: Deserted night club ... waiters have tables piled with

frame on a fireplace mantle (or chairs . . . pianist sits alone after table). One pic that of slightly hours . . . empty glass on top of devilish-looking soldier or sailorthe other of your fem vocalist. Dolly in for close-up . . . note that boy's pic is lovingly inscribed. Tight shot of girl vocalist . . dissolve to girl on second camera. She sings "Longing for You" . . . then dissolve to pic at end of song "Longing for You." and dolly back for finish.

(3) Set: Cheap iron bed . . . window frame, grimy curtains. Man enters (could be gal) . . . looks around rather wearily . . puts suitcase on bed . . . looks out window. Obviously cheap hotel. Takes out wallet, looks at pic and letters . . . sits on bed or window sill and sings, "Longing for You." (4) Set: Fireplace . . . comfy chair . . . scatter rug before fire. Telephone. Singer sits in chair, kovsky's "Sleeping Beauty" with

# ASCAP Calls Confab Nov. 2

NEW YORK. Oct. 27.-General membership of the American Irv Katz, is currently on a sales Society of Composers, Authors tour of up-State New York followand Publishers is scheduled to be ing a similar tour of New England don used transatlantic air freight ing artist Betty Hutton as well as held at the Hotel Plaza Friday, last week. Bill Simon, CRG sales and also brought pressings in via Dorothy Lamour, Charlton Hes-November 2. Scheduled are a promotion chief, heads for Detroit Canadian ports. The latter meth- ton, etc. A couple of the songs are

ment. Dolly in to medium-long waiting for call. Clock on table

piano . . . hat on head (could use girl singer dressed for street instead). Turns over copy after copy of sheet music . . . bright songs . . . "Blue Skies," etc. . . . picks "Longing for You' as fitting the mood. Sings or plays and sings,

"Sleeping Beauty" Is Second CRG Two-Record Set

NEW YORK, Oct. 27. - The Children's Record Guild is releasing its second two-record kidisk hit. set with the issuance of Tschaispecial lyrics by Leo Israel and recorded under the musical direction of Richard Mohaupt. The last such package issued was Prokofieff's "Cinderella." Both works are standard pieces in the Sadler's Wells Ballet repertoire.

The kidiskery's sales manager,

# Strike Stalls London Imports

NEW YORK. Oct. 27.-The East Coast strike of longshoremen caught London Records with a heavy shipment of the Mantovani "Charmaine" disking tied up on the docks. The diskery is pressing additional copies of the record at the Indianapolis, Ind., and Canonsburg, Pa., plants of RCA Victor. According to Harry Kruse, London's executive veepee, the label expects to be able to meet the demand for the sleeper

The diskery, however, remains with the problem of getting shipments of its classical line which is pressed in England by Decca Record, Ltd., London's parent Victor diskery for the latter to firm. The firm has not yet produce an album of six songs reached any decision on a method of bringing in LP pressings, hoping that the dock strike may end before inventory in the United States is depleted. During a similar strike a few years ago, Lon-



18

November 3, 1951

# **BEST MOVE IN 50 YEARS**

# Col's Conkling Sez It of **New Disk Association**

ling this week described the forma- industry." tion of the Record Industry Asassociation, Conkling stated in tol and MGM records. part:

years of existence. Our industry has not been one that in the past was able to find it possible to work co-operatively among its members to improve relations between the record industry and the public, the dealers, the music pubpublic, the dealers, the music pub-lishers and the many other groups with whom we are in active conwith whom we are in active contact. This association, in my opinion, represents a real possibility for co-operation among ourselves for the benefit of these many groups.

"This association presents for the first time an opportunity for all phonograph manufacturers, whether large or small, to work together, and it is my sincere hope

# 45's and LP's Now Solid on Italian Market

NEW YORK, Oct. 27.-Both the LP and 45 r.p.m. speeds are now firmly entrenched in the Italian disk market. At least eight radioare already issuing catalogs of 45 and 33 disks available. Among the new phono models are two three-speed units by Thorens, three by Markell and one each by Cetrafon, Lenco and Lesa. Two speed phonos are being marketed by Secart, Bondo and Aga.

bia Records President Jim Conk- everyone presently active in our

Conkling's statement took cognisociation of America as the most zance of what he termed the farconstructive move ever taken by sighted efforts of the association's joined the Record Industry Assothe disk industry. Announcing founders, Milton Rackmil, Glenn ciation of America, Inc., recently that the diskery had applied for Wallichs and Frank Walker, re- formed trade organization. membership in the recently formed spective presidents of Decca, Capi-



Continued from page 1

cent of local record buyers are TV set owners. In canvasing for an indication of set owner's purchasing habits, Coffin's survey asked subjects:

"As I read this list, stop me if I mention any item which you have bought or had someone buy for you within the last four weeks." List included records, among other commodities.

Of those surveyed, 18.2 replying in the affirmative were TV disk field is an LP record conset owners, while 10.2 per cent taining 12 current hit tunes and were non-set owners. Since 57.9 retailing for \$3. Disk is being per cent of Los Angeles populace marketed under the Hits-Aresides in TV homes, this projects Poppin' label by Wally Wolsky, the 18.2 to represent 70.5 share of topper of Parade Records and local residents in disk buying the New York Pressing Company. homes.

greater disk purchasing in TV direct to dealers. Discount calls homes is threefold: (1) Survey for the 50, 10 and 2 structure. shows size of TV owning family Unusual gimmick in the Hits-is greater than non-TV family A-Poppin' enterprise is the use (3.6 persons per TV family as of a single hard-covered LP are now marketing two or three- which thereby increases sales po-speed players in Italy, while most tential. (2) Tele set homes, for inserted. As the top 12 tunes a heavy increase in trade-in cus-disk labels distributed in that the there is a heavy increase in trade-in cusphono manufacturers in Europe opposed to 2.7 in non-tele home), jacket in which the disk condisk labels distributed in that the most part, are in a higher change, either one or both sides tomers, yet sales in major metrocountry are issuing either 33 or purchasing bracket and can there- of the LP will be re-pressed con-45 r.p.m. records or both. Dealers fore afford to buy disks, while a taining the new hit songs and the level expected for this time of substantial share of non-TV homes eliminating those no longer con- year. The West Coast is the only couldn't spare the money. (3) TV sidered in the hit class. owners are younger than non-set owners, and generally possess a greater inclination to buy things line of LP's is being issued on 45 Lloyd Dunn, Capitol veepee, told The Billboard that diskery's comparisons of TV's effect in markets shows a sudden drop in platter sales immediately upon TV's entry into a given market, but platter sales soon regain their footing to reach a level considerably above its pre-TV point. Reason for this is tele's initial command of the family's attention, but when that wears off, tele's promotional powers seem to aid in pushing wax sales.



NEW YORK, Oct. 27 .- A sprinkling of indie diskeries this week

Included are the Savoy and Regent labels, headed by Herman Lubinsky, and classified in the B group, and Randy Wood's Dot Records, Bante Bollettino's Paradox Industries, and H. F. Ballance's Square Dance Associates, all in the E class. RCA Victor and Columbia have also joined (The Billboard, October 27) the org which was founded by execs of Decca, Capitol and MGM.

Next week key members of the organization will contact execs of other diskeries personally and by phone, in order to gain a membership which will represent a crosssection of the industry.

# LP Bargain: 12 for \$3 on Parade Label

NEW YORK, Oct. 27. - The latest innovation in the "bargain" Sales are thru regular Parade dis-According to Coffin, reason for tributors and, in some instances,

Wolsky this week also an- Some smaller towns and suburban nounced that the entire Parade areas are also doing well. (among them, disks) than non-set r.p.m., including seven new 45 market areas are actually far owners. albums. Parade is also releasing below expectations. Even the two Christmas albums; a Jesse sharply curtailed production of the Crawford organ solos package on TV industry is accumulating man-LP and 45; and the "Nutcracker ufacturer inventory as the big-Suite," with narration by Milton Cross, on LP only.

# EDITORIAL --- For RIAA

Let's Get With It!

The initial bid of the Record Industry Association of America for additional members has drawn a disappointing response. A few labels-Savoy and Regent in the Class B bracket, and Dot Records, Paradox Industries and Square Dance Associates in the Class E division-have joined the organization. Last week, RCA Victor and Columbia announced their participation. The aforementioned, together with Decca, Capitol and MGM, the organization's founders, comprise the total membership to date.

Inertia, cantankerousness, jealousy and distrust are terms which suggest themselves as describing the attitude of the great majority of indies who thus far have held aloof. It all adds up to a selfish, short-sighted business point of view, an inability to realize that problems affecting the individual disker are often industry-wide in scope and can be more effectively tackled on such a basis.

The issue is not a light one and it ill becomes any disker to regard the matter frivolously. Utmost seriousness is indicated-for the association, a democratic one, can operate effectively only if its membership is truly representative of the record industry. The Billboard has already stated its position.

We feel that membership entails no loss of individuality; that all record companies and the industry in general have all to gain and nothing to lose by putting aside personal feuds and joining up.

We toss a bouquet to Herman Lubinsky, Savoy-Regent topper, "Randy Woods of Dot Records," Bante Bollettino of Paradox; and H. F. Ballance of Square Dance Associates, in recognition of their quick realization of the desirability of such an organization.

Stubbornness is rarely a virtue. Procrastination is of dubious business value. Clear thinking should convince every record maker that it is to his individual advantage to link up with the core of major and indie companies which now make up the Record Industry Association of America.

# TV-PHONO-MERCHANDISING:

# Set Sales Picture Weak In Big Towns, Okay in West

NEW YORK, Oct. 27 .- Tho the that the first of next year will see final and complete cessation of the "dumps" available.

manufacture or potential manufacture of color TV sets increased talking about dodges being insales activity this week, the na- vented by dealers to skirt Office tional video set sales picture is still of Price Stabilization ceilings. spotty. The end of the color buga- Gimmick being used most has

Local trade this week was also

# **Capitol Signs** Ella Mae Morse

HOLLYWOOD, Oct. 27.-Ella Mae Morse, Capitol's first bigselling artist, was re-signed this week by the diskery She left the label four years ago when she retired from the singing field. Songstress' hit disk, "Cow-Cow Boogie" was released during the recording ban of the early '40's, and fact that competitive 'abels were unable to competently cover the tune allowed the then fledgling label to reap a sales bonanza and got it off to a solid start in becoming Broadcasting System execs were the fourth major. "Cow-Cow" was slated to meet with Metro-Goldrecently reissued by Cap, backed wyn - Mayer Radio Attractions' by "House of Blue Lights."

According to Cap's artist-repertoire veepee, Alan Livingston, Miss Morse's tobasco-styled vocals will be used for rhythm ditties spiced only by an occasional boogie number. He said Cap does not intend to revive, the yesteryear boogie trend.

# Mitch Is Back On Oboe Pitch

NEW YORK, Oct. 27. - Mitch Miller, director of pop recordings at Columbia Records, will turn to his first love, the oboe and longhair music, in a series of chamber music concerts scheduled in the coming month. Miller, considered one of the foremost of the world's oboists, will make his initial concert appearance in several years with the Saidenburg Little Symphony in the Griffiths Auditorium, Newark, on November 2. On November 12 he will play in with the Pittsburgh New Friends week of November 15 to high- entertainers who work with the According to Henry Goldsmith,



NEW YORK, Oct. 27 .- Mutual another Morse top seller, head men here Monday (30) to finalize the web's MGM program line-up.

At the writing, MGM and Mutual were mulling over two alternative lists of program prospects. MBS's promotion department should start pushing the shows next week if they're going to give the movie package any kind of a send-off for the November preem; so decision has to be made immediately.

Meanwhile, Mutual's future, both in radio and TV, has taken an interesting turn, via the recent merger of radio-TV interests by General Tire and Macy's. Details on plans for the web may be forthcoming when Macy's board forthcoming when Macy's board final plans for recording the origi-of directors holds its annual meet nal cast of "Top Banana" muhere November 13 at the Hotel Statler.



Pittsburgh at the Carnegie Hall mount Theater relights for the Benito (Pat) Moreno, four Latin request.

**New Sulphuric Output Is Up** 375,000 Tons

WASHINGTON, Oct. 27.-Even tho producers of sulphuric acid, limit output to 90 per cent of the 1950 rate of sulphuric use, total mands during the next six months and may even reach an annual RCA Stops Pops production is expected to meet derate of 14,497,000 tons as compared to the 14,122,000 tonnage produced in 1950, National Production Authority predicted this week.

Production increases are in part due to new sulphuric acid plants and facilities, NPA said.



HOLLYWOOD, Oct. 27 .- Capitol's artist-repertoire veepee, A' .n Livingston leaves this week for a three-week junket to New York "breaking" for hit status. during which time he formulates sical.

Livingston will devote remainder of his time working with his New York a.&r. head, Dave Cavanaugh.

a "hefty guarantee," with a probable 50-50 split.

politan centers are nowhere near area in which sales are up strongly.

In general, sales in the major town dealers find themselves unable to move merchandise fast enough. As a result, several TV makers who hoped to be able to increase prices to cover increased costs are known to be holding back on announcing higher prices. A few firms have, however, raised prices on some models.

Tho the picture is far from bleak, the failure of sales to pick up during what should be the peak selling season has forced some of the smaller TV firms to offer various deals to both retaila recent government order to ers and distributors. There are many tradesters who firmly believe



NEW YORK, Oct. 27. - The RCA Victor pop department is and Cliff Parman, who was han-Next regular release is scheduled | Lee and Louis Innis next week. to be shipped during the second week of November. Diskery may, other record companies.

Purpose behind the RCA Victor move is to put all promotional and sales efforts behind a special list of current disks which are



NEW YORK, Oct. 27 .- Decca Records has asked the new independent classical diskery, Desto, to change its name. Decca claims that the two names are similar. The indie firm, however, does not With Prado and his ork (15) is intend to accede to the Decca

ard procedure.

CHICAGO, Oct. 27.-Richard E. Doherty has been named buyer of phonograph records and accessories for Sears, Roebuck & Company, Chicago, succeeding Charles H. Seefeldt, who has been transferred to another buying department. Prior to his new assignment Doherty was an assistant buyer of musical instruments and accessories.

# **D. Kilpatrick Joins Mercury** In A.&R. Post

CHICAGO, Oct. 27. - Dee Kilpatrick, who parted company with Capitol Records as Southern h.b. and Western a.&r. rep several months ago, takes up a similar post with Mercury Records, starting next week.

Kilpatrick, who formerly was a Capitol branch manager in Atlanta, will confine himself to a.&r. and working with various distributors and their salesmen. Mercury has dispensed with the services of Murray Nash, Acuff-Rose Music exec, who was doing some cutting for the Chi diskery, foregoing regular weekly disk dling country talent thru this releases for the next two weeks. area. Kilpatrick will cut Ernie

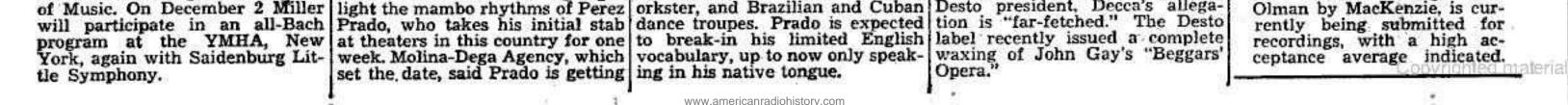
Mercury thru its new r.&b.-a. &r. chief, Bobby Shadd, inked however, move up the shipping date on certain pop disks in order to keep pace with the market and McShann was with Decca before the war, when he cut such big sellers as "Confessin' the Blues" and "Hootie's Blues."

# ROBBINS TAKES TUNE BY CONN

NEW YORK, Oct. 27 .- Robbins Music is publishing a tune called "With No One to Love Tonight," written by the late Peter Conn, onetime secretary to Detroit deejay Ed MacKenzie. Conn's widow and two children will share in the royalties.

The song, brought to Robbins General Manager Abe





MUSIC



		COUNTRY	Y	
2.	Ŀ	HIGHWAY OF SORROW SUGAR COATED LOVE	Bill Monroe	46369*
3.	2.	MANSION OVER THE HILLTOP I Ain't Gonna Study War No Mo	Jimmie Davis with the Anita Kerr Singers	14590*
- 4	3	THE HOT GUITAR	Ted Brooks	46374*
	4.	DIXIELAND BOOGIE If I Could Only Live My Dreams	Hardrock Gunter	46367
100 C	5.	NEW SILVER BELLS Wondering	Webb Pierce	46364*
-	6.	SAN ANTONIO ROSE BULLY OF THE TOWN	Grady Martin	46375*
	1	SEPIA		
3.	1.	HAVE FAITH SAY A LITTLE PRAYER	"Jersey Joe" Walcott ar Marie Knight	14594*
4.	2.	WHAT'S MINE IS MINE I Still Love You, Baby	The Ray-O-Vacs	48234*
( . <del>.</del>	3.	LAURA How About That Jive	Tiny Davis and Her Orch.	48246*
10-01	4.	GOD BLESS MY DADDY The Grass Is Getting Greener	Cecil Gant	48249*

4	I DON'T STAND A GHOST OF A	27742" CHANCE WITH YOU
	I'm Lucky I Have You-	Ink Spots
15	VANITY	27618*
	Powder Blue	Don Cherry
2	COLD, COLD HEART	27761*
	TENNESSEE BLUES	Eileen Wilson
2	AND SO TO SLEEP AGAIN	27731
	Long Ago	Dick Haymes
À	* * DIXIE	27810
7	ALABAMA JUBILEE	Red Foley
	** WANNA PLAY HOUSE WI	TH YOU 27792*
47	SLOW POKE	Roberta Lea

# NEW RELEASES

Cookie's Polka

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

SINGLES	
Nobody's Darling But Mine' Andrews Sister Goodbye Darling, Hello Friend 27834	
He'll Be Coming Down The Chimney (Like He Always Did Before) Guy Lombardo Christmas Chopsticks ('Twas The Night Before Christmas)	•
Rudolph The Red-Nosed Reindeer Guy Lombardo ('Round The) Christmas Tree At Home 27803	
Never Before Dick Hayme From Paramount Picture "Sailor Beware" Here's To My Lady 27841	
Little Boy Evelyn Knigh A House Is A Home 27842	
Once Bill Kenny of the Ink Spot My First And My Last Love 27844	

\*\*Another Decca 'Best Bet' makes the 'Best Seller'

number)

list this week!

With All My Heart And S Solitaire	Tommy	Dorsey 27843*
I Can't Help It (If I'm Still In Love Wi Grievin' My Heart Out Fo	th You)	Cherry 27836*
That's What I Want For ( Lindsay Crosby Trotte Dear Mister Santa Claus	Christma with Joh r and Hi	n Scott
You Better Go Now Baby Did You Hear?	Jeri S	outhern 27840*
Turn Back The Hands O I Never Was Loved By A	Jer	ry Gray lse 27839*
Ever Since The One I Lov Be Careful (If You Can't Be Good)	Buddy J	
The Cowboy Waltz My Heart Is Broken In T	Spade hree	Cooley 46376*

Georgie Cook 45157\* The Julian Waltz My Little Green Parlot (Moya Malootka Papooga) Georgie's Tavern,Band Fill 'Em Up! Fill 'Em Up! 45156\* My Little Green Parrot

#### NOW AVAILABLE ON 45 RPM

A-Tisket A-Tasket Chick Webb and His Orch. with Ella Fitzgerald Undecided 25434\*

## ALBUMS

RUDOLPH THE RED-NOSED REINDEER ('Round the) CHRISTMAS TREE AT HOME **Guy** Lombardo and His Royal Canadians K-38\*-\$1.00 9-162-954

ADBERIL

HE'LL BE COMING DOWN TH (Like He Always Did Be	
CHRISTMAS CHOPSTI ('Twos The Night Before C Guy Lombardo and His Royal Cana	CKS -
K-39*-\$1.00	9-163-954
*Deccalite-Unbreakable under normal	ute:

ECSTASY **Tommy Dorsey and Victor Young** Trombone Solos with the Singing Strings, Chorus and Orchestra A-893-54.15 9-282-\$3.75 DL 5370-\$3.00 MIMI BENZELL SINGS Vocal with Orchestra under Direction of CAMARATA

A-888-54.75 9-277-\$4.15 DL 7016-\$3.85

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

DECCA'S SENSATIONAL NEW SINGING STAR!

# sings WANNA PLAY HOUSE WITH YOU Decca 27792 (78 RPM) and



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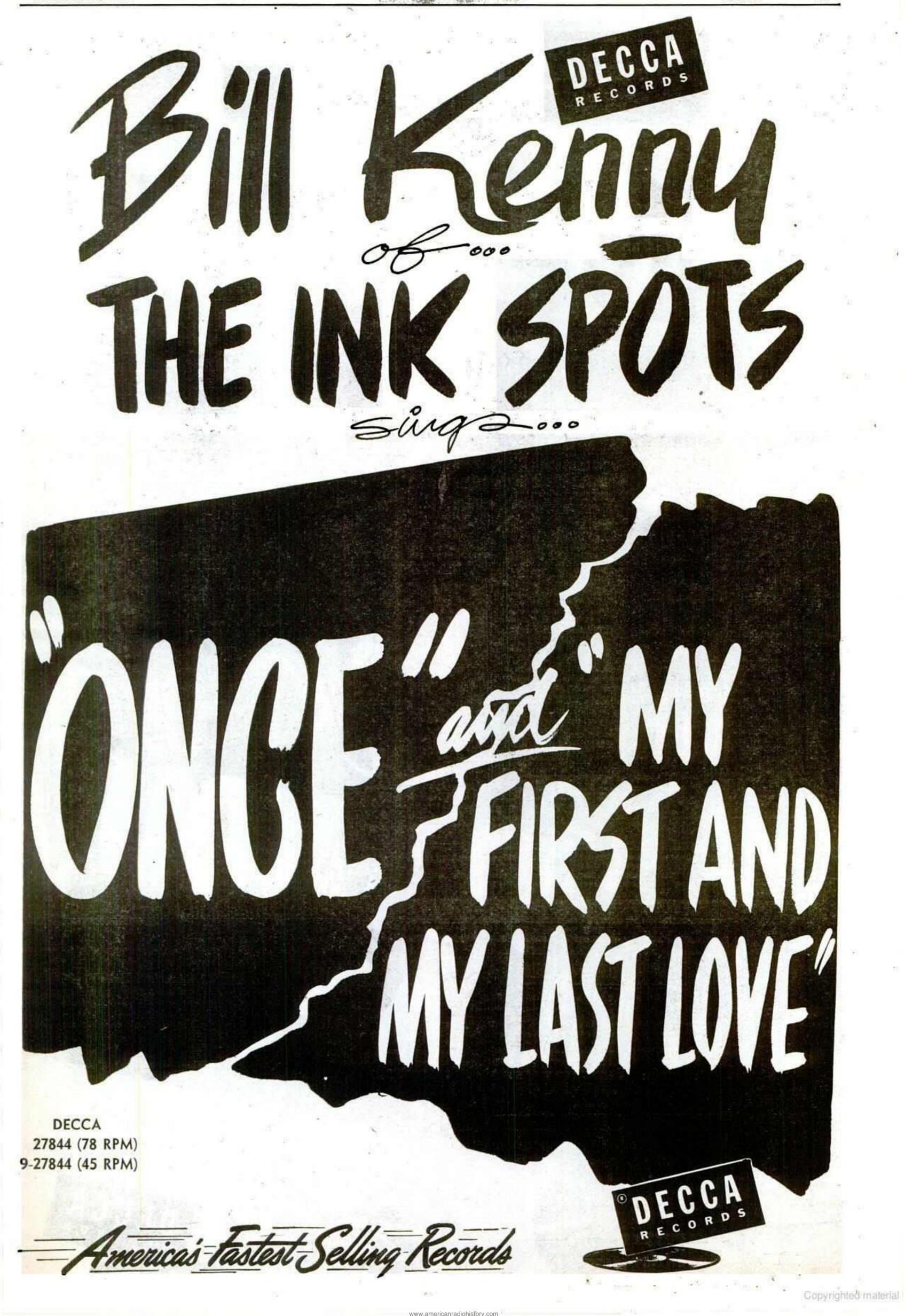
DECCA 27851 (78 RPM) 9-27851 (45 RPM)

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and



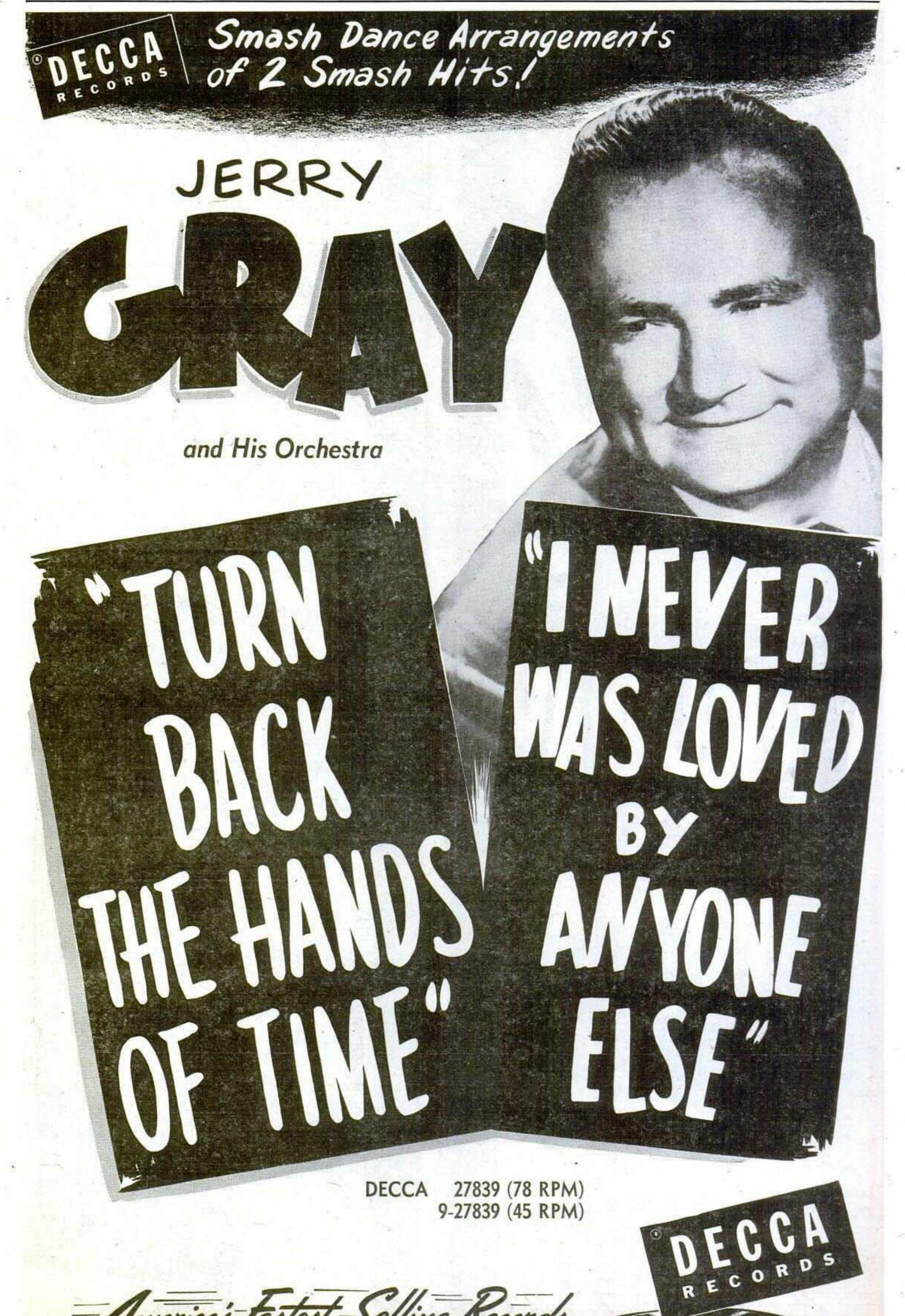




22

THE BILLBOARD

November 3, 1951











# LES PAUL and MARY FORD or CAPITOL RECORD No. 1825

# This Tells the Story:

- "The Billboard" has already listed it in all its popularity charts.
- Last week the Retailers picked it as #1.
- The Operators picked it as #2.
- The Disc Jockeys picked it as #3.

## A 5000

# **King-Duke Unit Nets** \$351,550 in 5 Wks.

## **Giant Arena Package Hits Stride After** Slow Road Start; Take in \$25G Twice

NEW YORK, Oct. 27. — The giant arena package co-featuring Nat (King) Cole, Sarah Vaughan Kunicipal Auditorium, Roanoke, and the Duke Ellington band in \$7,000; October 23, Mosque, Richits first five weeks has hit net takes totaling \$351,550. As previ-ously reported, the tour got off to a rocky start, yet managed to ac-cumulate a net take of \$129,150 in its first two weeks (The Billboard its first two weeks (The Billboard, October 13). Since these figures were reported, the package piled up an additional \$222,400. The monies were taken in on 21 consecutive playdates which includ-ed 24 shows (two shows were presented at the Forum, Montreal, and the National Guard Armory, Washington, D. C.). The grosses in the past three weeks were accumulated in Canada, up-State New York, thru the Eastern Seaboard and at the Mason-Dixon line. Package now is on its way into the South, which tradesters figure will be this package's ripest picking to date.

The Cole - Vaughan - Ellington package is traveling with seven acts and a line of girls. Its weekly nut runs in the neighborhood 16. of \$24,000, and the package requires quite tremendous grosses to come out for itself and for the promoters involved.

The tour's biggest individual grosses were hit in the past three weeks. On two occasions, the package pulled in net takes of about \$25,000. They hit the figure at the Forum, Montreal, on October 7 and duplicated it on Octo-ber 21 in the National Guard Armory, Washington, D. C. In both instances, the package played two shows during the day. The troupe hit a couple of ebbs en route, its first since the sad Bos-September 20-22. The low was a \$4,200 date on October 8 in the cember 21. George Shearing's Auditorium in Ottawa, Canada. Sextet is set for two weeks, open-The package is being sold at ing January 25. prices varying between \$4,000 and \$5,000 per day, with price depending largely on house capacweek. The package, being booked by the Gale Agency, is billed as the "Biggest Show of '51." Its net takes in round figures since October 5 follow: October 5, Westchester County Center, N. Y., \$9,000; October 6, Municipal Auditorium, Springfield, Mass., \$8,600; October 7, Forum, Montreal, \$25,000; October 8, Auditorium, Ottawa, \$4,200; October 9, Kingston Community Center, Ontario, \$7,500; October 10, Maple Leaf Gardens, Toronto, \$13,000; October 11, Memorial Auditorium, Kitchener, Ontario, \$9,800; October 12, London Arena, London, Ontario, \$7,800; October 13. Memorial Auditorium, Buffalo, \$13,500; October 14, Onondega County War Memorial, Syracuse, \$12,500; October 15, Sports Arena, Rochester, \$9,000; October 16, Main Arena, Cleveland, \$15,000; October 17, The Gardens, Cincinnati, \$14,000; October 18, Charles-ton Auditorium, W. Va., \$7,500; October 19, Arena, Pittsburgh, \$16,000; October 20, Sports Arena, Scranton, \$6,000; October 21, Na-

# **Holzfiend Sets Triple-Header**

CHICAGO, Oct. 27. - Frank Holzfiend, pioneer in utilizing bigbudget jazz bills at the Blue Note, longest continuous user of top rhythm combos, will experiment with a more general type of musical act when he brings in his first triple-header bill, with the Weavers, Slim Gaillard's Trio and George Brunis' Dixieland. Sextet to open a two-weeker November

Holzfiend forced competing ops to keep a continuous jazz name policy in, when, two and a half years ago, he started his two-name unit policy. While Holzfiend has not booked in any more such generally accepted musical acts as the Weavers, he intends to schedule others after the first of the year thru Freddy Williamson, of Associated Booking, exclusive skedder of the spot.

The new Oscar Peterson Trio, which has added guitarist Oscar Moore to veteran bassist Ray Brown, opens November 30 with Flip Phillips and Bill Harris' Sexton Garden opening three days tet. Duke Ellington's big band goes in for two weeks, starting De-The preview, which did successful business with the big four of jazz, Charlie Ventura, Buddy Rich, ity as well as the day of the Phil Napoleon and Chubby Jackson, follows November 14 with Wingy Manone's Sextet. The big four, managed by Don Palmer, do one-nighters into Ventura's Open House, Lindenwald, N. J., opening November 16. The unit, which is now recording for Mercury, will remain there pending negotiations between Joe Glaser and several Stem houses for a vauder. Rich will probably leave the unit when they open at Ventura's nitery, with Gene Krupa currently being eyed for the slot. Because of the demand for allstar units, such as the big four, it's understood that Willard Alexander is attempting to field a combo, made up of Dizzy Gillespie, Count Basie, with Rich on drums and possibly some big name chirp, such as Billie Holiday on the lyrics.

MANNE RODGERS and HART'S ENORMOUS SUCCESS

# DINAH SHORE and TONY MARTIN on VICTOR RECORD 20-4345

Also Sung by

# TONY MARTIN and JANET LEIGH in RKO's Outstanding New Film **TWO TICKETS TO BROADWAY**

OTHER GREAT RECORDS ON BOTH SONGS AVAILABLE



# Westminster Lists Plans

NEW YORK, Oct. 27.-West-minster Records, independent some of its major recording plans and a schedule of LP releases for the remainder of the year. The diskery also signed an exclusive waxing pact with planist Paul Badura-Skoda. He will record first Beethoven's "Emperor Concerto" with the Vienna State Opera Or-charter and der solos. They included Canadian planist Oscar Peterson, saxophonist Flip Phillips, Lester (Prez) Young, Illinois Jacquet, Roy Eldridge, Ray Brown, Hank Jones, Bill Harris and Gene chestra conducted by Herman Scherchen. The company will also release the first complete recording of Arthur Honegger's oratoria, "King David," with the composer conducting the work. The diskery plans include the release of all 16 Beethoven string

quartete by the Vienna Koncerthaus, Quartet, all the Beethoven symphonies, the complete Salomon series of Haydn symphonies, Mozart q. artete and Mozart's "Symphonia Concertante in E Flat Major" Westminster will issue 15

# "Jazz at Phil" SRO in Miami

MIAMI, Oct. 27. - Norman Granz's "Jazz at the Philharmonic" packed over 6,000 people into the huge Dinner Key Auditorium here Tuesday night (23). It's a re-markable feat, considering the fact that the Miami and Miami Beach area is the heart of the rumba in the U.S.

Ella Fitzgerald stole the jazz recital, copping the biggest hand for her vocal versatility and her classical LP firm, has announced original stylings. Others in the some of its major recording plans cast did solos. They included

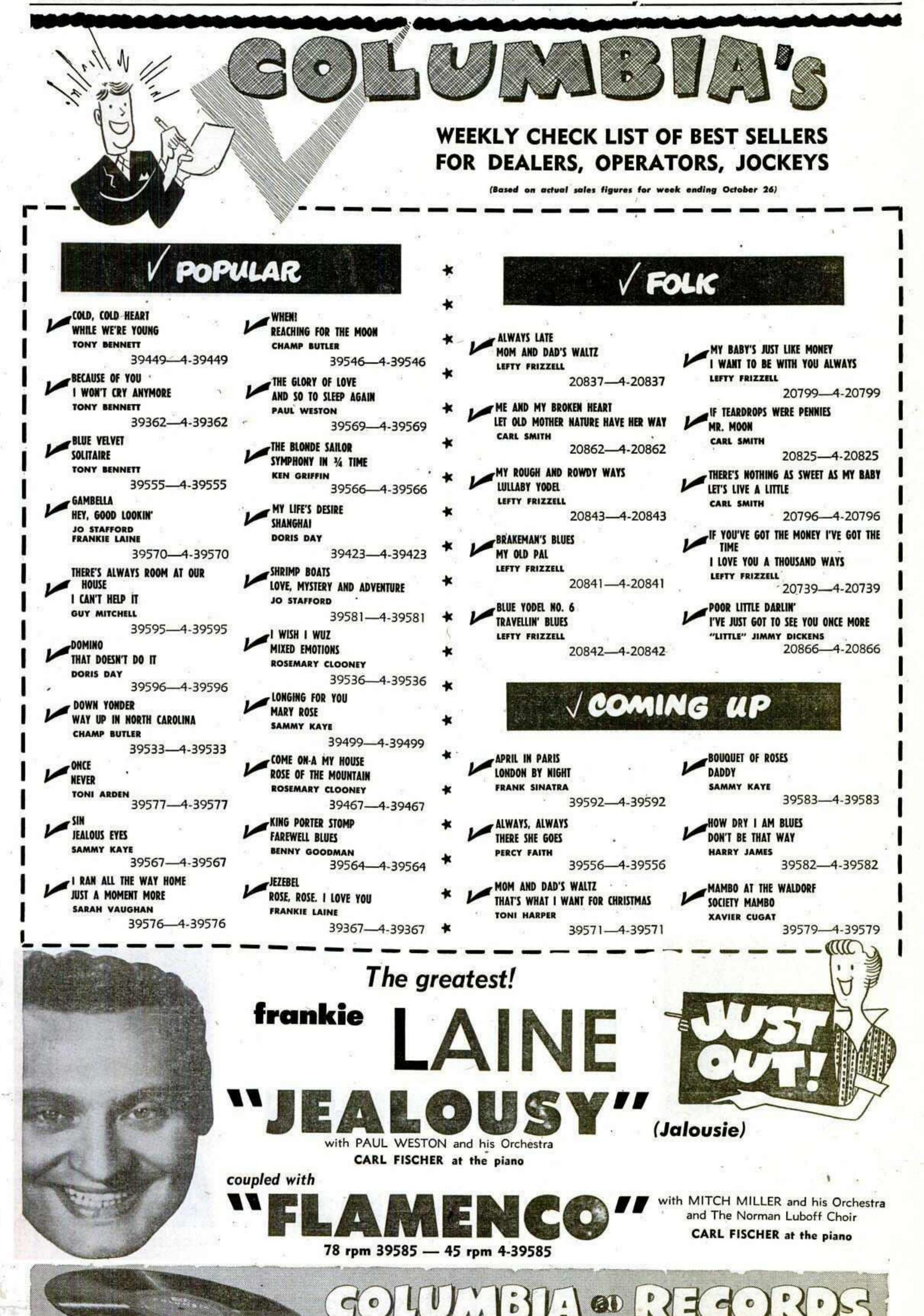
# KUDOS TO POPS FOR VIDEO CLUB

PHILADELPHIA, Oct. 27. -Paul Whiteman, in recognition of his TV Teen Club show efforts, received the annual Youth Award of the Quaker City Lodge of B'nai B'rith last week. Presenta-tion was made in the ballroom of the Sylvania Hotel,



**NOVERBER 3, 1951** 

## THE BILLBOARD



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FOR MUSIC THAT SENDS 'EM-TO YOU!

nted material

Trade Marks "Colvulsia," "Masterworks," OD, ( Reg. U. S. Pat. Off. Marcas Revisiondas and a second second second second second second





# A great new song based on a rousing Cajun melody...

with PAUL WESTON and his Orchestra

with The Norman Luboff Choir coupled with LOVE, MYSTERY and ADVENTURE 78 rpm 39581-45 rpm 4-39581

# COLUMBIA RECORDS an



IN

28



Recorded by

June Valli-

Hugo Winterhalter ..... (Victor)

Victor Young ..... (Decca)

Licensed Exclusively by

BROADCAST MUSIC, INC.

# **Decca Readies Report On 3d Fiscal Quarter**

meet on Monday (29) for the regular quarterly conclave. The diskthe meeting but, at press time, it nation of reasons: was considered unlikely that such a report would be completed in time for the session. At the moment, lacking from the report is the diskery's Canadian income. Also the waxworks' month of September has not yet gone thru its formal auditing stage.

Decca execs estimate that the third quarter will wind up with a profit of no more than 10 cents per share on the 776,000 outstanding shares of Decca stock. In dollars, this would represent net earnings in the vicinity of \$77,600. It is recalled that the diskery, at the end of the first six months of the year, had accumulated earnings of \$362,204 or 47 cents per share.

Compared to '50

The diskery's third quarter this year will be a considerable drop from the profits earned in the same period in 1950. Last year, Decca earned at the rate of 25 cents per share. The maximum expected

MAYBE MAC NEEDS PRAYER

PHILADELPHIA, Oct. 27.-Attending luncheons and civic affairs is all part of the daily routines for Mac Mc-Guire, WIP platter spinner, who also airs his Harmony Rangers band on the Mutual web. But last week he found out that everything hadn't happened to him as yet. As one of the featured guests at Temple University football rally, McGuire was scheduled to give the college kids a pep talk. Just before the luncheon began, the Booster Chairman said to McGuire: "Ap-parently the chaplain couldn't make it today." That did it, and McGuire doubled for the chaplain and gave the invocation.

NEW YORK, Oct. 27. - Decca profit this year of 10 cents would Records' board of directors will result in at least a 60 per cent drop from the previous year. It is to be recalled that the diskery's ery's third-quarter financial report third quarter last year was outnormally would be forthcoming at standing economically for a combi-

> 1. The diskery conducted a discount sale on its 78 r.p.m. stock. 2. The diskery introduced a 45 r.p.m. line in August and accrued tremendous catalog sales in the final six weeks of the quarter.

> 3. Decca's pop hit quota was considerably sharper at that time last year as opposed to its position in the field in the July-September period that just passed.

> No estimate was made on the diskery's gross for the three-month period, but it is believed that the dollar volume will not match the drop in earnings. This primarily because the line's prices are higher than last year's as the result of the First of the Year retail hikes.



NASSAU, Bahamas, Oct. 27.-After a decade of strumming a banjo for tips from tourists, Blake Alphonso Higgs—better known as "Blind Blake"—is finally coming into the bucks. He's just recorded an album of 10 Bahamian folk tunes for Art Records of Miami, and sales have passed the thousand mark in the first few weeks. His mangers-sponsors are Charles W. Freeman, president of the Royal Victor Hotel here, and David Sumner, a Royal Vic executive. They gave Blake-who works with from three to six additional musicians-a \$1,000 win or lose advance on the album, plus a guarantee of 20 per cent of the profits.

"

# HOT OR COLD, EACH GETS BIRD

HOLLYWOOD, Oct. 27 .-Fiddler Paul Nero, who penned "Hot Canary," strives for another winner by going to the opposite bird temperature extreme with a disking of "Cool Turkey," skedded for Capitol release November 12. An interesting sidelight to the release shows how circumstance and coincidence can team up sometimes to link showbiz personalities. Altho Nero authored "Canary," he was surprised to find during his recent Eastern jaunt that his ditty was closely identified in the East with fiddler Florian Zabach.

Nero claims he cut his forthcoming release June 9 as "The Cold Turkey." However, prior to Cap's release of the chilled bird ditty, Nero was surprised further that by coincidence Zabach released via Decca a different work also bearing the "Cold Turkey" tag. To save his disking and the cold fowl name, Nero altered the title to "Cool Turkey," which continues to link the two fiddlers despite the birds' temperatures.

# **Eckstine** and **Shearing Hit Top Grosses**

SALT LAKE CITY, Oct. 27 .-George Shearing and Billy Eckstine, one of the brightest musical surprise packages to hit Salt Lake City this season, drew nearly 4,000 Wednesday (17). The admission was \$2 per head.

Stopping over here at Jerry Jones' Rainbow Randevu one night only on a tour that takes them next to Denver, then Seattle and up into Canada, the musicians staged two hour-long shows at 10, and again at 12. Music for dancing between shows was pro-

## city auditorium here last week, performing to 3,600 screamingly enthusiastic jazz addicts to set an early season record.

Several hundred persons were turned away. Special seats were set up in the orchestra pit and on the stage.

Appearing with Shearing on the musical end of the one-nighter were Dick Evans, subbing on the guitar for ailing Chuck Wayne; Joe Roland, on the vibes; Al McKibbon, bass, and Denzil De-Costa Best, drums.





defines what Blake and his boys band which did a good job. play. While calypsos are native to Trinidad and Jamaica, much of that form has been integrated stine and George Shearing gave into Bahamian music.

Folk music most correctly vided by George Engar's house

DENVER, Oct. 27.-Billy Eckan outstanding one-nighter in the

(THE JIMMY BROWN SONG)

Vocal Chorus by Tony Russo and The Kaye Choir

SWING AND SWAY WITH ..... C

BELLS

# Why SAMMY KAYE recorded— THE THREE BELLS for Columbia . . .

Up around the Canadian Border in Ohio and Upper New York are three pretty record-wise jockeys. They know what their audiences like, and they know that many of their listeners are bi-lingual and catch many of the Canadian shows, too. About three months ago they noticed a heavy response to an English Columbia record of "The Three Bells" by Les Compagnons de la Chansons, Edith Piaf's discoveries. The response was big, and stayed big. So, one by one, they passed the news on to Mitch Miller. Ever a swift man to latch onto a hit, Mitch assigned the tune to Sammy Kaye, who turned out one of his finest sides. A big new hit is in the making. and it's one that owes its beginning directly to the DJs.



## The MEN involved

BILL RANDALL WERE, Cleveland, Ohio

JOE DEANE WHEC, Rochester, New York

CARL SWANSON WRUN, Utica, New York



Vocal Chorus by The Kaydets and The Kaye Choir 78 rpm 39602 - 7-inch 331/3 rpm 3-39602 - 45 rpm 4-39602

ONF LIFF TO LIVE"



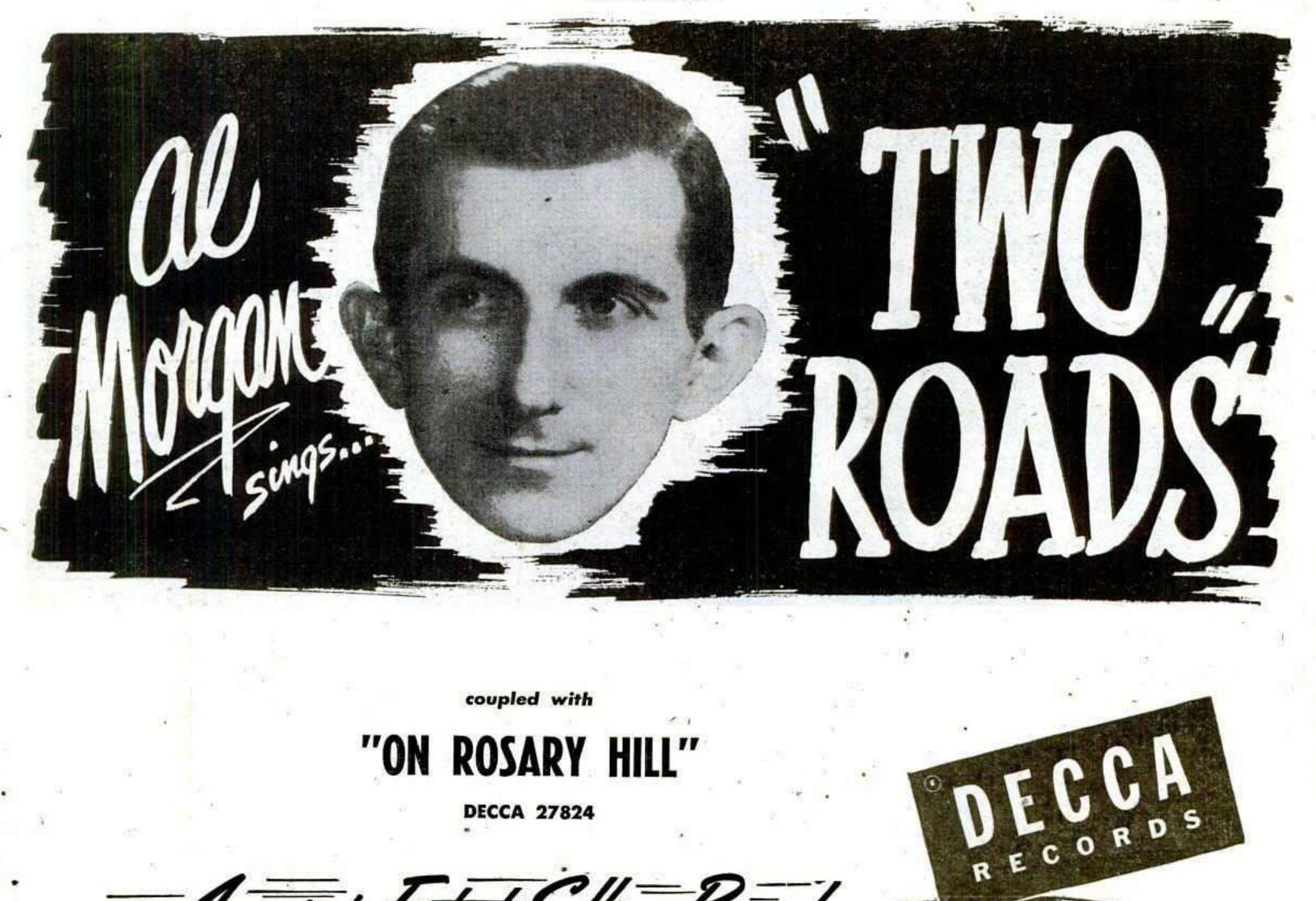




coupled with

# GRIEVIN' MY HEART OUT OVER YOU"

DECCA 27836







# **Bourne Says He Owns Rights**

## Continued from page 17

of the foreign copyright. Synch Rights

ducers, he points out, will always be very careful to get world clearance before accepting tunes for film tracks. As owner of the world rights outside of the United States, he says, he owns the majority interest in the synch rights, even if the court should re-assign the renewal right to the a good income potential is im-peded, if not actually threatened.

terest of the writer and his widow and children when I urge him not writer an assignment of the renewal to sign. If he does so

point in bonuses or special promises of exploitation for renewals first place.

writers who go to them are committing financial suicide insofar involved is concerned. I'm trying

is no gainsaying his ownership effectuate-or block-synch deals, as the original publisher, with his world rights."

November 3, 1951



point out the dangers of splitting the rights, a danger which few writers appreciate.'



THE BILLBOARD

**NOVERBER 3, 1951** 

# DISC JOCKEYS ALL OVER AMERICA ACCLAIM DINAH WASHINGTON'S CBABY!!

DID YOU HEAR ME) MERCURY 5736 · 5736X45

## CHICAGO

Howard Miller — WIND & WCFL "A great sound. Deserves to be a big one." Marty Hogan — WIND "Comes on like Gangbusters" Linn Burton — WIND "A real platefull!" Jim Lounsbury — WIND "This is Dinah's big one." Eddy Hubbard — WIND "A great record by a great artist." Mal Bellairs — WCFL "Dinah's greatest record to date." Sam Evans — WGN "Dinah at her best."

## NEW YORK

Jack Lacy — WINS "Record has an exciting sound." Ted Steele — WMCA "Unusual, Unique and Merely Great." O'Brien & Gallagher — WMCA "We think it's a riot. Record has it."

## PHILADELPHIA

Ed Hurst & Joe Grady — WPEN "'Another Washington for President,' after this release." Bob Horn — WFIL "I'm sure hearing." Randy Dixon — WDAS "Dinah excels her superlative best. Yes—I heard." Doug Arthur — WIBG "Should sell a million."

#### and the second second

## WASHINGTON, D. C.

Cliff Holland — WOOK "Unusual and exciting." Jackson Lowe — WINX "Interesting, Different and Dinah does her usual wonderful work." Harold Jackson — WUST "You are really hearing from Dinah on this one. It's a big hit." Chuck Richards — WBAL "It's different and it's great."

## BERKELEY, CALIF.

Bert Solitaire — KRE "Sensational — it's Dinah's greatest." Phil McKernan — KRE "Tremendous."

## SAN FRANCISCO, CALIF.

Clint Sherwood — SKAN "Departure from the prosaic — she's added something. It's great!" Frank Darien — SKAN "Dinah's finest. It's terrific."

## OAKLAND, CALIF.

Russ Coglin — KROW "Dramatic presentation. Should score."

## BOSTON, MASS.

Bob Clayton — WHDH "Most potentially commercial Dinah has made to date."

Bob Swan — WORL "The inimitable Dinah tops herself." Art Tacker — WCOP "Unusually different. Could be sensational." Ed Penney — WTAO — Cambridge "Exciting, different, truly great." Jay McMasters — WMEX "I'm Dinah hear it again."

## MILWAUKEE

Paul Bartell — WFOX "Climb on this one, it's going up." Robb Thomas — WEMP "Watch this one, it's going places." John Reddy — WOKY "I've played 'BABY,' it's tops." Hal Walker — WMAW "This gal is really singing." Joe Dorsey — WEMP "Dinah's got a HIT."

"Dinah's got a hit."

## DES MOINES, IOWA

Sob Earle — KSO "Dinah Washington really sells BABY DID YOU" HEAR."

Ray Star - KWWL

KRIB, MASON CITY, IA. Bob Cavanaugh — KRIB "Dinah's Baby Did You Hear is the greatest."

CEDAR RAPIDS, IA.

COUNCIL BLUFFS, IA. Harry Besse — KSWI "Dinah watch out! You have a hit!"

Dean Landfear — WMT "It's terrific! Should be a big one!"

HARTFORD, CONN.

Joe Girand — WTHT "One of Dinah's most amazing records. A sure hit." Jack Downey — WONS "Dinah has arrived in the pop field."

31

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MUSIC

## CAMDEN, N. J.

Charles Henri — WCAM "Baby, Did You Hear — I Heard." Jack Harvey — WCAM "Dinah Nothing Could Be Finer."

## DETROIT

Jack The Bellboy — WJBK "Dinah's greatest record in years." Bob Seymour — WKMH "The most novel sound of the year." Symphony Sid — CKLW "They'll hear it plenty of times."

## CINCINNATI

Paul Dixon — WCOP "A terrific recording." Jack Remington — WKRC "What a record!" Rex Dale — WCKY "This will be but big." Walter Phillips — WCPO "The greatest for '51." Ernie Waites — WNOP "Greatest Dinah Washington etching yet."

## CLEVELAND

Bill Randle — WERE "Wow! Fabulous! Phenomenal!" Phil Maclean — WERE "Dinah is always good but this is great." Jerry Crocker — WERE "Dinah deserves a big record and this is it!" Bud Wendell — WJMO "Played it first in Cleveland and this is her greatest."

"Dinah has a way with songs - feeling."

## MINNEAPOLIS & ST. PAUL

Merele Edwards — WMIN "This is it!" Marv Henry — WLOL "Dinah was never finah." Sev Widman — WDGY "Dinah's our gal for hits." Jack Thayer — WLOL "Washington's the first lady of blues." Ralph Moffett — WDGY "Sensational!" Norm Prescott — WORL "It's terrific. A combination of Golden Earrings, Mule Train and Waterboy."

## LOS ANGELES

Ira Cook — KECA-KMPC
"This could be one of the biggest hits since 'Mule Train.' The most interesting record I've heard in years."
Bob McLaughlin — KLAC
"This one is worth six plays a week on the 570 Club and six at night."

Johnny Grant — KMPC "A very exciting record. The Jockeys and public will ride it further than they did 'Mule Train'."

Peter Potter — KFWB "One of the most unusual arrangements and vocal jobs of the current season. A fine platter for the people."

## GREENSBORO, N. C.

Red Monro — WCOG "Dinah-mic."

## CHARLOTTE, N. C.

Genial Gene — WGIV "Will be great."

## NEWARK, N. J.

Paul Brenner — WAAT "Refreshingly different." Carl Ide — WNJR "Putting it mildly — it's sensational." Mr. Blues — WNJR "The greatest Washington since George." George Bannister — WBUD, Morrisville, Pa. "Dinah at her very best." Bill Bennett & Bill Davis—WPTR, Albany, N.Y. "Sure fire hit. Can't miss."

Paul Flanagan — WTRY, Troy, N. Y. "This baby creates excitement everytime I play it." Sid Gerund — WSAY, Rochester, N. Y. "Most unusual record I have beard since Mule

"Most unusual record I have heard since Mule Train."

# A GREAT RECORD!

MERCURY RECORDS, CHICAGO, ILLINOIS

\* MER

MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

## NEW HAVEN, CONN.

Dick Miller — WAVZ 'The most exciting record of the year."

## CHICOPEE, MASS.

Ed Carter — WACE "What a treatment — what a background."

NEW BRITAIN, CONN.

Jim Curtis - WHAY "Most unusual record - ever."

## WATERBURY, CONN.

Wally Finch — WATR "Connecticut public raves."

## NORFOLK, VA.

Ralph Richards — WLOW "Exciting, imaginative, pulsating."

## PITTSBURGH, PA.

Art Pallam — WWSW "A big break for Dinah, and a very big break for Mercury."

## RICHMOND, VA.

Harvey Hudson — WLEE "Sales on Dinah's new record will be as high as Mercury in the sky."

Phil Wilson — WLEE "One of the best records I have ever heard anywhere, any time. BABY DID YOU HEAR is great."

## BUFFALO, N. Y.

Johnny Lascelles - WGR "One of Dinah's best to date. A real hit."

## YOUNGSTOWN, OHIO Danny Ryan — WBBW

"This is different - should be big."

WILKES-BARRE, PA. Hal Berg — WILK "It's Dinah-Mite."



MUSIC 32

singing...



4. I Get Ideas

4.

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HO.

. . . By Sanders and Dorcas Cochran-Published by Hill & Range (BMI) RECORDS AVAILABLE: L. Armstrong," Dec 27720; P. Lee, Cap 1573; E. Light Ork, Remington R-25003; T. Martin, V 20-4141. ELECTRICAL TRANSCRIPTION LIBRARIES: Guy Mitchell, Associated.

# 5. Down Yonder

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

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

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

# 6. World Is Waiting for the Sunrise

. . . By Ernest Seitz and Eugene Lockhart-Published by Crawford (ASCAP) RECORDS AVAILABLE: P. Botkin, Dec 27730; L. Paul-M. Ford, Cap 1748.

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

## 7. And So to Sleep Again 8.

. . . By Joe Marsala and Sunny Skylar-Published by Paxton Music (ASCAP) RECORDS AVAILABLE: D. Haymes, Dec 27731; P. Page, Mercury 5706; A. Stevens, V 20-4283; M. Whiting, Cap 1784

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

# 8. Loveliest Night of the Year

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

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

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

# 9. Undecided

. . . By Sid Robin and Charlie Shavers-Publyished by Leeds (ASCAP)

RECORDS AVAILABLE: Ames Brothers-L. Brown, Coral 60566; E. Fitzgerald-C. Webb, Decca 25434; E. Garner, Regent 1004; M. Small, King 15128.

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

# 10. In the Cool, Cool, Cool of the Evening

. . . By Johnny Mercer and Hoagy Carmichael-Published by Burke-Van Heusen (ASCAP). From the Paramount film, "Here Comes the Groom."

RECORDS AVAILABLE: L. Brown, Coral 60526; F. Carle, V 20-4189; B. Crosby-J. Wyman, Dec 27678; V. Damone, Mercury 5670; Five Blue Flames-C. Powell, Col 39407; A. Lund, MGM 11025; D. Martin, Cap 1703; J. Stafford-F. Laine-P. Weston Ork, Col 29466.

ELECTRICAL TRANSCRIPTION LIBRARIES: Cocoanut Grove Ork, Standard; Dean Hudson, Lang-Worth.

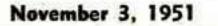
# coupled with

KING 15129

# **Exclusively** on

RECORDS, INC.







Hot Sellers based on **NOVEMBER 3, 1951 Actual Sales Reports** THE BIG ONE TO WATCH! THE "SLIPPIN'-AROUND" PAIR margaret WHIT NG jimmy WAK Ξ get together for another smash hit LET'S LIVE A and "I DON'T WANT TO BE FREE" . 78 rpm 1816 . 45 rpm F1816 WESTERN & FOLK

WHITTARE TARE & WAY FIRST AND ANY LAST LANS		
"UNFORGETTABLE," "MY FIRST AND MY LAST LOVE" Nat "King" Cole	1808_	_F1808
"DOWN YONDER," "IVORY RAG" Joe "Fingers" Carr	1777_	_F1777
"HEY, GOOD LOOKIN"," "COOL, COOL KISSES"		
Tennessee Ernie and Helen O'Connell	1809_	_F1809
"(IT'S NO) SIN," "THE GLORY OF LOVE" The Four Knights	1806_	_F1806
"BECAUSE OF YOU," "SOMEWHERE, SOMEHOW, SOMEDAY"	22	
Les Baxter	1760_	_F1760
"TOO YOUNG," "THAT'S MY GIRL" Nat "King" Cole	1449_	_F1449
"FOR ALL WE KNOW," "WHOO-EE LOO-EE-SIANA"		
The Voices of Walter Schumann	1593_	_F1593
"MEANDERIN"," "(MA COME' BALI) BELA BIMBA"		3
Dean Martin	1811_	_F1811
WESTERN & FOL	W I	
WESTERN & FUL	N L	-

POPULAR

"JUST ONE MORE CHANCE," "JAZZ ME BLUES"

"THE WORLD IS WAITING FOR THE SUNRISE,"

	"LOVE THIEF," "HOW DO YOU FEEL!" Hank Thompson	1745_	_F1745
	"YOU TRIED TO RUIN, MY NAME," "ASLEEP AT THE SWITCH" Boots Faye and Idaho Call "KISSIN" BUG BOOGIE," "WOMAN IS A FIVE LETTER WORD"		
	Tennessee Ernie	1775_	_F1775
	"EACH STEP OF THE WAY," "GONNA WALK WITH MY LORD" Jimmy Wakely	1838_	_F1838
	"IN THE MOOD," "EVERYBODY THINKS YOU'RE AN ANGEL"		
	Ole Rasmussen	1814_	_F1814
	"DONE ROVIN'," "FAITHFUL FOOL" Merle Travis	1800_	_F1800
	"HUB CAP ROLL," "TRUCK DRIVERS RIDE" Speedy West "I'M HURTIN'," "RIDIN' WITH THE BLUES"	1805_	_F1805
8	Skeets McDonald	.1771_	_F1771
	"WHISKEY, WHISKEY," "TIPPEY TOEIN' WOMAN"		
	Deuce Spriggens	1833_	_F1833
	"DETOUR," "WITH TEARS IN MY EYES" Wesley Tuttle	1804_	_F1804



SLOW POKE         137 * 45 rpm F1837 * and "1 WANNA PLAY HOUSE WITH YOU"         EXCERTS         THE CONTINENTAL         YOU GO TO MY HEAD         THE CONTINENTAL         YOU GO TO MY HEAD         Control         THE CONTINENTAL         YOU GO TO MY HEAD         Control         MARGARET WHITING         THAT'S FOR SURE Formation of the MORNING         MARGARET WHITING         THAT'S FOR SURE Formation of the MORNING         GORDON MocRAF         MY LOVE HOW CLOSE         1846 F1846         JOE "TINCEES" CARR and CANDY CANDIDO         CECELLA SNUGGELE BUG         ISUE VELVET         A DOMINO FIND ME         ISUE A LITTLE LOVIN' (WIII GO A Long Wary)         ISUE A LITTLE LOVIN' (WIII GO A Long Wary)         ISUE A LITTLE LOVIN' (WIII GO A Long Wary)         ISUE A LITTLE LOVIN' (WIII GO A Long Wary)         ISUE A LITTLE LOVIN' (WIII GO A Long Wary)         ISUE A LITTLE LOVIN' (WIII GO A Long Wary)         ISUE A LI	837 · 45 rpm F1837 · and "I WANNA         WANNELEASES         EXECUTES         EXECUTES         THE CONTINENTAL         You Go TO MY HE         THE CONTINENTAL         You Go TO MY HE         MARGARET WHITTING         THAT'S FOR SURE         MARGARET WHITTING         THAT'S FOR SURE         JOE "FINGERS" CARR and         CECELIA SNUG         JOE "FINGERS" CARR and         CECELIA SNUG         MARY MAYO         BOUQUET OF ROSE         BOUQUET OF ROSE         JUST A LITTLE LOW         LINDY DOHERTY         LINDY DOHERTY         FAREWELL TO YOU	D In the MORNING 1845 F184
Image: Second	Image: Second	D In Special NY NEART SINGS December Steers IN THE MORNING 1845 F184 CLOSE 1846 F184
Image: Second	Image: Sector of the Construction       You go to my his (All of A Sudden)         MARGARET WHITING with Origet       THAT'S FOR SURE IF I CAN LOVE YOU         MARGARET WHITING with Origet       THAT'S FOR SURE IF I CAN LOVE YOU         GORDON MacRAE with Origet       MY LOVE HOV         JOE	D In Special NY NEART SINGS December Steers IN THE MORNING 1845 F184 CLOSE 1846 F184
Image: Second	Image: Second	D In Special NY NEART SINGS December Steers IN THE MORNING 1845 F184 CLOSE 1846 F184
THE CONTINENTAL       YOU GO TO MY HEAD       to served         MARGARET WHITING       (All OF A Sudden) MY HEART SINGS       December Steve       1844         MARGARET WHITING       THAT'S FOR SURE foundation (The Maxaet")       1845       F1845         GORDON MacRAE       MY LOVE HOW CLOSE       1845       F1845         JOE "FINCERS" CARR and CANDY CANDIDO       CECCELIA SNUGGLE BUG       1847       F1845         NORMAN KAYE with Ords. Conducted by Net Net       BLUE VELVET A PETAL FROM & FADED ROSE       1848       F1846         MARY MAYO with Ords. Conducted by Net Net       BOUQUET OF ROSES       1840       F1846         BOB CROSBY with Ords. Conducted by Net Net       FAREWELL TO YOKOHAMAA THE CLOSER YOU ARE from NE for SUNSHINE       1850       F1850         JAN GARBER with Ords. Conducted by Net Net       FAREWELL TO YOKOHAMAA THE CLOSER YOU ARE from NE for SUNSHINE       1851       F1850         JAN GARBER with Conducted by Net Network       PAINTING THE CLOUDS WITH SUNSHINE WE'RE IN THE CLOSER YOU ARE from Network for the Summary       1852       F1852         JAN GARBER with Conducted by Net Network       WE'RE IN THE WAIT TILL QUITHMUTH       1852       F1852         MEL BLANC       I TANT WAIT TILL QUITHMUTH       1853       F1853	THE CONTINENTAL       YOU GO TO MY HI         Kake base of the Coyner       (All Of A Sudden)         MARGARET WHITING       THAT'S FOR SURE         With Orth. Conducted by Lee baseh       THAT'S FOR SURE         GORDON MocRAE       MY LOVE HOY         BUDE	D In Special 1844 F184
International Control of the Contro	IME CONTINUENTAL       (All Of A Sudden)         MARGARET WHITING       THAT'S FOR SURE         Will Ord, Conducted by Law bush       THAT'S FOR SURE         GORDON MacRAE       MY LOVE HOV         GORDON MacRAE       MY LOVE HOV         JOE "FINGERS" CARR and       CECELIA SNUG         NORMAN KAYE       BLUE VELVET         NORMAN KAYE       BLUE VELVET         MARY MAYO       DOMINO FIND         BOB CROSBY       JUST A LITTLE LOV         LINDY DOHERTY       FAREWELL TO YOU         win Out, Conducted by BETWIN       FAREWELL TO YOU	AY HEART SINGS December Heren 1844 F184 IN THE MORNING 1845 F184 CLOSE 1846 F184
MARCOARCE IN WRITING       IF I CAN LOVE YOU IN THE MORNING       1845 F1845         GORDON MacRAE Enclosed by Line book       MY LOVE HOW CLOSE       1846 F1846         JOE "FINGERS" CARR and CANDY CANDIDO       CECELIA SNUGGLE BUG       1847 F1847         NORMAN KAYE with Out, Candidated by Line Mark       BLUE VELVET A PETAL FROM A FADED ROSE       1848 F1848         MARY MAYO with Out, Candidated by Editoria       DOMINO FIND ME       1849 F1849         BOB CROSBY with Out, Candidated by Editoria       BOUQUET OF ROSES JUST A LITTLE LOVIN' (WIII GO A Long Way)       1850 F1850         LINDY DONERTY with Out, Candidated by Mark       FAREWELL TO YOKOHAMAA THE CLOSER YOU ARE from Kind heading*       1851 F1851         JAN GARBER with Out, Candidated by Mark       PAINTING THE CLOUDS WITH SUNSHINE WE'RE IN THE MONEY With heading*       1852 F1852         MEL BLANC       I TANT WAIT TILL QUITHMUTH       1853 F1852	IF I CAN LOVE YOU         IF I CAN LOVE YOU         GORDON MacRAE         IF I CAN LOVE *** HOW         GORDON MacRAE         IN ORMAN MACRAE         JOE **FINGERS** CARR and         CECELIA *** SNUG         NORMAN KAYE         BLUE VELVET         A PETAL FROM A         MARY MAYO         WIR Orth. Conducted by Kim         BOB CROSBY         **** Dobe Conducted by Kim         BOB CROSBY         ************************************	IN THE MORNING
with Orth Candwind by Law burk       IF I CAN LOVE YOU IN THE MORNING         GORDON MacRAE Bill Cand by Orth Amazadar       MY LOVE HOW CLOSE       1846         JOE "FINGERS" CARR and CANDY CANDIDO       CECELIA SNUGGELE BUG       1847         NORMAN KAYE with Orth Candwind by Dath       BLUE VELVET A PETAL FROM A FADED ROSE       1848         MARY MAYO with Orth Candwind by Balfaller       DOMINO FIND ME       1849         BOB CROSBY with Orth Candwind by Balfaller       BOUQUET OF ROSES Vande bake Conder way of the Bake cluster JUST A LITTLE LOVIN' (Will Go A Long Way)       1850         LINDY DOHERTY with Orth Candwind by Balfaller       FAREWELL TO YOKONAMA THE CLOSER YOU ARE from the Standards       1851         JAN GARBER with Orthurs       PAINTING THE CLOUDS WITH SUNSHINE bake the Manager       1852       F1852         MEL BLANC       I TANT WAIT TILL QUITHMUTH       1853       F1852	GORDON MacRAE Endecided by Van Alexander       MY LOVE HOV         JOE "FINGERS" CARR and CANDY CANDIDO       CECELIA SNUG         NORMAN KAYE with Orth, Conducted by Edd Follor       BLUE VELVET A PETAL FROM A         MARY MAYO with Orth, Conducted by Edd Follor       DOMINO FINE         BOB CROSBY and the Edducte       BOUQUET OF ROSE JUST A LITTLE LOV FAREWELL TO YOU THE CLOSER YOU	IN THE MORNING CLOSE 1846 F184
Standards of Week Assessed       INTERCOME OF MILLINGS       1045       F1840         JOE "FINGERS" CARR and CANDY CANDIDO       CECELIA SNUGGLE BUG       1847       F1847         NORMAN KAYE with Onthe Candendard by Stat Poline       BLUE VELVET A PETAL FROM A FADED ROSE       1848       F1848         MARY MAYO with Onthe Candendard by Stat Poline       DOMINO FIND ME       1849       F1849         BOB CROSBY with the balants       BOUQUET OF ROSES JUST A LITTLE LOVIN" (Will Go A Long Way)       1850       F1850         LINDY DOHERTY with Onthe Candendard by Stat Poline       FAREWELL TO YOKOHAMAA THE CLOSER YOU ARE "miller filler f	International Control and Control by Van Alexander         JOE "FINGERS" CARR and CANDY CANDIDO         NORMAN KAYE         BLUE VELVET         A PETAL FROM A         MARY MAYO         with Orde, Conducted by Bul Follow         BOB CROSBY         BOB CROSBY         with Dode, Conducted by Bul Follow         LINDY DOHERTY         with Orde, Conducted by Bul Follow	
CANDY CANDIDO       CECELIA SNUGGLE BUG       1847       F1847         NORMAN KAYE 	CANDY CANDIDO       CECELIA       Image: Shudowing the state of the state	LE BUG
NURMAN KATE       A PETAL FROM A FADED ROSE       1848       F1848         MARY MAYO       DOMINO       FIND ME       1849       F1849         BOB CROSBY       BOUQUET OF ROSES       Vacia by Set Conducted by Al Hum       1849       F1849         BOB CROSBY       BOUQUET OF ROSES       Vacia by Set Conducted by Al Hum       1850       F1850         LINDY DOHERTY       FAREWELL TO YOKOHAMA       1850       F1850         JAN GARBER       PAINTING THE CLOUDS WITH SUNSHINE       1851       F1852         MEL BLANC       I TANT WAIT TILL QUITHMUTH       1853       F1853	WORMAN KATE       A PETAL FROM A         WARY MAYO       DOMINO FIND         with Orch. Conducted by All Hum       DOMINO FIND         BOB CROSBY       BOUQUET OF ROSS         with Orch. Conducted by All Hum       BOUQUET OF ROSS         LINDY DOHERTY       FAREWELL TO YOU         with Orch. Conducted by Hiel Fullor       FAREWELL TO YOU	
with Orth, Candwolad by Al Hum     BOUQUET OF ROSES     Vande by Each Crady and the behaviolet.       BOB CROSBY and the behaviole.     BOUQUET OF ROSES     Vande by Each Crady and the behaviolet.       LINDY DOHERTY with Orth. Candwolad by Each Network     FAREWELL TO YOKOHAMAA THE CLOSER YOU ARE from the NO Peters     1850       JAN GARBER and His Outhaline     PAINTING THE CLOUDS WITH SUNSHINE We'RE IN THE MONEY work by Each Clouder State We'RE IN THE MONEY work by Each Clouder.     1852       MEL BLANC     I TANT WAIT TILL QUITHMUTH     1853     F1850	with Orch. Conducted by Al Hum     BOUQUET OF ROSE       BOB CROSBY     BOUQUET OF ROSE       with Deb. Conducted by Al Hum     BOUQUET OF ROSE       LINDY DOHERTY     FAREWELL TO YOU       with Orch. Conducted by Sel Fullow     THE CLOSER YOU	DED ROSE
Intervention       JUST A LITTLE LOVIN' (Will Go A Long Way)       1850       1851       51850       1851       51851       51851       51851       51851       51851       51852       51853       51853       51853       51853       51853       51853       51853       51853       51853       51853       51853       51853       51853       51853       51853<	and the balants     JUST A LITTLE LOW       LINDY DOHERTY     FAREWELL TO YOU       with Orth. Conducted by Bel Pollow     THE CLOSER YOU	AE 1849 F184
LINDT DOMERTY       THE CLOSER YOU ARE from the NO Picture       1851 F1851         JAN GARBER       PAINTING THE CLOUDS WITH SUNSHINE       1852 F1852         Ind His Outbuilde       WE'RE IN THE MONEY Work by Bay Conduit, Thelew Grasse       1852 F1852         MEL BLANC       I TANT WAIT TILL QUITHMUTH       1853 F1853	THE CLOSER YOU	
JAN GARBER       Varial by Ray Conduit and Example       1852       F1852         and His Orthoutra       WE'RE IN THE MONEY       Varial by Ray Conduit, Theleas Groups       1852       F1852         WE'RE IN THE MONEY       South from the Warner Bras. Picture "Painting The Condu With Southing"       1852       F1852         MEL BLANC       I TANT WAIT TILL QUITHMUTH       1853       F1853	PAINTING THE CLO	1851 5185
MEL BLANC I TANT WAIT TILL QUITHMUTH	and He Ortheatre WE'RE IN THE MO	Visual for Cardell, Theims Grosse 1852 F185: West Vessel Group
MEL DLANU 1853 F1853		fainting The Clouds With Sunshins"
with Orih: Conducted by Boddy Cale CHKIDIMAD CHOPDIICKS	MEL BLANC	1853 F1853
CUDICTULE CUADERIEVE	MEL BLANC I TANT WAIT TILL	LE "Two Tickers To Broadway" DS WITH SUNSHINE and Consentie Y Your by Ray Conduit, Thelms Grasse and Vacal Group Taining The Clouds With Samphine" UITHMUTH

TURN THAT GUN AROUND

1855 F1855



JESS WILLARD

## THE BILLBOARD

## November 3, 1951

Broadcast Music

.....Acutt-Rose

MUSIC

THE BILLBOARD Music Popularity Charts

# Records Most Played by Disk Jockeys

.... Based on reports received October 24, 25 and 26

Records listed here in numerical order are played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys throout the country. Unless shown in this chart, other available records or tunes listed here will fe found in the Honor Roll of Hits, Music Popularity Chart, Part 1. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

#### POSITION Weeks | Last | This a data i Weak Maak

٩.

34

to date Week Week		to all New York deejays and	10 3 2. COLD, COLD HEART (R)
16 1 1. BECAUSE OF YOU .		record librarians. They looked like the real thing, but turned	6 2 3. (IT'S NO) SIN (R) Algonquin
	(33)3-39362—BMI	out to be clever plugs for Morey Amsterdam's new disk	17 4 4. I GET IDEAS (R)
6 2 2. SIN	E. Howard	"Sue Me." with spinners "sum-	6 6 5. DOWN YONDER (R) LaSalle Pobhins
	T. Bennett	moned to plug the record. Most recipients were so glad it was	25 5 6. LOVELIEST NIGHT OF THE YEAR (F) (R)Robbins
13 3 3. LOLD, LOLD HEAKI	Col(78)39449; (45)4-39449; (33)3-39449—BMI	only a gimmick that they gave	28 7 7. TOO YOUNG (R) Parton
	Ames Brothers-I Brown	if nothing else John Woods, W T A G, Worcester, M a s s.,	5 10 8. AND SO TO SLEEP AGAIN (R)
5 9 4. UNDECIDED	Coral(78)60566; (45)9-60566-ASCAP	nulled a terrific audience re-	4 12 9. TURN BACK THE HANDS OF TIME (R) Choice
6 8 5. AND SO TO SLEEP	AGAIN P. Page	sponse when he alternated Robert O. Lewis' parody	14 11 10. SHANGHAI (R) Advanced
	C Churchill	"Where's A Your House" in	9 8 11. IN THE COOL, COOL OF THE EVENING (F) (R). Burke-Van Heusen
4 11 0. Jin	V(78)20-4280; (45)47-4280-BMI	mary Clooney's original wax- ing "Come On-A My House."	1 - 12. UNDECIDED (R) Leeds
12 6 7. BECAUSE OF YOU	L. Baxter	Tictoners even suggested that	2 14 13. WORLD IS WAITING FOR THE SUNRISE, THE (R) Crawford
	T Martin	Woods make his own record- ing of the stunt Chick Mor-	16 9 14. SWEET VIOLETS (R)E. H. Morris
22 4 8. I GET IDEAS	V(78)20-4141; (45)47-4141-BMI	ris, WBZ, Boston, Interally	1 — 15. BLUE VELVET (R)
11 4 9. WORLD IS WAITIN	IG FOR THE	When he boasted that he could -	the second se
	L. Paul-M. Ford	irate housewives took him up	<ul> <li>Songs With Greatest</li> </ul>
10 13 10 DOWN YONDER .			Junys With Greek
		his dare. Took him over two	Radio Audiences (ACI)
7 7 11. SIN		the deejay not only made his bed but had to lie in it all	Nuulo Muulontee 1 7
3 10 12. TURN BACK THE	HANDE OF	might on a husy street corner.	Tunes listed have the greatest audiences on programs heard on network stations in New York, Tunes listed have the greatest audiences on programs heard on network stations in New York,
TIME	V(78)20-4257; (45)47-4257-ASCAP	Hoopla bedding-down stuff	Las Annalacia List is proce open when the Annualty Reporting Service m
2 22 12 HIST ONE MORE (	CHANCEL. Paul-M. Ford	good the boast Paul Buzz    Berlin, KNUZ, Houston, Tex.,	Chicago and Los Angeles. Listed are the is projected upon radio logs made available to Peatman's ACI by the Accurate report. Listed are the New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the New York, Radio Checking Service in Chicago, Radio Checking Service in Checking Serv
1 4 <sup>1</sup> 4	Cap(78)1825; (45)F-1825-ASCAP	pulled a record 1,760 pledges	(over 60 per cent) alive.
3 19 14. HEY, GOOD LOOK	I Stafford-F. Laine	marathon broadcast pitch of 18	(over 60 per cent) alive. (F) Indicates tune from a film; (M) Indicates tune is from a legitimate musical; (R) Indicates (F) Indicates tune from a film; (M) Indicates tune is from a legitimate musical; (R) Indicates tune is available on records. In each instance the licensing agency controlling performance rights on the
A CONTRACTOR OF	(33)3-39570—BM1		tune is indicated. New York 31,
7 12 15. I GET IDEAS	L. Armstrong	Gab Bag	The feature is copyrighted 1947 by the Office of Research, Inc., 3470 Broadway, no other use is w N. Y. No reference may be made to any of this material except in trade papers; no other use is w permitted; no radio broadcast utilizing this information may be aired. Infringement will be prosecuted. Payton-ASCAP
1 12 12 101	Dec(/6)2//20; (45/5/2//20	"Demoste I receive for 'old-	permitted; no radio provocast ochiang and payton-ASCAP
2 28 16. BLUE VELVET			
		of listeners ask 'why can't they	Bela Bimba (R)
2 14 17. SIN		110001 101 15 1113 1000 1000	Picawila /01
1 18 UNFORGETTABLE		in Mar opinion is that they	Domino (R). Feist-ASCAP
100 The 100 The 100 The 100 The		E DETENT.	Catting to Know Tou Line Contraction of the Contrac
2 30 19. SOLITAIRE		"Everybody uses 'Uncle,' so I	Cat Var Off My Hands Mitter
	HOUSE R. Clooney	have the kinfolk here refer to me as 'Cousin Bernie.' Works	T Cat Ideat (R)
18 23 20. COME ON A MY	HOUSE K. Cloundy	aut nicely on both my shows.	I Woo't Cry Anymore Mission-Addar
	P los	lehem, Pa "Gratis record	NODDING ROUND ROUND
7 17 21. I GET IDEAS	P. Lee	have neve ment of theme	Mayha It's Because VI Love row row meeting Roger-AJUAP
4 18 21. DOWN YONDER	Col(78)39533; (45)4-39533;	Johnme Music Diore.	More More More (N)
1	(33)3-39533-ASCA	tol and Coral. Letters have done the trick with Columbia	Advanced—ADUAL
1 - 21. COLD, COLD HE	ART	and Mercury. On the pop side,	Algonouin-Onli
24 C. C.	D ACAIN D Haves	as the requests and purchases	Too Young (R)Leeds—ASCAP
1 - 24. OUT IN THE COL	meren j trover - v	runs" - Jim Hodges, KWRO,	Undecided (R)Life—BMI Up and Down MamboDeSylva-Brown & Henderson—ASCAP World Is Waiting for the Sunshine, The (R)
1 - 25. BEYOND THE BI	LUE HORIZON H. Winterhalter	P Coquille, Ore Particularly	-
4 26 26. ROLLIN' STONE		amorican in Paris' and	Course Mitch Mast
			<ul> <li>Songs With Most</li> </ul>
2 - 27. DOWN YONDER	J. (Fingers) Carr	P the only station to commercial-	TV Performances (RH Tele-Log)
A 25 20 IT'S ALL IN THE	CAME T Edwards	tour in Portland, Me. I taped	
1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		mour, Alfred Hitchcock and	
16 - 28. SHANGHAI	Call79 90423: (45)4-39423:	Margaret Sheridan during their	The Richard Himber (RH Tele-Log is based on the monitoring of all programs telecast by the American Broadcasting Company, Columbia Broadcasting System, DuMont and National Broadcasting American Broadcasting Company, York and Chicago, Point totals are derived in the following manner:
	Col(78)39423; (45)4-39423; (33)3-39423—ASC/	I tapes on my shows, under	Company network stations in New Tork and contraction is mentally it receives a credit of 5 points;
5 15 30. BLUES (FROM /	AN AMERICAN IN	sponsorship of local DeSoto dealer Well received."-Herb	Every time a song is performed on a sustaining show, instrumentally, it returns that on a commercial when performed vocally on a sustainer it receives 10 points; when done instrumentally on a commercial show it gets 20 points.
PARIS)		- · · · · · · · · · · · · · · · · · · ·	(West of October 17 to October 23)
4 20 30. DOWN YONDER	RF. Martin	Decatur, Ala., is building up	1 Because of You-BMI
	OUJ. Desmond	a contest, utilizing "BB's Top	3. In the Cool; Cool, Cool of the Evening Durke tan the second se
	MGM(78)10447; (457K-10447-0	10." Every week he plays the	5. Loveliest Night of the Year-Robbins
8 - 30. BECAUSE OF YO	OUJ. Peerce	listeners to write in and hazard	8. There's Always Room at Our House Jamin's officiation of the second seco
1 - 30. TWENTY-THREE	STARIETS M. Griffen-H. Winterhalter	will take place on the list by	10. Getting to Know You-Williamson 40
	V(78)20-4270; (45)47-4270—ASC	- has sparked lots of new local	12. The World Is Mine Tonight-Sam Fox 40
		BB sales Hal Mocker, WCOII Lewiston, Me., was so	14. Old Soft Shoe-Shapiro
• England's	Iop Iwenty	intrigued by Louis Armstrong's chuckle on his new disking "I	16. Blue Fedora-Massey
		- Get Ideas," that he's now run-	18. Cold, Cold Heart-Acuff-Rose 20
POSITION	10 1 N I I I I I I I I I I I I I I I I I I	ning a contest for the person coming up with best explana-	20. Don't Put a Tax on the Beautiful Girls-Feist 20
Weeks   Last   This to date; Week   Week	English American	tion for Satchmo's spontane- ous-sounding good humor. "For	22. Got Her Off My Hands-Harms
to match trees trees		added interest," says Mocker,	24. It's Beginning to Look Like Christmas-Plymouth

# **XOX JOX**

By JUNE BUNDY.

## Gimmix

Arch Harrison, WANN, Annapolis, Md., who is running a "screwball letter" contest, says one entry offers "rough competition," via a message on sandpaper. . . . Flack Buddy Basch caused a small panic this week when he sent "summons"

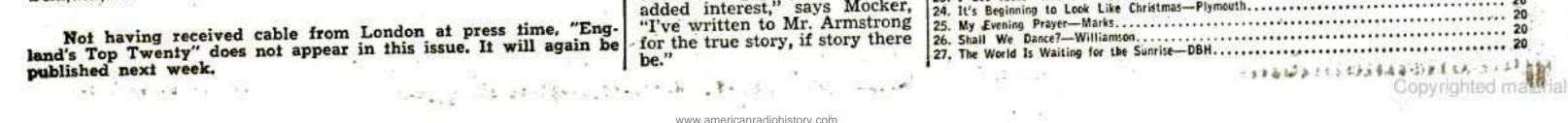
Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales; (F) Indicates tune is a film; (M) Indicates tune is in legit musical; (R) Indicates tune is available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

... Based on reports received October 24, 25 and 26

• Best Selling Sheet Music

### POSITION Weeks | Last | This to date |Week |Week 1 · 1. BECAUSE OF YOU (F) (R) 18 COLD, COLD HEART (R) 10 2.

		-	
6	2	3.	(IT'S NO) SIN (R) Algonquin
17	4	4.	I GET IDEAS (R)
6	6	5.	DOWN YONDER (R)LaSalle
25	- 23	6.	LOVELIEST NIGHT OF THE YEAR (F) (R) Robbins
	7	7	TOO YOUNG (R)Jefferson
20	1	1.	Pavion
5	10	8.	AND SO TO SLEEP AGAIN (R) Paxton
			TURN BACK THE HANDS OF TIME (R) Choice
4	12	9.	TURN BALK THE HANDS OF TIME (K)
11	11	10	SHANGHAI (R)Advanced
14			Survey and an TUE EVENING (E) (D) Burke-Van Heusen
9	8	11.	IN THE COOL, COOL OF THE EVENING (F) (R). Burke-Van Heusen
2		12	UNDECIDED (R) Leeds
1	-	12.	UNDECIDED (N) THE CHUDICE THE (D) Frawford
2	14	13.	WORLD IS WAITING FOR THE SUNRISE, THE (R) Crawford
1	8.65		CHIEFE VIOLETS (P)
16	9	14.	SWEET VIOLETS (R)E. H. Merris
1		15	BLUE VELVET (R)



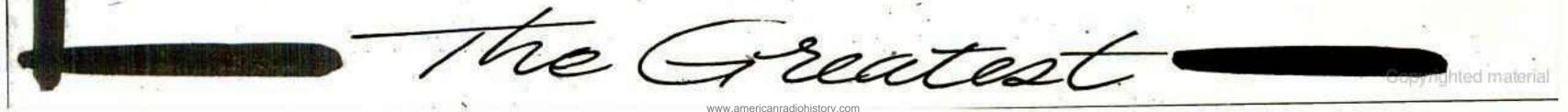


# "IT'S ALL OVER BUT THE MEMORIES"

RCA VICTOR RECORDS 20-4343 (78 rpm) 47-4343 (45 rpm)

the BIG New HITS are on ...





## THE BILLBOARD

November 3, 1951

36

# THE BILLBOARD Music Popularity Charts

# **Best Selling Pop Singles**

MUSIC

... Based on reports received October 24, 25 and 26

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

Weeks	Last		2 2		51
15	2	1.	COLD, COLD HEART	Col(78)39449; (45)4-39449; (33)3-39449BMI	10 11 11
20	-1	2.	BECAUSE OF YOU	Col(78)39362; (45)4-39362; (33)3-39362—BMI	I
7	4	3.	SIN	Howard	
23	3	4.	I GET IDEAS	Mercury(78)5711; (45)5711X45—BMI 	
8	5	5.		Four Aces-A. Alberts	1
12	6	6.			1 4 4 4 4
5	9	7.		Ames Brothers-L. Brown	j
10	7	8.	DOWN YONDER	Del Wood Tennessee(78)775; (45)45-775—ASCAP	
5	8	9.	TIME	Fisher 	
5	14	<u>9</u> .	SIN 1 Don't Believe in Tomorrow	5. Churchill 	
30	11	11.	LOVELIEST NIGHT OF THE YEAR.	M. Lanza	
7	10	12.	AND SO TO SLEEP AGAIN		
14	12	13.	BECAUSE OF YOU		
3	17	14.	DOWN YONDER	J. (Fingers) Carr	
2	16	15.		L. Paul-M. Ford Cap(78)1825; (45)F-1825	

# DEALER DOINGS

## **News and Chatter**

"Three weeks ago we installed troughs for our 10-inch LPs. These troughs allow the customer to thumb thru our stock. At this early date I can safely estimate that our 10-inch LP business has doubled."-**Richard Bell, Brooks Stationary** & Record Shop, San Francisco. "I've been displaying Christmas albums for three weeks, and I'm getting that extra business now instead of losing it or getting it later. Have also been taking orders and deposits on Christmas items. From where I stand it looks like a good Christmas season is on the way."-Bob Wilson, Wilson's, Park Ridge, N. J. . . . The new Herb's Record Shop, Philadelphia, is stag-ing what it calls a "record riot." Customers buying one record get a second record of their choice free. . . . "The greatest! Billy May and his new sound is the band of the year. Students at Ohio State University here are going for them in a big way."-Turntable Record Shop, Columbus, O. . . . "We're getting too many complaints from owners of three-speed phonographs with a single all-purpose needle, particularly those on the Admiral combination sets. Customers report that the needle won't track on lots of 45 r.p.m. or LP records. Penny wise, pound foolish?" — Ferguson Record Shop, Memphis. . . . 'We'd like to see all manufacturers list song titles on covers of 45 r.p.m. albums. In many cases we have to remove the cellophane covers to find the titles. Then if the cellophane wrapper is missing, the customer thinks he's getting a used album. Perhaps it would be best to just leave off the outside wrapping." — Meltone. Bethesda, Md. . . . "Why don't record companies keep supplements of children's records available all thru the year instead of just at Christmas time? Now we get a shipment of supplements just before the Christmas season and then nothing until the following year. Suggest that they either make them available all thru the year or issue new supplements every three months."-L. C. Wine, the Record Shop, Richmond, Ind. . . . "How about some sensation recordings instead of the run-of-the-mill stuff. Let's latch on to some atomic-age releases." - Altone Music. West Allis, Wis. . "The 45 campaign by RCA Victor has started off with a bang here and should develop into the greatest promotional gimmick for the coming heavy fall season. Customer selections of the free albums proves that the Glenn Miller music is very much alive and will be for a long time to come."-Adrian's, Hutchinson, Kan. Customer Boost A two-page letter about Bailey's Music Rooms, Burlington, Vt., written by a customer, boosts the stock, promotion and service of the shop. The customer, who prefers to remain anonymous (tho he signed the letter) points out that the features of the retail disk shop are (1) Mrs. Bert Gadue, who runs the record section and knows personal likes and dislikes of every customer; (2) the extra service offered by Bailey's by handling ticket sales for concerts, dances or plays; (3) good newspaper advertising; (4) fresh and interesting, tho inexpensive, window displays; (5) items like charge accounts, special orders or on-memo deals; (6) a complete stock on all three speeds, and (7) a record club which gives customers two free disks with every \$10 worth of purchases. Letter reads, in part, "... it's not hard to figure why Bailey's doesn't write to The Billboard with problems about selling. They have the stock, advertise, offer

# Best Selling Children's Records

. . . Based on reports received October 24, 25 and 26

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

#### POSITION Weeks | Last | This

14

90

47

24

55

24

24

6

169

.29

5

1

3

9

8

6

10

5

1

2

3

4

9

10

5

#### to date Week Week 1. ALICE IN WONDERLAND (One Record) 1 CINDERELLA (Two Records) 2 3 3. TWEETY PIE (One Record) LONE RANGER, VOL. 1 (He Becomes the Lone Ranger) (One Record) TWEETY'S PUDDY TAT TWOUBLE (Two Records) HENERY HAWK (One Record) M. Blanc .....Cap(78)CAS-3098; (45)CASF-3098 8 BOZO ON THE FARM (Two Records) P. Colvig-B. May .....Cap(78)DBX-3076; (45)CBXF-3076 LITTLE RED CABOOSE (One Record) 10 LONE RANGER, VOL. 11 (He Finds Silver) (One Record) 5 29 10 10. PETER AND THE WOLF (Two Records) 13 10. FERDINAND THE BULL (One Record) 9 BOZO AT THE CIRCUS (Two Records) 12. Alan Livingston-Vance Pinto Colvig. Cap(78)8BX-34; (45)CBXF-3030; (33)DBX-114 13. LITTLE WHITE DUCK (One Record) B. Ives-P. Faith Ork ..... Col(78)MJV-85; (33)4-709 TRAIN TO THE ZOO (One Record) WOOD WOODPECKER'S PICNIC (Two Records) 13. M. Blanc ......Cap(78)DBS-3091; (45)CBSF-3091

# • Best Selling Pop Albums

.". . Based on reports received October 24, 25 and 26

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

### Last This Best Selling 33 1/3 R.P.M. Week Week 1. SHOW BOAT

- K. Grayson-A. Gardner-H. Keel MGM(78)MGM-84; (33)E-559 ............. 2. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"
- 4 3. NEW SOUND, VOL II

				10 85
12	13	16.	WHISPERING	Paul
1	-	16.	DOMINO	Martin
8	15	18.	I GET IDEAS	Armstropa Dec(78)27720; (45)9-27720—BMI
6	21	19.	DOWN YONDER	Butler Col(78)39533; (45)4-39533; (33)3-39533—ASCAP
4	19	20.		Bennett Col(78)39555; (45)4-39555; (33)3-39555—BMI
1		21.	INFORGETTABLE	t (King) Cole Cap(78)1808; (45)F-1808—ASCAP
3	20	22.	HEY, GOOD LOOKIN'J.	Stafford-F. Laine Col(78)39570; (45)4-39570; (33)3-39570-BMI
14	27	23.	Who's Gonna Shoe My Pretty Little	Page
4	25	24.	IN THE COOL, COOL, COOL OF THE EVENING	ng (rochv-J. Wyman Dec(78)27678; (45)9-27678—ASCAP
1	3	24.	SLOW POKE	e Wee King
1		26.	DOMINO When the World Was Young	ng Crosby 
2	30	27.	GAMBELLA	Stafford-F. Laine Col(78)39570; (45)4-39570; (33)3-39570BMI
1	-	27.	BECAUSE OF YOUTa	CALLER AND A DECK
7	30	29.	BECAUSE OF YOUG.	Lombardo-G. DeHaven Dec(78)27666; (45)9-27666—BM1
3	-	29.	OVER A BOTTLE OF WINET. You'll Know	Martin V(78)20-4220; (45)47-4220—ASCAP

# **Best Selling Classical Titles**

This

Week

Last

Week

## Best Selling 331/3 R.P.M.

- 1. Verdi: La Traviata (Complete Opera), L. Albanese, G. Cehanovsky, P. Dennis, J. 1 Garris, R. Merrill, J. Moreland, A. Newman, J. Peerce, M. Stellman, NBC Symphony Ork & Chorus, A. Toscanini, conductor; Wilhousky, director....V(33)LM-6003
- The Great Casuso, M. Lanza, RCA Victor Ork, C. Callinicos, conductor ..... V(33)LM-1127 2.
- Bizet: Carmen (Complete Opera), L. Albanese, G. Cehanovsky, A. De Palois, O. 3. 3 Hawkins, P. Lencher, R. Merrill, J. Peerce, M. Roggero, R. Stevens, H. Thompson, New York Lycee Francaise Children's Chorus, R. Shaw, conductor of R. Shaw Chorale
- 4. Leongavallo: Pagliacci (Complete Opera), A. Luciene, R. Tucker, G. Valdengo, T. Haward, C. Harvout, Metropolitan Opera Assn. Ork., F. Cleva, conductor; Alder, .....Col(33)SL-113 director
- Rachmaninoff: Concerto for Piano & Ork No. 2 In C Minor, A. Rubinstein, NBC

## Best Selling 45 R.P.M.

- 1. The Great Caruso, M. Lanza, RCA Victor Ork, C. Callinicos, conductor....V(45)WDM-1506 1
- 2. Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork, P. Monteux, con-2
- Rachmaninoff: Concerto for Piano & Ork, No. 2, A. Rubinstein, St. Louis Sys

	L. Paul-M. Ford
4.	ON MOONLIGHT BAY
	D. Day-J. Smith-P. Weston
5.	KING AND I
	Original Cast
6.	AN AMERICAN IN PARIS
	G. Kelly-G. Guetary-J. Green
7.	NEW SOUND, VOL. I Les Paul
	Les Paul
8.	VOICE OF THE XTABAY
	Yma Sumac
9.	CARNEGIE HALL JAZZ CONCERT Vol. 1 and 11
	B. Goodman
10.	RICH, YOUNG AND PRETTY
	J. Powell-D. Darrieux-F. Lamas

## Best Selling 45 R.P.M.

	2.	SHOW BOAT (Four Records) Original Cast-K. Grayson-A. Gardner-H. KeelMGM(78)MGM-84; (45)K-84 MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" (Four Records) M. Lanza-RCA Victor Ork
	17513	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" (Four Records)
	17513	
	17513	
		M. Lanza-KLA VICTOR URK
6 1	а.	ON MOONLIGHT BAY (Four Records)
	-	D. Day-J. Smith=P. Weston
ŧ ;	4,	NEW SOUND, VOL. II (Three Records)
	10249	L. Paul-M. FordCap(78)CCN-286; (45)CCF-286
÷ .	5.	NEW SOUND, VOL. 1 (Three Records)
		L. Paul
	6.	GLENN MILLER (Four Records)
	8,200	Glenn Miller
í - 1	7.	
	100	G. Kelly-G. Guetary-J. Green
	8.	
	0.	J. Powell-D. Darrieux-F. Lamas
1	•	
	9,	Cities Service Band of America
1.004	1 and	
	10.	
		Original Cast

# **Classical Reviews**

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

BIZET: CARMEN (Complete)-Rise Stevens Jan Peerce-Licia Albanese-Robert Merrill-Fritz Reiner, Cond.-RCA Victor Ork-The Robert Shaw Chorale (3-12") Victor (33) LM-6102

This, the second complete opera recording by RCA Victor, bids to surpass the success of its predecessor, "Rigoletto." All the principals are, of course, Metopera stars, and Rise Stevens as Carmen, Licia Albanese as Micaela and Robert Merill as Escamillo have all but appropriated these roles by virtue of their Met performances. Only Jan Peerce hasn't done Don Jose live, but what a great performance the magnificent tenor turns in for this recording! Everything about the set carries the stamp of complete authority and definitivenessthe singers, the Shaw chorale, Reiner's conducting, the brilliant, depth-perspective recording. With all the kudos attaching to this album, plus an all-out Victor promotion, it bids fair to outstrip all competition.

BLOCH: SCHELOMO-HEBRAIC RHAP-75 SODIE FOR SELLO AND ORCH; SAINT-SAENS: CONCERTO NO. 1, A MINOR

-Leonard Rose, cello, with the Philharmonic-Symphony Orch. of New York, Dmitri Mitropoulos, Cond. (1-12")

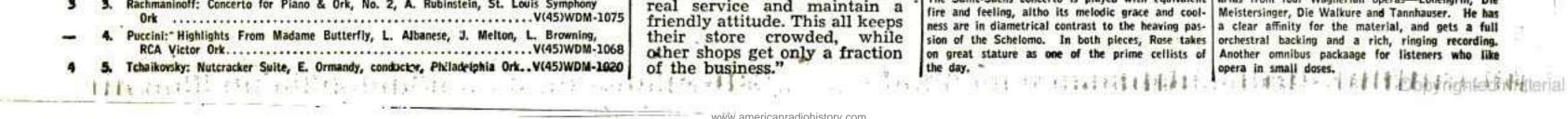
Columbia (33) ML-4425 The Bloch rhapsody to Solomon is performed with inspiration and overwhelming dynamism by Rose and the orchestra, which ascends in ever-climbing emotional crescendos under the brilliant Mitropoulos baton. The work, with its barbaric, nervous, Oriental pageantry, glows brilliantly in this performance. The Saint-Saens concerto is played with equivalent

85 BACH: CANTATA NO. 51, Jauchzet Gott 62 in allen Landen; CANTATA NO. 189, Meine Seele Ruhmt und preist-Margot Guilleame-Claus Stemann-Bach Ork of Stuttgart-Hans Grischkat, Cond. (1-12') Renaissance (33) X-35

> The Bach cantatas are eminently suited to LP, viz, the two at hand, each of which snugly occupies one side of a 12-inch long-play platter. Of the 200 or so that are known to exist, barely more than a dozen are on LP, and of these most have been put out by the small indies. Such a product is the set of two offered here by Renaissance, which is to be commended for the good work, since the release of a Bach cantata must always be a marginal undertaking, economically speaking, because of the market limitations. The 51 is a brilliant tour de force by Margot Guilleame, who sings the soprane role which is in reality an instrumental line, part of the chamber orchestration. It is fantastically difficult, and she meets the technical challenge with grace and ease. No. 189 calls for tenor solo and chamber orchestra, and more closely resembles an orthodox work for voice with orchestral backing. Tenor Claus Stemann performs with clarity and cool expressiveness. The small orchestras are satisfyingly Bachian and authentic sounding.

SET SVANHOLM IN FAMOUS WAGNER-63 IAN TENOR ARIAS-Set Syanholm-RCA Victor Ork-Frieder Weissmann, Cond. (12") Victor (33) LM-1155

Svanholm, a Met mainstay, delivers robustly seven arias from four Wagnerian operas-Lohengrin, Die





because the I Get Ideas G

records that have been released for the last few weeks have shown an exceptional amount of potential. All have had an outstanding amount of initial reaction. All have had consumer acceptance.

Domino Tony Martin
Turn Back the Hands of Time Eddie Fisher with Hugo Winterhalter's Orch 20-4257—(47-4257)*
Loveliest Night of the Year Mario Lanza
(It's No) Sin Savannah Churchill
With All My Heart and Soul/Rollin' Stone Perry Como
I Wanna Play House With You/Something Old, Something New Eddy Arnold
Ave Maria/The Lord's Prayer Perry Como
Rugged But Right Phil Harris
Never Dennis Day
Heart Strings/Somebody's Been Beatin' My Time Eddy Arnold
Meanderin'/They Call the Wind Maria Vaughn Monroe
Over a Bottle of Wine Tony Martin (47-4220)*
Cold, Cold Heart The Fontane Sisters

dealer level and a very good barometer of the way these records are headed for the top. STOCK 'EM . . SELL 'EM They are listed again for your convenience. #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 -Eddy Arnold #20-4320 CARINO MIO 47-4320 I TALK TO THE TREES -Tony Bavaar #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

into big profit items for you. This week eight out of the

eleven are on the best selling list (note at left). This is posi-

tive sales reaction from the

The stars who make the hits

\*45 r.p.m. cat nos.



38

# RCA VICTOR'S VINTERHALTER

Comes up with a big one . . . his newest recording

# 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 second markets. Aitho the number of stores queried in each marketdoes not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the over-all local picture being unduly influenced by the report of a single store.

## CHICAGO

#### 1. SIN E. Howard-Mercury 2. COLD, COLD HEART T. Bennett-Columbia 3. BECAUSE OF YOU T. Bennett-Columbia 4. I GET IDEAS T. Martin-Victor 5. DOWN YONDER Del Wood-Tennessee 6. DOMINO T. Martin-Victor 7. TURN BACK THE HANDS OF TIME E. Fisher-Victor 8. UNDECIDED Ames Brothers-L. Brown-Coral 9. WONDER WHY V. Damone-Mercury **10. DOWN YONDER** J. (Fingers) Carr-Capitol

## NEW YORK

1. BECAUSE OF YOU T. Bennett-Columbia 2. SIN Four Aces-A. Alberts-Victoria 3. COLD, COLD HEART T. Bennett-Columbia 4. 1 GET IDEAS T. Martin-Victor 5. SIN E. Howard-Mercury 6. DOMINO T. Martin-Victor 7. LOVELIEST NIGHT OF THE YEAR M. Lanza-Victor 8. WHISPERING L. Paul-Capitol 9. AND SO TO SLEEP AGAIN P. Page-Mercury

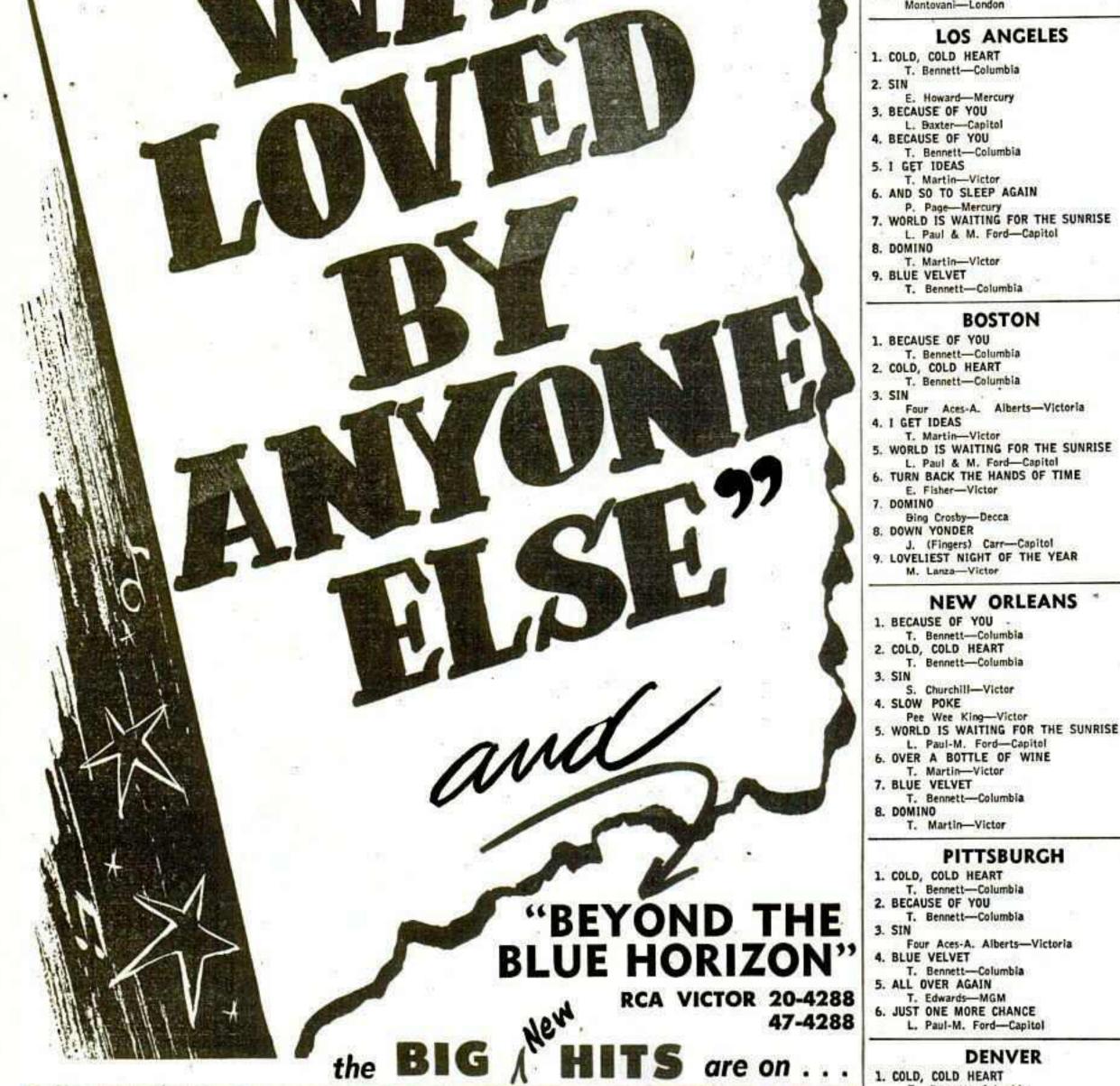
10. CHARMAINE

### DETROIT 1. SIN S. Churchill-Victor 2. BECAUSE OF YOU T. Bennett-Columbia 3. COLD, COLD HEART T. Bennett-Columbia 4. I GET IDEAS T. Martin-Victor 5. UNDECIDED Ames Brothers-L. Brown-Coral 6. DOWN YONDER Champ Butler-Columbia 7. TURN BACK THE HANDS OF TIME E. Fisher-Victor 8. SOLITAIRE T. Bennett-Columbia 9. DOMINO T. Martin-Victor WASHINGTON, D. C. 1. SIN E. Howard-Mercury 2. COLD, COLD HEART T. Bennett-Columbia 3. BECAUSE OF YOU T. Bennett-Columbia 4. AND SO TO SLEEP AGAIN

P. Page-Mercury 5. DOWN YONDER D. Wood-Tennessee 6. 1 GET IDEAS T. Martin-Victor 7. UNFORGETTABLE Nat (King) Cole-Capitol

## ST. LOUIS

1. BECAUSE OF YOU Tab Smith-United 2. UNDECIDED Ames Brothers-L. Brown-Coral 3. SIN Iberts-Victoria



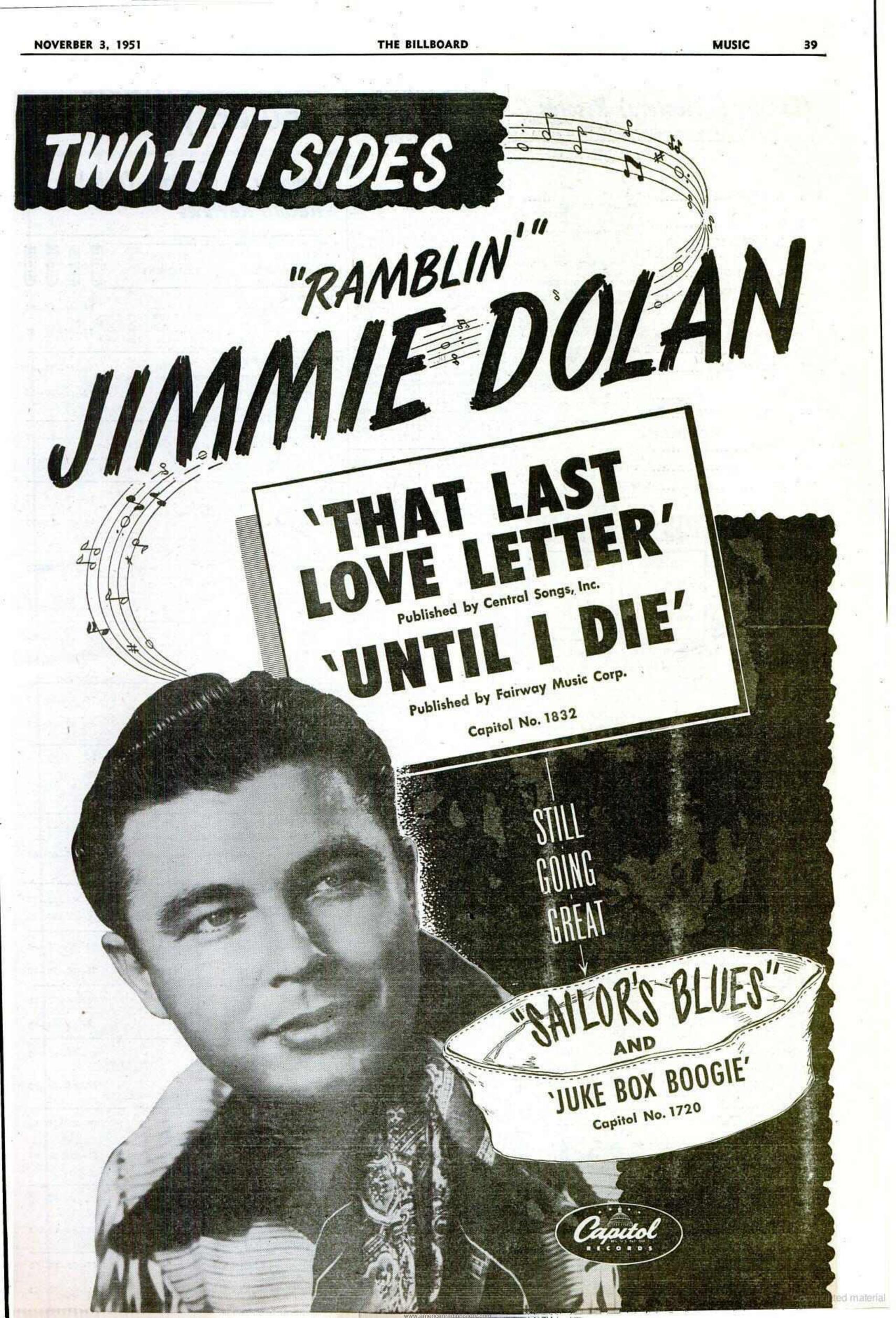
Antovani-London LOS ANGELES D, COLD HEART . Bennett-Columbia . Howard-Mercury AUSE OF YOU . Baxter-Capitol AUSE OF YOU . Bennett-Columbia ET IDEAS	Four Aces-A. Alberts-Victoria 4. DOWN YONDER D. Wood-Tennessee 5. UNFORGETTABLE Nat (King) Cole-Capitol 6. HEY, GOOD LOOKIN' J. Stafford-F. Laine-Columbia 7. TURN BACK THE HANDS OF TIME E. Fisher-Victor 8. FOR ALL WE KNOW Voices of W. Schumann-Capitol 9. DOMINO T. Martin-Victor		
A Martin—Victor SO TO SLEEP AGAIN P. Page—Mercury RLD IS WAITING FOR THE SUNRISE Paul & M. Ford—Capitol MINO Martin—Victor E VELVET F. Bennett—Columbia	PHILADELPHIA 1. BECAUSE OF YOU T. Bennett—Columbia 2. COLD, COLD HEART T. Bennett—Columbia 3. TURN BACK THE HANDS OF TIME E. Fisher—Victor 4. SIN		
BOSTON AUSE OF YOU . Bennett—Columbia D, COLD HEART . Bennett—Columbia	Four Aces-A. AlbertsVictoria 5. WORLD IS WAITING FOR THE SUNRISE L. Paul-M. FordCapitol 6. JUST ONE MORE CHANCE L. Paul-M. FordCapitol 7. 1 CAN'T HELP IT G. Mitchell-M. MillerColumbia		
Four Aces-A. Alberts-Victoria ET IDEAS . Martin-Victor RLD IS WAITING FOR THE SUNRISE . Paul & M. Ford-Capitol IN BACK THE HANDS OF TIME . Fisher-Victor MINO Bing Crosby-Decca VN YONDER . (Fingers) Carr-Capitol ELIEST NIGHT OF THE YEAR M. Lanza-Victor NEW ORLEANS	SEATTLE 1. UNDECIDED Ames Brothers-L. Brown—Coral 2. COLD, COLD HEART T. Bennett—Columbia 3. 1 GET 1DEAS T. Martin—Victor 4. SIN Four Aces-A. Alberts—Victoria 5. BECAUSE OF YOU T. Bennett—Columbia 6. DOWN YONDER J. (Fingers) Carr—Capitol 7. JUST ONE MORE CHANCE L. Paul & M. Ford—Capitol		
F. Bennett—Columbia .D, COLD HEART F. Bennett—Columbia	DALLAS 1. COLD, COLD HEART		

DENVER

### umbia r-Capitol CHANCE Ford-Capitol LLAS ULD, COLD HEART T. Bennett-Columbia 2. SIN E. Howard-Mercury 3. DOWN YONDER D. Wood-Tennessee 4. SIN Four Aces-A. Alberts-Victoria 5. SAN ANTONIO ROSE J. Maddox-Dot 6. AND SO TO SLEEP AGAIN P. Page-Mercury 7. WORLD IS WAITING FOR THE SUNRISE L. Paul-M. Ford-Capitol 8. UNDECIDED Ames Brothers-L. Brown-Coral

9. GAMBELLA J. Stafford-F. Laine-Columbia ATLANTA 1. BECAUSE OF YOU T. Bennett-Columbia 2. SIN S. Churchill-Victor 3. SIN E. Howard-Mercury 4. I GET IDEAS T. Martin-Victor 5. SIXTY MINUTE MAN Dominoes-Federal 6. TURN BACK THE HANDS OF TIME E. Fisher-Victor

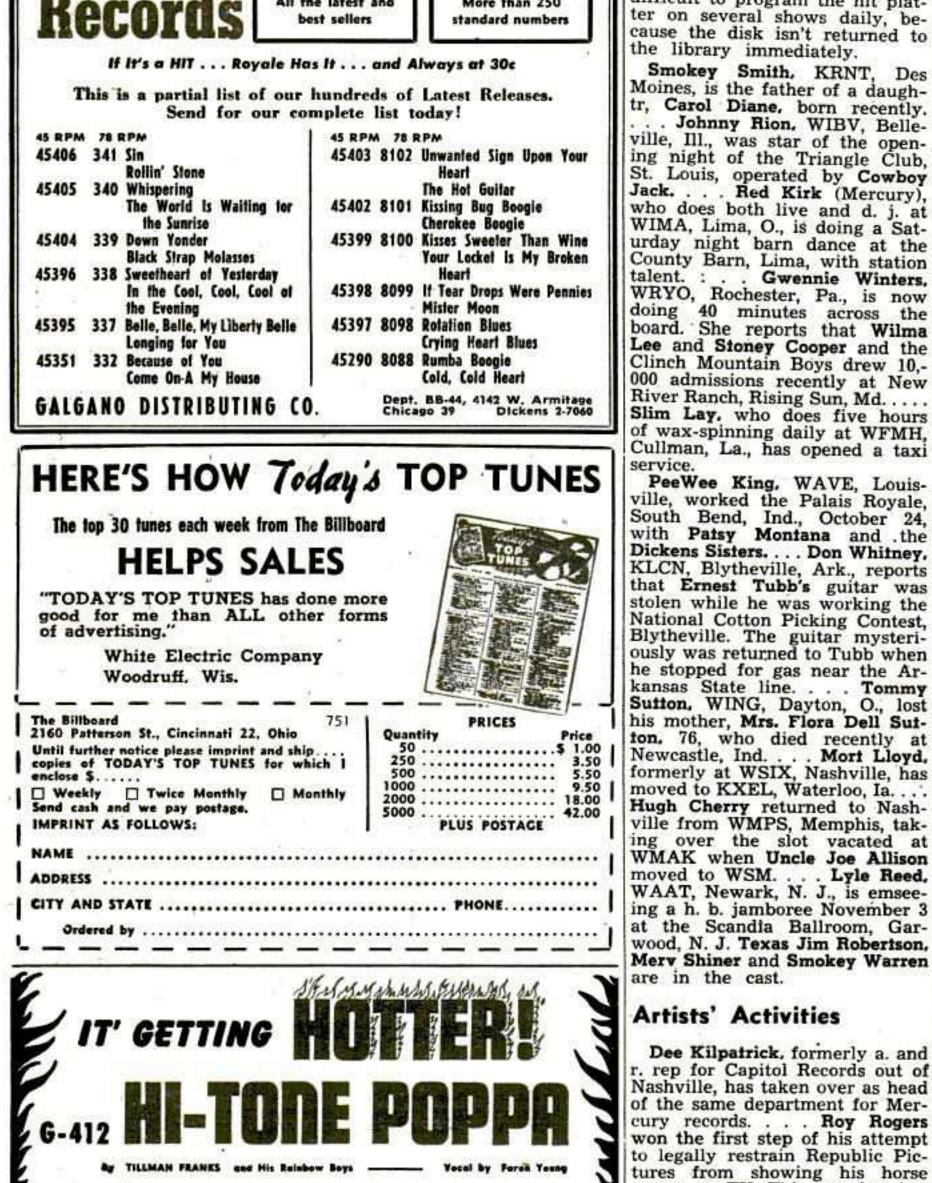




40 MUSIC	THE BILLBOARD	November 3, 1951
Most Played Juke Box Folk	FOLK TALENT	THE BILLBOARD Music
(Country & Western) Records	AND TUNES	Control of the second
	By JOHNNY SIPPEL	<b>Popularity Charts</b>
Based on reports received October 24, 25 and 26 Records listed are Country and Western records most played in juke boxes according to	Dick Jockey Doings	
oard's special weekly survey among a selected group of juke box operators whose locations req try and Western records.	h. b. and Western d i in the	6
Last   This e/Week  Week	Midwest, working the 1 to 6 a.m. slot over WGN, Chicago, alternat- ing with Bob McKee. Miss Ward	COUNTRY & WPSTPER LEAKS
1 1. ALWAYS LATELefty Frizzell Col(78)20837; (45)4-20837;	Ga., and WHOT, South Bend Ind	Record Reviews
2 1. SLOW POKE Pee Wee King	Pa., reports that he is putting on	
5 3. SOMEBODY'S BEEN BEATING MY TIMEE. Arnold	week, featuring new disks by the	
8 4. CRAZY HEART Hank Williams	waxery which sends in the best releases of the week Slim Williams, KWBC, Forth Worth,	
5 5. DOWN YONDER	nights at Danceland there, fea-	Survey and the second
3 6. MOM AND DAD'S WALTZ Lefty Frizzelt	Dave DeWitt, WWXL, Peoria	Driftwood on the River 86868
Col(78)20837; (45)4-20837; (33)3-20837		makes this a sure-fire disk item. I'm Steppin' Out of the Picture 85851
4 7. I WANT TO PLAY HOUSE WITH YOUE. Arnold		adds up to a highly likely country weeper.
9 8. TRAVELIN' BLUES Lefty Frizzell	after a two-year absence Tom	Kiss By Kiss 8081798 VICTOR 20-4324-Britt's warm performance makes a pood country
5 9. HEY, GOOD LOOKIN'	MI brennen, another KXLA spinner, has just taken over a TV show on	weeper an above-average disk. Tale of a Sailor Told, The 8081798
- 10. COLD, COLD HEART Hank Williams	entertainment , Ole Rasmus-	Britt and the femme group combine on another good song. This one
Coming Up	on a date at MacDonald's Ball- room, Compton, Calif. Stevens	JERRY BYRD Blues Boogie 7678747
BAMA JUBILEE Red Foley Dec(78)27810, (45)9-27810-AS	CAN Records to Watah	MERCURY 6362—A fine instrumental here as Byrd teams with organ
ING BUG BOOGIE	In the opinion of The Billboard's music	Cocoanut Grove 7172707 Material here was written by Hawaiian orkster Harry Owens. Byrd's guitar plucking is ear-appealing.
VN YONDER	Starr the following record has the best sales and performances potential among the country and Western records received this	BOB WILLS (Texas Playboys) Silver Bell * 7677767
ADEDITADE DELLED	Week.	MGM 11082—Lively instrumental—a steady rhythm treatment of an attractive, sentimental melody—is well played.
sic OPERATORS AND DEALERS	Elton BrittRCA Victor 20-4324	Wills prefaces his chanting of this teary waltz Western with a spoken dedication to his deceased pal, Milton Brown, with whom he says he
BUY 78 RPM 45 RPM	reports good press notices. Several d. j.'s recently com-	
	plained in this column that they work on stations which have three to five different lads handling	MGM 11086—Boy and gal do a winning duet job on a likely blues ballad. Approach is more bluesy than country as they sing in the style
<b>EOYAIC</b> 30¢ EA. 36¢ EA.	daily rustic platter shows. Rec- ord firms send the station only	of a blues quartet, and excellently, too. 737373*
All the latest and More than 250	one copy of a platter, making it difficult to program the hit plat- ter on several shows daily, be-	McBride chants a boogle blues novelty with dash, with some little novelty touches by combo enlivening things.
CUIUS best sellers standard numbers	cause the disk isn't returned to the library immediately.	LONZO & OSCAR Let's Live a Little No. 2 DECCA 46378-Here's a yock-full follow-up to the country click. The
If It's a HIT Royale Has It and Always at 30c This is a partial list of our hundreds of Latest Releases.	Smokey Smith, KRNT, Des Moines, is the father of a daugh-	team hand it their usual reading in an up tempo. Strange Little Girl No. 2 7580727
Send for our complete list today!	tr, Carol Diane, born recently.	tradesters a big laugh.
PM 78 RPM 45 RPM 78 RPM 45 RPM 78 RPM 45 RPM 78 RPM 45 RPM 78 RPM Heart Heart	ville, Ill., was star of the open- ing night of the Triangle Club, St. Louis, operated by <b>Cowboy</b>	Sunny Side of the Mountain 75757575757575757575-
5 340 Whispering The World Is Waiting for 45402 8101 Kissing Bug Boogle	who does both live and d. i. at	Blue Skies in Your Eyes 6565656
the Sunrise Cherokee Boogie 04 339 Down Yonder Black Strap Molasses Cherokee Boogie 45399 8100 Kisses Sweeter Than Wine Your Locket is My Broken	wimA, Lima, O., is doing a Sat- urday night barn dance at the	backing.
6 338 Sweetheart of Yesterday In the Cool, Cool, Cool of 45398 8099 If Tear Drops Were Pennies	County Barn, Lima, with station talent. : Gwennie Winters, WRYO, Rochester, Pa., is now	My Heart is Broken in Three 7577747 DECCA 46376—Another waltz sung by the same thrush adds up to a
the Evening 5 337 Belle, Belle, My Liberty Belle 45397 8098 Rotation Blues	board. She reports that Wilma	Cowboy Waltz, The 6367606
Longing for You Crying Heart Blues 51 332 Because of You 45290 8088 Rumba Boogie Come On-A My House Cold, Cold Heart	Lee and Stoney Cooper and the Clinch Mountain Boys drew 10,-	tune is routine and the lyric poor. The Cooley ork makes it danceable, anyhow.
LGANO DISTRIBUTING CO. Dept. BB-44, 4142 W. Armitage Chicago 39 Dickens 2-7060	000 admissions recently at New River Ranch, Rising Sun, Md Slim Lay, who does five hours	Court of Justice 73-74-77-7
	of wax-spinning daily at WFMH, Cullman, La., has opened a taxi	Ditty has a clever lyric idea. How Would You Like to Call Me Sweetheart? 6265606
ERE'S HOW Today's TOP TUNES	service. <b>PeeWee King.</b> WAVE, Louis- ville, worked the Palais Royale,	Despite a strong beat, and the use of temple blocks by the drummer, the disk is just a listenable item. Wilburn sounds about as country as Tiny Hill.
he top 30 tunes each week from The Billboard	South Bend, Ind., October 24, with Patsy Montana and the	BILLY STRICKLAND
HELPS SALES	KLCN, Blytheville, Ark., reports	KING 994Warbler packs feeling into an okay torcher with a beat. If This is Sin 7070707
ODAY'S TOP TUNES has done more od for me than ALL other forms	that Ernest Tubb's guitar was stolen while he was working the National Cotton Picking Contest,	AUDREY WILLIAMS
advertising." White Electric Company	Blytheville. The guitar mysteri- ously was returned to Tubb when	MGM 11083—A wryly humorous, sally country ditty is demonstrated aptly by Miss Williams in a backwoods style.
Woodruff, Wis.	he stopped for gas near the Ar- kansas State line Tommy	If You See My Baby Thrush knocks out a heat novelty blues to a medium, clipped beat. 70707070707070707070-
Billboard Patterson St., Cincinnati 22, Ohio 751 Quantity PRICES Price	Sutton, WING, Dayton, O., lost his mother, Mrs. Flora Dell Sut- ton, 76, who died recently at	Story of Shally Line The 71-73-70-7
further notice please imprint and ship 50	formerly at WSIX, Nashville, has	country bus driver. King's chanting is okay. 707268
eekly Twice Monthly Monthly 2000	Hugh Cherry returned to Nash-	
E	ville from WMPS, Memphis, tak- ing over the slot vacated at WMAK when Uncle Joe Allison	DECCA 46375-Martin, leader of Red Foley's band, has the group work
RESS	moved to WSM Lyle Reed, WAAT, Newark, N. J., is emsee-	Spots the barrelhouse plano and corny tenor sax. Bully of the Town 6565656
AND STATE	at the Scandia Ballroom, Gar-	country-style instrumental manner.
·	wood, N. J. Texas Jim Robertson, Merv Shiner and Smokey Warren are in the cast.	The Sissy Song KING 999-More coverage, 'also late, to enter the field. Burris and
A 15-14 AS A AN	Artists' Activities	Stewart do well enough with the interpretation to pick up some of the coin still available on the song.
IT' GETTING HUTTER	Dee Kilpatrick, formerly a. and	
III TONF BORDO	r. rep for Capitol Records out of Nashville, has taken over as head	TILLMAN FRANKS (His Rainbow Boys)
412 HI-TONE POPPA	of the same department for Mer- cury records Roy Rogers won the first step of his attempt	GOTHAM 412—Attempt here to cash in on "Hot Rod," "Shotgun" and "Hadacol" disks doesn't manage to add up to anything more than a
by TILLMAN FRANKS and His Relabow Boys Yecal by Farah Young	to legally restrain Republic Pic- tures from showing his horse	routine piece of wax. Hi-Tone Poppa 6264606
Allalate Order From Your Nearest Gotham Distributor OR	operas on TV. This case has im- portant ramifications for other Western stars faced with similar	been a better than ordinary country item.
A THE THE THE PARTY AND THE PARTY	- western stars tared with similar	

е Б

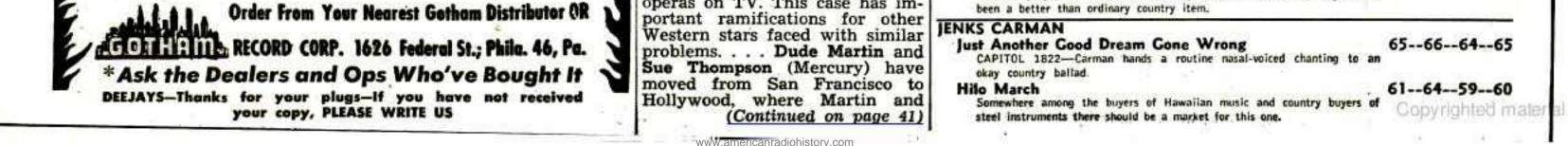
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<u>19</u>

(9)



#### THE BILLBOARD



POSITION leeks | Last | This an detailtatest littlest

to date	e]Weel	k Week	
17	3	1.	HEY, GOOD LOOKIN'
14	1	2.	ALWAYS LATELefty Frizzell
8	4	3.	SLOW POKE Pee Wee King
12	2	4.	MOM AND DAD'S WALTZ Lefty Frizzell
2	9	5.	LET OLD MOTHER NATURE HAVE HER WAY
20	5	6.	I WANT TO PLAY HOUSE WITH YOU
13	7	. 7	MR. MOONCarl Smith Col(78)20825; (45)4-20825; (33)3-20825—BMI
1	-	8.	SOMEBODY'S BEEN BEATING MY TIME
2	9	9.	TRAVELIN' BLUES Lefty Frizzell Col(78)20842; (45)4-20842; (33)3-20842-BMI
2	6	10.	CRAZY HEART
			Coming Up

coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited umber of questionnaires from dealers (operators, disk lockeys) but do not have strength to be listed In best selling (most played) category

1.	TOO OLD TO CUT THE MUSTARD Carlisles	I
2	TOO OLD TO CUT THE MUSTARD Carlisles Mercury(78)6348; (45)6348X45—BMI Hank Williams	
	LONESOME WHISTLE	l
3.	HEART STRINGS E. Arnold	

# FOLK TALENT AND TUNES

Continued from page 40

Miss Thompson are doing their of the hospital after an accident. TV show for Sears Roebuck. Martin is now program director of KTTV, Hollywood.

The Jordanaires have moved from Decca to Victor. ... Flem-ing Allen, of Intro, the Coast label, has inked Pete Pyle. Southeastern theaters November formerly with Bullet. . . . Moon Mullican rushed to Texas last Baltimore. . . . Kenny Roberts, week to be with his father, who currently doing TV in Dayton, is ailing. . . . Donn Reynolds, the O., leaves for a 10-day Coast tour Australian yodeler, is guesting with Moon Mullican November 19. Australian yodeler, is guesting for several weeks at KWKH, Shreveport, La. . . . Red Healan, formerly part of the team, Leon and Red, at WRFC, Athens, Ga., his band in between d. j. shows is now doing a disk show at and live shows over the station.

Johnny and Jack (Victor) have signed with Hill and Range Songs exclusively. The deal includes Jim Anglin, Jack's brother, who resides in Nashville. Hubert Long, 13, including the Hippodrome,

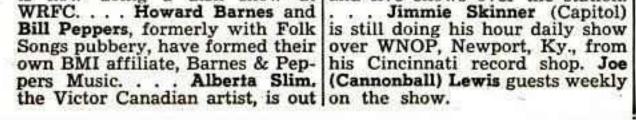
ang

# "IF I HAD-A KNOWED, YOU COULD-A GOED"

(I-Da Seed You Had-A Way To Went)

DECCA 27763 (78 RPM)

9-27763 (45 RPM)





#### THE BILLBOARD

November 3, 1951

# THE BILLBOARD Music Popularity Charts

### P Rhythm & Blues Record Releases

Baby, Did You Hear-Dinah Washington (Just I'm Not Suspicious, But-Joe Fritz Ork (Make One) Mer 5736 Her) Peacock 1581 Jumpin' With Lloyd-Lloyd Glenn All Stars (Now Baltimore Bounce-Al Sears Ork (Now Ride) King Flying) RPM (45) 332X45 4489 Just One More Chance-Dinah Washington (Baby) Black Snake Blues-Monister Parker (You Gonna) Mercury 5736 Nucraft 100 Kansas City Blues-Joe Turner-Pete Johnson (Roll) Blow, Joe, Blow-Joe Houston (Come Back) RPM 331X45 Modern (45) 830X45 Korea Blues-Willie Brown (Cadillac Boogie) Dec 48248 Cadillac Boogie-Willie Brown (Korea) Dec 48248 Leave My Girl Alone-Smokey Lynn-Bill Harvey Chains of Love-Earl Bostic Ork (I Got) King 4491 Ork (Straighten) Peacock 1579 Come Back, Baby-Joe Houston (Blow, Joe,) Mod-Little Brother's Boogie-Little Brother Brown (Too ern (45) 830X45 Cryin' and Singin' the Blues-Little Esther-Earl Much) Okeh 6835 Warren Ork (Tell Him) Federal 12042

Feel Like Cryin' Again-Mel Walker-Johnny Otis Ork (Sunset) Savoy 821 Honey, Honey-Ray Charles (She's on) Swing Time 218

MUSIC

42

Love Me or Please Let Me Be-Marion Abernathy (Undecided) King 4490

Make Her See Things My Way-Joe Fritz Ork (I'm Not) Peacock 1581 Mixed Up Jive-Good Lewis (Shady) Dec 48252

(Continued on page 43)

RHYTHM AND **BLUES NOTES** By HAL WEBMAN -

Rumors to the contrary, Louis Armstrong will continue to work with a unit. Armstrong will temporarily disband to do a solo stint as a movie actor for about six weeks in an MGM flicker called "Glory Alley." He reports to the lot on November 12. Currently under consideration at Associated Booking Corporation, Armstrong's agency, is a European tour which would carry only the trumpeterwarbler, singer Vera Middleton and a piano player. Already scheduled for Armstrong upon completion of his flicker effort is a series of bookings in conjunction with heavyweight champion Jersey Joe Walcott.

The Nat (King) Cole-Sarah Vaughan-Duke Ellington arena package has been cleaning up at the wickets. The tour, now beginning its sixth week on the road, has accumulated a net take of \$351,550 for 35 dates, some of these including two performances per date. Package this week headed into the South and is expected to really pile up enormous figures in that region. Package is marked at \$24,000 weekly nut (for fuller details see story in Music Department news columns). . . . Reports from the Coast indicate that the Billy Eckstine-George Shearing Quintet concert tour has kicked off quite impressively with percentage money takes on each of its initial dates. Tour kicked off on October 12.

### **R&B** Records to Watch

In the opinion of The Billboard's music staff the following record has the best sales and performances potential among the rhythm and blues records received this week:

### Best Selling Retail **Rhythm & Blues Records**

. . . Based on reports received October 24, 25 and 26

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.

	Last	This		
11	T	1.	GLORY OF LOVE	
17	3	2.	Hucklebuck With Jimmy Aladdin(78)3099; (45)45-3099-ASC CHAINS OF LOVE	AP
23	2	3.	After My Laughter Came Tears Atlantic 939-BI SIXTY MINUTE MAN	
5	4	4.	I Can't Escape From You	MI
4	8	5.	Needless I'M IN THE MOODJ. L. Hooker	44
20	6	6.	How Can You Do It? I'M WAITING JUST FOR YOULucky Millinder	
6	9	7.	Bongo Boogie	
7	5	8.	It's You, Yes, It's YouAladdin(78)3097; (45)45-3097—BI SMOOTH SAILINGE. Fitzgerald	
3	10	9.	Love You Madly Dec(78)27693; (45)9-27693—BI SEVEN LONG DAYS Charles Brown	
1	-	10.	Don't Fool Around With My Heart Aladdin(78)3092; (45)45-3092-B	MI
			HOLE	41

## Decca-U. I. Deal All Set

#### Continued from page 16

POSITION

mate previously reported. At that ment. time, U-I stock could have been bought on the open market at a rate varying between \$8 and \$10 per share. The combination stock purchase will bring into Decca's control approximately 175,000 U-I shares. Talk that Decca would

the stock. It was indicated that a record company barren of TV Milton Rackmil got the stock at a connections beyond an influence rate below the \$15 per share (\$5 on the thinking of its talents, in for option, \$10 for the share) esti- the U-I United World arrange-



I Got Loaded-Earl Bostic Ork (Chains) King 449 Temperature DOWN ... SALES UP with Another "Peppermint" HARRIS HIT! "HAVE ANOTHER DRINK AND TALK TO ME" b/w "MIDDLE OF WINTER" AL 3107 **MILBURN'S** AMOS 2 SMASH SIDES .... "SHE'S GONE AGAIN"

"BOOGIE-WOOGIE"

Aladdin

AL 3105

THE WOMAN (Parts 1 and 2) 

Veteran jazz tenorist Coleman Hawkins sliced a rush release instrumental coupling for the Decca label. He did "And So to Sleep Again" and "It's No Sin" for the coupling. . . . Johnny Moore has reorganized his Three Blazers beginning November 9.

Al Hibbler and Johnny Hodges' band will form the package that goes into the Birdland nitery, New York, on January 3 for a week.... On December 17, Hod-ges will go into the 421 Club, Philadelphia, for a week. . . Aladdin Records has signed a new warbler, Danny Raye. The lad already has been linked to a booking agreement with the Shaw Artists Corporation. . . . The Eckstine-Shearing concert package, incidentally, will play a two-show day in New York at the Carnegie Hall on December 2; concerts will include an afternoon and a midnight shindig.

Ruth Brown, the Atlantic recording singer, driving back to New York from a Buffalo date to open at the Birdland nitery last week, ran into a freak accident. The up-State New York hunting season opened last week and she claimed a couple of deer the hard way. Two deer darted out of front of her Cadillac, driven by her brother, and ruined the car. She was forced to abandon it and take a cab into New York City in order to make the opening.

acquire J. Arthur Rank's 130,000 shares, which represented the second largest single U-I holding, was flatly denied by all parties involved this week.

The aspects of the U-I Decca merger, beyond its economic phases, will be unveiled one step at a time, according to an informed insider. The first actual unit and has been packaged with step took place earlier this week Pepperment Harris, who's riding when U-I issued a press release high with his Aladdin hit, "I Got announcing the extensive activa-Loaded," for a swing thru the tion of United World Films, a U-I Eastern theater circuit. They'll subsidiary, for production, display the Virginia one-night tribution and sale of television houses the week of November 16, pictures. The announcement move to the Howard in Washing- stated that the facilities of U-I ton, D. C., the week of November studios in Hollywood would be 30. . . . Count Basie's new band used in the planning of the TV goes into the Apollo for the week adjunct. United World, it was learned, will swing into a production schedule by the first of the year, by which time Decca will have become a major voice in U-I operations.

Last week's confirmation that the primary mission in the Decca purchase of U-I stock was for both firms to mutually invade the TV field and the subsequent announcement of the United World activation led to a considerable amount of new speculation with regard to the physical extent of the participation of Decca,



three years ago. Since then, Gastel handled Woody Herman for two years and Charlie Barnet for year. а

Gastel intends to team his forces with Capitol Records in a highgeared build-up campaign for May during the winter months, preparaneighboring woods and leaped in tory to the band's initial tour to kick off in the spring. Altho no newcomer in the music biz (arranger for Charlie Barnet; composed-conducted ork setting for many of Cap's kidisk albums), May will be taking his first steps as a traveling band leader. Capi-'ol has already released a series of May disks with others following soon as part of the diskery's allyhoo campaign. Serving as his own arranger, May has effected a tyle considered by Capitol as of-ering a "new sound." (Style shows flashes of the old Barnet band counter-balanced by Jimmy Lunceford's reed voicing.)

May returned this week from a three-week good-will tour of disk



THE MOST UNUSUAL SOUND EVER HEARD **ON TENOR SAX!!** "COLD, COLD Chess #1488 TENOR SAX SOLO by EDDIE JOHNSON CHESS RECORD CO. 750 E. 49TH ST. CHICAGO 15, ILL.

ATTENTION, DEALERS AND OPERATORS ONLY SOLVE YOUR RECORD BUYING PROBLEMS BY USING OUR ONE-STOP SERVICE

Ordering and Getting Records Is a Difficult and Trying Problem. Let Us Be Your Errand Boys! Let Us Do All the Hustling and **Running Around to the Various Houses.** 

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THE BILLBOARD

MUSIC

# THE BILLBOARD Music Popularity Charts

### Most Played Juke Box **Rhythm & Blues Records**

. . . Based on reports received October 24, 25 and 26

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.

Weeks	POSITIO	This	2 2 <sup>9</sup> 28
	2	1.	"T" 99 BLUESJ. Nelson
6	5	2.	I GOT LOADED Peppermint Harris
7	1	3.	GLORY OF LOVE
24			SIXTY MINUTE MAN Dominoes
8	4	5.	SMOOTH SAILINGE. Fitzgerald
3	8	6.	HEY, LITTLE GIRLJ. Godfrey Trio
1	-	7.	I'M IN THE MOODJ. L. Hooker
1		8.	SEVEN LONG DAYS Charles Brown
1	+	9.	PRAYIN' FOR YOUR RETURNP. Mayfield
1	200	9.	COLD, COLD HEARTD. Washington

**Rhythm & Blues Record Reviews** 

ARTIST LABEL AND NO.	TUNES COMMENT	OVIE-ALL	DISE JOCKEY	RETAILER	OPERATOR
Each of the records -	and annual barres	~~~	~	0	0

each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

BUDDY JOHNSON ORK (Arthur Prysock)

### Sales Training

Continued from page 16

clude Marion Ehemann, Dallas salesman; George Gerkin, salesman at the Chicago branch, and Bob Carroll, St. Louis branch sal:3man.

Plan was first tried with Bill Talent, Los Angeles branch salesman, who was brought into Cap's executive offices for training preparatory to replacing Gene Becker as Seattle branch manager. Becker was , transferred to Hollywood, joining Cap's sales promotion staff. Max Luthey, Atlanta branch manager, similarly was switched recently to the Hollywood headquarters for a training course prepar-She's ing him toward becoming a divisional sales manager.

Training consists of the individual spending a given period of time working in (and thereby observing the operations) various key departments at the Hollywood headquarters. Training course also includes spending some time at Capitol's Scranton, Pa., branch. Period of training time varies with the job promotion involved. Salesman preparing for branch manager devotes three weeks to the course, while a branch manager aiming for divisional sales managerial post spends six weeks in training.

Plan has a twofold purpose: (1) Providing promising personnel with an opportunity for promotion within the company's ranks, and (2) provides the company with a continuing pool of trained manpower from which it can draw replacements for responsible posts as they become available.

**Record Week Takes** 

Eight local d.j.'s including

Lounsbury, WIND; Miller, free-

lancer: Eddie Hubbard, free-lan-

• Continued from page 16

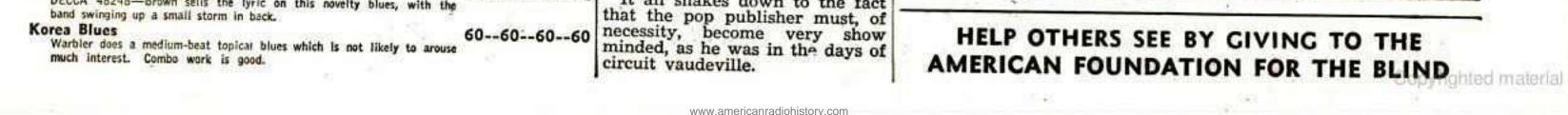
## • Rhythm & Blues Record Releases

Continued from page 42

New Kind of Feelin'-Clay Braddy (Royal) Dec 48247	Sugar Bounce-Red Saunders Ork-Joe Williams (Week Day) Okeh 6834
New Kind of Lovin'-Billy Wright (When the)	Sunset to Dawn-Mel Walker-Johnny Otis Ork
Savoy 819	(Feel) Savoy 821
Now Ride "D" Train—Al Sears Ork (Baltimore)	"T" 99 Blues-Jimmie Nelson-Rabbitt Trio (Rain
King 4489	Drop) RPM (45) 325X45
Rain Drop Blues-Jimmie Nelson-Peter Rabbitt	Tell Tim That I Need Him So-Little Esther-Earl
Trio ("T" 99) RPM (45) 325X45	Warren Ork (Cryin') Federal 12042
Roll 'Em, Boys-Joe Turner-Pete Johnson (Kansas	Too Much Jelly Roll-Little Brother Brown (Little)
City Blues) RPM (45) 331X45	Okeh 6835
Royal Peacock Boogie-Clay Braddy (New Kind)	Undecided-Marion Abernathy (Love Me) King 4490
Dec 48247	Week Day Blues-Red Saunders Ork-Joe Williams
Shady Lane-Good Lewis (Mixed Up) Dec 48252	(Sugar) Okeh 6834
She's on the Ball-Ray Charles (Honey) Swing	When the Wagon Comes-Billy Wright (New Kind)
Time 218	Savoy 819
Straigthen Up, Pretty Baby-Smokey Lynn-Bill	You Gonna Need Me-Monister Parker (Black
Harvey-Ork (Leave My) Peacock 1579	Snake) Nucrait 100



Ever Since the One I Love's Been Gone DECCA 27814—Prysock delivers a fine reading of a somewhat eerie piec of blues material written by the orkster Excellent wax for the r.&b market. Be Careful Johnson himself handles the lyric on a routine rhythm ditty. It'	75 77 77 77	free-lancer; Fred Reynolds, WGN, with another as yet unselected		Hollywood 28, Calif.
DINAH WASHINGTON (Nook Schreier Ork) Baby, Did You Hear? MERCURY 5736—Dinah tackles something stirringly different and exotion here. She chants an unusual blues with heavy echo. Combo puts down a liquid-sounding walking figure, broken up by ad lib breaks Has to be heard to be appreciated. Just One More Chance Thrush hands the torch standard a heartfelt reading in her inimitable style.		from the stage during the evening. The eight distributors have agreed to purchase 150 ducats each at \$1.50 (including tax), with the remaining 5,800 to be sold	YOUR BEST BETS ARE ON	OKeh
JOE PULLUM (With Trio) My Woman (Parts 1 & 2) SWING TIME 267—Beautiful two-sider blues grips attention from note one. Pullum chants with a catch in his voice and a cool intensity; combo puts down a swinging, medium-slow beat. Material has a story line and much character.		is being delegated to see about ticket sales thru individual store accounts. Chicago's 400 retailers will feature window displays and counter cards. Juke one have	CLOUD THAT	
BILLY WRIGHT New Kind of Lovin' SAVOY 819—Powerful material and a rocking delivery by Wright and the riffing combo tab this one as a potential biggie. When the Wagon Comes Jivey, jumping novelty with a recurring tag gets a rock-solid job from Wright and the ork.		agreed to place a large sticker on every box in the territory, calling attention to the big night. Because of the co-operation and interest that has already resulted from this first co-ordinated ven- ture, the distribuers are planning	by JOHN and THE with Orchest	FOUR LADS
JOE FRITZ ORK I'm Not Suspicious, But PEACOCK 1581—Warbler does a fine job with an excellent up-tempo novelty. Band performs superbly, with tight ensemble work and drive, and fine sax solos. Make Her See Things My Way Moodful sow blues with a penetrating lyric gets a great vocal from Frite and blues with a penetrating lyric gets a great vocal		on similar promotion efforts, spaced about four times per year, to continually create attention for local disk business.	backed with	··· //
from Fritz and sturdy combo support. GOOD LEWIS Shady Lane DECCA 48252—Southern-style blues shouter and a smart, urban combo, combine for a sock slow blues. Lewis has a penetrating, hard-fitting style. Lyric is startling. Band is strong. Mixed Up Jive Instrumental on a riff original swings beautifully—combo is tight- knit, relaxed, and rhythm drives.	80808080	• Continued from page 17 hits. The situation for the pop publisher, then, is one of con- siderable challenge. The Rich-	Inade Marks "Columbia," "Masterworks," CD, G R	DUCT OF ABIA RECORDS, INC. ng. U. S. Par. Off. Murcas Regramadas
MEL WALKER (Johnny Otis Ork). Feel Like Cryin', Again SAVOY 821—Riff-rocker with a provocative melody pattern and series of breaks moves hard and fast under Walker's chanting and the combo's sock playing. Sunset to Dawn Walker belts a slow, after-hours blues with feeling with sites	80808080 75757575	necessary in order to start the tune on its way. The second step is the radio commercial. TV must be integrated into the picture more strongly than at present. Again, the establishment of a pattern of TV exploitation is not	BILLY WRIGHT do	es it AGAIN!
MARION ABERNATHY Undecided KING 4490—Thrush really beats out a tasty rhythm treatment of the great Charlie Shavers jazz tune. Combo weighs in with a swinging, light- as-air backing. Love Me Or Please Let Me Be		necessary to round out the cycle which starts with the AM disk jockey. TV is envisaged as the proper medium on which many songs may receive their initial impetus. An example of such a tune would be the novelty "I		
SMILIN' SMOKEY LYNN (Bill Harvey Ork) Leave My Cirl Alone PEACOCK 1579-Novelty blues with a repeating tag gets a lively go from Lynn, with combo joining on refrain. Straighten Up, Pretty Baby	767676	Like the Wide Open Spaces." Started via disks, without initial TV motivation, it would have been meaningless. TV people queried by Rich- mond have already indicated	WHEN THE	
LITTLE ESTHER (Earl Warren Ork) Cryin' and Singin' the Blues FEDERAL 12042—Esther pices a medium blues with feeling and drive. Tell Him That I Need Him So Medium beat blues ballad gets an okay go.	75757575 71717171	certain preferences in a pubber's TV service. They want, chiefly, ideas whereby songs can be pre- sented inexpensively. Al Jarvis asked for strong ideas to open- a show. The Steeles advised	WAGON COMES' Savoy REC	ORD CO., INC.
WILLIE BROWN		regarding camera and prop problems. It all shakes down to the fact	58 Marke	t St., Newark 1, N. J.



MUSIC 44

November 3, 1951



			(M. Katz, Cap 1788; Three Suns, V 20-4199; Kay, Armen, Federal 14001; R. Hayes. Mer 5671; W. Saroyan-Rose Bagdasarian, Coral 160544; L. Prima, Robin Hood 111; B Keyes-E. Coombs Quintet, Savoy 793; E. Fitzgerald, Dec 81216; K. Starr, Cap 1710)
6	18	11.	AND SO TO SLEEP AGAIN P. Page
6	18	13.	TURN BACK THE HANDS OF TIME E. Fisher 
7	13	14.	(Jerry Gray Ork, Decca 27839)
11	10	15.	Dec(78)27720; (45)9-27720-BM1 WHISPERINGL. Paul
e e e	10	13.	tG. Jenkins, Decca 27585; F. Froba, Decca 2700; Bernie Leighton, Mello Roll 5004)
3	14	16.	Col(78)39570; (45)4-39570; (33)3-39570-BMI
20	02555	MIS:	(T. Ernie-Helen O'Connell, Cap 1809; H. Williams, MGM 11000)
2	29	17.	JUST ONE MORE CHANCEL. Paul-M. Ford
9	26	18.	BECAUSE OF YOUL. BaxterCap(78)1493; (45)F-1493-BM1
29	11	19.	TOO YOUNG Nat (King) Cole
	2		(L. Arcaraz Ork, V (45) 51-5480; Lynn Hope, Aladdin 3103; Patty Andrews, Dec 27569; Toni Arden, Col 39271; Richard Hayes, Mer 5599; Johnny Desmond, MGM 10930; Fran Allison, V 20-4105; E. Light Ork, Remington R-25003; Homer and Jethro, V (45) 47-4290; Denny Vaughan, Coral 60393; C. Moody, King 977; S. Jones & City Slickers, V 20-4209)
24	16	19.	LOVELIEST NIGHT OF THE YEAR. M. Lanza
5	29	19.	DOWN YONDER
		204241	Col(78)39533; (45)4-39533; (33)3-39533—ASCAP
3	16	22.	DOWN YONDERE. Smith
3	22	22.	BLUE VELVET T. Bennett
			(33)3-39555-BMI (B Farrell, MGM 11062; A. Prysock, Dec 27722; Norman Kaye Car 1848)
2	-	22.	DOWN YONDER L. (Piano Roll) Cook Abbey(78)15053; (45)45-15053-ASCAP
9	18	25.	BECAUSE OF YOU G. Lombardo-G. DeHaven
9	25	26.	SIXTY MINUTE MAN Dominoes Federal(78)12022; (45)45-12022-BMI
224	20	10010	(York Brothers, King 970; Elliot Lawrence King 15115: Roberta Lee-H Gunter Dec 46363: Johnny Davis, Mello Roll, 5005)
16	26	26.	I WON'T CRY ANYMORE T. Bennett Col(78)39362; (45)4-39362; (33)3-39362—ASCAP
			(Georgie Aulo, Coral 60446, Billy Williams Quartet, MGM 10428 Lileen Wilson, Dec 27546; Dick Brown, Jubilee 4025; Dinah Washington, Mer 8211 Little Jimmy Scott, Roost 615; L. Becker-E Light Ork, Remington R-250051
1	100	26.	DOMINO
	(1		(Mary Mayo, Cap 1849; Mary Small, King 15129; Doris Day, Col 39596; Bing . Crosby, Dec 27830)V(78)20-4343; (45)47-4343-ASCAP
1		29.	OUT IN THE COLD AGAIN R. Hayes
		20	(B. Eckstine, MGM 11073; Mindy Carson, V 20-4259; Bonnie Davis, Coral 65043)

m

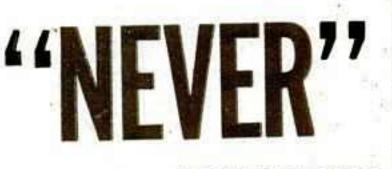


It's Beginning to Look Like Christmas VICTOR 20-4314—Completely delightful production etching of a fir frothy ditty with a pre-Christmas switch. It's part of Meredi Willson's project to turn out a song for every season and is indeed worthy effort. Of the new Christmas recordings and songs, this o is a standout. There Is No Christmas Like a Home Christmas Reissue of a warm disking of a simple, appealing Christmas ballad.	th	with Orchestra directed by-
JO STAFFORD (Paul Weston Ork-Norman Luboff Choir) Shrimp Boats COLUMBIA 39581—Weston's arrangement of his own song places the accent on excitement in the chorus. It's a refreshing ditty in the folksy line and Miss Stafford does a persuasive job with it. Could scon for its odd qualities.		NEAL HEFTI
Love, Mystery and Adventure Jo reels off a fresh rhythm ditty in the "Shanghai" groove to a driving if not swinging, Weston orking which is loaded with fine arrangin ideas. Makes the coupling a strong entry.	86878686 9	
DOLORES CRAY (Camerata Ork) Shrimp Boats DECCA 27832—Miss Gray, the brilliant star of "Two on the Aisle, makes a most impressive pop wax debut with a completely captivation reading of a refreshing folksy song. Camarata provides an exceptional near-arty ork-choral backing. Should, at the least, draw a heav deejay play. More! More! More	ÿ	RRY"
Miss Gray impresses again, the the vehicle is a good deal mor pedestrian than the topside's. Off these records, it can be said that Mis Gray's future on wax should be a mighty bright one.	78807777	
EILEEN BARTON (Neal Hefti Ork) Cry CORAL 60592—Thrush debuts for Coral with a warm, intimate rendi- tion of a persuasive ballad, which started talk via its appearance of the Cadillac label.	86868686	and and
Hold Me Just a Little Longer, Daddy This persuasive, insinuating novelty, which also stirred attention on the Cadillac label, as flip of "Cry," gets a winning go from Miss Barton with Hefti weighing in with a fine arrangement.	84848484	MUNINAL HIOTA
DENNIS DAY (The Mellowmen-Henri Rene Ork) Christmas in Killarney • VICTOR 20-4321—This is a reissue from last year. Should get plenty of Yuletime action this season.	86868686	
Corn Keeps A'Growin', The This is Day in one of his light moods. He comes up with a strong novelty reading on an alternating verse and chorus ditty with funny, tongue-twisting lyrics. Should get lots of spins.	84868483	
DON CHERRY I Can't Heip It DECCA 27836—The singer is in top form as he reads down this excel- lent Hank Williams' hit ballad. Should cop a strong portion of the pop action from Guy Mitchell if the song connects in that market. Cherry's backing is a simple, country-style string band.		Ι ΙΤΤΙ Γ Ι ΛΙΙΡΓΝ ΝΑΝΝΥ"
Crievin' My Heart Out for You Cherry goes completely country on a bright Jimmle Davis beat weeper. Excellent job by Cherry to an authentic country group backing. Could do c.&w. business in addition to the pop coin for which it was made.	80827782	I I I I I I I I I I I I I I I I I I I
GUY LOMBARDO (Kenny Gardner-Lombardo Trio) He'll Be Coming Down the Chimney DECCA 27802—One of the most likely of the new Christmas ditties is done up brown in typical Lombardo manner. Song's built around the verse to "Jingle Bells" and has spirit and life Alexandre	86878585	CORAL RECORDS 60592 (78 RPM) 9-60592 (45 RPM)
Autry etching, this version could help make this an important entry. Christmas Chopsticks Another Christmas novelty of promise is this setting of excerpts from 'Twas the Night Before Christmas'' to the traditional chopsticks air. Coupling makes a fetching seasonal platter.	86878585	
PATTI PAGE (Jack Rael Ork) Jingle Bells MERCURY 5730—Wonderfully light beat treatment of the most familiar of the seasonal Jingles should pull down plenty of action, particularly on the boxes. Real tasty arrangement and performance. Coupling's from her Christmas album.	85868486	CORAL RECORDS
Christmas Choir	97 94 97 99	America's Fastest Growing Record Company





### MERCURY 5724 . 5724X45







Coupled With "WHEN I SAW YOU" MERCURY 5719 . 5719X45

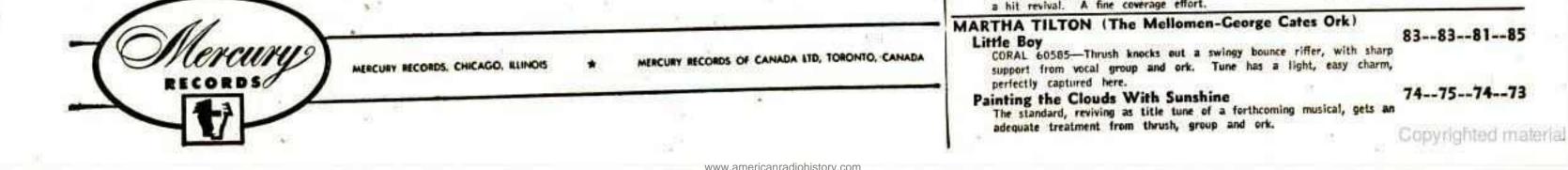
# WATCH THIS! COMING UP FAST!



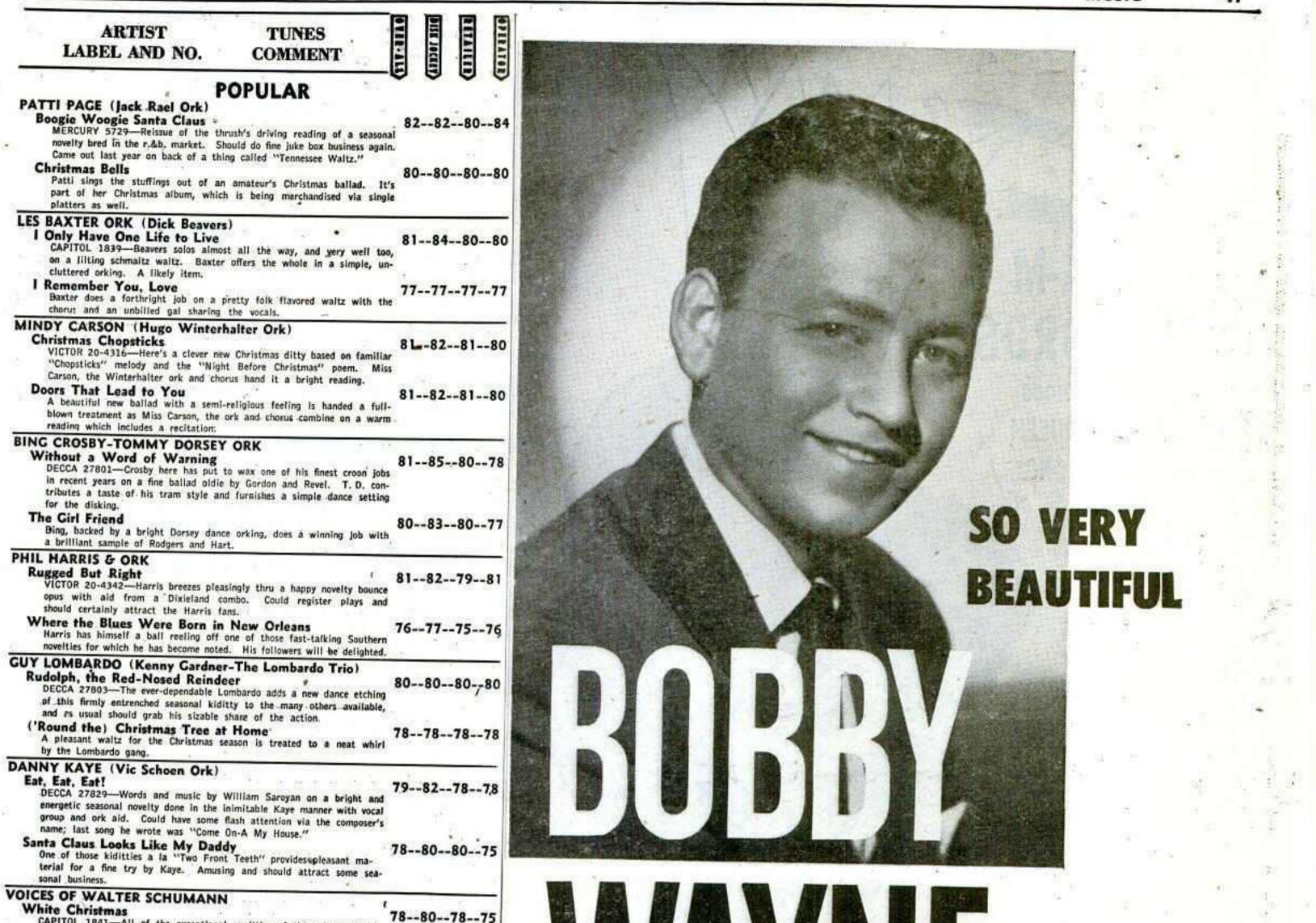


# **BUILD A DREAM ON"**

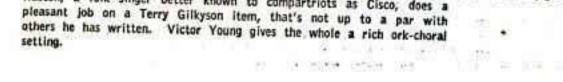
Sung By Kay Brown In The MGM Picture "The Strip." Coupled With "CHEATIN ON ME" MERCURY 5710 . 5710X45

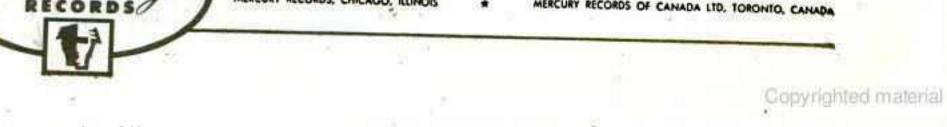


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mann choir are present in this glowing rendition of the Berlin evergreen. Winter Wonderland	and the second second				
From a new Christmas album by Schumann comes this delightful shared	76787575				*1
RITTY KALLEN (George Siravo Ork)	12			Rate:	
Another Human Being of the Opposite Sex MERCURY 5727—A non-pic tune by Burke and Van Heusen is a nifty with a change-of-pace punch line. Miss Kallen gets the most out of it abatted	77797776				
More! More! More! Thrush gets off a tasty treatment of a ditty that's base would be	73747372				
Margaret Whiting and others. TONY BAVAAR (Norman Leyden Ork)			and a second of the second	and the second second	5 HC
Carino Mio VICTOR 20-4320—Bavaar, a young warbler spotted in the "Paint Your Wagon" legiter, makes a promising wax debut with a warm croon of a pleasant ballad from the show's score. Leyden backs up attractively.		SINGS A	NEW B	ALLAD	
Talk to the Trees Bavaar makes a solid impression with his relaxed go on a "big" ballad from the "Wagon" score. The youngster has a real profession of feel and projection and should have a bright future.	77807575				
GORDON MacRAE (Paul Weston Ork)					
	77807674				
Be My Guest The singer struggles gallantly thru a rather pretty ballad from the "Top Banana" score.	656565				
IMMY DORSEY ORK (Pat O'Connor-Sandy Evans)				1	
COLUMBIA 39578—The great Rodgers-Hart tune gets a smooth, swinging dance treatment that should find special favor with the spinners	77807674	-			iā.
	505050				
I've Got a Frame Without a Picture KING 15125—This is Mitchell in the days before his string of Columbia hits. Ditty is lightweight but breezy. Peformance by the chanter and Satisfiers is good. Orking is thin, however. Mitchell's popularity should get action for this one.	76787576	MA			
Another Mitchell reisure. Dick could do a litera batta	74757374				
structure now that the chanter has built a following.					
BOB EBERLY (Harold Mooney Ork) My Heart Stood Still CAPITOL 1828—Eberly hands the standard a neat mood reading. Once	76787476				
Okay coverage on the active new ballad. If the tune makes it big, Eberly should get a share of the action.	75787375				
sell the lyrics with lots of spirit.	RK 76797970				
Popcorn Song, The No matter how you pop it, this is still a kidisk. For the moppets it should be readily salable.	75787870	AND	55.28 		15 392
OUR KNIGHTS In the Chapel in the Moonlight CAPITOL 1840—This is the familiar standard ballad. The group hands it an effective chant.	15777475	"OH, SHI	E'S GONI	E. GONE	G
Want to Say Halls	4777274	MERCURY 57	45 · 5745X45	-/ CONTEM	
the "Paint Your Wappn" score is anhanced by Husteria shared	4757473	Mana		5	i.
River of Cold	2747071	RECORDS	MERCURY RECORDS, CHICAGO,		DRDS OF C





www.americanradiohistory.com



### • The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be:

1. I CAN'T I	ELP 17		Guy 1	Mitchell-Mitch	Miller	Ork	
here an		ALC ALC N V		********		Columbia	39595
2. DOMINO			Doris	Day		. Columbia	39596
4. JALOUSIE			Frank	ie Laine		. Columbia	39585
5. JAZZ ME	BLUES	·····	Les F	Paul		Capite	1 1825

## • The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the Juke box operators think tomorrow's hits will be:

1. JAZZ ME BLUES	Les	Paul	Capitol 1825
2. 1 CAN'T HELP IT	. Guy	Mitchell-Mitch Mi	ller Ork
			Columbia 39595
3. WITH ALL MY HEART AND SOUL	.Pen	ry Como	Victor 20-4269
4. OUT IN THE COLD AGAIN			
5. ALABAMA JUBILEE	.Red	Foley	Decca 27810

## The Country and Western **Disk Jockeys Pick**

PICKS that appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

1. ME AND MY BROKEN HEART	Carl Smith Columbia 20862
2. 1 WISH 1 MAY, 1 WISH 1 MIGHT	
3. ALABAMA JUBILEE	Red FoleyDecca 27810
4. COOL, COOL KISSES	
CONTRACTOR DECEMBER	Capitol 1809
5. THE SISSY SONG	Kenny Roberts-Tommy SosbeeCoral 64108

### The Billboard Picks New Christmas Pops

In the opinion of The Billboard staff, records listed below are most likely to achieve popularity during the Christmas selling season as determined by entry into the best selling, most played or most heard pop features of the chart. Records listed below include only new disks released this season on new pop Christmas songs. Such well-known and standard Christmas Items as Bing Crosby's "White Christmas," Nat Cole's "Christmas Song" and Gene Autry's "Rudolph the Red Nosed Reindeer," etc., were assumed to be obvious selections for strong repeat business this year.



SREL

Fran's 1st Big M-G-M Release!

IT'S ALL OVER BUT THE MEMORIES

Orchestra conducted by Ralph Burns

78 RPM - MGM 11095 . 45 RPM - MGM K11095

M-G-M RECORDS

THE GREATEST NAME

1 the ft is here and had

November 3, 1951

#### ·开展·1.241 (并 出19) THE BILLBOARD

# THE BILLBOARD Music **Popularity Charts**

### • Advance Record Releases

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

#### POPULAR

- Another Christmas Time Is Here-Billy Harvey- Doors That Lead to You-Mindy Carson-Hugo Shirley Foster (I'll Never Forget) Radiant 1015
- Baby, Did You Hear-Jery Southern-Camarata Ork (You Better Go) Decca 27840
- Be Careful-Buddy Johnson Ork-Arthur Prysock (Ever Since) Decca 27814
- Be My Guest-Gordon MacRae-Paul Weston Ork (Laughing at) Cap 1836
- Bone Dry-Louis Jordan Ork (May Every Day) Decca 27806
- Boogie Woogie Santa Claus-Patti Page-Jack Rael Ork (Christmas Bells) Mer 5729
- By the Candleglow-Ben Smith Quartet (Slippery Smith) Savoy 820
- Bye, Honey, Bye-Bye-June Hutton-Axel Stordahl Be Careful—Buddy Johnson Ork-Arthur Prysock
- Ork (Nothing) Decca 27833 Cabarel-Guy Mitchell-Satisfiers Foursome & Rufe
- Smith Quintet (I've Got) King 15125 Chances Are-Jan Garber Ork-Roy Cordell (Jazz
- Pizzicato) Cap 1827 Chinatown My Chinatown-Georgie Hormel (Sheik of Araby) MacGregor 1025
- Christmas Bells-Patti Page-Jack Rael Ork (Boogie Woogie Santa Claus) Mer 5729
- Christmas Choir-Patti Page-Jack Rael Ork (Jingle Bells) Mer 5730
- Christmas Chopsticks-Mindy Carson-Hugo Winterhalter Ork (Doors That Lead to You) Victor 20-4316
- Christmas Chopsticks-Guy Lombardo-Kenny Gardner-Lombardo Trio (He'll Be) Decca 27802
- Christmas in Killarney-Dennis. Day-Mellowmen-Henri Rene Ork (Corn Keeps A-Growin') Victor 20-4321
- Christmas Rarty-Yogi Yorgesson-Johnny Duffy-Scandahoovians (I Was Santa) Cap 1831
- Christmas Song-Patti Page-Jack Rael Ork (White Christmas) Mer 5732 ('Round the) Christmas Tree at Home-Kenny
- Gardner-Guy Lombardo-Lombardo Trio (Rudolph) Decca 27803
- Closer You Are-Lindy Doherty (Farewell to) Cap 1851
- Cookie's Polka-Georgie Cook Ork (Julian Waltz) Decca 45157 Christmas in Killarney-Dennis Day-Mellow

Johnson Ork-Arthur Prysock (Be Careful) Decca 27814 Farewell to Yokahama - Lindy Doherty (The Closer) Cap 1851 For All We Know-Frankie Carle Ork-Joan House

Winterhalter Ork (Christmas) Victor 20-4316

Eat, Eat, Eat-Danny Kaye-Vic Schoen Ork

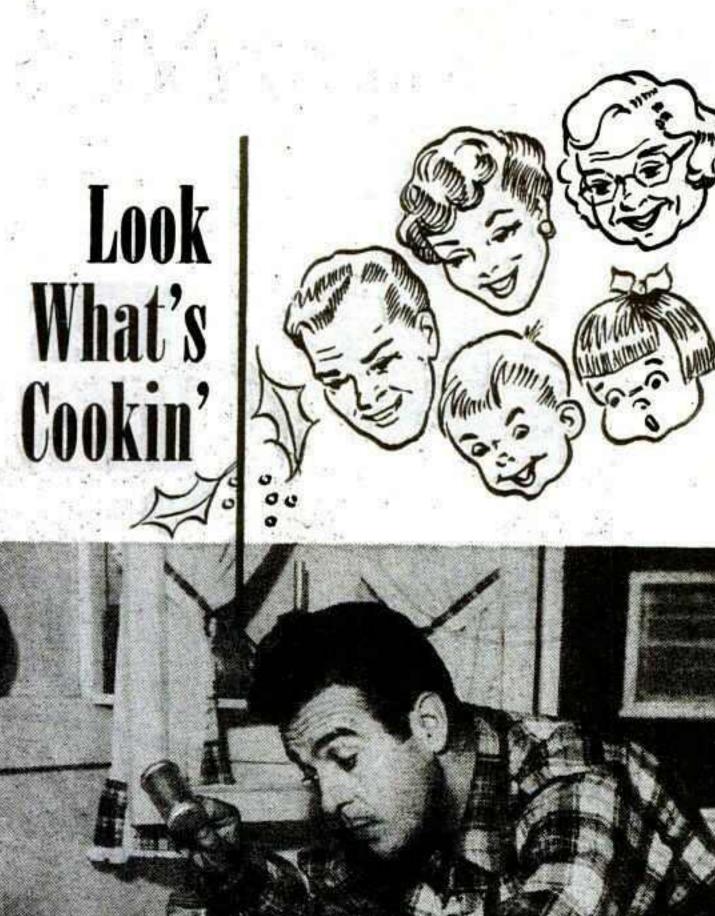
Enchantment-Herb George-A. Antonini Ork (It's

Ever Since the One I Love's Been Gone-Buddy

(Santa Claffs) Decca 27829

Christmas) King 15124

- (Just a Moment) Victor 20-4350 Girl Friend — Bing Crosby-Tommy Dorsey Ork (Without a Word) Decca 27801
- Go, Go, Go, Go-Jack Parnell (White Suit Samba) **Coral 60588**
- Golden Wedding Day-Wright (Skip) Riley-Rozance Trio (Once I) Marathon 1014
- Goodbye Darling, Hello Friend-Andrews Sisters (Nobody's) Decca 27834
- Grievin' My Heart Out for You-Don Cherry (I Can't) Decca 27836
- Guardian Angels Mario Lanza-Jeff Alexander Choir-Ray Sinatra, cond. (The Lord's) Victor 10-3639
- He'll Be Coming Down the Chimney-Guy Lombardo-Kenny Gardner-Lombardo Trio (Christmas Chapsticks) Decca 27802
- Hold Me Just a Little Longer, Daddy-Eileen Barton-Neal Hefty Ork (Cry) Coral 60592
- House Is a Home—Evelyn Knight, Perry Botkin & Rbythmaires (Little Boy) Dec 27842
- Howdy Doody Christmas-Fontane Sisters-Howdy Doody-Norman Leyden Ork (Popcorn Song) Victor 20-4322
- Can't Help It-Don Cherry (Grievin') Decca 27836 Can't Help It-Guy Mitchell-Mitch Miller Ork
- (There's Always) Col 39595 Never Was Loved by Anyone Else-Jerry Gray Ork-Tommy Traynor-Gilda-Skylarks (Turn Back) Dec 27839
- Only Have One Life to Live-Les Baxter Ork-Dick Beavers (I Remember) Cap 1839
- Remember You Love-Les Baxter-Dick Beavers (1 Only) Cap 1839
- Want to Say Helio-Four Knights (In the Chapel) Cap 1640 Was Santa Claus at the School House-Yogi







and the second se	
r Forget This Xmas—Bill Harvey-Shirley	May Every Day Be Christmas—Louis Jordan Ork
Another Christmas) Radiant 1015	(May Every) Decca 27806
ember April—Ray Anthony Ork-Tommy	Mean to Me—Nellie Lutcher-Billy May Ork (Let
(My Concerto) Cap 1835	the) Cap 1829
hapel in the Moonlight—Four Khigths (I	Merry Mambo — Edmundo Ros Ork (Mambo) London
Cap 1840	1130
Over But the Memories-Fran Warren-	Martinique—Ray Martin Ork (Vendetta) London
Burns Ork (Never Before) MGM 11095	1073
istmas—Herb George-A. Antonini Ork	Minute Waltz-Dick James-Ilford Choir-Bob Far-
ntment) King 15124	non Ork (We'll Keep) London 1044
itmas Again-Walter Scott Ork-Bob Hart	Mister No Good-Nelson Alexander-J. Porter Com-
Etain) Crescendo 108	bo (Keep Your) Swing Time 256
a Brown Cow-Wright Riley-Rozance Trio	More! More! More!-Dolores Gray-Camarata Ork
/ill Never) Marathon 1015	(Shrimp Boats) Decca 27832
a Frame Without a Picture—Guy Mitchell-	My Concerto-Ray Anthony Ork-T. Mercer (1'll
oursome & Rufe Smith Quintet (Cabaret)	Remember) Cap 1835
5125	My Heart Stood Still-Bob Eberly-H. Mooney Ork
zzicato—Jan Garber Ork-Roy Cordell	(Once) Cap 1828
es Are) Cap 1827	My Song About You-Buddy Rocco Trio (You'll
hristmas—Jimmy Dorsey Ork-O'Connor and	Never) Vanity 501
(Manhattan) Col 39578	My Two Front Teeth—Spike Jones & City Slickers
IlsPatti Page-Jack Rael ODrk (Christmas	(Rudolph) Victor 20-4315
Mer 5730 altz-Georgie Cook Ork (Cookie's Polka)	Never Before-Fran Warren-Ralph Burns Ork (It's All) MGM 11095
45157	Nobody's Darling But Mine-Andrews Sisters
oment More—Frankie Carle Ork-Joan House	(Goodbye, Darling) Decca 27834
II) Victor 20-4350	Nothing—June Hutton-Axel Stordahl Ork (Bye,
the Sunny Side of Life—Bill Kenny (These	Honey) Decca 27833
Decca 14593	On the Rue De La Paix in Paree-Primo . Scala
Ir Nose Out'a My Business-Nelson Alex-	Ork-Stargazers (Other Side) London 1133
Jake Potrer Combo (Mister) Swing Time	Once-Bob Eberly-Harold Mooney Ork (My Heart) Cap 1828
Faith-Cherry-Kerr Singers (Sin Ain't)	Once 1 Picked a Rose-Wright Riley-Rozance Trio
27807	(Golden Wedding)) Marathon 1014
at Love—Gordon MacRae-Paul Weston	Other Side of Town-Primo Scala Ork-Standazers
e My Guest) Cap 1836	(On the Rue) London 1133
Worrybird Worry You-Nellie Lutcher-	Painting the Clouds With Sunshine-Martha Tilton,
May Ork (Mean) Cap 1829	Mellomen-Geo. Cates Ork (Little Boy) Coral
e Song - Guy Lombardo - Kenny Gard-	60585
ndecided) Decca 27835	Play for Me, Old Gypsy-Franz Geisz Sr. & Jr
w—Evelyn Knight, P. Botkin & Rhythm-	Jack Harris (Sittin') Gold Rain 121
House Is) Dec. 27842	Pocatello Polka-Leo Ayers & Novel-Ayers (Pret-
by-Martha Titlon-Mellomen-George Cates	tiest) Radiant 1020
ainting Clouds) Coral 60585	Popcorn Song-Fontane Sisters-Norman Leyden
rops of Water-Bob Hart-Walter Scott	Ork (Howdy Doody) Victor 20-4322
/aitin') Crescendo 109	Prettiest Girl in Idaho-Leo Ayers & Novel-Ayers
rayer—Mario Lanza <sup>3</sup> J. Alexander Ghoir-	(Pocatelio) Radiant 1020
inatra, cond. (Guardian) Victor 10-3639	River of Gold-Gil Huston-Victor Young Ork (They
ystery and Adventure-Jo Stafford-Paul	Call) Decca 27821
Ork-Luboff Choir (Shrimp) Col 39581	Rudolph the Red-Nosed Reindeer-Spike Jones &
Edmundo Ros Ork (Merry Mambo) London	City Slickers (My Two) Victor 20-4315







Capactol R E C O R D S

WRITTEN BY MERLE TRAVIS & LEON RUSK

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# **Music as Written**

#### **Pickwick Gets** "Boogie Woogie March"...

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Pickwick Music, pubbery affiliate of the Leeds firms, this week secured the selling agent and for-eign rights to "Boogie Woogie March," an original novelty etched for Victor by Buddy Morrow's ork. Piece originally was published by Claire Music, a firm set up to house Morrow's originals. The selling agency will make up symphonic band arrangements titles, "The Girl Next Door." .. on the piece. For England and Johnny Ray, the highly-touted France, the lyric, which primarily is a rundown of the states in the Union, will be altered to include the names of the provinces of those countries.

#### A. J. Dash Opens Recording Studio . . .

A. J. Dash, formerly with Film Daily has opened new recording studios in New York. Ralph Friedman and Howard Warren are in charge of engineering. Studios are equipped with Rangertone tape recorders and Reeves hi-fe reproducing equipment.

#### **Grimes Pubbery**

#### Cuts Own Disks . . .

Grimes Music Publishers, Philadelphia music publishing firm headed by David A. Grimes, strikes out with its own record label. Called Vod-Vil Records, first - cutting offers the music firm's "Puttin' on the Dog" and "Lovely to Love." Songs were waxed by the Four Spades, instrumental-vocal unit from Reading, Pa.

#### **Specialty Purchases** Buddy Baker's "Stars" . . .

Buddy Baker's "Beyond the Stars" album, originally released

Stars." Specialty Prexy Art Rupe recut the six sides to make a LP and is considering issuing the etchings on 45 r.p.m.

#### New York

Songwriter Mack Gordon, with his father and daughter, Raquel, came to town this week for vacation after completing his latest score with Joe Myrow for a movie whose title has tentatively been changed to match one of song's Okeh recording youngster, will be at The Boulevard, a Queens nitery, for three days, November 2-4.

... Sidney Mills, Mills Music general professional manager, discovered and signed to a management contract a Chicago warbler named Al Lamano.... MGM Records Zenith distributor for New Jersey has parted with the diskery in favor of All-State Distributors, Newark. . . . Woody Herman's band and Tommy Edwards will comprise the package that plays the Seville Theater, Montreal, the week of November 29 and the Casino Theater, Toronto, the week of December 5.... Ross Bagdasarian, William Saroyan's cousin, has recorded as additional pair of sides for Coral Records, both songs of his own composition. . . . Coral Records sales chief, Norman Weinstrower, is on a twoweek sales jaut.... George Sherlock this week became the new Hollywood radio-record promotion man for Decca Records.... Abe Olman is cooking up a contest in behalf of exploitation of the new Danny Kaye novelty recording, "Tonguetwisters," which is published by his Robbins firm.

Chicago

Don Palmer, manager of the big on Exclusive Records, last week four of jazz, and his wife, the forwas purchased by Specialty Rec- mer Beverly Brooks, erstwhile ords from Leon Rene, who has chirp with Charley Ventura, are been peddling the work since Ex- expecting in January. . . . Ted clusive closed shop (The Billboard, Browne, the country music con-June 23). Album will be marketed tact man, has joined Tannen in a month and represents Spe-cialty's initial step into the pop field. Package is being redesigned and tagged "Stairway to the time Tannen has had a man in Chicago. Jack Rael, manager of Patti Page, is activating his Egap Music, BMI affiliate, and Lear Music, ASCAP, firms, when Miss Page opens at the Paramount, New York, November 21. He may set up a permanent staff in the major cities. . . . Jane Turzy and Her Trio have spent the last two weeks rehearsing a new act, and open at the Deshler-Wallick, Columbus, O., November 14. Monroe Passis, the r.&b. distribber, is reactivating his Park-way label. . . . Jimmy Martin has added the Four Jacks to his Sharp disk talent roster. . . . Hildegarde was ordered to drop the two band sidemen, who had been working seven days per week with her during the floorshow, when the union found that these boys also were working full intermission dance sets at the Edgewater Beach Hotel, where she is appearing. Sid Prosen has engaged Morris Diamond and Joe Sasso to work in the Midwest and metropolitan areas respectively on his new popcountry tune, "Wedding Bells."

Elliot Horn has joined Columbia Records flack staff. He will assist Deby Ishlon, handling consumer and trade press publicity for pop records. . . . Jim Conkling and Smith Miller, president and a.&r. topper respectively for Columbia Records, will present Frankie Laine with a gold record of "Jezebel" at the warbler's last show at the Paramount Theater Tuesday (30). The ceremony signifies the sale of the millionth copy of the disking. . . . Belgian pubber, Jacques Kluger, and English pubber, Charles Brul, arrive here this week. ... Warbler Danny Davis cutting for MGM.... Teddy Browne has been engaged as Chicago rep for Tannen Music.

Johnnie Farrow has joined Porgie Music as contact man. . . . The Paulette Sisters will wax for Columbia. . . BMI got the rack order for "Solitaire" last week, making three in a row for profes-"Jezebel" and "Because of You" being the other two.

The newest pop label is Decatur Records. The label has released four pop disks featuring Bobby Colt, Clef Dwellers and Jack Bruno. Ronald Kupinsky is sales manager of the diskery. . . . Hor-ace Grinnel, Children's Record Guild topper, leaves for a fiveweek European trip. The same firm's sales manager, Irv Katz, is on a business tour of the New England territory.

#### Hollywood

Ada Leonard is set for a private party in Pomona, Calif., November 23, for \$750. She plays Pomona's Rainbow Ballroom New Year's Eve for \$1,500. . . . Jack Blackton will adapt the Franz Lehar score of "The Merry Widow' for the Metro pic. Paul Francis Webster does the lyrics. . . . Producer Sol Morgan signed pianist Bill Bryan to compose four tunes for a contemplated revue, "Only Angels Have Money." . . . Dimitri Tiomkin's second assignment at Columbia is "The Fourposter." . . . Esther Williams will do two musical numbers in MGM's "Skirts Ahoy." Productions are "Hilda Matilda,, and "It Takes a Lot of Water to Make a Wave." Pee Wee King due here for film and TV commitments. . . . Song Writers' Co-Operative. Inc., is releasing sides by the Huntington Park (Calif.) Ballroom ork on its Orbit label. SWCI exec Bill Cody this month returned from Honolulu where he got under way plans to wax isle orks.... Gene Kelly cut the vocal part of the "Broadway Melody" number from "Singin' in the Rain," at MGM.... Kiklos Rozsa will score the up-coming "Ivanhoe." Rosza score for "Quo Vadis" includes "Quo Vadis Prelude," "Assyrian Dance," "Miracle," "Lygia," "Petronius Meditation and Death," "Roman Bacchanal," "Invocation to Ve-nus," "Sicilliana Antica," "Hymn of the Vestal Virgins," "Hail Nero!" and "Jesus Lord." **Rebel Randall**, Armed Forces Radio Service deejay, cut a special transcription commemorating the eighth birthday of Station VOUS, AFRS outlet at Pep-perell Air Force Base, St. John's Newfoundland. Wax features Bob Crosby, Lionel Hampton, Les Brown, Ray Anthony, Rosemary Clooney, Ella Mae Morse and Billy May. . . . "Love is Still for Free" added to the score of "She's Working Her Way Through College," at Warners. . . . David Buttolph clefs "The Champagne Bandits," also at Warners. . . . Mario Lanza sings 14 tunes in "Because You're Mine." Metro's musical version of "Goodbye, Mr. Chips" gets under way early next year with Kathryn Grayson in the fem lead. In the second week of a sixweek Midwest junket, Harry James grossed close to \$13,000, playing in Iowa, South Dakota, Nebraska and Minnesota. . . Charles Wolcott is penning music on Swedish themes for Metro's latest Pete Smith short, "Gymnastic Rhythm." Footage covers the Maja Carlquist troupe of gymnast from Stockholm.

### RAN 13 YEARS, NOW MOVES ON

MILWAUKEE. Oct. 27 .-Thirteen straight years of the steadiest music job in town came to an end last week when Johnny Davis stepped off the bandstand at Milwaukee's Tic-Toc. Podium chores in the town's leading nitery are being taken over by another local music fave, maestro Art Krueger.

Definitely not ankling the music biz, Davis' immediate plans call for an early November opening for an indefinite stay at Oscar Plotkin's popular drinkery, The Clock, in the downtown area. Davis will work with a trio consisting of himself on the sax and fiddle, Henry Meyer on Hammond organ, and Gladys Schwaller on piano.

phonist, opened Tuesday at Sid's Cafe Lounge. . . . The Chamaco Trio, Mexican musical group, opened Tuesday at the Wyoming Show Bar. . . Dreamers moved

into the Hotel Statler Terrace Room, following Rudy Vallee. ... Joe E. Howard is closing a two-week stand at the Club Gay Haven in suburban Dearborn.... Bill Gooden, old-time piano favorite here, has returned to play the Carnival Show Bar, following a series of Eastern dates.

#### Philadelphia

Harold Sandler, with the vocals handled by the former Charlie Spivak canary, Pat Collins, is first-timing it in town at the plush Warwick Room of the Hotel Warwick. . . . Jackie Brooks, up from Atlantic City, introduces his pianology here at Lou's Moravian, handled by Norman Joyce, of the local Jolly Joyce Agency. . . . Betty Sharp, bringing her accordion up from the Cavalier Hotel, Virginia Beach, Va., is first-timing it here at the Warburton Hotel's Zodiac Room. . . . The Kenmore Karavan dance band is a Wednesday night offering at the Brookline on the Boulevard dan-



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#### Detroit

Frank Report

Jack Harris, vocalist at WWJ, has cut two sides for the Gold-Rain label-with the Franz Geisz String Duo—"Play For Me, Old disks, the kid firm's line for one and two-year-olds. a series of new disks in the gypsy waltz field, and "Sittin' In a combination display and shipping

cery. . . . Penny Pendleton, once with Jack Teagarden, has his own combo at the Shubert Bar of Music.

#### Omaha

George Hayes, Columbia merchandising manager, brought Doris Day in for a two-day stand as queen of the Midwest Coin Machine Convention, and also to appear at some retail shops. Bill Nielson, division manager out of Chicago; and Marty Melcher were also on hand for the event, with Columbia picking up the tab for a cocktail party for Miss Day which juke and retail ops attended.

### American Pressery **Buys Vargo Plant**

DETROIT, Oct. 27 .- The only active record pressing plant-as distinct from a score of independent record labels owned here -will be moved to Owosso, Mich. as the result of acquisition by American Record Pressing Company here of the Vargo Record plant at Owosso. Vargo was founded about five years ago as Diccha Industries and headed by Lawson Turner, who is now with the Armed Forces as a jet engineer.

Under the new set-up, American is owned by Meredith McAlpine, Norman Dufor and James E. Siracuse, with Dufor to be active manager of the plant. Glenn R. Moore, orchestra leader, who founded American, has sold out his interest to the other principals. The deal includes acquisition of about 500 masters owned by Vargo, but the Vargo label will be dropped.

### YPR Christmas **Disk P'kges Set**

NEW YORK, Oct. 27 .- Young People's Records has set a special merchandising package for its Christmas items. The kidiskery is offering dealers a free, threesection counter display box with each order of eight disks each of the three YPR Christmas disks. The same deal is being offered on the purchase of 24 Pram label

The full-color counter units are



**Radio Station WNOE** Larry Wilson New Orleans, La.

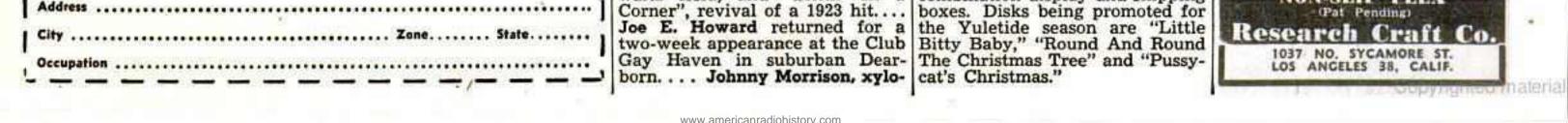
#### THE BILLBOARD

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749



# NIGHT CLUBS-VAUDE

November 3, 1951

Communications to 1564 Broadway, New York 19, N. Y.

THE BILLBOARD

### EDITORIAL

# **4-Point Insurance Plan**

The Billboard is in complete favor of a group accident insurance policy for members of the American Guild of Variety Artists. It considers the present policy a good one, tho it would be better still if injuries sustained during rehearsals were also covered.

If the present disclosures eventually result in the entire insurance plan being dropped, the blame will rest on the shoulders of those within AGVA who set it up on an extremely arbitrary and most questionable basis.

Most States require that all participants in a group insurance plan receive certificates, or duplicate policies, stating the essential benefits for which they're covered. Up to the present, all such certificates have been refused. Laws state that employers who pay premiums shall also receive certificates; these too are not available.

Insurance laws also make it a criminal offense to offer rebates or splits for the collection of premiums to other than licensed bookers. Yet it has been charged that such payments had been made.

#### "Drop Dead"

An AGVA board of two or three, self-appointed, passes on all insurance claims. The same board is theoretically responsible for all monies collected.

There is no supervision as to what part of the money goes to the insurance company and what is used otherwise. In-quiries by AGVA's counsel and comptroller as to collections of insurance money, expenditures and administration have been answered with the flat statement, "It's none of your business."

We would not care to see the present policy scrapped. Similar policies are almost impossible for performers to purchase on an individual basis.

To prevent the collapse of the insurance plan, The Bill-board recommends that AGVA immediately set up the following procedures:

(1) Set up its own insurance department under competent and responsible heads.

(2) Issue certificates to members as well as employers in which all benefits and other pertinent details are made clear.

(3) Issue regular statements, preferably monthly, showing amounts of premiums collected; premiums paid to insurance company; claims paid, and the names of the members involved.

(4) Keep all insurance monies in separate account. If there is any profit, it could be used by AGVA in ad-

ministering its own insurance bureau. Surpluses could be used to buy increased benefits for members.

# PLAN SEEN AS OKAY, METHODS DOUBTED

### THEY'RE MATINEE CLUBS NOW

# Bistros Go for Family, Teen Age **Trade With Week-End Daylite Shows**

grosses in face of a midnight side. curfew on Saturday nights and a darkened Sunday, local nitery to run Sunday nights, they too owners are making an all-out are cashing in on the afternoon pitch to develop a matinee trade. trend, and many are scheduling While operating six nights a Sunday sessions with a great deal week, acts are being bought for of success. Also making the dayseven days, in order to allow a light sessions important is the full show presentation at the matinee session which is set for

"TOP HAT" Means Tops In Clubs in Phila. Area

PHILADELPHIA, Oct. 27. -First "Seal of Approval" campaign of its kind ever created ing Saturday matinees, with the here by cafes was launched last week by the Cafe Owners of show. Latin Casino, which brings Greater Philadelphia, taking in in the top names, stages a Satur-10 rooms all around town, plus day luncheon show and dance two spots on the Southern New session at 1:30, with luncheons Jersey side. Association has de-vised an identifying seal, made up of the organizational title and with such names as Pearl Bailey a top hat. To introduce the "seal currently on tap, offers a "Teen of approval" idea to night-lifers, the org has launched an insti-tutional newspaper advertising Irving to Ask campaign.

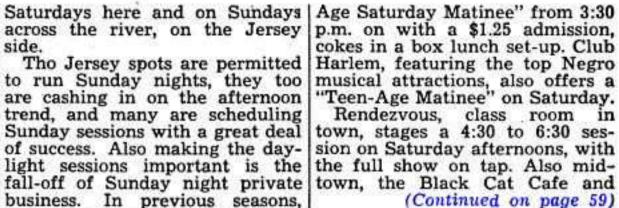
Listing all the member spots plus the invitation to "relax, kick your heels-let her know you're still young," the emphasis of the Prohe of AGVA still young," the emphasis of the ad display is on the "seal"—ex-plaining that "this seal means these great night clubs offer more fun at less cost." Philly members, as listed, include Celebrity Room, Barton Sho-Bar, Ciro's Embassy Club, Lou's Moravian, The Wedge, Weasel Hogan's, Pea-cock Cafe, Powelton Cafe, Carroll's and, on the Jersey side, Hawaiian Cottage and Chubby's.

PHILADELPHIA, Oct. 27.—In Saturdays here and on Sundays Age Saturday Matinee" from 3:30 an effort to hype the week's across the river, on the Jersey p.m. on with a \$1.25 admission,

Tho Jersey spots are permitted to run Sunday nights, they too business. In previous seasons, clubs would rent out the premises for Sunday nights to private parties, providing show and band and keeping the bar and kitchen open as well. However, last year, the State Liquor Control Board ruled that, while clubs could operate for private parties on Sundays, there can be no selling of liquor. Also boosting the matinee stock is the bumper crop of "sweet 16," confirmation and birthday parties which are be-coming increasingly popular. It also means bringing the parents into the room for possible p.m. repeats.

#### Cokes And-

Rooms big and small are ballymajor ones offering the complete



# TOO QUICK **AGVA** Raises **Execs, Fails** To Ask U.S.A.

NEW YORK, Oct. 27 .- All the raises in salaries that the National Board of the American Guild of Variety Artists voted for its execs and field reps, at its recent Chicago meeting, will be held up indefinitely pending a Wage Stabi-lization Board application and approval.

Henry Dunn, AGVA's national head, was granted a raise from his present \$200 a week to \$250, plus \$50 expenses. The same increase was voted for Jack Irving, (Continued on page 61)



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### **Objections to AGVA Insurance Project** Pile Up Midst "Shocking" Revelations

#### Continued from page 1

ber. State.

Authorities say that the law is particularly specific on the subject of rebates or kickbacks to non-licensed brokers.

#### For other stories on AGVA insurance, see page 1 and 61.

One of the objectionable provisions of the policy is that payments for accidental death shall be made to AGVA as trustees for

# **Chakeres Sells** Pitt's Terrace

PITTSBURGH, Oct. 27.-Andy Chakeres, owner of the Vogue Terrace here, announced Wednesday (24) that he had sold his lease to the huge 1,100-seat nitery to Bill Speeney, operator of the Pal-isades in near by McKeesport. Speeny will take over on December 1.

Chakeres was one of the leading bidders for the new supper and restaurant concession at the new Greater Pittsburgh Airport and had the deal until County Solicitor Nathaniel Beck stepped in and blocked it, claiming that more revenue than Chakeres had offered could be obtained. This move threw the concession into

open bidding. Speeney has operated the Palisades for some time using name bands on one-nighters.

### DEDICATED TO CHAMP BUTLER

NEW YORK, Oct. 27.-In a review of the "Four Dukes Supper Club," Detroit (The Billboard, October 27 issue), everybody concerned must've been thinking of politics. In any event, Champ Butler, currently doing a big job at the Detroit club, was referred

that policy are residents of that | the estate of the deceased mem-

According to AGVA sources, there were no certificates filed in any State, and no copies of the master policy were available to members, bookers or employers. Instead, a letter, signed by Victor Connors, the founder of the plan, was sent to all AGVA reps, emphasizing that neither AGVA members nor employers were entitled to see the policy "because they were not a party to the contract."

**Admit Payments** 

On the subject of rebates, it is admitted by AGVA officials and the insurance broker, Matthew Adler, that sums up to \$200 a month were paid to various AGVA employees for helping to collect premiums.

The setting up of an AGVA Accident Insurance Bureau without prior approval of the union's board, and the "hasty signing of contracts for long terms with Adler without board approval," gave rise to suspicion that there was "something" going on.

Statements, such as were forth-coming on the situation, from AGVA executives active in the insurance plan did nothing to allay suspicions. It was evident, in fact, that there was a well-arranged plan to get rid of certain AGVA personnel who questioned the legality or the objectives of the program.

One of the main objections was that the administrators of the plan were keeping everything hush-hush. Premiums were collected by AGVA employees, turned over to either Adler or Connors, and there was no accounting of the monies paid available to members. Ugly rumors of "pay-offs" and "splits" were heard at AGVA's national board meeting in Chicago two weeks ago. Questions put to Connors, Adler and Dunn received evasive replies. Explosion followed explosion and, after the smoke had cleared, Georgie Price, newly elected AGVA president, expressed himself as shocked by the charges.



BOSTON, Oct. 27. - A fourth series of renovations planned over a three-year period began today at Blinstrub's Village, South Boston. Purpose of the plans are to convert the Village into the largest night club in the country.

Present seating accommodations make room for 1,770 customers. The club is a city-block long, extending between C and D Streets. When completed, it will have 30,000 square feet. Show policy is to book large scale aquacades and ice shows.

### I I VNV VI MVIM Insurance Plan

#### By JOHNNY SIPPEL

CHICAGO, Oct. 27.-Irritated by ambiguous charges made against him over alleged participation in the final evolution of the American Guild of Variety Artists' controversial insurance plan, Jack Irving, Midwest act union chief, plans to ask for a complete investigation of the entire plan and his own part in it during an executive committee meeting to be held in New York, starting Tuesday (30).

Irving said he will demand that board members, who attacked him by giving "distorted versions of what went on in the national board meeting in Chicago last week" (The Billboard, October (Continued on page 61)



PORTLAND, Ore., Oct. 27.-The Ted Lewis show drew 2,264 people for a \$4,866 gross at the Municipal Auditorium, Tuesday NICOLLS OPENS (23) night. Show was scaled from \$1.20 to \$3.

Package show of George Shearing Quintet and Billy Eckstine pulled 4,065 for a \$9,162 gross at the Auditorium Sunday (21) night. Guitarist Chuck Wayne was out because of an emergency operation, and Dick Evans of New York filled in. Tickets were \$1.20 to \$3.60.

### Joan Brandon to Do Schine One-Niters

NEW YORK, Oct. 27. - The Schine houses will reopen for one nighters (midnight shows) starting October 27, using a onewoman show to experiment with

Joan Brandon will do an hour of magic, novelty and hypnotism at a flat guarantee starting October 26 at Schine's Geneva, N. Y., house. From there, she will play with only one house, the Chicago, similar one nighters at Oswego,

# Kicks Vs. AGVA

NEW YORK, Oct. 27.-Willy Manley of the Three Manleys, authorized representative of the Danish Artists' Federation, this week threatened reciprocal action by his and other European performer unions as the result of the continuing demand for registration and dues fees by the American Guild of Variety Artists.

The Manleys, who arrived here this week from Montreal, said. they were told by Vic Connors, AGVA topper, that they would each have to pay \$10 to the union to work in the United States for six weeks. Should they stay longer, they will be required to pay \$61 per person, or a grand total of \$213 for the three-person act, which will make them members of AGVA with dues paid up

for a three-month period. Manley based his beef on the fact that American artists are permitted to work thruout Europe without any assessments necessary for sanctioning, except for a 75-cent monthly fee in Denmark. AGVA has a working agreement with the Variety Artists' Federation of England. (Continued on page 61)

# FIRES FIRST GUN: CLAIM VS. AGVA

NEW YORK, Oct. 27 .--George Nicolls, magician, was the first member of American Guild of Variety Aritsts to go above the heads of AGVA officials in an effort to receive payment for injuries which he said were covered by the union's accident insurance plan.

He first presented a claim for \$352 in medical bills, which were paid. Later he presented additional bills totaling \$857, which the AGVA insurance board said were too high, and the insurance company had refused to pay unless the amount was cut down.

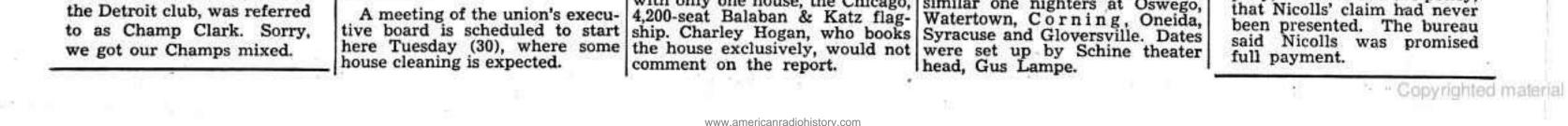
Nicolls called on the New York State Insurance Bureau, which checked, and was told by the North American Company, which issued the policy. that Nicolls' claim had never



stronghold for the past 25 years, would remain a flesh citadel was the \$64 question on Randolph Street this week. Sherman Hayes' house band got its four weeks' notice Thursday (25). A theater rep said that the

group, which operates the theater, is awaiting the return of one of its key members Monday (29), when the house may either continue vaude, go to straight flickers or shutter. Stage hands did not receive their notice because their union asks only a two-week notice, while the American Federation of Musicians asks for four weeks.

Closing of the 3,200-seat house to vaude would leave the Loop



#### NIGHT CLUBS-VAUDE

54

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**Night Club-Vaude Reviews** 

### St. Regis Maisonette, New York

(Thursday, October 25)

Capacity, 170. Shows at 9:30 and 12:30. Price policy, \$1.50-\$2 cover. Owner, St. Regis Hotel. Booking, non-exclusive. Publicity, Timmie Rogers. Estimated talent budget this show, \$1,000.

A very much assured, self possessed Margaret Phelan came on before the carriage trade here and proceeded to do one of the best jobs of her career. Using a combo of special material, some longhair and pops, the gal built slowly but surely, getting the most out of her act and plenty of reactions from what appeared to be a delightful audience.

There were times when Miss Phelan seemed to have difficulty in transposing from her natural soprano to her present lower-toned but more commercial key. She bridged it via talking bits, some Bulk of her selections are her of which, even tho studied ad proven ditties that still win the libs, were delivered with such authority they added to the yocks.

Having established a genuine voice with her opener, "It's the Loveliest Night of the Year" she went into the saucy, even spicy stuff, and the chuckles grew to full throated yocks. She finally wound up with a strolling medley of oldies for a good-night finale to appreciative hands.

Jack Kelly, who's been backing more and more singers around town, was on the keyboard, de-livering a solid beat. Milt Shaw's ork delivered in smooth competent fashion plus doing the society Bill Smith. dance music.

### Roxy, New York

(Wednesday, October 24)

Capacity, 6,000. Price range, 50 cents to \$2. Four shows daily. House booker, Sam Raush. Show played by house ork.

The Roxy, following up its Latin Quarter nitery revue, has put to its sizeable boards for several stanzas a streamlined version of the goings-on that crowded Bill Miller's Riviera from May thru September. As a stage package for this family house, however, the nitery show is a bit too heavy on the gam-and-hip-swinging side to prove appetizing fare for the kiddies. Jackie Miles headlines in the comic slot. He runs down a good deal of his familiar stories and gags, with accent on his dialect bits. Like the production stuff, it is a stint not ideally suited to the type of customer this theater attracts. In the second slot is the Will Mastin Trio, which features Sammy Davis Jr. This was the Riviera's top act find of the past season. It's a veteran turn built on the versatility of young Davis, who is mimic-comic-acrobat-tapster rolled into one. Davis did a fine job of stealing the show, but generally the act didn't quite build the excitement it is able to develop in less spacious surroundings. Ballerina Nanci Crompton, petite and lovely leading dancer in the nitery's production numbers, stirred sizeable audience response to her fast and flashy leg and toe work. Hilda and Michael Terrace are the other featured dancers.

### **Boulevard Room, Hotel** Jefferson, St. Louis

(Tuesday, October 16)

Capacity, 475. Manager Joe A. Harper. Price policy, \$1 to \$1.50. Shows at 8:30 and 11:30. Booking, Merriell Abbott. Publicity, Gene Risen. Estimated budget this show, \$10,000.

This hotel, recently purchased by the Hilton interests, has poured a lot of money into the redecoration of the Boulevard Room, formerly known as the Club Continental. The layout of the room has not been drastically changed, but soft lighting, pastel coloring and smart wall murals give the room a class atmosphere.

The opening show of the season got under way with Gil Newsom, local disk jockey, introducing the Merriell Abbott line of eight, working in the opening to "Cho-pin's "Minute Waltz." Costumes are lovely and line work is outstanding. The girls also closed the show with an atomic age number showing a lot of originality.

#### Vallets

Ted and Flo Vallet go thru their standard routines, including baton twirling, flag twirling and a bit of acro dancing by Flo. The

#### Bon Soir, New York (Wednesday, October 24)

Capacity, 150. Price policy, \$3 minimum. Operator, Jimmie Daniels. Booking, non-exclusive, Pub-licity, Ross Associates.

Jimmie Daniel's new show at this village boite is apparently playing to good business. At least that is how it seemed to this reporter during a weekday evening. Toward the midnight hours the intimate room really crowded up. The entertainment is continuous,

Persian Room, Hotel Plaza, New York (Thursday, October 25)

Capacity, 280. Price policy, \$2-\$3, cover after 9:30. Shows at 9:30 and 12:30. Owners, Hilton chain. Exclusive booker, Merriel Abbott. Publicity, Ed Seay. Estimated budget current show, \$3,000.

After the smasheroo stand by Kay Thompson and the Williams Brothers, the current bill of Carl Brisson and Frederico Rey and Pila Gomez will have tough going. Brisson, the durable Dane, sells the do-you-remember-when specialty songs with the same flavor to dowagers who, tho sparsely represented, applauded like crazy. His hand-shaking gimmick pulled in the ringsiders, even those who never caught Brisson before. His opener was a tie-in with a white gardenia, one given free to every On salesmanship Brisson (Continued on page 55) fem.

Oriental, Chicago

anced on pop tune warbling, with both Jack Haskell and Yvette on deck. Both do well in their slots, but their programs and their approach to a song are similar. Haskell, on second, has acquired a mellow, big baritone. On heavy ditties, like "I've Got You Under My Skin," he can change the

# (Friday, October 19)

Cocoanut Grove, Ambassador Hotel, Los Angeles (Thursday, October 25) Capacity, 960. Price policy,

\$1.50 cover. Shows at 10:15 p.m. Owner, Schine Chain. Manager, Ashton Stanley. House bookers, Tony Cabot-Dave Michlin. Press. Tommy Macleod. Estimated budget, this show, \$5,000. Estimated budget last show, \$4,000.

Dorothy Shay, a favorite in this room, promises to ring up the same top biz on this trip that she delivered in the past.

top hand, altho her repertoire this time holds more new entries than ever before. Latter include "A Little Western Town Called Beverly Hills," "Fargo Fanny," "Big Spender" and "Saga of Jen-ny." More attention is devoted this time to change of pace. This is achieved via a "hillbilly boogie" piano solo by accompanist Russ Black with Miss Shay clowning at a second keyboard.

Welcomed holdovers from pre-Capacity, 3,200. Price policy, 50 to 98 cents daily. Five shows daily. House booker, Charley Hogan. Show played by Sherman Hayes' house band. Current four-acter is overbal-anced on pop tune warbling, with ork settings, along with Russ Black's piano, enhance Miss Shay's vocal stylings and provide appealing dance tempos. Lee Zhito.

#### Carousel, Pittsburgh (Tuesday, October 23)

Capacity, 300. Policy, \$2.50 volume so effectively it helps dramatize the lyrics. The ex-Les Brown warbler, who hit on the Garroway TV-er, has good stage presence, most evident in the use policy, non-exclusive. Estimated of his hands and in his chatter, budget this show, \$1,125. Esti-

(Continued on page 59)

with pauses of from 10 to 20 minutes between the acts. These entre act periods are generally filled in by Norene Tate at the piano.

Frankly, Miss Tate, who does not score as tumultuously as a couple of other acts on the bill, nevertheless impresses as the classiest performer in the show. Her standard tunes, many of them from show scores, constitute a tasteful exhibition of pianisticstechnically excellent and full of haunting quality. She sings, too, and as might be expected from a good musician, her phrasing and His stale gags got him a consistent interpretations are excellent.

Toni Benson and Eddie Hodges, the record act which has been clicking at such spots as the Blue Angel, and Mae Barnes, a vital chanter with a comedy flair, really rock the place. The Benson-Hodges routine is comprised of take-offs on stars, including Gloria Swanson, Fred Astaire, Jane Powell. Ezio Pinza and Mary Mar-(Continued on page 55)

Walked off to good mitt.

Yvette, in the closing slot, is a top seller of pops and standards. Got an okay mitt, but bill needs something stronger in this slot.

Peggy Ryan and Ray McDonald got the show off to a super start with their animated terping. Kids have reroutined their act, added several bits and work with an effervescence that got them lots of chuckles and good mitts.

Artie Dann could use about 90 per cent new material, after the lethargic response he got here. coldness from pew-sitters. With his natural comedy looks and drummer and an accomplished ability, Dann should hustle up some new stuff.

Pic: "Behave Yourself." Johnny Sippel.

### Park Avenue, New York

(Tuesday, October 16)

Capacity, 60. Price policy, no cover, no minimum. Operator, John Ruggiero. Shows start at 10:30 and grind to closing. Estimated budget this show, \$700; budget last show \$500.

The new show presented two entertainers who won the appreciation of the customers. Diminutive Patsy Abbott doubling from "Borscht Capades" sold a combination of buffoonery and song that showed big-time potential The redhead, thin on material, opened her routine with comedy in which she made herself the butt of her gags. It added up to a "be-satisfied-with-what-you've

### Olympia, Miami

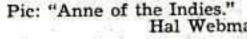
band.

#### mated budget last show, \$750.

This room is experimenting with low budget shows this month and has come up with a big winner in the team of Pepper Davis and Tony Reese. The team has been together about two years and now has an act that is ready for any room or theater in the country. When first caught nine months ago here, the team was a little rough and was on a Martin and Lewis kick, but the boys are now using their many

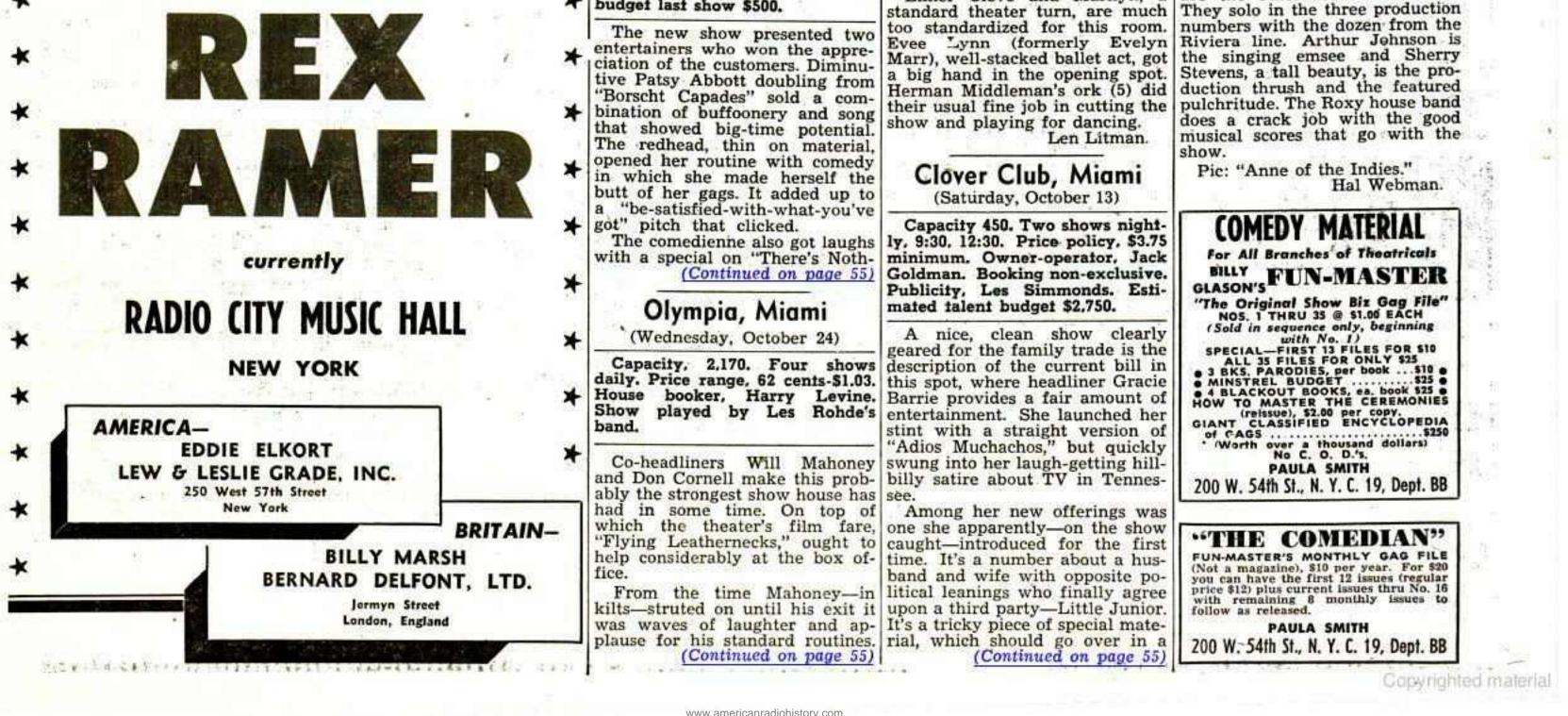
talents for better results without inviting the odious comparison. Davis, a former Stan Kenton hoofer, has taught Reese the basic principles of the two media. With this added to a very funny repertoire of gags, songs and situation material, it is hard to see how these boys can miss. Incidentally, Reese has a great set of bary pipes and should be given the oo by any of the major waxing firms. When caught, the boys had to do three encores before getting off with a reprise of their sock drum

duo. Elmer Cleve and Marilyn, a





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#### By BILL SACHS

ALL Magicdom mourns the pass-peat on the "Garry Moore Show" ing of that Grand Old Man of over the same TV net. . . . The Magic, Al Baker, veteran of some first Magicians' Guild lecture 60 years in all branches of the con- held October 17 at Werdermann's juring business, who passed on at Hall, 160 Third Avenue, New his home in Brooklyn October 24, York, attracted more than 300 at the age of 77, after a lingering hocus-pocusers, with Dr. Jaks illness. Dean of the Society of contributing an excellent talk and American Magicians, Baker was demonstration on close-up magic. one of the greatest of the old-time Noted in the audience were Hasmagicians. His name was well kell, Roy Benson, Walter Gibson, known in all corners of the earth Martin Gardner, Leslie P. Guest, where magi gather. Born in Poughkeepsie, N. Y., Baker became interested in magic at the age of 12 thru his father, who dabbled in the art. As a young man, Baker toured in chautauqua and with medicine shows, later taking his own magic turn over the major vaude circuits. After retiring from the road he settled in New York where he became a dealer in magic and magic equipment. He continued active at the same time in presenting his magic shows. A humorist of the first water, he became well known for the original witty patter which accompanied his tricks. Altho relatively inactive in recent years, he had given occasional shows, including five days later appeared on the a TV appearance. He was the author of a number of books on magic and mentalism, the more popular of which were Magical Ways and Means, Al Baker's Mental Magic and Al Baker's Pet Secrets. . . . Jack Gwynne is on the market for Side Show illusions for a TV program which he is presenting weekly over a Chicago station. . . . Lucille and Eddie Roberts, current at the Dayton-Biltmore, Dayton, O., open at the Shoreham Hotel, Washington, November 12 and follow that with the Radisson Hotel, Minneapolis, November 29, and the Caribe Biltmore, San Juan, Puerto Rico, December 27. . . . George Schindler has been forced to limit his activity to a few club dates in the New York area, due to a virus attack, the second within a year. magic lad, is now using the name Leon (Leon Long) is working his of Frank Brooks and has teamed magic in and out of Eldorado, with a London comic, Bobby Bean, to form a new comedy team known as the London Madcaps, who are reportedly doing a bangup job at the Paddock Club in Miami. Before heading south, the lads played Del Monico's, New York. . . . Jimmy Grippo is doing his close-up magic at the Promenade Room, Miami, in addition to operating a concession at the spot. York after a Miami turn.

Julien Proskauer, Crystal Dunninger, Jerry Ross, Dr. Daley, Al Flosso, Doc Weiss, Dick DuBois, Dick Richards, Tom Hawbecker, Joe Laurie Jr., Fred Keating and Leslie Barrie. Next Guild lecture will be held November 28 with Milbourne Christopher the speaker. Latter will also appear for the Buffalo Hocus Pocus Ring November 5. November 7 issue of People Today will feature a Houdini spirit photo from Christopher's collection on the inside front cover. . . Jodar, Man of Mystery (Rudy Jacobi), after a season on West Coast fairs, returned to his home in Wilmar, Calif., October 2, and Art Baker TV show, "You Asked for It," on which he won much favorable comment for his presentation of the Temple of Benares. Jodar began his winter school season last week and is booked well into February under auspices. He is set for a special Christmas show in Bellflower, Calif., December 19, with auspices in five surrounding towns cooperating. After the first of the year he moves into Arizona and New Mexico for two months. . . Mysterious Harrison opened October 22 at the Gesu Theater, Montreal, with his full-evening show, with prices tabbed from 75 cents to \$1.75. . . . Tom Auburn is doing a magic show, called "Kiddie's Kabaret," each Thursday night at Pizzia Tomass' Res-Frank Garcia, New York taurant, Montreal. . . . Le De-Ark. . . . Paul Hubbard, who began his school season at Alexandria, Ky., near Cincinnati September 12, is still working out of that town on Ohio and Kentucky dates. Paul takes delivery soon on a new 33-foot house trailer.

# Judy's 51G Wk. **Betters First**

NEW YORK, Oct. 27. - The Judy Garland show continued to amaze the industry when the Palace's two-a-day policy did better in the second week of the run than the first week. The deucer indicated a gross of over \$51,000 for the Palace against a \$49,000 take for the first week.

The Palace prosperity spilled over into other houses.

The Paramount polled a terrific \$110,000 for its kick-off with Ford plus "The Mob."

Radio City Music Hall counted \$150,000 for its third week with stageshow.

The Roxy wound up with \$64,-000 for its third and final week wheel stripper and talker with with Josephine Baker plus "Mil- the Jack Rosen unit and protege lionaire for Christy." The new of Joe Hammond, had her mother show has the Riviera Revue plus and Joe as guests during Empire,

### **McDonald for Slipper**

LAS VEGAS, Nev., Oct. 27.-Herb McDonald, manager of the and publicity for the Music Corporation of America, was ap-Silver Slipper here last week.

He succeeds Harry Farnow, who resigned as entertainment director of the Hotel Last Frontier, from where he formerly handled Silver Slipper bookings. McDonald said all bookings for the Silver Slipper will be made on a semi-monthly basis thru the Milton Deutsch agency in Los Angeles.

### Olympia, Miami

Continued from page 54

Cornell, who made his local



James E. Strates Show at the tier, Ariz., as emsee, November 9 State Fair, Raleigh, N. C., on Oc- for eight weeks after four months tober 20 after crashing the front as host at Beaver Dam Lodge, pages of the local dailies. She Littlefield, Ariz. . . . Barbara also played earlier in the season Sayre, wife of comic Freddie with the Cavalcade of Amusements and will rest up briefly at her home in Detroit. . . . Maxie and Jackie McSween, comedy team, have dropped their units in Sacramento territory and are in their 17th week at the Third Avenue, Portland, Ore., with Jackie and for two days, Ann Powell, Frankie Laine, Les Paul and Mary doing straights for Maxie's bits from the Ohio circuit. The latter and also handling the production end. . . . Shorty McAllister was compelled to leave his team-mate, 'American in Paris" plus the Stinky Fields, and the Hirst unit because of a heart attack. . . Maureen Marsh, first time Hirst Jackie Miles, with the flick, Newark, week. . . . Ginger Lee "Annie of the Indies." agency will send a fem line plus three acts to the Paris Inn, San Diego, when the club reinstates its flesh policy. . . . Rosita Royce, who, with her doves, was the feature at the closing of burly in Last Frontier Village and former Plainfield and Perth Amboy, West Coast director of promotion N. J., October 20, opened the week following at the Roxy, Montreal. . . . Lucia Clarke's billing pointed booking manager of the as the feature on the Jack Kane circuit reads "The French Star, as the exciting Mlle. Fifi in a Night In Paris."

Jessica Rogers, following October 21 week at the Troc, Philadelphia, goes to the Lamplighter Club, Fall River, Mass., Novem-ber 5; Howard, Boston, Novem-ber 11; Roxy, Cleveland, November 23, and Empire, Newark, November 30, thru Dave Cohn whose other bookings include June Allen, Primo's 500 Club, New Orleans, indefinitely; Jeanne Adair, featured, road tour of Minsky's Follies, Sheila Ryan, Roxy, Cleveland, November 2, and Casino, Pittsburgh, November 9; Carmen debut last spring, repeated his Del Carmen, DeRay and Young, earlier success. His robust vocal-izing of "How High the Moon," Cathy March and Jimmie Cassan-ova, Chanticleer Club, Baltimore, ova, Chanticleer Club, Baltimore, "Too Young," "It Isn't Fair" and October 25, and Davis and Reese, same spot, November 1; Sigrid Fox, Bellis Club, Springfield, Mass., October 30; Mei Ling, Cross Roads, Bradensbury, Md., October 29; Diane Delys, Hilltop, Md., October 29; Lenore, B. & B. Cafe Johnston, R. I., October 29; Jim-mie Cassanova, Show Bar, Boston, November 5; Ann Arbor, featured, Hirst circuit; Trudine, Rialto, Chicago, two weeks, October 25, and Irma, same spot, two weeks, November 22. . . . Loretta and Laura, daughters of Bob Lee, straight man, and Floreda Fuller, stripper and talker, with the Lewis-Mona-Snyder unit on the Hirst wheel, threw a birthday party last week for grandma, Mrs. Sarah Lee, at their home in Louisville, Ky. Tyra Mona, first time Hirst wheel feature, is a former nitery dancer from in and around Dallas, Tex. She also is a graduate from the Ballet Arts Studio there. . Jimmie Cavanaugh returns to the

Bonnie Boyia closed with the Silver Slipper in the Last Fron-Lewis, is in Jefferson Memorial Hospital, Philadelphia, under treatment for illness that forced her to leave her Hirst unit. Replacing her five days during Hudson, Union City, N. J., week of October 14 was Maurine Marsh continues for the rest of the tour. ... Benita Francis left San Francisco after being featured for 20 weeks at the Barbary Coast nitery to make a third return to the Red Barn, Miami, where she is booked for 16 weeks. . . . Jolly Jack Waites and his new partner, Frenchy Fontaine, are doing comedy scenes and emsee at the Club Manhattan, Providence, R. I., thru Billy Waldron of Boston. Coprincipals are Bobby Swan, Phyllis Knight and Ginger Boyle's Six Manhattanettes. . . . Mona Rae is new at Eddie's and Joy Damon, ditto, at Aloha, San Diego, Calif. ... Dexter Maitland, straight man and singer, and Betty De Que, dancer and talking woman, were married October 17 in Chicago, where both are appearing in stock at the Follies Theater. Augie Cirecella, Follies manager, acted as best man, and Jet Carroll was maid of honor. Judge Milton H. Tuttle performed the ceremony at Chicago's City Hall.



MILBOURNE CHRISTOPHER, rope magicker and emsee, appears with "Arthur Godfrey and His Friends" over CBS-TV network Wednesday (31) and the following day does another re-

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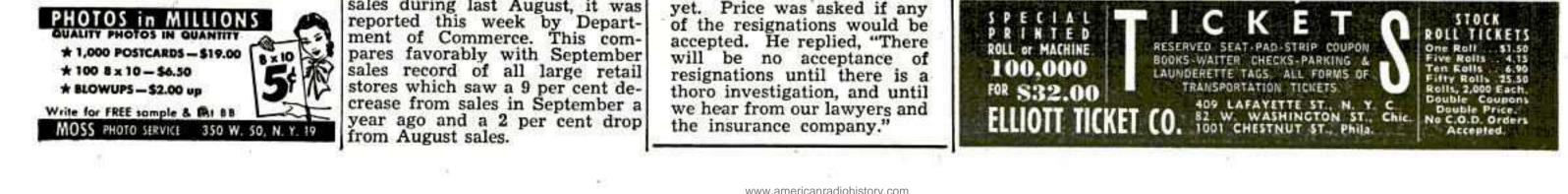
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Park Avenue, N. Y.

Continued from page 54

ing Like a Dame." Another vocal in her talk-song style, "One for the Road," was solid as long as she was serious, but when she did a drunk, the results were distasteful. The fem has strong assets in her sympathetic extrovertish comedy style and her strong pipes which can belt a tune. She needs material and sharper routining.

Another pint-sized performer, singer Gloria Elwood, has a small voice but one that she handles effectively. The gal opened strongly with "Lullaby of Broadway" and hit home just as hard with "Come Rain or Come Shine and a medley from "The King and I." Arthur Siegel's piano backing was topflight.

Leon Morse.

### Bon Soir, N. Y. Continued from page 54

tin. Records supply the sound while the team does the impersonations. The flavor of the turn Hands of patrons is not satire, but outright bufare stamped with harmless infoonery, noisy and extreme, and visible ink which becomes visible under the Stroblite incorporating considerable hoke. Had to beg off. UV Lamp, Widely used in Ballrooms,

Miss Barnes, backed by the Gene Fields Trio plus Miss Tate Pools, Amusement Parks, Dances, etc. at the piano, ranged from novelties like "Old Man Mose" to fast blues, standards and jump tunes. Sang about eight in all, proving a real gone dame and creating a mood of abandon.

Jimmie Daniels, who sings effectively, ties the show together. His emsee work is well mannered, unobtrusive. Paul Ackerman.

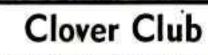
#### Nitery Biz Climbs 6%

WASHINGTON, Oct. 27.-Sales in eating and drinking places during September climbed 6 per cent above those in September, 1950, and were about equal to sales during last August, it was

'Because" were well received. His chatter was kept to a minimum, tho his offer to sing "Because" at anybody's wedding while he's in this area, scored.

Bill opened at a fast clip with the Five Amandis, an extraordinary quintet of tumblers and teeter-board artists, punching out some of the slickest feats house has seen in a long time. The Haskells, a man and wife team of sleight-of-hand experts with off-beat chatter and tricks, plus audience participation, went over big.

In the solo comedy spot and also emseeing was Bernie George. His voice impressions of a boxing match, radio commercials and the old standbys like Ronald Colman, Fred Allen, Mrs. F. D. R. and Winston Churchill got only mild applause. Les Rohde's house band cut the show in usual okay fash-Herb Rau. ion.



#### Continued from page 54

big way with American Legionnaires currently in convention here.

comedian Jack De Leon, who purveys a series of clever satirical impressions and characterizations of show people and personalities. Dance duo, Bourbon and Baine, easily the most talented hoofing are holdovers, as is the six-gal Herb Rau. chorus line.

### "I WANNA GO"; BUT IT'S NIX

NEW YORK, Oct. 27.-Victor Connors offered his resignation as an official of American Guild of Variety Artists to Georgie Price, AGVA president, last week. Connors was the founder of the AGVA insurance plan, and was instrumental in bringing it into the union. Another topper has also offered his resignation but, according to Price, it hasn't been received

### Persian Room

#### Continued from page 54

was still there, tho perhaps not In the No. Two spot on the bill is as powerful. On voice, his admonitions with the band to "play more schmaltzy" were in bad taste. The band was on beat and in key, which is more than could be said for Brisson.

Rey and Gomez, showed one of duo in this area at the moment, the finest flamenco routines caught in a long time. Both Rey and Miss Gomez are brilliant dancers. Boy apparently designs his own choregraphy, displaying a delightful Spanish number as done in the 18th century.

Dick La Salle's ork did a fine job and Mark Montes' intermission sets jammed the floor. Bill Smith.

#### Although the second second

# LEGITIMATE

#### THE BILLBOARD 56

Communications to 1564 Broadway, New York 19, N. Y.

November 3, 1951

#### "HELL" A HEAVENLY HIGHLIGHT

### Drama Quartet Does Superb Job With Shaw's 'Don Juan'

some nine months of highly profitable, intermittent one-nightering around the country, plus a side-trek to England, the First Drama Quartet arrived Monday (22) at Carnegie Hall for a single performance of "Don Juan in Hell." As every admirer of George Bernard Shaw knows, "Don Juan" is the third act dreamfantasy of the Sage's "Man and Superman." Due to its two-hour length, it has always been eliminated from the script when the comedy has been produced in New York. Therefore, its local preem at the hands of such topflight talents as Charles Boyer, Charles Laughton, Cedric Hardwicke and Agnes Moorehead, had every one of Carnegie's 2,760 pews occupied by curtain time, plus the limit of standees. It was quite an event.

Only having read the text of

# **Guys and Dolls** Grosses 321G At Dallas Fair

DALLAS, Oct. 27 .- "Guys and Dolls," auditorium attraction at the State Fair of Texas, grossed \$321,346.50 for 24 performances during the 16-day run of the fair, which closed Sunday (21). "Dolls" had attendance of 82,813. Price scale ranged from \$1.20 to \$4.80.

Gross and attendance was less than for last year's record-"South Pacific," but considerably better than for fair's first big auditorium money-winner, "Annie Get Your Gun" in 1947. "Pacific" last year grossed approximately \$395,-000 for a national indoor theater record for gross receipts over a comparable period of time, and drew about 105,000.

NEW YORK, Oct. 27 .- After |"Don Juan," a reporter would guess that the Quartet's more-orless stunt method of presentation is the ideal way of putting it on. It is, of course, essentially a fantastic debate between the Devil. Don Juan, a lady he once seduced dirt, via a one-man-show perand her father who was killed in former tagged Theodore, who attempting to avenge her honor. So in evening clothes and before a black velvet drop, the four sit at lecterns holding handsomely bound scripts (to which they never refer) and juggle the Shavian conversational ball between them in fascinating fashion, while they argue whether they like Hell or not.

#### Still Pungent

Fifty years ago Shaw loaded the argument with cynical vitriol, winging his barbs at then current manners and customs, but paradoxically stating a profound faith in man's ability to make something better of himself. For purposes of his argument, the Devil is happy in his pleasant Hell of the senses; the father, typifing the stodgy, British military mind, finds Heaven a dull spot and prefers frequent visits below; the woman is just futilely indignant that she is there at all; but Juan, turned philospher from libertine. is the only one who really wants Heaven, because of his bored dissatisfaction with the didoes of humanity. Shaw packs in more words than a reporter can count. but the brilliance of the statement of his thesis is currently as wittily pungent as the day he wrote it.

While the Don Juan role is the keystone of the debate and is read with understanding eloquence by Boyer, it is Laughton's masterly, tongue-in-cheek performance of the Devil that gives the proceedings their greatest lift. Unfortunbreaking State fair attraction, ately, Boyer's accent gets in the way in some of the longer speeches, and he gets enough of them to floor an ordinary actor. Hardwicke and Miss Moorehead are equally subtle in projecting the shorter roles of the professional Englishman and the predatory female of the species. The four add up to a splendid evening of intellectual theater.

### **1-GHOUL SHOW** Gore Fills Casket for Theodore

NEW YORK, Oct. 27 .- An off-Broadway theater here, Circle-inthe-Square, has finally hit pay boasts that "5 per cent of the audience always walks out on me during the first act." The humorhorror monologist's two-hour show is spotted after midnight Friday and Saturday, following regular performances of Steinbeck's "Burning Bright." Admission is set at \$1.50 per patron, and Promoter Jim Hicks literally has been turning them away since Theodore opened three weeks ago.

Theodore's style and material are closely akin to an animated Charles Addam's cartoon. Customers usually react to him at once, with either violent affection or equally strong disgust. Consequently, if nobody walks out during the first five minutes, Theodore feels he isn't going over. By-passing artificial make-up and props, the selfstyled "Ghoul" speaks from a simply draped raisec dais, yet manages to hold the customers' attention thruout a two-hour program. Some of his material is in bad taste, but the man's delivery is masterly from the standpoint of timing, voice quality and ability to project the punch line of a macabre joke with the exact ably be provided by Irving Bershading of understatement.

#### Where Addams Stops

Theodore actually begins where Charles Addams stops, since his with his wife, Leucen MacGrath, opening monolog is based on an Addams cartoon that has been rejected by every magazine in the fore, rehearsals will start Novembusiness. The tender little tale ber 8, and it will have its Stem concerns a man in a maternity opening December 17. bother to wrap it up, I'll eat it here." Theodore has developed this grisly gag into an autobiographical yarn about his parents who used to manufacture "baby oil." This particular story is more degenerate than diabolic, and belongs in the "bad taste" department. Most of his stories tho, are both funny and frightening, and remarkably artful in their own gruesome genre. On the strength of his present drawing power, Hicks has signed Theodore, and plans to groom him for TV and a forthcoming national tour.

# Sides and Asides

#### "Don Juan" to Stem: "Pai Joey" Delayed . . .

Paul Gregory announced he would bring the First Drama Quartet back to New York, November 29, for a four-week engagement at the Century Theater. The group's reading of Shaw's "Don Juan in Hell" at Carnegie Hall Monday night (22) received unanimous approval from the daily critics. The foursome, consisting of Charles Boyer, Charles Laughton, Sir Cedric Hardwicke and Agnes Moorehead, will give two performances each Sunday during the Century stand, instead of the usual Wednesday matinee and Monday evening showings. Gregory, meanwhile, has ac-quired "Face Value," a comedy by Ernest Pagano, a Hollywood writer. The play, which deals with plastic surgery, will see production in about a year.

The sponsors of the revival of "Pal Joey" will not be able to get the show into New York by Christmas. The opening has been postponed until early in January. Harold Lang is definite for the title role, which was created by Gene Kelly 11 years ago. Rehearsals will begin November 19.

#### **Concerning Kaufman**, Avers and Jacobs . . .

Score for Herbert and Dorothy Fields' "The Works!" will problin. . . . Entire sked for "Fancy Meeting You Again" has been pushed back because George Kaufman, who wrote the comedy and is responsible for directing it, is down with a virus. Thereward who tells the nurse, "Don't Lemuel Ayers has set the week of February 4 for the opening of the dramatization of William Faulkner's latest novel, "Requiem for a Nun." The play will not try out at the Brattle Theater, Cambridge, as originally planned. With Albert Marre, formerly of the Brattle, directing, rehearsals will begin December 10. No title has yet been chosen for the play version. **Irving Jacobs** expects to have Sweet Fire," by Lee Marion, in rehearsal by the first of the year. The producer is in London this week seeking cast and director. Harry Brown's "A Sound of Hunting," one of Jacobs' earlier pro-One thing's sure, flacks will ductions, has been sold to Stanley

be co-producer of "Ring" with Joseph Hyman free to bring in Herman Wouk's "The Koenig Masterpieces." . . . Luther Greene will put "A Sleep of Prisoners" on tour beginning November 19 in Washington. . . . Martyn Green, a former regular with the D'Oyly Carte Opera Company, may get an important role in "Jamie." . . . New York invasion of "Paint Your Wagon" has been postponed until November 12, when it will open at the Shubert. The Alan Jay Lerner-Frederick Loewe musical will be held over in Boston another week.

Jeffrey Lynn and Lee Grant were this week signed for leading roles in John Patrick's "Lo and Behold." Anne Jackson will have the role vacated by Cathy O'Donnell in Carl Leo's "Never Say Never." . . . Hal Zeiger, producer of "Borscht Capades" has opened a New York office at 420 Madison Avenue, where he will consider future Broadway productions. . . . Sam and Leon Glaser, press and booking agents, are organizing a repertory com-pany in New York under Alexander White's direction. They plan to give arena productions of classics, and are now looking for a suitable house. . . "Macbeth" will be the second production of the New York Repertory Company at the Cherry Lane Theater, downtown New York. Producer Robert Weinstein and director Thomas Clancy report that the production of "Othello," which will hold forth there until November 4, has met with success.

#### BROADWAY SHOWLOG

#### Performances Thru October 27, 1951

#### DRAMAS

305

A Sleep of Prisoners 10-16, '51	15
(St. James Church)	-19
Affairs of State 9-25, '50	459
(Music Box)	
Diamond Lil	51
Faithfully Yours	12
(Coronet)	, <u>re</u>
Glad Tidings	20
(Lyceum)	
Lace on Her Petticoat 9- 4, '51 (Booth)	65
Love and Let Love	11
Remains to Be Seen10- 3, '51	29
(Morosco)	
Saint Joan	28
Stalag 17 5- 8, '51	
(48th Street)	199
The Fourposter	5
(Barrymore)	
The Moon Is Blue	268
(Henry Miller's)	

#### MUSICALS

A Tree Grows in Brooklyn 4- 8, '51 (Alvin)	220
Bagels and Yox	62
Borscht Capades 9-17, '51 (Royale)	50
Call Me Madam10-12, '50 (Imperial)	436
Gwys and Dolls	390
Music in the Air10- 8, '51 (Ziegfeid)	24
Seventeen 6-12, '51 (Broadhurst)	148
South Pacific 4- 7, '49 (Majestic)	1044
The King and L 3-19, '51	244
Two on the Aisle	115

#### CLOSED

The	Rose Tattoo10-27, '51	
	(Martin Beck)	
	(Opened 2-3, '51)	
Bur	Me Blue Ribbons 10-17, '51	
	(Empire)	0.
	(Opened 10-17, '51)	
	topened id-it, bit	
	COMING UP	
	(Week of October 28)	
The	Number	
	(Biltmore)	
Rare	foot in Athens 10-31 '51	

While this week's was the sole Stem performance, it is announced that the Quartet will return, film commitments permitting, for a limited Broadway run at the end of next month. **Bob** Francis.

**Busy Schedule** For Hartford's **New Playhouse** 

HARTFORD, Conn., Oct. 27.-A sizeable advance is in the till for the first of a proposed three subscription series starting Noember 1 at the 1160-seat New Parsons Theater, new local legit venture operated by Philip Langner, Charles Bowden, and Mrs. Nancy Stern.

The opening attraction, "Nina," the Andre Roussin comedy, with Gloria Swanson, David Niven and Alan Webb, will be followed on November 8 by "I Am A Camera," new John Van Druten play, starring Julie Harris and William Prince. "Lo and Behold," by John Patrick, will bow in November 15, with Leo G. Carroll in the star slot. The latter play will be produced by Theater Guild, with Burgess Meredith staging.

Langner states that subsequent attractions will include the entire planned 1951-'52 series of American National Theater and Academy, and plays slated for the New York City Drama Festival.

Among plays already set are Shakespeare's "Timon of Athens," with Jose Ferrer; a starring ve- ton's Playhouse, regular site for hicle for Helen Hayes; a new play, "Mrs. Thing," with star to be announced; and Eugene O'Neill's "Desire Under the Elms," also not cast as yet.

The first series will run thru the Christmas holidays; second, urday evening, with a Saturday thru February 28; and third, thru matinee. For the following three

#### **A** Scientist

have a field day with Theodore, Kramer for filming. who, according to Hicks, came to this country in 1940 as a science- Margo Jones' Sked. student-refugee, under the sponsorship of Albert Einstein. His friends discovered Theodore's gift for the macabre, and he turned sessions at \$1 per pal.

After that he branched out into semi-professional, one-man shows, and a New York cafe manager imported him from the Coast. Unfortunately, however, the nitery man decided to audition Theodore for a group of his friends. At that time the actor was playing straight terror effects, and his act went over so well that three ladies fainted. Theodore lost the date. Since then, he has cautiously mixed a bit of silliness with the June Bundy. sinister.

### **Robin Hood Tries** Wilmington House Winter Stock Plan

ARDEN, Del., Oct. 27.-Essentially a summer silo set-up, Robin Hood Theater Company here will for the first time test a winter season at near-by Wilmington, Del. Under the direction of Windsor Lewis, the local summer troupe will put in a fourweek stock season at Wilmingcommercial try-outs.

Starting November 7 to run thru December 1, the group will offer four weekly changes, playing "Charley's Aunt" for the opener from Wednesday thru Sat-

### Other Legit News .

Arthur Lesser is on the verge of taking Ronald Alexander's "Seapro in 1946 by inviting them over son for Ginger," which was tried to his apartment for storytelling out at the Alley Theater, Houston, in February, 1950. Margo Jones has optioned Alexander's "A Gift for Cathy" for her current season in the round in Dallas. Season there starts November 5. Other new plays on Miss Jones' sked are "Sainted Sisters" by Alden Nash. "One Foot in Heaven" by Irving Phillips, "The Blind Spot" by Edward Caulfield, "Burst of Summer" by A. B. Shiffrin, and "I Am Laughing" by Edwin Justus Mayer. . . Pro-duction of Irving Elman's "The Brass Ring" has been indefinitely postponed for rewriting. This may leave Otto Preminger, who was to

# scheduled tor **Dallas Theater**

**Plays** Are

DALLAS, Oct. 27. - Theatre 51-'52, Margo Jones' theatre-inthe-round operation here, tees-off a sixth season Monday. Seven plays will be presented in a 30week season that will end May 31, 1952. Season ticket sale is running 15 per cent higher than last year.

Miss Jones has revised her production schedule this year. with the presentation of repertory performances scheduled thru the entire season, instead of being concentrated in the season's final six weeks. Playing schedule will include three-week run for each play, with fourth week after each of four plays devoted either to continuance of current play or repertory performances.

Opening night schedule is as follows: November 5, "Sainted Sisters," new comedy by Alden Nash; December 3, "One Foot In Heaven,," comedy by Irving Phillips; December 23, "Midsummer Night's Dream," by William Shakespeare; January 21, "A Gift For Cathy," new dramatic play by Ronald Alexander; February 11, "Blind Spot," new comedy drama by Edward Caulfield; March 10, a classic play, to be announced; March 31, "I Am Laughing," new comedy by Edwin Justus Mayer; April 28, "A Burst of Summer," new comedy by A. B. Shiffrin; May 19, - 31, repertory festival.

Ramsey Burch has been appointed associate director of the theater. Resident company this season includes Charles Braswell, John Munson, Marion Morris, Peter Donat, Edwin Whitner, Salvatore Amato, Norma Winters, and supplementing the regular company, Evelyn Bettis and Mary Dell Roberts.

Theater, located in State Fair Park, has been refurbished.

Routes

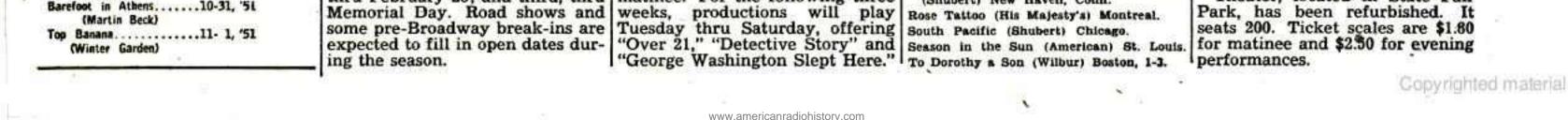
Autumn Garden (Nixon) Pittsburgh. -Ballet Theater (Biltmore) Los Angeles. Candida (Lyceum) Minneapolis, 31-Nov. 3 Cocktail Party (Curran) San Francisco. Darkness at Noon (Colonial) Boston, 1-3. Death of a Salesman (Shubert) Detroit. Guys and Dolls (Orpheum) Kansas City, Mo.

Dramatic & Musical

Happy Time (Cass) Detroit. Kiss Me, Kate (Gayety) Washington.

Moon Is Blue (Harris) Chicago. Member of the Wedding (Erlanger) Chicago. Moon Is Blue (Forrest) Philadelphia, Mr. Roberts (Davidson) Milwaukee. Never Say Never (Plymouth) Boston, 1-3. Oklahoma (Royal Alexandra) Toronto. Point of No Return, with Henry Fonda

(Shubert) New Haven, Conn.



#### THE BILLBOARD

Off-Broadway Reviews

A COMPANY OF A PROPERTY OF

#### GENERAL NEWS

#### 57

### **Broadway Opening**

#### THE FOURPOSTER **Barrymore Theater** (Opened Wednesday, October 24)

comedy by Jan de Hartog. Staged by Jose Ferrer. Setting by Syrjala. Costumes by Lucinda Ballard. Business manager, Victor Samrock. Stage manager, William Weaver. Press representatives, William Fields and Peggy Phillips. Presented by the Playwrights' Company. Agnes .....Jessica Tandy 

#### Continued from page 3

hands of the co-stars, a delightful over-all diversion-particularly for married middle-agers who have been thru the mill.

De Hartog writes smoothly and frequently with effect, but his episode "Fourposter" is just a warmcdover version of the yarn about a and Ben Morse's "The Daughters pretty clever woman who lets her blundering lesser-half imagine delicate offering by the offthat he is king-pin of the menage, Broadway group-the cast is exthe while serenely getting her own way. Here and there it is reminiscent of such matters as "What Every Woman Knows," "Life With ing "Daughters" is the plot. It's Father," etc.

night of an impecunious writer and his bride, the latter even then Retirement" by mood and "The signposting a talent for future Three Sisters" by the fact the twistings of her spouse about her finger. It carries on thru more financially successful years of two helpless women faced by the bickerings and reconciliationschildren come; he is about to stray; she is about to stray. But always there is a deep underlying bond of affection between them, on which potential tragedy stubs its toe. So they grow older together with increased understanding. But even when they must give up the bed, symbol of a reasonably happy marriage, to newcomers, because it is too massive to move to a smaller apartment, the final little victory is hers.

and Cronyn turn the script into a James Arenton? All are engag mutual tour de force. They are ing; all are skilled performers. on stage together practically every And the lesser roles, too, are well minute, and while the former con- chosen and mostly well played. sistently builds a colorfully fetching portrait of a wife blessed duction skillfully, and Robert L equally with a peppery temper and Ramsey's set blends well with the a leavening sense of humor, Cronyn is engagingly engaged in endowing the husband with a likewise sensitive funnybone even in his moments of utter bewilderment at his wife's mental processes, and no one can look more bewildered on a stage than Cronyn.

### THE DAUGHTERS OF THE LATE COLONEL

(Opened Sunday, October 14)

#### Sutton Theater

A drama by Louis Beachner and Ben Morse. founded on the story by Katherine Mansfield. Staged by Louis Beachner. Sets by Robert L. Ramsey. Stage manager, Albert Ackel. Press representative, Mary E. Fogarty. Presented by the Sunday Theater.

Kate ... Dr. Podgett .....John Regan Miss Josephine Pinner ....Lucie Lancaster Miss Constantia Pinner .... Marie Donnet Nurse Andrews ..... Phoebe Mackay The Rev. Henry Farolles .... James Arenton Mrs. Knight .....Stuart Germaine 

The Sunday Theater has started off with a nice, gentle pop in the presentation of Louis Beachner's of the Late Colonel." Just about everything is nice about this guiet, cellent; the production well done, and the scripting pretty fair.

The only thing Messrs. Beachner and Morse overlooked in writa moody play with fine character It tees off with the wedding delineations and excellent lines, but nothing much happens. It's a sort of combination "Ladies in play progresses at a frustrating stand-still.

Quickly, the story deals with vacuum left by the death of their domineering father. With decisions always having been made for them, they cannot face problems squarely. A local pastor makes a marriage proposal to one of them, which represents the play highlight, but here, too, they haven't the courage or power to break from the dead father's spell. The pair end up as they began, lonely, indecisive and empty.

It is difficult to say where the standout performance is in such a well-rounded cast. Is it Marga Tour De Force But between them, Miss Tandy Marie Donnet, Phoebe Mackay or Beachner has staged the proplay's mood, tho it is far too cluttered for such a small stage. "Daughters" is indeed a fine first offering for the Sunday Theater. Something should be done about this script. First of all, Beachner and Morse must do something about it plot-wise, and then some sharp-eyed producer should get to work. This reporter certainly feels that said producer has his casting job, for the most part, out of the way. It's an auspicious off-Broadway bow for a new group. If it can keep the It is a prediction that matters pace, the Sutton Theater should Dennis McDonald.

#### DON'T WORRY (Opened Saturday, October 13)

Second Ave. Theater

musical comedy with book by William Siegel. Lyrics, Jacob Jacobs. Music by Abe Ellstein. Staged by Leo Puchs. Sets, Michael Saltzman. Dances, Felix Sadowski. Assistant director, Isidore Goldstein. Yiddish press representative, Ben Gillman; English, Max Karper. Pre-sented by Irving Jacobson and Edmund Zayenda.

Peyga ......Rose Greenfield Feivel Shinder .....Jacob Zanger Max .....Charles Cohan 

Irving Jacobson and Edmund Zayenda have assembled a fine roster of Yiddish performers for "Don't Worry," their first offering of the Second Avenue Theater season. And since the players are the important item in most musicals of this genre, the inadequacies of the book and, to some degree, the music can be taken in stride.

For a Yiddish-speaking audience, the show evidently is a knock-out. But this non-Yiddishspeaking reporter found the proceedings less enjoyable than pre-vious offerings. Tho promise was made of 60 per cent English dialog, 1 per cent would be a more accurate estimate. And, to add to the frustration, the comedy of "Don't Worry" is primarily of the gag line variety (and rather corny one's at that), rather than situations, which can be enjoyed without the language. In the light of the waning use of Yiddish among the Jewish population, it is difficult for this reporter to understand why the stress of humor has been placed on the

#### Chicken Picker

#### THE MAGIC MELODY (Opened Friday, October 12) **Public Theater**

A musical comedy by Harry Kalmano-witch. Lyrics, Bella Mysell and Isidore Lillian. Direction, Herman Yablokoff. Sets, Michael Saltsman, Lighting, Barry Fox. Dances, Yanina Frost. Music, Joseph Willens. Stage manager, Isidor Elgard. Associate director, Jacob Mestel. Presented by Herman Yablokoff.

1	FreidelePreidele Lipshits
	Harry BergJacob Mestel
1	JackIsidor Elgard
1	CharlotteCharlotte Goldstein
1	Hymie Margolin Herman Yablokoff
1	Yudele BessarabovYudel Dubinsky
1	Aarele
1	Teibel Margolin
1	Chaim'ke Anita Stein
	BeilkeBernice Thau
	Channa Pompishke Hanna Grossberg
i	Aarele Kanarik Aaron Lebedeff
ł	Bella BessarabovBella Mysell
1	SamSam Gertler
Ì	Professor Abrams
1	Michal RobbinsMichal Michalesko
	ZeldaZelds Kaplan
J	BennieBen Schechtman
1	FeivushFeivush Finkel
	SINGERS GROUP-John Barber, David
1	Brown, Lynn Garden, Fannie Juvelir, Ber-
1	and a second a second a second a second a second

Steinberg. DANCING GROUP - Modens Brown, DANCING GROUP - Modens Brown, Hillar, Nina Wasserman, Irene Theoharis, Barbara Mahon, Jane Neigud, Terry Connors.

Altho just about everything imaginable has gone into Harry Kalmanowitch's "The Magic Melody," the chief ingredient in the Public Theater's potpourri of song and story is an abundance of warmth, which emanates from Aaron Lebedeff and from its star. director and theater manager, Herman Yablokoff, and pervades the entire production. To an ear untutored in Yiddish, "Melody's" story line may seem too melodramatic and its sentiment a bit slushy, but the flavor seems just about right for language audience taste.

#### Sad Story

A poor, down-trodden accordionist tells his story to a pro scenes. Always interested in pillars, castle walls, flag poles or gives it up when he comes to admits scene shifts of film-change

altho the hero never gets the gal,

he finds solace in his resurrected

music career. The climax be-

comes a bit ludicrous when a

haunting refrain, which has been

pursuing and eluding him all thru

his downfall, comes into being

and is presented on a TV show,

with harem girls, a princess, an

American naval officer, et al, per-

forming what comes close to a

good satire on tele, tho doubtless

Along the way are military

marches, football parades, etc., to

give the production the majority

a variety to the program. All

nicely with one another. Yablo-

koff has directed "Melody's" story

with sound feeling and its musi-

cal portions with lots of zest and

pace. Joseph Willens' music is in proper Yiddish vein, tho con-

usually the case. Yanina Frost's

dance patterns are slick and fast.

sets are well executed and more

Fine Cast

deff are the shows stars, but a

fine cast of players makes "Mel-

ody" far from a two-man show.

Bella Mysell, credited with Isi-

dore Lillian on the lyrics, sings

beautifully and performs grac-

iously. Hanna Grossberg, of the Joan Davis school, gets top comic

honors and practically walks off

Messrs. Yablokoff and Lebe-

than serve as backdrops.

real characterizations.

unintentionally so.

### OTHELLO St. James Theater, London

**Foreign** 

Review

(Opened Thursday, October 18)

tragedy by William Shakespeare. Pre-sented by Sir Laurence Olivier in association with S. A. Gorlinsky. Staged by Orson Welles. Decor by Motley. Scenery by Victor Mara. General manager, Lovat Fraser. Stage manager, Diana Boddington. Press representative, David Fairweather.

OthelloOrson Welles
DesdemonaGudrun Ure
RoderigoBasil Lord
IagoPeter Finch
Brabantio
CassioJohn van Eyssen
The Duke
LodovicoEdward Mulhare
Emilia
MontanoMichael Warre
BlancaDianne Foster
The HeraldAubrey Richards

Thruout the Laurence Olivier production of "Othello," Orson Welles charts a course combining majesty with depth of feeling, to take the mind off such exigencies nard Jay, Bernice Liblich, Arnold Spector, of plot as a planted handkerchier Martin Kramer, Florence Rothstein, Morris or a belief that his wife is a DANCING GROUP - Modens Brown, Evelyn Goodman, Irmine Dasphit, Julie testimony. On four-inch elevators his Moore strides the stage to dominate both company and customers both vocally and in deportment. Perhaps he concentrates more on shock value and on visual effects, than on the play's poetry. But, at all events, he is never dull.

There is a saying, that Othello is only as good as his lago makes him. In this edition Welles has to take responsibility for that angle of his performance as well as his own interpretation. The production is of his own staging, and he therefore must have accepted Peter Finch's waspish conception of his lieutenant.

Production-wise, the sets are constructed more for fast utility than beauty. They are built around five permanent poles writer in a sequence of flash-back which serve in turn as palace music as a boy in Europe, he bed posts. It is a set up which

It is almost impossible to think of any two players who could do more for Mynheer de Hartog's marital conceit. The charm and spontaneity of their soft-pedaled inter-playing is a small triumph.

at the Barrymore are settled for have a long-lease tenant. Bob Francis. a happy run.

# **Air Checks**

#### Continued from page 12

lies polled, 95.7 per cent said they | at WEEI, Boston. . . . George W listen to radio while away from Harvey, eastern sales manager home, with 46.4 per cent of that for Chicago Tribune Station WGN. group reporting that they chalk becomes general manager of the up more than six hours of out-of- Tribune's Tampa, Fla., Station home dialing during a week. Sur- WFLA effective November 5. . . vey also unearthed fact that among TV owners who listen to radio away from home, 60.6 per branch office in San Francisco, cent of them listen most to Thursday (1). Don Pontius, WHDH. On the basis of this re- Meeker's Chicago manager, will port, WHDH is gearing its cur- head up the Bay City operation. rent sales pitch with an eye toward convincing sponsors that "when viewers get away from To BAB Position . . . their TV sets they are finding the programing of the large independent station preferable to their Hollywood, appointed director of former listening."

#### Fitzpatrick Named to Radio Sales Post . . .

of radio sales promotion and re-search department of Free & Mercury Artists to represent Peters, Inc., succeeding Joseph C. firm's talent properties in TV and Amaturo, who has joined Music radio. . . Radio Station WKYB, Corporation of America. Fitz- Paducah, Ky., becomes an NBC patrick was formerly with Fal- affiliate, effective November 15. staff Brewing Corporation in . . . Kenneth Carpenter named St. Louis as sales promotion man- Chicago sales representative for ager. . . . Perfume Import Com- Frederic W. Ziv Company. Exec four years; while fem is starting vertising to handle its national midwestern division amd was spot radio campaign. Account more recently associated with exec is Russell Fradkin. . . . Vogue - Wright Company, TV Lowell Jackson upped to sales film producers.

### Name Don Lee Exec

Kevin B. Sweeney, sales manager of Don Lee Television in national promotion for the Broadcast Advertising Bureau, Inc... Barbara Scott has replaced Michele Lescure as secretary to Ted G. P. Fitzpatrick named head Cott, mawager of WNBC, N. Y.

"Don't Worry" is primarily con- America and becomes a partner rapidity. cerned with a New York chicken in a zipper factory. Love blooms plucker who lands in the U.S. after a brief stint in the French Foreign Legion during which he falls in love. The girl friend turns up later in New York as an inname-only bride of a night club owner, who refuses to divorce the gal when the lovers meet. However, he finally makes the poultrician an offer that he will give up the bride, if the boy's mother will marry him. To thwart this move the gal's uncle discovers a sweetheart of the nitery owner in Mexico, and via a little blackmail, drunken husband reforms and, a few threats, etc., the club owner is put in his place. Mama is oft married to a kindly friend of the family, the gal gets her divorce and her uncle finally succumbs to a love-struck gal who has been chasing him all thru the proceedings. For extra measure the jilted Mex sweetie hooks the nitery owner, his secretary marries a guy named Hymie and the stage is cluttered with tuxes and wedding gowns.

#### Buffoon Fuchs

Leo Fuchs, as the denuder of fowls, is a real buffoon. He makes funny faces, dances well, plays of its musical numbers and add the violin, makes more funny faces and delivers his lines with these ingredients, however, blend an abundance of self assurance. Fuchs is supported by the fine artistry of Irving Jacobson and Yetta Zwerling, whose caricatures are the stand-outs of the company. For sentiment and schmaltz, Lucy Gehrman and siderably more Western than is Muni Serebroff provide the few bits of reality with warm, sensitive and Michael Saltzman's painted performances. Mae Schoenfeld also does exceedingly well with the thankless, melodramatic role of the jilted sweetie. Fuchs, as director, has given the show a nice fast pace, and the Michael Saltzman sets and the Felix Sadowski dances are considerably above Second Avenue par. Abe Ellstein's music is lively, tho not

particularly distinguished. In sum, "Don't Worry" has a lot of sock, and a solid cast keeps the show at top notch level. It's obviously a fine show for the Yiddish-speaking customers.

Dennis McDonald.

former has been with CBS for pany has appointed Fradkin Ad- former sales manager of NBC's ninth year on New York station. . . Armed Forces Information ample background for each of its RTMA Prexy Glen McDaniel and Educational Division have cast to display versatility, a matcontracted to use two five-minute ter which the Yiddish theater- of William F. E. Long to be the radio shows produced by Basch goer demands from his artists. association's first director of sta-

Over-all, the current version is in his life but is frustated by a smooth, compact production. Mama, who pretends a heart at- Obviously fond of playing with tack on his wedding day and props, Welles perhaps bears down forces him to leave his gal friend too much on impressive entrances waiting at the synagogue. The via built-up ramp and other gal, in pique, marries another, such effects. His reading of the and both lives become miserable Moor is not perfect. There are -his with a grasping Mama and a dozen actors who might give family, hers with what turns out the role more feeling. However to be a drunken husband. They few of them could equal his overreunite, years later, of course, at whelming exuberance or bring the cafe where the accordionist is out the tortured passion of the telling his story. The woman man with more clarity. puts him on his feet again, the Leigh

Leigh Vance.

#### Here's USO Sked Continued from page 3

5. These are a special pet project. of V. P. Lawrence Phillips and are in addition to the regular program. They will consist of oversize units, headed by names, with the dual idea or highlighting the holiday season and making the troops show conscious.

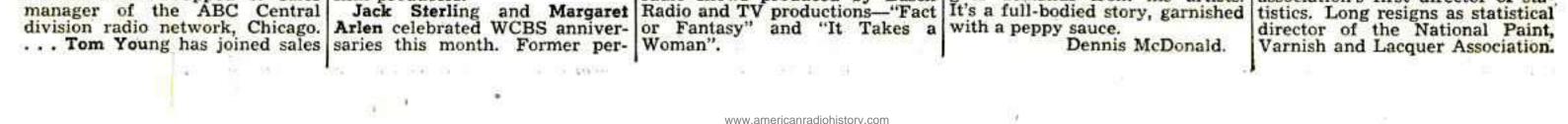
There is no question that show business will rise to the occasion as in the past. Performers will work for a fraction of their normal salaries. But an operation which entails the employment of around 750 entertainers can't be carried thru on a shoestring. Roughly, an estimate of this year's budget adds to about one and three-quarter million clackers, which will have to be allocated to Camp Shows from the current Red Feather Community Chest campaign.

At present C-S has about \$300,-000 on hand, which will see them thru the next two months, due to the fact that the units go out on a staggered basis. In sum, revived troop entertainment, as the profession sees it, necessary as it is to troop morale, isn't just show business' problem; it's everybody's.

### **TV Sets Drop**

#### Continued from page 12

with the show. Michal Michal-337,341 as compared to 843,800 in esko, Charlotte Goldstein and September, 1950, while radio set Tillie Rabinowitz round out a full production was 1,100,126 this roster of top artists, all offering September as compared to 1.335,-500 sets manufactured in the same "Melody" is definitely a hit for month last year, according to the downtown trade. It provides association estimates.



**RINKS-ARENAS** 

58

6

THE BILLBOARD

**Communications** to 2160 Patterson St., Cincinnati 22, O.

Communications to 188 W. Randolph St., Chicago 1, Ill.

November 3, 1951

# N.Y. Winged Skates Finals Attract 5,000

### Prize List Includes Skates, Bicycles, Watches, Jackets, Medals, Accessories

sponsored jointly by The New York Journal-American and New York Department of Parks, wound cago, Kingston, Globe Union, up Sunday (21) on Central Park Rollfast, and Union Hardware) Mall with a dozen champions and five new record holders emerging from an original entry of 16,000 contestants. Each winner received a gold medal and either a Rollfast bicycle or a Wittnauer watch, while runners-up took home silver and bronze medals along with Everlast footballs and Trifari jewelry. In addition, six champions received trophies.

Trophies were donated by America on Wheels, Amvets, the Downtown Athletic Club, the

spectators was on hand for Sunday's grand finals. Lucy Monroe opened proceedings with the na-tional anthem. Then came a con-cert by the Fire Department Band, under George F. Briegle, and welcoming speeches, by mayoral aide James Sauter and John Downing, director of the Park Department's athletic staff. Singer Vaughn Monroe, of Madison Square Garden's championship rodeo, was among the cele-brities on hand to award prizes.

A special feature of the Winged Skates finals was a match race between Roller Derby girl stars. This was won by Toughie Brashun of the Jersey Jolters, fol-lowed by Ginger Foley of the Red Devils and another Jolter, Gloria Cleirbeault.

According to Downing, the entry of 16,000 from 500 playgrounds was the largest ever to participate

NEW YORK, Oct. 27. — The 1,620 skaters in 27 district elim-third annual Winged Skates, inations, with winners getting over 1,000 pairs of skates (Chiand enough Sure Grip safety clamps to round out prize requirements. Borough finals, which cut the field to 300, provided medals for winners and both mono-grammed jackets and Winged Skates athletic shirts for all.

Champions and runners - up, crowned Sunday, follow:

#### Boy's Division

Senior: 1, Joseph Munafo; 2, Charles Wahlig; 3, Samuel Park-er; Intermediate: Bruno Tognetti, Knights of Columbus, the Roller Derby and the Winchester Skate Company. An estimated gallery of 5,000 spectators was on hand for Sun-George Luner, Michael Rivinius. Mite: Albert Landi, William Massey, Michael Fitzsimmons.

#### Girls' Division

Senior: Jane McQuage, Marie Grosso, Peggy Kehoe. Interme-diate: Irene Kuroski, Peggy Conlon, Roslyn Beck. Junior: Marie Orlando, Audrey Fraser, Margaret Jeselson. Bantam: Roberta Heans, Kathleen Mulholland, Barbara Frazee. Midget: Bunny Cadwell, Betsy Stockfeder, Barbara Rie-necker. Mite: Ida May Matys, Su-



san Garcia, Sandra Liss.

HOCKEY HYPES **BAYONNE B. O.** 

BAYONNE, N. J., Oct. 27.-The Atlantic Roller Hockey League, promoted by the America on Wheels chain, got off to a good start Saturday (20) here at Boulevard Arena with the game well attended and the box office showing a gain over the preceding Saturday, said Jack Edwards, AOW director of hockey.

Bayonne's Barons won a closely contested clash with a team from Reading, Pa. The game was tied at the close of the third period, necessitating overtime. The next game, to be played November 3 night, brings together the representatives of Twin City Arena, Elizabeth, N. J., and Paterson (N. J.) Arena, at Paterson.

## Lebanon Gets **New Lid After** Storm Damage By Joe LaTella

LEBANON, Mo., Oct. 27.-Hailstorm insurance carried by Mrs. Blanche Johnson, owner-manager of Lebanon Roller Rink, saved the day for the 60-year-old operator several months ago when a severe storm damaged the rink's roof to such an extent that it had to be replaced, reports Fred C. Landrus, magician and skating enthusiast, who recently visited the rollery.

The visit to the rink by Landrus, over the gate he had anticipated. who is currently playing in that area, was his first since 1947. Since that time, he reports, Mrs. Johnson has increased the size of the 30 by 60-foot maple floor to 10,000 met with enthusiastic response. The 65 by 130-foot floor is of square feet. The rink is in its 11th year of operation.

furnished by Hammond organ, with LaTella at the keyboard. Mrs. Johnson, who is assisted in the management by her daugh-DALLAS, Oct. 27. — Sonja Henie's ice revue will play the business good. She operates nightly Overhead decorations consist of multi-colored crepe paper stream-Overhead decorations consist of and also offers three matinees a week. Recorded music is used. Preparations have been made for a big Halloween party at the The same spot, which had been a dance hall until LaTella brought for soldiers stationed at near-by Fort Leonard Wood. Last summer the rink presented its sixth annual skating show, plus the crowning of a local skate queen, on two nights, with one of the top brass from the fort on hand to crown the queen. The show was an RSROA benefit affair. Later the complete show, with 50 performers, was presented at one of the fort's service clubs.

### ARENAS AND AUDITORIUMS

### Legit, Icers, Ballet Play Springfield Shrine Temple

Abdou Ben Adhem Shrine Mosque, 18; Sadler Wells Ballet, January 16; only aud here, is being used for National Assembly of God, Sunday a number of attractions and re-cently housed "Oklahoma" and the Gil Gray Circus, under Shrine Josef Meier "Passion Play." An- auspices, April; 35th Division Retique shows, conventions, exhibi- union, with President Truman attions and name bands are annual tending, April, and annual dog attractions.

The "Passion Play" (October 6opened the current season with capacity houses. Lou Walters' "Latin Quarter Revue," a new road show out of New York, played here October 20. Coming up are "Skat-

 SPRINGFIELD, Mo., Oct. 27.— |ing Vanities of 1952," November 14show in May.

> Jim Saunders, Shrine recorder, has been building manager 11 years.

> The auditorium has a large stage, organ and floor space of 60 by 120 feet. There are 3,663 permanent seats in a horseshoe extending from floor to ceiling, with no balcony.

#### **Owensboro Books Sports**

OWENSBORO, Ky., Oct. 27 .-Memorial Recreation Center here, better known as Sportscenter, has offered Bob Hope, Horace Heidt, Spike Jones, Tommy Dorsey, Harry James, Lionel Hampton and "Ice Vogues," as well as other attrac-tions and a full sports schedule since opening in 1949.

This season's schedule gets underway November 6-7, when "Skating Vanities" come in on a split week with Memphis. From December to March, the building is booked solidly with sports events. "Holiday on Ice" is booked for April, and Manager Jack Hicks said time is available for other attractions after March 1.

The building seats 7,200 for sports events or 5,500 for arenatype shows. There are portable seats at the rinkside and permanent theater seats around the floor and balcony. These are backed by a 13-row bank of fixed bleachers. Aud is equipped with a stage 50 feet deep and with a proscenium arch of 60 feet. There is a swimming pool adjoining the auditorium and a youth center in one section of the building.

#### **Ky.** Coliseum Selective



the floor Saturday (13) as Joe La-

Tella, well'known Western opera-

tor-instructor, opened his new rol-ler rink at 460 South State Street

Skating began shortly before 7

and continued until after 10 p.m.

in the newly decorated rink. La-

Tella said the opening drew well

The soft drink and candy stand

soundproof construction. Music is

Accommodations of the rink

also did good business.

here,

in an event of this kind in New York.

#### The initial field was pared to



### We invite you to bring your skaters to Curvecrest and see for yourself.

SKATING RINK WANTED

Minimum size 40 ft, by 100 ft, Prefer permanent top. Will consider canvas,

> **BOB RIGG** Apt. #3, 2511 Post St. Jacksonville, Florida

Dallas Ice Arena at State Fair Park for her first appearance in Dallas, December 6-22. The engagement follows a 16-day appearance by "Ice Cycles" during the State Fair of Texas which closed Sunday (21). The Henie revue will open in San Francisco and come to Dallas for its second appearance.

"Ice Cycles" pulled total attendance of 106,655, with 15 sellouts in its 23 performances. Scale was to \$3.30 top. Linz said "Cycles" had a per-performance attendance record of 6,055 for five performances for the second week-end of the fair, October 12-14. For these five performances, 405 extra chairs were added. Arena has capacity

# **Corporation Books**

and Lew Platt, resident manager. 15 years.

ers. Two floormen were on hand.

Saturday's opening brought skaters back to a familiar location. skating back, formerly was op-erated by Gordon R. Woolley, well-known Utah operator, under the name of Mapleway. Woolley retired in 1949.

LaTella said the floor was in good condition when he took over the property last month, and only minor repairs were necessary.

Rink operation is no new venture for LaTella, who came here in September from Prescott, Ariz., where he operated the Rollerdrome. He was an instructor at Bell Gardens, near Los Angeles, in 1949 and 1950, and at the Hip-

The new rink is operating within prizes in the contest.

An enthusiastic supporter of

Reopening of the rink now brings the number of rolleries in

LaTella announced a series of

Admission to the rink is 50

LEXINGTON, Ky., Oct. 27.-Memorial Coliseum of the University of Kentucky here has not been available to most of the commercial road shows. However, dramas, symphonies, concerts and educational attractions have been in, and John Carter, president of the University Forum, stated that formal applications for use of the building will be given consideration by the board of trustees.

There are 11,500 permanent bleacher seats behind 4,200 theater-type chairs. The building was completed in 1950 and serves as the main athletic plant for the university.







# Paris Peek

#### - By ANNE MICHAELS

 Continued from page 2 that at times sounds like that of a harp, piano or a lute.

The Franco-American Fellowship gave a jazz session at the Coliseum last week, called "Paris-New York." Headed by Don Byas and Jacques Butler, the music went on well into the morning. One of the guests there was Lewis Varona, king of Cuban music, who said he was here for a ballet he has written and hopes to produce both in France and America. Varona explained that it was a four-part extravaganza type ballet with the story based on the influence of the old world on Latin-America thru the years.

#### Ledrut to England; Dunham a Click . . .

Jean Claude Ledrut, composer and pianist, to represent France at the Manchester, England, Music Festival. . . . Lady Patchatou has changed her style from the "risque" to the more classic, and seems to have stopped her tiecutting performance as well. Even so, her club is still packing in the customers. Her future plans have to do with an Irving Berlin musical called "Miss Sunlight." Katherine Dunham's Ballet Company opened Monday to allround praises from an audience filled with some of the biggest international names. Meanwhile two of her group are appearing at Carrols Night Club. They are Marie-Jean Francois and Benjamin Turpin.

#### Gunther, Jane Russell And Royal Visitors . . .

The Peters Sisters slated to open in a new operetta at the Bobino, called "Three Feeble Women." ... Paulette Goddard in town, wants to do a translation of Roger Feral's "The Troubled Woman," in London and New York. . . . John Gunther writing "Eisenhower in France." Jane Russel a visitor here. At the moment the town is packed with visitors. Since the American Society of Tourist Agencies began holding its convention here last week, over 2,000 delegates and wives have taken over the city, as well as any remaining hotels that may have survived the various salons and exhibitions. Royalty is well represented too. Besides the Ali and Aga Kahn, Princess Faiza of Egypt and the Empress of Persia have been guests at most of the important openings and parties of this past Paris week.



#### By LEIGH VAN

 Continued from page 2 total reduction of approximately \$19,600,000 since June 1949.

The 554 theaters operated by his group took \$78,400,000 at the box office, of which \$28,140,000 was drained away by entertainment tax, or 37.7 per cent of the total take. Said Rank, "If we had been taxed on the same basis as the live theater, we should have Prexy Files Resignation . . . paid 75 per cent less tax. I hope the industry will continue in its efforts to secure the removal of this discrimination."

#### British Funfair Takes Seasonal Plunge . . .

Attendance figures still fall off at the (now ended) Festival of Britain Funfair. But, say the directors, that is a seasonal thing. We expected it. Now the government (who appoint the board) has announced they intend keeping the Fair open two more years, and possibly five. Altogether the board has repaid \$756,000 of the (secret) amount loaned them by the Exchequer. Since May, when the Funfair opened, over 7,750,000 people have visited it. Entrance fees for the future remain the same, 28 cents.

#### So. Pacific "Runs High";

#### Sir Beecham Barks . . .

Interest about "South Pacific," due to open at the Drury Lane Theater on November 1, continues at fever pitch. To equip major hits of its four-year histhe star dressing room suitably tory. The repertoire will range for Mary Martin, whose home it from Sophocles' "Electra" and may be for several years as she has a duration of the run clause on her contract, the theater has rearranged the plumbing, put in a new shower and altered the color scheme from a drab cream to dark green. Advance bookings for the show now stretch way into 1952. Sir Thomas Beecham is a good says he will form a new troupe enough conductor to make the starring his cousin, Lauri Adani, headlines by just waving his for the show. baton. But he likes to step out ever so often and take a crack at the big world outside. Five months ago he called the newly built Royal Festival Hall here 'ugly," "repellent" and "monstrous." Now he is playing three concerts there, paused during the first one to bark at the audience, "I suppose you'd like to know what I think of this hall now. I'll tell you after my next two appearances."

# Rome Round-Up

#### -By SYD STOCE

#### Continued from page 3

films are winning increasing favor with local audiences. Domestic flicks last year earned 24 per cent of the total film revenue, while in 1949 they took in only 16 per cent.

### Academy Subsidy Small;

As a protest against this year's ries 16mm. pix along with his small subsidy from the govern- regular protean costume-type ment for the Academy of Nation- show. Dominick had a puppet al Dramatic Art, the prexy of the show for many years and says that academy, Silvio d'Amico, has he believes that the time is ripe submitted his resignation to the for the return of such shows. He Ministry of Education. Dean of adds that Mr. and Mrs. Frank Rome's dramatic critics, d'Amico Ellis have been doing a puppet has spent 16 years as head of the show for many years in schools academy. The Education Minister and churches in Utah and adjoinhas refused to accept d'Amico's ing States. resignation and has appointed a

commission to study the problem and find more funds for the historic dramatic school. .....

Isa Barzizza and Walter Chiari are taking temporary leaves from flicks this winter to appear in musical revues. . . . Greta Garbo made the front pages here last week with the report that she's seeking a villa at Capri and that she's skedded to play Eleonora Duse for RKO. . . . Milan's famed Little Theater will come to Rome for the first time this winter, at the Quirino. The company, which is headed by Lilla Brignone and Gianni Santuccio, will offer the Shakespeare's "Macbeth" to The-odore Dreiser's "An American Tragedy" and Pirandello's "Giants of the Mountains." . . . Director Luchino Visconti, who scored with Tennessee Williams "Streetcar" last season, is plan-ning to do Williams' "Rose Tattoo" later this year. The grapevine

# **Roadshow Rep**

**CARLTON HOVER** is playing with their magical puppets. has met several solo shows that have been doing well in that area. He says that most of them have been working from a platform and adds that no merchandise can be promoted in Iowa schools but that in many spots a program advertising stunt is permitted... Grimaldi Family Players are making their regular fall tour of French speaking societies in New England to reported good business. . . . L. L. Dominick has a solo school show in Arizona. He car-

#### MAURICE J. CUNNINGHAM, is getting a religious pic show together to play sponsor dates around Logan, Utah. Tour will mark his second winter on the road in that area. . . . Sun Players, who are playing circle stock in Iowa, with headquarters in Grinnell, report exceptional business in that neck of the woods.

Roster for the winter show includes Carl Park, Dot and Jess Sun, Mason Wilkes, Trixie Maskew, May and Sid Householder and Bruce McGinnis. The Suns plan a short layoff during the Christmas holidays but they will continue to circle until the spring. They have acquired a new tent and much new equipment roster of the Honey Boy Evans Minstrels for the 1913 season. He

schools in Eastern Idaho to A. A. Sterner, who completed his fair business and reports that he stands around Frederick, Okla., with his platform show recently, is planning to try out some school dates. He says that his summer tour of Texas with the platform was only fair.

> FRED HOYT reports a good summer's work in Arkansas with his platform show. He will work a pic-vaude attraction this winter, opening near Sedalia, Mo., His destination is Florida. . . . Devore Players, three-cast unit, are working their way Eastward after successful stands around Caldwell, Idaho. They met Mr. and Mrs. Edwin Boxer in Council, Idaho, recently and report that the Boxers are en route to Florida, showing feature pix along the way. The Boxers make a trip from California to Florida and return each winter. . . . Walter Downing reports that he chalked up good business on his summer tour of Wyoming with his museum trailer show. He plans to switch to halls for the winter and will add some feature pix. He was with John Lawrence in the old rep-tent show days.

### **Drivin' Round** The Drive-Ins

**PED WAGGONER**, veteran theater owner and operator, has been named assistant manager of Municipal Auditorium, San Antonio, succeeding G. L. Buck. for the summer tour. . . . Karl Mayor Jack White dismissed Buck Cartwright comes thru with the from the post. White also is attempting to force the resignation of Harry Griffith, auditorium points out that names of the mu- manager. . . . Osage Drive In sicians were not given on his bill, Theater, Corpus Christi, Tex., has but says that he hopes that the been purchased by Corpus Christi following list complies with F. C. Theaters, Inc., owners of 11 the-Butler's request that appeared in aters in the city. Drive-In was the October 20 issue: Daniel Shea, opened last March by the Osage Corporation of which Lester Miller was a principal stockholder. interlocutor; Honey Boy Evans, Bruce Collins, president of CC John King, Sam Lee, Joe (Rags) Theaters, plans many improvements at the drive-in. . . . Roy Arnold has been named manager of the Decker Drive-In, Baytown, Tex. . . . The Ford Drive-In has been opened at Stanton, Barr, Joe Wesley, Carl Fletcher Tex. Owners include H. Ford Taylor, James Manning Jr., and C. H. McCall. Manning will manage the spot. . . . Theater En-terprises, Inc., last week, announced that it will build a 300car capacity drive-in at Marfa, been breaking in a puppet Tex. Spokesman, Clifton Durham, show at dates in small New manager of the TEI theaters Hampshire towns. They have there, stated that a 10-acre plot been playing church dates for has been leased for the drive-in. the most part. . . . Byron Gosh Construction would start as soon reports that the By-Gosh Tent as construction men could be made available from two other drive-ins now under construction, at Alpine and Crane, for the circuit. . . John Hopkins Georgia and Tennessee for win- has announced that work has and will use it as a sound car drive-in at Post, Tex. It is to be is booking school magic shows, Tex., on which he plans to erect and Mr. and Mrs. William Nor- a drive-in. He operates the Roxy

### Matinee Clubs

#### Continued from page 54

Ciro's major musical spots, offer late Saturday afternoon sessions. At the other end of town, the Castle Inn, also a music spot, sets up for a jam session every Saturday at 3 p.m.

Hot jazz addicts find much to their likings on Saturday afts, with the Club 421, Peps and Showboat staging jam sessions that run into the evening hours. Showboat and Peps also continue a long-standing practice of Monday afternoon jam sessions.

On the Jersey side, the major and minor spots are getting in extra coinage via a Sunday afternoon session. Chubby's, at Collingswood, where the top recording names are on tap, puts on a complete floor show at 4 p.m. At Lindenwold, it's a combination ual Day," "Too Young," an aria "Jazz Concert" and floor show at 4:30 each Sunday. Also whipping up Sunday afternoon trade are Murray's Inn, Haddonfield; Rainbow Grille, Camden, and the Twin Bar, Gloucester.



**OPEN A DRIVE-IN THEATRE** AT LOW COST

#### Terry-Thomas, Josh White Click in England . . .

Whatever you thought of Terry-Thomas in New York he has made a niche for himself here as TV's top comedian. His second series of "How Do You View?, a pun on his Oxford-accented patter piece "How do you do?, is drawing a top viewer figure. . . Josh White left the grand piano untouched when he sang to an enthusiastic audience at the Central Hall, Westminster, this week. With daughter Beverly and a guitar he held them for an hour and a half, and finished with "Nobody Knows the Trouble I've Seen." Audience verdict: magnificent.



act always scores solidly, and they click nicely here.

from "Romeo and Juliet," a little girl number with some special lyrics that didn't quite register, and wound up with "Over the Rainbow." The diminutive singer made a cute appearance and her lovely voice won nice reception.

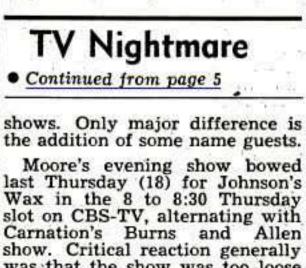
Stealing all honors was comic impressionist Nip Nelson. The guy has a sensational range of voices and did mimicry that was uncanny. Best were his take-offs on Clyde McCoy, Lawrence Welk, the Harmonicats and Perry Como, but what really brought down the house was the Spike Jones version of "Cocktails for Two." Nelson worked hard and had to beg

emsee honors with Newsom. The sucess story. The sponsor, on the

### Emerson, Et al Continued from page 5

up for renewal November 8, with the December 8 show the last of the cycle. Here it is entirely a matter of ratings and cost per thousand viewers to the sponsor, American Safety Razor, which is duite happy about Lewis and the show itself. However, ASR is not big enough to fight a declining rating much longer, and is certain to pull out if Lewis does not show a sizable point hike next outing. - They feel that Lewis has been most co-operative in merchandising, promotions, personal appearances, etc., and also did very well in pushing ASR cigarette lighters in past campaigns. With lighters due to get the emphasis in the coming pre-Christmas period, Lewis may be retained on that strength if he can boost his ratings next week. Otherwise, ASR likely will keep the time but seek a different show.

"Songs for Sale," with Carter's sponsoring the first 30 minutes against Caesar-Coca and Sterling the last half hour opposite NBC's "Hit Parade," also has renewals coming up fairly soon. In this case, the bankrollers are quite satisfied with the show per se. However, they are complaining that its audience has been limited in good part by the weaker stanzas which precede it, as well as powerful competition.



show. Critical reaction generally was that the show was too loose and informal for the evening, altho these are the qualities Band leader Dick Barlow shared which made Moore a daytime

manager; Edward V. Cupero, musical director; Vaughn Comfort, Leighton, Ed Linderman, Tommy Hyde and Will Cawley, comedians; Comfort, James Meehan, William H. Thompson, Joseph Gillespie, Lou Edwards, Maurice and Paul Van Dyke, singers. Charles R. Sturges was general agent, with Ed Booth, advance agent.

VERETT GRAY and wife have Show closed a successful 32-week season in Chatsworth, Ga., October 22. He says that he has opened six small theaters in ter operation. He took delivery been started by Waller & Allen on a new car in Atlanta recently | Construction Company on a new ballyhoo for the little theater cir- built on the site of the Rig Thecuit. Closing week visitors to the ater. . . . Steve Boruk has purorg included Arthur Loons, who chased a 17-acre site at Olton, man, who are playing schools Theater there.





# The Final Curtain

#### ASH-Samuel,

60

67, veteran film actor. October 20 at his home in Los Angeles. Survived by his widow, Emma.

#### BAKER-AI,

77, dean of the Society of American Magicians and one of the best known of the old-time magicians, October 24 at his home in Brooklyn after a lingering illness. Surviving are his widow, Phoebe, and a daughter, Mrs. Naomi B. Marshall. (Further details under Hocus Pocus on Page 55.)

#### BAYLEY-Edward Lorenz,

68, who under the name of E. Baillie Lorenze played Shakespearean roles in the early 1900's, October 22 in St. Rita's Hospital, Lima, O., after an illness of two years. He was the widower of Nettie Edwards, who was prominent in Lima night life for many years. Survived by a sister, Mrs. Frank Mains, Cleveland. Services October 25 and burial in Woodlawn Cemetery, Lima.

#### BRICKNER-Joseph L.,

73, veteran secretary of Putnam County Fair, Ottawa, O., October 21 in St. Rita's Hospital, Lima, O., following a stroke five weeks before his death. He had been fair secretary for 17 years. He was a member of the Knights of Columbus and the Fraternal Order of Eagles. Survived by six sons, Alfred, Lawrence, Cletus, Joseph, Linus and Richard, all of Ottawa; two daughters, Mrs. Edward Drummelsmith, Leipsic, O., and Mar-garet, Ottawa, and two sisters, Mrs. Joseph Laubenthal, Perrysburg, O., and Mary Martha, Tiffin, O. Rites October 24 in St. Peter and Paul Church, Ot-tawa, and burial in Holy Family Catholic Church, New Cleveland, O.

#### BROWN-Earl Henderson.

72, president of the Border Broadcasting Company, operator of WDSC, Dillon, S. C., October 19 in St. Eugene Hospital there after a long illness. Surviving are his widow, two sons, four sisters and a brother. Interment in Oakwood Cemetery, Concord, N. C.

#### CARPENTER-Charles A.,

grandfather of movie actor Carleton Carpenter, October 20 at his home in Bennington, Vt.

#### CASSIDY-Thomas A.,

79, former actor, October 17 at his home in Philadelphia. Before retiring from the stage he was a member of the old Merrill Stock Company in Philadelphia. Surviving are his widow, Gertrude; three sons and a daughter. Services October 20 in Philadelphia and burial in George Washington Memorial Park there.

#### COREY-Rev. Milton R.,

73, retired minister and father of Wendell Corey, movie actor. October 24 in Washingeton, Mass., of a heart attack.

monia. He was owner-manager of the Goudey Theater, Barrington, N. S., the past five years. Surviving are his widow; a daughter; a brother, Arthur, who operates two theaters at Bridgewater, and a sister, Mrs. P. Audas, operator of a theater at Parrsboro, N. S. Funeral and interment at Barrington.

#### GORDON-Phillip,

58, business manager of The Music Trades, music industry publication, and a former concert planist, October 23 at his home in New York. He had appeared with Enrico Caruso and accompanied Mischa Elman. He also was exhibiting artist for the Acolian Company and the American Piano Company. He joined The Music Trades in 1933. His widow survives.

#### GRAF-Peter.

79. former singing name and character actor of the Yiddish stage, October 20 in New York. Born in Austria, he came to America and played Yiddish houses in New York, including the Windsor, Thalia, Peoples and the Yiddish Art Theater. He played "The Dybbuk" in Yiddish movies and radio dramas. He retired 14 years ago. His widow, three sons, a daughter, six grandchildren and a greatgrandchild survive.

#### GRESKA-Michael (Mickey),

40, concessionaire and pitchman, October 16 in Cooper Hospital, Camden, N. J., of cancer. He had been ill many years. Deceased entered the carnival business at the age of 13 and with his wife, Rita, had been with numerous shows. He also worked several years as a pitchman. The Greskas operated a small unit, the M. & R. Enterprises, in New England, but sold out two years ago, due to Greska's illness. Before entering the hospital three months ago, Greska operated a pitch-till-you-win on the Garden State Shows with his wife. Services in Hudson, N. J., his hometown, October 19, with interment in Forestvale Cemetery there. Besides his widow, he is survived by his parents, Mr. and Mrs. John Greska; a sister, Mrs. Frank Taylor, and three brothers, Albert, Anthony and Victor.

#### HARMON-Marny Collins,

former skater with the Sonja Henie ice troupe and skating instructress, October 11 at her home in Bandon, Ore. Survived by her husband, author James Harmon, and son, Pepy.

#### HARRINGTON-Eddle,

60, former vaude trouper and in later years a member of theater staffs in his hometown, Halifax, N. S., recently in that city. Survived by his widow and two sons.

#### HULING-Mark A.,

67, trainer of Sharkey and other top-performing seals, October 23 at Kingston, N. Y. Details in General Outdoor department.

brothers, J. D., Boston; Eddie, Richmond Va., and Joe, San Francisco.

#### PITTS-W. W. (Whitey),

for many years a scale operator with carnivals, recently of a heart attack in Dallas. Survived by his widow, two children and mother. Burial in Dallas,

#### RAGLAND-John (Spot).

63, veteran concessionaire and for many years on Crafts 20 Big Shows, October 24 in Burbank, Calif., of a heart attack. Survived by his widow. Services October 27 in Glendale, Calif.

#### ROSEN-Phillip,

63, pioneer motion picture director and member of the industry since 1912, October 22 in Los Angeles. He started in films as a photographer and in 1925 won the Academy Award for directing "Life of Abraham Lincoln." He leaves two daughters and two sisters.

#### HEPLEY-Ruth,

59, a leading legit actress for many years, October 15 in New York. She made her debut in 1908 at the Bijou Theater, New York, in "All for a Girl," and many of her early appearances were and many of her early appearances were made under the management of David Belasco and George M. Cohan. In 1911 she appeared in New York in "A Gentle-man of Leisure," "The Brute" and "The Fatted Calf" in 1912, "Nearly Married" in 1913, and "It Pays to Advertise" in 1914. One of her big hits was scored as Grace Tyler in "The Boomerang," in which she was starred in 1915 at the Belasco Theater in Gotham. She toured with the work for three years and rewith the work for three years and returned to New York in 1918 with "Back to Earth." In 1919 she appeared in "Adam and Eva" and toured in "Wild Cherry" during 1920. She was in "Her Salary Man" in 1921 in New York, and she made her first London appearance in "Lawful Larceny" the following year. "Two Fellows and a Girl," "Cape Smoke," "New York," "Three and One" and "Dear Old Darling" in 1936. She made her final appearance with Helen Hayes in "Ladies and Gentlemen" at Santa Barbara, Calif. During World War II she starred in an eight-month USO Pacific tour of "Dear Ruth." Survived by her husband.

SIMPSON-Ivan, 76, English character actor who ap-peared in many Broadway and Hollywood offerings, October 12 in New York. He entered the British theater after the newspaper for which he was a reporter failed. He came to America in 1905 with E. S. Willard's company and after with E. S. willard's company and after touring with that group appeared for several seasons under Charles Froh-man's banner in "Lucky Durham"; "The Single Man," with John Drew; "The "Speckled Band," "Love Among the Lions" and "Arsene Lupin." At the outbreak of World War I he enlisted in the Canadian Army and served for four years. Returning to New York, he was engaged by Lou Tellegen as the English consul in "Her Blue Devil." He also was seen as the Scotsman in Robert Milton's production of "The Charm School" and as Hewson, the butler, supporting Roland Young in "Rollo's Wild Oat." One of his most successful parts came as the renegade butler in "The Green Goddess," a role he played for three years in Gotham and London. His movie career started in the mid-1920's and he was cast frequently with George Arliss. He also appeared in supporting roles with Douglas Fairbanks Jr., Frederic March, Claudette Colbert and Loretta Young, He was a member of Actors' Equity Association, the Lambs and the Players. He is survived by a daughter, Pamela Simpson, now appearing on tour with Oliva De Havilland in "Candida."

# **Short Scannings**

#### Continued from page 12

Erwin-Wasey as director of TV production. . . . Gerald Tasker, head of research at Cunningham & Walsh, has won his veepee stripes. . . . Sau-Sea Foods, which recently appointed William Von cast regulars each week. . . . CBS Zehle & Company its agency, is programing veepee Harry Ackerinaugurating an intensive AM-TV advertising campaign on the Eastern Seaboard. . . . The American Civil Liberties Union has endorsed the Benton Bill calling for a national citizens' advisory board on radio and TV.

Nancy Coleman will be featured in the TV version of "Mr. and Mrs. North." Being packaged by John Loveton. . . . Stan Freeman will be a regular on Du Mont's "Kathi Norris Show." . . . Tommy Greenhow has joined Frederick Ziv. . . Sterling TV is the official distributor for United Nations films.

#### Hollywood Notes on Productions and People . . .

KNBH film manager Bob Guggenheim wings eastward for a two-week film buying New York trip. . . . ABC Western Division said the phone company is com-TV Sales Manager Bob Laws will visit net's tele outlets in Detroit and Chicago en route to Hollywood from a series of New York sales conferences. . . . Cliffie Stone signed a 32-week pact with KLAC-TV calling for a new video series in addition to his "Home-

### Births

#### BASCOMB-

A son to Mr. and Mrs. Perry Bascomb October 18 in Jefferson Hospital, Philadelphia. Father is salesman for Station WIP in that city.

#### BAXTER-

A son to Mr. and Mrs. Eddle Baxter October 13 in Burbank, Calif. Father is organist-pianist at KNBH.

#### DAIELL-

A daughter, Robin, October 1 to Mr. and Mrs. Sidney Daiell, game operators at Coney Island, N. Y.

#### GAINES-

town Jamboree," a Western varieties seg. New show, tagged "Music Hall," features guests in addition to a pair of "Hometown" programing veepee Harry Ackerman named Frank Galen, net staff writer - producer - director. head writer of the "Alan Young Show." A former co-penman with Abe Burrows, he's now prepping a TV version of "My Favorite Husband." He has been writing the "Meet Millie" radio series. He replaces Paul Henning on the Young show who resigned to devote full efforts to the "Burns and Allen Show.'

Pacific Telephone & Telegraph Company's Pulip E. Manning predicted that by the end of this year there will be 20,000 miles of facilities capable of carrying TV shows 150,000 miles thru phone company circuits via Bell System microwave relay routes. In addressing the Hollywood Electric Club, he pleting linking equipment which would permit it to simultaneously carry four TV programs and 600 long-distance phone calls. . . Board of supervisors authorized TV coverage of public hearings on pleas filed by nitery operators whose entertainment permits were revoked by the sheriff's office.

. . Ben Pearson, former radio-TV director for A. & S. Lyons and the Stemple-Olenick agencies, quit his post at the latter firm to join Federal Television Corporation, TV packaging firm formed by William Collier Jr. and Leo Lefcourt. New firm will take over Pearson's current packages, "Bus-ter Keaton Show" and "The Man From Homicide," featuring Dan Durea.

KTTV, which became the first outlet to buy Republic Pictures' theatrical product, is showing the first of 23 "Red Ryder" films and the first of the Republic serials. . . . KECA-TV, in a tie-up with A daughter to Mr. and Mrs. Jerry Gaines United Press and 20th Century-Fox, launches a thrice daily across-the-board news series featuring fresh newsreel clips supplied via air from UP and Fox Movietone in New York. Frank La Tourette will direct, with Bill O'Hallaren editing. Latter has been switched from KECA to take charge. Reuben Kaufman, head of Snader Telescription sales, switches headquarters from Chicago to the Coast, effective November 1. . . . New assignments have been handed out by CBS' Harry Ackerman, adding to James Fonda's chores the tasks of serving as a program supervisor and correlating all info on net radio producer and director applicants. Producer Larry Berns will correlate all info on radio-TV comedy writers, with script editor John Meston performing ditto duties on radio-TV dramatic writers. . . . Harry Koplan-John Christ "Never Too Old" package on KLAC-TV was picked up for 13 weeks by Raytheon Television.

for many years manager of the Cornes and Palace theaters, Farmersville, Tex., October 22 of a heart attack at his home there. He was an active member of the Dallas Variety Club. Surviving are his widow; a son, Frank, and his mother, Mrs. W. P. Cornes, Farmersville.

#### DUCKETT-Ira H.,

proprietor of a magic and novelty shop in Providence, October 18 in Tucson, Ariz. He was a past president of William E. Baker Ring, International Brotherhood of Magicians, Providence, and a member of the Society of American Magicians.

#### ECCLES-Mrs. William,

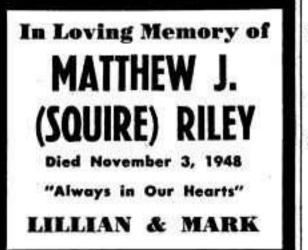
63, performer on the old Keith Circuit October 20 at her home in Philadelphia. She was known professionally as Kitty Seymoure, singer and dramatic performer. Surviving are her husband, a daughter and a sister. Services October 24 in Philadelphia, with burial in New St. Mary's Cemetery, Bellmawr, N. J.

#### EVANS-Robert,

36, TV and nitery ventriloquist, October 18 in Chicago when his automobile smashed into a safety island.

#### FIELDING-Percy,

65, manager of theaters in the maritime provinces of Canada the past 30 years, October 13, Bridgewater, N. S., where he had been under treatment for pneu-



IN MEMORY OF Matthew J. "Squire" Riley Who passed away November 3, 1948 **IMOGENE RILEY** 

JENKINS-John, 55, of Jenkins & Bourgeois, Astor Pictures franchise holder, recently in Dallas. Survived by his widow and a daughter.

#### JENSEN-Eddie,

40, October 15 at Halifax, N. S., after a brief illness. He had headed his own orchestra at Olympic Gardens, Halifax the past three years. Surviving are his mother, three sisters and a brother. Funeral and interment at Halifax.

#### LEVAN-Clyde G.,

59, projectionist at the State Theater, Altoona, Pa., October 23 in Altoona Hospital. He was a member of the Elks. American Legion and 40 and 8 Society, and at one time had been an electrician on the old American burlesque circuit. Survived by a brother, Elbert, Altoona.

McHALE-William J., 58, ad copy chief for Columbia Pictures, October 20 at his home in New York. He was press representative and general manager for the late Brock Pemberton, theatrical manager, and also worked for Warner Bros. and United Artists before going with Columbia in 1937. He started in the advertising department but left in 1943 to become associated with the Buchanan Company, an ad firm. Later he joined another advertising company, Kayton-Spiero, and returned to Columbia in 1945 as ad copy chief. His widow, a stepson, four half-sisters and a halfbrother survive.

#### McSWIGAN-Mrs. Genevieve B.,

widow of Andrew S. McSwigan, first president of the National Association of Amusement Parks, Pools and Beaches, and mother of Andrew Brady McSwigan, president of Kennywood Park, Pittsburgh, in Pittsburgh Tuesday (23). (Details in Parks Section.)

#### MEADOWS-Adam Franklin,

50, circus and carnival trouper for 30 years, in Municipal Hospital, Tampa, October 14. A native of Bristol, Tenn., he had trouped with the Mighty Haag, Ringling Bros., Cetlin & Wilson, J. J. Page, Dodson's World's Fair and other shows. Survived by his widow, Ella, of Tampa.

#### PARKS-D. H. (Carl),

44, October 9 near Columbus, Ga., in an automobile accident. He was a carnival man, having been with the Cavalcade of Amusements, Gem City Shows and Johnny J. Jones Exposition. Survived by his widow, the former Billie Wampler; a son, Jackie, and daughter, Patsy, all of Tampa; his mother, Mrs. Patsy Park, New York; three sisters, Mrs. John T. Dunbar, Somerset, Ky.; Mrs. Etta Over-turf, St. Petersburg, Fla., and Mrs. Doris Haynes, Williston, N. D., and three

IN LOVING MEMORY OF OUR DEAR BROTHER MATTHEW J. (SQUIRE) RILEY

Died November 3, 1948

"Gone But Not Forgotten"

#### BROTHERS

WILLIAM

#### TALMADGE-Mrs. Nellie Green,

78, in East Haven, Conn., Oct. 14. Under the name of Nellie Green, she toured as a singer and also appeared for a time with the old Whitney Opera Company in New York. Burial in East Lawn Cemetery, East Haven, Conn., October 16.

#### WEBER-Louis,

87, flutist and a member of the first Cincinnati Symphony Orchestra, October 22 at his home in Miami. Weber, a native of Germany, went to Cincinnati as a small boy. Following his gradua-tion from the Cincinnati College of Music, Weber became a flutist with Michael Brand's Orchestra, which formed the nucleus of the first Cincinnati Symphony Orchestra organized in 1895 under the direction of Frank van der Stucken. He continued with the orchestra for 28 years. Services and interment in Miami, October 26. Surviving are a daughter, Mrs. Emelia Dorn-stauder, Miami, and a sister, Mrs. Charlotte Deinlein, Cincinnati.

#### DOUGLASS-VOGELEISEN-

Eileen Vogeleisen of the classical records department, J. L. Hudson Company, Detroit, and Don Douglas in Detroit October 25.

Marriages

#### DRIER-COHAN-

Roy Sherman Drier and Joann Cohan, planist and instructor of music therapy in New Haven, Conn., September 22 in New London, Conn.

#### FINK-SMITH-

Lawrence Fink, nonpro, and Mary Lee Smith, concessionaire, in Cleveland, September 8.

#### GRETONA-STEELE-

Ricci Gretom, of the Gretona Family, high wire act, and Grace Steele, nonpro-October 12.

#### HOLT-BLAKE-

John T. Holt and Madelaine Jane Blake, box office treasurer of the Loew-Palace Theater, Bridgeport, Conn., in that city October 13.

#### ENKINS-PETAIN-

Manny Jenkins, owner of the Black Cat Cafe, Philadelphia, and Lilian Petain, nonpro, October 13 in Philadelphia.

#### KING-WILLIAMS-

Curtis King, singer with the DePaur Infantry Chorus, and Gertrude E. Wil-liams, planist and teacher at the Settlement School of Music, Philadelphia, October 6 in that city.

KOHL-BECKER-

October 15 in Philadelphia, Father is a disk jockey for Station WHAT in that city.

#### GOODMAN-

A son to Mr. and Mrs. William (Lucky) Goodman recently in San Antonio. Father is emsee at the Rocket Club there, and mother is the former nitery dancer. Ginger Hall.

#### HYDEN-

A daughter, Rebecca Ann, October 3 in St. John's Hospital, Tulsa, Okla.; to Mr. and Mrs. Bill Hyden. Pather is employed at Station KRMG, Tulsa.

#### KING-

A son to Mr. and Mrs. Lew King October 20 in Mount Sinai Hospital, Philadelphia. Father is a nitery emsee.

#### KOSTE-

To Mr. and Mrs. Walt Koste a son. Michael Klar, recently, Father is director at WWJ-TV, Detroit.

#### LEWIS-

A son to Mr. and Mrs. Jerry D. Lewis October 17 in Los Angeles. Father is scripter for "This Is Your FBI." American Broadcasting Company airer.

#### LOEB-

Twin daughters to Mr., and Mrs. Dick Loeb recently in Los Angeles. Father is **KECA-TV** cameraman.

#### MacDONALD-

A daughter, Lynne Colleen, to Mr. and Mrs. Keith MacDonald at Plainfield, N J., October 6. Mother is a nonpro. Father, the son of Noel Lester, magician, formerly appeared in vaudeville and recently made his debut as a concert planist at Times Hall, New York.

#### MELLON-

A daughter to Mr. and Mrs. Bill Mellon October 11 in Nazareth Hospital, Philadelphia. Father is manager of Lee Guber's Rendezvous, Philadelphia night club.

#### PETERSEN-

Twin sons recently in Stamford, Conn. to Mr. and Mrs. Einar Petersen. Father is an account executive in WOR-TV's sales department.

#### O'NEILL-

Twin daughters October 23 to Mr. and Mrs. Terry O'Neill in New York. Father is with Monogram Pictures in that city. Mother is former Dorothy Latta, Warner Bros.' actress and daughter of Warner executive C. J. Latta.

#### SCALICI-

A son to Mr. and Mrs. Tony Scalici Oc-tober 14 in Grand Rapids, Mich. Father is owner of the Chez-Ami Club in that city. Mother was formerly billed as Louisa and Her Songs and is the daughter of Joe Spencer, Indianapolis theatrical agent.

#### WEAVER-

A daughter to Mr. and Mrs. Carlton H. Weaver Jr., recently in San Antonio. Father is manager of the Hi-Park Drivein Theater in that city.



#### GARCIA-

Ramona South Garcia, tele actress, from Daniel Garcia, October 8 in Los Angeles.

#### Chicago

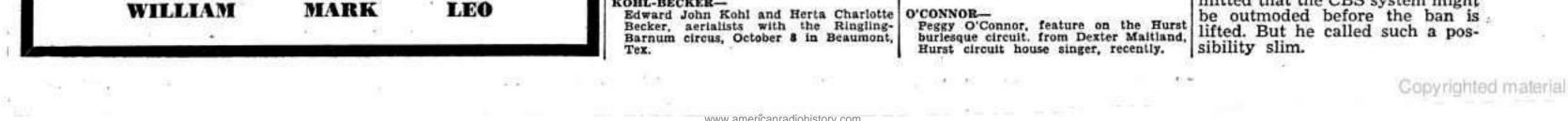
#### **Remodeled** Garrick

#### Launches TV Shows . . .

The first show to use the remodeled Garrick Theater studios of WBKB will be a new weekly dramatic program sponsored by Marshall Field & Company, scheduled to kick off January 10. . . Reports that Don Herbert would take his "Mr. Wizard" show off NBC-TV here and move to New York are not true. Herbert has just opened a new studio here, also bought a summer house, and is happy.

Ted Weber has been promoted Western sales manager of WGN-TV, succeeding George W. Harvey, who will become general manager of WFLA, Tampa. Weber has been with WGN-TV sales since the station opened in 1948. . . . Gov. Adlai Stevenson on Sunday (4) will give the first of a weekly series of Sunday afternoon television reports to the people via WBKB, which is carrying the show as a public service.

Adrian Murphy, president of CBS laboratories, told delegates to the National Electronics Conference here last week that CBS will resume color telecasting as soon as the government drops its ban. In an informal discussion after his speech, Murphy admitted that the CBS system might



# FAIR EXECS HAIL END OF GATE TAX

### **Bill Also Cuts Levy on Cut-Rate Tickets, Exempts Servicemen**

WASHINGTON, Oct. 27.—Fair eral hike to admission taxes as executives thruout the nation requested by President Truman. were jubilant this week following

the favorable tax break given non-profit fairs by the big tax bill passed by Congress and signed by President Truman.

The bill puts an end to the 20 per cent admission tax on nonprofit fairs, concerts and operas. In addition, cut-rate admissions, under the bill, will be taxed for their actual sale price rather than the price before the cut. Moreservicemen.

1

Altho provisions of the tax bill were redrafted many times in the final flurry of adjournment, Congress still refused to give a gen-

# Irving to Ask Probe of AGVA Insurance Plan

Continued from page 53

27), come up with documentary evidence to prove any claims against him.

Irving said that he knew of and tentatively approved the pay- ments and the building of pre- who informed Dunn that any in- public. Reason was a state-wide

Bligh A. Dodds, chairman of the Government Relations Committee of the International Association of Fairs and Expositions, this week was on the receiving end of congratulations from many quarters for his efforts in obtaining elimination of the 20 per cent tax on non-profit front-gate admissions.

Dodds, in turn, credited underover, the new law exempts tax standing legislators who, he said, accorded him every courtesy and ample time to state the fairs' case during his several trips to Washington. Congressman Dan Reed, of New York, an honorary director of the Dunkirk (N. Y.) Fair, was particularly helpful.

> Dodds appeared before the finance committees of both the House and the Senate. At the time he stressed the educational value of fairs and the competitive spirit AGVA's Midwest head. Victor in agriculture which they stimu- Connors, AGVA official was lated.

> Since the tax on operations penses to a salary total of \$175 a within fairgrounds still remains, week. Most branch managers got for his committee to continue \$125; field reps were raised to working on. However, he said he \$100. was in accord with Dr. J. S. Dorwould be out of order because of week each. the present needs of government.

BLIGH A. DODDS

TOO QUICK **AGVA** Raises Execs, Fails To Ask U.S.A.

#### Continued from page 53

voted a raise of \$25 plus \$25 ex-

ton, IAFE president, and other salaries of the union's counsel, three days to rain. association officers who feel that Henry Katz, and the comptroller, any further request at this time John F. Donoghue, to \$175 per

It was expected that all the Dodds expressed the hope that raises would become effective the savings to fairs would be starting November. The shocker tory it has removed its 60-cent ad-turned back into plant improve- was delivered by AGVA counsel mission charge for the general

# **Dallas Crowds Hike** National Expo Mark; 2,320,129 on Deck

### Increase Surprises Texas Execs; Weather Favors 16-Day Program

tional attendance record for annual expositions as it closed out churches of all faiths, and indicaits 66th edition Sunday (21), with a whopping increase over its 1950 stanza.

Attendance totaled 2,320,129, an increase of 143.610 over last year's 2,176,519. It was the sixth year in a row that the Dallas fair had registered a sizable attendance increase. Even fair execs were somewhat surprised by the size of the 1951 increase, well over the average increase of about 129,000 for the previous postwar years.

Perfect weather, however, favored the fair thruout its 16-day run. A mild norther' that brought cool winds but no rain on the opening afternoon, Saturday (6), was the only break. For the rest of the run, the weather was sunny and warm. S. B. Cox, secretary of the fair and its oldest staff week. Most branch managers got member in point of service, said Dodds says that leaves something raises bringing their salaries to it was the first time he could remember in his 18 years with the annual that there had been no The board also increased the rain. Last year's fair lost about

#### **First Free Gate**

Attendance on the last day of the fair, Sunday (21), was bolstered by free gate starting at 6 p.m., first time in the fair's hismission charge for the general ment of \$200 per month, largest mium disbursements. He said that creases granted without WSB religious festival in the Cotton Bowl at 7:30 p.m. Sunday (21), which fair officials believed to be unique in the annals of State fairs. Cox estimated that only about 40,000 people passed thru the turnstiles, which were kept in operation, while the free gate was in effect. Record for last year was broken about noon Sunday, long before admission charge was removed. Total attendance for final Sunday was 171,418. Religious festival drew an estimated 35,000 into stadium for the program which included singing by 640-voice massed choir and a sermon by Dr. Norman Vincent Peale, writer, radio personality and pastor of Marble Collegiate Church in New York City. Festival was sponsored jointly by fair

DALLAS, Oct. 27 .- State Fair | and Dallas Morning News. Fair of Texas shattered its own na- execs expressed enthusiasm for idea, which drew support from tions were that festival might become an annual affair.

Altho final audit of receipts will probably take a few days, preliminary estimates indicated fair will move ahead on money as well as attendance.

Midway rides, shows and even games did well, even tho games were lost for some 26-hours as result of crackdown by city officials in final week of the fair. Eventually, all games reopened as games of skill after overnight conversion.

#### 'Dolls' Draws 82,813

"Guys and Dolls," auditorium attraction, grossed \$321,346.50, with paid attendance of .82,813 for its 24 performances. Price range was to \$4.90. Gross and attendance was less than for recordbreaking "South Pacific" last year, when a national indoor theater record was set for gross receipts over a comparable period. "Pacific" grossed about \$395,000. However, gross was up over fair's previous No. 2 attraction, "Annie Get Your Gun" in 1947. Show was considered outstanding success. Auditorium had house attendance record for Sunday matinee (14) and Saturday night (13), when 220 extra chairs were added. "Dolls" had six sell-outs, with three over-capacity crowds with



OUTDOOR

Communications to 188 W. Randolph St., Chicago 1, III.

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single salary paid to an AGVA it would take considerable study approval was a violation of the employee, to Tee Kerman, veteran to determine the savings to fairs law. Applications before the WSB secretary in the Chicago office, resulting from the repeal of the sometimes take months before for her handling of the introduc- 20 per cent tax. tion of the insurance plan thru the nine Midwest regional offices.

Matthew Adler, insurance un-derwriter of the plan, last week said that he was paying AGVA employees a total of \$650 per month to help administer the program. Irving said that Miss Kerman had put the entire \$1,100 dollars into saving account No. 35115 at the Amalgamated Trust & Saving Bank of Chicago. Miss Kerman turrned over the bank book to The Billboard for examination. The book showed the first entry of July 10 was \$500. Miss Kerman received her first check on that date to cover half the month of April and the full months of May and June. Since then, she has banked the \$200 checks each month for the \$1,100 total. From the \$1,100 principal, Miss Kerman deducted \$12.52 to cover the cost of one long-distance call the plan.

Irving said he advised Miss Kerman to open this special account originally to insure against any financial trouble which might occur during the early administration of the plan. Irving showed a carbon of a letter, sent October 2, to Henry Dunn, AGVA national administrator, from Miss Kerman. In this letter, Miss Kerman informed Dunn that all the money, except for the minor expense deductions, was at the Chicago bank in her name.

Irving said that despite Vic Connors' statement that he (Connors) would not show the AGVA accident insurance policy to any "night club booker or club date booker," Irving would allow any interested party to come to his office to look at "the only copy I have received." He said his copy may be photostated for use in showing to interested parties. Irv-ing and Miss Kerman ran off a tabulation on insurance payments thru the Chicago office, which showed that agents, directly under the jurisdiction of the local AGVA headquarters; had paid in \$3,610 since April 16, when the plan went into effect.

Irving said that, to his knowledge, the information that the cur-

# AGVA \$12 Dues Good for Full Coverage, Benefits

Continued from page 1

and as a direct result of the next of kin immediately on proof injury.

The policy, which applies to persons over 12 and under 70, is succeeding the first payment. The printed in each dues book, the total payment must come to at possession of which, properly least 75 pounds. dated, certifies to the payment of all necessary premiums. The 7,000 VAF members also

secure other worth-while benefits United Kingdom, when needed. in return for their nominal dues, which may be paid at the rate of 25 cents per week. Included are: Free legal and technical advice connection with disputes with made by Irving on insurance from the moment of joining on proprietors, managers and agents, business and two deductions for any matter directly connected and includes all law costs, win postage to send out mailings on with a member's professional or lose. business.

> Fire insurance up to 25 pounds against any loss by fire which may occur in any place of entertainment, and covering stores (ex-

For other stories on AGVA insurance see page 1. For editorial on the subject, see page 53.

cluding scenery while in stores), apartments, boarding or lodging houses, hotels, inns or private dwellings and/or in transit in the United Kingdom and adjacent British Isles. Insurance covers personal effects and wearing apparel, including stage wardrobes, properties and effects and musical instruments.

A Federation policy also covers "back stage" losses up to 25 pounds against all losses of not less than two pounds. This insurance covers stage clothing and effects as well as such articles as may be needed for performances. Additional coverage can be bought by the performer for nominal sums to increase his fire or back stage coverage.

Federation members get life inwhereby members subscribe eight forming before an estimated remain much longer, he said, if rent AGVA-Adler insurance pence on the death of a member 3,000,000 persons at circuses, they were to come out ahead, or years too would be eligible for

The Federation also grants loans to members to pay transportation to any date in the Full legal protection, to which members are entitled after three months of joining, covers them in

of death, the balance of 25 pounds

being paid on the quarter-day

KINGSTON, N. Y., Oct. 27 .-Mark A. Huling, 67, trainer of Sharkey and other top performing seals, died Tuesday (23) at weeks for a heart ailment.

With two other farm boys, Huling originally bought out a seal he went on to join the Ringling sult in a virtual boycott. Bros.' Circus, staying with the

school near this city, with ent, since the upper-bracket persurance by means of the death Sharkey its most famous gradu- formers seldom planned to work

## Dane Acrobat Kicks Vs. AGVA Continued from page 53

Americans, however, can join VAF by paying the standard dues of \$12 a year, in return for which they also get free accident and life insurance, Manley said.

#### **Threatens Appeal**

Manley said his failure to secure a satisfactory agreement with AGVA would result in his putting the matter before the International Artists' Congress which is scheduled to meet next month in London. 'He said that under the existing circumstances he would recommend an assessment of \$100 per person for each American performer working un-Kingston Hospital, where he had der the jurisdiction of the various been under treatment for three affiliated unions. Since he claims that there is only a few weeks' work in such countries as Belgium, Holland and Germany for trainer for \$1,500. From there most acts, the high fee would re-

Manley termed the initial \$10 show thru its Ringling-Barnum fee exacted by AGVA, for six merger for 22 seasons. At one weeks' work here, as a "gift" to time he worked 17 seals together the union. While the payment on the Big Show. was held to be "nominal," Manley He operated a seal training said it really benefited name tallevy system after six months ate. The seal, now 14 years old, in this country for more than six from date of joining, plus a bonus has earned \$40,000 yearly in per- weeks. The smaller acts had to agreement was non-cancellable in full benefit. Called the "cheap- sportsmen's shows, niteries, movie even break even. He cited the an additional \$40 a month. If a

nans. "Ice Cycles," in 5,560-capacity arena, had most successful year, scoring with 15 sellout performances and total attendance of 106-(Continued on page 68)

# NEW TAX SET **Social Security Open to Acts**, Concessioners

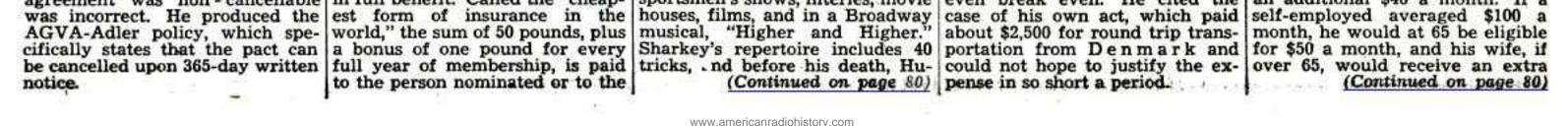
WASHINGTON, Oct. 27.-Persons working for themselves in independent businesses, concessions, or acts not performed for wages are reminded by Uncle Sam that in 1951 for the first time they are eligible for Social Security benefits that could reap them up to \$85 a month after they reach the age of 65. Uncle Sam explained that such self-employed persons also will for the first time be subject to tax evasion penalties unless they pay the Social Security tax of 2<sup>1</sup>/<sub>4</sub> per cent on this year's income.

Persons coming under the new law, Federal Security Administration says, include, for example, independent concessionaires traveling with carnivals and earning their living, not from regular wages, but from concession revenue. The first thing such a per-son should do, FSA explained, is to obtain a Social Security card. Any post office can give the address of the nearest Social Security field office issuing cards.

Next step is to report to Uncle Sam all earnings from self-em-ployment above \$400 a year. This report is made on a special section in the regular income tax forms that will be available at post offices after next January 1. The forms must be filed by March 15, 1952, together with payment of 21/4 per cent on the first \$3,600 of earnings other than wages.

Under this new system any selfemployed person who averages \$3,600 .arnings a year from last January 1 to the time he reaches 65 years of age would be eligible for a monthly \$85 Social Security check. His wife at the age of 65





**GENERAL OUTDOOR** 

6Z

#### THE BILLBOARD

### ASTRO FORECASTS

#### All Readings Complete for 1951 **Crystal Balls Imported**

NEW DREAM BOOK 120 Pages, 2 Sets Numbers, Clearing and Policy, 120 Dreams Bound in Heavy Gold Paper Covers, Good Quality Paper, sample HOW TO WIN AT ANY KIND OF SPECU-LATION, 24-p. Well bound, 84/5x11 ... 254 PACK OF 79 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Num-bers, etc.

bers, etc. Sign Cards, Illustrated, Pack of 36..... 154 Graph Charts, 9x17, Sample 54. Per M. 57.50 MENTAL TELEPATHY. Booklet of 21 p. 254 Shipments Made to Your Customers Under Your Label, No checks accepted C.O.D. 25% Deposit. Our name or ads do not appear in any merchandise. S a m p l e s postpaid prices. Orders are P.P Extra.

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CLARK MFG. CO.

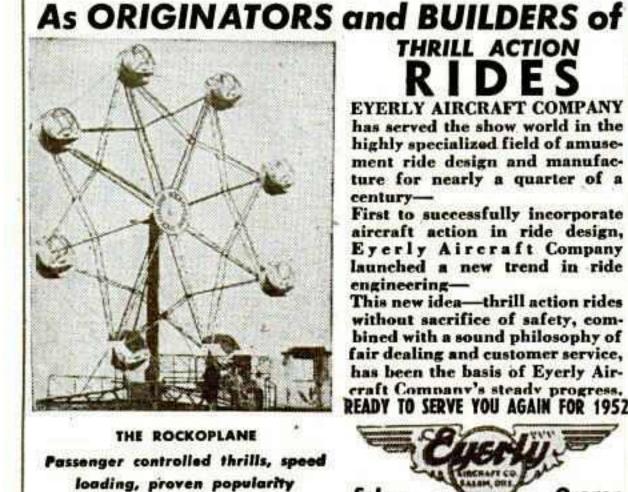
VAUGHN & MAIN STS. SPRINGVILLE, NEW YORK Manufacturers of **\* TOM THUMB STREAMLINERS \* KIDDIE FERRIS WHEELS** 

NEW KIDDIE RIDES!

**\* KIDDIE BOAT RIDES** 



KING AMUSEMENT CO. MT. CLEMENS. MICH.



# **Boy Promoter Never** Lost His Enthusiasm

CLOSE-UP: JACK KOCHMAN

THE ONLY daring thing about Jack Kochman, whose Hell Drivers have thrilled audiences at many of the nation's top-flight fairs, is the manner in which he has tackled promotional ventures, frequently against the advice of elders, ever since he was a kneepants kid in Jersey hustling the strawhatted, arm-gartered sports enthusiasts of the day with soft drinks, programs and tidbits. At 11 his earnings topped the family income, to the detriment of his schooling, and at 17 he was promoting American Automobile Association-sanctioned auto races at Hohokus, N. J., with Indianapolis drivers featured.

At 44 Jack has the same enthusiasm he had as a boy promoter, and while his investments apart from show business would insure him of a comfortable living, he has tucked away in his sings the praises of a business that nible brain a couple of new ideas has been good to him in a material that should keep him profitably way, and has kept him younger active in the entertainment world than his acknowledged years. as long as he likes. And that will be for as long as he can move "firsts" in presenting fender-bender about, according to Jack, who



Originators and manufacturers of the

Shreveport Crowds, manent locations. Send for details today. Also Builders of Adult and Kiddle Chairplanes, Ferris Wheels, Kiddle Airplane, Waves, Trailer Mounted Jeep and Fire Engine Rides. SPRINGVILLE.



MAJOR RIDES: Caterpillar, Carrousels, Whit Bang, Moon Rocket, Looper, Hurricane, Water Scooter, KIDDIE RIDES: Sky Fighter, Kiddie Buggy Ride, Kiddie Auto Ride, Little Dipper, Kiddie Boat Ride, Kiddie Merry-Go-Round. Write for free descriptive literature.

1



**Receipts Up Sharply All Attractions Report Increased Takes as Event Pulls Bumper Crowds** 

SHREVEPORT, La., Oct. 27. -Louisiana State Fair, thru Frienjoying one of its best runs on record with both attendance and figures.

Biggest crowd was registered opening day, Saturday (20), when Joe Monsour. an estimated 110,000 poured thru

Plant improvements here, where William R. Hirsch is spendday (26), its seventh day, was ing his 36th year as manager, included a complete renovation of the race track and widening of spending far outpacing last year's the big independent midway area. Bob Parker and Andy Markham were in charge of the latter under

JACK KOCHMAN

Jack is credited with many

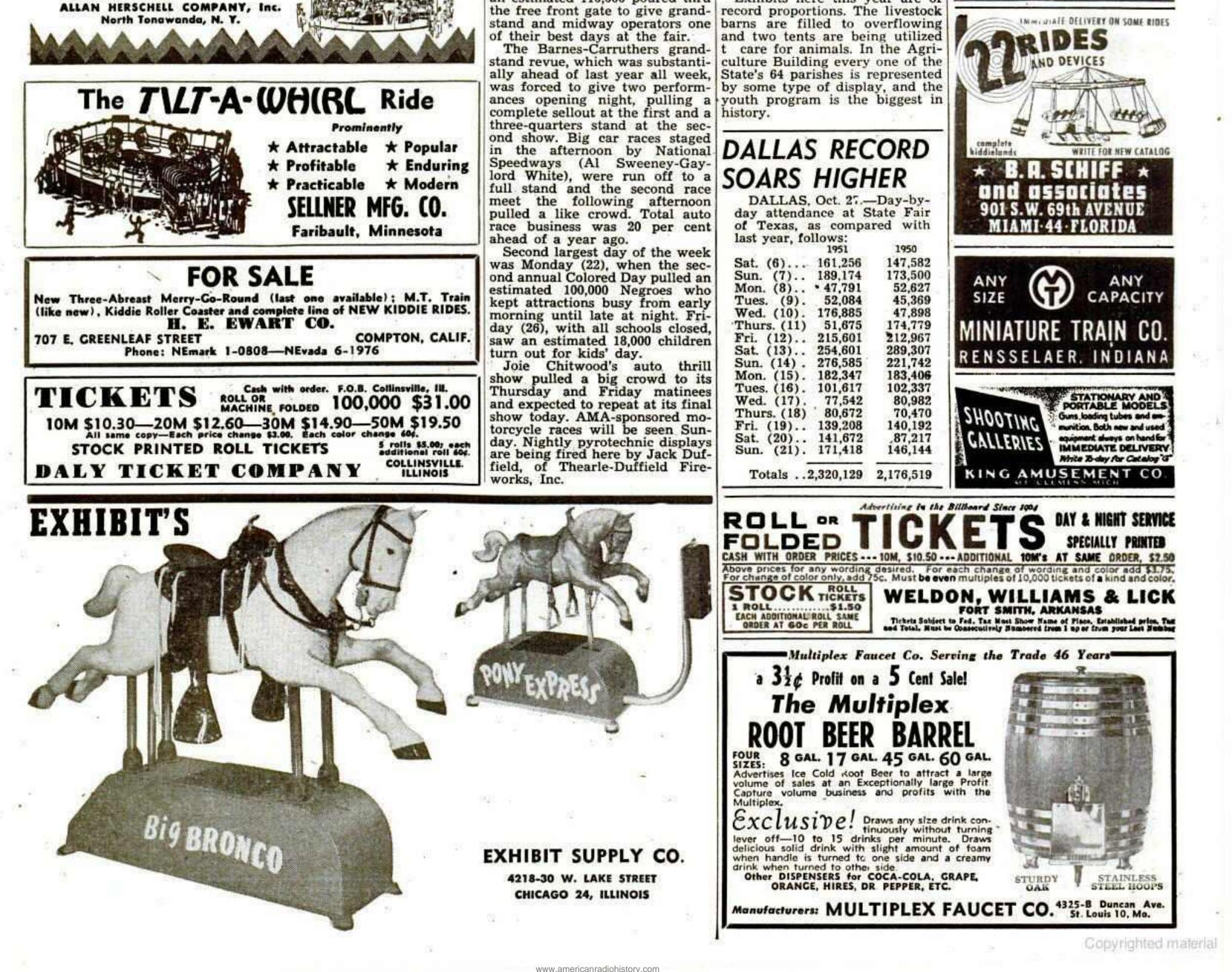
(Continued on page 70)

Exhibits here this year are of

Octopus, Rolloplane, Flyoplane, Rackoplane, Midge-o-Racer and Bulgy Get your share of 1951 profits with our amazing new boat ride.

Oregon

Salem



#### THE BILLBOARD

63

AUBSCRIBERS

2.4141

YOLUME

Extra

EDITORIAL

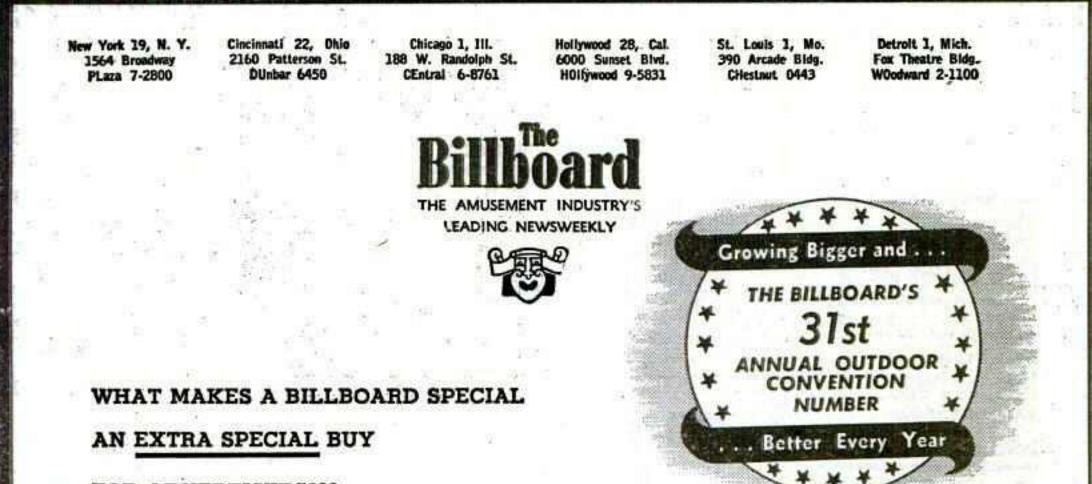
FEATURES

Extra

YERINAG

THE REASE

PROMOTION



#### FOR ADVERTISERS???

It's an accepted fact, isn't it, that the more genuine value you put into something, the more you get out of it?

That, in a nutshell, sums up the reason why Billboard advertisers get more-in actual cash returns-out of the Annual Outdoor. Convention Number than from any single issue of any publication anywhere!

A powerful statement? Indeed . . . but one that's backed up with 30 years of history and proof! Yes, the last 30 years prove that The Billboard's Annual Outdoor Convention Number is regarded as the outstanding buy of the year. Most advertisers get their most powerful sales messages into this outstanding issue year after year . . . and many new advertisers, too, come in each year to reap their share of the sales and profits.

That's because, year after year, The Billboard puts more and more EXTRA VALUE into the Annual Outdoor Convention Number . . . the kina of EXTRA editorial value that keeps 179,000 readers (the people who order from your ad) using this valuable issue and referring to it for months . . . and months . . . and months!

But there's much more to the story than that! There's the 85,000-copy distribution-almost 30,000 more than in any regular weekly issue . . . including the hand distribution to the entire attendance at the Outdoor Conventions beginning November 25 at Chicago's Sherman Hotel . . . including extra newsstand copies . . . including thousands of additional new subscribers, and all representing plenty of EXTRA CUSTOMERS FOR YOU! Use the printed coupon to reserve space . . . to have a suggested ad prepared . . . or to ask for more information. But do it now. Time.is short. Advertising deadline is November 13th.

You just can't lose! Act today . . . right away!

Sincerely,

J. Latscha

Advertising Director

CONTACT	Use the Coupo	n TODAY RI	GHT NOW!	LISTS
Nearest Office AT ONCE Issue Dated NOV. 24, 1951 Distributed	I'm interested in the Ex Outdoor Convention Reserve space of lines on columns (if you prefer, specify here the amount you wish to spend on this ad: S). I'll see that copy and any necessary cuts or illus- trations are in your hands in time for your November 13th deadline.	Atra Returns your Big 31s Number can deliver for I have no ad agency. Prepare suggested copy and layout for an ad that will cost no more than \$ I understand that there's no charge for this service and it puts me under no obligation whatsoever.		ADVERTI RETURNS
NOV. 20, 1951 Deadline NOV. 13, 1951	Name Address	Company		NO INCR
V	City	Zone	State	RATES



#### GENERAL OUTDOOR

#### THE BILLBOARD

#### November 3, 1951

Formerly With HAUSS-STANDARD CHEVROLET

CO., NOW PRESIDENT AND GENERAL MANAGER

YOUNG-MALLETT MOTORS, INC. CHRYSLER-PLYMOUTH AGENCY

Several Models and Makes of

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### **PEANUTS · POPCORN · SUPPLIES**

#### TOP-POP HYBRID POPCORN CARRIES A MONEY BACK GUARANTEE

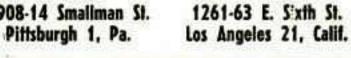
Five Sizes Boxes - Complete | Cones - Candy Apple Equip-Line of Supplies — Midway Marvel Candy Floss Machine— Snowflake Snow Cones — All Makes Ice Shavers—Star Pop-corn Machines—Cotton Candy

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VIC ZINDA 231 N. Second St. Philadelphia 6, Pa.

64

TED VINES ED BERG 2908-14 Smallman St.





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Towable Trailer ... **TAKES FIGHT OUT** OF STEERING WHEE

Anyone who ever hitched a trailer on behind will appreciate the Prairie Schooner, today's most towable trailer, designed to take the fight out of the steering wheel. The conven-tional curved construction eliminates hundreds of pounds of dead weight, reduces towing resistance. In addition the Prairie Schooner is built for strength-overlapped joints replace butt-joints to prevent road rack. And what a streamlined beauty! See it nowthe handsome streamlined design, the spa-cious interior. Find out too how economical

BINGO No. 1 Cards, heavy white, black back, 5½x7½. No duplicate cards. These sets complete with Calling Numbers. Tally Card. 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 754: Wood Calling Num-bers, \$1; Printed Tally Card, 156; Colored Heavy Cards, 73 same weight as #1, in Green, Red, Yellow @ \$6 per 100. DOU-BLE CARDS, No 1 Size, 5½X14½, 10c es

Green, Red, Tellow & Seper 100, 100 and BLE CARDS, No 1 Size, 54/2141/2, 100 es BLE CARDS, No 1 Size, 54/2141/2, 100 es Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down Light weight cards, Per set of 100 cards, tally card, calling markers, \$3.50. LIGHT WEIGHT BINGO CARDS White, Green, Yellow Cards, postal card thickness, Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100 Calling Markers, \$12.09 Replacements, Numbered Balls, ea. 30 3,000 Jack Pot Slips (strips of 7 numbers), Per 1,000 Middleweight Cards, 51/2x71/4; White, Green, Red, Salmon, Yellow Per 100 3,000 Small, Thin, "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5. M Plastic Markers, Red or Green, round or square, 34" diameter, M 2,00 Smaller Size, 44" diam, Red or Green Plastics, M Adv. Display Posters size 24x36, Ea 15 Cardboard Strip Markers, 10 M for 75 Rubber Covered Wire Cage with Chute, Wood Ball Markers, Mas-ter Board; 3-piece layout for 1,00 Thin, Transparent Plastic Markers, 100 Smaller Strip Markers, 100 Thin, Transparent Plastic Markers, 100 Smaller Strip Markers, 100 Thin, Transparent Plastic Markers, 100 State Strip Mar

90G Allentown Net **Doubles '50 Profit** 

### **Annual Smashes Attendance Mark** Set in 1947 With 145,972 Paid

master produced a profit of \$91,sum, in addition to setting new marks for total receipts and attendance, according to a report made by Arthur W. Durner, tresurer of the Lehigh County Agricultural Society, to the board of directors.

tion of the annual was \$41,348.82.

ALLENTOWN, Pa., Oct. 27. - Nearest approach to this year's September 18-22 run of the Al- total receipts of \$212,273 was the lentown Fair, under the direc- \$188,763, minus taxes, of 1947. tion of President Howard Sing- Attendance this year hit 145,972 pai, cracking the 1947 mark of 636.51, more than double the 1950 143,963. However, three years ago admission was charged on Monday night, and the 3,139 persons who passed thru the gates at that time put the weekly total at 147,102.

**Receipts and disbursements also** showed a sharp rise. Gross income The profit from last year's edi- from this year's fair was \$255,-(Continued on page 73)

# Macon Gate Up 15%; Grandstand Pays Off

which closed a six-day run Satur- is made in about 30 days." day (20) placed total at approximately 124,000, a gain of about 15 per cent over last year, fair officials announced.

With more profits from the midway, concessions, commercial exhibits and gate, E. Ross Jordan, general manager, said it was not yet possible to determine if the net will surpass last year. He pointed out the increased cost of labor and materials and the 3 per cent Georgia sales tax, applicable to nearly all revenue, which the fair had to absorb.

"The outlook now is for the best

Frank W. Harding

MACON, Ga., Oct. 27 .- Prelim- | profit in history," he said, "but inary attendance reports on the we can't be sure until all ac-96th annual Georgia State Fair counts are collected and the audit

> No admission charges were raised, but the fair upped auto parking from 25 cents to 35 cents.

**Premium Awards Hiked** On the other hand the premium awards, usually around \$14,000 in (Continued on page 73)



American Eagle: Houston, Miss. B. & H. Am. Co. & Ken-Penn Am. Co. Combined: (Fair) Barnwell, S. C.; (Fair) Florence 5-10

WRITE FOR FREE CATALOG GENERAL EQUIPMENT SALES 7mc. 824 S. WEST STREET

INDIANAPOLIS 2, INDIANA

### NOTICE

We are anxious to know the present whereabouts of the following: Warren Mathew Murphy Paul Ollis Pat Parker Sport Matthews Frank Peters Martin Black **Charles Carper** Polly Jo Eley Morris Glinea L. B. Lamb Nat Lorow



### tre Ba a B S B Ba I TAN S **PARKS-RESORTS-POOLS** Communications to 188 W, Randolph St., Chicago 1, Ill. THE BILLBOARD

November 3, 1951

# **REPORTS EXPANSION Cheyenne Kiddieland** Suffers 55 Bad Days

CHEYENNE, Wyo., Oct. 27. - were given a free ride on one of Following two excellent seasons the devices. Another local firm Day and Labor Day.

Despite the set-back, Miller announced shortly before the kiddieland's October 14 close that many improvements and additions are planned at the center for next year. Chief among the additions, he said, will be two or three adult rides. Miller said that the past year indicated that while there were ample rides for children, more entertainment was needed for adults who accompanied the tots to the park. Miller hopes to book the adult devices and thus draw more trade from Cheyenne and surrounding areas, including personnel from the large Air Force base located near the park.

Another new attraction planned by Miller is a pen in which will be housed a monkey family. He also hopes to have a clown roaming the grounds next year as an entertainment feature.

Miller, whose kiddieland is located on the edge of Sloan's Lake, has a 20-year lease on the property from the city and a deal which gives the city 5 per cent of net profits.

In his first year Miller offered a miniature train. In 1950 he added an Eyerly Aircraft Midge-o-Racer and Smith & Smith Airplane and boat rides. Additions in 1951 were an adult Merry-Go-Round and kiddie Ferris Wheel. Refreshment facilities are housed in a 30 by 50-foot building finished in Western knotty pine. Modern rest rooms also are available. Miller stages birthday parties for children any day of the week except Sundays at a minimum charge which includes six rides for each child, pop, a hot dog and specially made cake with ice cream. Following the official Labor Day close Miller operated Sundays until October 14, the last day being designated as Toy Day, a joint promotion by the operator and the local Newcomers Club to provide Christmas toys for underprivileged children. All children presenting a toy, book, game or puzzle in good repair to the sponsors at the park

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 TOBOGGAN CO.

130 E. Duval St.,

Philadelphia 44, Pa.

since its inception in 1949, much donated candy bars to be given to bad weather in 1951 set back op- each child bringing a toy for the erations at Lions Amusement Park campaign. Announcements of the here, a kiddieland operated by drive were made a week in ad-C. C. Miller in city-owned Lions vance in all schools, and members Park. Miller reported that the of the Cheyenne Artists' Guild kiddieland encountered 55 days of made posters to help publicize the rain and cold between Decoration drive. Aside from the goodwill the campaign generated for the park, Miller reported that the promotion, which he hopes to make an annual event, produced a truckload of toys.

> N. Y. Fairyland Satisfies Op

NEW YORK, Oct. 27. - With Fairyland kiddie park here shuttered for daily operations as of Monday (15), operator Bernard Berkley reported that he was quite satisfied with results from the spot's first full season, particularly in the face of what he thought were many bad breaks in the weather.

The park could not have had too bad a season, since Berkley and his family will head for a five-month hiatus in Florida next month. Week-end operation is the hands of veteran park man Al McKee, who was appointed Fairyland manager this week. Brigham Young, who held the post, stays on as ride superintendent.

### SOMETHING TO REMEMBER THEM BY

NEW YORK, Oct. 27.-Edward Gerdes, who lives over a schooling gallery at 1502 Surf Avenue in Coney Island here, started to change a light bulb in the back room of the establishment but was brought up short when he found a sluggish, nine-foot, 35-pound python draped over the ceiling pipes.

He called police, who found what appeared to be a snake cage in an adjacent alley and used it to capture the reptile. The snake was consigned to the American Society for the Prevention of Cruelty to Animals as a suspected fugitive from a show that has gone south for the winter. During the season wine-bath artist, Tirza, and her revue occupied the building next door to the gallery and featured a snake dancer.

### B. McSwigan's **Mother Dies** In Pittsburgh

N.Y. Op Mulls PITTSBURGH, Oct. 27. - Mrs. Genevieve Brady McSwigan, widow of Andrew S. McSwigan, first president of the National Association of Amusement Parks, Pools and Beaches, died here Tuesday (23). Funeral services were conducted Friday (26).

For Fla. Spot She was the mother of Andrew Brady McSwigan, present director and president of Kennywood Park and himself a former NAAPPB president. Other survivors are mans, operator of Indian Point four daughters, Mrs. Thomas R. permitting, and affairs will be in Quinn, Marie McSwigan and Gene- Park at Peekskill, N. Y., was back vieve McSwigan, all of Pittsburgh, at his office here this week mull-and Mrs. J. V. McDonough, of ing the \$100,000 price tag placed

### **NAAPPB Tells Plans** For Annual Awards Service, AREA Citations to Be Given;

### **Committees Named to Judge Entries**

CHICAGO, Oct. 27 .- Announce- | outstanding service to the inment of eight awards to be pre- dustry this year. sented at the convention of the National Association of Amusement Parks, Pools and Beaches (November 25-28) was made here this week.

The annual citations are named in honor of leaders in the parks field and include four for service to the industry and convention and four presented by the American Recreational Equipment Association for exhibits and introduction of new amusement devices.

#### Service awards are:

The D. S. Humphrey Award for the finest program appearance on a subject dealing with parks or piers; the A. R. Hodge Award for the finest program appear-ance on a subject dealing with such papers notify him of their pools and beaches; the Harry J. Batt Award for the finest program appearance on the most outstanding promotion in the indus-try in 1951, and the Andrew S. McSwigan Award for the most

65

The AREA awards are: John R. Davies Award for the most meritorious exhibit at the trade show; Charles S. Wilson Award for the most meritorious exhibit of equipment or supplies; Edward J. Carroll Award for the most meritorious new device exhibited, and the John J. Carlin Award for the most meritorious exhibit dealing in games or arcade equipment.

#### Papers, Photos Requested

At the same time, park operators were urged to prepare papers about successful promotions to be presented during the convention. Program Chairman William B. Schmidt, Chicago, asks that parkmen who will present plans. In addition, he asked park operators to exhibit photographs or colored slides of park improvement at the convention and to inform him as soon as possible that such pictures will be available.

Members of the Service awards committee are Dr. L. H. Firestone, chairman; John L. Coleman, vicechairman; Don Dazey, Mrs. Min-ette Dixon, R. M. Spangler and Lawrence Stone.

On the AREA awards committee are Harry Illions, chairman; Julian H. Norton, vice-chairman; Don Dazey, Fred M. McFalls and Lawrence Stone. Paul Huedepohl, (Continued on page 80)

**New Moniker** NEW YORK, Oct. 27.-Ed Kel-Planned for Ideal Beach

One of McKee's tasks will be to coax money out of Fairyland patrons. Tho the park has been getting a good turnout, per capita spending has not been too high.

Slated for completion in a few weeks is an addition to the spot's restaurant building which will house a Penny Arcade. A plan announced some time ago by Berkley to install a kiddie zoo at the park will not be acted on until his return next April. He said that construction on the project will begin then and that he Beresin & Loeb, Philadelphia conhopes to finish it in a month.

### San Antonio Renews **Operator's Permit**

SAN ANTONIO, Oct. 27 .- Kiddie rides at Koehler City Park here will continue under the present management for another two years.

mit last week for Harry Leese, whichever is the greater.

grandchildren.

Mrs. McSwigan's husband, a erators. former newspaperman, gained control of the amusement park in 1907, when it was known as Kenny's Grove, and before his death expanded it into a major park.

### **Award Philly** Firm A. C. **Arena Sales**

ATLANTIC CITY, Oct. 27. cession firm, was awarded the franchise to sell refreshments in municipally-owned Convention Hall for another three years. Under the new franchise, the firm will be required to furnish \$10,000 bond instead of the \$50,000 bond required in the original contract. A resolution approved by the city commission said the Beresin & Loeb firm settles up with the Convention Hall management each week so the The city council renewed a per- larger bond is not required. Jack Beresin, head of Berlo Vending who will pay 10 per cent of the Company and the ABC Vending gross income or \$150 a year, Corporation, is head of the concession firm.

Tallahassee, Fla. There are eight on a tropical garden and zoo setup at Ormond, Fla., by its op-

100G Sought

He spent seven days down South searching for a natural location at which to install kiddie rides. The Ormond site is four miles from Daytona Beach, Fla., and features a small Seminole village on its 20 acres. Kelmans said he had discussed buying the spot with local government officials and they were enthusiastic.

Drawbacks to the proposition are that business to date has been only lukewarm and a new operator would have to start from scratch in building it. The shift in Florida to a year-round vacation area would mean Kelmans would have to be on the spot the same length of time. He is interested only in winter doings, keeping summers open for Indian Point management. The idea of appointing a manager for the Florida spot does not appeal to him.

The installation is on Route 1,

MONTICELLO, Oct. 27.-Ideal Beach on Lake Shafer here, Indiana's largest summer resort, will change its name to Indiana Beach effective November 1, according to Tom E. Spackman, manager. The new name was chosen because the management feels it best fits the prestige the vacation spot has earned during its growth in the past 25 years.

Ideal Beach, founded by Spackman's father in 1926 soon after the Norway Dam was constructed to form Lake Shafer, today boasts a new 50-room hotel, 48 modern cottages, a large ballroom where name bands make one-night appearances during the summer, a roller rink, bathing beach and other amusement features.

A concentrated advertising campaign, with newspapers the primary medium, is planned to familiarize established clientele a main highway. Kelmans said with the new name. The owningthe deal should be finished, one operating corporation has also way or another, within a short changed its name to Indiana





## HANDS ACROSS THE SEA **Jack Rosenthal Puts** Israel Spot on \$ Path

NEW YORK, Oct. 27. - Jack | spent a week consulting with the Rosenthal, co-owner of Palisades operators of Luna Park in Jaffa. (N. J.) Park, returned to America The installation was begun by Jewlast week-end from a month-long ish war veterans. Boris Yodidio European jaunt with nothing con- did most of the financing, and Fima crete for his funspot, but he did Benari manages the spot. The park come back with the knowledge of includes a Merry-Go-Round, motor having put a recently formed park and water scooter, a Penny Arcade, an open-air dance hall, a mirror in Israel on the right road.

ing by plane, Jack left America and a movie house. Ride prices September 19 for Rome, where he are at least on a par with Amerijoined the party of Vincent Impel- can charges, most Luna amuseliteri, vacationing mayor of this ments going for 25 or 30 cents. city, and was entertained by Vati- A 20-cent gate is in effect, Jack can officials. The only outdoor said. amusements he noted in Rome were small street carnivals. Tho the city has made a comeback since

Doing all his inter-nation travel- maze, a few merchandise wheels

### **Teaches Trade Tricks**

He found that the spot naturally





CIRCUSES

THE BILLBOARD

# **Deep South Gives Ringling-Barnum** Top Takes of Trek

Turnaways, Straws, Full Houses Scored Repeatedly in Ala., Ga.

AUGUSTA, Ga., Oct. 27. - | Macon, Ga., was a surprise win-Ringling Bros. and Barnum & ner. There Tuesday (23), the show Bailey's already high-powered sea- had a half-house for the matinee son won additional big takes as its and a near-capacity night. The tour of the Deep South continued. town usually has not produced

Last week was one of the best much for the show and this was of the season. Following turn- the first time R-B had made it in away business at Mobile, Ala., the 10 years. show played to mediocre takes at Gulfport and Hattiesburg, Miss., matinee and straw night house on but snapped back to score a hefty Wednesday (24) with Shrine Club turnaway at Tuscaloosa, Ala., (18) tied in. Matinee was two hours and bang-up straw business at late and threatening weather Birmingham (19) and Montgom- turned to rain in the afternoon, ery (20).

At Columbus, Ga., Monday (22), Ringling-Barnum had a two-thirds matinee and turnaway at night. The spot usually is good for the show, and this time topped its average.

# **Cotton Towners** Throng to See King Offering

SYLACAUGA, Ala., Oct. 27.-King Bros.' Circus, following a rich cotton harvest, won heavy business at night and strong matinee turnouts this week in Ala-

Augusta gave an near-capacity but local boom conditions brought Cole & Walters Circus played to out the business.

The jump to Tuscaloosa was 183 miles and consequently the matinee spots. Crowds were big here. had been advertised for 3:30 p.m. Show made that on time. Football and university lecture series opening were competition.

#### Rail Move Delayed

90 minutes late because show trains in cloudy weather and a nearwere sidetracked en route from capacity house despite heavy rain Birmingham. Ringling's big busi- at night. County Fair Association ness in Montgomery came only 12 was auspices. days after King Bros. played there to three-performance busi- Cole & Walters had near-capacity ness. In the rush for matinee attendance for each performance. tickets, three women fainted on Weather was cool. the R-B midway.

Macon's surprise business followed excellent breaks in the newspapers for Allen Lester, press agent. Billing had been curtailed because of the Georgia State Fair, Date Shows Profitwhich closed at Macon only two days before the circus came in. Lot was near Macon's Central City

Communications to 188 W. Randolph St., Chicago 1, Ill.

### NO FLIES ON THIS LAYOUT

GRAND ISLAND, Neb., Oct. 27.—Charles Jacobsen and Al Kayda operate as the Circus Corporation and allow aus-pices in each town to select the title under which the show will appear.

Club auspices here planned to use profits to spray the town with insecticide. Their title: "Lions Club DDT Circus."

# **Cole & Walters Pulls Business** In Ark., Okla.

SALLISAW, Okla., Oct. 27. good business this week despite cold and rainy weather at some

Perryville, Ark. (18), gave a half house for the matinee and a near-capacity at night. Fair board was auspices. Greenwood, Ark., the Monday (22) stand, came up At Montgomery, the matinee was with a half house for the matinee

Playing here Wednesday (24)

# Jacobsen-Kayda

DES MOINES, Oct. 27.

# **Beatty TV Film Set; Open El Monte W.Q.**

### Show Takes Over Gay's Lion Farm; Week-End Performances Planned

EL MONTE, Calif., Oct. 27 .- An | Beatty animals now are at films while in quarters.

Some of the Beatty personnel, including William Petty, auditor, and William Moore, general agent, arrived here October 15. Moore left Thursday (25) for Dallas and Petty remains in charge of the crew of about 20 at work in quarters.

Farm will be renamed the Clyde Beatty Jungle Zoo. Animals and equipment will be available for rental during the winter. There is a possibility that after the first of the year, performances will be given at quarters on week-end afternoons.

#### Filming Starts December 1

Beatty is scheduled to start December 1 on a series of television films for Commodore Froductions, the firm which now handles the Clyde Beatty show on radio. No visitors will be allowed on the quarters grounds while the films are being made. Commodore will of the principals in the act have set up an office on the grounds to died, and Mrs. Victoria Codona facilitate the month of shooting. Adolph, one-time performer and New canvas, which was delivered to the Beatty show September 1, was stored on the train rather than put into use. Reason given fredo was injured in 1933 and then was that the new white tops died in 1937. were being saved for television work.

show personnel to be better than and since 1944 has been a resia previous place used at El Monte, dent of Long Beach. He was 55

advance guard of the Clyde Beatty Albuquerque, N. M., and will be Circus has arrived here and started shipped from there to Wichita for preparation of the former Gay's the Orrin Davenport indoor date Lion Farm as winter quarters. The (4-11) and at Kansas City (12-18). show probably will offer exhibi- The cats, horses and elephants will tions and will make television be shipped to El Monte after the close of the Kansas City show.

### Lalo Codona **Funeral Held** In California

LONG BEACH, Calif., Oct. 27. -Funeral services for Abelardo (Lalo) Codona, catcher in the long-famous Flying Codonas, flying return act, were conducted here Wednesday (17), with burial in the family memorial at Ingle-wood Park Cemetery.

He together with the late Alfredo Codona and Lillian Leitzel Codona comprised one of the most renowned circus acts in history. Later, Vera Bruce Codona became a member of the act. All a sister of Lalo, now is the last of the Flying Codonas. Lillian Leitzel was killed in 1930. Al-

After retiring in 1938, Lalo Codona came to California to op-Winter quarters site is said by erate a wheel aligning business Knights of Columbus Circus, with with location of railroad sidings years old. In the near-by com-

November 3, 1951

bama.

At Gadsden, Saturday (20), the King combination had a threequarter matinee and overflow night house. Shrine auspices helped overcome competition of a major football game near-by, and cold weather in the morning turned to good weather by noon.

Talladega, Ala., with Elks as auspices, turned out a threequarter matinee and near-capacity at night on Tuesday (23).

Here on Wednesday (24), the opera played to a three-quarters matinee and a straw house at

This is King's first invasion of this section of Alabama in three Mills Bros. Arranges years.

Bennie Fowler, contracting New Quarters Location enson, executive assistant to Gov. Herman Talmadge of Georgia, an old newspaper cohort of Floyd King, visited during the week.

### Campa Draws Fair Matinee

HEBER SPRINGS, Ark., Oct. 27. — Ben Davenport's Campa Bros.' Circus drew a threequarters matinee here Saturday (20) with help from auspices stock as well as provide space for ticket sale by Young Business workshops. Basement of the fair's Glenville, Ga., Saturday (20) and new colliseum will serve as cook- members of the Beers and Barnes to one-quarter of capacity.

.

The show was four days behind Cole & Walters Circus.

### **Bobo Barnett Halts** Exaggerated Rumor

CHATTANOOGA, Oct. 27. -Chester (Bobo) Barnett, clown Brady will again head the quar-territory for the show. Tentative with Polack Bros.' Eastern unit ters work crews and will launch plans for 1952 call for trouping here, declared this week, a la Mark Twain, that a report of his death "was greatly exaggerated."

Barnett said that his picture was published in several newspapers in connection with a story reporting the death of Edward Ellsworth Boyle in August. The confusion resulted apparently from the fact that both men clowned under the name, Bobo.

### **Danish Unit Set** To End Season

Park, used by King Bros. and a Jacobsen and Kayda's Circus Cor-

wintered in Macon with other Charles Jacobsen. Performances shows, put in a busy visiting day were given on Columbus Day. there. Among them were Noyelles Gate was weak, but advance sale Burkhart, Orville (Curly) Stewart, and program promotion made up Walter Guice, Ray and Theo Marlowe, Hilda Burkhart, Red Sonnenberg, Betty Broadbent, Willie Carr,

and Merle Evans.

short distance from the King quar-ters. poration supplying the program, made a profit of \$1,497, according Ringling staffers, many of whom to final tabulations reported by

the difference, Jacobsen said. Show's staff includes H. W (Jake) Jacobsen, manager; Al L. D. (Doc) Hall, Nick Nicholas Kayda, promotional director, and Charles Jacobsen, general agent.

among the advantages of the new munity of Walteria, two streets, spot.

### **Polack Re-Signs** Cincinnati Date

CINCINNATI, Oct. 27.-Polack Bros.' Circus has signed its 11th annual contract with the Shrine here and will put the Western unit in Taft Auditorium for 10 days in 1952. Date will follow the show's March engagement in Chicago. Louis Stern, managing director of Polack Western, represented the show in signing the contract. George Westerman has handled promotion of the date for the past several years.

Mickey Blue, Polack promotion man, was in Chicago this week GREENVILLE, O., Oct. 27. — can load before the night per-Mills Bros.' Circus will set up formance gets started dipped at and was planning to leave shortly winter quarters at Darke County Colonial Heights. The estimate for the West Coast. He will vacaand returning by plane.

Fairgrounds here following the was off about 30 persons, and that tion in Hawaii, going over by boat end of its current season at Barn- many were forced to stand. well, S. C., Monday (5). The show fleet is expected to arrive in Greenville Wednesday (7). Announcement that the show

had arranged to winter here was made by Charles York, president, and Frank Hiestand, secretary of the fair. Stock pavilion will serve as ring barn and house the show's workshops. Basement of the fair's Glenville, Ga., Saturday (20) and house, bunkhouse, storage space families have returned to their and additional shop space. An- homes here for the winter. Equipother building will be used for ment was stored at Valdosta, Ga., wardrobe, and trucks will be parked under the grandstand. Fred Stafford, Mills press chief and agent, said the quarters will be the largest ever used by the show.

construction projects at once. Jack and Jake Mills have outlined extensive expansion and rebuilding plans, Stafford said.

#### Columbus WQ in '50

Last year the show wintered at Ohio State Fairgrounds, Colum-

Meanwhile, the circus is moving thru Virginia. At Orange (18) it had a one-quarter matinee and three-quarter night house. Co-lonial Heights on Monday (22) gave a half matinee and one- month, but this was followed by

and animals are quartered at the Miami Zoo.

Business for the show was spotty and not up to last year's, according to General Agent Gene Christian. Route covered six General Superintendent Charles States, most of them established into new territory.

Best dates this season, according to Christian, were those where auspices were booked well in advance. At Greenville, Ky., under Kiwanis auspices, the show was advertised with displays and bus, and for the previous four announcements at the local thea-years was at the fairgrounds at Circleville, O. announcements at the local thea-ter. Other standout dates include Howell, Mich.; St. Louis, Mich.; Elwood, Ind.; Owenton, Ky.; Eto-wah, Tenn.; Lebanon, Tenn.; Lineville, Ala., and Fayette, Ga.

Kentucky and Tennessee stands in June gave the show its best

MIAMI, Oct. 27 .-- Beers-Barnes | Beers-Barnes show blew some stands there and made a twoday hop back into Kentucky. Heat for the ensuing month held matinee business down. Three weeks in Alabama and a month in Georgia completed the season. In moving southward, the show remained less than 100 miles from web; Espinosa, iron jaw; Munoz, its earlier, northbound route.

Adolph and Los Codona, were named for the family.

In addition to his sister, survivors are his widow, Anita; a daughter, Mrs. Lita Pashas, Long Beach; two sisters, Mrs. Rose Krukow, San Bernardino, and Mrs. Hortense Ferranti, Los Angeles, and a brother, Edward Codona, of Crestline, Calif.

### Flamante Closes Early; Acts Play Fernandez Dates

HONOLULU, Oct. 27.-Herbert Weber, performer and owner of Circo Flamante, said here this week he had closed his show in California early because of weak business. He booked several acts from Flamante with E. K. Fernandez and now is appearing with the Fernandez show here thru November 10. A two-week stand at Hilo will follow.

Weber said that four weeks of fairs were the strongest part of the season for the Flamante show. It closed September 30. Following the Hawaiian engagements, Weber will go to Mexico to scout acts for the 1952 edition of his show. In December he will be in Chicago.

Acts which Weber has in Hawaii include the Latinos (Webers), wire; Great Herberto, foot slide; Marcos Morales, foot jugglers; Paco Monteros, Spanish traps, and Robanito, clown.

### NIGHT ATTENDANCE BIG AS K-M HEADS HOME

LONOKE, Ark., Oct. 27 .- Final night prompted part of the au-10 days of the Al G. Kelly & Mil- dience to leave early. Cotton ler Bros.' Circus drew full houses at nearly every stand. Show closes Sunday (28) and moves to quarters at Hugo, Okla.

Here Wednesday (24), the show had a full one at night and a half house at the matinee, playing under school district auspices.

Earlier, as the show began its homeward trek, it played to half and near-capacity houses at Club was auspices. Brownsville, Tenn. (18), where it vertising was used.

dience to leave early. Cotton money was in circulation among farmers, pickers and merchants.

Covington, Tenn., Saturday (20), brought out a three-quarter matinee and near-capacity night house. At West Memphis, Ark., across the river from Memphis, K-M played a matinee-only Sunday (21) to near-capacity. Booster Club was auspices. Airplane ad-

BEERS-BARNES IN W. Q. AFTER SPOTTY SEASON



THE BILLBOARD

**Under the Marquee** 

CIRCUSES 67

# **Dressing Room Gossip**

### **Polack Eastern**

Chattanooga was promoted by Clyde and Nelda Harrison for the Shrine and business was big dewere in ahead of us. The Auditorium there was our first indoor date of the fall season. Dick Berg lost a seal there and the act has returned to San Marcus, Tex., to break in new stock.

Jimmy and Nella Troy have left for Orlando, Fla. Tommy and Roxy Cropper, of Sarasota, Fla., visited here. John and Lil Kitchens had numerous visitors in Chattanooga. John and Eb Carpenter cut up jackpots with the writer about the old Coburn show. The Carpenters are stagehands at the Auditorium. Harriet Lewis' father, Dr. Alonzo Scott, visited en route to New York. Fred Proper has returned to Utica, N. Y., after storing the trailer in St. Louis for the winter. Speedy Greenberg has joined on novelties. English Hitchcock and Candy Floss Walter have joined the Bingo Club. Sheila Pugh is away on business.

The Norbertys worked the Chattanooga date en route to Texas. Iron-Head Perry, the thrill man, was the downtown attraction, allowing an auto to pass over his body at the advance sale booth. The Arturo Family were guests at the Shriners' Luncheon Club. Clyde and Nelda Harrison have gone to Florida on a fishing trip and are vacationing at ye scribe's cottage. Met B. W. Benson and Jimmy Erwin working platform trains for the Union News at the terminal in Cincinnati. Ed Raymond is home in Cleveland for a few days. The band now plays "Mighty Lak a Rose" for Boho's skunk appearance in the midget car.

Bill Green, former press agent, is now promotional director of the



Sport's Arena in Toledo. Kenneth Waite is in Chicago, and Billy Griffin is on the Kelly-Miller Circus. Bob Lorraine has recovered from a virus infection. Mrs. Johnny spite the fact that several shows Welda is chef-of-the-week with her recipe for Swedish meat balls. Courtney Lewis is now appearing in the trampoline act looking cute in her new teen-age costume.

Most of the clowns have Christmas dates booked in department stores in the Middle West .--HENRY KYES.

#### **Ringling-Barnum**

Big business continued as we finished our Alabama tour and headed into Georgia. Everyone enjoyed the Sunday off in Columbus, Ga., with all sections arriving in the early morning. Weather has been ideal.

Bloomington, Ind., was well represented last week when C. D. Curtis, Ed Raycraft and Sam Stern visited for a few days. Mrs. Charley Bell drove up from Sarasota, Fla., to visit, as did Elsie (Alzana) and Ben Benham and Allan and David Alzana. Congratulations to Marcene Fellhauer and Ferdinand Dubsky, who were married in Birmingham.

Danny McCarthy, chauffeur on the show, left to join the Marines. Our fourth section has grown, with a number of folks purchasing new cars and driving them overland. Dick Miller was a proud father as he showed his daughter, Betty Ann, around the lot in Montgomery. Bob Dover became too enthusiastic during a recent football practice session and had to hobble around on crutches for a few days with a sprained ankle.

Marian Seifert, assisted by Rusty Parent and Norma Wright, has one of the busiest pastimes on the show with her leather-tooling work. Irene Burt and Tex Copeland celebrated birthdays, and Theol and Ray Marlowe and Liz and Mark Johnson celebrated wedding whom he hadn't seen in 20 years. Bros., and Campa Bros.' circuses. anniversaries. Visitors: Bob Kinsey, the Bokaras, Conchita and Carl Erikson and the Erickson act, Eileen, Harold and Georgie Voise and Dick Anderson, Ed Raycraft, Sam Stern, C. D. Curtis, Elizabeth Gast and daughter Doris Jean, Mrs. Jimmy Hayes and family, Bill Pogue and family, Roy Fitzgerald, June and Lucio Cristiani, Mario Ivanoff, Elsie and Ben Benham, Allan and David Alzana, Mrs. Charley Bell, Roxy and Tommy Cropper, Mrs. Whitey McGuire. - MARY JANE MILLER.

after making most of the season pital recently were Francis in clown alley of Kelly-Miller, Brunn, the Goetschi Brothers, Arclosed with the show to make wood Acro K-9 Antics, Gene Ranwinter dates. . . . Harry W. Cole, dow, Sherman Brothers, Georof Detroit, advises that G. A. C. getto Brothers, Harry Dann, Den-Shrigley, of Buffalo, is writing a nis Stevens, Henry Boer, Arthur biography of Tom Thumb, the Springer and Wally Newbury. Barnum midget. . . . Laurence Cross has purchased a new home at Ottumwa, Ia., and has been busy getting it into shape. He closed the season with Clyde Beatty Circus, and he'll make his Lew Hershey, in Wichita, where 19th annual appearance at a Des Moines department store starting Friday (2).

Bill and Babe Woodcock are closing their third season with Kelly-Miller and will vacation briefly at their Hot Springs home. play the Davenport dates. . .

was in charge of the seventh Circus at Alexandria, Ind., Noannual round-up of circus fans, vember 12. Lyman J. Keyes is collectors and model builders in Peru, Ind., Saturday and Sunday (October 27-28). . . . Frank E. Weiser, special service chief at the Veterans' Administration center in Bay Pines, Fla., announces an open-air Christmas circus will be staged there again this year.

the James M. Cole Circus playing and General MacArthur's visit to indoor dates thru New York Houston. State. . . . Kelly-Miller Circus closed its season Sunday (28) at Idabell, Okla., and hopped 44 miles to winter quarters in Hugo, Okla. . . . Banks Wilkinson, former circus trouper, is in Baptist Hospital, Memphis, recuperating from a skin-graft operation. fices of the Danish Artists Federa-. . Bill Stiles, forced to quit the tion. road due to ill health, is now custodian of the American Legion Club at White Bluff, Tenn., on Highway 70, 22 miles west of ber 22 in Georgia after a suc-Nashville. Stiles postals that he cessful 32-week outdoor season recently caught the Kelly-Miller and that he has opened six theshow at Dickson, Tenn., and vis- aters in Georgia and Tennessee ited with his old friends. Bill towns for the winter. Visitors Woodcock, Ted Milligan and family, and all the clowns, some of people from Biller Bros., Rogers

Eddie Dullum and Lee Virtue, Antonio's Brooke General Hos-

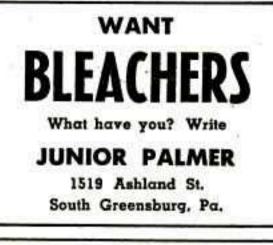
Joe Lewis, clown cop, on a recent jaunt thru the Ozarks visited Lew Hershey, in Wichita, where he is awaiting the opening of Orrin Davenport's show, Lewis is visiting with Fred and Bette Leonard, Joan and Eldon Day and Joe and Bebe Siegrest. His wife, Eva May Lewis, also will Grover O'Day, clown cyclist, Don Smith, Detroit circus fan. opens with the Great American promotion manager with the unit.

Billy Wilson, who was with Sparks in 1947 and Cole in 1948. now in Chicago, has joined with Allen Metreger to start a public relations office. He's handling a veteran group's fund campaign and also handled promotion of Don Adams, clown, has joined an Eisenhower for president group

> Karl Kae Knecht, president of the Circus Fans of America, left Copenhagen, Denmark, recenty for Stockholm, Sweden, after a brief stay in the former city, during which he paid a visit to the of-

Byron Gosh, of the By-Gosh Tent Show, reports it closed Octoduring the show's final week were





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.what makes a Billboard Special King Bros.

As this writer will close his season with the circus October 31 to join Orrin Davenport in Wichita, Kan., it is time to reminisce on the wonderful season. Starting in Macon, Ga., April 7, with three shows on opening day, this opera has given 27 extra shows this season, and not one losing day has been recorded thus far. For the most part we have had very little rain and few muddy lots. However, in a down-pour in Wilkes-Barre, Pa., the show gave three performances to packed houses. In cold, rainy weather in Manchester, N. H., we gave four shows in one day. The concert has never ceased to cause excited comment from everybody on the show. On only four occasions this season has the concert crowd been limited to seats on one side of the tent. On all other occasions both long and short sides were packed, and on many occasions after-show patrons had to sit in the blues. On one occasion, a huge straw house remained for the after show. It has been a season that those connected with this show will long remember. -

Jerry Pressley, from the Biller show, is doing web and concert line-up here. Joe Smiga has the inside novelty stand. Corky Plunkett, from the Plunkett Guillermo Gregoresko, Mr. and menting the Tommy Parris trampoline act. Parris Trio are be seen in and around New York Hansons .- HARRY DANN. this coming season. Happy Davis, clown, has returned to the show after vacationing in Alabama under his real name by the writer. the first time this season, in An- proud of it.

Acts from Polack Bros.' Western unit making the special show for Korean war casualties at San section of the Chicago Herald-

### **Polack Western**

The San Antonio engagement, under Mickey Blue's promotion, went over big. The Georgetto Brothers' rendition of "Deep in the Heart of Texas" on their musical bells is a timely hit in the Scotch band number. Chester Sherman is doing "Balling the Jack" for his dance in the come-Sherry, doing a double handstand with Herta Claussen. Eddie Ward's portable television set is a big attraction backstage.

Ernie Wiswell debuted a new horn to end all horns on his Funny Ford. Many visited Mrs. Mars and the Hertzberg circus collection at the San Antonio Public Library. The Ward-Bell Flyers, Ross and Mary Paul, Art Springer, Gene Randow and Joe Sherman were entertained by the Simon Garcias with a Mexican feed. One of Mellita's birthday gifts was a pale apricot costume designed and created by Mildred Ward. Somay Huang is practicing daily with Chai for her return to their act.

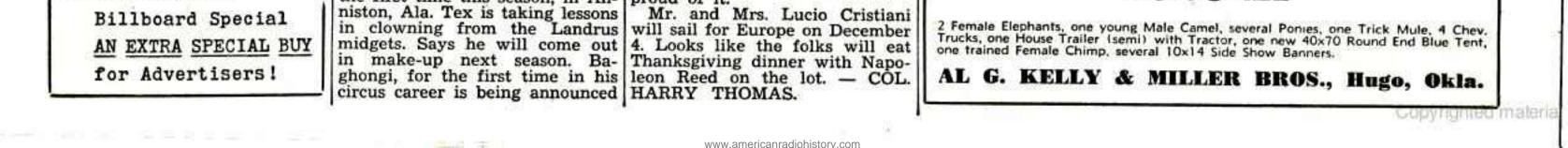
Among those who visited Don Valerio's Italian restaurant were Jack and Martha Joyce, Jeanne McConnell, Claude Arwood, Ward-Bell Flyers, Ross and Mary Paul, Gene and Centa Randow and Joe Sherman. Recent visitors were Tom M. Scaperlanda, the Shuberts, Col. C. G. Sturtevant, Guy Blackburn, Mrs. Aurora Atayde, Fred Valentine, Bill Valentine and children, Earl Behee, Lucky Goodman, the Don Robinsons, June Crockett, Franzel DeVinney, Harry May and Harry Jr., Lester Roach, Bob Rapupfer, Marjory Banks, Fred Icke, the Simon Garcias and family, Ray Gerhardt, Doc and Ann Meandra, Show, will join this week, aug- Mrs. Lew Henderson, son Richard and granddaughter Susan, Dr. and Mrs. Nesmith, Walter Powell, booking winter dates and will Frank Pahlman and the Johnny

City. Ernie White, promotional His authentic monicker is Gioagent, was back on the show for vanne Batista Gallicioli, and he's

A truck of the Kelly-Miller Circus was pictured in a special American last week in connection with a convention of truck operators. . . . Si Rickets, known professionally as Prof. Panck, is living in Philadelphia since retiring from outdoor show business.

Karl K. Knecht, president of the CFA, now on a tour of Europe, writes from Denmark, ninth of 15 countries on his route, that he has seen several circuses. . . . Johnny in. Walter Claussen introduced Fulghum, of Richmond, Va., a new opening for his act, fea- caught Mills Bros. at two Virturing his bears, Kathie and ginia spots and visited with Jack and Harry Mills, Doc Waddell, Mearle Johnson and Paul Nelson. Joe Sauer made one of the stands with him.





THE BILLBOARD 68

Communications to 188 W. Randolph St., Chicago 1, Ill.

FAIRS-EXPOSITIONS

November 3, 1951

# DALLAS MIDWAY HIKES **GROSS BY HEFTY 20%**

### **Rides, Shows Retain Early Lead To Keep Pace With Expo Totals**

DALLAS, Oct. 27.-State Fair of nant reports.

Texas midway kept pace with rest up thruout fair.

Ray Marsh Brydon reported gross on midway shows totaled about \$186,000. Top three grossers were Glenn Porter's Circus Side Show, the Peep Show, and Joe Sciortina's Girl Show.

Tennant reported.

Velare Bros.' Sky Wheel ride grossed \$21,922 to beat last year's take at Dallas fair. Number of riders was also up, with only slightly less than 100,000 being clocked. Both gross and attendance were less than at Canadian National Exhibition in Toronto, however, where rides got 35 cents. Sky Wheel got only 30 cents here. At 1950 fair here wheels netted \$17,-663 after taxes, and this year's net was \$18,805 after taxes.

#### Trains, Coaster Big

Ed Meek figures his miniature Diesel train traveled 3,000 miles during fair. Santa Fe Railroad Magazine sent reporters to fair to do story on Diesel and also miniature steam train. 3oth are painted like Santa Fe trains and railroad paid for neon to flash up rides.

Sammie Bert's Roller Coaster, with biggest capacity of any ride on midway, carried about 110,000

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ESCAPE

LARUE

paper as saying fair midway had

more gambling devices per square Joe Murphy, of Lindsay-Pugh- foot than Reno, and after small of 1951 expo, making an excellent Vaccaro, reported that midway group of women had taken up showing as the fair set a new na- games were up over last year de- cudgels against games before city tional record. Supt. Fred Tennant spite 26-hour shutdown by city of- council. Council passed buck to Jr. reports that the midway's early ficials. All games, even weight City Manager Charles Ford, who 20 per cent increase over 1950 held and age guessers, were shut down called meeting with fair officials. Thursday afternoon (18) after a Fair President R. L. Thornton State representative in Fort Worth said fair would close any game was quoted in a Fort Worth news- ruled illegal and city manager with (Continued on page 80)

# Sciortina's Girl Show. Gross of 31 rides on midway topped anything ever turned in, ALL YORK UNITS TOP 100G MARK Gate Earns 100G, Grandstand 130G, Space 104G in Gala Run

YORK, Pa., Oct. 27.-One of the the fair has not lost a grandstand most successful runs in the history show. Lewis said that Martin of the York Interstate Fair was would probably have drawn more reported here this week by Sam- people even than the overflow uel Lewis, president. Despite rain house that turned out for Guy This was not as large as last year's that cut heavily into business on Lombardo and his band, except single-day record-breaker of 289,-Friday, the five-day event racked for the weather, since advance in- 307, on the second Saturday, but up more than \$100,000 on outside terest and sales indicated a recg a t e admissions. Grandstand ord crowd. earnings topped \$130,000 and earn- Lewis sa ings from the sale of concessions profit will be plowed back into and exhibit space was more than the model fair plant, as usual. Al-\$104,000.

money to make money," Lewis exhibit building. noted the gross of grandstand ticket sales. For many years York has during 16 days of fair. Kiddie Town rides were up about 25 per cent over 1950, Ten-by a specially produced Frank Wirth revue.

Lewis said that much of the ready scheduled is the laying of a Saying that "you have to spend new concrete floor in the main

> Lewis, former lieutenant gover- Arts had 58,942 this year, 106,929 nor, is still vitally interested in in 1950; Museum of Natural Hisgovernment and currently devot- tory had 73,700 this year, 84,160 ing considerable time to local elec- in 1950.

> month. At their conclusion full toted-up highly satisfying fig-

# **Dallas Attendance** Tops '50 to Score **New National High** Crowds Total 2,320,129, Boost Of 143,610 Over Previous Mark

#### Continued from page 61

6,055.

front of grandstand, played 22 crowds but several good ones, winding up with attendance total of 28,673, behind a \$1.50 top gate.

It was a big year for fair on commercial and industrial exhibits, with many more ambitious and expensive efforts along this line than ever before. Most firms kept track of visitors to exhibits as far as possible and expressed themselves well satisfied with results.

#### **Biggest \$ Day Scored**

Fair's biggest money day in its history was second Sunday (14), with top attendance of 276,585. 307, on the second Saturday, but crowd stayed longer and spent more.

Attendance figures at museums showed attendance to be down from 1950 at all State Park permanent museums. For example, Aquarium had 157,806 this year, 166,983 in 1950; Museum of Fine

tions slated to come off this Two unusual exhibits at fair

655 at a \$3.30 top. On second forms which had embarked on a week-end of fair, arena added 405 heavy pre-fair promotion program extra chairs for five performances on behalf of fair; and the Hav-Aand totaled 30,275 for five shows | Tampa Cigar Company, which and a per-performance record of was exhibiting its first time at a fair other than its own hometown Aut Swenson thrill show, in Tampa fair. Lee company counted 265,000 kids thru its "branding performances to many light chute" gimmick, and cigar firm reported sale of 80 to 90 thousand cigars.

#### **3 Grid Attractions**

Fair's three football games drew total of approximately 174,-000. SMU-Missouri game Octo-ber 6 drew about 45,000; Texas-Oklahoma game October 13 drew capacity of 75,311; SMU-Rice Rice game October 21 pulled about 53,000. SMU-Rice game had been expected to draw better crowd, since it came one week after SMU beat Notre Dame and Rice defeated Navy. However, neither team had been too well regarded in Southwest Conference race. For the record, Rice beat SMU 28-7.

Livestock shows at fair were considered to be most outstanding fair has ever presented, altho fair's main emphasis is not particlarly on livestock. New \$125,000 livestock pavilion was helpful in drawing crowds to events especially to quarter horse performance show and cutting horse contests, when people were turned away from 3,200-seat arena. Western Day show in arena Saturday night (20) also was turnaway.

representing an investment of veloped. audience of more than 5,000 on hand for the show staged by Freddy Martin and his ork on Friday despite hard rains. Since the completion of the stage unit,

**Oregon Execs** To Convene November 14

PORTLAND, Ore., Oct. 27.- Despite rain opening day, 20,-Oregon Fairs' Association will hold 000 persons were on hand. Tuesits annual convention here at the day's total was 25,000, and Multnomah Hotel, November 14- Wednesday the annual drew 40,000 16, H. G. Smith, secretary, an- persons. Thursday is now a holinounced this week. The program day in Richland County and marks will be directed toward the needs the traditional football games and problems of ounty fairs, with particular emphasis on the smaller ones.

"Effective Publicity for the Small School Day, 40,000 turned out, urer. Fair," "Pari-Mutuel Betting," and "Carnival Attractions." In addition to the afternoon formal session, there will be a closed session for fairboard members and an informal showing of movies taken at the various county events.

Herman H. Chindgren, president, will again be in charge of the banquet, an annual event.

A covered grandstand stage, plans for the 1952 fair will be de- ures: The Lee Company, manufacturers of work clothes and uni-

# S. C. State Annual **Heads for Big Run**

COLUMBIA, S. C., Oct. 27. - and 25,000 persons were expected With only one day hit by weather, for the closer.

South Carolina State Fair here. which opened Monday (22) and closes today, appeared yesterday (26) to be headed for an excellent run.

played at the stadium adjacent to the fairgrounds between Clem-

son College and the University of Subjects to be discussed this year South Carolina. This year 75,000

George A. Hamid's "Phantasies" revue got off to a bad start in front of the grandstand opening day due to rain, giving only one show. However, they made it up and went ahead thru the run. Jack Kochman brought his auto thrill show in closing afternoon for the customary single show. World of Mirth Shows are on the midway.

In the annual election of officers, the South Carolina Agricultural and Mechanical Society, operator of the fair, re-elected D. D. in panel sessions include "Decor- persons were on hand for the day, Witcover president and retained ating Fairgrounds and Town," 34,000 at the game. Yesterday, Paul V. Moore as secretary-treas-

Fair officials believe 1951 attendance may finally have set record that fair will be aiming at for some years to come, especially since similar collection of attractions may be difficult to assemble. However, population of Southwest is constantly growing and sentiment is similar to that expressed after record-breaking fair last year.



Grover A. Godfrey, Pres. Home Builders Auditorium 2109 Live Oak St. Dallas, Texas



# **Meetings of Fair Associations**

tel del Coronado, Coronado, Calif., November 13-15. Louis S. Merrill, 1015 24th Street, Sacramento, general manager.

Oregon Fairs' Association, Multnomah Hotel, Portland, Novemt r 14-16. H. G. Smith, secretary.

Association of Tennessee Fairs, Hotel King Cotton, Memphis, November 19-20. W. J. Huddleston, Box 279 Tenn. Tech, Cookeville, Tenn., secretary.

Canadian Association of Exhibitions, Royal York Hotel, Toronto, November 22-23. Emery Boucher, tary.

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 tary.

Indiana Association of County and District Fairs, Claypool Hotel Indianapolis, January 1-3. William H. Clark, 360 Walnut, Franklin, Ind., secretary.

Kansas Fairs' Association, Jayhawk Hotel, Topeka, January 8-9. Everett E. Erhart, Stafford, Kan., secretary.

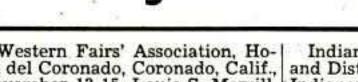
Ohio Fair Managers' Association, Deshler-Wallick Hotel, Columbus, January 9-10. Mrs. Don A. Detrick, Bellefontaine, O., executive secretary.

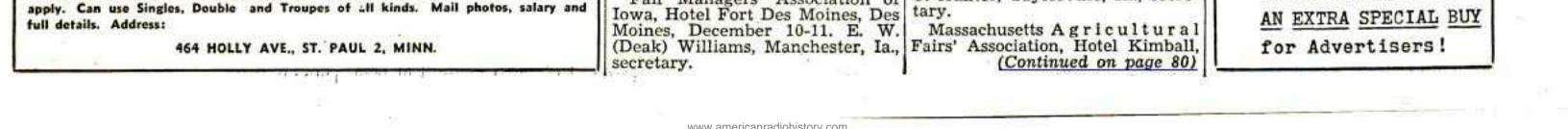
Kentucky Association of Fairs and Horse Shows, Brown Hotel, Exposition Park, Quebec, secre- Louisville, January 10-11. L. (Doc) Cassidy, Kentucky State Fair, Louisville, secretary.

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, C. Hunter, Taylorville, Ill., secre-

Western Fairs' Association, Ho-





CARNIVALS

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THE BILLBOARD

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# 2 S. C. ANNUALS SIGN WOM PACTS Columbia, Anderson Award '52 Fun Zone Contracts to Bergen

COLUMBIA, S. C., Oct. 27.— Bergen reported that show Awarding of a 1952 midway pact earnings were up at Anderson and awarded a midway contract by the Anderson (S. C.) Fair to add to tered by Thursday (25), however. a similar pact secured by the Frank Bergen managed unit from the Winston-Salem (N. C.) Fair.

Bergen and fair officials, President D. D. Witcover and Manager Paul V. Moore, jointly announced the contract signing here. Local date is considered one of the best in the South for midway forces. Anderson event is a pivotal spot, particularly valued because of its late dates and promise of good earnings, and never lacks bids from top rail units.

### Weather Hits Va. Greater At Edenton

EDENTON, N. C., Oct. 27.-For the second week in a row Virginia Greater Shows' gross was curtailed by bad weather, as cold, wind and rain marred several days at Chowan County Fair, which ended Saturday (20) and was sponsored by the American Legion.

Business during the first two days was slow due to cool weather at nights and a hurricane

to the World of Mirth Shows by here. Local business has been the South Carolina State Fair excellent and ahead of last year here this week virtually solidified thru yesterday, despite rain the midway organization's route opening Monday (22) night that of Dixie annuals for next year. cut into attendance and midway Earlier this week the shows were earnings. Slight losses were made up and gains over last year regis-

#### Midway Cramped

Despite the spaciousness of the local plant, show officials found it necessary to locate three show units back against the race track. They were an iron lung, two-headed baby which joined here from Raleigh, and a sportsmen's unit.

special grouping of kiddle at-tractions made a fine appearance here. The several units were here. The several units were backed up by a Little Dipper which gave the sizable layout additional magnitude.

Bernard (Bucky) Allen reported good business for the show's multiple concession units which also benefited from an attractive layout.

vannah (Ga.) Fair, last two spots the ground, Berger said. It will cott, publicity director of Indiana on the shows' route, visited here. winter in Mobile.

**Strates Unit** Switches W.Q. To De Land

RALEIGH, N. C., Oct. 27. -James E. Strates, general manager of the shows bearing his name, this week announced that arrangements have been made thru E. Lawrence Phillips to winter the org at Volusia County Fairgrounds, De Land, Fla., former winter home of the Johnny J. Jones Exposition.

The Pine Castle Air Base at Orlando, Fla., used as quarters by Strates the past several years, has been reactivated by the Army.

# **Berger Resigns Cavalcade** Post

general agent for the Cavalcade of Amusements. He had been with the show four seasons. He was returning to his Chicago home. The show, owned by Al Wagner,

moved to Prichard, suburb of Mobile, for a 10-day stand and is

# Shreveport Up 25% **For Royal American**

### **Org Sets New Midway Gross Record** For Second Consecutive Season

SHREVEPORT, La., Oct. 27.-

Business all week, with the exception of Tuesday (23) when rain hurt, was 20 to 25 per cent ahead of last year, according to Carl Sedlmayr, RAS owner, and spending all over the grounds was on the upturn.

Big days, in addition to the opener, Saturday (20), when a new record was set for that day, included Negro Day on Monday and kid's day, Friday (25), when youngsters kept the rides and On Hot Wire youngsters kept the rides and shows busy thruout the day. Owner Sedlmayr and other

show officials kept busy all week hosting visitors. Included on the list were Harry Batt, Ponchartrain Beach, New Orleans; Patty Conklin, Conklin Shows; Ida Cohen, Chicago insurance executive; Pat Ford and Bob Shivers, Arkenefited from an attractive lay-ut. Officials from the Augusta (Ga.) scheduled to play two more lots in Mobile, including Harwell Field Ball Park parking lot where sissippi State Fair; Mr. and Mrs.

Frank Morrissey, show's press Royal American Shows appeared agent, was joined here by Mrs. likely to break its record for the Morrissey and their son, Tommy, Charles McDougal is confined to the Santa Rosa Hospital, San Antonio.

# **Pitzer Dies**

BEEVILLE, Tex., Oct. 27.-Leo Stanley Pitzer, 46, manager and operator of the Funhouse on the Don Franklin Shows the past two years, was accidently killed while hooking up some wires Friday (26).

Pitzer, in show business for sevansas Livestock Show, Little eral years, had played in several different bands. He held union cards in several musicians' unions. He is a native of Georgetown, O., and is survived by his parents, two daughters, two brothers and one sister.

Siebrand Org Tops '50 Biz By 10 Per Cent TUCSON, Ariz, Oct. 27.-Siebrand Bros.' Circus and Carnival Terrell Jacobs' Wild Animal midway at times, the multiple ended its season here Sunday night (21), with business approximately 10 per cent ahead of 1950, according to Pete Siebrand, manager. The show opened February 22 at the Maricopa County Fair, LaMesa, Ariz., and closed at the Pima County Fair here. Siebrand said that during the tour the show lost only a half day because of rain. The show lost two of its key men because of illness. Hiko Siebrand, secretary-treasurer, left in June, and C. F. (Doc) Zieger, legal adjuster, October 13. The show left here for winter quarters in Phoenix, Ariz.

# STRATES ORG SHATTERS RALEIGH MIDWAY MARK

Earnings Soar Well Above 100G Figure as All Units Note Top Date

that hovered off the North Carolina Coast. Wednesday (17), School Day, was hit by high winds and misty weather, tho a fair take was gained. A second School Day, Thursday (18), was a total blank due to wind and rain.

Angelo Longo, of Silk City Shows, spent a few days here watching the play on his three rides. He also added a Comet to Virginia Greater's line-up for the rest of the season. Mr. and Mrs. Calvin Nelson and their daughter left for their home in Tampa.

### Blue Grass Tour Ends at Augusta

BARNESVILLE, Ga., Oct. 27.-C. C. (Specks) Groscurth's Blue each session is a big one, with the Grass Shows trucked here this total take usually counted as the week and will play their final stand biggest in the East if good weaththe week of October 29 at the er prevails. Two-State Colored Fair, Augusta, Ga.

week the World of Mirth Shows week. Business boomed and all are there for the white fair. Fol- units baled money while operatlowing Augusta, org will trek to ing at near-capacity from opening its Owensboro, Ky., winter quar- Children's Day, Tuesday (16), to ters. .

RALEIGH, N. C., Oct. 27. – All previous earnings of the James E. Strates Shows on the midway of North Carolina State Fair were smashed at the 1951 event which ended here Saturday (20). General Manager James E. Strates reported that the gross eclipsed the \$100,000 mark by "many thou-sands of dollars.' Independent estimates of the actual take, based Big Snakes and Wild Life, scored on known earnings here in the heavily. past, ranged as high as \$140,000.

Earnings here were reportedly the best of the season for Strates, surpassing even the \$100,000-plus gross at New York State Fair, a nine-day event which had the additional advantage of Labor Day. Local event runs five days, but

Except for a slight drizzle on one night, the weather ranged from Shows will play there the same good to excellent thruout the closing.

Circus continued the fast grossing pace it has set at fairs while garnering its top week of the season. Jack Norman's "Broadway to Hollywood" revue earned top money among the shows. Bonnie Boyla was used as the feature for the local date. Nate Eagle's Hollywood Midget Movie Stars topped their previous high grosses here. Doc Hartwick's two attractions,

George Murray reported that his Thrill Arena topped its 1950 earnings by 40 per cent. Irvin C. Miller's Brown Skin Models went well over the top and ran neck and neck for first money honors. Claude Bentley reported his Side Show gross was well ahead of last year.

The rides, Fun House and Glass House all scored top earnings. Territory is a natural for the mechanical units and for many hours were limited only by capacity.

#### **Big Attendance**

Total attendance was estimated at well over the 400,000 mark. Despite the huge crowds that made it difficult to move around the

Strates units were adequate to care for all the funseekers.

Two big kids' days poured thousands of moppets into the fun zone early, lengthening the grossing period to some 16 hours a day.

Fair's rebuilding program resulted in the widening of the main midway entrance. Patrons thus got a better and earlier flash of available attractions and were able to reach them easier and faster than before. In the past the bottleneck entrance at times has made it possible for only the youngest and strongest to fight their way thru.

# Macon Biz Up 10%; Re-Ink C-W for '52

grosses last year, Cetlin & Wilson Shows won a repeat contract for the Georgia State Fair for 1952which will be the fourth straight year org has played fair.

New contract was inked Friday of fair week here by Co-Owners Izzie Cetlin and Jack Wilson with officials of the Exchange Club fair board.

While exact figure of show and Every day was good and it was a week of comparatively steady business rather than spurts. Last year rain on Wednesday and Thursday brought out an excep-tional Friday and Saturday crowd. This year the first four days of the week were considerably up while Friday and Saturday were slightly below same days of last year.

#### Rain Only at Close

Perfect weather prevailed until set in, driving the folks home.

Show visitors were numerous the latter part of the week, in- a new Cadillac. cluding Shan Wilcox, former

MACON, Ga., Oct. 27.-Show- by Robins Air Force Base. Jeff ing a gain of approximately 10 Harris, concessionaire, and S. T. per cent over show and ride Jessop, U. S. Tent & Awning Company.

> Word was received from Philadelphia that Rose Lange successfully underwent an operation for removal of a cataract on her eye at Wills Eye Hospital. She was accompanied from Macon by Mrs. Irene Moore, wife of Bill Moore, business manager. They are expected to return to the show at Florence, S. C.

> > **Holman Joins With Ride**

Sam Holman, Tampa, joined here with a new ride he is manufacturing.

Lot Superintendent Charles Sheesley made a new layout this year, locating the carnival entrance arch next to the grandstand entrance. Mike Benton headed a group from Southeastern Fair, Atlanta, who toured the midway Friday night.

As usual at the Macon date, rides outgrossed shows. In the latter category the Raynell girl show, Jerri Jackson's Hi Steppers and Divena, underwater strip 11 p.m. Saturday when a drizzle tease show, were leading moneyearners. Mrs. George Golden, manager of the girl show, bought

Richmond Cox Jr., publicist, show owner now retired and liv- made the front page of the Macon ing in Maryville, Tenn.; Fitzie Telegraph and Macon News five Brown, Wallace & Murray Shows; days out of the six with art or

# **Allen Again Nominated** For President of NSA

president.

Harry Rosen was nominated for treasurer, John S. Weisman for assistant treasurer and Gerald Snellens for secretary. In addition to Allen, all other officers nominated, with the exception of Snellens, now hold the posts named. Dan Thaler, present secretary, was not renominated.

includes: Harry H. Agne, Morris chairman, and Joseph Hughes, ing property damage, but no one

NEW YORK, Oct. 27.-Ticket | coran, Bligh A. Dodds, Max Goodbrought in at the regular Wednes- man, Jerry Gottlieb, Jack Greenday night (24) meeting of the Na- spoon, Max Gruberg, H. G. Hofftional Showmen's Association here man, Joseph H. Hughes, H. Wilby the recently appointed nomi-liam Jones, Mack Kassow, Louis nating committee offered current D. King, Johnny J. Kline, Sam S. president Bernard (Bucky) Allen Levy, Roger S. Littleford, William for a second term, Phil Isser for Lynch, John McCormick, James first vice-president, Joseph Mc- McHugh, Ross Manning, Frank C. Kee for second vice-president and Miller, Jack Morris Jr., William Vincent Anderson for third vice- Moore, Sam Peterson, Samuel Prell, Frank Rappaport, Irving Rosenthal, Clemens F. Schmitz, Emanuel Silver, Harry Schwartz, Max Sharp, Irving Sherman, D. D. Simmons, James Sullivan, Dan Thaler, Leonard Traube, Isidor Trebish, Max Tubis, Morris Vivona, Stanley W. Wathon, Ben Weiss, Joseph Weissman and Charles Wertheimer.

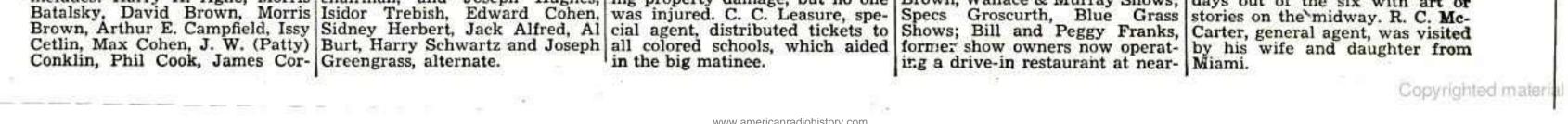
Members of the nominating

### **Coney Island Shows Break Even in Macon**

MACON, Ga., Oct. 27.-Coney Island Shows, under management | ride grosses was not revealed, ofof Bob Sickels, had a break-even ficials said it topped \$60,000, comweek at the 11th annual Middle pared to around \$56,000 in 1950. Georgia Colored Fair, which closed Saturday (13), C. W. Sellers, fair president, reported today.

Switch of fairgrounds from the Pleasant Hill section to a new lot on Pio Nono Avenue was partly blamed; also nights were cold. Biggest day of the week was Friday when hundreds of school children visited the fair during the afternoon. There also was a heavy night attendance.

Conklin Side Show was top money getter on the midway with the minstrels second. Bill Hunter reported fair biz with concessions. In leaving the lot one of the show trucks rammed into the side of a The board of governors' slate committee were: David Brown, near-by business building, caus-



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Some Percentage. Wheels, Six Cat, Buckets, etc. RIDES: Merry-Go-Round, Tilt, Kiddie Rides, or what have you? SHOWS: Ten-in-One, Snake, Wild Game, Jig Show, Girls, any not conflicting.

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SHOWS-Want Motordrome, Snake, Life or Funhouse, any Shows not conflicting. Want Colored Girls for Girl Show:

All replies to BILL PAGE, Marion, S. C.



**Boy Promoter Never** Lost His Enthusiasm

#### Continued from page 62

track events. For two years start-thru New York, Pennsylvania, ing in 1935 Jack had a circuit of Maryland, North and South Caromotorcycle tracks in the East. He lina, Georgia, Virginia, Ohio, Kenwas the first to bring midgets into tucky, Illinois and Canada. Jack the territory on an extensive scale feels that the good business regisand in this same period raced the tered is responsible, in part, to small cars on the famed banked-- his policy of not playing still board track at the Nutley (N. J.) dates within 50-60 miles of a fair side of Indianapolis, he says.

#### **Races Midgets 100 Miles**

A try at motorcycle racing in Yankee Stadium proved an easy out. Only a few fans were interested in the events, staged on the cinder track that separates the turf from the 70,000 seats. Jack light of his audiences. was the first to present a 100-miler

featuring midgets at the Langhorne (Pa.) Speedway. He had ever, was a big winner.

races at a circuit of tracks. At

the time the fender-benders were growth of tracks had not yet started and the daredevil antics were a novelty. Presently, there too few patrons to spread among been set up within a few miles of each other.

During the war, with gasoline and tires rationed, and auto racing outlawed, Jack went into a defense plant. He did not, however, look upon his new occupation as a lost interlude with nothing to cause he is fortunate in having do but wait out the war. Instead personnel that is 100 per cent dehe planned to race iron-wheeled pendable. The organization works vehicles propelled by propane (cooking) gas. Since the events bearings, with the only dissension would be staged at night or on ever noted coming from the week-ends, he could secure drivers driver's enthusiasm. Jack recalls from among the defense workers, encountering two of his drivers He outlined the plan to George ... arguing. He was distressed, but Hamid, booking agency head, dem- only until it developed that the onstrated it would work, and was strife was relatively friendly, with ready to stage meets. A court both wanting to do the dynamite ruling, necessary at the time, gave an okay to the endeavor, saying that a vehicle was not an auto unless it had rubber tires, thus eliminating the mongrel units from the existing restrictions on auto son, Jack and others in the outracing. However, the war was over before it could be promoted widely.

Velodrome which, incidentally, was date, with the result that it is unbuilt for bicycle racing. At the likely that more than a handful of time Jack was told that he was patrons will see his show more crazy, but the track became the than once in any year. Jack keeps most successful in the country, out- the equivalent of two sets of equipment, even the he presents only one unit. Because of this he is always sure of having a complete show on hand at any spot, no matter how long a jump has to be made. This year he featured convertibles and in the South, added Confederate flags to the de-

#### **Two Big Still Dates**

Jack plays only a couple of still 50 cars on the track at one time, dates each year. Always carded but he forgets now how many of are his home town, Paterson, N. the souped up models made the J., the hub of some of the best necessary laps. The event, how- racing country, and the 16th Street Midget Speedway at Indianapolis, Later, in partnership with Red where he holds an exclusive con-Crise, Jack promoted stock car tract. His opening at Paterson this year drew 12.000.

Joie Chitwood, who heads up just becoming popular and busi- his own daredevil units, got into ness was excellent. The mushroom the thrill business driving ironwheeled units for Jack. At one time Jack owned a half interest in the Chitwood show. Irish are entirely too many tracks with Horan, who also operates his own unit, handled a show for Jack for them in areas where they have several years. Jack says there is room for everyone, pointing out that there are enough dates to go around and, in any event, it isn't possible for any one unit to play them all.

> Jack is happy in the business, both because he loves it and bewith the smoothness of well-oiled

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RIDES: Small Merry-Go-Round, Tilt-a-Whirl, one or two more Kiddle Rides. What have you? SHOWS: All kinds that have their own outfits and transportation; will give liberal percentage to those who wish to stay with us all winter. CONCESSIONS: Small Cookhouse, will give exclusive—any type of legitimate Concessions, no exclusive. Can book Short and Long Range Galleries, one or two Mitt Camps, Hanky Panks of all kinds. No Flats—no Wheels or Count Stores. Write or wire LEO BISTANY, MAYFLOWER HOTEL, JACKSONVILLE, FLA.

SUNSHINE SHOWS

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JAMES AYERS, Dublin, Ga., now; Brundidge, Ala., next week. Tickets if I know you. Pay your own wires. Jack Jackson, answer.

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### FLOYD O. KILE SHOWS CAN PLACE FOR LEGION ARMISTICE DAY CELEBRATION, MAMOU, LA., NOV. 7-11

#### Eyes Thrill Show

death in 1942 that Jack thought of the antics and activities of Kochlaunching a hell driving unit. The man, Sam Nunis and George A. Teeter show was a leader in the Hamid. Their unique arrangemotor maniac field and, since the ment for splitting travel costs war curtailed activities of the hell would baffle a government bookdrivers, Jack rightfully thought keeper. It is usually a case of that the field would be open when any two ganging up on the reit became possible once again to maining member. A case in point burn up autos, tires and gasoline. happened last winter when auto His route today is similar to that race promoter and speedster held by Teeter for many years.

Jack started racing cars at night at the gigantic Kingsbridge Armory in Bronx after the war. Once ened and prevailed upon to take again he was told he was crazy over the driver's seat because, the before embarking on a promotional venture, but the endeavor paid off not a driver's license between with two big years, after which he let the date go. The best business at tracks always resulted in the first couple of years and Jack, when he participated, always was in on the ground floor.

While the racing business earned many a dollar for him, Jack is glad to be away from it. A friendly person, he got too close to the drivers and took their mishaps to he was always reading of the in- in high school. jury, or even death, of a driver with whom he had become very friendly. While a deliberate effort is made to inject al' possible excitement into a thrill show presentation, performers usually get by with minor injuries, if any. To

date Jack's thrill group has not suffered a single serious injury and, he adds fervently, he hopes it never will.

#### **Thrill Units Gain**

While auto thrill shows have been in existence a long time, Jack sees no evidence of declining popularity. This year, for instance, is already tagged as the best in his experience. Added fairs in the Midwest helped, but the solid dates he has played for a number of years have nearly all been better than ever before. The Canadian National Exhibition, To-

ice crash!

#### Some Fun, Too

While there is a lot of work packed into a relatively short seadoor show business manage to squeeze in a lot of fun during the off season. While making the winter fair meetings can be arduous, it also promises a round of belly-It wasn't until Lucky Teeter's laughs centering usually around Nunis was being chased thru Virginia for speeding. Hamid, who was enjoying a nap, was awakframe-up artists said; they had them. It wasn't until Hamid had pleaded guilty and paid a fine that the culprits displayed permits from a half dozen States.

Jack is a friendly person, easy to like and seldom ruffled. It is perhaps these qualities that keep him and his thrill group returning to many events year after year. Jack lives in Jersey with his wife, a daughter who is attending heart. It seems, he recalls, that New York University, and a son



LADY WANTED

WANTED For Raiph R. Miller Shows Ferris Wheel Foreman, Electrician, Truck Drivers, All winter's work, Have for sale Ell No. 5 Ferris Wheel, new seats, now operating on show, \$3,000.00 seats, now operating on show, \$3,000.00 without motor. Loads on semi trailer which goes with Wheel. Have 34-ft. Trailmobile Van, like new, \$1,500.00; one 30 ft. Van, office or living room in front, \$750.00. Can see this equipment at \$1. Martinsville, Louisiana, week Oct. 29th; Carencro, week Nov. 5th; Youngs-ville, week Nov. 12th. Wire or come see. No phone calls

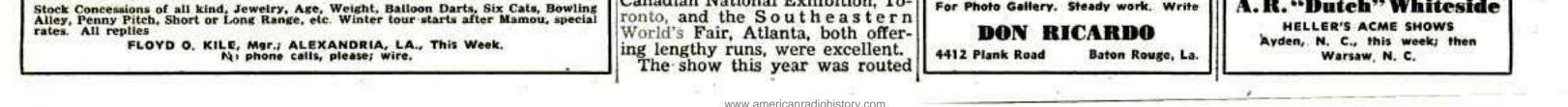
RALPH R. MILLER





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DORIS N. TIMIN **Owner and Operator** 



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# **Midway Confab**

write from Jackpot Ranch, Gautier, Miss., that Evelyn's parents, Bill and Marion Lambert, are there for the winter, along with Don Wright. . . Sid and Judie Crane, who closed the season with their Frozen Custard on the Wallace Bros. Shows at the Colored Fair, Jackson, Miss., report that they will be back with Wallace next season with the same concession. In addition, they will have a Snake and Illusion Show, which they are building on a semi. Judie will rejoin her husband in Jackson, Miss., after visiting her parents in Little Rock. . . . Visitors to Virginia Greater Shows at Edenton, N. C., included Harry P. Taylor, Sam Stallings, and Mr. and Mrs. Wallace Goodrich.

Larry and Mary Lee Fink visited with Mrs. Fink's grand-mother, Mrs. Hiram Beall, formerly of the I. K. Wallace Shows and now with Marion Greater Shows, recently while motoring to Cleveland from Miami.

Linda Lopez, Jimmy Farmer and Billy Rose closed with the Victory Exposition Shows and hopped to Mount Airy, N. C., to spend a few weeks before moving south for the summer. Catara Rose is slated to join the Lopez org in a few weeks.

Robert (Slim) Curtis, skeleton taker, closed two weeks early on Bill Kennedy's Circus Side Show with the 20th Century Shows in order to open in Honolulu for Island dates with Harry Golub's Side Show. . . . Rita Greska, whose husband, Mickey, died October 16 after a long illness, is now resting at the home of her parents, 138 Broad Street, Marlboro, Mass.

Sammy Finkle, member of the National Showmen's Association, New York, was admitted Tuesday (23) to Kingsbridge Veterans' Hospital, Bronx, N. Y., while Sam Greensburg, another association member, was discharged from the hospital last week after

Clarence and Evelyn Burns | tors of a motel in Florida, visited with Mr. and Mrs. James H. Drew Jr., of the James H. Drew Shows, at the Candler Fair, Metter, Ga.

> Mrs. C. C. (Specks) Groscurth, wife of the owner of Blue Grass Shows, is in the Municipal Hospital, Owensboro, Ky., for obser-vation and surgery. Mrs. Gros-curth became ill in Vicksburg, Miss., and was flown to Owensboro.

> Ray Brumley, who had jewelry and Funhouse on the Gem City Shows, has been released from Hines (Ill.) Hospital and has returned to his home at 1206 Duval, Mobile, Ala., where he is convalescing after five operations.

Fred La Reine reported a good season at the North Carolina State Fair, Raleigh, where he had a concession going. Despite being confined to a wheel chair for many years, Fred annually keeps pace with fellow concessionaires in making his way around the country to play the better spots.

Mrs. Ora A. (Pop) Baker has returned to her Detroit home for the winter, following an extended trip thru Kentucky, Tennessee and Texas. . . . Mr. and Mrs. Stanford A. Baker, Detroit ride builders and operators, are remaining on the road in the South.

In a recent item on Amusement Company of America's Kid Day business at the Beaumont, Tex., fair, it was stated that the Tabu Show wound up second in earnings among the back-end shows. A recheck shows that the unit finished seventh.

American



### SUMTER COUNTY FAIR NOVEMBER 5th TO 10th INCLUSIVE, SUMTER, S. C.

Can place all Hanky Panks and Eating and Drinking Stands.

Now booking attractions for next season. Must be worthwhile and in keeping with the finest back-end in America.



**ILSON SHOWS** 8

This Week, Florence, S. C.

WINTER QUARTERS, P. O. BOX 787, PETERSBURG, VA.



carnival owners and now opera-

### Senate Postpones Action on Midway **Game Device Bill**

WASHINGTON, Oct. 27.—Bill to extend the Johnson Act banning interstate shipment of gamthe final hectic hours of Congresin January.

In recommending that the Sen-Committee explained that it was nivals." Sen. Estes Kefauver, former head of the Senate Crime action early next year.

an illness of six months. . . . Mr. dent Allen has appointed Morris and Mrs. Harry Boyles, former Brown sergeant at arms to replace the late William (Bibs) Malanga. Congratulations are offered Louis Scherer, who was married Saturday (13), and sympathy is extended to Mack Brooks, whose mother died recently.

By MAX COHEN-

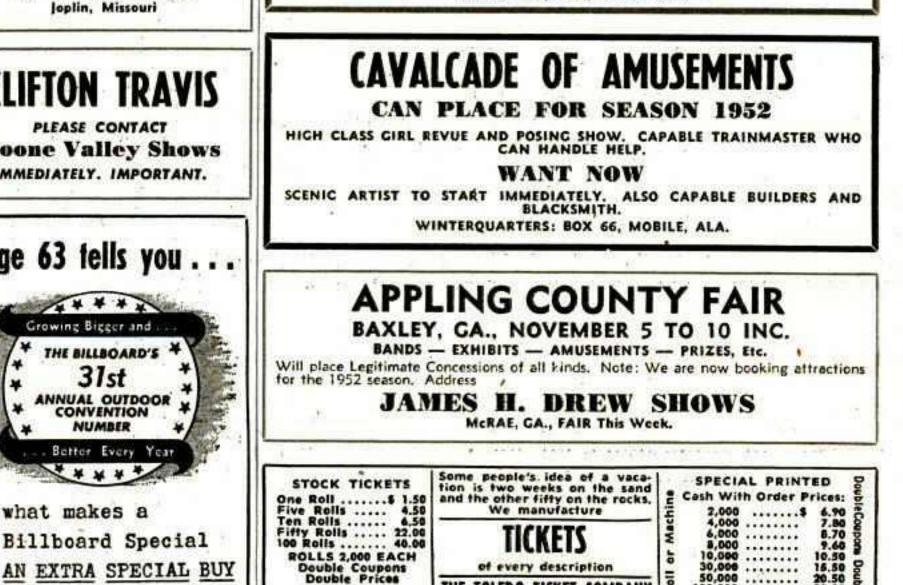
Recently approved by the eligibility committee for membership were Louis Chiles, Alfred A. Harris and Max Arnold, sponsored by Morris Brown; Harry Jobbe, Daniel Del Grosso, Howard H. ning interstate shipment of gam- Levy, Harry Modele, Nathan ing devices was brushed aside in Froom and Dominick J. Danzi, sponsored by Phil Cook; Elliott sional adjournment, and was held Schwartz, sponsored by Frank over until Congress meets again Rappaport, and Bernard Berkley, sponsored by Joseph McKee.

Frank Rossi recently became the ate pass the bill, the Senate In- father of a boy. Joe McKee, terstate and Foreign Commerce chairman of the banquet committee, is preparing to assign tables not the purpose of the bill to ban for the annual dinner at the hotel "most of the simple games which Astor here November 21. Recent are characteristic of itinerant car- visitors included Jack Greenvisitors included Jack Green-spoon, Joseph - Spivak, Charles Rubenstein, William A. Mariash, Edward Cohen, Jack Gilbert, Ben-Investigating Committee, and Edward Cohen, Jack Gilbert, Ben-sponsor of the bill, said he would jamin Agin, Max Arnold, Arthur try to push the bill up for Senate Sicard, David White and Harry Weinraub.

CETLIN



ALTHO A NATIVE SOUTHERNER. J. A Mitchell, manager of the Atlantic Rural Exhibition, Richmond, Va., was able to withstand the formidable display of allegiance, and the offer to pay midway percentages in Confederate money, by Jack Wilson, co-owner of the Cetlin & Wilson Shows, midway contractors at the staging of the recent event. Show execs earned plaudits from fair officials for staging a promotion in which they exchanged ride tickets for the Rebel currency. But even Wilson's display





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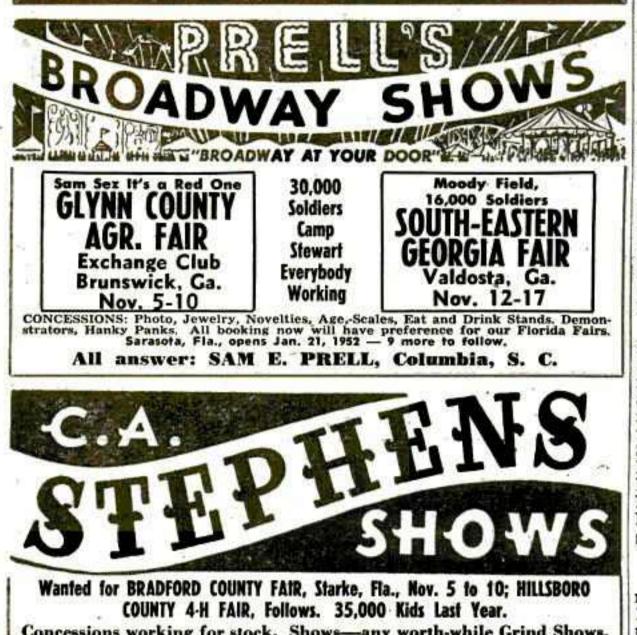
1004



The Monkey Girl, Giantess, Dwarfs, Midgets, and any attractions that we can feature.

> GET IN ON THE GROUND FLOOR AND SET YOURSELF FOR NEXT YEAR.

All address: DICK BEST **Care WORLD OF MIRTH SHOWS** Augusta, Ga., this week; then per route.



Concessions working for stock. Shows-any worth-while Grind Shows, Fat, Big Snake, Monkey, Wild Life, Colored Minstrel with own outfit. Gainesville, Fla., this week.



# **Club** Activities

### Showmen's League of America

400 S. State St., Chicago

CHICAGO, Oct. 27 .- New clubrooms are shaping up thru efforts of the house committee with the assistance of Jimmy Stanton. Ernie A. Young will be in next week to get started on the banquet and ball.

Membership applications accepted included those for Bob Kelly, James W. Kivight, Pete Cattaneo and Dean Elliott, bringing the year's total of new members to 53.

Dave Picard and Jack Hawthorne are still confined, with Dave at the Lincoln Hotel and Jack in Ward G-341, Hines Hospital, Hines, Ill.

Bernie Mendelson, who is in charge of the memorial services, has named a committee to include Max Brantman, Fred G. Johnson, Silent O'Brien, Jimmy Stanton, Jack Hawthorne, James Campbell, Hy Neitlich, Walter F. Driver and E. Courtemanche.

Donation of \$500 received from Max Hirsch for the Showmen's aid fund. John Lempart is back for the winter. John Bokowe, a new member, attended his first meeting. Back after absences were Charles Watson, Sam Arenz, Sam J. Solomon, Max Hirsch, Delbert Rohr, Harold Ardner, Al Heller, Pete Vetrano, Andy Kasin, Harry Mamsch, Hadjl Delgarian, Bernie Mendelson, Dr. J. M. Dugas and Sid Erber.

#### Ladies' Auxiliary

Nominating meeting recently named the following slate for 1952: Mrs. Al (Hattie) Wagner, president; Mrs. Mae Taylor, first vice-president; Mrs. Dolly Young, second vice-president; Mrs. Billie Wasserman, third vice-president; Mrs. Carmelita Horan, treasurer, retary.

town, Mrs. Ethel Weer, Pearl who took complete charge. The Hall, Hutt, Minnie Simmonds, Goldie Fisher, Sadie Goodman, Ethel Wadoz, Shirley Lawrence Levy and Ann Roth; from town, Mrs. Clara Etta Barker, Harriet Mc-Beath, Lillian Lawrence, Louise R. Donahue, Lillian Woods, Isabell Brantman, Ann Sleyster, Mae Smith, Pat Seery and Frances Berger. Composing the nominating committee were Mrs. L. M. Brumleve, chairman; Mrs. Phoebe Carsky, secretary; Margaret Hock, Nan Rankine, Harriet McBeath, Clara Etta Barker and Viola M. Parker. Officers will be installed at a dinner Tuesday night, November 27, in the Crystal Ballroom of the Hotel Sherman here.

### Miami Showmen's Association

236 W. Flagler St., Miami

MIAMI, Oct. 27. - Clubrooms are being put in order for members who are arriving daily. Word was received that Abraham (Babe Harris) Rosenfield died in the Albany (N. Y.) Hospital October 16. A letter from Louis DeJoseph states he is in Mount Pleasant (N. J.) Hospital and would like to hear from friends. He has a heart and throat condition.

Danny Dell, chairman of the membership committee, advises that he has signed 12 new member applications. Kenny Meyers finished his season and is settled in his new Miami home for the winter. Sam and Al Palatz are in No. 2 unit. Miami, having been called home after their mother broke a hip. Curly Graham called to let us know that he is home for the win-

ter. Sam Solomon, chairman of the nominating committee, will hold a meeting during the week of November 11. Committee members should arrange to be available for this meeting.

Letters have been received from the following: Joseph Grosso, Henry Kramer, William Langan, Jack Greenspoon, Albert Wagner, Joe Exler, Louis A. Bell and Oscar Buck. Mr. and Mrs. Louis Meyers arrived in town after a successful season with their cookhouse on the Buck Shows.

#### Lone Star Show Women's Club of Texas **3105 Forest Ave., Dallas**

DALLAS, Oct. 27.—President Millie Cepak was in the chair at the regular meeting Monday (18), intendent of operation; Frank Mrs. Carmelita Horan, treasurer, assisted by Martha Moss, secre-and Mrs. Robert H. Miller, sec-tary, and Treasurer Pearl Vaught. billposter; Bubbles Morgan, lot

Nominated for the board of during the fair was a huge suc-governors were: From out of cess, thanks to Ray Marsh Brydon, Mary and Heaney Carwell, Mr. Etta Henderson, Myrtle return from the donation books was very satisfactory. The drawing was held during the show. Winners were: Fred McFall Sr., \$100, which he donated to the club; Weiland Merritt, \$25; N. Ellis, make-up kit; Stanley Kowalsky, quilt; Jack Spillman and B. A. Slover, \$25 saving bonds; Frank Gilbert, electric clock; Jack Lusbee, Mixmaster; Tex Altman, wrist watch; Frank Joerling, \$25; Jim Shyender, electric foaster, and W. A. Franke, electric waffle iron. Eddie Vaughn is still in Veterans' Hospital. Lucille Delaporte is at home recovering from an operation. Marie Sims remains bedfast. Mother Reynolds has had a relapse. Myrtle May Melody has been released from the hospital but is confined to her home. Mr. and Mrs. Jack Woody, Chicago, were the house guests of Mr. and Mrs. Joe Murphy.

### Winter Quarters

#### Pioneer

P.S. ALERS

WAVERLEY, N. Y., Oct. 27 .-Mickey Percell is on a buying trip to Dayton, O., but work on equipment is continuing and some of the rides are being painted outdoors due to the fine weather.

Lot, where org will open in '52. is being cleared of weeds in preparation for next spring. Two units will be operated next year, with the No. 1 show to open here while the second one will open in Hancock, Md.

Popeye Anchews, shows' mechanic, is spending a couple of weeks in Canada. Mrs. Percell recently bought three new concession tops and is framing bingo for next year. New electrical equipment arrived here for the

**Recent visitors included Happy** Can, Hambone Mitchell, Pete Welch, N. K. Campbell, Sam Kline, John Newsom and Mr. and Mrs. Buzzard.-C. LOVEJOY.

### From the Lots

### Page Bros. No. 2

HUMBOLDT, Tenn., Oct. 27.-Mrs. E. A. Chapman is doing well after an operation in Rock Hill, S. C. Manager E. A. (Happy) Chapman plans to remain out all winter. Bennie Hagen, Sleepy Johnson and Louie Morgan joined with concessions. Ted Louness joined with Monkey Show, and F. Potts, with Girl Show. The writer joined as business manager and with three concessions.

Staff includes E. A. Chapman, manager; Patrick Murphy, business manager; Earl Lane, super-The annual benefit show held man. Visitors included Ben Davand Mrs. Tom Tell, Mr. and Mrs. Paul Olson. - PATRICK MURPHY.

#### THIS IS A BONA FIDE FAI

SHOWS: Want organized Minstrel Show to join on wire. Have all winter's work. Also want Side Show. Will furnish 20x120 ft. Top with 140 ft. Banner Line. Will book Fun House, Glass House. Any worth-while Grind Shows.

CONCESSIONS: Concessions of all kinds open. Have good opening for Short Range and Long Range Gallery. Can place all kinds of Eating and Drinking Stands. RIDES: Can place two more Kiddie Rides. Can place Foremen and Second Men on all Rides.

WANT BINGO FOR ELBA AND BALANCE OF WINTER. WILL BE LOCATED IN PERMANENT PARK FOR WINTER. All replies to:

H. B. ROSEN, Mgr., c/o Clay County Fair, Ft. Gaines, Ga., this week.

#### B. & H. AMUSEMENT CO. **KEN-PENN AMUSEMENT CO.**

#### **Combined for Balance of Season**

The Great Florence, S. C., Colored Fair, Nov. 5-10; Sumter County Colored Fair, Nov. 12-17, with 3 more to be announced later. Everything open except Custard and Glass Pitch. Can use a few more Grind Stores. Sam and Al Palice, Earl Dickson, contact. You will work. RIDES: Train and Live Ponies. Slover, these will be O.K. for you. SHOWS: Monkey, Wild Life and Walk-Thru Show. All replies: W. E. HOBBS, Mgr.

EARL MILLER, Bus, Mgr. WIRE THIS WEEK, BARNWELL, S. C.

Billboard

Costumo For Billboard fistorical 56-Yoar Rus

### PAGE BROS.' SHOWS

Want for Booneville, Miss., VFW Fair now; then American Legion Fair, Okolona, Miss.; then Armistice Celebration, Ackerman, Miss., with four weeks in heart of Meridian for Christmas Basket Fund by DAV. Can place Hanky Panks of all kinds, Pony Ride or any Shows or Rides not conflicting. Can place useful Show People in all departments. This show out all winter playing inside of city limits. Wire, call or come on.

E. A. "HOPPY" CHAPMAN, Mgr.

P.S.: For Sale-Chairplane with transportation, cheap.

# Subscribe Now! 52 BIG ISSUES, \$10

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752

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### **Regular** Associated Troupers

#### 106 E. Washington, Los Angeles

LOS ANGELES, Oct. 27.-David Friedenheim, president, is expected back soon after playing fairs. In his absence Lilabell Williams, first vice-president, has nating committee selected these been presiding. The first event officers for the ensuing year: of the fall season was the nomi- Claire Sopenar, president; Edith nation of officers October 11. Two Streibich, first vice - president; names were submitted for each Veronica Potenza, second viceoffice, but a resignation from each president; Helen Wettour, third of the offices gave a ticket of only vice-president; Wanda Derpa, fione name. So the election will nancial secretary, and Josephine be unanimous vote for the fol- Glickman, treasurer. Out-of-town lowing nominees.' President, Lill board: Emily Bailey, Billie Billi-Schue; first vice-president, Larry Nathan; second vice - president, Virginia Kline; third vice-presi- Myrtle Hutt, Ruth Martone, dent. Alfred Scott: fourth vice- Esther Meyers, Leona Parker, president, June Gilligan Reyn- Ann Roth, Minnie Simmonds, olds: treasurer, Nancy Meyer; secretary, Helen B. Smith. They will be installed New Year's Eve.

Babe Miller, chairman of the bazaar, and Gladys Mackey and Sam Dolman have been working hard during the year. Tilly Palmateer has brought in many articles. She is also sick chairman. Martha Kenyon has been taking treatments for her arm. Rose Fitzgerald, Adele Thomas, Myrtle Hutt and Spot Ragland are in the hospital, and Fred Weideman is ill in a San-Francisco hospital. Jimmy Dunn furnished a luncheon on his birthday to the members and they gave him a birthday cake. C. H. and second child. Inez Allton furnished the lunch

### Caravans, Inc

#### P. O. Box 1902, Chicago

CHICAGO, Oct. 27.-The nomiken, Anna Jane Bunting, Sophia Carlos, Daisy Davis, Ann Doolan, Esther Schotzberger, Lottie Mayer Warfield and Charlotte Wright. In town: Frances Berger, Lucille Hirsch, Pearl McGlynn, Mae Oakes, Pat Seery, Betty Shea, Eva Shine, Edna Stenson, Mae Taylor and Jeanette Wall.

Ann Young was reported sick Martha Marts is in Illinois Masonic Hospital for surgery. Edna Stenson is recuperating at the home of her sister, Midge Cohen, in New York. Josephine Glickman's son was wounded in Korea. Edith Streibich is the proud grandmother of a nine-pound boy, David John, born to her daughter. Alice Cady. This is the Cadys'

### American Eagle

HOUSTON, Miss., Oct. 27 .-Shows are in their 38th week, and season has been good. The writer has done okay with Glenn Hockett's concessions. Mr. and Mrs. William X. Reno will leave soon for California. Mrs. Arnett will leave for quarters to enter her daughter in school. Don Prentice is back again. Oxford, Miss., week of October 15, a home-coming, was a red one. Wendell Pierce has just bought a new Comet ride. Glenn Hockett will take out a winter show after the holidays. Manager Arnett recently lost five pythons in a fire in the snake pit .- WILLIAM X. RENO.

### James H. Drew

NASHVILLE, Ga., Oct. 27 .- At the Berrien County Fair here this week the Motordrome has been topping the shows, and the Ferris Wheel, the rides, with the Octopus a close second.

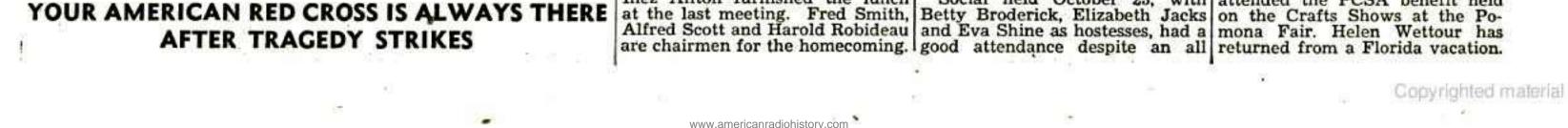
This is the fourth week of six Georgia fairs, and business has been okay so far.

All trucks have been overhauled in the past two weeks and most of the rides and show equipment have been repaired and painted,.

Shows go from here to the Mc-Rae, Ga., fair, then the Baxley, Ga., fair to wind up the season. All in all, this has been a bang-up season.-EULA DREW.

day rain. Cash donations came from Wanda Derpa, Lucille Hirsch, Mae Oakes, Veronica Po-tenza and Jeanette Wall. Raffles were awarded to Emma Atzel, Eva Leroy, Anna Schmidt and Helen Hoffmeyer.

Marianna Pope's son, Skippy won a \$1,000 scholarship, a \$50 war bond and a wardrobe on a recent television appearance. Mae Oakes is vacationing in Anapolis, Md. Eva Leroy is back from California. Among folks visited by Pearl McGlynn in California were Eddie and Mabel Brown, Mike and Ann Doolan, Larry Benner, Myrtle Hutt, Charles (Andy of "Amos 'n' Andy") and Alyce Correll and Mrs. Correll's mother, Mrs. Alice McLaughlin, who is also on our sick list. Pearl also Social held October 23, with attended the PCSA benefit held



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#### 25 Years Ago

Free acts at the Texas State Fair, Dallas, included Larenzo Troupe, Red Sublette, Kakatinas Japs, Cliff Curran, Prince Nelson, Lester, Bell and Griffith, Race Track Frolics, and Five Fearless Flyers, under the direction of Edward Carruthers. Morris & Castle Shows were on the midway. . Gold Nugget Shows, owned by Billy Boswell, and the Rock City Shows, owned by Joe Turner, merged to organize the Turner & Boswell Combined Shows. . . Robson Barnett, general agent and publicity man, closed with the Royal American Shows after three seasons.

W. H. (Bill) Harris, master mechanic on the Great Patterson Shows, received bruises and a broken arm in an auto crash en route from Dallas to Pittsburg, Tex. . . . Visitors to the Dallas midway of the Morris & Castle Shows included Mr. and Mrs. John Francis, Mr. and Mrs. Crawford Francis, Mr. and Mrs. Art Martin, R. W. (Tommy) Stevens and son, all of the John Francis Shows; Ora Parks, F. J. Frink and C. W. Finney, of Miller Bros.' 101 Ranch; Tommy Chapman, Al C. Beck, D. J. Fox and Mrs. Emerson, also of the 101 show; Mr. and Mrs. Harry McKay, Bob Ellis, Carl Kennedy, Mr. and Mrs. Hank Gowdy, Louis Hemingway, Ellery Reynolds, Lathe and Ike Levine, Frank Castle, Judge J. L. Karnes and Tommy James.

Fitzie Brown, concessionaire the Bernardi Greater Shows at Richmond, Va. . . . Wilbur S. Cherry, of Rubin & Cherry Shows, was a Columbus, Ga., fair visitor. ... John T. Hutchens and his animal and pit show, moved from son. . . Park. . . . Steve Batty, formerly with the Sparks Circus, joined Bob Morton Circus at Jackson-ville, Fla., as trainer for Walter Beckwith's animal acts. Colonel Jack King, of King Bros.' Rodeo Company, signed to produce the show at the Legion-Jackson, Miss. . . . Ringling-Barnum Circus was skedded to close its season November 1 at Atlanta, Ga.

Frank C. Schull, billposter; Sam Ward, press agent; R. W. Grigsby, Diesel foreman, assisted by Donald Galloway, Billy Hansford, Earl Collins, and William E. Cain, chief electrician. . . J. C. McCaffery was named head of the president's party of the Showmen's League, and John M. (Jack) Duffield, chairman of the banquet and ball. Talent in front of the grandstand at the Jackson, Miss., Fair included Ben Yost New Yorkers, **Melvin Dancers, Bernard Brothers** and Lovely Ladies, Al Gordon and his dogs, Loyal Repensky Troupe; Framandos, acrobats; Senor Alphonse, juggler, and Izzy Cervone and his band, with Hal Monte as

emsee. Deaths: James Aiken, veteran balloonist: Gaetano Arcaris, knife thrower; George Austin, circus rider; Mrs. Emma Lee Barnes, pony ride and monkey circus operator; Fred Beckmann, co-owner of Beckmann & Gerety Shows: Mary Elva Clark, circus per-former; Major Leigh Hill French, of Beckmann & Gerety Shows; former English circus owner; John McRainey, canvasman; Romain Mouton, clown; George Murphy, circus horseman; Mrs. Louise Ringling, widow of Al Ringling: Edward Simpson, circus performer; Robert Daniel Stickney, circus horseman, and Clyde E. Whitson, Risley performer.

Macon Up 15% Continued from page 64

with the Nat Reiss Shows, joined recent years, had another \$2,500 added this year for an open stock show. Livestock shows have long been favored features.

The \$5,000 grandstand show for the first time paid its own way. Long a losing feature, grosses the Golden Bell Shows to Barkoot have been raising in recent years Bros.' Shows for the winter sea- and this run ended without a de-. Work was started in ficit. George A. Hamid's Ideal Colonial Beach, Va., on Jenkins Revue furnished the stage fare, cycling team, and the Four Sandys, horizontal bar and casting act. Music was by Elsie Gross at the Hammond organ. Tony Vitale Chamber of Commerce rodeo in furnished the fireworks. Attendance of 3,100 on Friday night was the peak of the week. Fair President George Adams said the prime project for the future will be installation of another entrance to relieve traffic congestion noted on four nights of the week, and the paving of Staff of Miller's All-Star Three- streets from main gate to grand Ring Circus, skedded to open in stand entrance. Fair is owned by the Chamber of Commerce and leased to the Exchange Cub. Each year a substantial portion of profits goes into a sinking fund for improvements and the remainder is given to local charitable organizations.

### FAIRS PROSPER, LIFE NOTES

NEW YORK, Oct. 27.-"Life" magazine noted "It's a bumper year for Fairs" in its October 22 issue. Reference was to fairs in general with source material credited to The Billboard. Noted in particular were the Fryeburg (Me.) Fair, the State Fair of Texas, Dallas, and the New Mexico State Fair, Albuquerque.

Two-page layout featured a picture of an oxen pulling contest and a partial view of the Velare Bros.' Sky Wheel at Dallas.

# Football Aids 65,000 Gate

ORANGEBURG, S. C., Oct. 27. –Orangeburg County Fair ended a six-day run here Saturday (20) with attendance estimated at 65,-000 persons. The weather was fair and warm for all days.

Al Wagner's Cavalcade of Amusements, playing this annual nual edition of the Houston Fair for the first time, failed to set up opening night due to derail, ment while making the date. admitted free the first day, and However, the show was operating press, radio and television reps in full by Tuesday night (16).

The fair drew a large crowd Thursday evening (18) as the local high school football team played a Columbia, S. C., squad. The throng was repeated the following night when The Citadel and Furman College met in a football game at Fairgrounds Stadium.

# **Richmond Switches To Earlier Dates**

tember in 1952, it was announced

The new dates coincide with show. the showings of the Great Allentown (Pa.) Fair and Shelby (N. C.) Fair, among others, and, as a result, are sure to pose at least minor booking problems. Principal show contractors for the past several years have been the Cetlin & Wilson Shows on the midway, which this year played the Hagerstown (Mo.) Fair on the dates which the Richmond annual has chosen for next year, and the George A. Hamid & Son talent

For 16 Days

HOUSTON, Oct. 27 .- First an-

opened its gates here today for its

initial 16-day -run, with children

being hosted as guests of the man-

Main attraction today will be

stock car races staged by Frank

Winkley, with a follow-up pro-gram Sunday (28). "Hollywood Variety Revue," staged and pro-

duced by Nicholas Boila, will take

over the grandstand Monday (29)

and will do two shows daily thru

#### RICHMOND, Va., Oct. 27 .- At- agency, which has routed its No. lantic Rural Exposition will switch 1 revue from Allentown to Richits dates to the third week in Sep- mond for a number of years.

Livestock interests which took here this week. Altho it was also over the fair after the death of rumored that the board of direc- Charles A. Somma after the war tors considered limiting the run to and whose announced purpose six days, instead of the usual nine was to build the annual into one in effect since the annual resumed of the nation's stop stock shows, after the war, it appeared likely are reportedly responsible for the that the longer run would be con- switch in dates. It is hoped that tinued. The event this year ran the earlier dates will aid in the from September 28 thru October 6. staging of an even better cattle

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#### Attendance Up

Annual has reportedly prospered under the mangement of J. A. Mitchell who took over the reigns after the annual got off to a slow start on the new Strawberry Hill grounds. Prewar location was in town and well known to everyone while it took several years to build attendance at the new plant comparable to that enjoyed prior to the war.

Mitchell, who is visiting the Anderson (S. C.) Fair, an event he formerly managed, was unavailable for comment.

### Expo Draws At Bridgeport

BRIDGEPORT, Conn., Oct. 27 .--A Home Progress Exposition under auspices of Pyramid Temple Mystic Shriners of this city drew 15,000 persons during a Wednesday (17) thru Sunday (21) run at Pyramid Mosque here.

Gabriel Hawie was general chairman, with William Booth and Morris Wasserman as exposition managers. Entertainment included a vaudeville bill headed by Eddie Dawson.



**Houston Bows** 

agement.

Sunday (4).

#### 10 Years Ago

Hamid-Morton Circus chalked up a record attendance of 68,250 for its week in Philadelphia. . . Washington, D. C., for the benefit of "Bundles for Britain," included L. C. (Ted) Miller, managing director; Eugene J. Murphy, public relations; Dave Herman, publicity; Patricia de Baltazar, contests; Frances Gardner, programs, and Johnny Burke, in charge of tickets. Talent included Nelson's elephants, Julia San and her seal, Dobas Troupe, Noval Troupe, Gibsons, Four Walters, Guice Troupe, Alf Loyal's dogs and the Great Arturo.

Ira M. Watts, assistant manager of the Cole Bros.' Circus, opened Gem City: Selma, Ala. bis own two-ring circus at La- Groves Greater: Rayville, La.; Ferriday his own two-ring circus at Lavaca, Ark. . . . Hunt Bros.' Circus was mapping plans for its 50th year on the road. . . . Sheldon R. Brewster replaced Ernest S. Holmes as manager of the Utah State Fair, Salt Lake City. . Harry L. Fitton, manager of the Midland Empire Fair, Billings, Mont., was named secretary of the North Montana State Fair, Great Falls. ... Fred Kilgore, manager of Suicide Hayes Hell Drivers, was hospitalized in Lynchburg, Va. . Staff of the Rubin & Cherry Shows included R. A. Lohmar, manager; Tom Allen, assistant manager; Earl Lindsey, auditor; Orrin Ingraham, assistant auditor; P. J. McClane, trainmaster;



Billboard Special



Continued from page 64

Grand American: East Prairie, Mo. 5-10. Haywood: Coushatta, La. Heller's Acme: Ayden, N. C.; Warsaw 5-10. Heth, L. J.: (Fair) Dublin, Ga. Hottle, Buff: (Fair) Covington, La. Holbrook Am.: Crosby, Tex. Interstate: (Fair) Fort Gaines, Ga. Inland: Bay, Ark. Kile, Floyd O.: Alexandria, La. King Cotton: Kee, Ark. Lane, Sammy: Crawfordsville, Ark. Lone Star: Bath, S. C. Magic Empire: (Fair) Ozark, Ala.; (Fair) Geneva 5-10. Manning, Ross: (Fair) Elberton, Ga. Marion Greater: (Fair) Manning, S. C.; (Fair) Chester 5-10. Marks, John H.: (Fair) Greenwood, S. C.; (Fair) Camden 5-10. Midway of Mirth: Blytheville, Ark. Mighty Page; Marion, S. C.; (Fair) Charleston 5-10. Miller, Ralph R.: St. Martinsville, La.; Carencro 5-10. Mighty Gregory: Graceville, Fla. Moore's Southwestern: Cameron, Tex.; Lockhart 5-10. Orange Bowl: (Fair) Lakeland, Ga.; (Fair) Waycross 5-10. Penn Premier: (Fair) Loris, S. C.; (Fair) Georgetown 5-10. Prell's Broadway: Columbia, S. C. Royal American: (Fair) Pensacola, Fla.; season ends. Royal Expo.: (Fair) Macon, Ga.; Pelham 5-10. Royal Crown: Gainesville, Fla. Smith, George Clyde: Plymouth, N. C. Stephens, C. A .: (Fair) Gainesville, Fla.; (Fair) Starke 5-10. Strates, James E .: (Fair) Charleston, S. C .; (Fair) Jacksonville, Fla., 5-10. San Valley: Roosevelt, Okla. Standard (indoors): Saratoga, Wyo., 1-3. Sunshine: Tampa, Fla., 31-Nov. 10. Tassell, Barney: Maxton, N. C. Tinsley, Johnny T.: (Fair) Luverne, Ala.; (Fair) Talladega 5-10. United States: Beaufort, S. C. Virginia Greater: Dillon, S. C.; Wadesboro, N. C., 5-10.

Vivona Bros.: (Fair) Newberry, S. C. Murray: Hawkinsville, Ga.;

SALT LAKE CITY, Oct. 27.-Salt Lake County Fair again named Earl E. Howe to head the board, after he was re-elected to a three-year director's term. Two other three-year director posts were filled by Herman Nielson, Granger, and L. W. Hillman, Salt Lake City.

Directors also elected County Commissioner Ray P. Greenwood first vice-president; Mrs. Everett Wood, second vice-president, and Mrs. Mae Bello, secretary.

### Allentown 90G

Continued from page 64

408.17, compared to the \$184,-424.67 of a year ago. Disbursements this year were \$162,771.66 against \$143,075.85 in 1950. The largest single item of income was \$87,443.10, including tax, from gates and turnstiles, a source which yielded \$49,630 last year. Total receipts from all types of admissions to the fairgrounds were \$104,001.77, including tax, while a year ago the figure was \$59,624.20.

Grandstand and paddock tickets brought in \$55,924.11, while the 1950 take in this division was \$43,769.27. Also collected at this source were federal taxes of \$14,-840.53 and city levies of \$6,010.96. Last year's figures in these departments were \$12,341.39 and \$4,-969:84.

Entry money from exhibitors brought in \$3,634.40, compared to \$3,605.05 in 1950. Concession space in grounds and buildings gave \$64,633, while rentals last year were \$56,446. Miscellaneous receipts added \$3,283.40 to the gross income. This category reached \$1,268.92 in 1950.

Grandstand attractions and music, supplied this year by New York talent booker George A. Hamid, cost \$30,988.75, a decline from the 1950 sum of \$31,707.97. Biggest single item of expense money this year was the \$43,-134.71 set aside for federal and city taxes. Last year \$31,568.41 was earmarked for that purpose.

Premiums and purses this year were \$19,068.25, up from \$18,-472.25 a year ago. Purses for harness and running races totaled \$17,140, while they were \$14,615 in 1950. Wages this year were \$22,356.30, compared to \$19,658.03 in 1950.

the free attraction the first week.



LINCOLN, Ill., Oct. 27.-Cen-tral District of the Illinois Association of Agricultural Fairs will hold a meeting in the Elks County Club here Sunday (28), Tom Moore, Charleston, president of the district, announced.

Purpose of the meeting is to nominate two directors for the State board and a representative of the State Department of Agriculture will be on hand to give the latest information on Stateaid payments. On the committee Wilbur E. Layman, Lincoln; C. C. (Cliff) Hunter, Taylorville, and H. T. Bennett, Martinsville.

THIS WEEK ST. MARYS, OHIO **ANNUAL CHAMBER OF COMMERCE EVENT On the Streets** All Concessions open except Cotton Candy. Come on, you will be placed. BARON PAUL

### WALLACE & MURRAY SHOWS

Want for American Legion Fair and Armistice Celebration, Camilla, Ga., Nov. 5-14, Legitimate Concessions of all kinds.

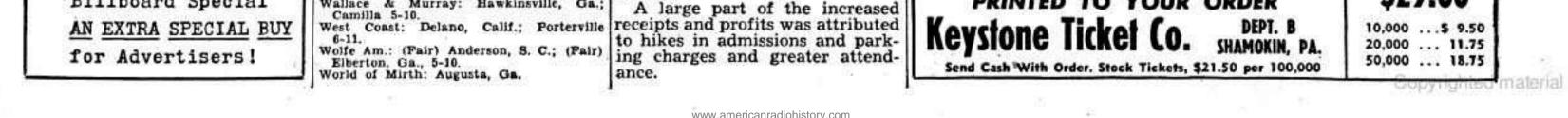
**Contact AL WALLACE** 

Hawkinsville, Ga., Fair, this week: Camilla, Ga., next week.

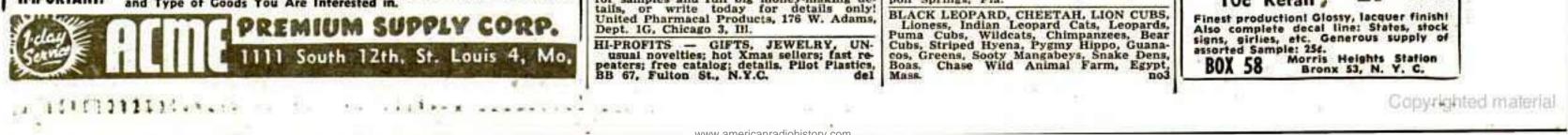
### BARNEY TASSELL'S UNIT SHOWS WANTS

For week of November 5, Kingstree, S. C., Colored Bona Fide Fair. Major Rides not conflicting. Shows of merit, including Colored Minstrel, Funhouse, Motordrome. Concessions of all kinds. Can place Bingo for rest of season and for Florida dates if it can be played as Quizo. Join that big little show. WIRE THIS WEEK, MAXTON, N. C.









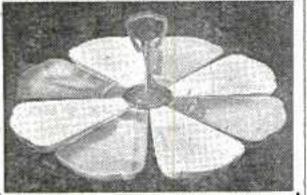
#### THE BILLBOARD

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MERCHANDISE

#### THE BILLBOARD

#### November 3, 1951



THE BILLBOARD

#### MERCHANDISE





THE BILLBOARD

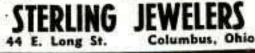
### MERCHANDISE

**Never Undersold** Many imitators have copied our 'Sunburst'

"Sunburst" Necklace and Ear, Set now reduced in price to combat mitations sold elsewhere. Retails for \$7.50 per set. Your cost \$10.80 per doz. sets, boxed. Available in colored center (5 assorted colors), also in black and white, brown and white, imitation Cameo centers and Onyx. This special offer for limited time

boxed.

\$3.00. State your business. Remittance in full or 25% deposit, balance C.O.D. All merchandise for resale





PRICES





# SALESBOARDS

Communications to 188 W. Randolph St., Chicago 1, III.

November 3, 1951

# Salesboard Sidelights

Zimmerman, reports that the firm doubleheader lines of Empire and Mercury units have been coming off the line in increasing quantities to fit the seasonal demand.

80

W. H. Brady Company, Chippewa Falls, Wis., recently released a new catalog on fall models. It includes a variety of sizes and shapes of cards. Firm reports stepped up activity in the Turkey push card field. . . . It's still full steam ahead on the Scatter-Ball game at Secore & Secore, Chicago, headquarters. Irv and Mort Secore point out that the game is available on nickel, dime and quarter play.

Deluxe Sales Company, Blue Earth, Minn., has received a lot of action on close-out sale of cer-

### MERCURY BOARDS NOW IN PRODUCTION

EMPIRE IS NOW PRODUCING TO CAPACITY AMERICA'S GREATEST DOUBLE HEADER LINES OF PUNCHBOARDS.

MERCURY AND EMPIRE BOARDS ARE RECOGNIZED BY SMART OLD TIMERS AS THE FINEST AND MOST ORIGINAL LINES EVER DEVELOPED

Final details on production are tain models. Some are the smallbeing worked out on some new hole type, while others have as ceive \$104. That's a total of \$140 numbers at the McNamara Com- many as 1440 holes. ... Ray Mertz it will cost the county to provide pany, Chicago. Walter McNamara & Company, Chicago, has come up Kirby with voting privileges. has been busy greeting visiting with some new ideas in push Futhermore, the election workers operators as well as overseeing cards. Currently it has a wide can't receive Kirby's vote and call production angles. . . . Empire variety of popular models in stock it a day. State law says the polls Press, Inc., Chicago, thru Joseph for immediate delivery. must stay open until at least 4

> Sam Feldman, Harlich Corporaseasonal pick-up first noted a few beginning of fall.

### Pipes

#### Continued from page 78

ing place. These seven, an inspector, two judges, two clerks and two election sheriffs, would remust stay open until at least 4 p.m., even if all registered voters have cast ballots. Kirby says he tion sales manager, states that the plans to vote altho he said he hated to put the county to such weeks ago continues to grow. expense. He didn't say who he Many of the firms have increased would support. After spending their orders compared with the 52 years in show business, Kirby quantities they requested at the says: "This just about beats anything I've seen."

### Dallas Midway Gross Up 20%

Continued from page 68

district attorney's office visited the was also big day for venders, hats fair and ruled that 44 out of 45 going exceptionally well. All types games operating were against of novelties did well. Texas statutes. It was the first Gaming charges time fair's games had ever been reams of front-page publicity for closed, and public reaction was fair, the fair execs did not welstrongly in favor of fair, altho fair come it. However, on final analyitself decided to say nothing in sis, indications were that it may own behalf.

#### **D.A.** Clears Picture

Henry Wade declared he would refuse to accept complaints on such attorney and that incident might games as throwing a basketball actually be helpful in future planthru a hoop or throwing baseballs ning. at milk bottles. Then began a series of buck-passing, with both city manager and assistant district attorney, who had been with the investigating party, trying to place blame for rhubarb on the other. Joe Murphy consulted with D.A. Friday afternoon (19) after D.A. ruled they were definitely games he is a dependent. of skill. After overnight conver-

sion, 47 games were opened Sat-

assistants from city attorney's and well after reopening. Friday (19)

Gaming charges resulted in have helped rather than hurt attendance. After games reopened, some observers felt that air might On Friday (19) District Attorney have been cleared by tacit approval of games of skill by district



\$25 a month. A husband would on games and reopened 30 games not receive benefits on his wife's Social Security account unless

Penalties for failure to file Social Security tax returns March urday morning (20) and operated 15 are similar to those for income

### Hands Across the Sea

#### Continued from page 65

of Jack's work was teaching them the worth of combination tickets, advertising and exploitation. Luna operators said they did not advertise because they had no competition, but Jack insisted it was necessary to make the public thoroly conscious of the spot. To draw on, the park has the side-by-side cities of Jaffa and Tel-Aviv, with a total population of 400,000 living 15 minutes' travel time from Luna.

Jack urged that they make use of billboards and local newspapers and radio. While in Jaffa, Jack aided in the crowning of Miss Israel, the only promotion that the park has worked to date. Jack feels that a Roller Coaster, about 35 feet high, would do very well at Luna, but building materials are in short supply in the young nation. He intends to buy a portable Funhouse for the spot during the upcoming National Park Association Convention in Chicago.

Jack said that the park could operate easily all year round, with the exception of a three-month period starting in November, when the rains came. However, he advised them to close up for a few months of the year for renovation and work on new projects and to prevent familiarity among the patrons of the spot from breeding apathy.

#### Food Scarce

As a sidelight on the Israel part of his trip, Jack observed that the biggest hurdle in the country was food. While offering no actual hardship, it is necessary for victuals to be rationed. In the matter of indoor amusements, he said that Metro-Goldwyn-Mayer has a film exchange in the country, and a new film house will soon be completed. About 10 movie theaters already are working in Jaffa-Tel-Aviv, and Paramount is considering building another one, Jack said.

He left Israel Monday (1) for

metropolis, he said wistfully that Palisades Park could do well with the Eiffel Tower, where admission is 50 cents. While in Paris he caught the "Holiday on Ice" revue and noted the expansive way in which industrial exhibits were handled. He claimed that one was offered in an out-sized exhibition hall that would put American treatment of the same type of show to shame.

Naturally, he took in some of the Parisian night life and reported that a champagne dinner for two in one of the French city's better restaurant-cabaret sites was well below the tab at a local nitery. As in Rome, the only outdoor set-ups he saw were small stret carnivals.

#### **Views British Festival**

After spending 10 days in Paris he moved on to London, where he was a guest for several days of Maj. Leslie Joseph, director of the late Festival of Britain's Baftersea Park, the celebration's amusement area. Laws may be passed eventually which will enable the fun zone to remain as a permanent fixture.

Summing up, Jack felt that American aid was going a long way toward making Europe solvent but that a few nations were riding a gravy train. He found money loose, particularly so in Israel. His last trip to Europe was made in 1919.

### NAAPPB Plans

### Continued from page 65

secretary of NAAPPB, explained that AREA award winners will be selected by a jury of three NAAPPB members who are not associated with any exhibitor and who have no connection with the manufacture or sale of rides. equipment or supplies.

Huedepohl stated that invita-



Communications to 188 W. Randolph St., Chicago 1, III.

COIN MACHINES

THE BILLBOARD

81

### JOHNSON LAW EXTENSION **BILL HELD FOR 1952**

WASHINGTON, Oct. 27 .- Bill to widen the Johnson antigaming act has squeezed out in Congress' final adjournment rush, and will be on the agenda when the legislative body reconvenes next January.

The bill redefines the mechanical gaming devices banned in interstate shipments (The Billboard, October 20.) Senator Kefauver (D., Tenn.), former Senate crime prober and sponsor of the bill, said he had already asked Senate majority leader Ernest W. McFarland (D., Ariz.) to schedule the bill as soon as the Senate reconvenes.

# **Issue New Ruling Re Oregon Games**

ruling that had held phonographs, mission: radio and television the only legal amusements permissable in tav- mission should exercise common erns (The Billboard, October 17). | sense in promulgating regulations The new opinion pointed out that as far as these amusements or taverns have the right to enter- enterprises are concerned. They tainment except gambling pro- may technically run counter to hibited by general laws.

The Oregon Liquor Control Commission meantime was stand- in mind that these enterprises are ing by its mandate that taverns generally licensed by city councils get rid of all games before the of the various cities and towns, first of the year. Administrator who derive a source of revenue W. A. Bingham told The Billboard the commission would consider the issue at its November 9 meeting.

commission, which professed to be the revenue" of the licensees that confused by his earlier ruling, is, the taverns and juke box op-Neuner's second opinion held that erators. a tavern's license could be revoked if it permitted gambling.



PORTLAND, Ore., Oct. 27- law to oust all tavern entertain-State Atty. Gen. George Neuner ment except phonograph, radio this week modified an earlier and television, he advised the com-

> "In my opinion the liquor comthe permitted entertainments.

"Nevertheless you should bear therefrom."

#### Notes Revenue

After noting the revenue cities derive from such activities, The second opinion was re-quested of Neuner by the liquor it "should not be concerned with

brought into focus the Portland on aluminum shipments, and added The earlier Neuner said the city ordinance that would have liquor commission was bound by ruled games out of taverns. That ordinance is in abeyance pending a Circuit Court ruling on an injunction sought by Stan Terry in behalf of the industry.

**Cig Vending Moves Nearer Straight Quarter Operation Under New Tax** 

### **1-Cent Federal Hike Seen Pennying** Curb as Ops Revamp Pack Prices

CHICAGO, Oct. 27 .- When the and initiate pennying operations verting coin mechanisms to hanfederal cigarette tax increase of for the first time. a cent a pack goes into effect Thursday (1), the cigarette vend-

### **Price Moves**

Machines now operating at a ing industry will move closer to full quarter price will likely re-tain that pack peg; operators will have the double expense of conerators now vend for 25 cents will

23 and 24 cents. Over-all, the tax increase may result in a reduction of pennying, but the trend will hinge on action taken by operators in the 11 States now charging a straight 20 cents per pack. They may decide to ab-sorb the increase, but it is expected the greater number will up the vending price to 22 cents

becoming a straight quarter busi-

ness. The 11 States in which op-

be supplemented by most of the

machines in the other 14 States

where operation is now mainly at



Annual Lest We Forget Day for paraplegic war veterans at Hines Spottem Idea (Ill.) Hospital, will be held December 10 under the sponsor-ship of A. L. Sachar Lodge of B'nai B'rith. As in the past four years, distribution of gifts will be the high spot of a day of entertainment provided by stage, screen, radio and TV stars.

From its small beginning in 1947, the Lest We Forget Day has grown steadily. Last year approx-His allusion to city ordinances thority this week relaxed its rule imately \$8,000 worth of gifts were distributed to approximately 750 war veterans. One of the pioneers of the program is Fred R. Kleiman, who is serving as an official receiver of gifts at special headquarters set up at 203 N. Wabash Avenue, here. He stresses money will not be accepted and asks

dle over 25-cent prices (in older equipment) and pennying if the next logical increase to 27 cents is made. An added deterrent is the resultant drop in sales volume that would follow such a price increase. Alternate move will be to absorb the tax increase with elimination of free matches and adjustments in commissions looked to for partial net profit aids.

In the seven States where venders operate at 22 cents, the tax raise will be met with the simplest solution-removing one penny from the pennied packs and charging 23 cents.

In the single State where venders are set at 28-cent operation (Louisiana, because of its 8-cent (Continued on page 82)

# **Features New** Bally 5-Ball

CHICAGO, Oct. 27. - Bally Manufacturing Company this week announced initial deliveries on Bright Spot, a new-type fiveball replay game with in-line scoring.

Backglass is designed so that there are six scoring sections. Players may score in each section by depositing extra coins. First coin automatically selects first section and each succeeding coin up to six activates the next section for scoring. Each of the sections is equipped with numbers which may range from 1 to 25, with a varying combination of (Continued on page 92)



### Eases Aluminum WASHINGTON, Oct. 27. - In

two actions to encourage a smoother flow of materials to manufacturers, National Production Aua broad list of materials to those items coming under inventory control.

Aluminum producers may now ship materials produced against third quarter 1951 orders which they could not under previous rulings divert to fourth quarter orders after October 7. Possibly 25 million pounds of aluminum products have been immobilized, according to NPA, becould not until now be shipped to fourth-quarter orders.

# NPA Encourages

# New 6-Player Shuffle Game

OMAHA, Oct. 27.-United Manufacturing, Chicago, introduced its new 6-Player Shuffle Alley game to operators in attendance at the Midwest Coin Machine convention here last week. John Casola, United representative, said the new unit, featuring jumbo light-up pins, a formica top playfield and a completely revised backglass, is now in production and shipments are starting.

New shuffle game is the first United product to feature the formica playfield. Instructions and the playfield markings are handled in green and red, while the shooting area is gray. The jumbo pins used on the new game are the light-up type, and act as a play promoter or location.

Backglass has been revamped, with high score for the week posted automatically at the top. Game comes in eight and ninefoot lengths.

Also on display, thru Mayflower and Paster Distributing, at the convention were two other United games currently in production, Zingo and County Fair, both five-ball units.

# Launch La Porte Shuffle League

LA PORTE, Ind., Oct. 27.opened up its 80-game schedule senting La Porte, one from Stillwell and the other from Rolling Prairie. Play will be over a 20week period, with a championship decided in each of two 10week periods of the split program.

As in last year's play, Don Calkins, local operator, will serve as league secretary. Each team has six players who pay \$1 each schedule night. Of the players' fees 80 cents of each \$1 will go to the prize fund every week so that at the end of 10 weeks the

### HURVICH HEADS **BIRMINGHAM'S** JEWISH APPEAL

BIRMINGHAM, Oct. 27 .--Max Hurvich, partner in Birmingham Vending Company, has been appointed chairman of the Birmingham United Jewish Fund Appeal. The UJA quota for Birmingham this year is \$375,000, which amounts to an average of \$100 for every Jewish man, woman and child in the city.

Hurvich, with his brother, Harry, are pioneers in the coin machine business and have long been associated with local civic and charitable functions.

#### End "Artifical" Shortages

The larger number of new items given a limit by NPA this week on the time they may be kept in inventory is expected to eliminate many "artificial" materials shortages and bring a more equitable distribution of materials, NPA said.

Meanwhile, the agency set October 31 as the deadline for manuquarter 1951 allotments.

#### donors to purchase a gift and include a personal greeting. With his all volunteer staff, Kleiman will see that the gifts are suitably wrapped for the pre-Christmas event. Since this takes as cause leftover third-quarter orders much as three weeks, Kleiman suggests that donors mail their numbers. These numbers are co-

gifts in as soon as possible.

### NPA Campaign Pushes Small Firm Contracts

facturers to cancel or adjust out- move to help small business fices to intensify efforts to obtain standing orders for steel, copper, "weather the storm of material defense sub-contracts for small or aluminum in order to bring to- shortages" during the defense ef- firms. NPA also advised small tals within authorized fourth- fort, National Production Author- plants, especially those in the ity this week instructed 105 De-

WASHINGTON, Oct. 27 .- In a partment of Commerce field ofmetal working trades, to "sell" their defense production capabilities to the field offices and government purchasing officials.

The NPA directive, designed to supplement current field office action, ordered that surveys be made to determine the needs of larger companies for outside parts, assemblies or complete manufactured units. The field offices were directed to serve as a liaison with small firms to help them contact larger manufacturers.

~

### WASHINGTON Oct. 27 .- Tho music machines in July, but be- 32 phonographs, \$12,307. Under the general listing, 'Other Countries," 694 units with U. S. Department of Commerce, initiated a new method governing a total sale price of \$83,244 were Webb Delivers exported. Of the whole, 111 were

music boxes valued at \$34,817; **2** Sport Games and the other 79 units were games, valued at \$22,768. Average prices on jukes varied from the \$271 spent by Cuban coinmen, chiefly for used equipment, to the

CHICAGO, Oct. 27. - Webb Corporation, thru President Irving Webb, announced deliveries this week on a novelty game, Winter Baseball, and a 10-ball game, Trap That Football.

The baseball unit is set for dime play and is five feet long by 29 inches wide. Scoring is based on the number of runs made. Designed with key plays of the national pasttime, action is built up thru skill shots. In Winter Baseball it is possible to make singles. doubles, triples and homers and also walks, strikes and conventional outs. Electric scoreboard on the backglass registers each play as completed. Game is available with or without replay. Playing time varies from two to three minutes.

# **Coin Exports Hold Record** Pace Despite July Decline

were off nearly one-third from exports which lists only those the first seven months of 1951 more in a month for a specific 325 were venders listed at \$25,659. ment. In July, 1,813 units with lumped together in a single listing an aggregate value of \$261,180 reading "Other Countries." (See were shipped to foreign operators.

Canadian coinmen accounted for 706 machines, valued at \$62,-

July coin machine exports, of ginning with its July export reficially released this week by the lease the Commerce Department the previous month, the total for countries which spent \$10,000 or aggregated \$2,937,777 for 18,488 type of commodity. Countries purvenders, game and music equip- chasing less than that figure were Chart, elsewhere in this issue.)

#### Other Sales

Other Sales \$557 spent by Venezuelan music The only other specific listings firms for a combination of new 640. A breakdown of the figures in the July report were Vene- and used phonographs. Meanshowed \$15,981 was spent for 386 zuela, 70 music boxes, \$38,961; while, Canadian vending pur-Maple City Shuffleboard League venders and the remainder for Belgium, 34 jukes, \$17,948, and chases, the only specific listing 238 amusement games. It is possi- 174 games, \$18,144; Cuba, 103 under venders in July, were at last week with six teams repre- ble Canadian firms imported music pieces, \$27,936, and Japan, the rate of \$43 per unit.



		Total	Pho	nographs	Av.	V	enders	Av.		Games	Av.
Country	No.	Value	No.	Value	Price	No.	Value	Price	No.	Value	Price
Canada	706	\$ 62,640				368	\$15,981	\$ 43	338	\$46,659	\$138
Venezuela	70	38,961	70	\$ 38,961	\$557						
Belgium	208	36,092	34	17,948	528				174	18,144	104
Cuba	103	27,936	103	27,936	271						
Japan	32	12,307	32	12,307	385						
Other Countries	604	00 04A	111	94 017	214	205	OF CEO	70	DEO	00 700	00



Communications to 188 W. Randolph St., Chicago 1, Ill.

VENDING MACHINES

November 3, 1951

# **Candy Venders: More Firms Building Fewer Machines**

### **12 Companies Active; Fastest Delivery Made on Wall Models**

face of today's materials allocaassembly lines has been substantially decreased. With two cigarette vender companies adopting cabinets of this type equipment for candy units, and the resumption of another firm's refrigerated candy model, there are now an even dozen manufacturers offering candy bar models. Eleven firms are selling on the general operator market: One is building for its own operating division.

Set '51 NAPM Meet Program

CHICAGO, Oct. 27.-National Association of Popcorn Manufacturers announced the program this week for the 1951 Popcorn Industries' Convention, December self-ownership of equipment. 4-6, at the Congress Hotel here.

4, from 10 a.m. to noon, will fea-ture a panel discussion, "Correct Weymouth the benefit of his judg-Popping Techniques Mean Extra ment and poses the question: Profits." Major manufacturers of When the price increase becomes popping machinery will have rep- effective, should the pack price resentatives as participants.

immediate to five months, accord- vend nickel and dime bars simulmulti-column floor units, with built-in penny refunder.



mouth Service Company, as a location - directed public relations move, has sent two letters to each IN KOREAN WAR dealing with pack price, under the proposed federal tax increase, and

Under the signature of A. H. The opening session December Weymouth, the pack price letter remain at 20 cents or go to 22 Exhibits will be open from 3 to cents? A return postal card was (Continued on page 85) (Continued on page 85)

CHICAGO, Oct. 27 .- In the Delivery schedules range from two exceptions, is the ability to tions, the number of manufac- ing to the manufacturers' reports. taneously via a split-column arturers building candy venders Shortest waits are reported by rangement. Too, one of the has climbed to a new peak, altho most of the six firms producing models permits meeting all probathe total unit volume coming off smaller capacity wall or stand ble bar price contingencies mounted models. A feature of the (nickel, dime, odd-cent) with a

Each of the 12 manufacturers reports building equipment to the limit of its Controlled Materials Plan allotment. However, because of quarter by quarter materials supply uncertainties, none will venture a guess as to long-

range production possibilities. A survey of candy machine manufacturer activity has resulted in the following firm by firm report:

Belvend Manufacturing Com-(Continued on page 93)

### HEAR THIS: NAVY CUP VENDER VET

SAN DIEGO, Calif., Oct. 27 -The story of how a cup machine withstood eight months of fighting in Korean waters and sold over a million drinks was revealed here upon return of the destroyer, Floyd B. Parks.

In a letter to County Sales Company, headed by Larry Granfield, Ensign James E. Kaune, recreation officer, wrote: "Enclosed is a check for \$4.50 as payment for minor adjustments to our vending machine. 'This machine has been given outstanding service durproximately 600 drinks per day, thus netting close to \$500 per month profit. During this entire period only minor adand experienced shelling. We have had this machine aboard for 10 months during which time it sold over 1,138,0°) Granfield explained that the \$4.50 charge was for repairing the changemaker on the machine, a Spacarb 4D51. The U.S.S. Parks has a crew of 364 men.

highly satisfactory and has ing our eight-month tour of duty in Korea. We sold apjustments and repairs were necessary despite the fact that we encountered rough weather drinks."

### WHO'S GOT A PENNY? **Ohio Operator Pays Premium for Coppers**

LORAIN, O., Oct. 27 .- Pennies about \$400 worth. are so scarce thruout Northern At the local bank's suggestion, Ohio that one operator here, Cig- the Federal Reserve Bank in arette Sales Comapny, is offering | Cleveland was contacted. But the to pay a premium for them.

Morris M. Rothman, who heads Reserve Bank could furnish about up Cigarette Sales, will have to \$600 worth of pennies every increase the vended price of cig- month. arettes November 1 when the new do the job.

Most cigarette operators in the paper money." Lorain area have been vending at 22 cents per pack for some time, but Rothman held onto the 20cent price. The new federal excise, however, will force all operators in this area, including Rothman, to 23 cents.

#### **Banks Short**

When Rothman realized he in this week, but most people would have to up his price, he aren't taking the premium Roth-telephoned his local bank to ar- man offered. One man, for exam-

results were not satisfactory-the

"At that point," Rothman said, federal cigarette excise takes ef- "I thought of having aluminum fect, but thus far he hasn't been tokens made to insert in the packable to secure enough pennies to ages, and of setting up a station to redeem the tokens in hard or

#### **Offers** Premium

Instead, Rothman inserted an advertisement in The Lorain Journal, explaining his predicament and offering to pay a premium of \$2.50 per \$100 worth of pennies.

The pennies started to dribble

range for a supply of pennies. ple, brought in \$5 in pennies he Cigarette Sales estimates it will had been saving in a far. But he need between \$2,000 and \$3,000 refused the 12-cent premium of-worth of pennies each month. The fered him, saying he was glad to local bank said it could furnish give the company a helping hand.

# Supply, But Don't **Operate**, Ice Cream Industry Advised

**NAMA Executive Predicts Vended** Volume Will Rise to 10 Per Cent

# Cig Vending Nearer Straight Quarter Op

STATE PER PACK TAX

(+ 2c city)

3c

2c

3c

2c

5c

3c

3c

3c

3c

2ç

3c

2c

8c

4c

4c

4c

3c

3c

3c

4c

Зc

6c

2c

5c

4c

3c

3c

3c

5c

4c

2c

None

(+ lc city)

2½c

4c None 5c 3c

None

None

None

#### Continued from page 8.

PRESENT AVERAGE

25c

20c

25c

20c

20c

23c

22c

25c

24c

25c

23c

23c

22c

22c

28c

23c

20c

25c

23c

23c

25c

20c

25c

23c

23c

22c 23c

25c

24c

20c

25c

22c

24c

20c

24c

23c

24c

20c

25c

25c

22c

24c

20c

25c

24c

None

State tax), operators anticipate a 11 States where venders now opmixed move to (1) raise the ante erate at 23 cents. to a straight 30 cents and eliminate pennying, and (2) retain the week's price changes may not be present price with commission re- the last move in this direction durductions.

which a 24-cent price is the rule, as in New York, indicate they will operate at a straight quarter. A like move will be the rule in the crease. Companies say they need

Alabama

Arizona

Arkansas

California

Delaware

Florida

Georgia

Idaho

Iowa

Illinois

Indiana

Kansas

Maine

Kentucky

Louisiana

Maryland

Michigan

Minnesota

Mississippi

Missouri

Montana

Nebraska

New Jersey

New York

Oklahoma

Ohio

Oregon

New Mexico

North Carolina

North Dakota

Pennsylvania

**Rhode** Island

South Dakota

Tennessee

Vermont

Virginia

Washington

West Virginia

Texas

Utah

South Carolina

Nevada

Massachusetts

New Hampshire

Connecticut

Colorado

However, operators fear next ing the near future. Major ciga-

Venders in the seven States in rette manufacturers are asking for per pack increases over and above the tax boost, which if granted would mean another penny inthe increase to better their pres-

ent \$7.06 net per thousand cigarettes.

Vender Price Pattern Under the new 8-cent federal levy, the old rule of thumb that the average vended price is usually determined by adding 20 cents to the prevailing State cigarette tax no longer applies in most Fry (America) this week reduced cases. This may be seen by comparing vended prices under the 7-cent federal levy (in accompany- to an announcement by Harold H. ing table) and determining new Cummings, president. The former prices, which in most instances price was \$2.75. The firm offers will be 21 or 22 cents over the five 10-cent sellers to the vending State levy.

### Cadbury-Fry Trims List on Dime Bars

NEW YORK, Oct. 27-Cadburythe price of its dime bar line to \$2.50 per 50-count box, according trade.

DETROIT, Oct. 27 .- Ice cream should follow point three because manufacturers should stick to it was the only program the manumaking ice cream and leave the facturers would find successful operation of ice cream vending and profitable.

machines in the hands of experi- Schreiber, in response to a enced operating companies, C. S. question from the floor concerning Darling, executive director of the Darling's position, agreed that ice National Automatic Merchandis- cream manufacturers would find it ing Association told the Interna- most advantageous to act as suptional Association of Ice Cream pliers to the vending industry Manufacturers' convention here rather than operators. Delegates this week.

coin machine editor of The Bill- formal discussions which followed, board and editor of Vend, spoke indicated most ice cream combefore the convention's merchan- panies have already concluded dising session.

### Three Approaches

NAMA's executive director said the ice cream manufacturer has three possible approaches to automatic merchandising:

1. Add ice cream vending machines to existing ice cream routes.

2. Set up a separate department to own and operate ice cream venders.

3. Concentrate on manufacturing ice cream, and encourage independent operating companies to expand in ice cream vending.

Darling stated that, in his opinion, ice cream manufacturers

### to the convention, in the open Darling and G. R. Schreiber, forum discussion and in the inthey should be suppliers rather than operators.

Darling pointed out that there are approximately 11,500 ice cream vending machines on location currently, and that sales thru these automatic merchandisers represent less than one-half of 1 per cent of the ice cream industry's annual volume. He predicted that this percentage would grow to 10 per cent, but expressed doubt that it would ever be larger than that.

#### **Financing Operators**

Schreiber declared that many large ice cream producers-among them Swift & Company-are directly helping the growth of ice cream vending by financing the purchase of equipment for operating companies.

Only one manufacturer of ice cream vending machines-Vendo, of Kansas City-was present at the merchandising session.

**Ops to Keep 25c** 

# RCA Up-to-Date in Vending In Record Placement Splurge

this week opened its plants and offices to vending machines, with have patrolled working areas to placement mapped at a rate that bring such food items to emmay soon shoot it a top rating ployees from time to time. The among industrial locations any- wagon service operated by the where in the country.

None given for the installation of 571 terias, will be discontinued, said machines in the two dozen buildings that house some 10,000 RCA employees here. Placement began merchandising equipment is due vending revenue to make up for to start November 5.

4c None 4c

Until now, wagon "canteens" Slater Systems, giant in-plant Already, authorization has been feeder which also runs the cafean RCA spokesman.

#### Cut to Slater

The Slater organization will make it too easy to produce slugs this week and operation of the receive an undisclosed cut of the that could be used in place of business lost thru the replace-Five different operating com- ment of its wagon services, the panies have been pacted for the spokesman declared. Basic opservice, that will include the auto- erating contracts, however, are be added later. Traffic at the ma-

CAMDEN, N. J., Oct. 27.-In wiches, milk, coffee, juices, cake Reasons behind the switch to a reversal of long-standing policy, and ice cream, altho cafeteria venders, it was said, are their the Radio Corporation of America facilities will be retained. **Cigs in Miami** greater convenience and service. to personnel. Morale is expected to improve by making refreshments available near work areas at all times, and especially during peak work periods.

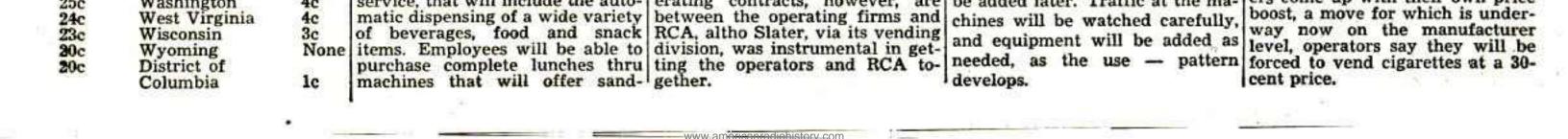
One factor that inhibited the use of venders at RCA earlier, it was indicated, are the many metal stamping machines in its factory areas. These, it was feared, would

coins in automatic dispensers. While initial authorization is

for 571 venders, many more may

MIAMI, Oct. 27 .- Cigarette operators here will retain the quarter price for vended smokes after the additional penny per pack boost in federal excise tax goes into effect, a survey revealed this week (see separate vend-op story this section).

Counter moves to equalize the additional expense will be (1) possible elimination of free book matches, and (2) reduction in location commission rates. However, in the event cigarette makers come up with their own price



### THE BILLBOARD

### 83

### **Delay Enforcement** Of Conn. Cig Law

BRIDGEPORT, Conn., Oct. 27. -Despite the order given by Attorney General Conway that the new State cigarette price fixing law must be enforced (The Billboard, October 27), Tax Commissioner William F. Connelly stated this week that he is waiting for an agreement with the OPS before he takes steps to do so.

Under the new Connecticut law, dealers are prohibited from selling cigarettes at less than a 4 per cent mark-up. OPS regulations froze cigarette prices at the level of December 10, 1950, to January 15, 1951.

Commissioner Connelly said that he wants to get the controversy settled before doing "anything drastic."

CANDY PROMOSH NEW YORK, Oct. 27.-What is purported to be the largest single display of candy was set up in a Liggett drugstore at Broadway and 42d Street this week in the form of a 12,000 bar, five ton pyramid. Drug chain officials said

the mass display marked a new trend in candy merchandising and the start of a campaign to focus confectionery buying in the drugstore.

Nestle's Jumbo Blocks, at 49 cents each or three for \$1.40, make up the entire display. Promotion was the result of the largest candy bar order said to be placed by a U. S. drug retailer.

**New Cigs Give** 

COPENHAGEN, Oct. 27 .- To-

bacco shops with automatic vend-

ers for after-hour sales of ciga-

rettes and cigars faced a new

headache last week when Ameri-

can Tobacco Company resumed

manufacture of two of its most

popular prewar brands of ciga-

In conjunction with a big cele-

bration of its 50th anniversary in

Denmark, and the completion of a

rettes.

## DRUG FIRM SETS Set Full NAMA Speaker List, **Talk Subjects** Pepsi's H. Chesley

### To Sub for Steele At Tuesday Session CHICAGO, Oct. 27 .- William S.

Fishman, National Automatic Merchandising Association convention chairman, announced this week that Harry W. Chesley Jr., vice-president in charge of sales of the Pepsi-Cola Company, will be the main speaker at the Cleveland convention Tuesday (13). He will talk at the "salesmanship and new markets" session during the morning meeting.

Chesley will replace Al Steele, Pepsi-Cola president, who was originally scheduled to speak Tuesday (The Billboard, October 20). He has a background in beverage and package merchandising and sales promotion and is in charge of the firm's vending division. Chesley will describe formulas he has worked out for more successful drink vender operation.

Other NAMA convention speakers scheduled and their discussion topics are:

Sen. John J. Sparkman (Ala.) chairman of the Senate Small Business Committee, who will speak Monday (12) during the "Progress in Automatic Merchannew factory here, the company dising" session on "The Problems splurged on publicity, and dealers of Small Business in America." Aaron Goldman, NAMA's first All would have been well ex- vice-president and president of cept that the cigarettes retail at G. B. Macke Corporation, will 3 krone, 20 ore per pack, and coin talk Wednesday (14) during the chutes can accept only multiples "Better Business for Operators" of one-krone coins. The new meeting. His subject will be "The brands, therefore, call for the in- Operator's Role in Automatic sertion of four one-krone coins Merchandising." Thursday (15), and the return of 80 ore as change. convention business' sessions will In machines with coin-return close with the meeting, "Operat-chutes, it is possible to handle the ing Economics in an Inflationary

# **Profit-Making Combination** For Wide-Awake Operators

### MODEL 49 1¢-5¢-10¢

The record breaking earnings being reported by op erators using Model 49 have never before been approached by any bulk veuder 1: makes no differ ence 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 globes . . . 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¢ Selective TAB GUM VENDER

The Select Tab Gum Vender has everything operators want in a gum vender . . . hig capacity ... simple construction. It has been fast servicing 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 'o three times stay there!

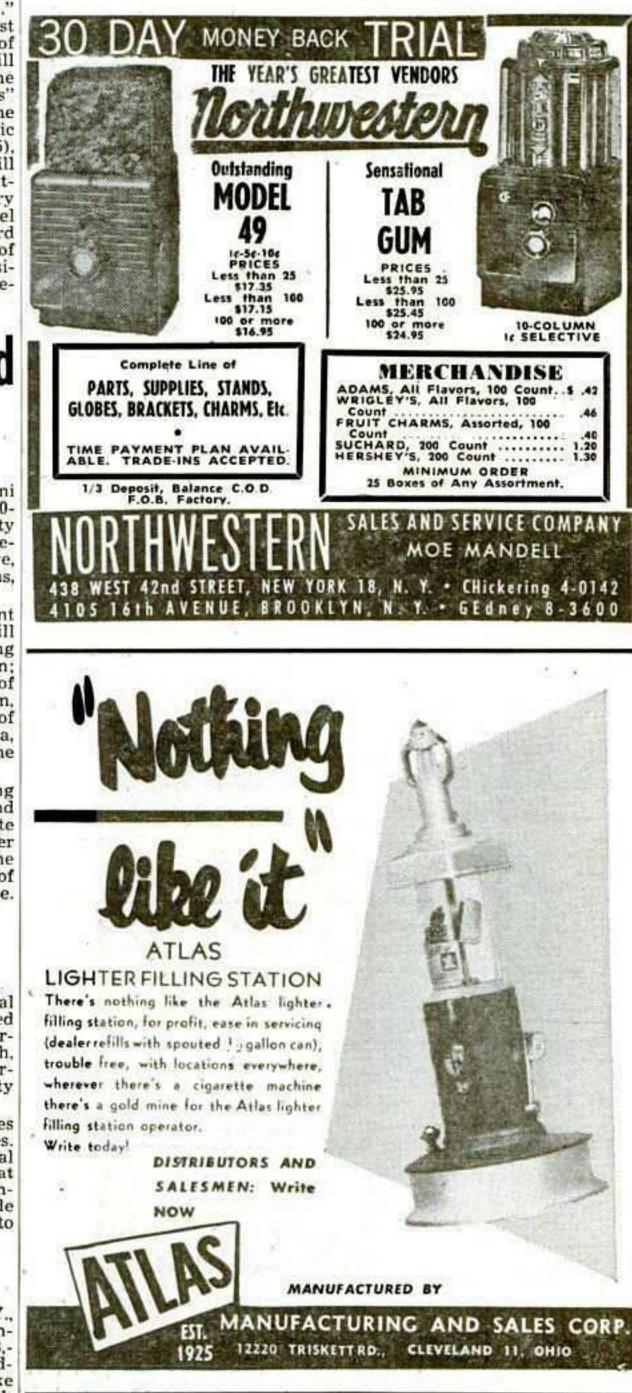
roull enjoy reading "The Northwesterner, which contains news, photos and helpful information for the operator of bulk vending machines Write for your free copy today

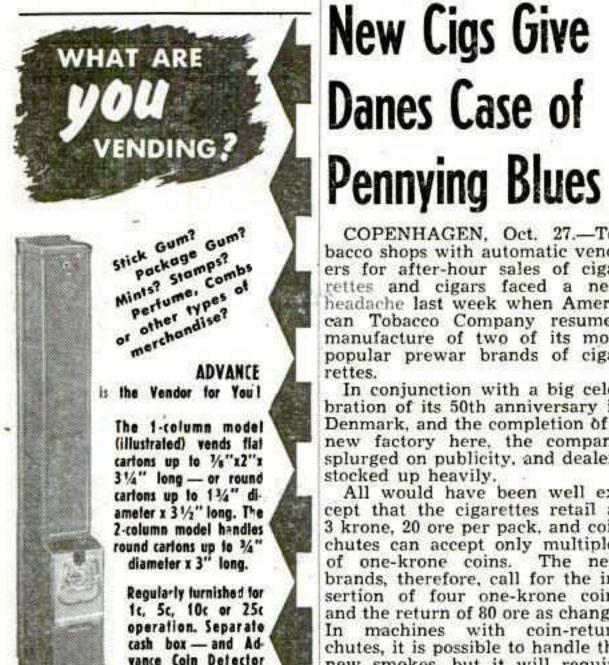
### THE NORTHWESTERN CORPORATION

### 707 Armstrong Street

FREE!

Morris, Illinois





with automatic coin return when machine is empty.

Want more information! Write today

J. SCHOENBACH 🗿 Factory Distributor Of Advance Vending Machines 645 Bedford Ave., B'klyn, 25, N.Y. PResident 2-2900





ANY MAKE OR MODEL CICARETTE VENDING MACHINE

TO 25c VENDING

TO 30c VENDING

10¢ VENDING

UNEEDA

ANDY MACHINES CONVERTED TO

new smokes, but it will require Period," during which Nathaniel pensed.

most cases only 20 ore, are usually made by placing the coins under the wrapper. But the new brands would require eight 10-ore coins. or three 25-ore and a 5-ore coin or three 25-ore and a 5-ore coin under the wrapper. Neither alternative is practical.

Store owners and factory servicemen from the vending machine factories are currently in a deep huddle, and expect to come up with a satisfactory solution soon.

5G Grew Into \$150,000 for **Revenue Chief** 

NEW YORK, Oct. 27 .- A \$5,000 investment and his services as sales executive in a vending machine sales agency returned more than \$150,000 in less than three years to Joseph Marcelle, former collector of Internal Revenue in Long Island.

(26) during an inquiry by a House in having them again as volunteer of Representatives sub-committee workers." Stevens added that the into the earnings of Marcelle, who trio had a perfect record of resigned his post under pressure achievement in last year's drive. last Tuesday.

Marcelle formerly had an interest in the Eastern Electric Vending Machine Corporation, sales agency for C-Eight Laboratories, manufacturers of the Electro Cigarette machine. The former tax collector severed his connection with the company more than two years ago, declared James Teahan, vice-president of Eastern Electric. Inc., the corporation which replaced the Eastern Electric Vending Machine concern, upon its dissolution more than a year ago.

### **Thatcher Glass Income** Up 35% Over 1950

ELMIRA, N. Y., Oct. 27.-Thatcher Glass Manufacturing Company announced that a 35.8 per cent increase in net income for the 12 months ended September 30 resulted largely from an increase in sales of its general and beverage line glass container divisions.

Firm's sales for the 12-month period were \$23,038,482. Net in- 1950 period, firm netted \$3,631,781.

an extremely heavy load of coins, Leverone, chairman of the board since eight 10-ore coins must be of Automatic Canteen Company of returned with each pack dis- America and NAMA's first presi-Rebates for other brands, in dent, will speak on "This Free-

# **Chest Activities**

MIAMI, Oct. 27.-Three Miami operators who served in the 1950-'51 campaign of the Dade County Community Chest have been reappointed for the 1951-'52 drive, according to John P. Stevens. Chest executive.

They are John Saxon, president of Ace-Saxon, who again will serve as captain of the vending machines and tobacco division; Gene Whitaker, vice-president of Ace-Saxon, who will assist him, and Don Boerema, manager of Vending Corporation of America, who again will be attached to the Industry Division.

"These men did an outstanding job last year," said Stevens, "and This was brought out Thursday we consider ourselves fortunate

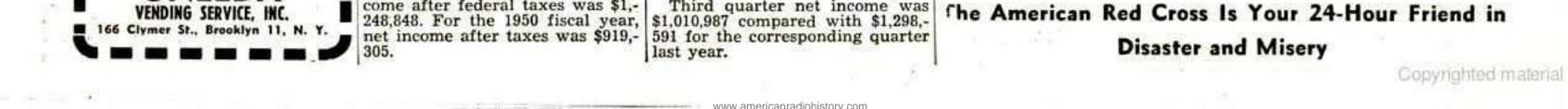
### Intro New Alternate Contact Op Switch

BOSTON, Oct. 27. - General Control Company has introduced a new maintained-position alternate contact operating switch, called type A-C-O, for use in circuit transfer of timers, in safety circuits and as a limit switch.

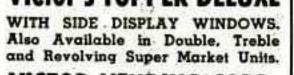
Over-all dimensions are 2 inches by 2 25/32 inches by 1 3/32 inches. A cover enclosing mechanical parts is supplied. Contacts rated at 20 amperes, 125 volts AC, non-inductive. A feature is wide spaced terminals with barriers to reduce wiring problems.

### Amer. Chicle Earnings

LONG ISLAND CITY. N. Y., Oct. 27.-American Chicle Company reported net income of \$3,-113,470 for the nine months ending September 30. For the like







VICTOR VENDING CORP 5701-13 W. Grand Ave. Chicago 39, Ill.

# Name E. Ruth Arctic Mgr.

MENASHA, Wis., Oct. 27.-Gordon Haase, president of Arctic Vendor Sales Company, announced the appointment of Elmer

Ruth a native of Appleton, Wis., former headquarters of the firm, replaces Lloyd Merkl, who was vice-president and production manager for Artic Vendor.

### W. H. Waterbury, **Coin Mail Unit Technician**, Dies

PORT CHESTER, N. Y., Oct 27.-William H. Waterbury, coinoperated mailing machine technician, died here at the age of 57 October 12. He had been associated with Pitney-Bowes, Inc., for 31 years and was assigned to New York City in 1922 as the first DuGrenier Cha representative of the company's Dugrenier Mod service operations there.

Previously he had been with the A. H. Emory Company, Glenbrook, Conn., and Yale & Towne DuGrenier Sele Manufacturing Company. He is Foot Vitalizer



### THE BILLBOARD Index of Advertised Used

**Machine Prices** 

Ruth as plant production manager.

### **Vending Machines**

THE BILLBOARD

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

		Issue of		Issue of		Issue of		Issue of
and a subscription of the		Oct. 27	15	Oct. 20		Oct. 13		Oct. 6
Acorn, 1c				\$5.00				
Adams Gum Model M								\$13.9
Advance Candy		\$25.00		25.00		\$25.00		25.0
American Scale					121			75.0
Candyman *72 Bar						50.00	62	50.00(2
Columbus Nut, 5c								7.9
DuGrenier Champion, 9 col		89.50		89.50		89.50		89.5
Dugrenier Model (S) (7 col.)		69.50		69.50		69.50		69.5
DuGrenier Model V		75.00		75.00				
Dugrenier Model W		49.50				49.50		49.5
Dugrenier Model N, 4 col		acesar.				14.50		14.5
DuGrenier Model W, 9 col		82.50		82.50	82.50	89.50	82.50	
DuGrenier Selective Candy								29.5
Foot Vitalizer				49.50				75.0
Kirk's Astrology Scale		85.00		85.00		85.00		
Kirk Guesser Scales		- Stars		ING LOOK		65.00		
Kwik Shoe Shine Machine		79.50		79.50		79.50		79.5
Lo Boy Scale		50.00		50.00		50.00		
Lehigh PX Cigarette Machine,	8	1000		1400000		Societ.		
10 col			207	- #1		139.50		139.50
iquid Cola Machine								150.00
Ainit-Pop (Viking)						175.00		175.00
Monarch (8 col.)		85.00		85.00(2)	69.50 8			69.50
lational, 6 col		00.00		1000 0000	1000	75.00	1.14	75.00
lational 9A	75.00	79.50		75.00	20	75.00		13.00
lational 930	75.00	85.00		85.00	85.00	89.50		89.50
lorthwestern De Luxe				110000000				01.34
1c and 5c					- 2			14.50
forthwestern 33 Ball Gum		7.50		7.50		7.50		7.50
op Corn Sez		89.50		89.50		89.50		1.50
lowe Crusader (10 col.)		145.00	11	145.00		145.00		145.00
lowe Deluxe (8 col.)	15 Q	145.00		115.00		75.00		75.00
towe 5c Gum & Mint						19.50		13.00
towe Imperial (8 col.)		69.50			77.50	79.50	77.50	70.00
owe President		5.00(2)		85.00	11.50		11.50	79.50
lowe Royal (6 col.)	0.			82.50		85.00		
lowe Royal (8 col.)		82.50		72.00		82.50		82.50
lowe Royal (10 col.)		05.00				72.50		
hoe Shine Machine		85.00		85.00		85.00		
iros Brush-Up		70.00		75 00		70.00		49.50
Silver King, 5c		75.00		75.00		75.00		
				5.00				

### Games, Etc. DELU) Advise orderingi Case of Complete Victor Line in Stock. COPPER CHARMS Large size, new series, 1,000 ....\$3.95 Hand-Painted Imported Charms.





### THE BILLBOARD





Communications to 188 W. Randolph St., Chicago 1, Ill.

**MUSIC MACHINES** 

# **Record Companies Oppose** Jukes' Royalty Payments

#### Continued from page 16

86

chines known as juke boxes." He works are performed for profit," argued that "the juke box indus- and he declared that "contrary try derives more income from to popular belief the return to public performances of copyright- creators of musical works from ed musical works for profit than their commercial use is very any other industry (radio, televi- modest." He said despite the persion, wired music, etc.) and yet formances on TV, radio and pays nothing to those who write from this source for the majority

of my fellow - composers and Twins," one of his most successful authors, the chief source of reve- shows, netted him \$19.80 for the

the songs that make this income possible." ASCAP Prexy Harbach de-clared that "for the majority of

exemption in the 1909 law was nue is derived from the collection year 1950, and the return was never intended to cover the ma- of royalties payable when their even less from four other of his biggest hits.

> John Schulman, counsel for Authors' League of America, Inc., and the Songwriters' Protective Association, urged passage of the bill on the ground that coin operated machines "were a negli-gible factor" when the Copyright Act was adopted in 1909. He said the framers of the law did not contemplate the vast use which coin machines would make of disks.

Sidney Wattenberg, counsel to Nation Music Council, Inc., voiced support, saying that coin machines had become a substitute for live musicians. Arthur E. Farmer, speaking for American Book Publishers, Inc., declared that the Bryson Bill would "restore to songwriters and other composers the rights and royalties of which they are now deprived by reason of the unfair chine has bumped a modern, multi-selection juke box from the location for duty elsewhere. Chine has bumped a modern, multi-selection juke box from the location for duty elsewhere. Chine has bumped a modern, drums, castanets, a tambourine and a xylophone. All work off the the ASCAP parade of witnesses, said that the Bryson Bill would Each roll carries 10 tunes, and modernize the Copyright Act of they run thru in rotation on the 1909. Submitted for the record were statements of support from favorites are predominant, there Irving Berlin; Oscar Hammer-are a few pop numbers on each stein, II; Richard Rodgers; Presiroll as a concession to modern dent Ada Holding Miller of ears. Jahn now has four rolls, or National Federation of Music a total of 40 selections. These will Clubs: Sylvia Dee, and Senator be added to, as Cook steps up pro- Estes Kefauver, author of a companion bill in the Senate. Authorcomposer Joan Whitney and Bob be what many juke operators look Merrill were also on the ASCAP

# 1905 Juke Daddy **Back in Harness**

#### Continued from page 1

What's more, success of the machine has piqued the interest of operators, several of whom are scurrying around to see if others can be brought to light. They figure that a few of the museum pieces, properly placed and rotated, can spark the income potential of even the most conservative route.

Where would the special music rolls come from? New ones haven't been made for many years. But Jahn's happy results induced one old-time maker of piano rolls, Lawrence Cook, to revive the lost art. He's turning them out now on a minor pro-duction line and finding customers for the reels in many parts of the country.

rolls punched by Cook.

non-selective machine. While old duction.

While two-minute records may for to boost income, play time per line-up. tune on the Cook rolls are but a minute and three-quarters. As a result, nickels keep feeding into the cash box at a healthy rate. Jahn said the potential will be

increased further when special **T** wall boxes are installed in the ice cream parlor's many booths. They are now being prepared by the location's former operator, who will take care of the service.

TEXT OF RAINE'S MEMO OPPOSING BRYSON BILL

Continued from page 16

3. Record companies and their employees will suffer directly from reduced sales for coin machines.

4. The coin machine is a real source of wholesome entertainment. It furnishes music where young people want to hear Its good effects should not be destroyed. it.

To amplify the foregoing reasons, this bill imposes an additional cost on records sold for coin machines which must inevitably curtail sales and affect all those people who derive an income based on sales. The increased cost of the records is approximately 50 per cent. A conservative estimate of the popularity life of a record in coin machines is 13 weeks. Thirteen times the 2-cent payment required by this bill amounts to 26 cents, which represents a 50 per cent increase in the cost of the record.

Featured performers usually are paid on the number of records sold, and if sales fall off these performers suffer directly in loss of income. The copyright owner, who alone will profit by this bill, is paid in the same manner; and the record manufacturer pays about as much to one as to the other. The statutory royalty for a copyright owner is 2 cents per record side, or 4 cents for each record. The top performers' rate is about the same. The sole purpose of this bill is to pay the copyright owner another fee.

Popular music is made popular today as much by use in the coin-operated machines as by any other means. The coin machine affords to the public an opportunity of choosing what music is to be popular. Rosemary Clooney's "Come On-A My House" would not have attained its popularity, and consequent spectacular sales, but for the promotional effect of the coin machine. So important is the coin-operated machine that the weekly selection of the records which are most popular in coin machines is the equivalent of radio's Hit Parade. Records chosen on coin machines represent the public current taste-the records they play. A charge based on the number of records contained in the coin machine discourages maintaining a large selection. If the proprietor plays safe and keeps only the few sure-fire hits, a let of good music stays out of the box. The promotion of popular records would be sharply hurt by the impact of this bill. Naturally, we are concerned on our own account over the reduction of a large market. A significant quantity of popular records is sold for use in these machines, and unless compelling reasons are advanced for a new burden on sales we intend to oppose such a burden.

#### **Testimony Continues**

The coin machine is the modern counterpart of the oldfashioned hand-wound phonograph. Just as the old phonograph brought together young people who sang, danced and played, today the coin machine is the favorite of the teenage milk-shake and Coca-Cola crowd. Its good influence should not be destroyed and the users penalized by this bill.

Any attacks on the juke box as such-with which we do not hold-have nothing to do with the merits of this bill.

We oppose H.R. 5473 because it will add substantially to the cost of operating coin record machines. A 50 per cent increase in cost must hurt the sale of records for coin machines.

Frank Jahn started remaking the ice cream parlor some years ago. But each innovation brought it closer in appearance and atmosphere to a phosphate em-porium of the '90's, the decade in which Frank's father opened his first store.

It was to complete this illusion of another era that set Jahn on he has already built up a mailing the search for a nickelodeon. He list of several hundred owners found one in Freehold, N. J., part of nickelodeons across the country of a collection of music-making who have run out of music. To oddities gathered together by supply them he has recently re-Louis Kerstein, a prosperous built an old duplicator that perwholesale butcher.

Jahn says the machine plus the many custom repairs needed to return it to working order cost him about \$1,000.

#### Ah, Youth!

Reaction of patrons, mostly teen-agers, has been enthusiastic.

Only a few seem to miss the sleek the Imperial Industrial Company, disk renditions they can hear owners of the Q. R. S. player-roll elsewhere on almost any juke box. label, handles the nickelodeon They keep pumping coins into the project as his own enterprise. He nickelodeon almost as much to soon plans to release arrange-see it operate as to hear what ments for the old Mills Violin comes out. Thru a large glass panel they can watch the piano play itself with the rhythm ac-piece to the Seeburg "G."

### Cook's Success

Cook, believed to be the only person presently cutting player rolls for old coin equipment, said mits him to cut 16 rolls at a time.

The operation takes Cook about 50 to 60 hours to complete, and the charge for each 10-tune roll is \$25. For rolls without drum holes, a less complex proposition, the fee is \$20.

Cook, in charge of recording for

### Io Upen Sales **Of Room Space Plan Banquet for** Second, Instead Of Third Night

**MUA** Gets Set

CHICAGO, Oct. 27 .- When the Music Operators of America convene for their 1952 convention and exhibit at the Palmer House here, March 3-5, there will be some departures from previous MOA shows, President George A. Miller said here this week.

Like previous MOA conven-tions, the 1952 affair will highlight discussions of music machine problems in open meeting, Miller said. All of the convention sessions will be open to members and non-members except the final session on the last day when members only will elect directors for the ensuing year.

The annual MOA banquet, pre-(Continued on page 89)

NPA Asks Juke

Mfrs. to Form

The performers on the records and the copyright owner will suffer because less records will be sold, and their income which is related directly to sales will be reduced. Coin-operated machines are one of the most important means to introduce new popular records. If a new record is well received in coin machines it rises on the popularity list. If the record is not used in coin machines it has much less chance for popularity. Curtailed sales will hurt everybody connected with the music and record business.

### Stewart Expands; Named **Rock-Ola Distributor**

fornia and Southern Nevada.

Stewart has acquired offices in Los Angeles at 2663-2667 West Pico Boulevard in the heart of Coin Row and expects to open for business in the near future.

Rock-Ola distributor in the Inter-Mountain territory for many years, Stewart was granted the franchise because of his outstanding job in handling the phonographs thru some five States which make up the territory, ac-cording to Ed Lake, Rock-Ola regional manager. Lake said Stewart and his sales manager. Bob Bever, have done an outstanding job in keeping operators supplied with new models thruout a territory that is extremely difficult to cover.

#### Second Expansion

The move marks the second expansion this year for the Dan moved into the heart of down-

### CPMA Hosts **Disk Artists**

CLEVELAND, Oct. 27.-Cleveland Phonograph Merchants' Association hosted recording artists at an after-theater party at Hotel Hollenden Friday (19).

Artists who were CPMA guests were Jane Powell, Carleton Carpenter, Fran Warren, Anita nograph, Wurlitzer prepared a O'Day, the Page Cavanaugh Trio brochure which it mailed to op-

SALT LAKE CITY, Oct. 27.- town Salt Lake shortly after the Expansion into a new territory first of the year. Only recently was under way this week by Dan Stewart was appointed exclusive Stewart, Salt Lake City distribu-tor, with the announcement that facturing Company and Williams he had been granted a Rock-Ola Manufacturing Company in the distributorship in Southern Cali- Inter-Mountain area. He now rep-

(Continued on page 89)



NORTH TONAWANDA, N. Y., Oct. 27.—A specially built Wur-litzer Model 1400 is being featured in the "1952 Ice Capades" as part of an act titled "Juke Box Jam-boree." "Ice Capades," currently playing Philadelphia, will move Stewart Company. Offices were from there to Buffalo, where November 7 has been set aside as Wurlitzer Night.

> The special juke box was designed at the request of "Ice Capades" producer, John H. Harris. It is a standard Model 1400, but in a cabinet which is identical, front and back. A plastic dome, clear on both sides, a second selector panel, upright pilasters and grille were added to give the phonograph the same appearance whether viewed from front or back.

> To promote the use of its pho-

### HE FOUND A WAY **Blind Music Operator Creates Own Horizon**

family man of 27 in 1939 when the working knowledge. after affects of an accident left him blind. He knew he could depend on a blind pension but also realized it was not enough to falling off and had to rely upproperly keep his growing family. Carpenter decided self employ-ment offered the best future and of the problems he faced was the

### 3 D-80 Shows For S. Calif.

LOS ANGELES, Oct. 27 .--Showing of the new AMI D-80's

HAVANA, Ill., Oct. 27.—Her-chell Carpenter was an average family man of 27 in 1939 when the working knowledge.

Carpenter was successful in the music field during the war years, but after that he found receipts of the problems he faced was the necessity of bringing games and juke boxes back to his shop for servicing after breakdowns. This yesterday (26). naturally proved an expensive procedure.

#### **Tries Counter Box**

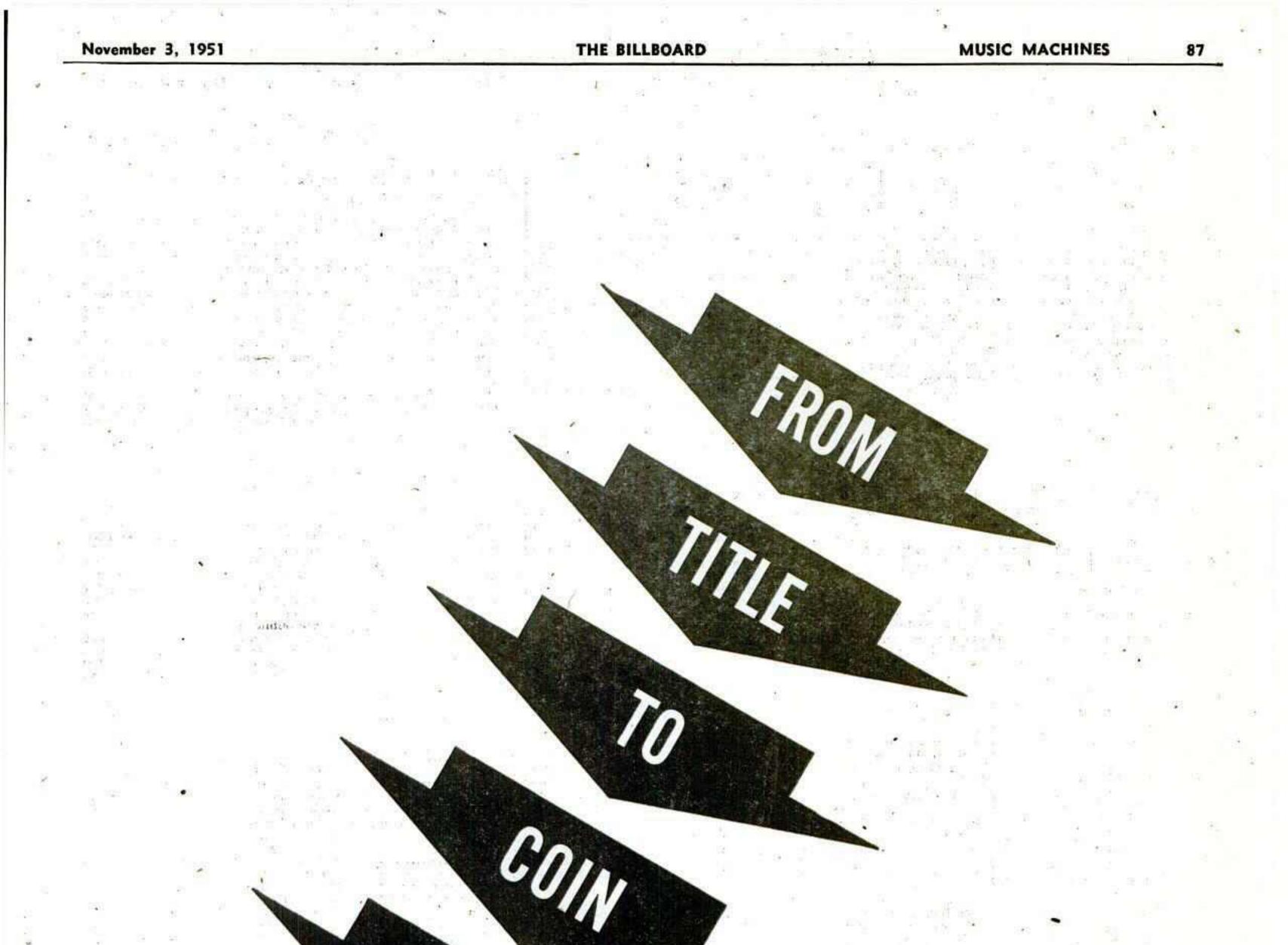
representatives for the Bishop in a discussion of their mutual Amusement Company, Streator, problems in the tight-supply are tentatively being set for San Ill., distributors, interested Car- economy, come up with sugges-Diego, Bakersfield and L. A. dur- penter in the counter music ma- tions for conservation of critical ing the week of November 5, H. chine made by Ristaucrat, Inc. materials, and relay package pro-O. Chapman, of the Nickabob He liked the tone and the rep-company, distributors in South- resentatives guided his hands over Companies being comthe unit and explained the details clude Seeburg, Wurlitzer, AMI,

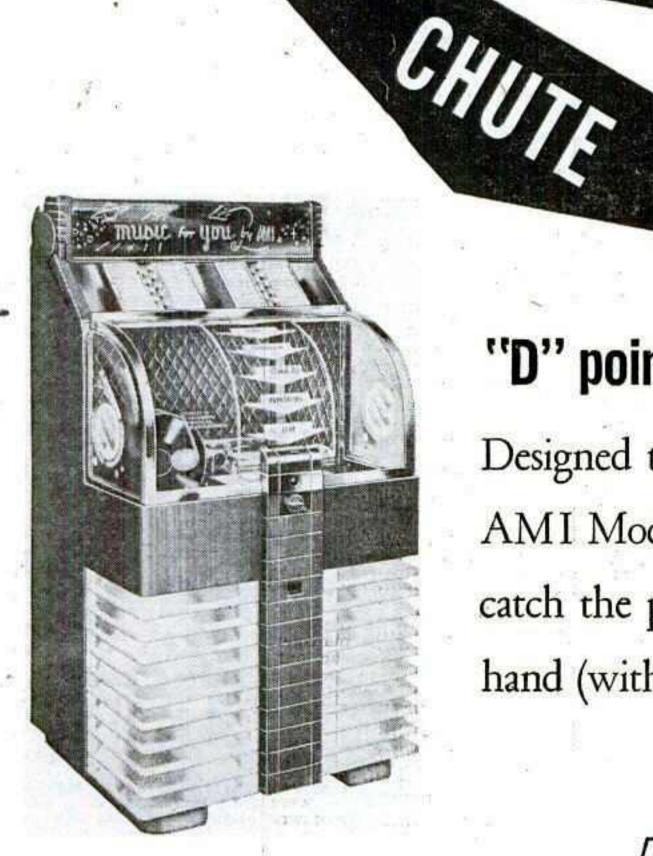
WASHINGTON, Oct. 27.-Invitations to manufacturers of juke boxes to form an advisory committee capable of acquainting games and music equipment. One government officials with problems of the industry are being sent out by the National Production Authority, it was learned

Producers of all makes of coin phonographs, both standard and counter models, are being contacted. Top executives of the About three months ago sales firms will be asked to get together

Companies being contacted in-







# "D" points the way to bigger play!

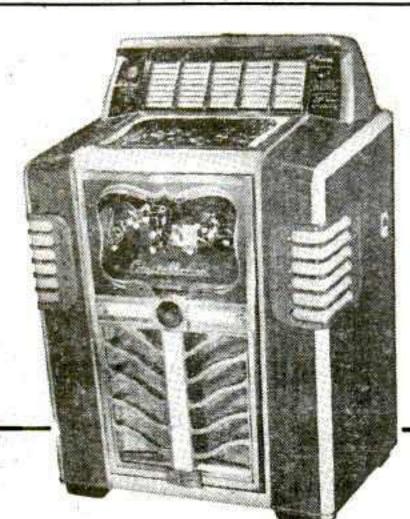
Designed to remind, made to be played, that's the new AMI Model "D". Every feature combines to catch the patron's eye and lead his hand (with money in it) to the coin chute.

Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN



MUSIC MACHINES



### EVANS 20/40 CONSTELLATION **Right on the Job Because It's RIGHT** for the Job!

Right Design for top play attraction . . . Right Tone for player acceptance . . . Right Performance for trouble free, low maintenance operating . . . Right Quality for long-term Dependability . . .

and Right for consistent Profits!

For the right steer on phonograph buying, ask your Evans Distributor or write Factory direct. Get the complete story about Constellation . . . the Phonograph Built with Your Future in Mind!

### H. C. EVANS & CO. 1556 W. Carroll Ave. Chicago 7, Illinois SEE EVANS' PROFIT STIMULATOR ON PAGE 97

HERE'S HOW Today's TOP TUNES New Expansion The top 30 tunes each week from The Billboard C. LIEI DC CAIEC

### November 3, 1951

# Shaffer Holds Seeburg Schools

COLUMBUS, O., Oct. 27.-Shaffer Music Company has wound up a series of three Seeburg service schools at each of its offices. Norman Haas, Seeburg sales engineer, conducted the one-day schools at Shaffer's Columbus, Cincinnati and Indianapolis headquarters.

Operator attendance and interest was excellent at each of the six-hour classes, according to Shaffer officials.

### **Ops to Hold Annual Fete**

WHITE PLAINS, N. Y., Oct. 27 -Initial plans to hold the first of a proposed series of annual affairs were laid here last week by the Westchester Operators' Guild. At a meeting at the American Legion Hall here the group, formed a year and a half ago, appointed Seymour Pollak, WOG secretary, head of a committee o organize the event. Carl Pavesi, association president, presided at the meeting, dur- Model C ..... ing which industry affairs of local interest were discussed. With 23 FILBEN companies on its roster, WOG is Hideaway said to include almost 100 per cent of the active music and game operators in Westchester County MILLS among its members.

Present at the meet were dele- Empress ..... gations from the Connecticut State Throne ..... Association, headed by Abe Fish, president, and the New York State PACKARD Operators' Guild, headed by Carl Manhattan ..... 124.50 149.00 Engeldinger, business manager.

probably be held early in February. Time and place will be set within a few weeks.



### Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, 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 Issue of Issue of issue of AIREON Oct 13 Oct. 27 Oct. 20 October 6 Coronet ..... \$159.00 \$159.00 \$125.00 159.00 \$159.00 49.00 Deluxe ..... 49.00 49.00 49.00 AMI Hideaway ..... 295.00 299.00 329.50 Model A ..... 299.00 329.50 299.00 425.00 299.00 350.00 375.00 399.00 399.00 429.50 399.00 Model B..... 399.00 445.00 499.50 545.00 195.00 195.00 195.00 Maestro ..... 150.00 124.50 175.00 169.50 124 50 124.50 Constellation ..... 34.50 39.00 34.50 39.00 34.50 39.00 39.00 39.50 34.50 34:50 34.50 149.00 149.50 124.50 139.00 124.50 139.00 149.00 149.00 150.00 150.00 79.50 Pollak said the WOG affair will 7 ..... RISTAUCRAT

60.00 60.00 15 .....

OCK-OLA		- 90e							
mmando		39.00		39.00		39.00		39.00	
aymaster	64.50	69.00	64.50	69.00	64.50	69.00	64.50	69.00	
iper 40	4	9,50(2)	4	9.50(2)	4	9.50(2)		49.50	
		39.50		39.50		39.50		39.50	
118		49.50		49.50		49.50	clas -	49.50	

60.00

	SUM- NETTER	Set by Angoli	1422	119.00 125.00 150.00	114.00	160.00	124.00
"TODAY'S TOP TUNES has		DETROIT, Oct. 27New ex-	1426	169.00	169.00	159.00 169 00	139.50 159.00
food for me than ALL of of advertising."	her forms	pansion program was approved		269.00	-4-1	185.00	175.00 179.00 299.00
White Electric Compa		this week by Carl Angott, head o the Angott Distributing Company	Counter Model	THE TRANSPORT	voormene	and the second sec	49.50
Woodruff, Wis.	my and an	marking the third to be adopted by		650.00	650.00	650.00	650.00
Woodrun, Wis.		the company since moving to 2610	SEEBURG				)) <u>(</u>
Billboard		Puritan Avenue here. Two addi- tional lots have been purchased	Classic	59.00	59.00	59.00	59.00
Patterson St., Cincinnati 22, Ohio	C III C IIII C III	and will be converted into parking	Colonel	49.50 59.00 49.50 69.00	49.50 59.00 49.50 69.00	49.50 59.00 49.50 69.00	49.50 59.00 49.50 69.00
further notice please imprint and sh s of TODAY'S TOP TUNES for w	hip\$ 1.00 hich 1 250	space.	Gem	49.50	49.00	49.00	49.00
xe \$	500 5.50	The present parking lot will be	Hi Tones	49.50 59.50	49.50 59.50	49.50 59.50 179.00 195.00	49.50 59.50 149.50 169.50
eekly 🗌 Twice Monthly 🔲 M cash and we pay postage.	fonthly 2000 9.50	used for an addition to the build		164.50 179.00 189.00 200.00	195.00	174.00 145.00	195.00 199.00
RINT AS FOLLOWS:	5000 42.00 PLUS POSTACE	ing, giving about 2,000 additiona square feet of storage space, in	n-14/ m nucaway	189.50	530 AD 350 00	220 00 245 00	249.00 259.00
(F)	(2) (2011)2474 [A.P.M.2018240]	addition to other facilities. Tota		229.00 249.00 350.00	229.00 259.00	229.00 245.00 259.00	249.00 239.00
		cost of the enlargement program is		164.50 199.00	199.00 229.00	199.00 229.00	225.00 229.00
		estimated at \$7,500. With con- struction scheduled to start imme-		219.00	59.00	59.00	59.00
AND STATE	PHONE	diately, the addition is expected	Lo Boy	1.5.67.5.7	1000000	ati Essena	49.50
Irdered by		to be ready for occupancy by th		59.00	59.00	79.50	59.50
		first of the year.	Regal	49.00	49.00	49.00	49.00
		man man man	46 Hideaway 146	249.50 189.50	249.50	249.00 145.00	
			146 M	150.00 189.00	150.00 189.00	150.00 189.00	189.00 199.50
	WEEN BAF	CAINIC I	146 S	225.00	189.50	189.50	195.00
ΠΔΙΙ	IVVFFIN KAR		147	249.50	.* 235.00	CHEMPSON AND ISSN	UERING AND
1 1 /~1 ks ks 🥪		<b>LAWAND</b>	147 M	189.00 249.00 300.00	189.00 249.00	205.00 249.00 350.00	189.00 219.50 249.00
	Participant and Participant an		147 S	169.00 195.00	169.00	169.00 195.00	169.00
odel 100 Deluxe	WURLITZER	SEEBURG		275.00	195.00(2) 325.00 349.00	189.00 310.00	249.00
		And the second of the second s	148 M	325.00 349.00 395.00	525.00 547.00	325.00 349.00	
TELEQUIZ	1015 \$179	Wireless, 5c,	148 M1	110 00 360 00	329.00 369.00	350.00 425.00 349.00 369.00	369.00(2)
	3020 Wallboxes,	Contraction of the second state of the seco	1485	325.00 370.00	325.00	Consideration of the second	
\$99.50	The second se	Postwar \$12.50	1485	79.00	79.00	325.00	79.00
	5-10-25 \$33		1941 RC Special 1946 RC Special	17.00	249.50	249.50	249.00
1 1 1	5 10 25 11 355	n	1947 RC Special		274.50	274.50	274.50 45.00
	111 111		8800	- · · · ·			45.00
WURLITZER		CEEDIIDC	WURLITZER	19	19		
WURLIIZER		SEEBURG	- Children and and		39.50 45.00	35 00 30 50	35.00 45.00
1250 \$429		HIDEAWAYS	500	35.00 39.50 49.00	39.50 45.00 49.00 49.50	49.00	49.00 49.50(2)
	<b>MUSIC SYSTEMS, Inc.</b>	Care Contraction of Manager Co	500	39.50	39.50 49.00	39.50	49.00
1100 \$375	MUSIC SISILMS, INC.	Postwar	600R	49.00	49.00	49.00	49.00
	Detroit, Mich. Cleveland, Ohi		616		69.50 75.00	69.50 79.50	79.50 69.50 79.50(2)
1017 Hideaway,	10217 Linwood 2600 Euclid	n140M \$107	700	69.50 79.50	* 79.50(2)		
30-wire	Grand Rapids, Mich. Toledo, Ohio	H246M \$219	750	109.00 109.50	109.00 109.50	100.00 109.00 109.50	109.00 109.50
	245 N. Division 1302 Jackson		750 E	1000000	89.50		89.50
adapter . \$229		H148M \$249	780	79.00 89.50	79.50 89.50	79.00 89.50	79.00 89.50
			780E	69.50 79.00	69.50 74.50	69.50 79.00	69.50 74.50
				59.00	75.00 79.00 35.00 59.00	59.00	79.00 35.00 59.00
			850	34.00		37.00	60.00
			950	177 00/01	74.50 169.50 175.00	169.50 175.00	45.50 65.00 175.00 199.00
SEEBURG		IMMEDIATE	1015	175.00(2) 179.00	185.00 195.00	185.00	199.50(2)
AT US REAL PLANT AND A DECIMAL A	111 111			199.50.225.00	199.00	199.00(2)	210.00 250.00
148ML,	ROCK-OLAS	DELIVERY		250.00(2)	199.50(3) 225.00 250.00	199.50 250.00(2)	275.00
	· 전문이 전 [14] 18월 26일 (17) 17 18일 (17) 28 28일 (17) 28 28일 (17) 28 28 28 28 28 28 28 28 28 28 28 28 28	PERTER I				275.00	214.50 259.00
Blonde \$319	1428,	1/3 Deposit,	1017	229.00 259.00 199.00	214.50 259.00 169.50 199.00	229.00 259.00 169.50 199.00	175.00 199.00
1475 \$169		The second se		1. Step of the			210.00
	Blonde \$269	Balance C.O.D.	1100	369.00 374.50 375.00(3)	344.50 369.00 374.50	369.00 374.50 375.00(2)	325.00 365.00 369.00 374.50
14/M C189	1422 6425	Write Wire Phone	<i>2</i>	ALTERNIS STREET	375.00(2)	395.00	375.00 379.50



### THE BILLBOARD

### MUSIC MACHINES

89

# N. E. OPS Tells Juke Box Play **Price Formula**

BOSTON, Oct. 27.-The New England Office of Price Stabilization has warned music machine operators, who have boosted their price-per-play to 10 cents in recent months, to go back to a nickel.

OPS pointed out music machines are controlled under the Service Regulation, Ceiling Price Regulation 34, which orders that the price now can be no higher than that obtained in the OPS "base period," December 19, 1950 —January 25, 1951.

Also, OPS officials said operators must file their base period prices with their OPS district office, and to date, few have complied.

### Stewart Expands Continued from page 86

resents Rock-Ola, Exhibit Supply, United, Williams, Genco, Chicago Coin Machine, Automatic Products and Downey-Johnson. He said Stewart's main office will continue in Salt Lake City.

Altho both Stewart and Bever plan to handle office management duties, Miss Joan Lewis, the firm's Salt Lake City office credit manager, will be transferred to Los Angeles as director of office personnel.



### Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

CHICAGO "RECORD WEEK" BLOSSOMS. Event gets full-scale treatment; other cities may follow suit (Music Department).

U. S. WORKING ON DISK CEILINGS. Price stabilizers working out price levels for diskeries (Music Department).

BILLBOARD CHRISTMAS POP PICKS. Staffers make selections of the coming seasonal hits (Music Department).

THERE'S DOUGH IN THE WEST. Government report shows top areas of income increases (General Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.



CHICAGO, Oct. 27. - Atlas Music Company, Seeburg distributors here, held service classes for operators and their key men this week under the direction of Frank Bock, Atlas chief of service. The classes were held in the Atlas company's showrooms.

Because of the mounting cost of all phases of operating, the sessions emphasized faster, more efficient methods of route servicing.

Atlas plans to repeat the classes at other points thruout its territory, dates and places to be announced later.



ized he would be able to carry them to and from locations, most of which were within walking distance of his headquarters. He got results almost immediately and has added several other meeting. counter music boxes to his route. With the small 45 r.p.m. jukes,

HOCK

**MOA** Gets Set Continued from page 86

viously held on the final day of the convention, has been moved up to the night of the second day. Like many another trade association, MOA has discovered it loses a relatively high percentage of potential banquet-goers when the banquet is held on the final night.

#### Hold Up Prizes

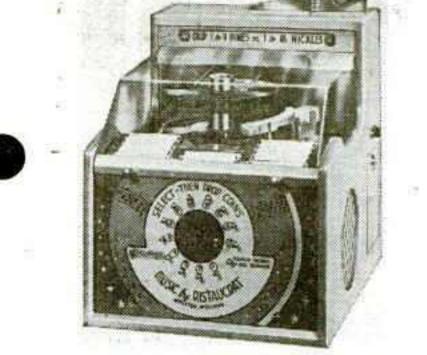
As an incentive for conventiongoers to stay for the full three days, MOA will not distribute attendance and door prizes until the final afternoon.

Miller is his own program chairman for the three-day event. Exhibit and room space reservations will be handled by Ray Cunliffe and Phil Levin, Chicago music operators, and Hirsch de La Viez, of Washington, will be entertainment chairman. MOA has already contacted record companies to line up recording talent for the convention, Miller said.

A schedule of exhibit spaces and prices is not being prepared, Miller stated. The exhibits will be confined to the seventh floor of



SMALL SPOTS PAY 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 Sº45 in small spots for NEW profits . . . contact your distributor today.

**A Few Distributorships Available** 

See your Wurlitzer Distributor for information and parts on dime-quarter conversion of all Wurlitzer post-wor equipment.

MECHANICA

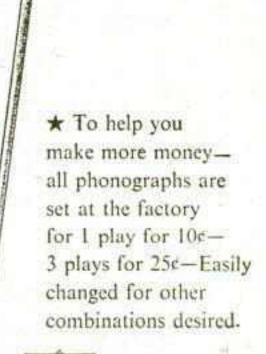
Carpenter no longer needs to use ter box on his shoulder and with a truck and hire a couple of men his wife or son to guide him takes to get his units installed or return it over to the location. If it is a them to the shop for repairs. Now when he makes an installation in working order and picks up the havana locations he loads a coun- one temporarily inoperative.

### **RISTAUCRAT**, Inc.

**1216 E. WISCONSIN AVENUE** 

Model 1434

APPLETON, WISCONSIN







COIN MACHINES

### THE BILLBOARD

November 3, 1951

Issue of

Oct. 6

139.50

\$39.50

59.50

99.50

54.50

40.00

50.00

79.50

22.50

49.00

95.00

99 50

72.50

34.50

39.50

29.50

40.00 59.50

49.50

55.00

\$34.50 49.00

125 00 129.50

79.50

45.00

39.50

39.50

75.00

29.50

19.50

29.50

22.50

34.50

45.00

39.50

**Essue** of

Oct. 13

\$39.50

144.50

39.50(2)

22.50

30.00

49.00

95.00

99.50

39.50

55.00

\$28.50 49.00

55.00 99.50

28.50 54.50

75.00 79.50

72.50 114.50

29.50 34.50

22.50 34.50

45.00 59.50

39.50 49.50

28.50

19.50

130.00 139.50

Issue of

Oct. 27

\$49.00

154.50

39.50

375.00

144.50

54.50

39.50

79.50

22.50

49.00

99.50

114.50

45.00

49.50

49.50 95.00

72.50 95.00(2)

29.50 39.50

22.50 39.50

39.50 49.50

115.00 125.00

79.50 99.50

75.00

King Cole (Gottlieb).....

Knock Out (Gottlieb).....

Lady Robin Hood (Gottlieb).

Line Up (Keeney).....

Lucky Inning (Williams)....

Magic (Exhibit).....

Majors of '49 (Chicago Coin)

Manhattan (United) .....

Mardi Gras (Genco).....

Maryland (Williams) .....

Mercury (Genco).....

Merry Widow (Genco).....

Minstrel Man (Gottlieb)....

Monterrey (United).....

Moon Glow (United).....

Morocco (Exhibit).....

Madison Sq Garden

Major League Baseball

(Gottlieb)

(United)

................

\*\*\*\*\*\*\*\*\*\*\*\*\*

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Liberator

Issue of

Oct. 20

\$28,50

\$39.50

375.00

144.50

39.50

22.50

28.50

39.50

150.00

34.50

59.50

99.50

130.00 135.00

145.00 154.50

28.50 54.50

39.50 79.50

19.50 99.50

72.50 114.50

29.50 34.50

39.50 49.50

# 9.50

22.50

24 1. 2.95

# THE BILLBOARD Index of Advertised Used Machine Prices

### • Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, 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.

	age, time on location, territo	ry and other rela	ited factors.			Nifty (Williams)	86 mm	CALL INTER	0 49 5	0 45.00 49.50 135.00	50
THERE'S A	For this week's prices	consult the u	sed machine	advertisemer	nts in this issue	Okiahoma (United) Old Faithful (Gottlieb)		00 95.0 50 144.5	0		00
	1000 0000// <i>Rth</i> 90	Issue of Oct. 27		a second a		CI I I I I I I I I I I I I I I I I I I		ALASS	201 10/2010 12/0/17	0 49.50 59.00 59.50	0
	Advance Rolls (Genco) (roll-down)	\$39.50	\$39.5			50 Phoeniz (Williams)	69.	50 69.5	0 69.5	49.50	0
	All Ball (Gottlieb)	49.00	28.5	0 28.50 49.0			139.5	50 139.50	0 99.50 110.0 0 139.5	0 99.50 139 50 0	
	Alice in Wonderland (Gottlieb) Aquacade (United)	39.50 45.00 49.50 64.50	39.50 59.50 89.50		39.50 45.0	Pinch Hitter (United) Pinky (Williams)	125 000		0 139 5 59.0 135 0	0 59.00	0
IN EVERY OPER ITORIC	Arizona (United) Baby Face (United)	69.00 89.50 119.50	119.50	89.5	50 75.00 89.5	Play Ball (Chicago Coin) Play Boy (Chicago Coin)	. 49.5		49.5		
IN EVERY OPERATOR'S	Balfie Cards (Gottlieb) Ballerina (Bally)	49.50	35.00	1 8	49.5 17.5		84.50 124 5		84.5	0 84.50	0
FUTURE	Bango (Chicago Coin) Banjo (Exhibit)	49.50	49.50	49.5	49.5	O Punchy (Chicago Coin)	165.0	and the summer	59.0	59.00	0
WRITE-WIRE-PHONE TODAY	Bank-a-Ball (Gottlieb)	89.50 110.00		e anote	49.5	Quarterback (Williams)	. 54.50 59.5	0 54.50 59.50 0 89.50 100.00	54.50 79.50	54.50	
alderon Distributing Co.	Barnacle Bill (Gottlieb)	119.50 90.00		49.0	44.50 49.0		45.0	0	45.00	,	
450 Massachusetts Avenue	Basketball Champ		99.50 100.00	99.5	55.0 99.50 109.0	Rancho (Bally)	45.00 54 5		25.00 59.00	59.00	2
Indianapolis, Indiana	(Chgo. Coin) Basketball (Chicago Coin)	275.00 185.00 225.00	275.00 225.00	C.C.C.C.	T AND CAUSED IN	Rip Snorter (Genco)	135.00 139.5	0 139.50 0 89.50 99.50	129.50 134.50 89.50 99.50	129.50 89.50 99.50	3
	Be Bop (Exhibit) Bermuda (Chicago Coin) Big Top (Genco)	114.50 115.00 75.00 79.50	114.50	25.00 28.5	0 35.00	0		49.50	10-040-0400400-05	29.50 34.50 35.00 49.50	)
SPECIALS	Black Gold (Genco)	75.00 79.50 80.00 59.50 65.00	65.00 79.50 69.50 79.50		79.50	Rockette (Gottlieb)	154.5	0 135.00 154.50	144.50	144.50	)
New Six Shooter	Blue Skles (United)	69.50 85.00 54.50	54.50	54.5	0 29.50 54.50	Boundary (Dates)		10 10 10 10 10 10 10 10 10 10 10 10 10 1	0-34/34	39.50	
Mutoscope Flying Saucer 125.00 Mutoscope Radar Rockets 125.00 Bally Citations 50.00	Boston (Williams) Bowling Champ (Exhibit)	89.00 104.50	104.50	89.00 104.5	0 89.00 95.00 104.50	St. Louis (Williams)	59.50 79.00	59.50 69.50	59.50 69.50	69.50 75.00 59.50 65.00	
New Mills Vest Pockets 50.00 Genco Tri-Score 85.00	Bright Lights (Bally)	79.50 95.00 325.00 375.00	79.50 80.00	79.5	0 69.50 85.00 89.50		79.50 95.00	17(5)75		79.50	1
Chicago Coin Thing 75 00	Buccaneer (Gottlieb)	44.50 60.00 69.50 85.00	69.50	69.5	69.50	Samba (Exhibit)	59.50	54.50 97.50	28.50 34.50 54.50 97.50	COLUMN DE STATES	
Wurlitzer 1015	Buffalo Bill (Gottlieb) Butterfly	95.00	87	22	85.00 50.00	Screwball (Genco)	49 5/	59.50	59.50 30.00 35.00	35.00 59.50 34.50 35.00	
Stop in and see our complete line of premiums for alleys and premium	Buttons and Bows (Gottlieb). Camel Caravan (Genco)	69.50 85.00 125.00	79.50 79.50 85.00	79.50 79.50	79.50 79.50 85.00	Select-a-Card (Gottlieb)		79.50	39.50 55.00 79.50 85.00	39.50 55.00 44.50 65.00	
One-third deposit, balance C.O.D.	Campus (Exhibit) Canasta (Genco)	125.00 114.50 95.00 119.50	114.50	49.00 114.50		Shannhui (Chiana Color	39.50 49.50		49.50	79.50 85.00 39.50 40.00 15.00 35.00	
K.C. SPECIALTY CO. 410 Market Street Phila. 6, Pa.	Caribbean			28.50	119.50	- 1	109.00 109.50	109.50	109.00 109.50	49.50	
Market 7-6865 or 7-6391	Carolina (United)	65.00 69.50 49.50	69.50 49.50 65.00	65.00 69.50 25.00 49.50	45.00(2) 49.50	Shareshares 10	75.00 95.00(3)		95.00	95.00 105.00	
	Catalina (Chicago Coln)	29.50 39.50	29.50 39.50	69.00 28.50 29.50 39.50	29.50 35.00	Shortstop (Exhibit)	45.00	L. MORELING	25 00 45.00 55.00 69.50	124.00 45.00 55.00 69.50	1
DALE	Champion (Bally)	69.50 85.00 89.50 99.50	79.50 85.00 89.50 99.50	75.00 79.50 89.50 95.00	69.00 79.50(2) 89.50 99.50	South Pacific (Genco)	95.00 100.00 109.50 110.00	109.50	90 00 109.50 119.00	85.00 109.50 119.00	
EXHIBIT	Cinderella (Gottlieb)	100.00 140.00 175.00	125.00 169.50 175.00	99.50 125.00	169.50 175.00	Special Entry (Bally)	34.50 54.50	35.00 39.50	54.50	34.50 39.50	
A REAL PROPERTY AND A REAL	Circus (Exhibit)	39.50 49.50	28.50 49.50(2)	25.00 28.50 49.50(2)		speedway (Gottien)		1 54.50 34.50	25.00 34.50	54 50 34 50 35 00	
GUNS,	Citation (Bally)	50.00 60.00 65.00 72.50	65.00 69.50 74.50 75.00	50.00 65.00 74.50 134.50				28.50 29.50 49.50	28.50 29.50 49.50	49.00 49.50 29.50(2) 35.00 49.50	
\$49.95	Co-Ed (Exhibit)	74.50 110.00 134.50	119.50 134.50		10.41.200 (MILLION ALCON)	Spot Bowler (Gottlieb) Stardust (United)	49.50	135.00 159.50 49.50	49.00 49.50	49 00 49.50	
F.O.B. Detroit	College Daze (Gottlieb)	95.00	99.50	28.50 99.50 105.00	99.50 105.00	Stop and Go (Genco) Stormy (Williams). Summer Time (Gottlieb)	29.50 30.00 39.50	99.50 29.50 30.00 39.50	99.50 139.50 29.50 30.00 39.50	139.50 29.50	
Music Service Co.	Contact (Exhibit)	44.50	44.50	109.50 28.50 44.50		Sunny (Williams)	NO.CESS PRODUCT	49.50 49.50	30.00 39.50 49.50 49.50	30.00 39.50 49.50 50.00 34.50 49.50	
33 Woodward Detroit, Mich.	Cover Girl (Gottlieb) Crazy Ball (Chicago Coin)	24.50 45.00 29.50 45.00	24.50 29.50 49.50	24.50 45.00 29.50 45.00	25.50	Super Hockey (Chicago Coin).	8	59.50	59.50 79.50	59.50 69.50 79.50	
	Daily Races (Gottlieb) Dallas (Williams)	49.50	35.00	49.50		(Williams)	229.50 325.00 59.50	250.00 325.00 59.50	250.00	BANK DECADO	
NOW SEE IT	De-Icer (Williams)	49.50 79.50 95.00 89.50 119.50	79.50(2)	55.00 75.00 79.50(2)	70.00 75.00 79.50	Sweetheart (Williams)	125.00 134.50	104.50 134.50	59.50 104 50 134.50	59.50(2) 99.50(2) 104.50 134.50	
GENCO'S ON DISPLAY	Double Shuffle (Gottlieb)	89.00 94.50	119.50 39.50(2) 94.50	119.50 39.50(2) 89.00 94.50	39.50(2)	Tahiti (Chicago Coin)	75.00 99.50 105.00 109.50	99.50 109.50	55.00 99.50 105.00 109.50	99.50 105.00 109.50	
NEW S.DIAVED TRADES	Dreamy (Williams)	115.00 124.50	100.00 124.50	124.50	89.00 99.00 124.50	Tampico (United) Telecard (Gottlieb)	60.00 75.00 49.50 65.00 79.00 79.50	69.50 79.50	55.00 69.50	75.00 69.50 70.00	
SHUFFLE TABLE )		49.50 74.50 90.00 110.00 135.00	74.50 79.50 105.00 139.50	55.00 74.50 79.50	8787707219	Temptation (Chicago Coin) Tennessee (Williams)	29.50	35.00 28.50 29.50	75.00 79.50 28.50 29.50	79.00 79.50 34.50 29.50	
Write for List of Our Stock!	Five Star (Universal)	139.50 275.00 350.00	275.00 350.00	139.50 275.00 295.00		Texas Leaguer (Keeney)	35.00 40.00 50.00	40.00	40.00	67.50	
Exclusive Distributor for Keeney		49.50(2) 85.00	49.50 69.50	49.50 69.50	49.50 65.00 - 69.50	Thing (Chicago Coin)	89.50 95:00 119.50 69.50 95:00	79.50 95.00	119.50	110.00	
Products in the Metropolitan Area and No. N. J.	Four Horsemen (Gottlieb) Football (Chicago Coin)	144.50 154.50 75.00 90.00	112.50 144.50 154.50	112.50 115.00 154.00	112.50 129.50 115.00	Three Musketeers (Gottlieb) Thrill (Chicago Coin)	69.50 95.00 115.00 27.50	79.50 95.00 100.00 27.50	79.50 115.00 27.50	79.50 115.00 27.50 35.00	
Phone: CHickering 4-5100	Freshie (Williams) Georgia (Williams)	114.50 110.00 144.50	85.00 114.50 115.00 144.50	114.50 144.50	75.00	Total Roll (Genco) (roll-down)	39.50	39.50	39.50	39 50	
	Gin Rummy (Gottlieb) Gizmo (Williams)	115.00 125.00		49.00	115.00	Trade Winds (Genco)	34.50 39.50 49.50	34.50 35.00 39.50 49.50	34.50 39.50 49.50	34.50(2) 39.50 49.50	
	Golden Gloves (Chicago Coin).	45.00 62.50 64.50 84.50 94.50	59.50 64.50 84.50	64.50 84.50		Trinidad (Chicago Coin)	24.50 49.50	125.00 24.50 34.50 49.50	24.50 34.50 49.50	24.50 29.50 34.50 35.00	
	Gondola (Exhibit)	55.00 80.00	94,50	94.50	94.50 34.50 50.00 50.00 55.00	Triple Action (Genco)	29.50	29.50	25.00 29.50	49.50 25.00 29.50	
	Happy Go Lucky		(Unit Matter	35.00	50.00 55.00 59.50	Triplets (Gottlieb)	149.50 89.50 110.00(2)	149.50	149.50	34.50 135.00	
* THE BULBOARD'S *	fawaii (United)	69.50 125.00 129.50 19.50	145.00 69.50	69.50 129.50	69.50	Tucson (Williams)	119.50 69.50 69.50	99.50 115.00 119.50 69.50	99.50 119.50 55.00 69.30	94.50 69.50	10
¥ 31st *	fit Parade (Gottlieb)	29.50	129.50 19.50 29.50	19.50 29.50	19.50 29.50	Tumbleweed (Exhibit)	104.50 109.00 110.00	104.50	104.50 109.00	100.00 109.00	
* ANNUAL OUTDOOR *	fot Rod (Bally)	75.00 95.00 149.50	90.00 149.50	89.50 95.00 149.50	65.00 95.00 149.50	Turf King (Bally)	210.00 215.00 225.00	275.00(2) 295.00(2)	295.00 299.50 345.00	199.00 215.00 269.50 295.00	
* NUMBER *	lumpty Dumpty (Gottlieb)	29.50 49.50	28.00 29.50	25.00 28.50 29.50 34.50	29.50(2) 34.50 49.50	Utah (United)	295.00(2) 299.50 345.00 99.00	299.50 345.00 95.00	99.00	345.00 99.00 99.50	
****	ack and Jill (Gottlieb) lockey Special (Bally)	49.00 54.50	34.50 49.50	49.50	34.50 55.00	Victory Special (Bally) Virginia (Williams)	49.50 29.50 39.50	25.00 49.50 28.50 29.50	49.50 28.50 29.50	99.00 99.50 29.50 39.50	
.what makes a	oker (Gottlieb)	64.50 164.50	49.50 54.50 55.00 64.50	54.50 64.50 164.50	45.00 49.50 54.50 64.50	What's My Line Winner (Universal	45.00	39.50 160.00 175.00	39.50 45.00 175.00	175.00	
Billboard Special	udy (Exhibit)	95.00 119.50 44.50 60.00	164.50 119.50	119.50 35.00 79.00	39.50 65.00	Industries)	185.00 195.00 199.50 200.00		100.00 200.00 249.50 275.00	179.50 275.00	
AN EXTRA SPECIAL BUY	C. Jones (Gottlieb)	79.00 79.50 125.00	35.00 55.00	79.50	79.00 79.50		275.00	224.50 275.00			

SCALES This sensational proven Penny Athletic Scale has made a hit throughout the country Our new model is completely redesigned and is now being offered at a new low price, finished in a variety of colors. Write us for distributors. prices and all other information, Place orders now for early delivery. Write, wire or phone. GREAT LAKES SYSTEM

90

NEW

MERCURY

ATHLETIC

Phone: Grand Blanc 275 G-5274 S. Dort Hwy Flint, Michigan

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	-	-	-	-		-	

SPECIALS New Six Shooter	
Mutoscone Elving Enucer	5.00
Mutoscope Radar Rockets 12	5.00
New Mills Vest Pockets 5	5.00



THERE'S

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### THE BILLBOARD

THERE'S

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### • Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, terrifory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

The second state of the second s	For this week's prices (	consult the use	d machine as	avertisements	IN THIS ISSUE.	
IN YOUR	la sere a sere a	Issue of Oct. 27	Issue of Oct. 20	Issue of Oct. 13	Issue of Oct. 6	
FUTURE	Ace Bomber (Mutoscope) Air Raider (Keeney)	\$95.00 75.00 125.00	\$95.00	\$95.00 125.00	\$75.00 89.50 49.50 109.50	
	All Stars (Williams)	49.50 100.00 109.50 125.00	100.00 109.50	49.50 55.00 100.00 109.50 110.00	47.50 109.50	
INVON CALES COMDANY	Astrology Scale (ABT) Atomic Bomber (Mutoscope).	150.00	95.00	150.00	-	
593 10th Ave., New York 18, N. Y. LO 4-1880	Bag-A-Bunny Baseball (Bally)	S	115.00	75.00	75.00 115.00	
23 W. Runyon St., Newark 8, N. J. BI 3-8777	Batting Practice (Scientific) Big Inning (Bally)	75.00 85.00 185.00	75.00 185.00	75.00 185.00	75.00	
354 S. Warren St., Trenton, N. J. TR 5-6593	Boomerang (Amusement Corp.) Build Up (Exhibit)	45.00	45.00	45.00	25.00	IN YOUR
	Career Pilot Challenger (ABT)	95.00 24.50 95.00 109.50	95.00 95.00 109.50	24.50 59.50 75.00	24.50 75.00 109.50	
FORMULA "77"	Chicken Sam (Seeburg) Dale Gun (Exhibit)	45.00 49.95	49.50 49.95	95.00 109.50 49.50 50.00	55.00 69.50	FUTURE
PROVEN BEST BY TEST	Date dun (Exiliari)	69.50 79.50 84.50 85.00(3)	84.50 85.00(2)	59.50(2) 69.50 84.50 85.00(2)	84.50 85.00 95.00	IUIUNE
SHUFFLEBOARD WAX	Defender (Bally)	65.00		95.00		
POWDERED Case of 24 (1 lb, cans)	Deluxe Athletic Scale (Mercury)	69.50	49.50 69.50	69.00 69.50	69.00 69.50	
ugged Wrappers. Per Thousand .75 upplies and Parts for All Machines.	Dial Striker Drivemobile (Mutoscope)	35.00 95.00				SEE US FOR ADVANCE INFORMATION
Ask for Our FREE 14 Page, 160 Illus, Catalog.	Field Goal (Scientific) Fishing Well (Mutoscope)	40.00	125.00	125.00	2 1 2	. ATLAS NOVELTY CO.
MIKE MILNVEC	Flash Hockey (Coinex) Goalee (Chicago Coin)	75.00 99.50 125.00	75.00 99.50 125.00	75.00 95.00 99.50 125.00	89.50 95.00 99.50	and the second
577 10th Ava. (a) 42d 51.)	Gun Patrol (Exhibit) Harvard Metal Typer	249.50	224.50	225.00	195.00 225.00	2217 Fifth Ave. Pittsburgh, Pa.
577 10th Ave. (at 42d St.) low York 18, N. Y. BRyant 9-6677	Heavy Hitter (Bally) Hits and Runs (Genco)	65.00 85.00 149.50	65.00 149.50	65.00	10	
"MONEY MOUTH"-	Hockey (Chicago Coin) Hollycrane (Como)	69.50 75.00 275.00	69.50 75.00 275.00	75.00 255.00 275.00	255.00 275.00	
	Jack Rabbit		1 100 20		475.00	Constanting distant
Penny Pitch TRADE	(Amusement Corp.) Kiss-o-Meter (Exhibit)	109.50 65.00	109.50	109.50	109.50	THERE'S A
AULATOR! Folks love bitch nickels, dimes, hies at his big, grin-		75.00 95.00(2)	95.00	95.00	125.00	
mouth. Lights flash n coin lands inside th. Give cigar, beer,	Love Pilot (Mutoscope) Magic Pen. Merchantman (Exhibit)	100.00	100.00	100.00	99.50	
0 in trade, etc. Non- sypsum clay, hand tted. Transformer 6-	Mule Panorams (Mills)	50.00 225.00 250.00	225.00 250.00	175.00 225.00	2 100	
AC-DC. Ht. 18 in. 15 lbs. Send full	Periscope	100.00	100.00	250.00 100.00		
EBB CORP.	Phil Toboggan Ski Ball Photomatic (Mutoscope)	350.00 350.00(early)	350.00 350.00(early)	350.00 350.00(early)	8	
958 West Chicago Ave.		495.00 (695.00(late)	695.00(late)	695.00(late)		
Chicago 51, III.	Pistol Pete (Chicago Coin)	75.00 79.50 100.00 149.50	100.00 149.50	100.00 149.50	149.50	
	Pitch 'Em & Bat Em' (Scientific)	165.00 175.00 195.00	175.00	175.00		
<b>CLOSE OUTS</b>	Play Football (Chester Pollard)	65.00		38	. š	
of The Bear	Poker & Joker Pokerino (Scientific)	49.50	49.50 99.50	49.50 45.00 99.50	49.50 99.50	
wling Classic 105.00	Punching Bag (Mills)	50.00	24.50 100.00	90.00 100.00	89.00	
uffle Champ 80.00	Rapid Fire (Bally) Recordio (Wilcox-Gay)	75.00 150.00	150.00	150.00	8 1	IN EVERY OPERATOR'S
per Twin Bowler 105.00	Rocket Busters. Rotary Claw Mdsr. (Exhibit).	65.00 175.00	65.00 175.00	65.00 175.00 75.00	175.00	IN EVENT UPERATUR S
starte talvary in this believe and the second second	Seven High (Edelman) Shipman Art Show Shoot the Bear (Seeburg)	75.00 49.50 255.00 275.00	75.00 49.50 325.00 350.00	49.50 160.00 300.00	49.50 319.50 325.00	ГИТИЛГ
& L. Distributing Co.	and the bear (Seeburg)	255.00 275.00 315.00 325.00 350.00	1	335.00 350.00	SALANDONE D. SELANDON S	FUTURE
ncinnati 14, O. Tel. MAin 8751	Shoot the Duck (Seeburg) Shoot Your Way to Tokio	100.00	100.00	85.00 100.00	85.00	
	Silver Bullet (Exhibit)	150.00	84.50 150.00 165.00	95.00 150.00	165.00	
WANTED	Silver Gloves (Mutoscope) Six Shooter (Exhibit)	175.00 195.00		225.00	185.00 225.00	WRITE-WIRE-PHONE TODAY
Voice Recorders	Skee Ball (Wurlitzer) Skill Gun (ABT)		150.00	150.00 20.00	20.00	was awaying was at the pair said to the pairs and the second
Midget Movies Muto-Selectroscope Harvard Metal Typer	Skill Test (Groetchen) Sky Fighter	69.50 75.00 125.00	125.00	105.00 125.00	24.50 59.50 95.00 105.00	ALLAN SALES, INC.
Exhibit Seaview ROOM 403	Star Series (Williams)	89.50(2) 95.00 125.00 139.50	89.50 95.00 125.00 139.50	89.50 99.50 100.00	59.50 89.50 100.00 109.50	928-30 Market St.
tel Victoria Norfolk, Va.	-	155.00	113.00 157.50	125.00(2) 139.50	125.00 139.50	Wheeling, W. Va.
CONCULTANT FOR	Super Bomber (Evans) Swinging Monk	95.00	95.00	95.00 95.00	95.00	
CONSULTANT FOR SOUTH AMERICAN	Tail Gunner Team Hockey (United)	500 March 100 Ma	Tara to react	125.00(2)	89.50 125.00	
MARKETS export all types of goods to South	Telequiz	119.50	119.50		95.00 115.00 119.50	FOR Univ. Twin Bowler, SHIJEELEROARD
erica. Consult us first, Let us do r exporting for you. VENEZUELAN SERVICE, INC.,	Ten Strike (Evans) Tenth Inning (United) Test Your Strength (Mills)	75.00 99.50	75.00 99.50	75.00(2) 75.00		KEAL Flying Pins. Top Silder LEBOARD
Standish Hall Hotel, ariment No. 307, 45 West 81st Street, New York City, N. Y., U. S. A.	3-Way Gripper (Gottlieb)	45.00	22.50	15.00 22.50	22.50	TALUC Shuffle Game
	Tokyo Raider Tommy Gun (Evans)	50.00	200.000	n statifice statistic	75.00	18-20-22 Ft. Rock-Ola (12)
O EXPERIENCED MECHANICS WANTED Bally One Balls, Seeburg Phono-	Torpedo (Bally), Undersea Raider=(Bally)	75.00 85.00	95.00	- 95.00	75 04	Stin 50 Pucks (set of 8). 12.00 Score Sheets, 10
Bally One Balls, Seeburg Phono- ophs. Absolutely permanent position. od salary, life insurance, sick accident pitalization benefits. No drunks or	Voice-o-Graph (Mutoscope)	95.00 525.00	525.00			Fluorescent Lights, pair 17.50
aters apply. Write full details, salary pected and references, Do not tele- one, we will contact you.	Voice Recorder (Mutoscope) Western Baseball	195.00 85.00 95.00	85.00	85.00		Rock-Ola Shuffle Quantity Prices Scoreboard 79.50
and B NOVELTY CO.	X-Ray Poker (Scientific)	85.00	85.00	85.00		Rock-Ola '50 World 69.50 NEW GAMES Premiums! Write for List
AND DESCRIPTION OF THE DESCRIPTION OF THE			Cushi	on Ada	oter	Bowl
	Webb Deli			ufflebo		Wms. Double Header-late mod. Gence 8-Player League SHUFFLEBOARD CO.
12:00	• Continued from pa					Exh. Shuffle Bowl Bally Bright Spot 4322 N. Western
owe I	tunity to use old-fas English in its four-s	step tilt fea-	side-cushie	on adapter	to convert	Alley
TO CONQUER	game, one letter o	f the word	ion play h	a shuffle boar as been intr	rd for cush-	Genco Baseball 99.50 Bowler 265.00 JUniper 6-1814
0	glass. The fourth tilt	n the back-	pany. The	can Shuffleb adapters, tw	ooard Com-	
(AMPOD	tion develops from	pped up ac- plastic whip	removed a	stalled witho easily should	ut tools and it be de-	
under	springs and chrom ball traps.	ium plated	sired to read	turn the boar	d to stand-	READY TO DELIVER
	Despite the use average playing time	is less than	The ada	pters, made	the second se	BARNACLE BILL
	average playing time the conventional fiv is possible because					
	drop into traps as s	oon as they	billiard clo	oth. The ada	pters fit in	ATIONAL SALES & DIST. CO. 4440 WINDSOR PKWY. DALLAS 5, TEXA
	making it necessary t	o shoot other	place with	adjusting k	nobs.	YOU CAN HELP COMBAT CRIME BY GIVING
MERICAN CANCER SOCIETY	balls immediately. A son for the fast play			of action one	ball banks	이 것으로 다 같이 다 가지 않는 것이 같이 많이 하는 것이 많은 것이 잘 못했다. 이는 것들 것이 가 들었다. 것은 것이 들는 것이 같은 것이 같은 것이 같이 가 있다.



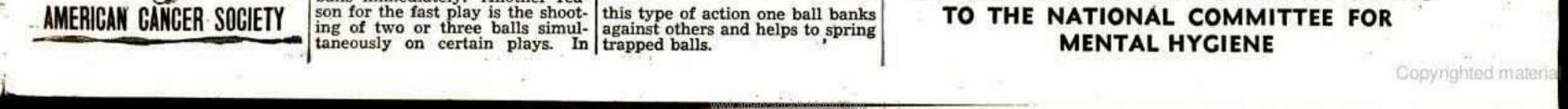


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**AMERICAN CANCER SOCIETY** 

TO THE NATIONAL COMMITTEE FOR



### Spottem Idea • Continued from page 81

ordinated with the standard pinball playfield panel which con-tains 25 skill holes numbered 1 thru 25. Game's ball return hole collects balls which have not dropped in a numbered hole for extra shots.

### Objective

Object of Bright Spot play is to skill shoot five balls into the numbered holes in such a way as to illuminate three, four or five adjoining numbers in a selected score section. This may be accomplished diagonally, vertically or horizontally. Jack Nelson, Bally general sales manager, stressed the player interest de-veloped thru the game's new "spottem" feature. This operates as follows: At intervals the comas follows: At intervals the center number of one of the six cards lights up when the first ball is shot. This spots that particular number but only on one section. The possibility the number may be spotted on a section not played emphasizes the advantage of playing several sections simul-taneously, thus stimulating multiple coin play.

Key points on the service end of the game include a new wide 34.50 55.00 open back box which opens front and back for easy access to all units and a National slug rejector

B. D. LAZAK COMPANY	Bowling (Rock-Ola) Bowling Alley (Chicago Coin)	49.50 55.00	49.50 55.00 79.50	84.50 39.50 49.50		units and a National slug rejected identical to the coin mechaniss used on Bally jumbo pin games.
1635 Fifth Ave. Pittsburgh 19, Pa.	1.052	79.50	74.50	55.00 59.00w/p 64.50		
	Bowling Classic (Chicago Coin)	135.00 139.50 145.00(2)	135.00 139.50 145.00 150.00	125.00 135.00 139.50 150.00	135.00 139.50 150.00	Luunch Lu Forte
B	Bowling League (Genco)	150.00 24.50 35.00	24.50 35.00	24.50 35.00	34.50 35.00	• Continued from page 81
	Deluxe Bowler (Williams)	45.00 49.50	50.00 45.00 49.50	45.00 49.50	69.50	Team sponsors pay a flat fee \$10 which covers participation
for better buys buy McGinnis	Deluxe Twin Bowler (United) Deluxe Twin Rebound	65.00	65.00	195,00		both halves of the split season. Reason for Split
YOU CAN DEPEND ON ROY FOR	(Universal) Double Bowler (Keeney)	185.00 135.00(2)	195.00	135.00 155.00	155.00	The schedule has been arrange
QUALITY RECONDITIONED	Double Header (Williams)	125.00(3)	124.50	179.50 110.00	124.50 125.00	cember 18. Then following a tw
EQUIPMENT		129.50 139.50	125.00(2) 139.50 149.50	125.00(2) 139.50 149.50	Victoria and arrester	week break, the second half of the season will be launched Janua
MERRY WIDOW	Double Shuffle Alley (United) Double Shuffle Alley Ex-	75.00 79.50	75.00 79.50	75.00 79.50	75.00 79.50 90.00	8. Reason for the split season to give some teams, which ma
CATALINA         39.50         CAMEL CARAVAN         B5.00           FLOATING POWER         49.50         SUMMERTIME         30.00           HAWAII         19.50         TAHITI         99.50           KILROY         16.50         THRILL         27.50	press Rebound (United) Duck Pin (Keenzy)	229.50	229.50	185.00 229.50 145.00 169.50		
MANHATTAN	Four Player Shuffle Alley (United)	, 285.00	285.00	285.00	State Manual	prizes during the second playin period. At the end of the second
MONTERREY	Glider (Genco). Hi Score Bowler (Universal)	30.00(2) 39.50 175.00(2)	30.00(2) 39.50 185.00	175.00	30.00 39.50 165.00 175.00	
We Shall Be Pleased To Demonstrate This New Equipment	Hook Bowler (Bally)	275.00(3)	275.00(2)	275.00(2)	265.00(2) 275.00(2)	league will vie with the second half champions in a best four o
KEENEY'S &WAY BOWLER KEENEY'S LITE-A-LINE KEENEY'S ELECTRIC CIGARETTE VENDOR DOWNEY-JOHNSON COIN COUNTER PENNY-LOADER	League Bowler (Keeney)	265.00(2) 275.00	265.00(2)	265.00(2)	265.00	of seven series at a date and pla to be selected later.
SPARK PLUG ROSE BOWL COUNTY FAIR	League Bowler (4-Player Rebound) (Keeney)	275.00 280.00	275.00 75.00	275.00	275.00	If last season's activity can
ROY MCGINNIS CORP.	Lucky Strike (Keeney) Pin Boy (Keeney)	75.00 24.50 45.00	24.50 45.00 24.50 28.50	24.50 28.50	34.50 19.00 34.50	used as a yardstick, the Mar City loop should build up co
<b>ROY MCGINNIS CORP.</b>	Shuffle Alley (United)	24.50 29.00 39.50(2)	29.00 35.00 39.50(3)	29.00 39.50(2) 45.00w/p	39,50(3)	sistently in fan interest as t schedule moves along. Calki
2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800		45.00w/p 59.00w/p	45.00w/p 59.50w/p	59.50w/p	59.50w/p	
	Shuffle Alley Express 2 Player (United)	199.50	199.50	199.50	199.50	developed a steady run of ne
ENTION, CANADIAN and FOREIGN BUYERS	Shuffle Alley Express (United)	49.50 50.00 69.00 69.50	49.50 50.00 69.00 69.50	49.50(2) 55.00 69.00 69.50	74.50 79.50	only improved the receipts fro
TRIMOUNT HAS A LARGE AND COMPLETE	Shuffle Baseball (Chi, Coin)	74.50 129.50 95.00	74.50 129.50 95.00	74.50 129.50	129.50 50.00	added to the over-all reven
OCK OF USED 1 BALLS AT LOW PRICES	Shuffle Bowl (Exhibit) Shuffle Bowler (Bally)	89.50 24.50 44.50	59.50 89.50 25.00 28.50	89.50 28.50 44.50	89.50 34.50 44.50	for the location.
		45.00 49.50	44.50 45.00 49.50(2)	45.00 49.50w/p	45.00 49.00 49.50w/p	
cimately 100 late model 1 Balls, including Turf Kings, Winners, Champions, Citations and Photo Finishes.	Shuffle Bowler (United) Shuffle Cade (United) Shuffle Champs (Bally)	85.00 89.00	24.50 245.00 85.00 89.00	24.50 75.00 89.00	19.00 89.00 89.50	THERE'S
All for immediate delivery	Shuffle Jungle (Rock-Ola)	03.00 07.00	2017/02/2017	89.50	89.00 89.50 99.00 19.50	DDICIT
WRITE FOR SPECIAL PRICES	Shuffle Lane (Rock-Dia) Shuffle Lane (United)	39.50 24.50	35.00 39.50 24.50	39.50 24.50	19.50 39.50	BRIGHT
ARE YOU ON OUR MAILING LIST? us your name so that you will receive all the latest Trimount literature.	Shuffle Pin (California) Shuffle Skill (United)		25.00	44.50	4 1 2276	
price lists and OUR NEW COLORFUL CATALOG.	Shuffle Slugger (Bally) Shuffle Slugger (United)	125.00 129.50	129.50 135.00	annaithe working	135.00 129.50	
EXCLUSIVE GOTTLIEB, WILLIAMS & SEEBURG DISTRIBUTORS	Single Bowler (Williams)	135.00	28.50	135.00 28.50		
ZOUVULL Remember	Single Shuffle Alley Rebound (United)	149.00 199.50	149.00 199.50	149.00 199.50	149.00 199.50	
HAHM OUT IN NEW ENGLAND	Skee Alley (United)	100.00 189.50	69.50 100.00 189.50	189.50	80.00 189.50	FUTURE
	Speed Bowler (Bally)	45.00 49.50 54.50 59.00	45.00(2) 49.00 54.50 59.00 64.50 79.50	45.00 49.50(2) 54.50 59.00	39.50w/p 49.00 54.50(2)	
40 WALTHAM STREET BOSTON 18, MASS	Stalles (Exhibit)	79.50 99.50 125.00	99.50 125.00	79.50	59.00 69.50 79.50 99.50	SEE US FOR ADVANCE INFORMATION
T+L Liberty 2-9100	Strike (Exhibit) Super Shuffle Alley (United)		28.50 45.00	28.50 49.50	99.50	J. ROSENFELD COMPAN
	Super Twin Bowler (Universal)	125.00	49.50 115.00 135.00	135.00 145.00	135.00 145.00	3220 Olive Street
Base Memory NEW! 10c BASEBALL!	CONTRACTOR CONTRACTOR	135.00(2) 145.00	139.50 145.00			St. Louis 3, Missouri
Balling (attant) COODED 5 FT. LONG	Ten Pins (Keeney) Trophy Bowl (Chicago Coin)	24.50 145.00(2)	24.50(2) 145.00 149.50	24.50 145.00 149.50	34.50 145.00 149.50	
Today 10c PL JU Ball" sold all over the	Twin Bowler (Universal)	149.50 160.00 49.50 65.00	160.00 49.50 65.00	160.00 49.50 65.00	- 160.00 65.00 69.50	WE ARE NOW
world by Chicago Coin. We bought out their en- tire stock. High quality!		89.50 129.50w/p	89.50 129.50 129.50w/p	89.50 129.50w/p	89.50 129.50(2)	
Low priced! Get your money back fast on this one! Newly manufactured, in wooden crates. REVOLVING ACTION BASEBALL DIAMOND automatically lets	Twin Shuffle Alley Rebound (United)	215.00(2)	215.00(2)	175.00 225.00	225.00 234.50	DELIVERING
players (steel balls) run the bases on singles, doubles,	Twin Shuffle (Williams)	234.50 24.50 25.00	234.50 24.50 25.00(2) 29.50	234.50 24.50 25.00	25.00	United's New Game
thrilling entertainment for his dime, getting un- limited balls to shoot as long as he avoids three outs. FAST! Constant action in the playfield. Electric scoreboard registers every run, out, ball, strike, etc. Built with automatic FREE PLAY AWARDS for runs	Twin Shuffle-Cade (United).	275.00(2)	28.50 275.00(2)	28.50 275.00	275.00	COUNTY FAIR
scored, but this can be detached it not wanted.			1	-0 NS	1	AND ZINGO
Oversized playing field. Handsome, colorful. Guar- anteed bug-proof. Any handyman can understand it. Size 60x24 in. Send full amount or \$25.00 deposit	More Sugar		total of 38.	present sug 522,666 bags	equivalent	Two Winners. Order Now.
and balance C.O.D. Brand new.	HAVANA, Oct. 2	7. — Cubar	to 5,589,23	2 long tons	, were pro-	FRANK SWARIZ SALES CO.
No. 1042-Shpg. wt. 185 lbs. Immediate \$99.50 delivery F.O.B. Chicago	sugar mills ground more arrobas of ca		5 303 541 +	one co this	vear's pro-	The set before the states of the states
WEBB CORP.	than in 1950, statistic	s compiled in	a 185.711 tor	snows an	increase of	
4958 W. CHICAGO AVE., CHICAGO 51, ILL. Phone: COLUMBUS 1-0740	book form by the Agricultural reveal.		I The pro	anastina an	erage price	FOR SALE
(References: Dun & Brad.; also Merchants Nat. Bank)	weigns 20 pounds.		months e	nding No	ovember 31	Coin Machine Route-Record and Apol
	The figures also 1,344,506 more 325-p	ound bags o	f pound, an	nd from 5.39	) to 5.22 in	All late Seeburgs, AMI's, Bear Gun
UR AMERICAN RED CROSS IS ALWAYS THERE	than in the corresp	onding 195	0 to a repor	rt issued by	Luis Men-	BOX D-100
AFTER TRAGEDY STRIKES	grinding period.	1.W.5/7/2011170 501/04	doza & C	ompany	· Standard (INC CORE)	c/o Billboard, Cincinnati 22, O.

THE BILLBOARD Index of Advertised Used **Machine Prices** 

### • Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, fime on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue. Issue of **Essue** of issue of Issue of Oct. 20 Oct. 13 Oct. 6 Oct. 27 \$65.00 69.50 \$65.00 69.50 \$65.00 69.50 \$65.00 69.50 ABC Bowler (Keeney)..... 85.00 85.00 ABC (United)..... 290.00 375.00 375.00 149.00w/p 149.00w/p Ace Bowler (Chicago Coin).. 99.50 34.50 Baseball (Genco)..... 99.50 99.50 99.50 Baseball (Nationwide)..... 34,50 34.50 295.00 Big League Bowler (Keeney)... 35.00 Bowl-a-Matic (Exhibit)..... Bowl-o-Matic (Universal).... 425.00 24.50 34.50 Bowlette (Gottlieb)..... 24.50 34.50 24.50 39.00 35.00 55.00 39.00 50.00 55.00 69.50 69.50 55.00 69.50 69.50 75.00 84 50

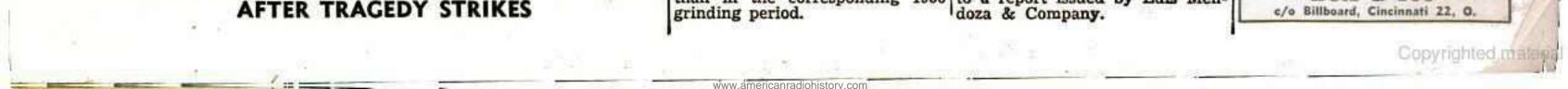
FUTURE SEE US FOR ADVANCE INFORMATION B. D. LAZAR COMPANY

IN YOUR

THERE'S

A





## KIDS HOWL **Coral Gables Solons Slash** Coin Nag Tax

CORAL GABLES, Fla., Oct. 27 -An emergency meeting of the city council was convened here recently after irate parents had protested the high tax on a coinoperated device designed especially for the moppet trade.

The city some time ago enacted a special tax of \$1,000 on coinoperated amusement devics. Considered all-inclusive, the tax was applied to the mechanical horses manufactured by Exhibit Supply, Chicago, and which had been located in several spots here. Because it was ruled the ride device was subject to the tax, the coinoperated bronks were taken off location.

Kids set up a howl, and kept it up until their parents started writing the council. As the complaints cascaded into mountains of mail, the council decided to act.

Result was the lowering of the tax on coin-operated horses from \$1,000 to \$10.



Billboard Special

THE BILLBOARD

### **Calendar** for Coinmen

October 29—Illinois Amusement Association, monthly meeting, 208 North Madison Street, Rockford, Ill. October 30—Automatic Music Operators' Association, Inc.,

monthly meeting, Park Sheraton Hotel, New York. October 30-Western Vending Machine Operators' Asso-

ciation, monthly meeting, Los Angeles. November 12, 13-National Association of Gum Vendors,

first annual convention, Hollenden Hotel, Cleveland. November 12, 13, 14, 15—National Automatic Merchan-dising Association, Cleveland.

November 12-Wisconsin Phonograph Operators' Association, monthly meeting. Site to be announced.

November 13-California Music Guild, monthly meeting, 311 Club, Oakland.

November 14, 28-Music Merchants' Guild, semi-monthly meeting, Narragansett Hotel, Providence.

November 13—Automatic Phonograph Owners' Associa-tion, monthly meeting, Gibson Hotel, Cincinnati. November 14—Music Operators of Northern Illinois, monthly meeting. Site to be announced. November 15—Michigan Automatic Phonograph Owners'

Association, Inc., monthly meeting, Maccabees Building, Detroit.

November 21-Westchester Operators' Guild, Inc., monthly

meeting, American Legion Hall, White Plains, N. Y. November 25, 26, 27, 28—National Association of Amuse-ment Parks, Pools and Beaches, Annual Trade Show, Hotel

Sherman, Chicago. November 26—Phonograph Owners' Association, monthly meeting, Broadway Hotel, East St. Louis, Ill.

November 27-Automatic Machine Association of Philadelphia, Broadwood Hotel, Philadelphia.

### Firms Build Fewer Venders

### Continued from page 82

tor of the 8-column machine made | Candy Store. by its Vendall Company division, has announced initial production as of September in the contract manufacturer's (Glascock Bros.) Muncie, Ind., plant. Output was scheduled to start last July, but delayed delivery of dies, com- pany. Under continual refinement ponents, held up production. As since its introduction in December of this date, the Vendall handles of 1949, latest improvement was only nickel bars, but develop-ment of a new dime mechanism is said to be under way.

Alco-Deree Company, Chicago, after re-entering the candy vender field last month (The Billboard, September 29) following its bow-out in October, 1950, is promoting its seven-selection, refrigerated machine in the Southern market. Initially, the reintroduced vender is being assembled from cabinets and components remaining after the production halt last year; about 200 of these first-run units are converted Alco-Deree sandwich venders recalled for that purpose. The cooled unit lists for \$499.50; firm does not plan reintroduction of its non-cooled candy model. Unusual feature of the Alco-Deree machine is its seven circular vending drums, positioned one above the other, which permits a bar capacity of from 400 to 500. Nickel coin mechanism only is offered.

pany, Chicago, national distribu- trade-names it Martin's Little

Mills Industries, Inc., Chicago, reports limited production on its 8-column candy vender. Firm has channeled practically all output for its operating division, Mills Automatic Merchandising Comadoption of a two-nickel coin mechanism allowing customer to make change should he find his favorite dime bar sold out and decide on a 5-cent item.

Mills, currently producing teletype machines for the Army, hopes to build an increasing quantity of candy equipment in the next three months. Firm officials state release of the candy vender for general sale depends upon increased ouput and clearance by Mills Automatic.

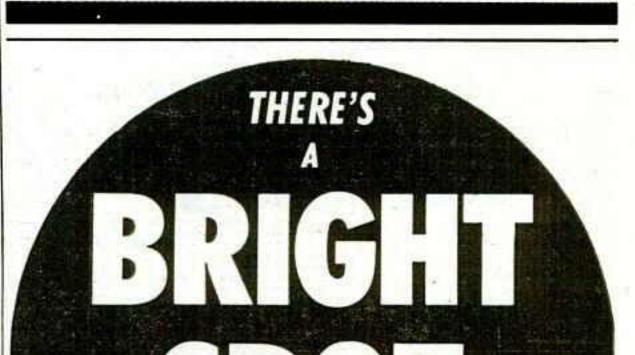
COIN MACHINES

93



### **Rex Bilotta Corporation**

821 South Salina St. Syracuse, N. Y.



AN EXTRA SPECIAL BUY for Advertisers!



WRITE-WIRE-PHONE TODAY

EQUIPMENT CO 826 Mills Street

Kalamazoo, Mich.

GIVE TO THE RUNYON CANCER FUND

#### Martin Active

James H. Martin & Company, Chicago, reports current output standard and de luxe and 16of its DuGrenier-built candy column theater model candy vender on the plus side of 500 venders. Delivery continues on a units. Listing for \$216.75, including changer, base and delivery tray lift, it has 160-bar capacity. Two-coin mechanism permits all Stoner equipment. vending nickel bars, returns change for a dime, and dime bars on both dime and two-nickel deposits.

Martin, who controls the bar mechanism patents and national distribution of the machine, has dropped the DuGrenier nameplate on the candy unit; now

Billboard

#### **Rowe Production**

Rowe Manufacturing Company, Inc., New York, announced pro-duction on its 7 or 8-column (number optional) candy unit. Price is \$199.50, including base and nickel changer. Penny refunder is \$12.50 extra. Capacity up to 210 bars. Has adapter for nickel gum, mint, etc., sale as eighth column. Deliveries made in sequence of orders, no definite time period reported.

Stoner Manufacturing Corporation, Aurora, Ill., reports production "to the limit of materials available" on its 6 and 8-column straight sequence of order-receipt basis. Changemaker and gum unit continue to be available on

Wall-Stand Units

The six companies producing wall-stand type candy venders follow:

Advance Machine Company, Chicago, remains in production on its 40-bar capacity unit, which is also made under various tradenames for individual firms.

Atlas Tool & Manufacturing Company, St. Louis, is offering immediate delivery on its Model 150 Super Selector listing for \$149.50. States future production "uncertain."

Coan Manufacturing Company, Inc., Madison, Wis., announced U-Select-It candy machine output approximately 500 units per month. The 74-bar capacity vender lists for \$99.50 f.o.b., is available for delivery during the same week of order.

Arthur H. DuGrenier, Inc., Haverhill, Mass., reports con-tinued production on its Model B Candyman, a 72-bar capacity single-column type unit at \$89.50. Floor stand is \$16.25 extra. Plans production as long as materials are available.

Shipman Manufacturing Company, Los Angeles, reports production on a three-column, 90-bar (approximate) capacity model at \$69.50 f.o.b. Claims immediate delivery.

Silver-King Corporation, Chicago, is offering its non-selective candy unit under different trade names for outside distributors. A 13th firm, Alkuno & Company, Inc., New York, has discontinued candy vender produc-



# MAYFLOWER DIST. CO.

2218 University Ave.

ST. PAUL, MINN.

1209 Douglas St. OMAHA, NEB.



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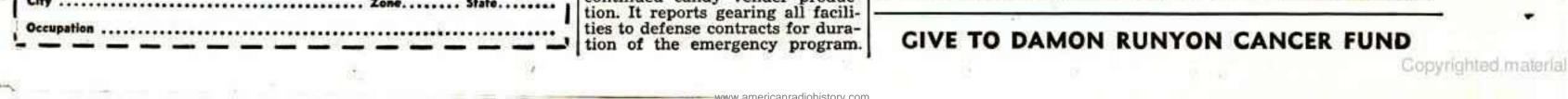
> **Radio Station WNOE** Larry Wilson New Orleans, La.

THE BILLBOARD

2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues.

1	Name
۱	Address
1	City



### WANTED TO BUY

94

Wurlitzer Model 1250's, 1100's, 1015's; Seeburg M-100's, 78's or 45's. Will pay cash or trade late pin games, alleys or arcade equipment. Write, wire or phone 3-4623.

Bush Distributing Co. 286 N. W. 29th Street, Miami 37, Florida

WANTED TO BUY PENNY WEIGHING MACHINES Write J. W. BAILEY Clover, Virginia

### THE WORK BENCH **Points to Remember About Welding Kits**

By HOWARD P. SCHLEY There are certain times in the coin machine shop when nothing takes the place of a welded joint. Many broken pieces can be soldered, others can be mended with bolts or rivets. But some defy any type of mending except welding. By welding is meant both brazing and electric welding since brazing is a method of welding that uses molten brass instead of iron or steel. Before an operator buys weld-

ing equipment, he ought to keep in mind that there are two main idea to have both an electric weldtypes of molten metal mending:

1. The electric welder. This method makes use of a low voltage, many sizes. Some very small outhigh amperage current which is fits even work from a storage batused to weld in what actually tery. The very large types make amounts to a short circuit. The use of a motor-generator to develop heat of the resulting arc is used to the low voltage direct current remelt the iron or steel welding rod quired. Other intermediate types or, by means of a carbon rod, brass plug into the line current and give or copper alloy rods.

KES ......................

acetylene and oxygen. These burn together at a temperature high enough to melt most metals.

The electrical system is more adaptable to the coin machine shop. It is possible to use it for more types of work than the gas torch, and the cost of operation is slightly lower. However, many mechanics believe the advantages. and disadvantages of the two are so closely matched that both types should be considered before buying. In a very large shop, as a matter of fact, it would be a good

er and a gas torch. Electric welders come in a great the required voltage by means of 2. The oxy-acetylene torch. This a heavy-duty rectifier and transsecond method uses a gas flame, former. This type is perhaps the best suited to the coin machine shop. It may be used with an ordinary coated rod to braze with a carbon arc or to cut heavy metal with a higher amperage carbon

#### Safety Pointers

arc.

Since the electric arc is very powerful, great care should be used to protect the eyes. Also, hot metal may splatter from the weld. Under no circumstances should a job be attempted without a regulation welder's helmet or hood.

The brazing torch makes use of a high-temperature flame, and a welding hood is not required altho colored welding goggles must be worn. Two separate tanks of gas are required, one of acetylene and one of oxygen, plus sufficient rubber hose to reach from the tanks to the work. A pressure regula-

tor, and guages to show the gas pressures, are also needed. The thru Howie Freer reports six gasses are mixed in the torch, and player shuffle games are drawing the torch must be adjusted to provide the proper heat for the work at hand. If the need arises to cut pieces of heavy metal, it is necessary to have a separate cutting torch.

# **Coinmen You Know**

### Chicago

Sam Lewis, Chicago Coin Machine Company, reports interest in firm's 6-Player Bowling Alley is mounting steadily. Largest single factor in the rise of the game, he stresses, has been the success of the formica playfield in top locations. Ed Levin, sales manager, has been busy greeting out of town distributors and handling long distance requests for the game.

At Exhibit Supply Company the emphasis is on mechanical horses and guns. Frank Mencuri was back for a few days from an extended road trip which in-cluded stops in Nebraska and Texas. He pointed out one of the extra dividends connected with the interest in the mechanical horses is the new blood attracted by them. Si Redd, Redd Distributing Company, Allston, Mass., was a visitor at the plant last week.

Alvin Gottlieb, D. Gottlieb & Company, finds firm's newest five ball Rose Bowl has resulted in steady repeat business. Meanwhile, company officials are doing all they can to keep desired production schedules up with demand for the game. . . . Coin Machine Institute headquarters launched the first mailing of its convention contracts early this week.

Paul Huebsch, Keeney sales manager, states factory is really hopping these days what with the government contracts, TV output plus company's main business in sandwich and cigarette venders and the 6-Way Bowler. . . . S. I. Neiman, publicity director for the National Coin Machine Distributors' Association, reports the fall meeting was one of the most interesting since the quarterly meet series began.

Empire Coin Machine Exchange

quests for games and music equipment. They have found Keeney's 6-Way Bowler and Williams Spark Plugs in increasing demand. The new roadman, Sam Rosenblatt continues to line up a steady run of orders.

Irving Webb, president of Webb Corporation, reports that operators who have seen Winter Baseball and Trap That Football, feel that both units-will be winners on location. The basic appeal of each game, he feels, is that Americans are sports minded the year around.

### Salt Lake City

Among the first to congratulate Dan Stewart on his recent expansion into Southern California and Southern Nevada Rock-Ola territories was Ed Lake, regional manager out of San Fancisco, who stopped here last week on a swing which will include Denver, Phoenix and Los Angeles. Lake announced another Rock-Ola distributor's expansion. Paul Speer, Nothern California, in opening offices in Reno to handle his newly acquired Northern Nevada territory.

Paul Hawkins, Tucson, Ariz. operator, is on a trip thru Yuma, Kingman, Prescott and Phoenix showing the new Rock-Ola Rocket '52.

Jack Masierson, Panguitch. Utah, operator was in town last week buying new games to meet demands of increasing fall business. Also looking over new games for the fall was Cliff Beardall, co-partner with Ernest Holt of Arts City Music Company, Springville, Utah.

N. A. Stewart, Ogden, Utah; operator, visited Salt Lake City



FUTURE





#### **Practice Does It**

Space is far too limited here give complete instructions for welding and brazing. But a good instruction booklet should be purchased, and studied, before any welding is attempted. Once the general idea is grasped, nothing is needed but practice.

Since all welding is done at-high temperatures, there is always fire hazard connected with the work. his partner, Charley Pieri, has Take this hazard into consideration before setting up a welding bench. The bench and adjacent wall should be covered with sheet metal, and a fire extinguisher should be kept handy. A tank of water should be provided for quenching hot work, and it is a good idea to wear gloves.

Another must on the welding bench is a heavy vise-often one that has been discarded from machine work will do very well to support work that is to be welded.

#### Word of Caution

Welding can be dangerous work. The heat used is so high that serious burns can result from contact with the hot metal. The arc of an electric welder is not only dangerous to the eyes, it can also give a bad sunburn if the exposure to it is long enough.

A word of caution, therefore, about welding in the coin machine shop: This is one section of the shop where safety should always be kept in mind.

(NEXT WEEK: You can give a machine a factoryfresh look with a small, relatively inexpensive spray painting outfit. Next week's Work Bench outlines the best way to set up such an outfit, gives tips for getting the best results.)

### Vital Statistics Deaths

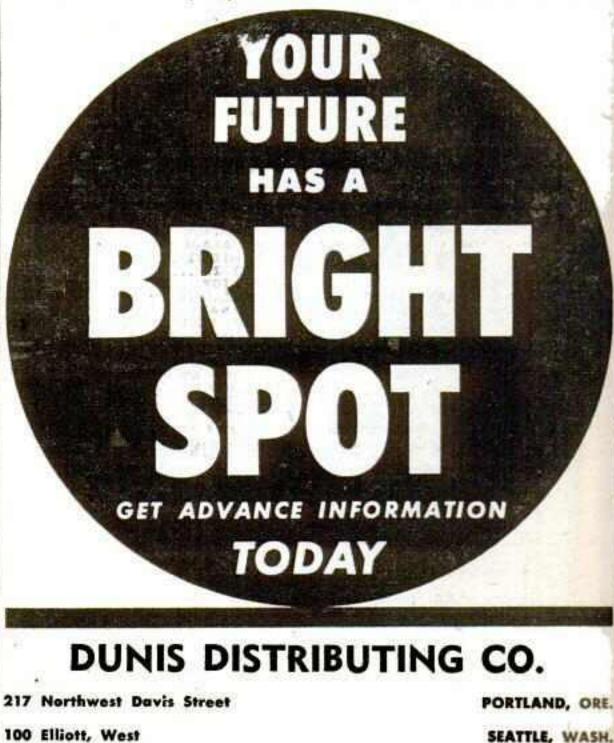
William H. Waterbury, 57, in Port Chester, N. Y., October 12. He was a coin-operated mailing machine technician, associated with Pitney-Bowes, Inc. since 1920 and previously with Yale &

a lot of operator activity. Stanley Levin is on the road in Southern Illinois. He will make stops in Iowa before returning. Gil Kitt had a busy week greeting out-of-town operators who were in for a look at the firm's varied line of new and used merchandise. Exports continue on the upswing. Latest shipments went to Holland and France. In the vending line the Acorn penny and nickel models have received steady attention from visiting coinmen.

Clayton Nemeroff, Monarch Coin, is on a brief trip thru the Wisconsin territory. Meanwhile, been holding down the office front.

At World Wide Distributors, Al Stern, Len Micon and Monty West have been busy filling re-







### THE BILLBOARD

#### COIN MACHINES







# Watch for GENCO'S Sensational

PLAYER

SHUFFLE GAME!

# Coinmen You Know

#### Continued from page 95

Georgia. . . . Ace-Saxon Prexy Philadelphia John Saxon is back at his desk after an extended vacation trip. ... Taran Distributing is making deliveries of the new AMI Model in filling orders, according to Sales of the local Variety Club. .... Manager Eli Ross.

price for vended smokes despite Avenue. the additional penny excise tax slapped on by Congress effective November 1. Birthday greetings have gone out from "The Ace-Saxon Family" to Gene Whitaker. vice-president and general man- manufacture, buy, sell, deal in ager of Ace-Saxon, and Frank Teaney, whose wife, Catherine, works in the office. Whitaker has been with the company 10 years. law."

Cy Wolfe, Seeburg distributor for Florida with headquarters in Jacksonville, was in town calling on operators. . . Willie Blatt has built a model of a new group at the Paul Laymon Company, shuffle game which can be played reports he is working on a new simultaneously by as many as development. An engineer, equipment and parts. . . . Jack four players. He will bring it to Turner would not say whether Sickly, of the Brown Music Comtional Automatic Merchandising Association convention November Huber, partners in the operation 12-15. Blatt also expects to take of the Starlite Roller Rink in in the parks' convention there.

Bill Bolles, formerly with Wurlitzer and now in the hotel business, has been appointed manager of the Delmonico Hotel, 6393 Collins Avenue, Miami Beach. Coinmen planning a Florida vacation are invited to get in touch with Bill.

### Indianapolis

Norman Haas, factory representative for Seeburg Corporation, days of hunting in Colorado. . . . Chicago, conducted the Seeburg Ivan Wilcox, Visalia operator, is service school at the Shaffer Music Company showrooms October 18. There was a good attendance of local and out-State juke the opera at the Shrine Auditobox operators.

Robert Clarren, son of Mrs. Lot-

Jack Beresin, head of Berlo Vending Company, and Ralph Pries, local branch manager for D phonograph as rapidly as the the Berlo vending firm, were jukes come in, but is still behind elected to the board of directors Harry H. Brown has formed the Amusement Sales Company for Miami cigarette operators re- the operation of amusement maveal they will retain the quarter chines, locating on Germantown

### Los Angeles

project concerned automatic phonographs. . . . Sid Cook and P. E. Victorville, in town for equipment for the arcade section of the skating area. . . . Jimmy Hume, of the Palm Springs Music Company, back in town on a visit following the closing of his club in Nevada.

Paul Laymon Company, off on a the death of Mrs. Carter. . . fishing trip. . . . Jack Spencer, Bruce Sutton, of the Sutton Vend-Big Bear operator, is taking ad- ing Company, is extending his vantage of the in-between-season lull at that resort to get in 10 back from a trip to Nebraska. . . . Al Anderson and Mrs. Anderson in town from Shafter to attend rium. . . . Bob Donahue, of Pismo. Beach, in town to make preparations for the winter there. The

ported. . . . Bill Gordon, of the Brawley Amusement Company, Brawley, Calif., reports that the section had the hottest weather in 25 years.

Lee Webb is dividing his time between operating and commercial fishing. He has a 65-foot boat and has made jumps from 500 miles south of Los Angeles to Oregon, approximately 1,700 miles. On a trip of this kind, the boat is out for a month, which. gives an idea of its cruising range. . . . Ray Powers, of the phonograph department of the Badger Sales Company is in Las Vegas

on business.

Carl Happel, of the Badger Novelty Company, Milwaukee, is in town visiting his brother, William R. Happel Jr., of the Badger Sales Company. The Happels made a trip to Las Vegas over week-end. Carl returns to Milwaukee October 30. . . . Ross Jiminez, an operator from Ensenado, Mexico, in town for pany, Bakersfield, and Pete Levy and Nick Carter, of the Nickabob Company, enjoyed a fishing trip off the San Pedro shore Tuesday. ... Al Borth, of the Allen Music Company, Bakersfield, reported injured in an automobile accident near Arvin, Calif.

The many friends of Nick Carter, of the Nickabob Company, Carl Johnson, mechanic at the were saddened by the news of







### **NOVERBER 3. 1951**

#### vending operation into candy. He recently purchased the operation ternal revenue in Milwaukee, an- of the duck season. of the R. & S. Vendors in Las nounced that wholesale and re-Vegas. . . . Stan Rousso, Stoner Manufacturing Company representative in the West, back from San Francisco where he assisted operators in their surveys of Fort Ord and Fairfield Air Base. . . . Herb Rousso, of Food-o-Matic Sales, an operating company, has signed contracts for the intallation of multiple-flavor drink machines in veterans' hospitals in Sawtelle and Long Beach. He plans to use nearly 20 units. . . . Johnny Huntsman, operator in the Hanford and Tulare areas, in town.

### Milwaukee

Opening fall monthly meeting of the Milwaukee Phonograph firms fit into the defense program. Operators' Association was held Also named to the committee was O'Brien is covering plenty of Wednesday evening at Joe H. W. Hoard, United Manufactur- miles these days in his Buick, Deutsch's eatery. After a sum- ing and Service Company of Milmer layoff, ops were reported by waukee. Zaug has been active in headquarters and his recently esorg secretary, Doug Opitz, as expressing a keen interest in reviving the sessions.

New Decca sales representative calling on operators in Southern Wisconsin and Milwaukee territory is Dick Bruce, who took the place of Gil Karowski, now managing the Iowa office.

Ted Curro, of Metro Amusements, is one of the town's most avid dog fanciers. Ted owns several of the area's finest boxers and takes a keen interest in his hobby. As a matter of fact. Ted seldom makes his route without the company of one of his boxers in the car.

Milt Holzman, who recently entered the operating business here with the purchase of a music and shuffleboard route, was hospitalized for several weeks with an intestinal ailment. Milt is back on his feet and making the rounds once again, albeit a bit wobbly.

Badger Candy Club is all set for its annual Halloween dance, October 31, at the Ambassador year's capacity house.

Oscar M. Jonas, collector of in- Muskego Lake on the opening day tail merchandisers of cigarettes will have to shell out a tax of 50 cents for each thousand ciggies in stock November 1. Ops have also been notified that the department expects them to file a report of the November 1 smokes inventory and come up with their tax payment by December 31.

Fond du Lac Avenue Advancement Association has voted to ask the city fathers to install parking meters on the street covering an area of about 24 blocks.

F. L. Zaug, New London, Wis., has been named by Governor Kohler to a small business committee set up to help small State wrapping materials for vended tovices.

General Novelty topper Clyde Nelson's big smile is directly related to the fact that he managed to get his limit of ducks on the opening day of the bird season. Clyde did all his shooting in the blind at his cottage at Wolf River. His wife, Lorraine, says she is biding her time until she can go along with Clyde when the deer season opens.

THE BILLBOARD

Mitchell Novelty front office fixture, Erv Beck, reports business at a low ebb. Mitchell staffers held their regular monthly business confab last Friday and laid plans for upping business. No tournaments are in the plans for this coming winter, according to Beck. Location owners have claimed they can do as well by sponsoring their own competitions among their personal trade.

Music seems to be carrying the load these days at Red Jacomet's Novelty firm in West Allis. To boost the game takes, Red reports he has recently purchased a small quantity of new six player shuffle games for his locations.

Major Distributor's Johnny commuting between his Beer City tablished Des Moines disk outlet. bacco products and Hoard's firm Major's front office charmer Phylmanufactures wiring systems for lis Kappenman keeps the visiting electrically operated vending de- operators smoking with O'Brien's privately imprinted packs of ciggies being passed out to the cus-tomers. The free O'Brien smokes are making a big hit and creating a lot of good will.

Harry Jacobs Jr., United, Inc., bossman, is limiting his business trips thru the State to short day or two jaunts for the remainder of the fall and winter. Harry Jacobs Sr. dishes out the happy fact that auditor's report this month shows that United's sales totals for the Hunting seems to have taken a last quarter records the biggest strong hold on a large number of volume in the firm's entire 15 the coinmen in Milwaukee. Ba- years of existence. This, he points

> nette; Charles Bayne, of Waukesha; Harry Kososki, Niagara. Music operators Louis Albafonte, of



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98 COIN MACHIN	ES	THE BILLBOARD		November 3, 1951
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MECHANISM OVERHAULED WORN PARTS REPLACED AMPLIFIER RECONDITIONED WURLITZER 1000 199 1015 199 AMI \$399 "A" \$390 "A" \$300 "A" \$400 "A" \$400 "A" \$400 "A" \$400 "A" \$400 "A" \$400 "A" \$400 "A" \$400	Alleon Addition of the Davis & Point Machine. ZER S109 1422 1422 1422 S109 1422 Playmaster 69 Commander 39 MILLS Empress AlREON Deluze '46 S49 PACKARD Manhattan 76 5.95 Sectialize in Export Trade DISTRIBUTING CORP. Seeburg Factory Distributors Branches in Buffalo, Rochester, Albany	<ul> <li>Albert Polak, of the Belgium Amusement Company, set sail for Europe last week after an extended stay with Abe Witsen, head of the Affiliated International Amusement Company. The Belgian concern has just opened a new year-round arcade in Liege that has been stocked with a full complement of coin amusement devices.</li> <li>Leo Leary, sales manager of H. K. Hart Confections, is back from a 2½-month trip visiting ball gum operators in 46 cities Sal Fornatora. of Chick's Drinks, was out last week nursing a virus infection Paving operations on coinrow last week created a loading problem for jobbers shipping equipment.</li> <li>Barney Sugerman and Abe Green. Runyon Sales partners, are expecting first deliveries of the new AMI D-80 next week. Shortly after the 45 r.p.m. machines arrive, Runyon plans to hold a formal trade showing Lou Wolcher, San Francisco distributor, visited here on business last week.</li> <li>Lester Paul and Moe Bitter will host an official opening of their new Western Premiums store November 2-3. The store will then be completely remodeled, said Paul. He's planning to have plenty of refreshments, liquids, too, for operators attending the opening ceremonies.</li> </ul>	Buddy Hackett will emsee the show at the Commodore Hotel, and the talent roster will include some of the top names among record artists, promises Denver. On the day of the show and the day before (2), at the same hotel, Seacoast Distributors and Rock-Ola will sponsor jointly a showing of the manufacturer's 78 and 45-r.p.m. juke boxes and the 50-selection wall box, due for release to the trade in November. Dave Stern and Bob Slifer will act as hosts for Seacoast and the delegation from Rock-Ola will in- clude Art Weinand, vice-presi- dent in charge of sales, and Bill Ravenscraft, of the engineering staff. Sid Levine, national counselor for the Music Operators of Amer- ica, was in Washington Thursday (25) to attend the start of hear- ings on the Bryson-Kefauver bill to remove the juke box exemp- tion from the Copyright Act. The measure would require operators to pay copyright holders 1-cent per record side per week for all disks in machines on location. Joe Madden, of Old Reliable Music, is prepping a sweet-16 party for his daughter in the newly finished basement of his home in Forest Hills Gil Engelman, of Columbia Music, has been released from the hos- pital after a minor operation Monday (22) was a bad day for Tommy Lee, head serviceman of Capitol Music, He broke an ankle	Rose, of Columbia Reco Company, were guests at the meeting. They will work we the Christmas party committed Attending the meeting we Charles Kanter, Phil Ostand, S. E. Chester, Nat Bartfield, A Villinsky, Sam Gerros, Jam Drivakis, Charles McKinney, Fr Engel, Bill Harris, Milton Co Vern Hawks, Peter Goyak a Maurie Rose. Next regular me ing will be held Wednesday, N vember 13, in parlor E at the H tel Gibson Robert Bernste who operates Robert Music Co pany, has made application membership in the APOA. purchased the phonograph roo of Leo Weingartner, who operat Dot Sales Company. Ready for location at lowest Prices TURF KING \$299.50 WINNER 199.50 CHAMPION 99.50 PHOTO FINISH 99.50 CHAMPION 99.50 DHOTO FINISH 99.50 CHAMPION 54.50 IJOCKEY SPECIAL 54.50 I/3 deposit with all orders SICKING, INC. America's Oldest Distributor Established 1895 1401 central Pkwy. Cincinnati 14, 0.



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inion, was home most week nursing a bad cold. His son, Drew, is engaged to Mary Romano. The announcement was made at a party recently.

### Cincinnati

Automatic Phonograph Owners' Association held its first meeting Association held its first meeting in three months at the Sheraton Gibson Tuesday 23. The chairman appointed a committee on good will and advertisement. Milton Cole, chairman, will serve for the court four months.

Appointed to serve on the Christmas party were Sam Chester, Nat Bartfield and Fred Engel. Party will be held December 11 in the Victory Room of the Hotel Sheraton Gibson.

Vern Hawks, of Decca Record Company; Peter Goyak, of Capi-



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THE BILLBOARD

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